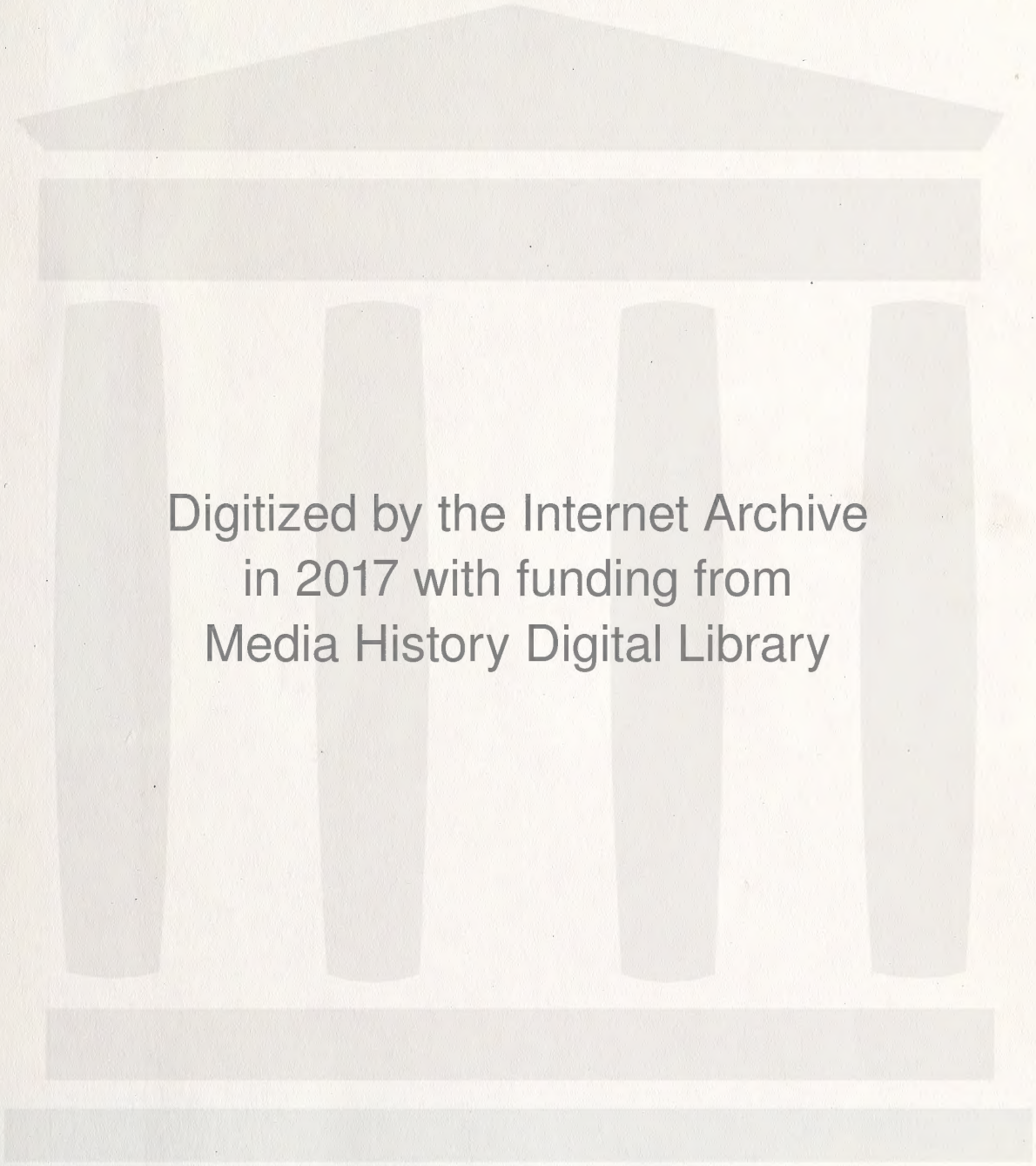


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The Pulse of the Motion Picture Industry

BOXOFFICE

APRIL 6, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION



"PROTEST FROM LOUISIANA"

Page 3, Please

MARCH CAME IN LIKE A LION!



MARCH GOES OUT LIKE A LION!

"NORTHWEST PASSAGE" THE WORD-OF-MOUTH HOLD-OVER SENSATION!

4th Week Chicago, Portland, Seattle
3rd Week New York, San Francisco, Worcester
2nd Week Denver, Louisville, Spokane, Cincinnati, Pittsburgh, Philadelphia, Washington, D. C., Wilmington, New Haven, Harrisburg, Bridgeport, Boston (*Day and Date at State and Orpheum*), Los Angeles. Salt Lake City 11 days.
More Hold-Overs Reported Daily!

"NORTHWEST PASSAGE" (*Book 1—Rogers' Rangers*) in Technicolor Starring SPENCER TRACY with Robert Young, Walter Brennan, Ruth Hussey, Nat Pendleton • Screen Play by Laurence Stallings and Talbot Jennings • Based on the Novel by Kenneth Roberts Directed by King Vidor • Produced by Hunt Stromberg
A Metro-Goldwyn-Mayer Picture

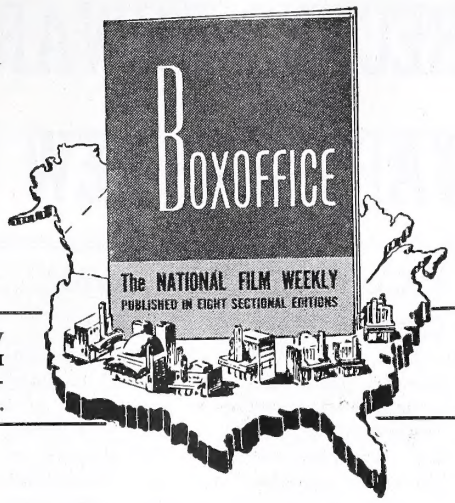
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CLARK GABLE, JOAN CRAWFORD in "STRANGE CARGO" with Ian Hunter, Peter Lorre, Paul Lukas, Albert Dekker, J. Edward Bromberg, Eduardo Ciannelli • A Frank Borzage Production • Screen Play by Lawrence Hazard • Based on the Book "Not Too Narrow, Not Too Deep" by Richard Sale • Directed by Frank Borzage Produced by Joseph L. Mankiewicz • *A Metro-Goldwyn-Mayer Picture*

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 20

April 6, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

PROTEST FROM LOUISIANA

WE HAVE fallen from grace in the eyes of Donald B. Fiske, Louisiana exhibitor and cotton ginner. The operator of the Fiske at Oak Grove and the Lake at Lake Providence admits to surprise and disappointment, the cause tracing back a few weeks to a somewhat heated discussion on this page about Martin Dies and his tin horn crusading. Our deep South correspondent is surprised and disappointed "that a magazine which I have held in such high esteem should stoop so low as to run such an editorial."

This is his say:

"In the first place, every red-blooded American citizen who knows just what Mr. Dies is doing, realizes that his work is of value to the future welfare of our country.

"In the second place, your argument that certain pictures are not propaganda documents because certain organizations and newspapers approve them is ridiculous. Everyone familiar with the business knows that many pictures have been reeking with propaganda which, by the way, is very detrimental to the industry even should the particular propaganda not be objectionable to a large percentage of theatre patrons, for the motion picture theatre should be confined to amusement and entertainment and not the peddling of various propaganda.

"In the third place, just what good can you expect to come from such a cheap, dirty attack on Mr. Dies? Your purpose, of course, is to discredit him by heaping ridicule on him and his work, but you are showing exceedingly poor judgment if you think you will get any results from such tactics. In the hearts of untold millions of Americans, Mr. Dies is doing a great work in his efforts to rid our country of undesirable organizations and persons. The efforts of any individual, any publication or organization within the industry to discredit Mr. Dies and the work of his committee will only reflect upon the industry as a whole and, in the end, we who are connected with the industry will suffer as we always suffer when someone runs off at the mouth while his brain is asleep.

"If, as you intimate in your article, Mr. Dies is all wrong and everyone in Hollywood is above reproach in respect to un-American activities, then why all the hysteria? You should realize that an innocent person, or innocent group, has nothing to worry about from an investigation.

"The smart thing for the producers to do would be to stop the printing of such unjust editorials and invite and cooperate with the investigation. Let everyone within the industry stand on his record whether he be a top-ranking star, producer, writer or any other person. If he be guilty of aiding or affiliating with any of the man un-American activities in any way, the industry will be better off without him.

"There is one thing certain, and that is, that the hey day for un-American activities and organizations in this great country of ours has passed. Public sentiment is rapidly turning against the various types of radicals that have been ranting up and down the width and breadth of the nation and, the sooner the motion picture industry convinces the general public that its skirts are clean, the better it will be for everyone connected with the industry.

"You owe your readers an apology and, in the future, you will be doing the industry a great service if you will be less explosive in your attacks on public figures outside the industry."

In the very cause of less hysteria and more discerning reading, it is suggested Fiske take another look. He will find no intimation that Hollywood is above reproach. In fact, he will find a clear call upon Dies to name names and produce his evidence, if he can, and a simply voiced opinion that a handful of proven radicals cannot wreck this business. He will find a further assault on the generalities of Dies' charges, his evasions of the normal specifics—who, what, when and where?—and on his outrageous indictment of a whole industry without trial, for the possible infractions of a few.

But the communicant from Oak Grove apparently believes the Dies method correct; his letter indicates so. We think otherwise. When it becomes necessary to decide between a vague, but damaging, attack protected by congressional immunity and the integrity of our own industry, we're with the industry.

Deep to the hilt.

Kann

ALL EFFORTS DIRECTED TOWARD SETTLEMENT TO PERMIT START BY NEW SELLING SEASON

Principles Into Specific Form as Exploration For Key Continues

NEW YORK—The pivotal figures in negotiations looking toward a settlement of the all-industry suit are concentrating their drive on an agreement which would merge the effective date with the launching of the 1940-41 selling season.

It is understood this proviso constitutes one of the keys in the three-cornered deliberations in which the principals are officials of the departments of commerce and justice and the executives of the theatre-owning majors.

Mathematically, this would be five of the old-line companies. Actually, it is four. Warner, Loew's, 20th Century-Fox and RKO view the proposals through the same eyes. Paramount, the largest factor in exhibition, thus far stands removed and, while that company is on the sideline, it is still in the field as an explorer of settlement formulas and their potential effect on its future.

Lawyers representing the more active participants continue to spend their weekends in Washington conferring with government officials.

Principles are being removed from general to specific form.

So, too, now are the segments of what may be the final picture taking more concrete character.

All approaches have to be made with an awareness of two vital factors. One is the possibility—a strong one—that the settlement may never be reached. The other is that some of the fundamentals now regarded as agreed upon may undergo changes in interpretation and in language, but not in intent.

Provided, however, the basic principles already accepted by Warner, Loew's, 20th Century-Fox and RKO jell, a future description of what the industry may look like would run along these lines:

In its general outline, the face and the body would remain completely recognizable, but the clothing might look a bit different. The distributor would sell in small blocks of completed pictures, each member of the block to be trade shown before marketed. Whether it would be blocks of five, or less, is a point yet to be determined, but, regardless of final accord, it would be established that full line sales are definitely out.

Series of Checks

The distributor, who is also an exhibitor, would continue as in the past. Theatre divorcement would be passed by, but placed into effect would be a series of restrictions, the effect of which would be to maintain circuit power in its present groove but freeze unbridled expansion at the expense of other exhibitors. The idea, in short, is to keep the industry functioning within its existing structure, but to check, if not remove, some of the clutterings.

In terms of circuits, regardless of who owns, controls or operates them, this envisions specific imposts from which there could be no variance in that the distributor, as the holder of the film copyright, would be responsible as signatory to the consent decree now under consideration. In short, the reins would be placed in the distributors' hands; also the responsibility.

Thus, where a better theatre in any location complains of unfair treatment and a sustained inability to get product because of chain competition, the issue would go before an arbitrator for determination. If the award goes to the complaining exhibitor, the distributor would agree not to sell the circuit house as part of any mass buy, but to sell that theatre under separate contract. This would permit the complaining theatre to enter into competitive bidding for the service and remove from the circuit offender its current advantage of obtaining film as part of an overall deal.

The understanding is this proposal has been responsible for prolonged sessions in which argument and speculation have played outstanding roles. The argument enters in that circuit men affiliated with the majors experienced great difficulty in attempting to appraise future operations under such a formula. The speculation enters in that earlier they were unable to figure where a startling change of this character might lead in its impact on the size and efficacy of their holdings.

It seems apparent new conditions in exhibition would result. There are some who foresee the creation of many new first runs around the country and a general moving up the line of theatres which now

(Continued on next page)

4 Companies Reported Committed to Decree

New York—Warner, Loew's, 20th Century-Fox and RKO are reported to have committed themselves to acceptance of a settlement of the all-industry suit under the principles discussed and already reduced to specific language. Paramount, thus far, is the only theatre-owning producer and distributor which has not made its decision.

The settlement, it is believed, would take the form of a consent decree which later would not carry that designation provided settlement provisions are incorporated in a modified and re-written Neely bill.

Would Freeze Unbridled Circuit Expansion; No Divorcement



Doing the Shuttling—

As the liaison officer between the industry and the department of commerce, Joseph Hazen, Warner lawyer, probably is the busiest individual identified with negotiations looking toward a settlement of the government suit.



—Photo by Cosmo-Sileo

Mr. Interrogator—

Otherwise, Robert L. Wright whom a lot of high-powered film executives are meeting these days. He is an assistant to the attorney general of these United States and currently in charge of examinations before trial in the all-industry suit.

EXISTING INDUSTRY STRUCTURE WOULD STAY UNALTERED, BUT ITS MALPRACTICES CHECKED

See Higher Distributor Revenue From Rivalry In Rental Bidding

(Continued from preceding page)

follow the first runs. The future, likewise, appears to hold an automatic adjustment of clearances in situations like these and a general relieving of onerous zoning conditions about which so much complaint has reached distributors and the department of justice.

It is also being predicted this plan would de-freeze competition by placing all distributors in a position where active bidding would result in higher film rentals in these prospective situations. But similarly, it would place exhibitors who fit into this phase of the picture in the position of acquiring product which they may not have had before or, if they have, of getting it first run or faster. Aside from scattered situations where a distributor may have been involved with a circuit because of terms and thus sold away, a buying setup of this nature would be new to the industry in its latter day operations.

The government, evidently determined to block indiscriminate circuit practices, seems to be fully aware of the pitfalls which a proposal of this nature presents. Therefore, there would be set up clear-cut checks on the manner by which circuits would be permitted to buy. The day of the master contract would be irrevocably doomed.

No Blanket Deals

No longer would it be possible for a national circuit head and a national sales manager to make a deal blanketing the country from a desk in New York. Buying would be confined to exchange territories and strict prohibitions imposed upon circuit head and distributor against using the terms of one deal to influence the terms of another deal in a different section. Reduced to cases in point, for instance, Fox Wisconsin would buy in Milwaukee for its theatres served by Milwaukee, FWC in Seattle, Portland, Los Angeles and Denver; the Schine circuit no longer would be permitted to buy out of Gloversville, or New York, for its theatres in Ohio or along the eastern shore of Maryland. What happens in San Francisco, on this basis, could have no bearing on negotiations under way in New York, in reverse or in any other combination.

All circuits would be subject to the formula because the control, it is important to repeat, would rest with the distributor who must conform if he would avoid facing federal contempt as a violator of a consent decree.

The circuit restriction, it is proposed, would go further to include chain additions, without respect to the manner by which the additions come into being. It would make no difference whether a circuit leased, acquired, built or rebuilt a house, for, in those instances, the distributor would agree to view such theatre as an additional house, not originally part of the circuit and, consequently a situation where his film must be sold individually and apart from the chain. This, of course, at once would give the competing exhibitor an opportunity to deal for the product.

Into Several Points

This latter proposal, on the other hand, would break down into several considerations. Where a discontinued theatre is replaced with a newly acquired house in the same location, it would continue to get service as part of the group of which it is a member provided the new seating capacity is not 25 per cent greater than that of the discontinued house. This, theatre, in other words, would not be regarded as an additional house to be sold independently of the circuit. On the other hand, if the substituted theatre emerges with a capacity 25 per cent greater than the house it replaced, the substitution would be construed an additional theatre which then would have to compete with its opposition for product. However, if additional theatres were combined under one ownership on or before the effective date of the decree and that proprietorship continued thereafter, the distributor would retain the privilege of selling these houses as part of a circuit and the chain, in turn, would have the right to expect it.

All points at issue are to be determined by arbitration. While one-man boards have been discussed, the possibility exists that boards of three will be adopted. The distributor and the exhibitor might select one each and both agree on a third, impartial member not identified with, or financially interested in, the business. Which method is adopted now seems to be of little concern in the belief the impartial member would be determining factor whether on his own or grouped with others.

While no appeal board is in contemplation, there would be named a national administrator, or arbitrator, on whom final decision would rest. It would become entirely logical, although not necessarily a development at that juncture, for Judge Henry W. Goddard who has been assigned the case to name the top man in arbitration, if, when and as the decree is entered in federal court here in New York.

A fuller explanation of the earlier reported angle dealing with a statute to end the case bears on the possibility that a consent decree, as such, may not remain in the final case history of the litigation provided its essential clauses wend their way into a rewritten Neely bill.

The procedure in this direction is reported to be lacking in crystal-clear definition. Heard, however, are intentions of the departments of commerce and justice to present briefs to Congress in which both would unite in urging a law to replace the Neely measure with the consent decree thunder, of course, as the basis of such a statute. An impression given credence is that this combination front, plus an open, or perhaps tacit, approval of the administration in general might prove sufficiently weighty to insure passage of such a statute.

Efforts also would be made to induce administration wheel horses to get behind the proposed statute by stressing the "highly technical" makeup of the business which, now, presumably, has made up its mind how it wants to conduct itself in the future. Whether or not this tactic would be sufficient to turn the trick is questionable in Washington, at least. Yet, those who lean in the direction of the settlement, via decree and ultimate law, seemingly are not in doubt.

Study Enabling Need

The whole theory of federal statute reputedly revolves around the question whether or not enabling legislation might not be deemed necessary to avoid any attacks on the legality of the consent decree highlights. If it develops, the possibility is the restrictive arrangements determined upon would be broadened. This eventuality is not viewed as remote and would allow more sweeping impositions than would be legally possible under a decree formula.

An impasse on a method of setting up arbitration boards seriously impedes the negotiations in their current stage. The original formula of one-man boards is reported abandoned and, while panels of three find greater favor, there exists dissatisfaction over this plan as well.

A final issue very importantly concerns Paramount. A consent decree carries with it suggestions, if nothing more, of an agreement on the part of an industry to sweeten its future business deportment. But it also suggests a majority wants it. With Paramount out, if this finally proves to be the case, the question is whether or not the remaining four exhibitor-producer-distributors muster sufficient strength, numerically and otherwise, to make a decree possible.

Commerce Dep't Into Neely Bill

By EARLE A. DYER

WASHINGTON—Both commerce and the justice departments have been asked for an expression of their views of the Neely bill. They have delayed making reports because, if a consent decree is entered in the all-industry suit, there will be no immediate need for the bill, according to

(Continued on page 20)

Impasse on Arbitration Boards Setup Impedes Negotiations Now

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.

Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
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Notes to You from Red Kann

THE PLAIN unvarnished about Abe Montague and how he avoided long hair and musicianship for a career which finally lodged him in New York as a national sales manager appears to carry a sequel. Hy Fine, of M. and P. Theatres in Boston and one of the principal characters, tells it. And with vast amusement, too:

"Just read your interesting article about Abe Montague. Since the late Mr. Cronin couldn't possibly have given you the data, there is but one conclusion. Abe is the babe!

"So here's where I come in. I don't object to your reference to my early career as a violinist. I'm earning an honest living now, and truth is truth! Good or bad, I played the thing with my tongue in my cheek. But, listen—

"Every time he played the piano, he stuck his tongue out. If one called his attention to it, he messed up whatever he was playing. And, brother, when I say 'messed it up,' I ain't braggin.' If there's any truth to the rumor that he still pats the ivories on occasion, try to get yourself invited. Wait 'till he's well into the second eight bars and, by that time, the tongue will start wig-wagging. Just say, 'Your tongue's hangin', Abe' and prepare yourself for the doggondest sounds that ever reached your ears. It'll be awful—in spades. You call him a 'musician?' Listen to this: First forget Mal Hallett played with us. If Abe told you that, he's forgotten the facts. Mal never played with us. We were a twosome. But louzy!

"One night someone planted a pail of stale lithograph paste outside the windows of our dance hall. The wind was just right. First I blamed Abe. Then he blamed me. When husbands began to move away from their wives, we investigated and found the real cause.

"I'm not saying our music smelled much better. I'm just admitting that the world owes me a vote of thanks for quitting early in life. As for Abe—I think I could learn to enjoy the odor of stale paste.

"Yours for fidelity in advertising."

Unsatisfactory

The grapevine leading out of the west coast into New York carried rumors that Jules Levy, onetime sales manager who succumbed to production glitter, had reached a sort of crossroads. Since the celluloid dark ages, Levy had been the name. Since Hollywood, it's Levey. This seemed to call for an explanation. Here is Jules':

"I thought you knew that, when one becomes part of the 'Promised Land or Land of Promises'—Hollywood—, he gives himself up completely to his great public.

"I don't know what you have heard through the grapevine, but adding or subtracting one letter in a name is inconsequential to what really happens to a guy out here."

Explanation rejected. Grounds: Smacks of Hollywood approach by dodging the issue.

Salute!

"Rebecca," a very swell film, drives another nail home in the cause of that all-vital basic: the story. It has twists surprisingly unexpected. It has overtones of mystery, yet it is not a mystery at all. The whole construction and the manner of development by Daphne Du Maurier are tied high and taut to the melodramatic kite so expertly that the result becomes an engrossing experience.

However, the chief and pleasantest surprise is the performance of Joan Fontaine as Mrs. De Winter. Her grasp of the shadings of a difficult role propels her into the vanguard of Hollywood's few capable young actresses. She is excellent.

Earthquake-Like

By a Carnegie grant, Leo Rosten for some time now has been conducting the Motion Picture Research Project in Hollywood. When he finishes, he expects to know what makes production, distribution and exhibition tick—a something which idle wonderment has been curious about on occasion. Some of the conclusions, also may prove sensational:

"So sensational," it was remarked, "that it may shake the Carnegie Fund to its very foundations."

This is supposed to be funny.

He Said It

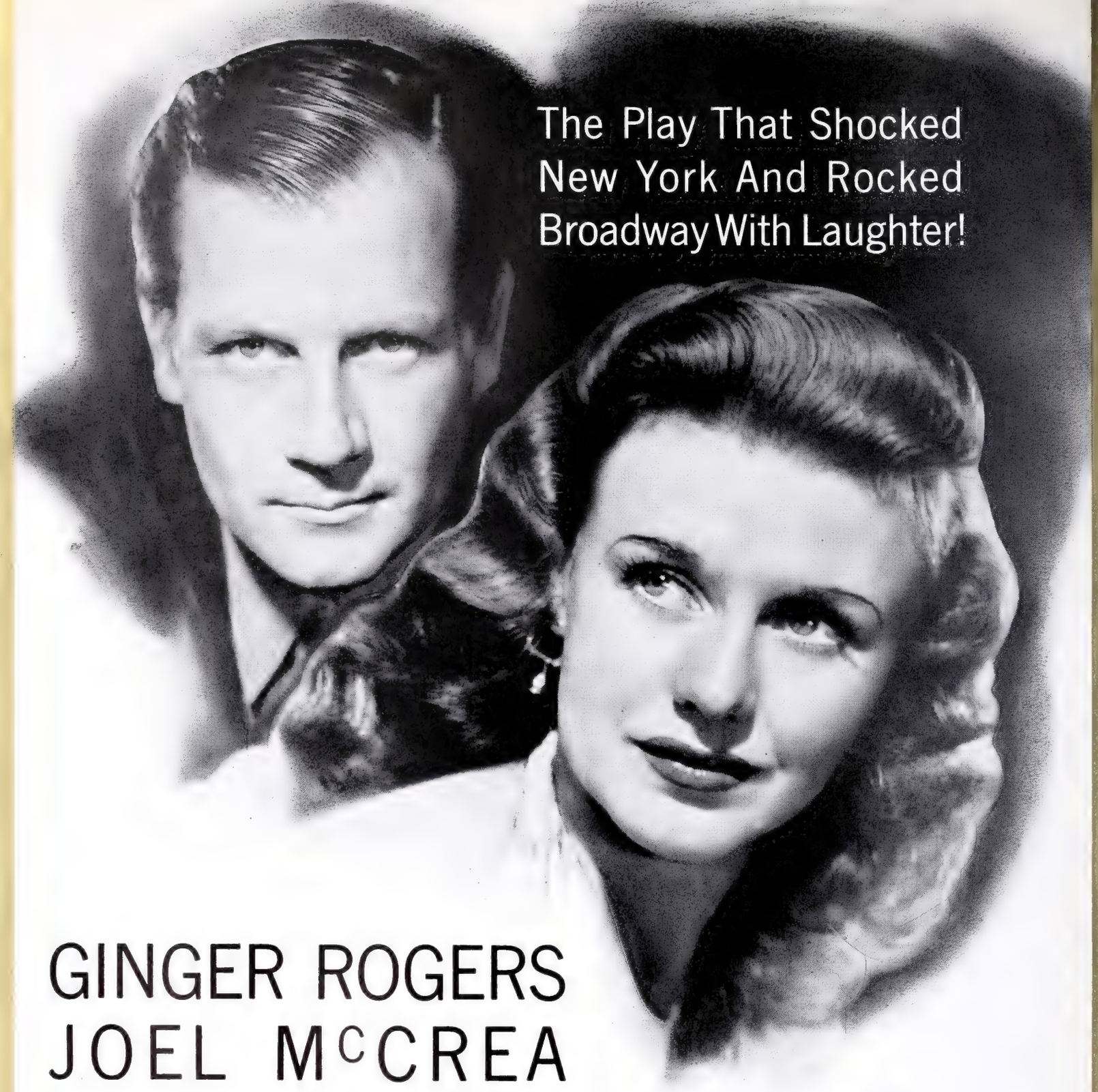
A one-sentence quote from Will Hays and his annual report, worth earmarking well:

"There is no saturation point in the demand for good entertainment, particularly important under the tensions of the present day."

ALL THESE NAMES

GINGER ROGERS • • • CARY GRANT • • • IRENE DUNNE ANNA NEAGLE • • • • JOEL McCREA • RONALD COLMAN MAUREEN O'HARA • • RAY MILLAND • • • • • ADOLPHE MENJOU • • • • • RAYMOND MASSEY • • ANNE SHIRLEY HERBERT MARSHALL • • • • RANDOLPH SCOTT • • GAIL PATRICK • ROLAND YOUNG ALAN MARSHAL • • • • MAY ROBSON • • BILLIE BURKE FREDDIE BARTHOLOMEW • • SIR CEDRIC HARDWICKE • • CHARLES LAUGHTON • • • • CAROLE LOMBARD • • • • •

ON YOUR SCREEN THIS SPRING AND SUMMER FROM RKO-RADIO



The Play That Shocked
New York And Rocked
Broadway With Laughter!

GINGER ROGERS
JOEL McCREA

in

PRIMROSE PATH

with

MARJORIE RAMBEAU
HENRY TRAVERS
MILES MANDER
QUEENIE VASSAR
JOAN CARROLL

Screen Play by Allan Scott
and Gregory La Cava

Produced and
Directed by
GREGORY LaCAVA





"In Her Sweet Little Alice Blue Gown, She'll Be The Toast of Your Town!"







ANNA NEAGLE · RAY MILLAND

Irene

with

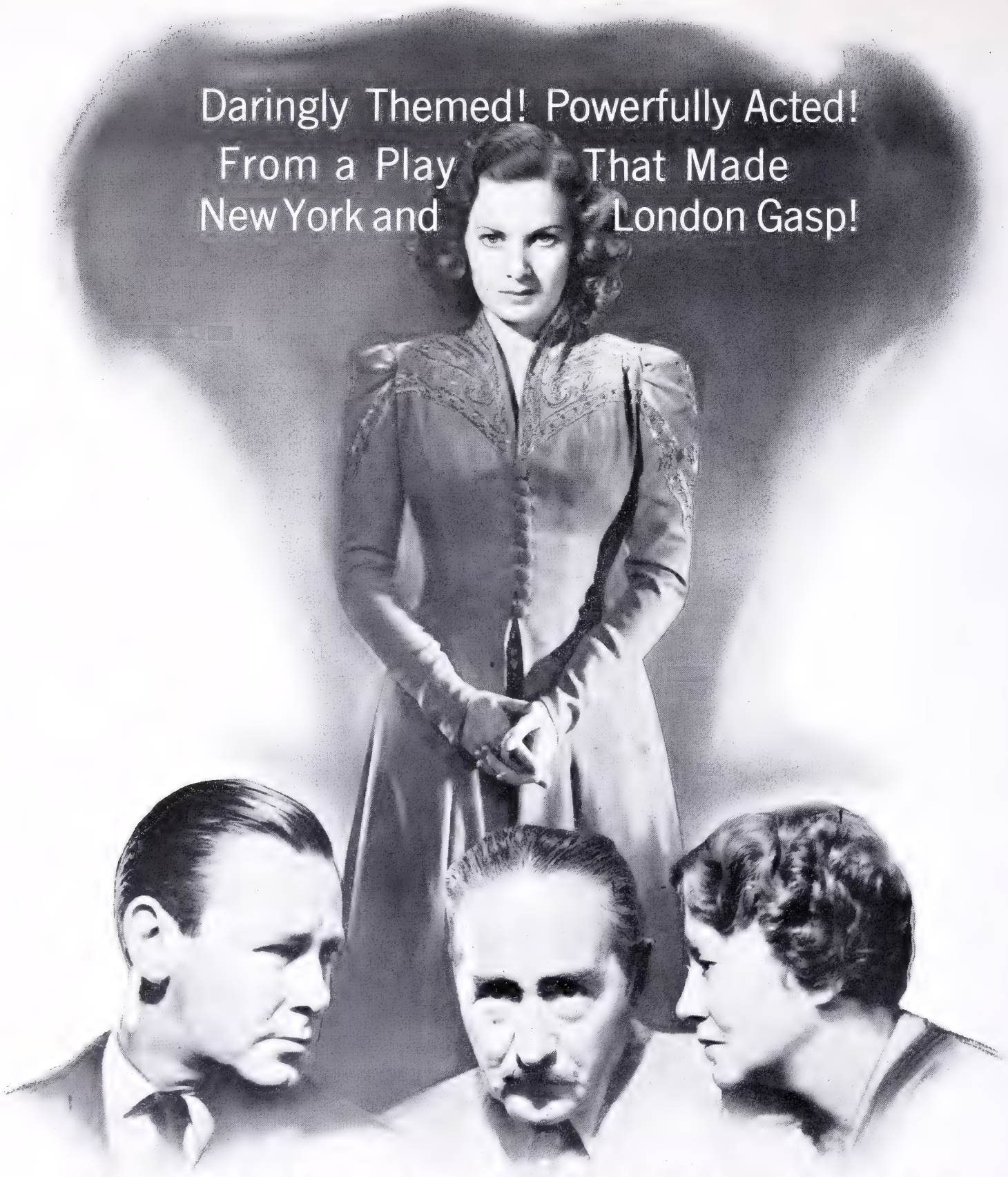
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MAY ROBSON · BILLIE BURKE
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ISABEL JEWELL · DORIS NOLAN

PRODUCED AND DIRECTED BY
HERBERT WILCOX





Screen play by Alice Duer Miller. From the Musical Comedy, "IRENE" Book by James H. Montgomery. Music and Lyrics by Harry Tierney and Joseph McCarthy.



A BILL OF DIVORCEMENT

MAUREEN O'HARA • ADOLPHE MENJOU
FAY BAINTER • HERBERT MARSHALL

and DAME MAY WHITTY • PATRIC KNOWLES • C. AUBREY SMITH • ERNEST COSSART

Produced by Robert Sisk • Directed by John Farrow • Screen Play by Dalton Trumbo • From the Play by Clemence Dane



Undoubtedly One of The
Biggest Hits On The
RKO List of Big Ones!

IRENE DUNNE
CARY GRANT

MY FAVORITE WIFE

with

RANDOLPH SCOTT • GAIL PATRICK

Written for the Screen by Bella & Samuel Spewack

A LEO McCAREY PRODUCTION

Directed by Garson Kanin

The Two Stars Above All Others Your Folks Will Want To See TOGETHER!



GINGER ROGERS

RONALD COLMAN

LUCKY PARTNERS

(TENTATIVE TITLE)

DIRECTED BY LEWIS MILESTONE

Sidney Howard's Prize-Winning,
Two-Season Stage Sensation

CHARLES LAUGHTON
CAROLE LOMBARD
in

THEY KNEW WHAT THEY WANTED



PRODUCED BY ERIC POMMER · DIRECTED BY GARSON KANIN

One of the Great Best Sellers of All Time Screened in All Its Wide Appeal!



TOM BROWN'S SCHOOL DAYS

SIR CEDRIC HARDWICKE • FREDDIE BARTHOLOMEW

JIMMY LYDON • JOSEPHINE HUTCHINSON

ERNEST COSSART • GALE STORM • Directed by Robert Stevenson

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A PLAY'S THE THING Production

The Picture Acclaimed By Press and Public
As One of The Greatest Of Our Time!



ROBERT E. SHERWOOD'S PULITZER PRIZE PLAY

ABE LINCOLN IN ILLINOIS

with

RAYMOND MASSEY

GENE LOCKHART · RUTH GORDON · MARY HOWARD · DOROTHY TREE
HARVEY STEPHENS · MINOR WATSON · ALAN BAXTER · Produced by
MAX GORDON · Directed by JOHN CROMWELL · Screen Play by Robert E. Sherwood

Beloved "Anne" Returns In A Story Even Better Than Her Famed "Green Gables"



ANNE SHIRLEY

ANNE OF WINDY POPLARS

ALL THESE SHOWS

RKO RADIO PICTURES

FOR YOUR BEST PLAYING TIME THIS SPRING AND SUMMER FROM RKO-RADIO

PRINTED IN U.S.A.

Majors May Demand Cut in Allegations

NEW YORK—Unless the government supplies more definite answers to the distributors' consolidated interrogatories, counsel for the majors will move to strike a number of the allegations in the original petition filed July 20, 1938, it is learned.

Major counsel are somewhat annoyed with the government's allegedly dilatory tactics by withholding information which, it is stated, long would have been forthcoming if the action had been launched by a private litigant. The lawyers so expressed themselves in court before Federal Judge Henry W. Goddard. Former Judge Thacher, Col. (Wild Bill) Donovan, former Judge Proskauer and John F. Caskey participated in the verbal lashing directed at Paul Williams, assistant to the attorney general.

The attorneys held the government has been taking refuge in the argument that the information it has is hearsay evidence and that the witnesses, when called, will supply the first hand information. However, counsel for the majors insist they are entitled to all the evidence and data the government has. Additionally, defendants are entitled to know what the witnesses are going to say and what issues are to be met by the majors, they claim.

Severe in Criticism

Former Judge Thacher was most severe in his criticism of Williams. He brought home the point that, if the government is to rely on hearsay evidence, the case should never have been brought. Under the new federal rules, the defendants are entitled to know what the government is seeking to try to prove with each and every witness it puts on the stand.

Colonel Donovan, after the judge requested Williams to open the department of justice files for exhibitor reports as well as those from agents who interviewed complaining exhibitors, prepared an order in line with the court's instructions and served it later in the week.

This is to make certain the information sought will be produced. Doubt entered into the government's position when Williams at first told the lawyers they could come down to Washington and look into the files themselves, later qualifying this by adding, "I think I can get the permission of my superiors." If this could be arranged, major counsel would grasp the opportunity to dig into the FBI records.

Now that all of the probable witnesses the government will call have been revealed, defense counsel has begun to diligently take to preparation of the case. Up to this time, it is held, much of the work of counsel has been of a statistical nature in supplying answers to the government interrogatories. With this out of the way, legal staffs are now tackling the work of checking up on probable witnesses.

It is insisted that, if more factual data is not forthcoming, particularly on production into which the government admits the investigation was conducted in 1936, motions for elimination of numerous allegations in the complaint will be pressed before May 1. The date looks more remote and conferences continue to develop new stumbling blocks.

The answers furnished by the government to the distributors' interrogatories "mean nothing and say nothing," according to film counsel. Hence, in order to proceed, the government must open up and give the defense a "nibble," it is maintained.

Further examinations before trial were held this week with William Kupper and William Sussman of 20th-Fox, A. Montague of Columbia and Adolph Zukor of Paramount taking the stand.

Reductions Pleas Fall on Bad Ear

New York—Circuit operators—or some of them—who have complained about bad business in an effort to secure reductions from general sales managers apparently got nowhere, according to depositions of William F. Rodgers, general sales manager of M-G-M, and Neil F. Agnew, sales chief for Paramount.

Rodgers has had requests from Paramount interests in Detroit and Minneapolis and Agnew has been given hints by Adam Adams of the Paramount in Newark. But it was no go.

Gov't Claims 396 Cases Of "Distress Methods"

NEW YORK—The government now claims there are 396 instances throughout the United States where defendant majors in the all-industry suit have employed "distress methods" against independent theatremen in furtherance of alleged monopolistic practices.

The original list outlined by the justice department embraced 293. In a supplemental bill of particulars, the additional 103, spread over 32 states, are named. California leads with 15 new citations. Florida and Pennsylvania appear second with nine each, while Indiana and Wisconsin are down for seven apiece.

The additional list, in combination with the first one, finds Florida in the lead with a total of 30. The other states now total these:

Arkansas, nine; Arizona, four; California, 23; Colorado, five; Florida, 30; Georgia, six; Idaho, 11; Illinois, 11; Indiana, five; Iowa, 23; Kentucky, three; Louisiana, 16; Maine, 13; Massachusetts, three; Michigan, 11; Minnesota, four; Mississippi, nine; Missouri, eight; Nebraska, 11; New Jersey, 28; New Mexico, four; New York, three; North Carolina, six; North Dakota, two; Ohio, 14; Pennsylvania, 20; South Dakota, six; Texas, 24; Utah, two; Virginia, six; West Virginia, four; Wisconsin, 20.

May Foreclose on PPC

HOLLYWOOD—Unless creditors of the defunct Producers Pictures Corp. agree to give Pathe full power to take over seven of the company's completed pictures, Pathe will foreclose by this weekend, it is indicated. Pathe is the only secured creditor, according to Robert Benjamin, Pathe attorney.

For Smaller Blocks If Gov't Will Aid

NEW YORK—If the Reconstruction Finance Corp., money-lending arm of the government, would supply Universal with sufficient cash resources "from this day on for all time; not just a one or two year period" the company would not object to selling pictures in small blocks as one of the principal concessions by defendants toward an out-of-court settlement of the all-industry equity suit.

This sentiment, expressed by an authoritative source, of course, is conditional upon the suit being settled. The source, meanwhile, maintains the oft-expressed Universal opinion that the company "should not be penalized if the five theatre-owning defendants want to offer concessions because they want to retain their theatre interests."

Regardless of the eventual disposition of the suit, however, is the informant's views on arbitration. In this respect, the source maintains, Universal would not only be "glad to be a party to such a setup," but "believes it is essential not only for a harmonious basis for everyday business but would serve as a great deterrent from the promiscuous and costly litigation that rarely receives the proper interpretation in the courts."

The RFC angle stems from the observation the company would not have the cash resources to compete with the larger distributors because, in selling blocks of five, for instance, "we would be morally obligated to play ball with exhibitors who play with us on our 'intermediate' pictures, although we might get better terms from other accounts when we turn out an 'A'."

Three or Four Train Car Loads to Dallas Funfest

NEW YORK—Representatives of virtually all major companies and Variety Club members are expected to fill three or four cars of a train that leaves here April 16 for the organization's national convention in Dallas, April 18 to 20. In addition, about 15 may make the trip by plane.

A contest designed to heighten the competitive spirit of the affair has been arranged by Walter M. Henshel, who has offered prizes for the most outstanding costumes worn at the twilight fiesta, Mexican jamboree and frontier frolic by members of the Dallas tent.

Agnew Learned It From the Newspapers

New York—Neil F. Agnew has been general sales manager for Paramount since 1936, but the first he knew of the company acquiring a half interest in United Detroit Theatres was when "I read it in the newspapers," he stated at pre-trial examinations.

He declared he had nothing to do with the deal and that this not only applied to Detroit but to other situations as well where Paramount had purchased an interest in theatres.

SELZNICK INTERNATIONAL *presents*

Rebecca

THE RECORD OF

starring

LAURENCE OLIVIER · JOAN FONTAINE

with

GEORGE SANDERS · JUDITH ANDERSON

Directed by **ALFRED HITCHCOCK**

Produced by **DAVID O. SELZNICK**

Who Made "GONE WITH THE WIND"

From the best-selling novel by DAPHNE DU MAURIER

MIAMI BEACH, FLORIDA. After playing two theatres, the Lincoln and the Surf, day and date to the biggest grosses that the theatres ever enjoyed, for eight consecutive days, in order to take care of the tremendous crowds storming the doors to see REBECCA, the theatre management is opening REBECCA at the Mayfair and Miami Theatres in Miami, to play day and date with the Lincoln and Surf Theatres, which will make four theatres in Miami playing REBECCA simultaneously.

CLEVELAND, OHIO. After breaking every record in the State Theatre, Cleveland, REBECCA is being held over for a second week, making it the third picture in the entire history of the State Theatre ever to be held for a second week.

BOSTON, MASS. REBECCA, playing Loew's State and Orpheum Theatres day and date, is exceeding any gross ever piled up by a United Artists picture, and REBECCA is being held over for a second week in both theatres.

ROCHESTER, N.Y. A telegram from the manager of Loew's says: "Blizzards since Friday, with snow drifts and icy roads blocking traffic, REBECCA doing S. R. O. business." REBECCA thawed out the Rochester public to the biggest business the theatre has done, and is being held over for a second week.

PROVIDENCE, R. I. REBECCA broke every record at Loew's State Theatre, and while it is customary for big pictures to be moved over to the Carlton Theatre, REBECCA is being held for a second week in the big Loew's State Theatre.

ST. LOUIS, MO. REBECCA broke all existing records in Loew's State Theatre for any previous United Artists picture, and is being held over for a second week.

ATLANTIC CITY, N. J. While it is not unusual for pictures to play two weeks in Atlantic City, during the season, REBECCA broke all existing records for in-season, business, and is being held over for a second week *out-of-season*, which means REBECCA is pulling them in from outside Atlantic City.

ATLANTA, GA. After breaking every record, REBECCA is the first United Artists picture ever held a second week in Loew's Grand Theatre, Atlanta.

MONTREAL, QUE. The Orpheum Theatre, now playing REBECCA, and the fifth day is bigger than any previous day, breaking all existing records. The manager advises this indicates a five or six weeks' run.

HUNTINGTON, W. VA. Now in its fourth day, breaking all existing records, and being held over for a second week at the Palace Theatre.

SEATTLE, WASH. REBECCA at the Liberty Theatre is topping every record, and is being held over

SAN FRANCISCO, CALIF. REBECCA is topping every record and is being held over.

PHILADELPHIA. It broke every existing record for the Boyd Theatre on opening day. The management is already planning on a minimum four weeks' run.

LOS ANGELES. Telegram from the Four Star Theatre says: "As of this minute REBECCA has broken all time opening day record . . . extending over entire house history of ten years!"

In the first 5 days, Radio City Music Hall played to more than 150,000 admissions and turned away close to 75,000 additional prospective ticket-buyers. Held over!

RELEASED THRU UNITED ARTISTS

Commerce Dept. Into Neely Bill Study

(Continued from page 5)

some viewpoints here. On the other hand, should the negotiations fail, both departments are said to be ready to express their unqualified approval of the Neely measure.

Meanwhile, prospects for enactment during the current session dimmed during the week with the suggestion of congressional leaders that adjournment not later than June 1 was in the cards.

Unless President Roosevelt finds it necessary to ask for immediate legislation which is not now contemplated, it was said, Congress should be able to wind up its work sometime during the latter half of May. Adjournment at that time, it was pointed out, would give members an opportunity to return to their districts for a little pre-convention "fence mending" before the national conventions.

As it stands now, the Neely bill is stymied in the House interstate and foreign commerce committee, behind the "eight ball" of the transportation legislation which probably will not be wound up before April 15 and maybe later.

Chairman Clarence F. Lea of California has promised that he would call hearings after the transportation bill has been put through conference. In all probability those hearings will not be called before April 20—and maybe later.

Informed members of the industry have declared that a minimum of three weeks will be required for the House hearings—the last chance of the distributors to appeal directly to the members of Congress. That would mean the hearings would not wind up much, if at all, before May 15.

There is little chance of the members of the committee leaving the hearings agreed as to the desirability or undesirability of the measure. That will have to be decided at committee meetings at which the matter is talked over and votes taken. If any suggestions for amendment are brought up, they, too, must be talked and voted. And, finally, if the committee decides to recommend enactment of the bill, a report must be written.

There is a good possibility that by the time all these moves have been made, the session will have come to an end or, at any rate, that members will be looking homewards longingly and without desire to prolong their stay in Washington to debate the bill on the floor of the House.

Meanwhile, there is always the chance the department of justice will have been satisfied and a consent decree written to end the "suit to end suits."

Reports of Settlement in Vineland Action Denied

NEW YORK—Reports of a pending settlement in the Vineland, N. J., anti-trust action against the majors and Warner circuit are denied by home office counsel. While trial is slated for Monday, the anticipation is there will be a delay because of the numerous motions. Affidavits by Harry Shapiro, the plaintiff, were filed Monday in the Philadelphia federal court.

Samuelson Out of Theatre Field

Newton, N. J.—Sidney Samuelson is no longer a theatre owner. His Newton here has been acquired by the St. Cloud Theatres Corp., of which W. E. Smith is representative. The Comerford circuit is understood to have an interest in St. Cloud.

By selling his house, Samuelson joins H. A. Cole, Allied president, and Abram F. Myers, board chairman, as a member of the organization's "inner circle" removed from theatre operation. Samuelson is a member of the Allied executive committee, and together with Cole and Myers has long been regarded as a fashioner of the organization's policies. He is a director of Allied of New Jersey and business manager of Allied Independent Theatre Owners of Eastern Pennsylvania.

Rites for Morgan Walsh Are Held on the Coast

SAN FRANCISCO—Funeral services were held during the week for Morgan Walsh, who spent 30 of his 46 years in the industry. He is survived by his widow and two children. At his death, he was vice-president of Redwood Theatres, which operates a string of houses in northern California. He had been head of the local exhibitor organization, active in MPTOA affairs for many years and also in the NRA before its demise.

His first connection with the business was branch manager for Fox in Los Angeles 30 years ago. Later he joined Warner, then became affiliated with the T&D. In 1932, he became vice-president of Redwood.

Overbuying Charged In 116 Situations

NEW YORK—The government, in a supplemental bill, lists 116 theatres in which Columbia and other majors allegedly permitted exhibitors to overbuy. The supplemental bill is in response to a decision favoring Columbia and handed down by Judge Goddard on March 7.

National Theatres' various operating units are mentioned 28 times; Paramount, 21, and Warner, eight. Four independents are also included in the list. In three or four instances, the complaint goes as far back as 1930. This applies to the Fox, Strand and Orpheum, Pocatello, Idaho; Olympia and Globe, Boston; Grand, Grand Forks, N. D.; Colonial, Olympia and Portsmouth, Portsmouth, N. H.; Pines and Ritz, Lufkin, Tex.; Retlaw and Fond du Lac, Fond du Lac, Wis.; Tower, Varsity and State, Milwaukee, Wis.

Situations as far back as 1929 are the Midland, Colonial and Grand, Pittsburg, Kas., and Merrimac and Strand, Lowell, Mass., the first three having been operated by Fox Midwest, or its predecessor, and the latter two by Paramount.

In addition, two Minnesota and three Texas houses are cited as being prevented from double featuring. Fixed minimum admission prices which allegedly prevailed in the contracts for at least 38 independents are cited.

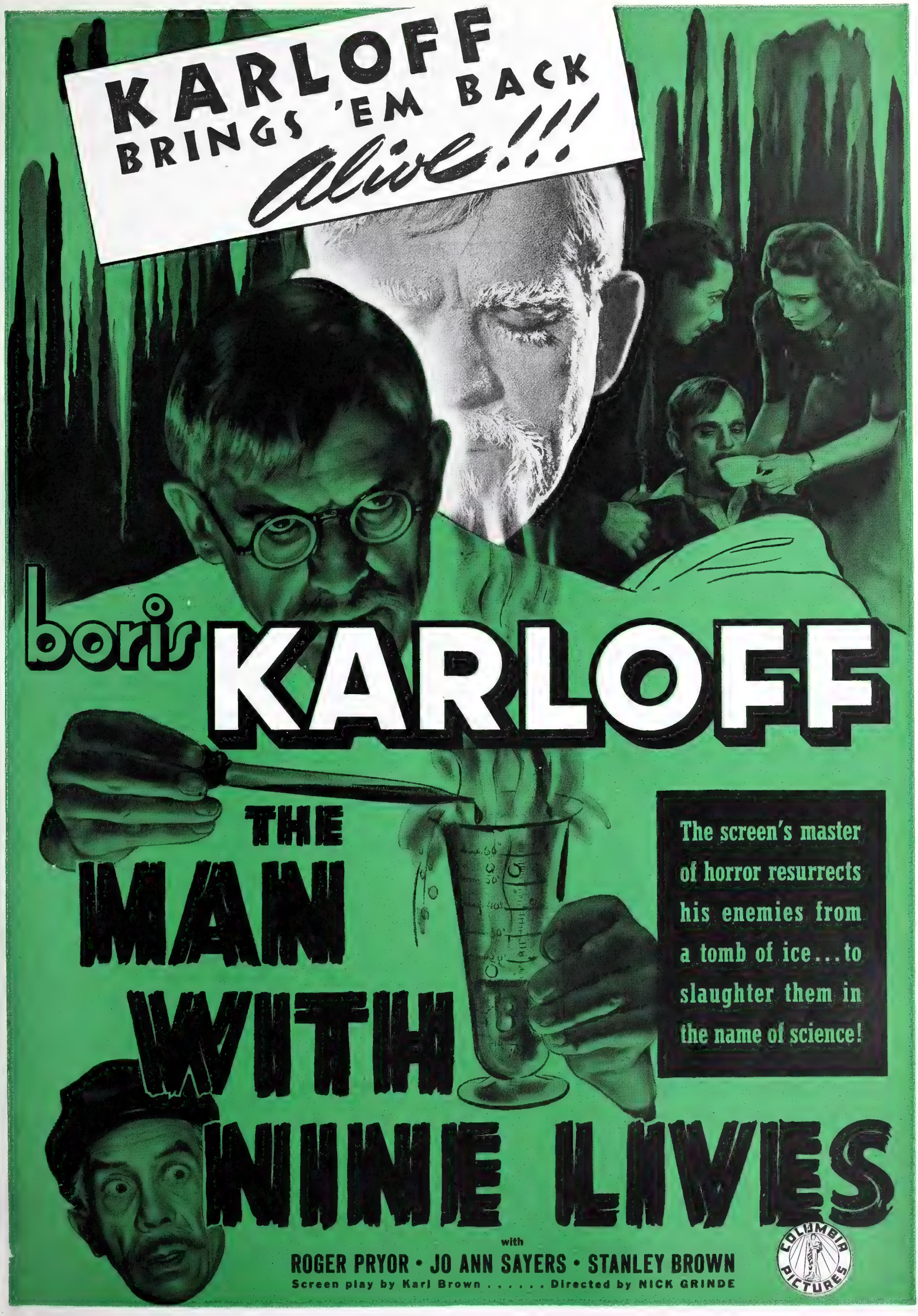
60 Days to Appeal Gary Case

CHICAGO—V. U. Young of the Gary Theatre Co. has 60 days in which to appeal his anti-trust case against B&K, Warner theatres and the majors. Federal Judge William H. Holly has entered his formal order dismissing the action on the request of defendants. Costs are to be paid by the plaintiff.

Cites 21 Cities Where Pools Thrive

NEW YORK—*Answering the distributors' interrogatory* 44, *the government cites* 21 *cities involving* 79 *theatres where pooling arrangements were in effect, on dates or for seasons indicated:*

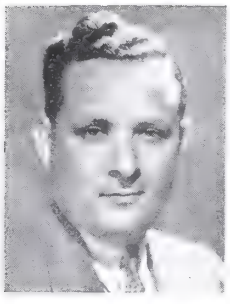
City	Date	Defendant	Theatre
Albany	2/14/37..	RKO-Warner..	Albany, Madison, Ritz, Strand, Grand, Hall, Leland, Palace
Brooklyn	9/1/36....	War.-Para't....	Strand, Fox, Paramount
Buffalo	1934-37..	Para't-Loew's.	Buffalo, Century, Great Lakes, Hippodrome
Cleveland	8/15/34..	RKO-War.....	Hippodrome, Lake, Allen, Palace
Des Moines	1936-37..	Para't-RKO....	Des Moines, Orpheum, Paramount, Roosevelt
Elizabeth, N. J	9/6/35....	Warner-Fox....	Regent, Ritz, Liberty
Grand Rapids	2/27/37..	Para't-RKO....	Keith's, Regent, Isis, Kent, Majestic
Hackensack, N. J	9/6/36....	Warner-Fox....	Oritani, Fox
Hammond, Ind	3/19/36..	Para't-War.....	Orpheum, Pantheon, Paramount
Jersey City	9/6/35....	Warner-Fox....	Stanley, State
Kansas City	1936-37..	Par.-F'x-RKO	Mainstreet, Newman, Orpheum
Los Angeles	1934-35..	RKO-War.....	
Minneapolis	1936-37..	Para't-RKO....	Lyric, Minnesota, Orpheum, State
Newark, N. J	1934-37..	RKO-Fox.....	Terminal, Proctors
Oklahoma City	9/1/33....	War.-Para't....	Empress, Folly, Liberty, Midwest, Warner, Criterion, Plaza, Circle, Ritz, Victoria
Philadelphia	9/4/36....	War.-Para't....	Circle, State, 69th St., Frankford, Nixon, Roosevelt, Tower
Pittsburgh	9/16/35.. Amended 9/14/36..	War.-Loew's....	Penn, Stanley, Warner
Rochester	2/27/37..	Para't-RKO....	Palace, Temple, Capitol, Century, Regent
San Francisco	1934-37..	F'x-Lo'w-Par...	
St. Paul	6/26/36..	Para't-RKO....	Orpheum, Paramount, Riviera, Tower
Youngstown	6/1/33....	War.-Para't....	Warner, Paramount, Park


KARLOFF BRINGS 'EM BACK alive!!!
boris KARLOFF
THE MAN WITH NINE LIVES
The screen's master of horror resurrects his enemies from a tomb of ice... to slaughter them in the name of science!
with
ROGER PRYOR • JO ANN SAYERS • STANLEY BROWN
Screen play by Karl Brown . . . . . Directed by NICK GRINDE
COLUMBIA PICTURES

20TH-FOX STANDING BY 52 AT COST OF $23,000,000



HERMAN WOBBER



WILLIAM SUSSMAN



W. C. GEHRING



W. J. KUPPER



W. J. HUTCHINSON



TRUMAN TALLEY



FELIX JENKINS



C. E. McCARTHY



ARCH REEVE

NEW YORK—Twentieth Century-Fox will stand by its traditional 52 features for 1940-41 at an estimated total negative cost of $23,000,000. The shorts lineup is expected to reflect no change in number over the current season.

Details go to the annual sales convention on Friday when 248 home office executives, district and branch managers, plus their sales managers, salesmen and bookers, open a three-day session at the Drake, Chicago, answering to the gavel of Herman Wobber, general manager of distribution.

"We're still in a double bill country. Our program of 52 pictures next season probably will be more like 26 'A's' and 26 'B's' not 45 'A's' and seven 'B's,' " Wobber stated after a district managers' meeting here recently. He thereby set the keynote for the Chicago get-together. Darryl F. Zanuck, production chief, plans to continue his plan of staggering big attractions on an approximate one-a-month basis next season. However, reduction of the series pictures, like the Joneses and the Chans, leave a gap which the distribution department proposes filling by the acquisition of outside product, although details are not known.

The home office delegation will leave Wednesday by special train. Business meetings will be held Friday and Saturday and district managers' conferences Sunday morning.

It is anticipated the new lineup will include many, if not all, of the following vehicles:

"Brigham Young," with Tyrone Power in the lead and Dean Jagger and Jane Darwell in the support. Based on an original by Louis Bromfield with script by Lamar Trotti. Henry Hathaway will direct and Kenneth MacGowan will serve as associate producer. This is designated as the leadoff attraction and Zanuck's contemplated most expensive on the schedule.

"Down to the Sea in Ships," with an all-star cast. Remake of silent film produced about 16 years ago by Elmer Clifton who did the script for the new version.

"The Great Commandment," which Zanuck will remake in Technicolor after purchasing the original from Cathedral Films. Tyrone Power and Linda Darnell will be the leads with Albert Dekker and Maurice Moscovitch in the support. Irving Pichel will direct.

"One-Man Army," an original of a soldier of fortune with William Anthony McGuire doing the script.

"Western Union," a dramatization of Zane Grey's last novel. To be made on "an elaborate scale."

"Down Argentine Way," a musical in Technicolor featuring Carmen Miranda. Script is by Ray Spence and Rian James. Director is Sidney Lanfield.

"Hudson's Bay Company," said to be three years in the planning. Based on screenplay by Lamar Trotti.

"Say It With Music," Irving Berlin's story of the 1920's. Alice Faye will have one of the leads.

"I Married a Nazi," based on a story which appeared in *Liberty*. George Sanders has a leading role.

"The Hunted Woman," a James Oliver Curwood story. Co-stars Claire Trevor and Randolph Scott.

"The Return of Frank James," Henry Fonda will have the lead in this Technicolor special. Henry King will direct.

"Song of the Islands," an original in Technicolor about a New York girl who vacations in Honolulu and "strikes" it rich.

"The Great Profile," Adolphe Menjou has the lead and Gregory Ratoff is in the cast.

"Highway 66," a dramatization of the migratory workers along the highway made famous in "The Grapes of Wrath."

"Marching as to War," story of the Salvation Army with screenplay by Louis Bromfield. Authored by Lawrence Pohle and Thomas Aherne.

"Rip Van Winkle," Ernest Pascal is doing the screenplay of Washington Irving's novel. Will be produced in Technicolor.

"Brooklyn Bridge," an original by Irving Caesar.

"Brothers," based on the story, "Dance With the Devil."

"The Young People," cavalcade of the rise of a vaudeville child star, with Shirley Temple, Jack Oakie, Charlotte Greenwood, Arleen Whelan and George Montgomery. Allan Dwan will direct. Screenplay by Don Ettlinger and Edwin Blum.

"Andre Maginot," a dramatization about the man who conceived the Maginot line.

"Fifth Avenue," a romance based on an unpublished novel.

"Public Deb No. 1." Brenda Joyce will have title role. Mischa Auer has a comedy part.

"Shadows in the Snow," a mystery drama by the late S. S. Van Dine.

"Broadcast," a story of radio with some of the leading radio stars of the past decade.

"Belle Starr," an original by Nunnally Johnson about a woman outlaw.

"Breach of Discipline," from a stage play by Elizabeth Ligeti and Arthur Schaffer, dealing with women in the medical profession.

"The Californians," an original by Sam Hellman of the early days of California.

"Broadway Confucius," based on an original by Jack Andrews.

"Dance Hall," based on W. R. Burnett's novel, "The Giant Swing."

"Khyber Pass," based on Talbot Mundy's novel with screenplay by John Balderston.

"Lady Jane," adapted from Mrs. C. V. Jamieson's story.

"Left at the Altar," comedy based on old-time comics with Mack Sennett and Harry Joe Brown collaborating on the story.

(Continued on page 24)

Short Story About Elizabeth Enright

New York—Elizabeth Enright is author of "Dancing Lesson," a short story in the April issue of "Harper's." Miss Enright is an illustrator and a writer. Last year, she was awarded the Newberry medal for the most distinguished contribution to American literature for children. It was a book titled "Thimble Summer" which its author also illustrated.

Miss Enright, in private life, is Mrs. Robert M. Gillham, wife of Paramount's director of advertising and publicity.

RKO Plots Course For Lineup of 52

NEW YORK—RKO will aim for 52 pictures for 1940-41. Despite the condition of foreign markets, the budget will be no less than the current one, George J. Schaefer, president, states.

A glimpse of the company's plans for the next season was offered at a reception for Harry Edington, recently appointed executive in charge of production. Edington, after conferences with Schaefer, returned to the coast at the end of the week.

As outlined by Schaefer, the schedule calls for 26 "A's" and an equal number of "B's." Outside producers will contribute anywhere from 10-12 of the "A's," Schaefer said.

The outside producers, according to Schaefer, are Herbert Wilcox, who will contribute two; Gene Towne and Graham Baker, who are tentatively down for three; Orson Welles, who will produce two; Harold Lloyd, who will do one, and two or three from Max Gordon and Harry Goetz.

Under Edington's supervision, the studio will turn approximately 14 major productions. Lee Marcus' division will be responsible for the remainder which will include six George O'Briens. RKO will also handle at least one of Walt Disney's features next year, Schaefer said. Beyond that, he would not comment.

Also included in plans for next season are two pictures to be produced in England by Mayflower Productions which has been partially absorbed by RKO. The films, to be produced by Erich Pommer, are designated for RKO's quota requirements.

For next season, Edington disclosed, RKO has Charles Laughton set for two, one with Carole Lombard and the other with his wife, Elsa Lanchester. Cary Grant is down for three, one of which will be with Ginger Rogers. Anna Neagle will appear in two. There will be two with Maureen O'Hara, one with Irene Dunne and one with Ronald Colman. William Wyler has been signed to direct "Kitty Foyle," which will star Ginger Rogers, Edington said.

Television House in Detroit

DETROIT—Saul Sloan, denying Filmrow reports, informs BOXOFFICE plans for the 3,600-seat television theatre at Six Mile and Schaefer Roads will go through as per plan. He says the house is being plotted for a fall opening.

Sears on Coast Discussing Warner Convention Plans

HOLLYWOOD—Gradwell L. Sears, Warner general sales manager, is here from New York to discuss convention plans. He was accompanied west by his wife and Sam Schneider, home office executive who handles many personal business affairs for Harry M. Warner.

Sears' stay here is indefinite. He reached the studio hinting rather mysteriously at "the most unique sales convention in the history of the industry," but refused to budge by way of explaining exactly what he had in mind.

Paramount, Universal Plan May Conventions

NEW YORK—Paramount and Universal are contemplating annual sales conventions in May. Neil F. Agnew plans to have all Paramount branch, district and division managers and a number of home office executives, convene on the coast for two or three days. William A. Scully, sales generalissimo for Universal, has not set the place or time.

RKO is definitely set to hold its ninth international convention at the Waldorf, here May 27-30, inclusive.

To Sell It in Britain

LONDON—D. E. Griffith, former managing editor of First National here, joins M-G-M to supervise sales on "Gone With the Wind" in Great Britain.

Raise $100,000 for Mono. Lab Work

NEW YORK—Seventeen Monogram franchise holders have agreed to make immediately available $100,000 to pay Pathe for laboratory work in return for which they will receive unsold treasury stock.

W. Ray Johnston, president, goes to California shortly to speed up production on 11 pictures remaining on the current season's lineup.

The franchise holders sales convention will be held at the Baker Hotel in Dallas April 21-22 following the national convention of Variety Club, which all Monogram officials and distributors will attend.

Monogram will have 50 pictures next season, of which 24 will be westerns.

Col. T. C. Davis, an officer of Standard Statistics Corp., was elected a director Tuesday.

Joe Louis to Star in Krellberg Serial

NEW YORK—Joe Louis, world heavyweight champion, has been signed by Sherman S. Krellberg for the lead in a 15-episode serial, "The Sign of the Zombies." Production is expected to get under way May 1 in New York. In addition to the serial an eight-reel feature version will be made, both aimed for presentation in white and colored houses. Louis will not participate in any fights during the filming, which is figured to take one month.





Powwow Finished, Now the Camera—

—Metropolitan Photos

A group of Columbia men meet in New York to discuss final phases of the "Montague 15th Anniversary Campaign"; also new product. Left to right identification follows: Joe Miller, Buffalo manager; Louis Astor, circuit sales; Harry Weiner, Philadelphia manager; T. F. O'Toole, New Haven; Abe Montague; Phil Fox, Albany; Carl Shalit, central division manager; I. H. Rogovin, Boston; Jerome Safron, western division; Sam Galanty, mideast division; Rube Jackter, assistant sales manager; Phil Dunas, midwestern division; Irving Wormser, New York manager, and Louis Weinberg, circuit sales.

20th-Fox Standing by Its 52 At Total $23,000,000 Cost

(Continued from page 22)

"Mark of Zorro," planned as a Technicolor special.

"Yesterday's Heroes." Screenplay by Milton Sperling. Gene Markey will serve as associate producer.

"How Green Was My Valley." Screenplay of Richard Llewellyn's best-selling novel will be done by Liam O'Flaherty and Ernest Pascal.

"Red Cross Nurse" will be done with cooperation of American Red Cross with an all-star cast.

"Small-Town God," drama of a small-town banker.

"Uncensored," based on the stage play, "Scotland Yard."

"Passport to Love."

"Miss Pilgrim's Progress," an original romantic drama.

"The Brat," first of the Jane Withers series with Kent Taylor, Laura Hope Crews, Jessie Ralph, Vaughn Glaser in the cast. Otto Brower will direct.

"Rain or Shine," based on Vina Delmar's novel, "Bad Girl." Virginia Gilmore will be in the cast along with Joan Davis and Robert Sterling. David Burton will direct.

"Charlie Chan Special," John Larkin will do the screenplay which features Sidney Toler.

There also will be four productions selected from the following which will be produced at the company's English studios.

"Gestapo," with Margaret Lockwood.

"The Girl Is News," with Margaret Lockwood and Barry K. Barnes.

"Rob Roy," with Margaret Lockwood, Michael Redgrave and Will Fyffe.

"Tramp Steamer," with Will Fyffe.

An Inspector Hornleigh story with Gordon Harker and Alastair Sim.

"Libre Belgique," "Madamoiselle From Picadilly" (a musical), and "Hangman's House."

From the sales department will be William Sussman, William J. Kupper, William C. Gehring, Jack Sichelman, Martin Moskowitz, William Clark, E. H. Collins, Clarence A. Hill, Theodore A. Shaw, Roger Ferri, Jacob Bloom, Isadore Lincer, H. A. Mersay, Eugene McEvoy and S. J. Epstein. Movietone News will be represented by Truman H. Talley, Edmund Reek, Lowell Thomas, Ed Thorgersen, Lew Lehr, Vyvyan Donner and Anthony Muto. Walter J. Hutchinson will head the foreign contingent which will include Irving A. Maas, Les F. Whelan and E. S. Frazer.

Charles E. McCarthy, director of advertising and publicity, will head his group and will be accompanied by Arch Reeve, Earl Wingart, W. C. Wilbert, Rodney Bush, Morris Kinzler and Eddie Solomon. Paul Terry, Harvey Day and W. Weiss from Terrytoons will be on deck, as will Ed Hollander and Jerry Novat of 20th-Fox's ad sales department, Percy Heiliger of the legal department and Hettie Baker, who handles censorship.

Once more, Spyros Skouras of National Theatres, will head the list of guests. From New York will be William T. Powers, Aubrey Schenck, Ed Zabel and Milton Hossfeld. From the field will be Elmer C. Rhoden, president of Fox Midwest, and Harold J. Fitzgerald, president of Fox Wisconsin. Alan Freedman, head of De Luxe Laboratories, rounds out the New York list.

While Joseph M. Schenck, chairman of the board, appears in the official list of delegates, it is highly problematical whether he will attend. Similarly, Sidney R. Kent, president, may not, despite the fact he is currently included in the home office group. Felix Jenkins, chief counsel, will be present, however.

From the field:

Albany: M. A. Grassgreen, manager; Ben Dare and F. G. Sliter, salesmen; Daniel R. Houlihan, booker.

Atlanta: H. G. Ballance, district manager; Paul S. Wilson, manager; R. G. McClure, sales manager; Maurice Mitchell, R. H. Fairchild, Fred R. Dodson and H. P. Laseter, salesmen; R. U. Ford, booker.

Boston: T. H. Bailey, district manager; E. X. Callahan, manager; Harry S. Alexander, sales manager; J. A. Feloney, J. M. Connolly, Harry Gold and Milton E. Simons, salesmen; Samuel Berg, booker.

Buffalo: Sydney Samson, manager; W. C. Rowell and G. E. Dickman, salesmen; George Sussman, booker.

Charlotte: Phil Longdon, manager; J. E. Holston, G. E. Ebersole and J. O. Mock, salesmen; C. T. Hardin, booker.

Chicago: C. W. Eckhardt, manager; John J. Horky, sales manager; E. P. Grohe, Harold Loeb, Harold Goodamote, Milton E. Simon and A. M. Van Dyke, salesmen; Arnold L. Monnette, Jack Eckhardt, W. C. Hallowachs and Howard M. DeTamble, bookers.

Cincinnati: J. J. Grady, manager; Robert O. Laws, sales manager; E. A. Burkhart, J. A. Needham, L. J. Bugie and E. C. Naegel, salesmen; James B. Neff, booker.

Cleveland: G. A. Roberts, district manager; I. J. Schmertz, manager; Theodore Scheinberg, E. R. Bergman and S. N. Lichter, salesmen; F. J. Hunt, booker.

Dallas: H. R. Beiersdorf, manager; W. S. Miller, sales manager; J. E. Gribble, N. B. Houston, D. W. Scott and Truman Hendrix, salesmen; T. P. Tidwell, booker.

Denver: R. J. Morrison, manager; Hugh Rennie and L. C. Paulson, salesmen; C. A. Larson, booker; Miss A. LeGendre.

Des Moines: S. J. Mayer, manager; Harry Gottlieb and A. W. Riegelman, salesmen; Evan Jacobs, booker.

Detroit: Lester Strum, manager; A. D. Knapp, E. A. Westcott, Roy Carrow and Floyd Keillor, salesmen; Leland Sanshie, booker.

Indianapolis: George T. Landis, manager; J. R. Neger, sales manager; H. L. Hancock, G. J. Black and Thomas O. McCleaster, salesmen; K. L. Dotterer, booker.

Kansas City: W. E. Scott, district manager; G. W. Fuller, manager; W. J. Kubitzki, sales manager; Jos. F. Woodward, Charles Knickerbocker and Howard Kinser, salesmen; M. A. Tanner, booker.

Los Angeles: J. M. Dillon, manager; W. T. Wall and B. F. Robison, salesmen; Morris Sudmin, booker.

Memphis: T. W. Young, manager; Nat Wyse and T. I. Baskin, salesmen; Mark Sheridan, booker.

Minneapolis: M. A. Levy, district manager; J. M. Podoloff, manager; Earl Lorentz, J. S. Cohan, W. G. Mussman, Louis Cohen, N. F. Hall and Harold Lyons, salesmen; Paul E. Lundquist, booker.

Milwaukee: J. H. Lorentz, manager; Morris Horwitz, George Edgerton and Carl Michel, salesmen; Meyer Kahn, booker; Eugene Sichelman.

New Haven: B. A. Simon, manager; Earl L. Wright, salesman; Sam Germaine, booker.

New Orleans: E. V. Landaiche, manager; H. P. Shallcross and G. R. Pabst, salesmen; G. J. Broggi, booker.

New York: H. H. Buxbaum, manager; J. J. Lee, sales manager; Morris Sanders, office manager; Morris Kurtz, Joseph St. Clair, William Schutzer, Abe Blumstein and Seymour Florin, salesmen; George Blenderman, booker.

Oklahoma City: C. W. Clark, manager; N. W. Osborne and G. L. James, salesmen; G. K. Friedel, booker.

Omaha: J. E. Scott, manager; Gordon F. Halloran, H. P. Ironfield and Harry Levy, salesmen; R. A. Wagle, booker.

Philadelphia: Edgar Moss, district manager; Samuel Gross, manager; Alfred J. Davis, sales manager; W. G. Humphries, B. R. Tolmas and J. Howard Smith, salesman; F. J. Kelly, booker.

Pittsburgh: Ira H. Cohn, manager; C. C. Kellenberg, sales manager; E. S. Thorpe, Austin Interrante and George Moore, salesmen; J. B. Hanna, booker.

Portland: C. F. Powers, manager; C. L. Robinett, salesman; H. L. Fox, booker.

San Francisco: George Ballentine, manager; Alfred Laurice, J. M. Erickson and F. C. Bernard, salesmen; J. W. Flanagan, booker; Miss R. Telfer.

Salt Lake City: C. L. Walker, manager; C. A. Blasius, assistant manager; C. J. Hallstrom, J. L. Tidwell and V. J. Dugan, salesmen; P. M. Smoot, booker.

Seattle: Herndon Edmond, manager; J. W. Spear and H. A. Frederick, salesmen; J. W. Brooks, booker.

St. Louis: B. B. Reingold, manager; J. A. Feld, salesman and office manager; G. H. Ware, L. J. Williams and Abe Eskin, salesmen; Florence Patke, booker.

Washington: S. N. Wheeler, manager; J. M. Cohan, office manager; Samuel Diamond, F. B. Klein, J. A. Murphy and C. G. Norris, salesmen; Mrs. Sarah S. Young, booker.

CANADA

Calgary: V. M. Skorey, manager; F. L. Scott, salesman.

Montreal: Edward English, manager; J. F. Pearson, salesman; John Casey, booker.

St. John: R. G. March, manager.

Toronto: J. P. O'Loghlin, district manager; J. J. Bailey, manager; W. J. Reid, assistant manager; Lionel Lester, salesman; Elroy O'Loghlin, student salesman.

Vancouver: J. E. Patterson, manager; E. H. Teel, booker-salesman.

Winnipeg: J. H. Huber, manager; Charles Krupp, salesman.

"Shooting Works" on "Brigham," Says Wobber

HOLLYWOOD—"We're going to shoot the works on 'Brigham Young,' one of the first in the new lineup," Herman Wobber, general manager of 20th-Fox distribution, told BOXOFFICE prior to his departure for San Francisco en route to Chicago and the company's convention. He also cited "Down to the Sea in Ships" and "Western Union" as among the important early releases for next season.

Milstein Adds Chore

HOLLYWOOD—Arrangements have been completed by David L. Loew and Albert Lewin with Producer Edward Small whereby J. J. Milstein, the latter's New York representative, will function in the same capacity for the Loew-Lewin production unit.

A Hearing April 10 On Educ'l Trustee

NEW YORK—Court news of the week was highlighted by an application of Harry G. Fromberg, trustee of Grand National, to have the appointment of James A. Davidson as trustee of Educational voided. A hearing will be held on the application April 10, in the federal court. Fromberg claims that Referee John E. Joyce, who appointed Davidson on March 5, was incorrect in that the majority of claims did not vote for Davidson, but for him; that Erpi's claim of $250,000 should not have been allowed to vote for Davidson and that the trustee, a former employe of Grand National, will not render impartial decisions.

The latter claims had been threshed out before the referee. Davidson had proved to Joyce's satisfaction that he hardly knew Earle W. Hammons and had resigned from GN after a dispute with Edward Alperson, then GN's president, long before Hammons had any interest in the company.

Lloyd Suit Dismissed

Federal Judge Henry Warren Goddard has dismissed William Jordan Rapp and Lowell Brentano's $75,000 suit against Harold Lloyd, and the Lloyd Corp., for the alleged plagiarism of the plaintiff's play, "Greek to You" in "Professor, Beware." The judge declared, after reading the scripts of both and seeing the picture, he was convinced there was no similarity.

Joseph T. P. Sullivan, head of City Theatres, will be examined in the supreme court April 10 in connection with Walter Reade's $150,000 breach of contract suit. Reade was hired as manager in 1934 for the duration of the City Theatre's existence at $200 weekly. He was discharged in 1939.

Sonja Henie has filed an answer in the supreme court to the $92,000 suit of Dennis R. Scanlan against her. She claims she paid her former agent all commissions due in April, 1936; that a 20 per cent commission is void under California law and that the contract was not in writing. The actress seeks a dismissal. Scanlan claims to have secured her her deal at 20th-Fox, and seeks 20 per cent of her earnings.

Earl Hobson Smith has filed suit against 20th-Fox in the federal court seeking an injunction, accounting of profits and damages against "Swanee River," claiming it to be an infringement of his play, "Stephen Foster."

Two-Year Extension to Capital in Fox Suit

NEW YORK—Federal Judge Murray Hulbert has granted a two year extension from April 11, 1940, to the Capital Company, in its suit against William Fox. The extension was needed as the referee in bankruptcy in New Jersey will need that long to clean up the former executive's affairs. The Capital Company holds a $297,412 judgment against Fox, of which $200,000 is still unpaid. At the end of two years, it is hoped the plaintiff will then know how much it is to receive.

Communists Meet; "Ninotchka" Waits

New York — When M-G-M released "Ninotchka" it contemplated no difficulties, since it does not distribute in Russia. But word comes from Mexico City that the picture has been withdrawn from circulation and a scheduled opening cancelled, because the Communist Party was holding its convention there. Although federal authorities approved the film, Carlos Niebla, M-G-M manager, placed the picture on the shelf for the time being.

Studio Sound Directors At Erpi Demonstration

NEW YORK—Latest developments in the field of stereophonic sound reproduction will be demonstrated by Erpi Tuesday at Carnegie Hall for a group of major studio sound directors who are here to study recent and pending improvements.

In the delegation are Douglas Shearer of M-G-M, Elmer Raguse of Hal Roach, E. H. Hansen of 20th Century-Fox, Loren L. Ryder of Paramount, John Levadary of Columbia, Thomas Moulton of Samuel Goldwyn, Inc., Bernard Brown of Universal and Jack Whitney of General Service studios. Clifford W. Smith, Hollywood vice-president of Erpi, and K. F. Morgan, commercial manager, accompany the party.

Two Detroit Houses Will Add Vaudeville in May

NEW YORK—Stage show will be adopted at the Fox and Michigan, Detroit, in May, union negotiations for the policy having been completed within the past few days. The Michigan probably will lead off May 11 with the Marx Bros. The Fox opener is not set, according to David Idzal, operator, who was in town for a few days conferring with Spyros Skouras and William T. Powers of National Theatres. Sam Dembow of Paramount worked out the deal with the stagehands' union. He left Tuesday for Cincinnati and is due back early next week.

Industry in Spain Under Gov't Rule

NEW YORK — The uncertainty hamstringing the efforts of the majors in Spain is eliminated by publication of a new decree which places control of the industry in the hands of a department of motion pictures which will issue import permits.

Although never published, the majors were advised the Spanish government has passed a law which forces a company to produce a picture in Spain to receive permit to import ten pictures.

Universal was the only company to jump the gun and produced a "quickie" in Madrid with funds accumulated during the civil war. Now, it is understood, the government will not allow Universal to distribute it.

No such obstacles are placed in the way of the majors in the new decree. From advices received here, distributors do not expect any difficulty in obtaining permits since a greater spirit of cooperation is reflected in the statute.

The law, however, makes no mention of how it will handle remittances made by foreign distributors. With the country in an unsettled state, economically and politically, foreign managers see no chance of obtaining revenue for some time to come.



—Photo by Cosmo-Sileo

Home Again But Not for Long—

That's the life of a foreign manager. John W. Hicks jr. vice-president in charge of Paramount's foreign operations, shown with his wife following his return from South America, already is mulling over a trip to Paris and London in the not-so-distant future. With them is Adolph Zukor, chairman of the board, who will remain here for about six weeks before returning to the coast.

Revenue Flow From Sweden Continues

NEW YORK—Withdrawal of revenue from Sweden, the second most important market for American distributors in Europe, continues. Films, however, along with 200 other articles of import, are licensed by the government as a precautionary measure "in case Sweden is compelled to cut imports because of a lack of foreign exchange."

Long regarded as a stable territory, any cessation of revenue from Sweden would be felt strongly by the distributors. The licensing move is explained here as "a preliminary move to cover eventualities which may occur at any time."

Drop in Pound Sterling Doesn't Affect Majors

NEW YORK—Drop in the English pound sterling to as low as $3.54 does not affect the revenue of the seven major companies, it is learned. Under the agreement made last November by Ambassador Joseph P. Kennedy on behalf of the industry with the British government, the rate of exchange is fixed at $4.02. Universal is excluded as a result of its releasing agreement with General Film Distributors, Ltd., of London.

Ostrer Postpones

NEW YORK—Due to the illness of his wife, Isidore Ostrer, GB and Baird Television executive in London, states he has been forced to postpone a number of conferences on deals he hopes to conclude within the next few weeks.

Ask Intercession Over Proposed Peruvian Tax

NEW YORK—The major companies have asked the state department to intervene with authorities in Peru over a proposed piece of legislation which would levy a ten per cent tax on boxoffice receipts. The bill is up for consideration in the Peruvian senate, although it has been criticized in some quarters as unconstitutional.

Goldsmith to Mexico

NEW YORK—Keith Goldsmith, formerly Singapore manager of 20th-Fox, left over the weekend for his new assignment as home office representative in Mexico City.

Reginald Armour to Head RKO Foreign Contingent

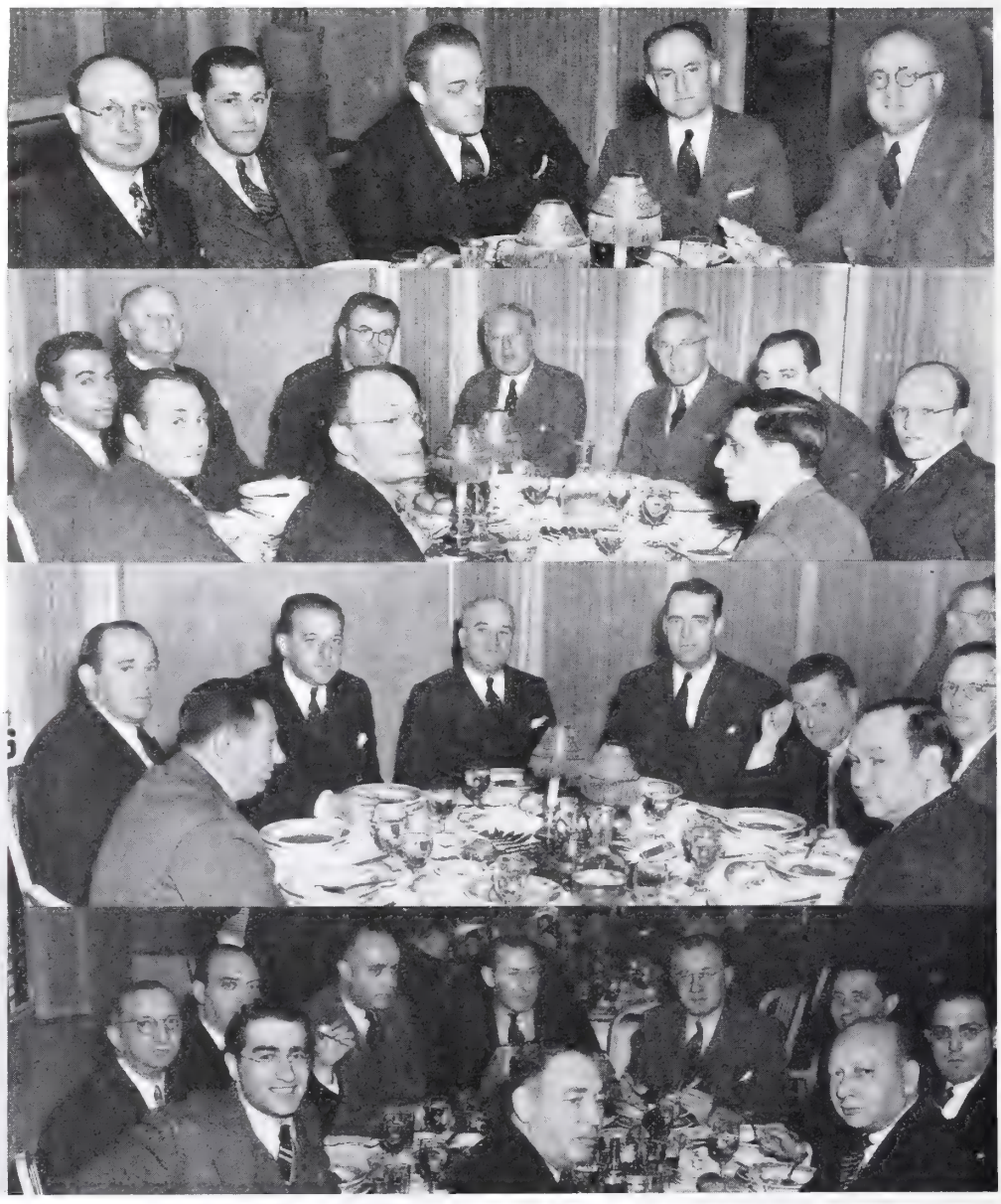
NEW YORK — Reginald Armour, continental manager of RKO, will head the foreign contingent expected here for the sales convention May 27. Armour, as a result of the war, will be the only European representative with a number of Latin-American managers, yet to be designated, making up the rest of the party.

Following the convention, Phil Reisman, vice-president in charge of foreign distribution, probably will visit Australia.

McConville Due Soon

NEW YORK—J. A. McConville, Columbia's vice-president in charge of foreign distribution, returns from South America, April 15.





Producer Pasternak Meets Exhibitors and Makes a Speech—

—Photos by Cosmo-Sileo

Visit to New York of Joe Pasternak supplied Universal with a reason for a Hotel Astor luncheon. Many were there, including exhibitors. From top of page to bottom the groups include (1) left to right, Harry Mandel and Max Fellerman, RKO Theatres; John J. Friedl, Minnesota Amusements; Mort H. Singer, and L. J. Ludvig, likewise of Minnesota Amusements; (2) clockwise, Sam Goodman, Century; William White, Skouras Theatres; Fred Schwartz and Al Hovell, Century; George Skouras; William Phillips, UA circuit; Sam Rinzler and Manny Frisch, Randforce; Larney Goodkind and Elihi Winer, Universal story department; (3) Joseph Seider, Prudential; Leonard Schlesinger, Warner; Si Fabian; I. J. Hoffman, Warner, New Haven; Don Jacocks, Warner, New Jersey; Ed Hinchey, Warner; Milton Hossfeld, National Theatres; (4) clockwise, starting bottom center, Irving Kaplan and Harold Rinzler, Randforce; Dave Levy, "Big U" exchange; John Benas, Skouras Theatres; J. J. Thompson, Cocalis circuit; Morris Jacks and Leo Justin, Reade theatres; Leo Brecher, Plaza Theatre; Leo Abrams, "U's" short subject sales manager; Max Cohen, "Big U" exchange. On the left, Pasternak is talking as Joseph H. Seidelman, William A. Scully and Nate J. Blumberg listen. Backs to the camera are John J. O'Connor and Fred Meyers, RKO theatres.

Agnew Recites How Para't Splits Deals

NEW YORK—Paramount splits its product evenly for first runs in five key cities, four deals of which are with major circuits and the fifth between a major and an independent operator, according to Neil F. Agnew, general sales manager. The major-independent split is in Baltimore where Loew shares the Paramount product evenly with M. B. Shanberger of Keith's, he stated in his deposition in the government suit.

Asked the reason for the split, the witness said he "likes to sell this way" wherever he can. Where the number of first run theatres is limited, he added, the arrangement results in a quicker playoff of pictures.

The distribution department of Paramount has nothing to do with pooling arrangements and acquisitions by the theatre department, Agnew held. Acquisitions may be discussed prior or after a deal is made, but at no time is the distribution department consulted when pools or partnerships are effected, he maintained.

Where splits are made, separate negotiations are conducted with the theatre interests involved. In other words, if Loew and RKO each get half of the Paramount product in a given territory, dealings would be held with Joseph R. Vogel for the Loew half and J. J. O'Connor, or Fred Meyers, for the RKO division. This is how he explained it.

How It Is Sold

Here is the way first run product is sold in the 36 cities listed by the government and as outlined by Agnew:

Albany—RKO and Warner. Si Fabian operates for RKO in addition to his own theatres. No split for second runs.

Atlanta—Lucas & Jenkins for the Fox, Paramount and Capitol.

Baltimore—Loew and M. B. Shanberger, the latter operating the Keith.

Boston—Mullin & Pinanski for the Metropolitan, Fenway and Paramount.

Brooklyn—Si Fabian for the Paramount, Fox and Strand.

Buffalo—Vincent McFaul for the Buffalo, Great Lake and Hippodrome.

Charlotte—Mike Kincey.

Chicago—B. & K. which also has the most important second runs. Has never discussed a deal with Barney Balaban.

Cincinnati—Ike Libson since 1930.

Cleveland—Loew and RKO for six years, or more, for the former's State and latter's Allen and Palace.

Dallas—Interstate Texas Theatres.

Denver—David Cockerell for the Denham. Before receivership, Paramount operated the Paramount and Denver. Deal with Denham more satisfactory because of low overhead and ability to pay more. Fox Intermountain gets second run.

Des Moines—A. H. Blank for eight to ten years. RKO Orpheum has played a few.

Detroit—United Detroit Theatres. Formerly with George Trendle. Now with Earl Hudson, in charge of the circuit.

Houston—Interstate for a number of years.

Indianapolis—David Chatkin and Harry Katz for the Indiana and Circle. Paramount had an interest in the houses with the Skourases before management changed.

Kansas City—Newman, which is operated out of New York. A pool existed for many years with the Newman, Fox and Uptown.

Los Angeles—Fanchon & Marco for the Paramount. F. & M. acquired the operation about six years ago because Paramount felt it too remote from the New York headquarters. Situation greatly improved as a result.

Memphis—M. A. Lightman for the Malco and Strand. Previously dealt with Joseph Vogel for the State, Palace and Orpheum.

Minneapolis—Minnesota Amusements. Each season sells two or three to World, an "arty" theatre.

Newark—Adam Adams for the Paramount.

New Haven—M. & P., for a great many years, for the Paramount.

New Orleans—Saenger Amusement for the Saenger and Tudor. Has sold Orpheum a few pictures "discarded" by Saenger.

New York City—Paramount, Criterion and also the Rivoli, Music Hall and Rialto.

Oklahoma City—Joe Cooper.

Omaha—A. H. Blank for number of years. May have sold some pictures to RKO Brandeis.

Pittsburgh—Loew and Warner for the Penn and Stanley. Has sold Shea's Fulton now and then for pictures "in dispute."

Portland, Ore.—Fox Evergreen. Paramount formerly operated the Paramount and turned over to Fox Evergreen six or seven years ago.

Salt Lake City—Harry David for the Paramount, Capitol and Utah. Also sold the first two named when Lou Marcus operated. Utah recently added.

Seattle—Fox Evergreen for number of years. Paramount had Paramount but Fox Evergreen acquired at same time as Portland Paramount.

San Francisco—FWC for Fox, Warfield, Paramount and Seattle. Paramount turned over Paramount at same time as others in Seattle and Portland.

St. Louis—F. & M. for three years. Prior to that one year to Warner which had Shubert and Orpheum.

St. Paul—Minnesota Amusement. RKO Orpheum and Palace have played some under arrangement with Minnesota.

Washington, D. C.—Loew and Warner for about five years.



—Photo by Cosmo-Sileo

Getting It Straight for the Record—

Typical scene at those interesting pre-examinations before trial in the all-industry suit where a point needs clarification before official entry. Left to right, this group includes Charles F. Young of Harris, Dwight, Koegel and Caskey; Robert L. Wright, the examiner for the government; Thomas Lynch, his assistant; Lawrence Bunker of Davis, Polk, Wardwell, Gardner and Reed; Samuel Zimmerman, the stenographer; Albert C. Bickford of Simpson, Thacher and Bartlett; Neil F. Agnew of Paramount, the witness, and Louis Phillips of Paramount's legal staff.

M-G-M Sells Loew Allies in 16 Key Cities Only-Rodgers

NEW YORK—M-G-M sells to its theatre affiliate, Loew's, first run in only 16 out of the 36 key cities listed by the government, William F. Rodgers, general sales manager, stated in examinations before trial in the big suit.

Chicago being the home town of Examiner Robert L. Wright, the witness was extensively queried on the alleged plans of Loew's to build in the Oak Park section. Rodgers said he was not aware of the incident or of any other intentions by the circuit to further build or acquire a loop house because M-G-M could not get playing time in the United Artists. The witness declared that in 1936 he was eastern sales manager and Chicago was not in his territory. In 1937, Wright pointed out, the UA played only four UA pictures, the rest of the time being turned over to M-G-M.

In many situations where Loew operates, M-G-M has sold a number of first runs to other accounts for one reason or another, Rodgers stated. He also said he did not know as a fact that Paramount was affiliated with Interstate in Dallas. He has never discussed a deal with a Paramount representative for this situation, he added.

Neither did he have anything to do with negotiations which led to the transfer of the State in Los Angeles by Loew's to FWC. Having had nothing to do with the deal, Rodgers said he did not know the purpose behind Loew's acquisition of the Poli houses in New England.

"Ordinarily," he explained, "the theatre department discusses acquisitions with me, but not in this instance. We had a customer there. That is probably why."

The list of 36 cities and how M-G-M sells its first runs, as outlined by Rodgers, follows:

Albany—Si Fabian for the Palace, Harmanus-Bleecker Hall and Grand. Has had run for five or six years and pictures are not available to Warner's Strand and Ritz.

Atlanta—Loew's Grand. Also a continued first run at Rhodes for about two years.

Baltimore—Loew's Century for at least eight or nine years.

Boston—Loew's State and Orpheum.

Brooklyn—Loew's Metropolitan.

Buffalo—Buffalo, Great Lake and Hippodrome.

Charlotte—Wilby-Kincey Enterprises for many years.

Chicago—B. & K. made a term deal in 1936.

Cincinnati—Ike Libson for many, many years.

Cleveland—Loew's State and Stillman.

Dallas—Interstate for a good many years.

Denver—RKO Orpheum for about three years. Previously with Harry Huffman for Denham. Dissatisfied with results given as reason for shift.

Des Moines—A. H. Blank for Paramount, Orpheum and Strand for many years.

Detroit—United Detroit Theatres.

Houston—Loew's State for many years.

Indianapolis—Loew's Palace for quite a few years.

Kansas City—Loew's Midland for many years.

Los Angeles—FWC for good many years. Loew's formerly operated State which was acquired by FWC.

(Continued on next page)

Preferred Holders Go on Disney Board

NEW YORK—Holders of a new issue of 150,000 shares of six per cent cumulative preferred stock offered by Walt Disney Productions, voting separately as a class and entitled to one vote per share, will be entitled at the first annual meeting of the company after the close of the fiscal year ending September 30, and biennially thereafter to elect one director of the corporation for a term of two years.

The stock is being offered at $25 a share. In addition to the public issue, the company is offering 5,000 shares to employes and officers at the same price. The aggregate offering price of the 155,000 shares amounts to $3,875,000, of which $1,600,000 will go to pay bank indebtedness. The balance will be for general corporate purposes, including production.

Upon the completion of the new financing, the company will have outstanding 155,000 shares of preferred stock at $25 par value and 355,000 shares of common at $5 par value, with no funded debt. All of the outstanding common is owned by Disney and members of his family.

The preferred is convertible into common on the following basis: One share of common if converted on or before April 1, 1944; nine-tenths of a share thereafter through April 1, 1945; eight-tenths share thereafter through April 1, 1946; seven-tenths share thereafter through April 1, 1947; six-tenths share thereafter through April 1, 1948, and one-half share if converted thereafter.

Kidder, Peabody & Co., Harriman Ripley & Co., Pacific Capital Corp., and Mitchum, Tully & Co. head the underwriting group, which also includes William R. Staats Co.; W. E. Hutton & Co.; Lee Higginson Corp.; Graham, Parsons & Co.; Stone & Webster and Blodget; G. M. P. Murphy & Co.; Merrill Lynch & Co.; Alex Brown & Sons; Pacific Co. of California; Baker, Watts & Co.; Schwabacher & Co.; Page, Hubbard & Asche; More, Leonard & Lynch, and Banks, Huntley & Co.

Metro Sells Loew Allies In Only 16 Key Cities

(Continued from preceding page)

Memphis—Loew's State for many years.
Milwaukee—Fox and another house operated by Fox Wisconsin.
Minneapolis—Minnesota Amusements.
Newark—Loew's State for "many, many years."
New Haven—Loew's Poli and College for many years.
New Orleans—Loew's State for number of years.
New York City—Capitol, Music Hall, Criterion, Rialto, Globe and Astor.
Oklahoma City—Joe Cooper for many years.
Omaha—A. H. Blank for Paramount or Strand.
Philadelphia—Warner for quite a few years. Loew's at one time operated Chestnut St. Opera House and leased to Warner when product deal was made.
Pittsburgh—Loew's Penn, Warner and Stanley for about two years.
Portland, Ore.—J. J. Parker for United Artists and Broadway.
Salt Lake City—Harry David for some years.
Seattle—FWC for a number of years.
San Francisco—FWC for the Paramount, St. Francis, Fox and Warfield. Loew's had operated Warfield and turned over to FWC.
St. Louis—Loew's for a good many years.
St. Paul—Minnesota Amusements.
Washington—Loew's for many years.

Hardy on a Visit; No More, No Less

New York—It was merely accidental that Russell Hardy, who prosecuted the industry in the anti-trust suits in St. Louis five years ago, happened to drop in the federal building when Spyros Skouras was being examined before trial.

BOXOFFICE asked the reason for his presence. He said he was paying a visit to Walter Rice, who was associated with him in the St. Louis case, and is now trying a conspiracy suit against the aluminum industry for the government. This case has been in process two years.

Film, Television Papers On SMPE Schedule

ATLANTIC CITY—Technical papers on every phase of films, as well as television, are scheduled for the spring convention of the SMPE at the Haddon Hall, April 22-25. Convention plans and programs are in charge of E. A. Williford, president; W. C. Kunzmann and J. I. Crabtree, vice-presidents, and Sylvan Harris, chairman of the papers committee. The society's 46th semi-annual banquet and dance will be held April 24.

Harry Blumberg of Philadelphia is chairman of the local arrangements committee. Others are H. Griffin, projection; Julius Haber, publicity, and Mrs. Oscar F. Neu, women's hostess.

Zukor Deposes

NEW YORK—Adolph Zukor in his deposition Friday, traced Paramount's early production and theatre history.



—Metropolitan Photo

Celluloid Mrs. Danvers—

Actually it is Judith Anderson who played that part in "Rebecca." Back from the coast and the film, Miss Anderson did a number of scenes on the Kate Smith program, then returned to Hollywood.

Pre-Examinations Have Month More

NEW YORK—With various executives unavailable for one reason or another, the examinations before trial in the government suit are expected to run until the latter part of April. Robert L. Wright, assistant to the attorney general handling depositions, had hoped to finish the job by the end of March.

Sidney R. Kent, Nicholas M. Schenck and Charles C. Moskowitz, will not be available until mid-April. Kent was scheduled to go on recently along with Spyros Skouras, Joseph M. Schenck and Herman Wobber. He had been advised by his physician to take a rest, thus counsel already has informed Wright that Kent will not be ready until after he returns from Florida. He is now back in New York. Wobber has been on the coast planning for the 20th-Fox sales convention to be held in April in Chicago. Whether he will be heard before the middle of next month is problematical.

N. M. Schenck has been vacationing at his winter home in Miami Beach and is not due back until the first or second week in April. Moskowitz departed for his vacation April 5. He usually takes three weeks which would indicate he is due to return April 29, or thereabouts.

Nate J. Blumberg, president of Universal, recently returned from a Miami respite and may go to the coast within the next few weeks. He was due to be heard the week of March 12 when William A. Scully, general sales manager, and Cliff Work, production head, testified.

Montague a Miss-out

A. Montague, general sales manager for Columbia, was another executive miss-out because of a vacation in Florida. He was slated to testify the week of February 5 when Harry and Jack Cohn testified.

George J. Schaefer, president of RKO, had been scheduled for the week of March 14, but did not appear due to pressure of business. Jules Levy, former general sales head of RKO, also was on the list, but in view of Ned E. Depinet's deposition may not be called.

In the Warner lineup are Harry and Jack Warner and Joseph Bernhard. The former two are planning to come on from the coast later. Bernhard recently underwent a serious operation and has been recuperating in Florida. He may not be available until he returns from the coast now.

Darryl F. Zanuck may come east about the time of the 20th-Fox convention. There are no plans set for Louis B. Mayer.

It is understood efforts will be made to have depositions of Zanuck and Mayer taken on the coast. In the event this is done, Albert Law will represent the government with home office counsel of the companies involved making the coast trek for the examinations. Whether the government will accede to this procedure remains to be seen. For the time being, however, the studio executives are scheduled to appear in New York unless other arrangements are worked out with Paul Williams, in charge of the prosecution.

One-Third Columbia's Accounts Buy 100%

NEW YORK—Approximately 33 to 34 per cent of Columbia's accounts buy 100 per cent of its product, the average account playing 29 units, according to A. Montague, general sales manager, who gave his deposition in the government suit on Thursday.

Columbia has no cancellation clause in its contracts. It did have a 10 per cent clause for one year and then it was taken out, he stated. To those accounts which buy 100 per cent of the product there is no selective privilege. Where there are selective contracts, in no instance does an exhibitor make his choice at the time of signing the agreement, he added.

When Robert L. Wright, the examiner, referred to Columbia's answer to the government interrogatories dealing with difficulties in selling independents and affiliated houses, Montague declared "We have more or less difficulty selling all accounts. No one comes into our office to plead for our pictures."

Less trouble is experienced in selling circuits than independents, he added. He discussed the difficulties in closed towns and situations where overseating has resulted negatively for Columbia's product.

In all cases where split deals are made for first runs, he said, Columbia does not participate in the selection, but leaves it up to the two interests involved. It is found, he continued, that where splits are made they result in quicker playoffs which not only satisfy the distributor, but also the subsequent runs.

Clearances have been standardized over the years, he said, adding usually exhibitors, and not Columbia, insist on it. These are handled locally by the branch manager.

Montague also listed the company's first runs in 36 cities outlined by the government and indicated that in many situations Columbia has sold away from the circuits because of "better deals" both in playoff and in terms of revenue.

Warner Closes With Lasky For "Story of Sgt. York"

HOLLYWOOD—Marking its second move in the direction of outside producers, Warner has closed with Jesse L. Lasky for "The Amazing Story of Sergeant Alvin C. York." The company states the film will be budgeted at $2,000,000 and that the famous World War veteran will act as technical adviser.

Brandt to See Pioneers Get Good Entertainment

NEW YORK—Harry Brandt has been appointed chairman of the entertainment committee of the spring conference dinner of the Picture Pioneers, of which Jack Cohn is "house manager." Serving with Brandt are Barney Balaban, Nate Blumberg, Charles C. Moskowitz, Marvin Schenck, Ned E. Depinet, Si Fabian, George Skouras, Sam Rinzler, and Joe Hornstein.

Union-Circuit Contract Sealing Expected Soon

NEW YORK—An agreement covering the settlement between Local 306 and major circuits which resulted in a 15 per cent increase for operators over a six-year period is expected to be signed shortly. At that time Milton J. Handler, Columbia University law professor, brought in as an impartial arbitrator, will be relieved.

Handler received $25 an hour, not only for the time spent at hearings but also for time accumulated in reading of the minutes of the numerous sessions. The total cost is to be split between the union and majors.

Prior to the first increase, which is eight per cent retroactive to September 1, 1939, the average booth cost for a major house was $343. A five per cent hike becomes effective September 1, 1941, and another two per cent two years later.

Decency Legion Condemns Nine of 573 Features

NEW YORK—Of the 573 features reviewed by the National Legion of Decency in 1939, nine were condemned; four of them foreign. Of the total, 511 were produced in this country and 62 abroad.

A breakdown shows 312 were rated as unobjectionable for general patronage; 200 unobjectionable for adults; 50 objectionable in part; nine condemned, and two rated as "separately classified."

The condemned list follows: "Children of the Sun," "Human Wreckage," "Indiscretions," "Mad Youth," "L'Orage," "The Pace That Kills," "The Puritan," "Wages of Sin" and "With a Smile."

Eastman Kodak Co. Earns $8.55 a Share in 1939

ROCHESTER, N. Y.—Eastman Kodak Co. reports 1939 net profit of $21,537,577, or $8.55 a share, as against $17,041,798, or $7.41 a share, in 1938. The figure reflects a gain in total sales last year of 9.4 per cent, to $140,331,000 from $128,262,000 the previous year. Of total sales volume, 16 per cent was represented by the film industry in 1939. While foreign business comprised about one quarter of the total business, the company's earnings from abroad were only about 12 per cent of the total.

Bioff to Jail Unless New Legal Steps Found

SPRINGFIELD, ILL.—William Bioff's writ of supersedeas and freedom on bail pending a high court review of his conviction 18 years ago on a pandering charge has been rejected by the Illinois supreme court. Court attaches indicate that unless new legal steps are taken the coast labor leader, now free on bail, will have to go to jail until his case is heard. The court gave no explanation.

Extends Astor Lease

NEW YORK—Loew's has extended its lease on the Astor for one year. The current arrangement, also a one-year deal, expires April 30.

Court Order Permits Fourteen Subpoenas

NEW YORK—Federal Judge Samuel Mandelbaum has signed an order authorizing the department of justice to serve subpoenas on 14 witnesses the government will call for trial of the all-industry suit. They are all outside of the 100-mile radius, thus subpoenas with a court order were necessary under section 13 of the Clayton act.

Named were William H. Hodkinson, Carlsbad, Cal.; Richard A. Rowland, Las Palmas, Los Angeles; T. L. Talley, Los Angeles; I. E. Chadwick, Hollywood; Chris Lampros, Capitol Theatre, Farrell, Penn.; Joseph, William, and Al Weiss, McKeesport, Pa.; William D. Davis, Triangle Theatre, Pittsburgh; Thomas A. Gilbert, New Oakland Theatre, Pittsburgh; Charles Morse, Boston; H. A. Batastini, Alpine Theatre, Punxsutawney, Pa.; M. E. Ouslander, Pinebrook Theatre, Scranton, and Harry Stahl, NuLuna Theatre, Sharon, Pa.

Over 100 more witnesses will have subpoenaes served on them within the next week, some in the New York area and others outside the 100-mile limit. The affidavit of Paul Williams, special assistant to the attorney general prosecuting the anti-trust action, states the testimony of these witnesses is material and necessary in the trial of the suit and that without it the government cannot safely proceed to trial.

Charles Kurtzman Named Loew Division Manager

NEW YORK—In a shuffling of Loew's theatre personnel, Charles Kurtzman, Pittsburgh manager, takes the post of division manager in Boston, succeeding H. M. Addison, who is understood to have become affiliated with the Schine circuit. Kurtzman's territory embraces Boston, Providence, Syracuse, Rochester, Toronto and London, Ont.

Charles Raymond, who held various foreign managerial posts for the circuit, becomes district manager in the Cleveland zone, replacing Harry Long, who is on an extended leave of absence due to ill health.

William Elder, manager of the Bijou, New Haven, has been transferred to Harrisburg, replacing Sam Gilman, who is to be given a new assignment, possibly in Dayton. In the way of a promotion, Stanley Barlup, assistant at the Palace, Washington, replaces Elder.

In the local area Bernie Zelenko returns as manager of the Valencia, Jamaica, after two weeks at the Cameo, Brooklyn, where he had gone following a 10 weeks' recuperation from a nervous breakdown. Harry Brown, who had been serving as treasurer at the Valencia during Zelenko's absence, resumes as manager of the Cameo, and Bob Kilgore, who served as temporary manager, returns as manager of the Bedford, Brooklyn.

Press Party

NEW YORK—The theatrical press unit of the Newspaper Guild will hold its annual entertainment and dance at the New York Newspaper Guild clubrooms, April 19.



—Photo by Cosmo-Sileo

In California on Plans, Sales and Other—

Departure photograph of Sam Schneider, home office executive, Mrs. Gradwell L. Sears and the Warner general sales manager for Hollywood. There, Sears is conferring with H. M. and J. L. Warner on sales convention and other plans. The "other" includes a potential development of considerable importance.

14 Alleged Plaints Cited in the East

NEW YORK—In a supplemental bill of particulars furnished by the government to distributors in which alleged monopolistic practices by the majors are said to have been visited on independent operators, 14 situations are listed for the eastern area. Of these, nine are in Pennsylvania, three in New York, one in New Jersey and one in Virginia.

The New Jersey situation names Eugene Mori of the Landis, Vineland, where "Warner Brothers attempted to compel Mori to sell the Landis to it by statements that Warner had an exclusive monopoly of pictures and that Mori would not be able to operate the Landis successfully because of the lack of product."

Incidentally, Mori has a private suit now pending in the Philadelphia court against the majors and Warner for alleged violation of the anti-trust act.

The three New York citations list B. S. Moss of the Criterion on Broadway, Benjamin Bordenaro of the Palace, Olean, and W. W. Farley of the Eri, Strand and Van Curler, Schenectady.

The nine Pennsylvania instances involve Harry Fried of three Maine line Philadelphia houses; Joseph Wodock of the County, Doylestown; Charles Segall of the Bromley, Philadelphia; George Graves of the Carman, Philadelphia; William Freihoffer of the Nixon, Tower, Frankford and Roosevelt, Philadelphia; William Goldman, Terminal, Philadelphia; H. A. Batastini of the Alpine, Puxsutawney; I. Ouslander of the Pinebrook, Scranton, and Fried again, this time representing an Ardmore suburban house.

The Virginia situation lists J. B. Trent of the Trenton, Lynchburg.

Another for Select

NEW YORK—"Wrath of Jealousy" will be distributed by Select Attractions, Inc.

Nat'l Is Pondering Plan for Pensions

NEW YORK—Long a pet project of Spyros Skouras, a pension plan for National Theatres employes is slowly taking shape under the combined efforts of leading statisticians and actuaries.

It will be months before the plan is realized and not until then will National Theatres executives know whether it can be executed without placing too heavy a strain on the financial structure of the company.

The actuaries are now striving for an eligibility standard which would benefit all of the 7,000 employes of National Theatres. The main problem before those working on the project is to determine how many years of employment is necessary to make an employe eligible.

When a cross-section of the 7,000 employes consists of ushers, cashiers, doormen, assistant managers, managers, operators, office help, district managers and top executives, the problem becomes more complex, it is stated.

Under the plan, it is learned, National Theatres will pay 50 per cent to the pension fund with the balance coming in small stipulations from the employes who wish to join.

If the pension plan is adopted, National will be the first organization in the industry to adopt such a welfare policy. Skouras, it is understood, does not feel the present social security legislation goes far enough and would like to do better by members of the company.

Minnesota Amusement Not Planning to Add Houses

NEW YORK—Minnesota Amusement Co. has acquired no theatres lately and has no plans for additional houses, J. J. Friedl, operating head of the circuit, stated before leaving Tuesday for Minneapolis with L. J. Ludvig, treasurer, and Joseph Finley, St. Paul attorney for the circuit.

Cantor and Jessel Will Head Capitol's Show

NEW YORK—Eddie Cantor and George Jessel will head a stage show at the Capitol, April 18, with the opening of "Forty Little Mothers," in which Cantor stars. The show, which includes Don Albert's orchestra and will run for 40 minutes, is the first "in-person" presentation since last August, when Mickey Rooney and Judy Garland played in conjunction with "The Wizard of Oz."

It will be the first joint stage appearance of the two comedians since they played vaudeville at the Palace nine years ago. The booking is for one week, with options.

DuPont Film Corp. Profit

NEW YORK—Net profit of Du Pont Film Manufacturing Corp. is $1,650,274 for year ended December 31, 1939, compared with $1,259,566 for the previous year.





—Metropolitan Photos

Edington Here; Gets Reception and Gives Interviews—

The close formation on the left shows Harry Edington, executive producer at RKO, surrounded by trade paper men. The twosome on the right is composed of Erich Pommer and Ned E. Depinet conversing at the cocktail party which followed.



Handsome Turnout Marks Louis Frisch's Return From Florida—

—Photo by Cosmo-Sileo

Returning from Miami where he spent three months recuperating from a recent illness, Louis Frisch of Randforce was given a homecoming party by 50 *of his friends and associates. In the first row, kneeling and seated, are William Sussman, Jerrauld and Edward M. Schnitzer, David A. Levy, Irving Kaplan, Moe Streimer and Fred Meyers. In the second row: Herman Gluckman, William White, Eugene Picker, Harold and Sam Rinzler, Louis and Emanuel Frisch, Roy H. Haines and Milt Kusell. In the next rows, the following may be seen: Morris Sanders, Phil Hodes, Harry H. Buxbaum, John Benas, Ted O'Shea, Irving Gold, Harry Decker, Jack Goldstein, Jack Birnbaum, Bob Wolff, Henry Randel and John J. O'Connor, Marvin Schenck, Tom Connors, William P. Phillips, Irving Wormser, Saul Trauner, Max Cohen, A. W. Smith jr., Carl Leserman, Jack Bowen, Ben Abner, Max Fellerman, George Skouras, Joe Hornstein, Joe Felder, Sam Lefkowitz, Nat Cohn, Leo Abrams, William Moses, Arthur Sachson, Joe Lee, Milton Weisman, Harold Blumenthal.*

BROADWAY

NICHOLAS M. SCHENCK interrupted his Miami vacation to spend a few days at his headquarters. His wife has almost completely recovered from a recent illness. She did not make the trip north . . . E. C. Grainger has returned from a few weeks on Miami shores . . . Herman Robbins had to buy the M-G-M basketball team caps as a result of losing a bet with C. C. Moskowitz, who wagered the Loew-M-G-M team would beat the National Screen pigskin dribblers . . . Sidney Picker, his mother and wife left Thursday for the coast, bound for Honolulu . . . In three weeks, Leonard will head for the coast with his wife, and spend a two-week vacation with his mother in Hollywood . . . Helen Aaron and Lillian Jeffries left over the weekend for Florida; also Maty Hammerstein. They are all Loew-ites. Gertrude Lebelson of the same company has just returned from Miami beaches . . . . Charles Raymond, formerly with Loew's in England, left Thursday for Cleveland where he takes over supervision of the circuit's group . . . Lou Lusty has joined the RKO editorial department at the studios.

Paramount Powerhouse: Barney Balaban, Stanton Griffis and Adoph Zukor a lunchin' in the Huntin' Room. Mused a BOXOFFICE *reporter to Balaban: "What are the chances of the government suit being settled?" Came his remuse: "I can't discuss that" . . . All the gurgling you hear on the fourth floor of the Loew Building is nothing but gargling—on the part of Oscar A. Doob in deference to a sore throat . . . Arthur Jacobson, head of Paramount's talent department, is here from the coast for several days of talent scouting . . . Harold Rodner, Warner executive, has returned from Hollywood where he arranged for the production of the annual short subject to be shown in connection with the Will Rogers National Theatre Week . . . Ernest Schoedsack, director of "Dr. Cyclops," is here from the Paramount studios for the April* 10 *premiere of the film.*

E. B. Hatrick, general manager of News of the Day, has returned to Florida . . . Clyde Anvelink, who was Fred Ullman jr.'s secretary, has moved over to George J. Schaefer's office . . . Dave Blum's baby boy is out of danger following a siege of pneumonia at the Jewish Hospital . . . H. M. Richey addressed the very social Civic Club of Philadelphia . . . A M-G-M threesome at the Astor Hotel: Ted O'Shea, Ralph Moore and Ralph Pielow . . . Walter Gould of UA has acquired a pair of fancy colts for his Maryland farm . . . George Stevens lunched with Charles Laughton at "21" the other day. At an adjoining table were Tyrone Power and wife, Annabella . . . The West Side YMCA has given an honorary award to Harry Buxbaum, 20th-Fox branch manager, in recognition of his 25 years of membership . . . Fred Lange, Paramount's continental manager, sailed for his post Saturday on the *Washington.*

Bill White of the Skouras circuit sailed on the Santa Rosa *Friday for a two-week Caribbean cruise . . . Charles Stern left Thursday for Atlantic City to spend a few weeks recuperating from a recent operation . . . Harry Goetz has put off his coast trek until the middle of next month . . . Jack Mehler is the new story editor for Gordon-Goetz productions . . . Dave Idzal was in from Detroit and Nat Holt from Cleveland for home office conferences with their circuit heads . . . Schuyler J. Wilson of the Skouras circuit thought it was a gag on April* 1 *when Jimmy Dunn of the Rivoli invited him to escort Franciska Gaal to the Joe Pasternak party at the Gladstone Hotel. He turned down the invitation. Later, on arriving at the party with A. M. Georgia of the circuit, he was given plenty of ice by Miss Gaal.*

Ray Johnston, Eddie Golden and George West blocking the entrance to the Gateway Restaurant discussing with Hal Horne the relative merits of two versions of a story that has borscht and potatoes for a background . . . Eve Shapiro of the Columbia legal department was married to Meyer Meierovitz, representative of Joseph P. Day, over the weekend. There was a short honeymoon in Washington . . . Paul Benjamin is being bothered by a cold . . . Madeleine White, Monogram secretary, is aboard the *Amazone* for a three weeks South American cruise. She is being accompanied by Hazel Benton of National Theatres . . . Cary Grant is back from a Caribbean cruise . . . A. A. Schubart, manager of RKO's exchange operations, is on a Florida vacation . . . George Murphy is around from the M-G-M studios . . . Tyrone Power and Annabella have returned to the Fox lot after coming east for a special Kate Smith broadcast and radio preview of "Johnny Apollo" . . . Saul Jacobs, Paramount's branch manager in Port Au Spain, Trinidad, B. W. I., has a new daughter, Diane Margaret.

Morris and Matty Kutinsky are back from Miami vacations . . . Harry Arthur has gone back to St. Louis after a week in town . . . Lou Pollock made a quick trip to Washington on "It's a Date" . . . Pete Bull, one of the many lawyers for the distributors in the government suit and representing 20th-Fox, is recovering at home from an acute appendix operation . . . Mike Rudin of Rapf & Rudin is due back soon from Miami shores . . . Eddie Aaron managed to remain in Miami a couple of extra days beyond his two weeks to make up for

(Continued on page 28-A)

Skouras Men Split $3,000 in Prizes

NEW YORK—Service employes in 30 Skouras theatres during the week received a total of $3,000 in awards as a result of their work in the recent Skouras drive which began November 30 and ended February 17. The committee on selections comprised William White and Jules Catsiff.

The theatres, in the order of awards, participating are: Plaza, Englewood; Riviera, Manhattan; Roosevelt, Flushing; Capitol, Jersey City; Academy of Music, Manhattan; Broadway, Astoria; Liberty, Elizabeth; Riverside, Manhattan; Valentine, Manhattan; Crescent, Astoria; Beacon, Manhattan; Fox, Hackensack; Stoddard, Manhattan; Rockland, Nyack; Rivoli, Hempstead; Steinway, Astoria; Tivoli, Jersey City; Pascack, Westwood; Bronxville, Bronxville; Bleinheim, Manhattan; Park Plaza, Bronx; Granada, Corona; Broadway, Haverstraw; Plaza, Bergenfield; Hempstead, Hempstead; Victoria, Ossining; Manhasset, Manhasset; Teaneck, Teaneck; Victory, Bayside, and Corona, Corona.

On Thursday, Skouras took over operation of the Tuxedo and Mosholu in the Bronx, the houses formerly operated by Consolidated. In 1935, Fox Theatres attempted to make a deal with Skouras for the duo, but Si Fabian stepped in and negotiations were called off with the result the late Lee Ochs and Consolidated made a deal. Consolidated had been operating until last week when Metropolitan Playhouses, the landlord, canceled the lease because of an alleged $10,000 rental arrears.

Loew Sets Dividend

NEW YORK—Loew directors met Thursday and declared the regular preferred dividend of $1.62½.

Say Music Hall Deals May Include Center

New York—Private executive sales opinion veers to the belief W. G. Van Schmus, with takeover of the Center management in addition to the Music Hall, may shortly include in all Music Hall contracts a proviso that films may play the de luxe house or the Center. This optional clause, it is pointed out, would give Van Schmus the benefit of switching to the Center those films he has optioned for the Music Hall and which may not come up to his standard. Meanwhile, a Music Hall spokesman declares the management "has not come to any decision" on the Center policy.

Brandt Uncommunicative On Washington Trip

NEW YORK—Harry Brandt, president of the ITOA and the circuit bearing his name, made another trip to Washington the latter part of the week. While the independent exhibitor leader would not comment on his visit to the capital, it is understood he discussed the proposed settlement of the government suit.

Walter Hutchinson Will Attend Overseas Meet

NEW YORK—Walter J. Hutchinson, in charge of foreign distribution for 20th-Fox, plans to sail for Europe early in May to attend annual overseas sales meetings in Paris and London.

RCA Services Chains

NEW YORK—Nine units of the Interboro circuit here and eight theatres of the William Goldman chain in eastern Pennsylvania have signed contracts with RCA for sound service, according to W. L. Jones, service manager. Interboro is a renewal.



They Survey a Deal for Far-Off Hawaii—

Consolidated Amusement operates 25 Hawaiian theatres and 45 others. Aside from using Simplex projectors, the company has been distributing this equipment in the islands for 17 years. Talking about it above are A. E. Meyer, sales manager, International Projector; E. I. Parker, president, Consolidated; K. Streuber, export manager, National Theatre Supply; J. Brozek, export manager, International Projector; and Fred Williams, vice-president, Consolidated.

UA-Hays Rift Ends; Remains in MPPDA

NEW YORK—UA remains a member of the MPPDA.

Whatever differences caused reports the company would resign have been patched up since Murray Silverstone, general manager of world operations, returned last week from the coast. He has had several conferences with Will H. Hays.

At the MPPDA's adjourned board meeting Silverstone was re-elected a director along with all incumbents. Walter Wanger is an addition to the board. Hays was re-elected president for the 19th consecutive year.

Other board members include Barney Balaban, Nate J. Blumberg, Jack Cohn, Cecil B. DeMille, E. W. Hammons, E. B. Hatrick, F. L. Herron, Sidney R. Kent, Sol Lesser, Hal E. Roach, George J. Schaefer, Nicholas M. Schenck, Albert and Harry M. Warner.

Mono.'s Own Convention After Variety Affair

NEW YORK—Monogram's home office and studio executives and franchise holders will attend the Variety Club national convention in Dallas, April 18-20, and then go into the company's annual sales conclave in the same city the day after the Variety affair terminates.

The executives include W. Ray Johnston, Scott R. Dunlap, Edward A. Golden and Thomas P. Loach, while franchise holders are John W. Mangham, Atlanta; Ben Welansky and Mark Goldham, Pittsburgh; Steve Broidy, Boston; Harry Berkson, Buffalo; Forrest Judd, Des Moines; George West, St. Louis; Nate Schultz, Cleveland; Ed Blumenthal, Dallas; John Franconi, Dallas; Lon Fidler, Denver; Will Hurlbut and Jack Saxe, Detroit; Howard Stubbins, Los Angeles; Charles Trampe, Milwaukee; Ben Nathanson, Minneapolis; Carr Scott, Oklahoma City; Sol J. Francis, Omaha; Mel Hulling, San Francisco, and Harry Thomas, New York.

Monogram Realignment Changes Sales Force

NEW YORK—In a realignment of Monogram's local sales staff, Charles Penser, covering the metropolitan area, and Ben Schwartz, covering Brooklyn and Long Island, will shortly be replaced by Lester Tobias and Dick Perry. Penser is understood to have taken a post with Mayer and Burstyn, foreign distributors, while Schwartz is said to be going into the premium business. Tobias has been in the premium field for some time, while Perry was formerly with GN.

J. S. Berkson Concludes Two Screencraft Deals

NEW YORK—J. S. Berkson of Screencraft, who recently returned from a trip through the middle west, has closed deals with Superior Pictures, Inc., covering Chicago, St. Louis, Milwaukee and Indianapolis, and International Distributing Co. of Philadelphia for the entire program.

BROADWAY

(Continued from page 27)

some of the bad weather . . . C. C. Moskowitz and Bill Moses left over the weekend for Miami and will probably visit Havana before returning . . . Sylvia Sewards, C. C.'s secretary, got back from the coast and a vacation early in the week.

It Happened at Lindy's: Monroe Greenthal tossed Bill White of Skouras a rather wide challenge to the effect that he and an unnamed partner will do plenty to White and George Skouras once the golf season gets under way . . . Tom Walker trying to figure out how the Louisville premiere of "1,000,000 B. C." might coincide with the running of the Derby . . . Max Goldberg of Gallic Films offering Harry Gold a fabulous figure for the Sixth Avenue rights to "Rebecca" . . . Bob Wolff in serious conversation with Al Suchman of Consolidated . . . Jean Lenauer coming out of retirement to get the feel of foreign exhibition from Martin Lewis and Arche Mayers . . . Freddie Schwartz of Century telling Sam Rinzler and Nat Cohn about an incident involving someone who took his own blood pressure.

Nate Blumberg stayed at home for a few days to check a cold . . . A. H. Blank, Ralph Branton and J. J. Deitch were around for Paramount circuit conferences . . . Paul Benjamin has a new spring cold . . . Lou Johnson, head shipper at the M-G-M exchange, was on the sick list most of the week . . . Sally Simon, secretary to Tom Connors, is at Polyclinic Hospital with appendix trouble . . . Gene Murphy has a half dozen DePinna ties, the corks of a couple of once-filled bottles of champagne and a stunning wrist watch, gifts from George Jessel in appreciation of Murphy's publicity handling while at the State . . . Charlotte Sachs, E. W. Aaron's secretary at M-G-M, had a birthday and a surprise party to show for it . . . Abbye has a new service. It undertakes to meet parking ticket fines without need for the offender to make a court appearance.

Fred W. Lange, Paramount's general manager for continental Europe, and Lewis J. Buddy, head of the company's foreign newsreel division, are aboard the *Washington* returning to their home posts after conferences here. Lange is bound for Naples and Buddy will disembark at Genoa . . . Jack Ellis has invited trade paper editors to attend the April 17 luncheon meeting of the Motion Picture Associates at the Hotel Astor . . . Lee Newbury says he will attend Allied's national convention in Chicago this June . . . George J. Schaefer is serving as chairman of the Motion Picture Industry's Scholarship Fund for Yeshiva College. The quota is $5,000 . . . Jimmy Sileo, who ought to know, states that more than 100 prominent stars will be on hand to entertain at the 11th annual Press Photographers ball at the Hotel Astor, April 12.

"The Biggest and Best From Republic"

Hollywood—For sheer rip-snortin' action, spectacle, excitement and suspense, "The Dark Command," a superwestern with an historical background can stand up for comparison, and with every assurance of a favorable verdict, with any of the several others of its class which have proven so popular and profitable during recent seasons. Further, it displays so high a level of production, story, cast and direction excellence that it easily earns the designation of being the biggest and best ever made by Republic. That it will be a solid hit seems beyond doubt. Sol C. Siegel produced; Raoul Walsh directed.—SPEAR.

16 Months of Labor Strife to an End

ST. LOUIS—Sixteen months of intra-labor strife came to an end here late this week when local autonomy was restored to projectionists Local No. 143 by George A. Browne, president of the IATSE, and pickets were withdrawn by the projectionists' union from Fanchon & Marco's Fox and Ambassador theatres and a dozen neighborhood houses operated here by the St. Louis Amusement Co., F&M subsidiary.

Following quickly the restoration of autonomy to No. 143 was the announcement by Joseph A. Padway, AFL general counsel who accompanied Browne here in an effort to work out a settlement, that John P. Nick was resigning as first vice-president of the IATSE because of "ill health." It was the ouster, by court injunction, of Nick and Clyde A. Weston, former business agent, from the control of the affairs of No. 143, that split the union apart and subsequently resulted in the stationing of pickets before their houses when F&M and St. Louis Amusement Co. shifted operators without the knowledge of No. 143 officials.

Marking the healing of the union breach was the election of Harry Barco and Robert Thomsen, both anti-Nick men, as president and business agent respectively. Also the Local accepted, as members, 47 operators who had received cards from Nick, but voted to bar 20 others.

Films' Emergence Stressed By Hays at Dedication

TERRE HAUTE, IND.—Motion pictures as an asset to humanity are moving toward higher standards of morality and good taste and are reaching new peaks of dramatic and artistic excellence, Will H. Hays, MPPDA president, asserted in an address at the dedication of the new YMCA building here.

He added the motion picture bureau of the national YMCA will be supplied with non-current theatrical shorts as part of the industry's program for supplying films for educational purposes.

REVIEW FLASHES

BULLET CODE (RKO)—To the gallery of westerns that give entertainment, action and a plausible story, this George O'Brien must be added. The performers handle their lines and act their parts expertly, and the fisticuffs are of the first order.

CURTAIN CALL (RKO)—Lightweight backstage farce with a substantial enough load of laughs to warrant consideration for most situations. Alan Mowbray runs away with the comedy honors, topping a generally acceptable cast. Picture marks Howard Benedict's production debut and is the directorial bow for Frank Woodruff.

HIDDEN MENACE (Alliance)—A fairly good story idea treated with little imagination and poorly performed by rather well-known players, including Otto Kruger, Gertrude Michael and John Clements.

LIGHTS OUT IN EUROPE (Mayer-Burstyn)—Grim and realistic, but in every respect sincere, this documentary recounts the recent past of Poland, Danzig, England and France in terms of the horrors of war and its devastation.

ON THEIR OWN (20th-Fox)—In the absence of Pa Jones, conveniently scripted out of the picture and into a sanitarium, the remainder of this veteran screen family managed to deliver the same brand of wholesome, all-purpose entertainment as of yore. Mark it down as a reliable entry in the series. Max Golden produced; Otto Brower directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Report Film Deliveries in Flooded Areas Unimpaired

NEW YORK—Film deliveries in the flooded areas of northern Pennsylvania and upstate New York are unimpaired, according to a check of major home offices. The statement, however, is qualified by executives who state they have received no word from inundated territories and assume exchangemen are coping with the situation.

Kent to the Coast After Stockholders' Meeting

NEW YORK—S. R. Kent, president, will leave for the coast shortly after the 20th Century-Fox stockholders' meeting on April 18. It is understood Kent, who returned from Florida Wednesday, will discuss the new season's budget with production executives.

PHILADELPHIA

MRS. LEE BIBEN and Mrs. Allen Benn of the Variety Club women's auxiliary, are getting a big hand for their successful arrangement of the benefit show at the Fays . . . Joe Leon is back from Florida . . . The gentlemen of the light fingers have paid a couple of more visits to Vine St. They robbed the drug store at the corner of 13th and Vine and the restaurant at Broad . . . Simon Libros of National-Kline Poster, recently absorbed by National Screen, has moved his office to the latter's building . . . Variety Club scheduled a "champagne donation" party for April 6. Bottles of the bubbling stuff will be given as prizes.

Earle Sweigert, Paramount head, has been named chairman of the Motion Picture Division of the United Charities Campaign. Al Blofson, National Penn Printing, will handle the accessories section of the business . . . George P. Aarons went off to Cleveland on Berlo Vending Co. business . . . The local Warner Club boys licked the New York campaigners in a hot bowling match at Jimmy Dykes Alley, and got a silver cup to brag about. Both sides buried the hatchet in a bowl of soup, so to speak, at Delmonico's.

George Kurlansik, Town, Allentown, and Walter Yost, Grand, Harrisburg, visited the street with their wives (one wife apiece, we mean) last week. Both couples recently got back from Florida . . . Clara Kraftsow, Paramount cashier, is also just back from the land of sun and scanty bathing suits . . . Al Zimbalist, Warner ad man, has his wife and son back home after a week's visit in New Jersey . . . The idea of Stanley Benford, Colonial, for doubling "Charlie McCarthy, Detective" and a Disney "shorts review" is being sent out over the Warner circuit by Harry Goldberg, advertising chief.

Sam Teitelbaum's Commodore is getting its face lifted . . . The Warner Manager's Parade completed its final week with Skip Weshner's district still in first place, Steve Barutio's second, Lou Davidoff's third. The end of the rainbow is reached this week, and the pot of gold is worth $1,000 *. . . Charlie Goldfine, Alden, is reported going into the automatic candy vending business . . . The American Federation of Musicians is hoping its president, Joe Weber, can get together with Harry Warner on the coast to settle the contract dispute.*

Warner chronicle: Ruth Berger, Ev Callow's pretty secretary, rang up a birthday March 31 . . . Sid Mesibov is running about the hinterland like a Northeaster, arranging for openings of "Gone With the Wind" . . . Jerry Logue, booking office, now is smoking blacker and ropier cigars than ever . . . Stanley Smithers, short subject booker, is back after a short melee with a cold . . . Jimmy Dormond is displaying his dramatic talent by participating in his church's minstrel show.

Prize-winners in Metro's "Ninotchka" exploitation contest were the late Gerson Shalita, Bromley (award will be given his widow); Maurice Gable, Boyd; Matty Rosenblum, Colney; Stanley Benford, Palace; Bill Huffman, Warner, West Chester; Bill Yurasko, Sedgwick, and Charles Crowley, State, Chester.

Can't Say They're Not Trying

Irvington, N. J.—There seems to be a division of thought among the local Allied fraternity as to whether exhibition is a worthwhile pursuit.

For a while Sidney Samuelson, former Allied of New Jersey president, has divorced himself from his Newton, Newton, N. J. Irving Dollinger, also a former Allied of New Jersey president, has taken over the Liberty here, formerly operated by Harry Doniger. Dollinger also operates the Plaza, Linden.

Fete L. J. Chamberlain On 30th Anniversary

PHILADELPHIA—Three hundred theatremen honored L. J. Chamberlain, head of the Victoria Amusement Co., on the completion of 30 years in the industry, with a dinner at the Warwick Hotel.

Tribute was paid to the veteran by James Walker of the 20th-Fox home office; Frank C. Walker, president of the Comerford Amusement Co.; Edgar Moss, 20th-Fox district manager; Perry Hoffman, Chamberlain's assistant, and Jay Emanuel, chief barker of the Variety Club, which arranged the dinner.

Chamberlain was presented by the club with a wrist watch. Seated on the dais, in addition to the speakers, were four past chief barkers—James P. Clark, William J. Clark, Earle Sweigert and Ben Amsterdam. Father Sylvester McCarty pronounced the benediction. Also present were Herbert Effinger, former head of the Victoria company, and bank presidents and newspaper publishers from Mt. Carmel, Shamokin, Williamsport, Tamaqua and Mahanoy City, where the company has theatres.

Al J. Davis, 20th-Fox, and a committee of 30 exhibitors were in charge of arrangements.

TMAT Union Picketing of 11 Houses Continues

NEW YORK—Despite the fining of three pickets for illegal picketing, the motion picture division of the Theatrical, Managers, Agents and Treasurers union will continue picketing the 11 theatres of the Five Boro circuit.

The pickets, Casmir Wisowatz, Charles Lauk and Saul Weintraub, were arrested on the complaint of Manager Jacob Weinstein of the Freeman, Bronx, and fined $10 each on the charge of disorderly conduct by Magistrate Klapp of the Bronx Magistrate's court.

The picketing goes on at the De Luxe, Freeman, Vogue, Dover, Fenway, Ace, Metro, Tower, Zenith and Lido, all in the Bronx, and the Granada, Manhattan.

Manhattan and Brooklyn Duo to Face Local 306

NEW YORK—Picketing of the Greeley Square and the American Movie, Manhattan, by Local 306 starts Monday in the union's drive against unorganized houses. Two Brooklyn houses, unidentified because of tactical reasons, also face a picket line.

ALBANY

EDWIN BYLANCIK of Theatres Display Co. and Mary Theresa Smith are now one . . . Mrs. Inez Ferguson, Copake, Copake, went south for a vacation. A brother, Ed McIntyre, is taking care of the theatre in her absence. McIntyre is associated with Mrs. Ferguson in the management of house . . . Kingsley Ryan, Ausable Forks and Keesville exhibitor, on Filmrow for first time in many weeks. Frank Williams, Benton booker, also ankled exchanges. Others booking: Mrs. Frieda Klein, the Hunter, Hunter; Robert Brodkin, Metro, Schenectady; Leonard Rosenthal, State, Troy; Sam Milberg, Ritz, Scotia, and Family, Watervliet; Neil Hellman, Hellman circuit . . . Henry Grossman, Hudson exhibitor, has recovered from an illness . . . William E. Benton, Benton circuit, Saratoga, reported back from Miami . . . Fred Mausert, State, Glens Falls, and Mrs. Mausert have been south, too.

Bill Kennedy jr., who assists his father in managing theatres at Lake Champlain and Rouses Point, is turning out maple sugar for commercial purposes as the sap runs from trees on Kennedy farm acreage. The elder Kennedy has not been too well for sometime . . . Car of George Tucker, RKO salesman, was smashed and he had 14 stitches taken in the leg after a headon collision near Watertown. Tucker was in the hospital for a week . . . Bill Sharpe, former Paramount ad sales supervisor and now an executive with Advertising Accessories, was in town on business . . . Charles Ost is Albany manager for National Screen and its affiliate . . . Chris Buckley of the General Stark, Bennington, Vt., has been on the west coast for about eight weeks. Walter Morey is in charge while the boss is away . . . "The Road to Singapore" has topped the hefty grosses hung up in several Albany territory spots by Paramount's "Union Pacific."

Charley Smakwitz, Warner theatres district manager, shook off a cold in Florida but contracted another when chilly breezes struck him on his return to Albany. Saw William C. Smalley while there . . . M. A. Silver, Warner theatres zone boss, was in New York . . . Walter Broadhurst, electrician at Ritz, still in hospital but reported better . . . "Virginia City" did good business at Strand and had its run continued for another week at Ritz, a few blocks south. Usually a week intervenes between Strand and Ritz engagements when time is extended . . . Georgette Bingham, one of the pleasant young women at Columbia, working Saturday afternoon.

Harry Hellman and Mrs. Hellman have returned from a long stay in Miami. Their son, Neil, and his wife then went to Washington for a vacation . . . The father of Mrs. Bernard Kranze, wife of the RKO manager, died in Florida . . . RKO's booker-office manager, Abe Van Deusen, trained to New York Saturday afternoon to see the Rangers play the Bruins in a hockey game at Madison Square Garden. Did not arrive in big town until 7:30 *due to flood waters, hustled to Garden, watched the ice contest, boarded return train at midnight, arrived in Albany at* 3:30 *a. m., and was at his post getting out shows Sunday morning, as usual.*

Adjourn in Albany; Trade Unscathed

ALBANY—Faced with many threats in the form of bills introduced during the three-month session of the legislature, the motion picture industry emerged virtually unscathed.

When the gavel fell for *sine die* adjournment, the Condon fireproof booth bill was on the order of third reading in the senate. This proposal constituted the most serious threat, judging from comments and messages. The rapidity with which it was reported out of committee and moved up on the senate calendar, caused apprehension lest the upper house at least would vote approval.

Adoption of a pari-mutuel law was probably the most important thing, from the viewpoint of film interests, during the final week. This act, advanced as one that should raise $5,000,000 for the state by June 30, 1941, will hurt picture business. How much remains to be seen. Minimum admission is fixed at $1.50 and restrictions are placed on issuance of passes—two points looked on with favor by exhibitors. However, the present five tracks can be increased in number to nine, with two new ones upstate and two downstate.

A bill transferring control of theatre ticket agencies from the secretary of state to local authorities, and providing a maximum 75-cent charge, was passed. This would affect public exhibitions, too.

Certificate Holders Get Columbia Trust Common

NEW YORK—With expiration on Monday of Columbia's voting trust agreement, all common stock held in the trust has been distributed to holders of certificates. The agreement expired by virtue of a 10-year limitation on trust agreements. The amount of stock originally held in the trust is said to have been "substantial."

N. J. Allied Will Choose Convention Site Apr. 9

NEW YORK—The time and place for the Allied of New Jersey annual convention, now tentatively set for September, will be decided at the organization's meeting April 9. Lee Newbury, who has returned from a Florida vacation, will preside.

Two Monthly Via PRC

HOLLYWOOD—Sigmund Neufeld Productions, Inc., will release two features a month through Producers Releasing Corp., successor to Producers Distributing Corp., originally organized by Ben Judell. Harry Rathner of New York is now president.

"U" Companies Re-elect All

NEW YORK—All officers of Universal Pictures Co., and Universal Corp., were re-elected at the annual board meetings of both companies.

ROCHESTER

BECAUSE of steadily increasing patronage, "Rebecca" was held over a second week at Loew's Rochester . . . "Pinocchio" also stayed in town a second week when it moved from the RKO Palace to the Century.

The Temple and Capitol had the Johnny Paychek-Joe Louis fight (?) pictures next night after the battle . . . Julia Sanderson and Frank Crumit headlined the Ad Club program Thursday . . . "The Miracle of Milk," sponsored by the Rochester Milk Dealers, Inc., was shown for two days at all local Schine theatres . . . The Monroe invited local newsmen to a special showing of a picture about Frank Gannett, local publisher and candidate for the GOP presidential nomination.

Local theatres had one of the worst blizzards in years to contend with last week. Highways were closed for a day . . . Eastman Kodak is shaping a bigger and better exhibit for the New York World's Fair this year. It will be enlarged to include a special fashion show and a greater color photography display.

The Lake has adopted a new running policy. It will remain closed each Tuesday and Wednesday, opening Thursday with a double-feature program through Friday. A new program will be shown on Saturday, and another new program Sunday and Monday.

Republic Will Complete Nine Films by May 1

HOLLYWOOD—Republic will have completed nine pictures for release by May 1 with five of the crop ready by April 17, said Moe Siegel, production head, upon his return from conferences in New York.

The unusual situation is brought about by the fact every available inch of studio space was tied up for over a month for the shooting of "Dark Command" while Claire Trevor recuperated from an illness. Henceforth, all scheduled production held up during the period is now being put in work in order to meet release dates, Siegel adds.

Yates and Grainger to Gotham After Seeing "Command" Bow

NEW YORK—Herbert J. Yates and James R. Grainger returned over the weekend from Lawrence, Kas., where Republic staged an elaborate twin-theatre world premiere of "Dark Command" at the Granada and Dickinson Thursday.

Flock of Republic Players In Lawrence for Premiere

HOLLYWOOD—A flock of Republic players are back at the studio after attending the world premiere of "Dark Command" at Lawrence, Kas. Among those who made the trip were John Wayne, Claire Trevor, Walter Pidgeon, Roy Rogers, Gene Autry and George Hayes. Bill Saal was in charge of arrangements.

Proposed Atlas Meld May Involve RKO

NEW YORK—The investments held by Atlas Corp. in RKO are involved in the banking company's proposed merger with the Curtiss-Wright Corp. Among the provisions for the proposed exchange is one entitling each holder of one share of common to receive 65/100 of a share of common of the continuing company. Such holder also receives one share of common of a new Atlas Corp. which will hold approximately 40 per cent of the present assets of Atlas. These assets will comprise the "so-called special situations" in which Atlas has investments, such as the common stock of RKO.

Floyd B. Odlum, Atlas president, has advised stockholders the proposed merger "provides that, if the holders of a majority of the preferred stock as a class object to the merger and vote against it, there will be no merger."

Gen'l Theatres Equipment Earns $1.17 Per Share

NEW YORK—General Theatres Equipment reports net income for 1939 of $696,061, equal to approximately $1.17 per share as against 85 cents in 1938. The figure includes dividends of $185,600 received on the company's investment in common stock of 20th Century-Fox and is after provisions for federal income tax.

Dividends of 81 cents per share were paid during the year, amounting to an aggregate of $476,337, leaving a net addition from operations to earned surplus of $219,724. Pursuant to the board's authorization, 5,000 shares of stock were acquired and retired during 1939 at a cost of $9 per share. Earle G. Hines, president, was granted an option to purchase during a five-year term, unless his employment shall sooner terminate, up to 15,000 shares ranging from $16 to $20 each.

Both Sides in Partial Landis Suit Victory

PHILADELPHIA—Both sides scored partial victory in a series of rulings by District Judge Wm. H. Kirkpatrick in the Vineland Landis case.

The plaintiffs got the right to examine clearance books, master contracts between Warner theatres and distributors, and the Warner records on the acquisition of its Philadelphia theatres. They were denied the right, however, to see distributor records not pertaining to Warner on the distributor plea that it would expose their business to competitors. Defendants got the right to examine the Landis books.

David Bachman, referee, supervises examinations which start Tuesday. The trial is set for May 6.

Pass RKO Dividend

NEW YORK—Because of "uncertain conditions," RKO directors passed their quarterly dividend payable May 1.

RICHMOND

WILLIAM F. CROCKETT, president of the MPTO of Virginia, announces the mid-summer convention will be held at the Chamberlain Hotel, Old Point Comfort, June 24. Sydney Gates of Norfolk is chairman of the arrangements committee, assisted by Graham Barbee, Leo Greenwood and Leonard Gordon . . . In the bowling league, the Colonial team increased its lead to two games by taking two out of three from the second place Brook-vue boys. The State team pulled up into a tie for second by winning two from Park. Carillon went into the win column by taking one game from the Grand.

Quite a bit of going and coming last week. Sam Moore, operator at the Brookland, visited his home town of Roanoke . . . Charlie Denmead came up from West Point in quest of a popcorn machine for his York Theatre . . . Charlie Miles, Carillon operator, was called to Lynchburg on account of the illness of his mother . . . Olmstead Knox, RKO salesman, came to town . . . Dan Wilkinson went with a party to New York . . . Georgie Farthing went to Washington . . . Harry Goldberg, Metro, was here . . . Ben Caplon, Columbia salesman, also in town . . . Dorothy Shewbridge visited in Washington . . . Brock Whitlock, assistant manager of Loew's Capitol in Washington, visited his folks here . . . Mervin Ullman, Altec engineer, had a family reunion in Washington . . . Harry Taylor, RCA, was here.

George Butcher is now a staff member at the National. Zulie Carter, cashier at the same theatre, returned to work too soon, and had a relapse . . . Charlie Hann has replaced Billy Baltimore as projectionist at the Patrick Henry . . . Floyd Armstrong, formerly operator at the National, is now with RCA and is at the Camden plant getting further schooling before being assigned a territory as engineer . . . Jack Derrinberger's Art Guild is turning out some nice screen process cards for the Park and National.

The banquet given by the operators' local was quite a success, with every seat at the table occupied. Among those seen enjoying themselves: Mr. and Mrs. Dan Anderson, Joe Antone, Tom Jones, Abner Long, Tripple Cardwell, John Clator, Mr. and Mrs. John Doherty, Jim Smith and wife, Mr. and Mrs. Mervin Ullman, Pat Leary, Herbert Hogwood, Mack Scarborough, Louis Magalis, Lindsey Bryan, Joe Bocardi, Stafford Price, Floyd Armstrong, William Fox and wife, Jit Sickinger, M. S. Moore, Howard Powers and wife, Mr. and Mrs. Addie Stewart, Joe LaPrade, Pruny Morrisette, Mr. and Mrs. H. A. Reid, Mr. and Mrs. George Crozier, Mr. and Mrs. Billy Baltimore, Dick Fulwiler, Frank Mathews, Dick Taylor, Jimmy Mathews and wife, Harry Jarvis, Tom Jones, Bernard McCann, Mack McCart, George Daniels and Mr. and Mrs. Otis Bugg.

John Boles is booked for a personal appearance at Loew's. Last week Blackstone played there . . . The Booker T had a Sunday midnight spook show . . . Katharine Knaub, cashier of the Bellevue, has been ailing . . . Also, Mrs. Carol Strouf, wife of the Carillon operator . . . Jeff Hofheimer, Norfolk exhibitor, has opened his new Visulite in Covington.

"Wind's" First Overseas Showing in So. Africa

NEW YORK—South Africa will be the first of the foreign countries to witness "Gone With the Wind" when the film opens at the Metro, Johannesburg, April 12.

The next overseas showing, according to Mort A. Spring, will be in London, April 18, simultaneously at three houses, the Palace, Ritz and Empire. Only other date scheduled so far is for Sydney, Australia, where the film opens May 1 at the St. James and Liberty.

Selling and exhibition policy for abroad follows along domestic lines. Advanced admission prices will be charged at all roadshow runs with no reduction in the footage.

Latin American showings will be delayed until the task of converting the dialogue into Spanish subtitles is completed. The three-and-three-quarter-hour film will be dubbed in French for showing in France and Belgium, but release will be delayed probably until after the war.

BALTIMORE

SAM SOLTZ, Howard, is expected back at the Howard in two weeks . . . Moe Cohen is very busy these days between the Miami Club and his Main Theatre . . . Joe Fields, Rivoli, has added ranch effects to his palatial home by installing a barbecue pit . . . Phil Buck, Regent, has a touch of hay fever . . . Wilbur Brizendine, Rialto, is having new ladies' and men's lounges installed, and he has moved his office upstairs.

Variety luncheon was held Wednesday at the Belvedere. Ten members from Baltimore will go to Dallas for the convention, April 18-20. Chief Barker Lou Rome is in charge of reservations . . . June 21 is the date for the annual Variety golf tournament. It will be held at the Woodholme Country Club. Rodney Collier, Warner's Stanley, heads the golf committee.

The Governor Ritchie open-air theatre at Glen Burnie will open shortly, with Mr. McKay as manager . . . David Mervis, doorman at the Hippodrome, has resigned and gone into the restaurant business . . . Judge Roland K. Adams has ruled "Ecstasy" may be shown here, ending a three-year ban . . . George Jacobs, Goldfield, who is taking driving lessons, made a sharp left turn the other day and a rear wheel of the car flew off . . . Jerry Cohen, Plaza, is still looking for a winner at Bowie.

John Wahl has returned after three weeks of Miami . . . At the Jewish War Veterans banquet, from the film colony were: Mr. and Mrs. Harry Silver, Overlea; Mr. and Mrs. Lou Cohen, Essex; Dave Kaiser, Maryland Display Co.; Mr. and Mrs. Abe Cohen, Essex, and Harry and Al Vogelstein, Baltimore Poster Co. . . . Morris Oletsky Republic salesman, reports all you have to do is whistle a song around his little boy, who is just past three, and he will tell you what it is . . . Trailers were shown at all local theatres for the Red Cross campaign . . . Ted Routson's (Hippodrome) contest on "Pinocchio" was won by Julius Scholle. His review brought $15.

O'Shea Confers With Six Managers on "Wind" Run

NEW YORK—Ted O'Shea, eastern M-G-M district manager, met with six of his branch managers to set up arrangements for three-day showings of "Gone With the Wind" in small towns and suburban situations. The new plan goes into effect as of April 15. Heretofore, as of April 1, four-day bookings have been accepted. The regular 75 cents matinee and $1.10 evening scales are to continue under the new arrangements.

At the session were Rudolph Berger, Washington; Ralph Maw, Buffalo; Ralph Pielow, Albany; Ben Rosenwald, Charlotte; Jack Bowen, New York, and Ben Abner, New Jersey.

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Plagiarism Charge Made On "I Dream Too Much"

NEW YORK—Olga Linek Scholl Russ has filed suit against Radio Pictures, RKO Distributing Corp., and RKO Studios, seeking $250,000 damages, an accounting, and an injunction, against "I Dream Too Much," claiming the film to be a plagiarism of her scenario, "Long Live Love." Action was filed in the supreme court.

Suit for $82,348 damages has been filed against 20th Century-Fox and De Luxe Labs in federal court by Atherton Productions, Peck's Bad Boy Corp., Serial Producing Co., and Principal Pictures Corp., claiming the destruction of 13 films in a fire at 20th-Fox's plant in Little Ferry, N. J., on July 9, 1937.

Reserves Decision on Stockholders' Suit

NEW YORK—Supreme Court Justice Carroll G. Walter has reserved decision after a week's trial in the Consolidated Film Industries stockholder suit. Action sought approximately $2,000,000 for alleged mismanagement and bad deals and was brought by minority holders. Other defendants are Republic Pictures of Delaware, Setay Co., Cajo Co., CBS, and officers and directors of Consolidated. Since briefs are in order, a decision before the first of June is unlikely.



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.



"Young Tom Edison" Winner of March Blue Ribbon Award

"Young Tom Edison," M-G-M's screen dramatization of the boyhood of Thomas A. Edison, was voted by National Screen Council members as the outstanding picture released in March, and winner of the BOXOFFICE Blue Ribbon Award for that month.

The star, director and producer team of Mickey Rooney, Norman Taurog and John W. Considine jr., are reunited in "Young Tom Edison," the trio having previously received BOXOFFICE Blue Ribbon plaques for outstanding star, directorial and producer achievements in "Boys Town," winner of the September, 1938, Award.

The story of "Young Tom Edison" is based on incidents covering the boyhood of Thomas Alva Edison, his triumphs and his battles against odds to achieve a start in life. He is presented as the typical American boy, who set out to show the town he was not the numbskull they believed him to be.

Cast of Characters

Tom Edison.....MICKEY ROONEY
Mrs. Samuel Edison....FAY BAINTER
Samuel Edison....GEORGE BANCROFT
Tannie Edison....VIRGINIA WEIDLER
Mr. Nelson.....EUGENE PALLETTE
Mr. Dingle.....VICTOR KILIAN
Joe Dingle.....BOBBIE JORDAN
Mr. McCarney.....J. M. KERRIGAN
Dr. Pender.....LLOYD CORRIGAN
Bill Edison.....JOHN KELLOG
Mr. Waddell.....CLEM BEVANS
School Teacher.....EILY MALYON
Captain Brackett..HARRY SHANNON

Production Staff

Executive Producer
.....LOUIS B. MAYER
Producer....JOHN W. CONSIDINE JR.
Associate Producer
.....ORVILLE O. DULL
Director.....NORMAN TAUROG
Original Screenplay
.....BRADBURY FOOTE, DORE SCHARY *and* HUGO BUTLER
Based on material by
.....H. ALAN DUNN
Musical Score.....EDWARD WARD
Recording Director
.....DOUGLAS SHEARER
Art Director.....CEDRIC GIBBONS
Associate.....HARRY MCAFEE
Set Decorations by
.....EDWIN B. WILLIS
Women's Costumes by
.....DOLLY TREE
Men's Costumes by.....GILE STEELE
Make-up Created by.....JACK DAWN
Director of Photography
.....SIDNEY WAGNER, ASC
Film Editor.....ELMO VERON

"WIND" THE LEADER; "PINOCCHIO" THE RIVAL

AVERAGE IS 100%

BOSTON

Fenway—**I Take This Woman** (M-G-M); **Man From Dakota** (M-G-M), 2nd run 115
Keith's Memorial—**Pinocchio** (RKO), 2nd wk.; **Millionaire Playboy** (RKO) 185
Metropolitan—**Road to Singapore** (Para't); **Women Without Names** (Para't) 105
Orpheum—**Rebecca** (UA); **Outside 3-Mile Limit** (Col) 150
Paramount—Same as Fenway 120
State—Same as Orpheum 145

CHICAGO

Apollo—**Of Mice and Men** (UA), 2nd wk. 125
Chicago—**The Road to Singapore** (Para't), 2nd wk., plus stage show; film moved to Garrick for 3rd loop wk. 110
Garrick—**Three Cheers for the Irish** (FN) 90
Palace—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), 2nd wk. 110
Oriental—**Gone With the Wind** (M-G-M), 10th wk. 225
Roosevelt—**The Blue Bird** (20th-Fox) 75
State-Lake—**Invisible Stripes** (WB), continued loop run, plus stage show 95
United Artists—**Young Tom Edison** (M-G-M), 2nd wk. 110

CINCINNATI

Albee—**Pinocchio** (RKO) 130
Capitol—**Young Tom Edison** (M-G-M), 2nd wk..130
Keith's—**Castle on the Hudson** (FN) 120
Lyric—**Northwest Passage** (M-G-M), 3rd wk...120
Palace—**Virginia City** (WB) 130
Shubert—**Marines Fly High** (RKO), plus stage show 100

CLEVELAND

Allen—**Blue Bird** (20th-Fox), 2nd wk., 3 days..100
Allen—**Free, Blonde and 21** (20th-Fox), 4 days 60
Hippodrome—**Virginia City** (WB) 160
Palace—**Swiss Family Robinson** (RKO), plus stage show 100
State—**Rebecca** (UA) 170
Stillman—**Gone With the Wind** (M-G-M), 9th wk. 575

DALLAS

Capitol—**The Saint's Double Trouble** (RKO), 1st part 80
Capitol—**The Showdown** (Para't), 2nd part....100
Capitol—**Charlie Chan in Panama** (20th-Fox), 3rd part 85
Majestic—**Virginia City** (WB) 125
Palace—**Rebecca** (UA) 135
Rialto—**The Ghost Comes Home** (M-G-M), 1st half 100
Rialto—**The Man From Dakota** (M-G-M), 2nd half 110
Tower—**Sidewalks of London** (Para't) 90

DENVER

Aladdin—**Dr. Ehrlich's Magic Bullet** (FN), after a wk. at Denver; **Green Hell** (Univ), after wk. at Paramount 125
Broadway—**Northwest Passage** (M-G-M); **Married and in Love** (RKO), after a wk. at Orpheum 130
Denham—**Seventeen** (Para't), 3 days on a hold-over; **Women Without Names** (Para't), 4 days 70
Denver—**The Blue Bird** (20th-Fox), plus Duke Ellington's orchestra 125
Orpheum—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO) 165
Paramount—**He Married His Wife** (20th-Fox); **Five Little Peppers at Home** (Col) 100
Rialto—**Grapes of Wrath** (20th-Fox), 2nd wk. here; **Secret Four** (Mono) 100

DETROIT

Adams—**Green Hell** (Univ); **Blondie on a Budget** (Col), after wk. at the Fox..... 90
Cinema—**Louise** (SR) 110
Fox—**The Blue Bird** (20th-Fox); **Abe Lincoln in Illinois** (RKO) 125
Michigan—**Swiss Family Robinson** (RKO); **Road to Singapore** (Para't) 105
Palms-State—**Young Tom Edison** (M-G-M), after wk. at Michigan; **Marines Fly High** (RKO) 120
United Artists—**Gone With the Wind** (M-G-M), roadshow, 9th wk. 225
Wilson—Same as United Artists 200

INDIANAPOLIS

Alamo—**Rancho Grande** (Rep); **Sabotage** (Rep). 85
Apollo—**Adventure in Diamonds** (Para't); **Parole Fixer** (Para't) 65
Circle—**Virginia City** (WB); **Calling Philo Vance** (WB) 110
Indiana—**Pinocchio** (RKO); **Ma, He's Making Eyes at Me** (Univ) 110
Loew's—**Strange Cargo** (M-G-M); **The Ghost Comes Home** (M-G-M) 125

Top Hits of the Week

GONE WITH THE WIND—
Cleveland 575
Pittsburgh 300
Chicago, Detroit 225
Philadelphia 200
New York 195

PINOCCHIO—
Boston (dual) 185
Denver (dual) 165

ROAD TO SINGAPORE—
Kansas City 175
New York 160

TOO MANY HUSBANDS—
Los Angeles (dual) 175

REBECCA—
Cleveland 170

EARL OF CHICAGO—
New York 170

IT'S A DATE—
New York 160

VIRGINIA CITY—
Cleveland 160

EXTENDED RUNS

Gone With the Wind, 16th wk., New York; 10th wk., Chicago; 9th wk., Cleveland; 8th wk., Pittsburgh.

Pinocchio, 7th wk., New York.

Grapes of Wrath, 4th wk., Los Angeles; 3rd wk., Pittsburgh.

Northwest Passage, 3rd wk., New York.

Blue Bird, 3rd wk., Seattle.

Young Tom Edison, 3rd wk., Seattle.

Lyric—**Danger on Wheels** (Univ); plus stage show 85

KANSAS CITY

Esquire—**It's a Date** (Univ) 135
Midland—**Rebecca** (UA); **Outside the 3-Mile Limit** (Col) 125
Newman—**Road to Singapore** (Para't), held....175
Orpheum—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), held 150
Tower—**Rancho Grande** (Rep), plus stage show.100
Uptown—Same as Esquire 125

LOS ANGELES

Chinese—**The Blue Bird** (20th-Fox); **Viva Cisco Kid** (20th-Fox) 100
Downtown—**Virginia City** (WB) 140
Four Star—**The Grapes of Wrath** (20th-Fox), 4th wk. 60
Hillstreet—**Too Many Husbands** (Col); **Marines Fly High** (RKO) 175
Hollywood—Same as Downtown 140
Pantages—Same as Hillstreet 175
Paramount—**The Road to Singapore** (Para't), 2nd wk., plus stage show 125
State—Same as Chinese 100

MILWAUKEE

Palace—**Road to Singapore** (Para't); **Sidewalks of London** (Para't) 140
Riverside—**Honeymoon Deferred** (Univ), plus Edgar Kennedy on stage 120
Strand—**Grapes of Wrath** (20th-Fox); **His Girl Friday** (Col), 2nd wk. 100
Warner—**Virginia City** (WB); **Calling Philo Vance** (WB) 135
Wisconsin—**Young Tom Edison** (M-G-M); **Charlie Chan in City of Darkness** (20th-Fox).130

MINNEAPOLIS

Aster—**Charlie Chan in Panama** (20th-Fox); **Granny Get Your Gun** (WB) 90
Century—**Road to Singapore** (Para't), 2nd wk..100
Esquire—**My Little Chickadee** (Univ), 2d wk..100
Gopher—**Swiss Family Robinson** (RKO)..... 85
Orpheum—**Pinocchio** (RKO) 95
World—**Sidewalks of London** (Para't) 100
World—**Sidewalks of London** (Para't)..... 90

NEW ORLEANS

Center—**Ma, He's Making Eyes at Me** (Univ). 80
Globe—**Swanee River** (20th-Fox) 85
Liberty—**Marines Fly High** (RKO) 100
Lafayette—**Village Barn Dance** (Rep), plus vaudeville 95
Orpheum—**Pinocchio** (RKO) 150
Saenger—**The Blue Bird** (20th-Fox).....150
Strand—**Rancho Grande** (Rep), plus vaudeville.100
State—**Northwest Passage** (M-G-M) 150
Tudor—**They Shall Have Music** (UA)..... 90

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 15th roadshow wk. 195
Capitol—**Northwest Passage** (M-G-M), 3rd wk..115
Center—**Pinocchio** (RKO), 7th wk.....Up
Criterion—**Earl of Chicago** (M-G-M), 2nd wk...170
Globe—**Human Monster** (Mono) 115
Paramount—**Road to Singapore** (Para't), 2nd wk., plus stage show 160
Radio City Music Hall—**Young Tom Edison** (M-G-M), 2nd wk., plus stage show.....115
Rivoli—**It's a Date** (Univ) 160
Roxy—**Primrose Path** (RKO), plus stage show.120
Strand—**Virginia City** (WB), plus stage show.150

OMAHA

Brandeis—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), 2nd wk. 100
Omaha—**Road to Singapore** (Para't); **Calling Philo Vance** (WB), 2nd wk. 100
Orpheum—**It's a Date** (Univ); **Granny Get Your Gun** (WB) 100

PHILADELPHIA

Aldine—**House Across the Bay** (UA), 2nd wk...135
Boyd—**Young Tom Edison** (M-G-M), 2nd wk... 70
Earle—**Gone With the Wind** (M-G-M), 10th wk. 200
Fox—**Road to Singapore** (Para't) 115
Karlton—**Strange Cargo** (M-G-M) 115
Keith's—**Grapes of Wrath** (20th-Fox), 2nd run.100
Stanley—**Virginia City** (WB) 145
Stanton—**My Little Chickadee** (Univ).....120

PITTSBURGH

Alvin—**Grapes of Wrath** (20th-Fox), 3rd wk...100
Barry—**Wolf of New York** (Rep); **Buried Alive** (P-D-C) 100
Fulton—**The Big Guy** (Univ); **Our Neighbors—the Carters** (Para't) 55
Penn—**Story of Dr. Ehrlich's Magic Bullet** (FN) 105
Ritz—**Strange Cargo** (M-G-M), 2nd d. t. wk....120
Senator—**The Lone Wolf Strikes** (Col); **Man Who Wouldn't Talk** (20th-Fox) 60
Stanley—**Man From Dakota** (M-G-M); plus Buddy Rogers orchestra 90
Warner—**Gone With the Wind** (M-G-M), 8th wk. 300

PORTLAND, ORE.

Broadway—**Virginia City** (WB); **A Chump at Oxford** (UA) 150
Liberty—**Primrose Path** (RKO); **The Saint's Double Trouble** (RKO) 130
Mayfair—**Strange Cargo** (M-G-M); **The Ghost Comes Home** (M-G-M), after 2 wks. at United Artists 110
Orpheum—**Rancho Grande** (Rep); **Man From Montreal** (Univ) 90
Paramount—**Road to Singapore** (Para); **Five Little Peppers at Home** (Col), 2nd wk.....100
United Artists—**It's a Date** (Univ); **Zanzibar** (Univ) 145

SALT LAKE CITY

Capitol—**Blondie on a Budget** (Col); **Rancho Grande** (Rep) 115
Centre—**Young Tom Edison** (M-G-M) 115
Rialto—**Pinocchio** (RKO) 125
Roxy—**Inside Information** (Univ); **Lady's From Kentucky** (Para't), 2nd run, plus vaude....120
Studio—**Virginia City** (WB) 120
Utah—**Farmer's Daughter** (Para't); **The Blue Bird** (20th-Fox) 115

SEATTLE

Blue Mouse—**Young Tom Edison** (M-G-M); **Chan in Panama** (20th-Fox), 3rd wk..... 90
Fifth Ave.—**Strange Cargo** (M-G-M); **Free, Blonde and 21,** 2nd wk. 90
Liberty—**Rebecca** (UA), 2nd wk. 90
Music Box—**The Blue Bird** (20th-Fox), 3rd wk.. 90
Orpheum—**Road to Singapore** (Para't); **Oh, Johnny, How You Can Love,** 2nd wk.....100
Palomar—**Virginia City** (WB) 100
Paramount—**Pinocchio** (RKO); **Little Orvie** (RKO) 150

Reviews

M-G-M (29) 91 Minutes Rel. Mar. 29, '40

Audiences everywhere should sing the praises of this colorful, romantic story of the collapse of the golden days of Austria under Hapsburg rule, marking a solid success for Winfield Sheehan in his return to production activity. Remarkably well-told, it features a superbly intelligent horse whom animal lovers will flock to see and admire, and who comes dangerously close to stealing the show from the human actors, competent though they are. In the latter classification, a fiery new personality, Ballerina Irina Baronova, scores in her film debut, while Robert Young, Helen Gilbert and Charles Coburn register outstandingly. Young, stablemaster at the Lippizan breeding center, trains Florian, the horse, from colthood, and it is through the latter's loyalty and devotion that Young and Miss Gilbert are reunited after the war. Edwin L. Marin directed.

Robert Young, Helen Gilbert, Charles Coburn, Reginald Owen, Lee Bowman, Irina Baronova, Lucile Watson.

Florian F Drama

M-G-M (30) 76 Minutes Rel. Apr. 13, '40

These further adventures of Doctor Kildare will have to rest on the laurels of past performances. As a dramatic offering it builds up to the treatment of a patient who is losing his mind by administering insulin shock treatment. This, in itself, is quite engrossing and it is handled with suspense. But, otherwise, it is merely another chapter in which Lew Ayres and Lionel Barrymore try to figure each other out as they pursue their hospital duties; each likes the other but won't show it and each has his own ideas. It does manage to hold attention and the background and characters do convey the idea of a Utopian hospital and its staff. Romantic and comedy angles are worked in a convincing enough fashion but on the whole the film is only second rate "Doctor Kildare." Harold S. Bucquet directed.

Lew Ayres, Lionel Barrymore, Laraine Day, Samuel S. Hinds, Emma Dunn, Nat Pendleton.

Dr. Kildare's Strange Case F Drama

Times Pictures (SR) 58 Minutes Rel. ————

There is only one point that redeems this picture. It is the photography when it concentrates on outdoor scenery. But that it is not a potent factor in entertainment, particularly when the material that accompanies these outdoor shots lacks conviction in story and in performances. Animals, wild and semi-wild—crows, dogs, bears and stuffed eagles—do more to supply thrills and interest than the actors. For story purposes, the film tells about a group of people who live outdoors. They kill, love and suffer according to the book and they contribute nothing to lift the story from its dull depths. The only excitement comes when an eagle abducts a child and flies away to its eerie. Its a stuffed doll and the eagle is on wires. This one is recommended only when there is a dire product shortage.

Joan Valerie, James Bush, Le Roy Mason, Ruth Coleman, Trevor Bardette.

Killers of the Wild F Outdoor Drama

M-G-M (32) 70 Minutes Rel. Apr. 5, '40

A highly emotional problem play, this will probably suffice in the program brackets. After a fast and intriguing start, based on an unusual and entertaining story premise, it loses itself midway in a welter of melodramatic complexities and overabundant dialogue which a great many audiences may find a bit on the boresome side. The cast is satisfactory, but undistinguished and inclined in some instances, particularly in the case of Jean Muir, to overact. Miss Muir and Laraine Day portray sisters, the former beautiful and sophisticated, the latter naive and direct. Both are in love with Robert Cummings, rich wastrel. Cummings is sent to prison for manslaughter. He was drunk at the time of the accident, and Miss Muir, who had been driving, refuses to confess. Upon his release he spurns her for the other sister. Robert B. Sinclair directed.

Robert Cummings, Laraine Day, Jean Muir, Billie Burke, Ann Morriss, Paul Stanton, Frank Milan.

And One Was Beautiful F Melodrama

Republic (——) 57 Minutes Rel. Mar. 26, '40

Here again appears the government agent who is sent to investigate the mysterious doings on a stagecoach line. He assumes the name of a notorious outlaw and proceeds to locate the responsible parties. Of course, all this is told with no dearth of movement against outdoor backgrounds, no lack of action, a la six-guns, fists and riding, and the proper romantic touches. But, all in all, it just manages to be an average western. The performances lack conviction. The story unfolds without any apparent inspiration. This is quite obvious in the lines and their delivery and the sequence of events. However, Donald Barry, is the new contribution to the western scene and, aside from his dramatic ability, measures up well. He can ride, shoot blanks and fight as well as a half-dozen other players whose chief claim to fame is their handiness with guns, fists and leather.

Donald Barry, Lona Andre, LeRoy Mason, Tom London, Jack Ingram, Yakima Canutt.

Ghost Valley Raiders F Western

French M. P. Corp. (SR) 82 Minutes Rel. ————

Were it not for handsomely done pastoral sequences in this French film it would merely be another story of the hopeless love of a 16-year-old schoolgirl for an older man. In addition, it is frank drama about women and their peculiarities. However, the gay spark of prankish girls and their carefree, humorous ways are always in evidence, plus the well-known Gallic touch. The exhibitor who plays foreign product has in "Claudine" something that will help to bridge the gap of scarcity. The story is set in the early years of the 20th Century and the attention of costume, custom and the maintenance of the air of the period is meritorious. As an exercise in emotions, the direction capably distributes comedy, girlish didoes, romance, frustration and the like. English titles.

Blanchette Brunoy, Max Dearly, Margo Lion, Suzet Mais, Pierre Brasseur.

Claudine A Comedy Drama

Columbia (1212) 58 Minutes Rel. Feb. 3, '40

For a plausible story, well acted and featuring a cowboy player who looks the part, and handsomely too, "Pioneers of the Frontier," has everything that a western needs to give audiences satisfaction in spite of its corny title. It is the second in the Bill Elliott series. His handling of himself, as far as guns, fists, horses and role go, should fulfill the promise evidenced by these offerings. Elliott inherits his uncle's tremendous land holdings when the latter is killed by Dick Curtis. He arrives in time to thwart any further undercover dealings by Dirty Dick. Curtis has ambitions to become a sort of king of the prairies. However, Elliott sees that the settlers on the land get a fair deal—and with all the horse opera trimmings. The film compares with the best in a crowded field.

Bill Elliott, Linda Winters, Dick Curtis, Dub Taylor, Stanley Brown.

Pioneers of the Frontier F Western

Monogram (——) 71 Minutes Rel. Mar. 30, '40

Noteworthy and diverting comedy drama with an "and a little child shall lead them" theme and a salty navy background, this demands recognition as one of the best features to come from Scott R. Dunlap's production factory in months. The cast, led by James Dunn, Jean Parker and Moppet Martin Spellman, is pleasingly competent and apparently found in a skillfully-molded screenplay a chore entirely to its individual and collective liking; while direction and production values are of comparable high order. Young Master Spellman, a runaway orphan, chooses Dunn as his "father," the latter being on his way back to his ship after shore-leave. They encounter Miss Parker, who waxes indignant because she believes Dunn is deserting his "son." Marriage proves to be the solution. William Nigh directed.

James Dunn, Jean Parker, Martin Spellman, William Royle, Selmer Jackson, Dave O'Brien, Craig Reynolds.

Son of the Navy F Comedy Drama

Esperia (SR) 115 Minutes Rel. ————

This Italian biography of the musical genius who composed so many operas fails to recapture the spirit of the man's life or his works. The drama's structure is episodic and mostly on the dull side. Verdi's compositions are the opera classics of today, yet the musical interludes are much too sketchy to do justice to them. Verdi is portrayed by Fosco Giachetti in a mournful manner. Gaby Morlay, the French actress, plays Margherita who was Verdi's first and only love. Her death furnished the inspiration for the opera, "Il Traviata." Following the death of his wife and two children, Verdi is befriended by an opera singer, Germana Paolieri. She gives up her career to be with Verdi, whose music flames the aspiration of the people for a united Italy. Beniamino Gigli's voice is heard in the tenor roles. Carmine Gallone directed.

Gaby Morlay, Fosco Giachetti, Germana Paolieri, Maria Cebotari, Maria Jacobini, Camillo Pilotto.

The Life of Giuseppe Verdi Drama With Music

SELLING ANGLES: **"Killers of the Wild"**

There is little in the line of names for the exhibitor to work with when he plays this film. His chief line of attack to attract audience attention should be along sensational copy lines aimed to arouse the interest of his potential patrons in whether or not an eagle is capable of abducting a child. He might also contact, in the rural sections, the local fire warden and promote something along "Save the Forests From Fire" lines. Stuffed animals are required for display in the lobby.

CATCHLINES:

Life as It Was Lived When the Earth Was Young.

Can an Eagle Steal a Child?

The Real Outdoors—Where Killing Is the First Law of Living!

SELLING ANGLES: **"Claudine"**

In lobby displays, stress the feminine angle. To this end, blow up appropriate scenes from the film where feminity is the keynote. Contact the local school of languages. The pastoral scenes are quite striking photographic compositions—they rate display attention. The story upon which the film is based is by Collette, who has quite a reputation in this country for her light, risque works. The local bookstore might be brought into line for poster displays. If the audience is familiar with the roster of French players, call its attention to Brasseur and Mlle. Lion, both outstanding performers.

CATCHLINES:

Youth Laughs Through Its Own Tears, That's the Gentle Moral of "Claudine."

Love and Let Love . . . That's Life, Claudine.

SELLING ANGLES: **"The Life of Giuseppe Verdi"**

Natural tieups for this picture are with music stores. Displays should feature recordings from Verdi's operas and stills from the film. Arrangements should be made for radio stations to devote a program to Verdi recordings. Music schools and teachers should be contacted. The opening night can be a benefit performance with some of the proceeds going to the fund for the Metropolitan Opera of New York.

CATCHLINES:

The Story of an Immortal Composer . . . Giuseppe Verdi.

As Great as the Operas Verdi Composed.

SELLING ANGLES: **"Dr. Kildare's Strange Case"**

In the pressbook that accompanies "Dr. Kildare's Strange Case," there are any number of skillfully prepared publicity stories which rate extra effort as far as planting them in the local dailies goes. There are also, aside from the medical essays, various production trivia which will interest the fans. Of course, blowups of Lew Ayres, Lionel Barrymore and Laraine Day are must. Display in a glass case in the lobby a hypodermic needle, a prop bottle of insulin and work up a descriptive showcard telling of its use.

CATCHLINES:

Five Hours . . . To Attempt the Strangest Experiment in Modern Medicine.

Life in One Hand—Death in the Other—He Took the Chance.

SELLING ANGLES: **"Ghost Valley Raiders"**

Concentrate on bringing the public's attention to Donald Barry. He has a colorful background, according to the prepared stories in the pressbook. The other players are well represented. Give away pictures of Barry. The usual typ of exploitation should do the trick for this one. Sell it along standard lines. Tie in with saddle makers and sporting goods stores for poster displays. Exhibit model stagecoaches in the lobby along with an assortment of cowboy paraphernalia.

CATCHLINES:

Introducing Donald Barry in the First of a New Series of Fast Action, Thrill-Packed Range Dramas.

Meet Donald Barry . . . He Rides Hard . . . Shoots Straight . . . Fights Fair.

SELLING ANGLES: **"Son of the Navy"**

Arrange for a display of naval recruiting paraphernalia, secured from nearby recruiting station, and dress theatre attendants in uniforms closely approximating those worn by sailors. Hold a special showing for "navy mothers" who have sons in the service. Give the marquee and advertising credits to Jean Parker and Jimmy Dunn, with special mention going to young Martin Spellman. Hold an essay contest for youngsters on "Why I Would Choose the Navy for a Career," with local school teacher as judge.

CATCHLINES:

A Runaway Orphan . . . Looking for a "Father" . . . Finds a Home With the U. S. Fleet.

She Hated Sailors . . . He Hated Marriage . . . And So They Were Wed.

SELLING ANGLES: **"Florian"**

Place a huge compo-board cutout of a white horse above the marquee and imprint the picture's title on it. Give the marquee credits to Robert Young and Helen Gilbert, and sell Irina Baronova as a new screen personality. If your city boasts a riding academy or club, invite members to attend the picture on the first night of its showing. Should there be enough interest in horses in the community, try to work out a stunt in collaboration with the academy to present a horse show. Prepare a display of saddles, spurs, riding equipment, etc. in the lobby.

CATCHLINES:

The Story of a Golden Era, a Mighty Horse . . . And an Undying Love.

Here Is the Surprise Hit of the Season . . . Bringing New Thrills and New Romance to the Screen.

SELLING ANGLES: **"And One Was Beautiful"**

Title is an ideal one to exploit in cooperation with beauty parlors and cosmetic shops. Plant "before-and-after" stills in their windows interspersed with scenes from the picture. Prepare a small folder of "beauty hints" as a mailing piece, sprinkling it liberally with theatre and picture plugs. Scenes showing Laraine Day, covered with grease, working on a car, can be planted with service stations and car dealers—the angle being: "Don't subject your wife to this—see us first."

CATCHLINES:

One Night of Happiness . . . Paid for With Five Years of Torment . . . While an Innocent Man Gave Up His Freedom.

She Sent an Innocent Man to Prison for a Crime Which She Had Not the Courage to Confess.

SELLING ANGLES: **"Pioneers of the Frontier"**

Stress, in publicity releases, that this is the second offering featuring Bill Elliott. Organize a "Wild Bill" Elliott Club among the youngsters of the community. Give them novelty badges to signify membership. Get a supply of exploded cartridges from a shooting gallery, or gun club, and attach a program to them for giveaways. Have local newsstands insert handbills in western story magazines. Round up contestants for a hill billy entertainment contest. Tie in with a drugstore display of Calox. Linda Winters has lent her name and features for advertising this dental product.

CATCHLINES:

Why Do You Call Me "Wild Bill?" I'm a Peaceable Fellow..

Alive and Kickin' at Sunup . . . Dead and Buried at Sundown . . . That Was Life in the Lawless West.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Republic Deals With Sound Technicians

Having successfully closed contractual deals with eight other independent producers, International Sound Technicians Local 695, IATSE, took drastic steps to force Republic to open bargaining negotiations when, over the signature of Harold V. Smith, the union's business representative, a "talk-it-over-or-else" manifesto was delivered to E. H. Goldstein, studio manager. The studio capitulated to the April 3 deadline set in the communication.

The local is seeking a revised contract cutting working time from 54 to 42 hours weekly, but is not endeavoring to secure wage increases until these working conditions have been adjusted. Negotiations are being handled by the local independently of the IATSE.

Its continuation to be contingent upon the outcome of the producers' efforts to rescind the ten per cent wage increase granted members of the Conference of Studio Unions last fall, the Society of Motion Picture Film Editors' recently-secured ten per cent salary boost has been made effective retroactive to February 20. The boost affects about 90 per cent of the Society's membership, a total of approximately 700 workers.

Meantime negotiations with the CSU were scheduled to be resumed April 4 with Y. Frank Freeman representing producers and J. W. Buzzell sitting in for the union members.

Paralleling the action of the producers association in ordering a reorganization of Central Casting Corp., the board of directors of the Screen Actors Guild has begun an investigation of reports that extras have been terrorized by hoodlums enrolled in bit players' ranks. A statement from the SAG directorate declared "there is no room for hoodlums in Hollywood" and pointed out the Guild "has always sought to stamp out corrupt or criminal practices in connection with extra work." However, the bulletin continued, "it should be pointed out that the investigation has concerned a fraction of one per cent of the organization."

Possibility that negotiations with producers for a contract may be resumed within a few weeks came closer when the Screen Writers Guild, in an open board meeting, approved the two major clauses in the recently-filed NLRB intermediary report, but took exception to a third clause wherein the NLRB trial examiner declared he could find no basis to support charges that producers had failed to bargain in good faith. The producers have already notified the NLRB that the report, in its entirety, has been okayed by them.

Action on a proposal to demand a minimum wage for directors employed on pictures budgeted between $15,000 and $200,000 was tabled by the Screen Directors Guild's executive board. All phases of the proposal are to be thoroughly discussed before any action is taken.

Other labor developments:

Producers have ratified a contract with the Script Clerks Guild calling for a $55 minimum weekly wage and other concessions.

John Arnold, George Folsey, Fred Jackman and Ted Tetzlaff were re-elected to the American Society of Cinematographers' board of governors, and Victor Milner defeated Arthur Edison as the fifth member, in the annual election meeting. The new board will meet April 8 to select officers for the coming season.

Studio Advertising Artists' demands for a five-day, 40-hour week were discussed by producer representatives with Herbert Sorrell, business manager of the motion picture painters, with which union the advertising men are affiliated. The Screen Cartoonists Guild, also affiliated with the painters, held a membership meeting April 4 at which Sorrell reported on the progress of negotiations with Metro for recognition.

Adopting a resolution opposing any changes to the Wagner Act, the Screen Publicists Guild in a membership meeting approved a plan to send a representative to Washington for the purpose of fighting any suggested alterations in the bargaining act.

Several minor changes in the constitution now being drafted were ordered at the membership meeting of the Screen Office Employes Guild. A contract is being drawn up for submission to producers, calling for a closed shop, wage increases and other adjustments.

Work Ahead Despite Settlement Talk

Whether or not the government and major companies involved may find an out-of-court solution to the pending anti-trust suit—reports of which possible settlement continue to reach here from the east—the department of justice's two local deputies, Albert J. Law and Harold Collins, have not heard of it. Hence, business is proceeding as usual, with the two G-men now correlating the data compiled during a recent series of examinations with screen writers and independent producers.

As to what their next assignment may be, Law could not or would not venture a guess. His last official word concerning the anti-trust proceedings, he said, came from Washington, D. C., when he was notified the case had been cleared for trial starting May 1.

Order Reorganization Of Central Casting

On the heels of the disclosure that Southern California authorities are investigating the alleged infiltration of hoodlums and other "undesirables" into the ranks of film extras, a thorough reorganization of Central Casting Corp. has been ordered by the Producers' Ass'n. Action was taken at the regular monthly meeting, at which time it was announced a committee would be appointed at once by Y. Frank Freeman, association president. The reorganization group will be empowered to make any changes in structure, operations or personnel deemed necessary.

In all probability, the committee will be aided in its work by the Screen Actors Guild, which recently filed a lengthy report with producers containing specific information as to favoritism, job-buying and other charges lodged against Central by a number of extras. This report was compiled under the direction of a private detective agency, hired by the SAG for the purpose.

Following the producers' meeting, it was also announced arrangements have been made to place ten free beds in Cedars of Lebanon Hospital as a part of the Will Rogers Memorial plan, these beds to be administered by the Motion Picture Relief Fund. Further, the association's directorate voted to lend financial aid to the "I Am an American" Panegyric Foundation, which holds its second Americanization program in the Hollywood Bowl in June.

Additionally, the association agreed to act as host at a dinner in honor of delegates to the first annual convention of the Pacific Coast Conference of Independent Theatre Owners on a date sometime between May 8 and May 10, during which time the conclave will be held.

Ritz Bros. Forsake Roles In "Boys From Syracuse"

Reportedly because of dissatisfaction over the fact they would be forced to share top billing with Allan Jones and Martha Raye, the Ritz Brothers have withdrawn from the cast of Jules Levy's "The Boys From Syracuse." Director A. Edward Sutherland is readying the film for an early start for Universal release.

Cinémarks

Producer-Director Mark Sandrich leaves for New York April 7 to work with Fred Allen on the script of the forthcoming Jack Benny-Allen co-starrer at Paramount. Accompanying Sandrich will be Scripters Zion Myers and Ernest Pagano.

*

Max Steiner addressed 3,000 delegates of the Music Educators National Conference at the Warner Hollywood Theatre, April 4. Steiner used scores from a number of his Warner pictures as demonstrations.

*

Harry Brand has returned to his 20th Century-Fox publicity desk after a three-week cruise to the Canal Zone. He was accompanied by Mrs. Brand . . . Pandro Berman is due at M-G-M after a three-month holiday.

*

Successfully battling a ten-day siege with the flu, Henry Blanke, Warner producer, has returned to his studio desk . . . Harry Rapf, accompanied by Col. E. A. Schiller, has pulled out for a Florida fishing trip . . . William Wyler and his wife, Margaret Tallichet, are back in town after an eight-week vacation in South America.

*

With Loren L. Ryder, head of the Paramount sound department, acting as host, an open house for the families of employes in the unit was held at the studio April 4. Program included a general demonstration of sound equipment, a visit to the "North West Mounted Police" set and refreshments, served at the studio cafe.

*

Mr. and Mrs. Sidney Buchman and Gale Sondergaard are motoring to New York. Buchman, on six months leave from Columbia, will write a play, while Miss Sondergaard has a stage commitment . . . Mrs. Louise Dunlap, mother of Monogram's Scott R. Dunlap, died here at the age of 80. She was a former actress.

*

Sol Doglin of Warner's studio publicity department, and Beverly Ballantyne were married in Las Vegas, March 30 . . . In from a short trip to San Francisco is C. S. Forrester, author of "Captain Horatio Hornblower," who is working on the screenplay for Warner.

*

A recent visitor to Paramount was Richard Ford, executive of the Odeon circuit in England, which controls 280 British theatres. He surveyed the "Northwest Mounted Police" set and conferred briefly with Y. Frank Freeman and George Bagnall on European conditions.

*

The Warner studio's crack bowling team is being sent to Detroit to compete in the ABC Bowling Conference there April 11-12. Making the trek are Max Stein, William Swank, Vincent Togneri, Carl Stoerkel, Michael Heller and Harold Magnuson . . . When he has completed his current Warner assignment, Director Lloyd Bacon plans a trip to New York to confer with George M. Cohan on a possible deal to film a story based on the Four Cohans.

*

Arthur Jacobson, Paramount scout, pulled out April 4 on a four-week talent survey, scheduling stops in New York, Chicago and Dallas . . . Commemorating his 55th birthday and the beginning of his 13th year at M-G-M, Wallace Beery was the guest of honor at a surprise party given by Louis B. Mayer at the Culver City studio. Beery was presented with a gold-embossed lieutenant - commander's naval sword.

A Production Boom Evident by May

Although the inherent motives may be a trifle obscure, there can no longer be any doubt that a production boom not duplicated for several seasons back is at hand and will make itself generally evident before May comes to Hollywood.

Right down the list, with few exceptions, the lineup for the balance of the month, as well as for several months to come, presages a substantial upswing, topping the 33 films now in work by a wide margin. Columbia, for one, will start at least three—including Wesley Ruggles' "Arizona," Sam Bischoff's "Singapore" and "Our Wife." Charles R. Rogers, further, has added a fourth vehicle to the group he will turn out for release through this company, "In Old Monterey," for which Rita Hayworth has been spotted in an important role.

Paramount has six on the line for the balance of April, three more set for May and another pair for June. This month's starters include "The Pioneer Woman," "Rangers of Fortune," "Comin' Round the Mountain," "Dancing on a Dime," "Ghost Music" and "Mystery Ship."

Having gunned four as the month got under way, 20th Century-Fox has three others on the line—"The Great Profile," "Street of Memories" and "Brigham Young"—to bring April's total up to seven. Also scheduled for a heavy plunge is Warner, which lists six to go before the cameras in the next three weeks, including such properties as "January Heights" and "You Can't Escape Forever." Similarly, Republic will maintain its present high production speed by launching the big-budgeted "Lady From New Orleans" April 15, for which a second unit is now picking up background material in Louisiana.

On a lesser scale, but still in the swim, are RKO Radio, which records three in preparation, and Universal, with two. Metro, likewise listing a pair for immediate starts, has also amplified its British production plans by announcing "Whitechapel" is to be made in its London studios as a starring vehicle for Robert Montgomery.

Production Upswing Seen in Payrolls

As a direct reflection of the upswing in picture-making during the month, the earnings of studio workers in February represented an increase of $37,962 over the January payroll, according to the monthly bulletin issued through the California State Chamber of Commerce by H. C. Carrasco of the state labor commission. These figures, exclusive of the earnings in the talent and executive divisions, comprise a tabulation of the payrolls for all other studio unions and crafts.

Number of employed workers also took a jump, gaining 1,007 over the 11,440 who collected paychecks in January, the report revealed. However, the weekly average wage of $41.39 was 38 cents lower than the $41.72 earned each week during January. Total earnings were $515,188, compared to $477,226 for the previous month.

Although studio officials deny the action will be widespread or of a serious nature, M-G-M attaches admit a retrenchment has been undertaken in a number of studio departments, with the wardrobe and prop units among the hardest hit. It was predicted, however, that not more than 100 would, altogether, feel the ax.

Suspend Lana Turner

On the same lot Actress Lana Turner was placed on the suspended list for failing to appear on the set for the scheduled start of "To Own the World." The featured player instead pulled out for New York to join her husband, Artie Shaw, band leader. Starting time on the film consequently has been set back to April 10.

After an association with the company that began at its inception, Director Sidney Lanfield asked for and received release from his contract at 20th Century-Fox after disagreeing with studio executives on the handing of "Public Deb No. 1," which was to have been his next assignment. Following a short vacation, Lanfield will consider other studio offers.

Ralph Staub has replaced Harriet Parsons as producer of Columbia's "Screen Snapshots" short subjects series, the latter having turned in her resignation.

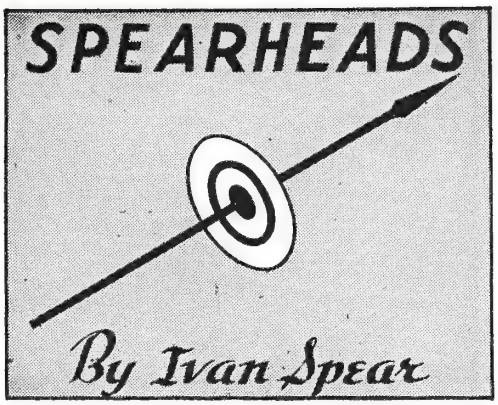
A change of assignments in RKO Radio's publicity department found Eddie Rubin taking over the radio contracts division.

Murphy on Loanout

George Murphy has been borrowed from M-G-M for the male lead opposite Brenda Joyce in 20th-Fox's "Elsa Maxwell's Public Deb No. 1," which rolls April 8. Gregory Ratoff will direct, replacing Sidney Lanfield, who obtained a release from his contract and relinquished the assignment.

Bows in Music Hall

"Our Town," Sol Lesser's first production for United Artists release, will be given its world premiere May 24 at the Radio City Music Hall in New York.



MOTION PICTURE HISTORY in the Making—as reflected by trade paper headlines:

March 26: "20th's '39 Profits Drop."

March 27: "Zanuck Returns From Month's Stay at Sun Valley."

March 28: "Ragnar Qvale, Sun Valley Ski Instructor, Reports to 20th Under Term Contract."

All of which sounds very logical, with the possible exception of a question concerning the place occupied by Ski-Expert Qvale in the chronological reporting.

Maybe he can be helpful in removing the skids from the profits.

➞

If Dorothy Lamour should suddenly run amuck on the Paramount lot it will probably be attributable to all of the noise the publicity department is making over the news that six of America's most distinguished artists have named Paulette Goddard the "girl with the most beautiful body in the world."

And without benefit of sarong.

➞

Had Jimmy Fidler laid off of his "little black book," he might not have found it necessary to lay off most of his staff.

➞

A publicity release declares "several *organic* changes have been effected in the structure of Warner's short subject department."

The Luther Burbank influence?

Metro is going pretty far afield for realism and authenticity if one is to believe the announcement that T. A. Gammon of the Elizabeth Maxwell Candy Co., in charge of the taffy department, was signed to serve as technical adviser on the big taffy-pulling scene in "Susan and God."

➞

British-made "21 Days," starring Vivien Leigh and Laurence Olivier, is being distributed domestically by Columbia under the title "Three Weeks Together."

Page Elinor Glyn's mouthpiece.

➞

In the face of Hunt Stromberg's finicality in matters concerning screen credits—especially his own—there was probably some plain and fancy straffing among Leo's blurbers as a result of the publicity release which declared he was "directing" "Susan and God."

➞

Ann Sheridan has received an invitation from North Texas State Teachers College to return there this summer and conduct a seminar on Motion Picture Technique.

Which should be no end valuable in helping the schoolma'rms of the Panhandle to put oomph into the three R's. And is Harvard's face Crimson?

➞

The script of their current co-starrer provides for Myrna Loy to pelt William Powell in the face with scrambled eggs. The budget could have been trimmed by using those laid by their last dual celluloid effort.

➞

According to LOP, "Elsie Maxwell very wisely says she never had any intention of playing Marie Dressler roles."

Right noble of her, we calls it.

➞

Paramount has a definite hit in "The Road to Singapore," currently in release. Columbia is about to produce one yclept plain "Singapore." Now, to complete the cycle, some other highly-original producer should start to work on "The Road Out of Singapore."

Glamour, Gangsters and Gobs

Appeal to the nostalgic memories of the oldsters, neatly sandwiched between slices of modern entertainment magic, was the motivating factor for two of a trio of features which occupied the higher-budget bracket in the week's preview lineup of five photoplays.

Garnering consensus opinion as the best of the quintette was Warner's "It All Came True," in which filmdom's leading exponent of oomph, Ann Sheridan, does right well for herself in a meatier role than has heretofore been her lot. Every ingredient in the picture, from story motivation to characterization, points up toward a first-rate piece of entertainment, effectively dramatic and spiced with neat musical interludes. Louis Bromfield's novel, a handsome piece of Damon Runyon-ish writing, was deftly transcribed to film by Michael Fessier and Lawrence Kimble; Lewis Seiler imparted skillful direction, and Mark Hellinger's production mounting moves it definitely into the upper brackets among current releases.

In "Star Dust" 20th Century-Fox has patterned a vehicle that should appeal to all types of audiences and can be recommended, with few reservations, for that reason. Its behind-the-scenes-in-Hollywood story, scripted by Robert Ellis and Helen Logan from a story by Jesse Malo, Kenneth Earl and Ivan Kahn, is packed with brisk lines, hokum and amusing situations, laden with overtones of music, comedy, romance and drama. Walter Lang directed for Producer Kenneth Macgowan.

Weakest of the three was Metro's "And One Was Beautiful," a highly emotional problem play which, after a speedy and intriguing start, lost itself midway in a welter of melodramatic complexities and overplentiful dialogue. The rap for this unfortunate state of affairs must be shared by Harry Clork, who wrote the script, and Alice Duer Miller, author of the original story. Director Robert B. Sinclair managed with fair success to prevent the proceedings from running away from him completely, but it is to be feared a great many audiences will vote it only a trifle better than boresome. Frederick Stephani draws credit as the producer.

* * *

A pair of very worthwhile programmers debuted in Monogram's "Son of the Navy" and Universal's "Ma, He's Making Eyes at Me."

The entry from Scott R. Dunlap's production factory must be recognized as one of the best turned out by that film emporium in months. Using the "a little child shall lead them" theme, the story by Grover Jones and True Boardman, scripted by Marion Orth and Joseph West, is diverting and skillfully molded. Likewise the cast is pleasingly competent and the direction and production values were pitched in the same excellent key. Grant Withers was associate producer and the megaphone was brandished by William Nigh.

A shade on the flimsy side as to story, Universal's entry nevertheless will serve with satisfaction in the smaller exhibition situations for which it was obviously designed. The title, too, if showmen can squeeze it on their marquees, should serve as a magnet. Columnist Ed Sullivan dashed off the original story, which was scripted by Charles Grayson and Edmund L. Hartmann. Harold Schuster showed competence in his direction, with Joseph G. Sanford making his bow as an associate producer.

Now Los Angeles County Makes Companies Pay

The industry's woes, it seems, will never cease.

Now it's Los Angeles county that has stepped in and, through an ordinance passed by the county supervisors, makes it compulsory for motion picture companies using county parks and recreation centers for location work to pay a license fee ranging from $5 to $50 daily. Further, the picture units will be required to pay for any and all damages to the property incurred during the shooting, and to reimburse the county for whatever water and power is used.

New ordinance becomes effective in 30 days.

Hollywood Personnelities

Barnstormers

—Freelance

SALLY EILERS and JAMES DUNN head personal appearance unit opening in St. Louis April 25. Supporting lineup includes LYA LYS, ANN GILLIS, BARBARA PEPPER and DAPHNE POLLARD.

—Metro

THE MARX BROTHERS add Detroit to their personal appearance itinerary, playing the Michigan Theatre there the week of May 3. They follow with a week at the Chicago Theatre in Chicago May 10.

—Monogram

TEX RITTER pulls out on personal appearance tour throughout the southwest. He will appear at the Variety Club's national convention in Dallas April 18.

—20th Century-Fox

TYRONE POWER appeared on the Kate Smith airshow from New York April 5, broadcasting a sequence from his latest film, "Johnny Apollo."

Cleffers

—Columbia

MORRIS STOLOFF scoring "The Doctor Takes a Wife."

—Metro

FRANZ WAXMAN to score "Boom Town."

—Paramount

ANN RONELL completes lyric-writing chore for "Interlochen," which will co-star Allan Jones and Susanna Foster.

IRVIN TALBOT and studio orchestra complete recording of FREDERICK HOLLANDER'S background music for "Down Went McGinty." SIGMUND KRUMGOLD was the scorer.

—RKO Radio

EDWARD WARD doing musical score and ballet numbers for the Erich Pommer production, "Have It Your Own Way."

—20th Century-Fox

ALFRED NEWMAN scoring "Earthbound."

Meggers

—Metro

LESLIE FENTON to "Night Operator," an Edgar Selwyn production.

JACQUES TOURNEUR to "Nick Carter in Panama."

—Republic

LEW LANDERS to "Wagons Westward," a 1940-41 special which Armand Schaefer will produce.

—Edward Small

AL WERKER withdraws from "South of Pago Pago" after a week's shooting, due to a disagreement with the producer concerning story angles. ALFRED E. GREEN replaces him.

—20th Century-Fox

FRITZ LANG to "The Return of Frank James," forthcoming Henry Fonda starrer, which Kenneth Macgowan will place in production in mid-May. Sam Hellman wrote the screenplay.

EUGENE FORDE to "Pier 13," featuring Lloyd Noan.

Options

—Columbia

CLAUDE BINYON held for another two years as a contract writer.

JOSEPH H. LEWIS signed to direct an untitled vehicle for Producer Irving Briskin.

—Frank Lloyd

RICHARD ALDEN given term acting contract and supporting role in "Tree of Liberty."

—Metro

DAN DAILEY JR. given extension on acting contract.

KATHARINE HEPBURN signs term contract. Her first production will be "The Philadelphia Story," by Philip Barry, in which she has been appearing on the stage. Joseph L. Mankiewicz will produce.

DOUGLAS MCPHAIL, actor-singer, held for another term.

ANN RUTHERFORD given new term acting contract.

—Paramount

GRACE MACDONALD, Broadway musical comedy star, given term acting ticket and top role in "Dancing on a Dime," forthcoming Joseph Santley production.

—Warner

LENORE COFFEE joins writing staff on term ticket.

WALLY KLEIN given new one-year writing ticket.

Scripters

—Columbia

F. SCOTT FITZGERALD to his own original, "Babylon Revisited," which Lester Cowan will produce.

ARTHUR CAESAR to "In Old Monterey," a Charles R. Rogers production.

—Samuel Goldwyn

HARVEY FERGUSSON to "The Seventh Cavalry," forthcoming Gary Cooper starrer.

—Metro

WILLIAM LIPMAN to "Nick Carter in Panama," a Frederick Stephani production.

HORACE MCCOY to "Night Operator."

JANE MURFIN completes "Farewell Waltz," a Victor Saville production.

—Paramount

CHARLES BRACKETT and BILLY WILDER to "Arise My Love," an Arthur Hornblow jr. production which will star Claudette Colbert. Original was written by Benjamin Glazer and John Szekely.

LYNN STARLING completes "A Night at Earl Carroll's." Kurt Neumann directs.

—Producers Corp. of America

DAVID BOEHM to "Kingdom Come," from an original by Joseph Moncure March. John Charles Thomas will be starred.

—RKO Radio

LOUIS BROMFIELD to "The Unbreakable Mrs. Doll," forthcoming starrer for Carole Lombard.

JEROME CHODOROV to "Manhattan Miracle" for the Lee Marcus production unit.

MORTON and ARTHUR GRANT to "Stage to Chino," forthcoming George O'Brien western.

—Republic

JACK TOWNLEY to "Scatterbrain," a Judy Canova starrer.

—Harry Sherman

NORTON S. PARKER to "The Cattle Train," forthcoming "Hopalong Cassidy" western.

HAROLD SHUMATE to "Parson of Panamint," a Peter B. Kyne novel, designed as one of Sherman's specials for 1940-41 Paramount release.

—20th Century-Fox

HAROLD BUCHMAN and ALBERT DUFFY to an untitled "Cisco Kid" vehicle which Walter Morosco and Ralph Dietrich will co-produce.

LEE KATZ to an untitled story with a girls' school background for Shirley Temple.

—Voco Productions

HOWARD J. GREEN signs one-picture writing deal.

—Warner

WALTER DELEON to "Broadway Lawyer," an Edmund Grainger production.

ABEM FINKEL to "Beethoven," forthcoming Paul Muni starrer.

MILTON KRIMS to "One Hour of Glory," from a story by Mary Roberts Rinehart.

ROBERT PRESNELL to "Money and the Woman."

ROBERT BLEES completes "The House on the Hill," which will co-star George Brent and Merle Oberon.

Story Buys

—Metro

"Little Nelly Kelly," musical show by George M. Cohan, as a Judy Garland starrer. Arthur Freed will produce.

"Mr. Coed," by Kenneth Earl, Curtis Kenyon and M. M. Musselman. A comedy, it concerns the efforts of a man to enroll in a girl's school.

—RKO Radio

"Nellie Bly," story of the first woman newspaper reporter and her trip around the world in less than 80 days. M. M. Musselman, who wrote the original, is doing the script for Producer David Hempstead.

—Richard Rowland

"End of the Rainbow," story of the Donner Party, by Edward James. Rowland will produce for United Artists release.

—Universal

"Who's Crazy Now?" by Hal Hudson and Otis Garrett. Ken Goldsmith will produce.

"The Bride Said No," by Erna Lazarus and Scott Darling.

—Warner

"The Dealer's Name Was George," by Ketti Frings, as a vehicle for George Raft.

Technically

—Columbia

ED BRENT handling sound on "Babies for Sale."

NORMAN DUNNING, BUD BRILL, DICK MCWHORTER, BILL MCGARRY, JOE DELL and EARL BELLAMY named second assistant directors on "Arizona," working under CLIFF BROUGHTON, first assistant.

SAM NELSON to direct second unit of "Arizona" for Wesley Ruggles.

—Metro

MEL BROWN assigned as unit art director on "Nick Carter in Panama." TOM ANDRE is assistant director.

BOBBY CONNOLLY to stage dance routines for use by the Marx Brothers in their forthcoming barnstorming tour, testing out gags for "Go West."

O. L. DUPY, maintenance and operations chief in studio sound department, trekked to San Francisco March 29 to speak before representatives of the American Institute of Electrical Engineers and the Institute of Radio Engineers.

URIE MCCLEARY set as unit art director on "Escape."

OLIVER MARSH to photograph "I Love You Again," forthcoming William Powell-Myrna Loy starrer.

HAROLD MAZORATI, cameraman, held for another term.

BILL RYAN named as assistant director on "Strike Up the Band," the Mickey Rooney-Judy Garland co-starrer. CHARLES STALLINGS is unit manager.

PETE SMITH rolls a new "Audioscopics" short with WALTER LUNDEEN handling the cameras.

SID WAGNER photographing exteriors for "Pride and Prejudice."

—Paramount

DIRECTOR JAMES HOGAN and production staff pull out for Phoenix to survey location sites for "The Pioneer Woman." Accompanying Hogan were HANS DREIER, art director; EARL HEDRICK, unit art director; CHARLES LANG, cameraman; HARRY SCOTT, assistant director, and RICHARD BLAYDON, unit business manager.

SIDNEY STREET set as business manager on "Rangers of Fortune."

—RKO Radio

LUCIUS CROXTON set as art director on "Lone Star Legion."

—Republic

JOAN HATHAWAY signed as dialogue director on "Gangs of Chicago."

ARGYLE NELSON set as assistant director on "Good Luck."

—Edward Small

JACK CROSBY to direct dance numbers in "South of Pago Pago."

—Universal

LARRY CEBALLOS begins direction of "Swingin' in the Barn," two-reel musical featuring the Four King Sisters.

—Voco Productions

BEN HERSH signed as production manager for this company's first RKO Radio release, starring Lum and Abner.

A Temporary Tailspin by Production; 33 in Work

Despite encouraging promises for the immediate future, production currently seems to have gone into a tailspin, with a total of only 33 in work among the major studios, six of them new starts.

Columbia is filming three, including a newcomer, "Block K Rides Tonight." Metro holds to a five-picture pace, launching "Strike Up the Band" and completing "Twenty-Mule Team." Monogram has lapsed into temporary idleness, having completed "Land of the Six-Gun."

Paramount, with no starts scheduled, dropped to a four-picture total with the completion of "The Ghost Breakers." RKO Radio gunned "Lucky Partners" to register five in work. Republic is filming a quartet, having sent "Women in War" into the cutting room.

Twentieth Century-Fox's total has dropped to three, "Lillian Russell" having been completed. Universal broke even on the week, gunning "No Exit," "South to Karanga" and "The Bad Man From Butte," but completing "If I Had My Way," "Ski Patrol" and a serial, "Winners of the West." Three are in work. Two films, neither a new start, are in production for United Artists release. Warner is shooting four, starting "The Life of Knute Rockne" and completing "Torrid Zone."

REVIEW FLASHES

BULLET CODE (RKO)—To the gallery of westerns that give entertainment, action and a plausible story, this George O'Brien must be added. The performers handle their lines and act their parts expertly, and the fisticuffs are of the first order.

CURTAIN CALL (RKO)—Lightweight backstage farce with a substantial enough load of laughs to warrant consideration for most situations. Alan Mowbray runs away with the comedy honors, topping a generally acceptable cast. Picture marks Howard Benedict's production debut and is the directorial bow for Frank Woodruff.

HIDDEN MENACE (Alliance)—A fairly good story idea treated with little imagination and poorly performed by rather well-known players, including Otto Kruger, Gertrude Michael and John Clements.

LIGHTS OUT IN EUROPE (Mayer-Burstyn)—Grim and realistic, but in every respect sincere, this documentary recounts the recent past of Poland, Danzig, England and France in terms of the horrors of war and its devastation.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Lull After HLDA's Big Peace Rally

A period of comparative quiet, at least for a short time, looms for the Hollywood League for Democratic Action and kindred progressive organizations, following their successful staging of the most ambitious mass meeting of the year to date, when a capacity audience turned out for the widely-heralded "America Declares Peace" session.

The meeting was tied in with "National Peace Week," observed March 30 to April 6 by the American Youth Congress, and was staged under the general auspices of the Hollywood Peace Council, with the HLDA, Motion Picture Democratic Committee, Hollywood Theatre Alliance, Maritime Federation of the Pacific, Industrial Council of the CIO, League of American Writers, California Youth Legislature, League of Women Shoppers, Hollywood Peace Forum, Motion Picture Guild and the Committee to Aid Agricultural Workers as participants. Highlight of the session at Olympic Auditorium was a "living newspaper," staged by the Hollywood Theatre Alliance and drawn from the events which led up to America's entry into World War I in 1917. The sketch also depicted similar events occurring today which contended that the United States may again call its citizens to arms if a properly interpreted warning is not sounded. Speakers included Donald Ogden Stewart, chairman of the HLDA; Melvyn Douglas, Helen Gahagan, Irving Pichel, Dorothy Thompson and other industry notables.

Of an entirely different nature is the event scheduled for April 7—a "jam" session and musical soiree at the home of Director and Mrs. Frank Tuttle. Swing music and volunteer entertainment was supplied.

Hollywood Theatre Alliance held a general membership meeting to elect a new executive board and rough out plans for the coming season. New officers include Henry Blankfort, J. Edward Bromberg, Edward Eliscu, Francis Faragoh, Jay Gorney, Charles Leonard, Henry Myers, Mortimer Offner, Robert Rossen, Frances Sage, Elliott Sullivan, Dorothy Tree, Bernard Vorhaus, Danny Dare, Dorothy Peterson and Florence Rapaport. The HTA, producer of the current local stage revue, "Meet the People," will select its next vehicle at a forthcoming meeting of the new executive board.

Artists Managers Guild Elects Bert Allenberg

New president of the Artists Managers Guild for the coming year, is Bert Allenberg, elected at a general AMG meeting April 2. He succeeds M. C. Levee, the organization's first president.

Other new officers include Frank Vincent, vice-president; John McCormick, secretary, and Leland Hayward, treasurer. The four, in addition to Charles Feldman, comprise the executive committee. Associate members of the AMG will continue to be represented by William Woolfenden.

"Biscuit Eater" Bow Now Hogs Limelight

Now that the reverberations from Republic's debut of "Dark Command" in three Lawrence, Kas., theatres have died away, Paramount's exploiteers are hogging the spotlight which this season has been so busily playing over the bumper crop of elaborate premieres and previews being staged by the industry's tom-tom beaters in various spots throughout the country. Next such affair will be that scheduled for Albany, Ga., when Paramount's "The Biscuit Eater" makes its formal bow.

If the word of Walter Compton, William Saal and Sam Abarbanel, of the Republic exploitation staff, can be believed, the Lawrence premiere and attendant pioneer-days celebration was the hottest affair to hit that town since the days when Quantrell, the guerilla raider, staged his renowned massacre in the Kansas community back in Civil War days. Citizens of Lawrence delved into history to re-stage Quantrell's raid and the burning of the city in 1863 and, between times, view the film at the Granada, Varsity and Dickinson theatres and ogled such attending stars as John Wayne, Gene Autry, Roy Rogers, George (Gabby) Hayes and others who made the trek from Hollywood.

Paramount expects more than 300 film exhibitors and newspapermen to attend its "Biscuit Eater" premiere April 11, having received acceptances from a half-dozen large-scale southern theatremen. Grantland Rice, noted sports writer and commentator, will head a delegation of New York newspapermen. The program, arranged in cooperation with Albany's civic officials, includes a two-mile parade through the business district, a gala ball, a barbecue and showings in two theatres. Event will be covered by all national radio outlets.

Next item on the premiere calendar will also be sponsored by Paramount, when the world premiere of "Buck Benny Rides Again" will be staged at the Paramount Theatre in New York April 24. Jack Benny, Ellen Drew Andy Devine, Phil Harris, Eddie (Rochester) Anderson, and Dennis Day, all from the cast of the picture, will attend, as will Producer-Director Mark Sandrich and members of Benny's radio troupe including Mary Livingstone and Don Wilson. Benny's radio show will originate from New York April 21 and 28. National release date has been set for May 3.

M-G-M will then step into the picture when it premieres "Edison, the Man" in East Orange, N. J., early in May, acceding to a petition bearing 20,000 signatures of citizens in that community.

Borrow Miriam Hopkins For "Singapore" Role

Warner has loaned Miriam Hopkins to Columbia for the leading feminine role in the Sam Bischoff production, "Singapore." She will play opposite Melvyn Douglas. Director Alexander Hall will signal a camera start next week.

Expect Big Turnout for Polo Double-Header

A big turnout of stars and film executives is expected for the double-header polo match to be played at Midwick Country Club April 14, with the Motion Picture Relief Fund sponsoring the affair and proceeds from the event scheduled to go into that organization's coffers. First match will inaugurate the annual Northern-Southern California high goal championship, with the other to feature film producers versus screen stars. The latter game will include such players as Spencer Tracy, Jack Holt, Darryl F. Zanuck, Frank Borzage and Walter Wanger.

Women's committee comprises Joan Bennett, Myrna Loy, Ginger Rogers, Joan Crawford and Mrs. Samuel Goldwyn, while the program and ticket sales are being handled by Jean Hersholt, Ralph Morgan, Ralph Block, Joseph M. Schenck, George Bagnall, Mary Pickford, Fred Beetson, Lucile Gleason, Mary McCall jr., Samuel Goldwyn, Sol Lesser, Ernst Lubitsch, Leo McCarey, Joseph R. McDonough, Basil Rathbone, William Seiter, Norman Taurog, Jack L. Warner and others.

Daniels, Leisen Form a Play Supply Company

To produce and stage plays, vaudeville acts and other nightclub entertainment, Hollywood Presents, Inc., has secured corporation papers at Sacramento. The new company lists Billy Daniels as president and Mitchell Leisen, Paramount producer-director, as one of the directors. Directorate also includes Eleanor Broder, Leisen's secretary.

The company at present comprises two units, the first of which opens at the St. Francis Hotel in San Francisco April 9, the second scheduled to open in New York City May 1. They are being booked through the William Morris office. Leisen is functioning as general supervisor, while Daniels is the choreographer and star of one of the units.

20th-Fox Crew to Wales For Background Shots

A large portion of "How Green Was My Valley," best-selling novel by Richard Llewellyn, will be filmed by 20th Century-Fox in Wales, background for the book, according to plans now being shaped up. Key scenes depicting activity in Welsh coal-mining regions will be picked up.

'Doomed Caravan' Chosen As Title for 'Cassidy'

Second in Harry Sherman's "Hopalong Cassidy" westerns for Paramount on the 1940-41 slate has been titled "Doomed Caravan." An original screenplay by Johnston McCulley and J. Benton Cheney, it will follow "Three Men From Texas," which rolls April 15.

Assigned to "Cassidy"

Producer Harry Sherman has assigned Norton S. Parker to adapt "The Cattle Train," a "Hopalong Cassidy" western.

Academy Television Report Due Shortly

Due for release shortly by the Academy Research Council is the fourth annual report on television from the standpoint of the motion picture industry. The report is being compiled by a committee under the chairmanship of Wesley C. Miller of M-G-M and will be distributed to studio executives and production personnel.

Judell Successors Plan Two Features a Month

Organizational formalities completed, Sigmund Neufeld Productions, Inc., is being geared to launch a schedule of two features per month, to be distributed through Producers Releasing Corp. The two new companies, succeeding Ben Judell's Producers Pictures Corp., and Producers Distributing Corp., are headed by Harry Rathner, eastern independent distributor.

Production on the initialer, "Sons of the Finest," will get under way April 8 at Argosy studios, with Sherman Scott directing. Distributor in this area, under franchise from PRC, is Sam Nathanson's Coast Pictures Corp.

Two new independent units have filed articles of incorporation in Sacramento. N. Joseph Ross, C. W. Tye and Naomi Kohn are listed as the directors of Vogue Pictures, while Artists Films, Inc., was founded by Walter Lowendahl sr., Walter Lowendahl jr., Rudolph Polk and Bernard Luber.

The David L. Loew-Albert Lewin United Artists production unit has moved into its new Universal studio headquarters. Screen play for "Flotsam," its first vehicle, is expected to be completed in mid-April by Talbot Jennings, at which time a cast and director will be assigned.

Twenty-Mule Team Across Country to Bally Film

An elaborate cross-country trek, serving as advance ballyhoo for Metro's "Twenty-Mule Team," has been launched by the studio in cooperation with the Pacific Coast Borax Co., with one of the original Death Valley 20-mule teams making the journey.

The entourage left Los Angeles April 4 after a downtown parade, bearing greetings from Mayor Fletcher Bowron to civic officials throughout the country. The "train," comprising two old high-wheeled borax wagons and accompanying water tanks, were shipped by rail to Kansas City, to be transferred there to a motorized unit, carrying them on an itinerary which includes St. Louis, Springfield, Mo., Chicago, Milwaukee, Indianapolis, Cincinnati, Columbus, Cleveland, Detroit, Pittsburgh, Buffalo, Rochester, Syracuse, Albany, Boston, Springfield, Mass., Providence, Hartford, Philadelphia, Baltimore, Washington, Newark and New York City. Harry Loud, of the studio advertising department, will make the trip with them.

S' FRANCISCO

EVERYONE on the Row was saddened by the death of Morgan Walsh, for he was the most respected exhibitor in this area and was considered one of the smartest theatre operators ever to run a house. He was a friend to all and never was too busy to take a personal interest in his innumerable acquaintances. Walsh had continued working for the past year against the advice of his physician, and although he was not in good health, his death was unexpected. The many Row people who attended his funeral gave tribute to a man who will be missed by exhibitors and exchangemen alike.

The three-day return engagement of the recent rains caused plenty of inconvenience for the exhibitors in the Sacramento and San Joaquin valleys. Film deliveries were late and, in some cases, impossible. Many managers met the delivery truck halfway while others in charge of circuit houses made hurried changes and swapped pictures with their colleagues in trouble.

John Frazier, genial film messenger boy, won the February amateur motion film contest sponsored by the *Photo Art Monthly*. Jack, whose ambition is to be a cameraman, seems to be well on his way . . . "Blue Bird" comes back to Market Street this week, going into the Warfield . . . Jimmy Fadem, 20th-Century shipper, is off to Hollywood for two weeks . . . All-Star is handling the Louis-Paychek fight pictures, and the Golden Gate was the first to get it on the screen . . . Floradale Campbell, Harvey switchboard operator, on the sick list.

Julian Harvey jr. has been in Los Angeles making preparations for his Fair concessions . . . The Golden State chain reopened their Uptown in Oakland this week after a renovation job by National Supply. The name was changed to the Chimes, in accordance with the outside motif . . . Alexander Woollcott, as the "Man Who Came to Dinner," originally booked for two weeks, has been extended to six with additional time likely.

M-G-M here is in first place in the nationwide date drive which is in its 27th week. Sid Shuster, Metro salesman, is in second spot nationally . . . Sam Clark, Warner exploitation manager, was a visitor while pushing "It All Came True" . . . Coast Pictures is a beehive of activity now that Pathe Distributing Co. products have been taken over. "Mlle Ma, Mere," the Danielle Darrieux film, opened at the Egyptian and as usual with Coast, the lobby and theatre front drew much attention . . . James McArthur, Monogram shipper, took to his bed with a stubborn case of asthma . . . Ed Beck, M-G-M exploiteer, and a camera crew from the studio are on a talent search in this territory for a boy to play the part of Jody in "The Yearling."

O. Nakamichi has given up his lease on the Bijou in Vislia and, Ed Levy has assumed operation of the house. Nakamichi, together with Andy Goberlich, is building a new house in Vislia, and plans an opening in about two months . . . The Row has been extending sympathy to Alice Francis, who lost her father this week . . . Ollie Staud, petite usherette at the Embassy, became a bride this week.

Acts of "Oppression" by Majors Are Listed by the Government

NEW YORK—The acts of "oppression" by major distributors in six western states, as reported by plaintiff independents, were listed by the department of justice in response to majors' and affiliated circuits' demands for fuller particulars in the all-industry anti-trust suit. The details list time, theatre, location, principals involved, distress methods and manner employed. They follow:

ARIZONA

1938-39—Unknown, Bisbee; Paramount Pictures, Inc.; Nick Diamos.

Paramount endeavored to force Diamos to sell his theatre to it by threatening to build in opposition to him.

CALIFORNIA

1935—Nile, Bakersfield; 20th Century-Fox Film Corp.; Russell Rogers.

A 50 per cent interest was acquired in independent exhibitor's theatre because of unfair zoning and clearance, and because he was deprived of desired product.

1935—Palace, Long Beach; 20th Century-Fox Film Corp.; Russell Rogers.

A 50 per cent interest was acquired in independent exhibitor's theatre because of unfair zoning and clearance, and because he was deprived of desired product.

1936—Long Beach, Long Beach; 20th Century-Fox Film Corp.; Arnold Schaak.

A 51 per cent interest in independent exhibitor's theatre was acquired because of threats to deprive him of desired product.

1933—Leimert, Los Angeles; 20th Century-Fox Film Corp.; Dave Bershon.

A 50 per cent interest was acquired in independent exhibitor's theatre because of the imposition of unfair and discriminatory zoning and clearance.

1932—Melrose, Ravenna and Parisian, Los Angeles; 20th Century-Fox Film Corp.; Max Chotiner.

Unable to get product from the majors and was forced to lease theatre to Fox West Coast.

1935—Iris, Los Angeles; 20th Century-Fox Film Corp.; A. L. Gore and Mike Gore.

A 51 per cent interest in independent exhibitors' theatre was acquired because of threats to deprive them of desired and necessary product.

1935—Tower, Los Angees; 20th Century-Fox Film Corp.; Robert Gumbiner.

Unable to get product from majors and leased theatre to Fox West Coast for five years.

1934—Arroyo and Western, Los Angeles; 20th Century-Fox Film Corp.; H. Herond and Mark M. Hanson.

A 51 per cent interest in independent exhibitor's theatres was acquired because he was deprived of desired product, and because of unfair and discriminatory zoning and clearance.

1933-38—Los Angeles, Los Angeles; 20th Century-Fox Film Corp.; Joe Leo.

Fox West Coast has been trying to buy his theatre and he has been unable to get product from any majors except Columbia and Universal.

1933—Fairfax, Los Angeles; 20th Century-Fox Film Corp.; Gus Metzer.

A 51 per cent interest in independent exhibitor's theatre was acquired because of the imposition of unfair and discriminatory zoning and clearance.

1936—Lyric, Monrovia; 20th Century-Fox Film Corp.; Simon Lazarus.

A 51 per cent interest was acquired in independent exhibitor's theatres because of unfair and discriminatory zoning and clearance, and because he was deprived of desired product.

1933—Golden Gate, Riverside and Rubidoux, Riverside; 20th Century-Fox Film Corp.; Roy Hunt.

A 50 per cent interest was acquired in independent exhibitor's theatres because he was deprived of desired product.

1935—Mission, Plaza and Aztec, San Diego; 20th Century-Fox Film Corp.; Russell Rogers.

A 50 per cent interest was acquired in independent exhibitor's theatre because of unfair zoning and clearance, and because he was deprived of desired product.

1932-39—New Mission and New Fillmore, San Francisco; 20th Century-Fox Film Corp.; George Nasser.

Fox West Coast tried to consolidate his theatres and had majors sell away product.

1936—Rialto and Ritz, South Pasadena; 20th Century-Fox Film Corp.; Simon Lazarus.

A 51 per cent interest was acquired in independent exhibitor's theatres because of unfair and discriminatory zoning and clearance, and because he was deprived of desired product.

COLORADO

1932-35—Webber, Denver; 20th Century-Fox Film Corp.; DeWitt C. Webber.

Refused product by majors and was forced to lease theatre to Fox Intermountain.

1932-33—America, Sterling; 20th Century-Fox Film Corp.; Charles McIntire.

Unable to secure product and was forced to lease to Fox Intermountain.

IDAHO

1929—Rio, Idaho Falls; 20th Century-Fox Film Corp.; Joseph George.

Told by Fox West Coast that unless lease theatre, they would build a new one in Idaho Falls.

1930-35—Rialto and Capitol, Pocatello; 20th Century-Fox Film Corp.; N. B. Grosman.

Unable to get first run product after Fox Intermountain came into the territory and forced to sell Capitol and Rialto.

NEW MEXICO

1932-35—Sunshine and Chief, Albuquerque; Paramount Pictures, Inc.; Joseph Barnett.

(Continued on page 43)



Marking 25 Years Fraternization—

Celebrating its 25th anniversary with a banquet and dance in the Shirley-Savoy Hotel, is the Screen Club of Denver. Guests of honor among the 370 attending, included Harry Sherman, "Hopalong Cassidy" producer; his star, Russell Hayden, and Robert J. O'Donnell, chief barker of the Variety Club of Dallas, who spoke on the aims of the Variety Clubs. The local club hopes to join national Variety in the near future. Harry T. Nolan and Harry E. Huffman, president and secretary of the original Denver Screen Club also were present, and Frank H. Ricketson jr., president, was toastmaster.

Screen Club Affair Draws Nearly 400

DENVER—Nearly 400 members and friends of the Rocky Mountain Screen Club were present at its banquet in the Lincoln room of the Shirley Hotel, which was preceded by a big reception in the group's clubrooms at the Cosmopolitan Hotel.

The affair was the 25th of its kind by the Screen Club, and its first president, Harry T. Noland, and first secretary, Harry E. Huffman, were both in attendance.

Robert J. O'Donnell, chief barker of the Dallas Variety Club, made the trip to tell the Screen Club of the charitable work of Variety, and his talk was made more vivid by the showing of two short subjects depicting this work. The Screen Club is considering the possibility of becoming a part of Variety.

Paramount was host at a luncheon for Sherman and Hayden, with exchange and theatremen as guests. Also "Abe Lincoln in Illinois" was premiered at $1 a seat, with proceeds going to the Screen Club's charity fund.

Sam Whitehead Into Ranks Of RKO's 100 Percenters

LOS ANGELES—Sam Whitehead, veteran RKO salesman of the Los Angeles exchange, is the third salesman in the company to sell his personal 1939-40 possibilities 100 per cent. A teammate of the same branch, Samuels, and Gruenberg of St. Louis comprise the trio of 100 percenters.

On Five-Day Basis

WILLAMINA, ORE.—W. H. Hibbert's new 300-seat Gay-Way is operating five nights weekly since its recent opening. The house is of tile construction.

DENVER

F. H. RICKETSON JR., manager of the Intermountain division of National Theatres, was speaker at monthly meeting of Denver chapter of National Association of Cost Accountants. His subject was one he knows thoroughly, "The Theatre Dollar." The chairman of the meeting was I. Weiner, treasurer of Fox Intermountain, and a member of the accountants' organization.

Mr. and Mrs. Harry Huffman have returned from a vacation trip to Mexico, where they spent some time in Mexico City and went on to the Pacific Coast. Huffman is city manager of the Fox circuit.

Coppell Amusement Co., distributor of Mexican films, and Premier Film Exchange have moved into the former quarters of Grand National Films in the Sheffield Bldg. at 2147 Broadway.

Ryan Beck has opened a theatre in Creede, Colo., with 110 seats.

Virgil Odell, assistant, has been promoted to the managership at the Aladdin with the transfer of Jack Copeland, manager, to a similar post at the Rialto. Both are Fox first runs in Denver.

Construction Underway on Warner's L. A. Exchange

LOS ANGELES—Construction on the new Warner exchange building, to be one of the most modern in the nation, has gotten under way here. Located at Vermont Ave. and 21st Street, in the heart of Filmrow, the building was designed by Bernard Teitelbaum, Warner studio art director. It is a reinforced concrete structure of two stories and a basement, with dimensions of 52 by 140 feet. It will contain offices, advertising display rooms, projection room, club room, film inspection room, shipping room and ten film storage vaults.

The entire structure is to be air filtered and air conditioned.

PORTLAND

APRIL FIRST . . . Time was when the citizen greeted the day with a dread that was wholly pleasurable. "Okay," he would say. "Shoot the works, but make it good. And watch yourself." Those were the good old days. This year it was blue Monday. You joined fellow procrastinators in a "GWTW" queue at the state income tax boxoffice or you paid the delinquent penalty . . . And no foolin'.

And—April first again—the checkered flag fell for political aspirants with the closing of the filing period for the May primary. Interest in the city centered on the mayoralty scramble, left wide open by the retirement from the field of incumbent Joe Carson. Seven candidates got under the wire, and a dozen, including Cole McElroy, ballroom operator, filed for places on the city council. A proposed people's utility district, for the purpose of condemning the facilities of the two companies furnishing electric power in the city, will be on the ticket also. But the issue has refused to get hot. Advocates of fewer traffic fatalities still predominate in the newspaper vox pop columns.

Zoe Dell Lantis, who wore the pirate costume so fetchingly as the theme girl of the 1939 Golden Gate International Exposition, came from our neighboring town of Yamhill, and Oregon is canvassing her fairest daughters as a successor. The Broadway and the *Oregonian* jointly are sponsoring a contest to select a "Miss Streamline" to compete at Treasure Island, April 15, for the 1940 theme girl title. The streamlining of contestants will be gauged, the rules declare, on personality, poise, voice, posture and charm.

The World's Fair Follies, a stage shape show—and rather on the candid side—was due to open a week's run at the Mayfair Saturday . . . Success of the liquorless nightspot, Hollywood Bowl, with its milkshake bar, has encouraged Manager Don Merkle to open negotiations for name bands. Bob Mitchell has been providing the music . . . "Abe Lincoln in Illinois," ending a week at the Paramount, is giving many Portlanders new appreciation of the beauties of the McKenzie River country, near Eugene, where it was filmed.

The Orpheum switched to Wednesday for its change of bill this week, together with other houses on the same circuit. The new stage show featured Portland's own "Pals of the Golden West," recently seen in a Gene Autry film . . . Ivan Petroff, as Rigoletto, was the high spot of the six successful performances staged by the San Carlo Opera Co. at the Paramount . . . The Gaiety drew the first appearance in the Northwest of Keystone Kops—Chester Conklin, Hank Mann, Snub Pollard and Al St. John—as a stage feature.

Joe Monaco has taken over the operation of the Oregon from D. D. Seltzer . . . Kent Hartung of the State has returned from a ten-day absence, occasioned by the death of his father . . . G. A. Smith, district manager for Paramount, was in Portland. Next stop is Seattle . . . S. G. Mendenhall of Grants Pass, Eino Hemmila of Medford and Walter Leverette of Ashland were in booking for southern Oregon patrons.

SEATTLE

A GATHERING of the clans was held in the main offices of Fox-Evergreen Theatres with Charles Skouras in charge. Ideas were exchanged and the main object of the meeting, the "Showmanship Drive," was discussed. Among those in from out of town were Al Finke, Roy Brown, Mose Mesher, Herb Sobbotka, Walter Fenney, and others from Portland; Joe Rosenfield, Oscar Nyberg, Buck Seale and Jim Ewing, from Spokane; Tony Hartford and Jim Andrus, from Everett; Lynn Peterson, Bremerton; Al Baker and the gang, from Bellingham; Morrie Nimmer, Wenatchee; Hal Murphy, Olympia; and many others from spots in Oregon that we did not get time to gather owing to that gang leaving on the early train after the meet. Many of the boys were given prize checks for past performances.

With the visit of Harry Taylor, district manager for National Screen Service, from California, many rumors started on the Row. Main story was that National Screen had taken over the business of Western Poster, effective April 1. But neither Jack Flannery nor Don Beckman would commit themselves . . . Actors at the Seattle Repertory Playhouse learned a new act—fingerprinting—after a visit by this town's notorious burglar, "Half-Inch Jimmy." Burton James, director of the Playhouse, told police the thief forced open a front door with a half-inch pry and took $50 in cash and $50 in checks. The cast watched police take the fingerprints . . . Leroy V. Johnson, general manager of Jensen-von Herberg Theatres, is doing a lot of shouting about the new Bausch & Lomb lenses he has added to the booth of the Liberty.

Harry Owens and his band, recently at the Palomar, are opening an engagement at the Oympic Hotel. It is expected they will be there for three or four weeks . . . Bill Shartin, manager of the Warner exchange, telling of an exploitation stunt for "It All Came True." A special preview was held in the quarters of the Press Club, and a loud speaker system enabled the guests to listen in on an interview by telephone between Charles Comfort of the *Star*, and one of the stars in the picture who talked from Hollywood. Many plugs were given about the picture's opening soon at the Palomar . . . Loads of credit to the one in the Hamrick-Evergreen publicity department who handled the campaign on "Pinocchio" (not forgetting Lew Marin of RKO). The window in the leading department store, the Bon Marche, was a beauty, while the kiddies' morning matinee, supposed to be held at the Paramount, turned out to be a sensation, other theatres having to open their doors to take care of the crowd . . . The Northwest Film Club went Hawaiian when hula dancers entertained the gang and their wives and friends.

This is a short story that belongs in Ripley's "Believe It or Not" series. Junior Mercy of the Mercy circuit lost a beautiful diamond out of his ring. He hunted high and low with no luck. Leaving a preview one night this week, he encountered Gene Dennis (Mrs. von Herberg) who is now doing a column for a local daily answering questions about lost, found, love and other troubles. After the usual salutations of "Hi ya, pal," etc., Gene took note of the worried look on Junior's face and said, "Why, you've lost something valuable." Junior replied he had and wanted to find it if possible. "You put some boxes in your car recently. Your diamond is there with all those things," said Miss Dennis. Junior took a flashlight to search the dark recesses of his luggage compartment. He found the ring. The whole affair caused a big stir on the Row, with many a man trying to keep his mind a perfect blank in case Gene should try to tell him what his thoughts are.

The Palomar changed its policy for this week only with the showing of "Virginia City." Vaudeville was excluded and the picture single billed. The flesh was switched to the Rivoli and was headlined by Britt Wood . . . Well, well, would you believe it. During the last city election a couple of weeks ago, Gracie Allen received a sticker vote for mayor in one precinct, and Dopey the Dwarf got a vote in another spot . . . W. B. Ackles told police the front door of his Roycroft Theatre had been pried open and a small amount of money taken. This is the second time in less than two weeks the Roycroft has been robbed. The last time the bad man got away with $20.

Duke Ellington and his band open a two-week engagement at the Show Box, announces Mike Lyons . . . Tickets are going like hot cakes for the concert of Alec Templeton, who opens at the Music Hall in a couple of weeks . . . Theatrical Federation, representing seven unions, announces it is on record as concurring in the closing of the Rialto by Seattle's censor board and Mayor Langlie . . . The Rotary Club has extended the run on its benefit show, the "Ice Parade of 1940," now showing at the Civic Auditorium. It was to play only one week, but business warranted a holdover. Crowds are cramming the auditorium nightly and the proceeds for the Youth Foundation are growing rapidly . . . Universal newsreels give Washington a couple of plugs with Mt. Rainier looming in the background of daffodil festival, and Snoqualmie the scene of ski events. The reels are now being shown locally.

Paul Snell, for years with the Paramount publicity department and now west coast representative for Steve Hannagan, is in town from Los Angeles . . . Dick Marshall, one time manager here for Henry Duffy in the heyday of dramatic stock, is with the "Ice Parade," now at the Auditorium . . . Murray Peck off in a hurry to emcee a vaudeville show in New Westminster, B. C. . . . Frank Newman sr. to Tacoma to meet Charles Skouras . . . The Universal auditor, G. J. Malfronte, is now doing his stuff in this neck of the woods . . . Frank J. Beck of the Beck circuit arriving in town with a car painted black and white. Listed on the side are the following towns where Frank operates his portable circuit: Northport, Hunters, Coulee City, Mansfield, Entiat, all in Washington; and Clark's Forks, Rathdrum, and Genesee, in Idaho . . . The Shrine is advertising the coming of the Polack Brothers Circus. This is the first canvas shown to hit town since the city council banned carnivals. Circuses were not included.

Charles Fogel, maintenance man from the M-G-M home office, visiting the local exchange. While here he took time out to visit with his friend, Peter Schmidt, in Olympia . . . Maury and Lucille Saffle back from Montana and Utah, but the vacation still has a few days to go . . . Clara Brassoit, daughter of Numa Brassoit of the Shell in Tacoma, emerged with honors from an audition test with Don Isham of station KOL . . . J. T. Sheffield expected home any day now from his extended trip to Sat Lake, Denver, Butte and Portland . . . Bill Evans of the Post Street in Spokane over for a few days . . . Martin Brown in from Yakima and visiting the Film Club . . . The Bill Parkers showing off the new puppy . . . George Smith, western division manager for Paramount, in for a couple of days and a business session with Morris Segel . . . Glenn Haviland back to Spokane to get busy in eastern Washington . . . Bill and Margo Cunningham and daughter, Janet Lee, spending a weekend with the L. Q. Lukans. Bill has returned to their home in Portland, but Margo and Janet Lee are extending their stay.

Pick Speakers for Pacific Coast ITO Conference

LOS ANGELES—Paced by the announcement that the producers association will act as host at a banquet honoring the delegates, the program committee for the forthcoming Pacific Coast Conference of Independent Theatre Owners convention met April 4 to select the speakers and formulate detailed plans for the three-day session, which begins May 8 at the Ambassador Hotel.

Attending the arrangements session were Rotus Harvey and Ben Levin, Northern California trustees for the PCCITO, as well as Hugh Bruen and Jack Y. Berman, Southern California trustees, and Robert H. Poole, PCCITO executive secretary.

A turnout of from 250 to 300 exhibitors is expected, Poole said. Interest in the conclave is being spurred by George (Daddy) Hines, local exhibitor, named by Poole to head the membership committee.

"Will Be Seeing You"

POPCORN SMITH

BOX 284 — SEATTLE

LOS ANGELES

JEROME SAFRON, Columbia's western district manager, flew to the New York office for conferences with homeoffice sales executives . . . Thomas Sax jr., connected with the Warner-Sax circuit in Wisconsin, and W. H. Schram, operator from Kalamazoo, Mich., were guests at the Warner studio.

Intending to live near Fairbanks, Alaska, Gladys Brownsey, of Metro's accounting department, has resigned her position, effective in two weeks . . . Majestic has acquired distribution rights to "Radio Ranch," Gene Autry's first film appearance, which was made as the feature-length version of a serial, "The Phantom Empire."

Eight Bob Steele westerns have been taken over for re-issue by the Congress exchange, operated by Sam Blowitz and Max Meyer . . . Rene Amter has replaced Doris Carmichael as Charlie Feldman's secretary at Universal. Miss Amter comes from the Denver office, where she functioned as secretary to the manager . . . Jack Jacobs, operated on at St. Vincent's Hospital, is pulling through splendidly, according to latest reports.

Booking visitors: Murray Hawkins, general manager of the Swan circuit; Boris Posner, Arlington Theatre; Dick Lemucchi, River, Oildale; Bob Sloat, operator of the Maynard . . . Funeral services were held for Mrs. S. Hammond, mother of Jenne LeFavour, Universal inspectress. She died March 26.

Influenza victims: Ira Darnell, house manager of the Pantages, Hollywood, and Mrs. Grace Langley, Universal stenographer. Both are at home fighting off the attacks . . . Having acquired territorial distribution rights to the Joe Louis-John Paychek fight pictures, Henry Sonnenshine of Premier Pictures, left for San Francisco to handle openings there. The reel made its Los Angeles bow at the RKO Mainstreet Theatre April 1.

In for bookings: Jimmy Poynter, San Clemente, San Clemente; Ronald Vincent, of the South Coast, Laguna Beach; Art LaShelle, Avalon and Riviera, Catalina Island; George Diamos, Lyric Amusement Co., making his monthly pilgrimage from Tucson.

Marty Solomon moved into Monogram as its new branch manager April 1, simultaneous with the launching of the company's nationwide "Spirit of Independence" play-date drive . . . Filmrow visitors included William A. Scully, Universal's general sales manager, and W. Heineman, western district manager, who came in from New York for conferences at the studio.

Mike Levinson, operator of independent distributing offices in New York, Dallas and Atlanta, has taken office space at 1909 So. Vermont. Levinson currently is handling "White Zombie" and "The Lash" . . . B. W. Ardell, supervisor of Altec Service's Seattle branch, has joined H. W. Dodge, of the local office, in Denver for a business session.

A trade showing for local exhibitors of "My Son, My Son," featuring Madeleine Carroll and Louis Hayward, was presented at the Fox Boulevard by the United Artists exchange . . . Bill Kohler, booker-salesman for Astor Pictures, is reported resting comfortably at the Sawtelle Soldiers' Hospital following an operation for the removal of his appendix.

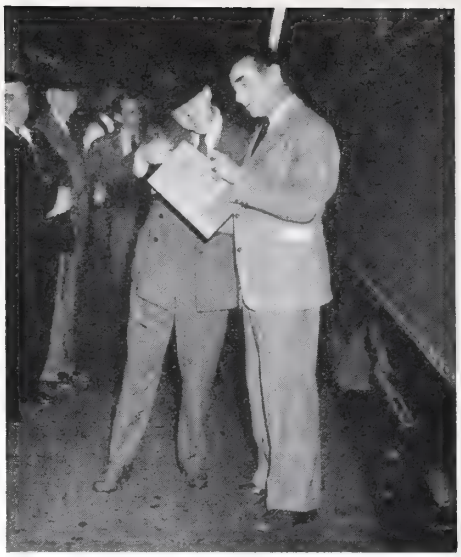
Revival of the "local newsreel" stunt has been undertaken by C. S. Crews, manager of Fox West Coast's El Portal, in North Hollywood. Under his direction, shots of various community happenings are compiled for screening at the theatre each Wednesday evening.

Guest at the Warner studio in Burbank was Mrs. Walter H. Langshaw of the New Bedford Amusement Co., New Bedford, Mass. . . . Jerome Safron, Columbia's western district manager, has checked in after a trip to New York for conferences with homeoffice sales executives . . . Thornton Sargent, Los Angeles district manager for Fox West Coast, is vacationing.

Ben Fish, United Artists western district manager, is currently in Denver on a jaunt around the exchanges in his territory . . . A number of local exhibitors and exchangemen traveled to San Francisco to attend the funeral of Morgan Walsh, 48, veteran distribution representative and theatre operator, who died of a heart attack.

"Ote" Lewis, operator of the Mission Playhouse Theatre in San Gabriel, and president of that community's chamber of commerce, dropped in to do some booking . . . Ditto Murray Hawkins, general manager of the Swan Circuit, and Ben Mohi, operator of the Princess and Century theatres. Ben reports he expects to open his new theatre, now under construction at Pico and Fairfax in West Los Angeles, early in June. The 800-seat house, which he started building in December, will charge a 25-cent admission.

Mr. and Mrs. E. Naharro came in from Alvarado for bookings for their Alvarado there . . . Other booking visitors included L. A. Williams, Meralta, Downey; L. E. Funk and his son, Jack, in from Bellflower; Lester Harper, Corona, Corona; John Rennie, operator of Rennie's Theatre in San Fernando. He recently returned with his family from a trip east, during which they stopped off in Detroit and purchased a new car.



—Pictorial Press Photo

Location Bound—

Director Frank Lloyd and John McManus, manager of Loew's Midland in Kansas City, explore a copy of BOXOFFICE *as the director paused at the union station en route to Williamsburg, Va., for location shots of Columbia's "Tree of Liberty."*

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES



Where They Wait in Comfort—

Modernization of the Park Theatre at Butte, Mont., provided this comfortable and attractive waiting lounge.

Acts of "Oppression" Are Listed by Gov't

(Continued from page 39)

Because of inability to secure adequate or suitable product, Barnett was forced to pool his theatres with Texas Consolidated Theatres, Inc., affiliate of Paramount Pictures, Inc.

1930-35—Kimo and Mesa, Albuquerque; Paramount Pictures, Inc.; Victor Bachechi.

Because of inability to get suitable or adequate product, independent exhibitor was forced to pool his theatres with Texas Consolidated Theatres, Inc., affiliate of Paramount Pictures, Inc.

UTAH

1936-38—Capitol, Brigham City; 20th Century-Fox Film Corp.; W. Vosco Call.

Fox Intermountain lowered prices, gave away numerous passes and five majors have refused product. In 1938 tried to buy theatre and then the theatre building.

Death of Morgan Walsh A Shock to Bay Area

SAN FRANCISCO—While Morgan Walsh, prominent industry figure in the Bay area, who died here Sunday, March 31, had been in ill health for over a year, his sudden death was unexpected. He was 48 years old.

Known and respected by everyone with whom he came in contact, Walsh's death was a shock to his thousands of friends in the territory. He was familiar with nearly all phases of the industry, and while he was known mainly as an exhibitor, he had served as manager of the Warner exchange here for many years.

Walsh was very active on behalf of the independent theatre owner, serving as president for the Independent Theatre Owners and the Motion Picture Theatre Owners of America. When the NRA was in existence, he held an administrative office in this region.

At the time of his death, Walsh had a half interest in Associated Theatrical Enterprises, operators of a circuit of houses. He also owned and operated the T&D Theatre in Oakland.

Funeral services held here were attended by representatives from all branches of the industry.

Tent for Denver

DENVER—R. J. O'Donnell, chief of the Dallas Variety Club and in charge of the organization's convention to be held there April 18-20, was here to aid in the organization of a Variety Club in Denver.

Gets Fine Arts

LOS ANGELES—W. C. Riter has disposed of his Fine Arts Pictures franchise to Sam Nathanson, who will handle distribution for the company in this territory through his Coast Pictures exchange.

Trott Buys in Anaheim

ANAHEIM, CAL.—J. E. Trott has purchased the Grand, a 950-seater, from H. H. Barsky.





One Phase of the Convention—

A visit to Paramount, where they were entertained by Jackie Cooper and dropped in on Cecil B. DeMille's "North West Mounted Police" set, was a sideline attraction for Fox West Coast theatre managers when they convened in Los Angeles to discuss the forthcoming Spyros Skouras Showmanship Campaign. In the upper picture Cooper, currently making a "Henry Aldrich" comedy, is flanked, left to right, by H. P. Franklin, California Theatre, San Francisco; John Westphal, State, Oakland; Charles Minehart, Tower, Oakland; and J. W. McDougal, Fox University of California, Berkeley. In the lower shot the lineup comprises Charlie Boom, Burlingame; Wesley Prime, Redwood City; Mike Brodie and Dave Knowles, San Francisco; Preston Foster, in uniform for one of the leads in the Technicolor production; Lloyd Howell, Watsonville; Douglas Graham, San Francisco, and Jack Foley, Oakland.

SALT LAKE

LOCAL department stores showed a gain of 34 per cent over last year in current pre-Easter week sales.

Gracie Allen will be a visitor here May 10 when the nine-car special stops here en route to Omaha for the Golden Spike Days celebration.

The awarding of groceries to patrons by means of a drawing has brought a lottery charge against Frank Forsey of Midway, Utah, owner and operator of the Rio there . . . A lottery charge against the Roxy here depends upon conferences scheduled between Andy B. Floor, manager, and the county attorney's office. Floor contends he had obtained permission for his drawing.

A special screening of "The Biscuit Eater" which will premiere in Albany, Ga., was held here for the motion picture committee of the Salt Lake Council of Women, the Kennel Club and the Humane Society.

Buck Wade, Universal branch manager here, is working in the Montana territory . . . Joe Lawrence gave free balloons to the youngsters during the showing of "Pinocchio" at the Rialto and Southeast theatres.

R. C. Hill, superintendent in Salt Lake and Denver territory for Columbia, was here for a conference with the local force. Manager Bill Seip is planning a trip into Montana with Salesman Kenneth Lloyd.

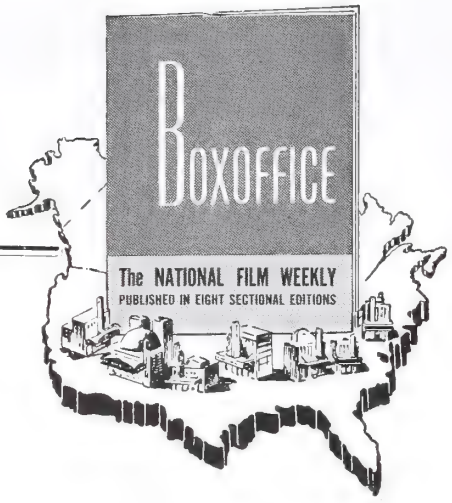
Chester Price, manager of the Victory here, broadcasts a five-minute program of Hollywood news over station KUTA . . . Soon to vacation back east is Sam Gardner, Metro branch manager.

RKO Film of "Nellie Bly"

HOLLYWOOD—RKO will make the story of "Nellie Bly," the first woman newspaper reporter who tripped around the world in less than 80 days. M. M. Musselman, who wrote the original, is doing the script for Producer David Hempstead.

New Post for Sorenson

SALT LAKE CITY—Lew Sorensen, who has been working with Charles Pincus at the Paramount, succeeds Bill Leaver, former assistant manager at the Utah, who has resigned.



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Nick-Weston Petition Denied by Tribunal

JEFFERSON CITY—The Missouri supreme court en banc rejected the petition of John P. Nick, IATSE vice-president, and Clyde A. Weston, former business manager of IATSE Local No. 143, for a writ of certiorari for review of the decision of the St. Louis court of appeals on February 6, last, affirming the decree by Circuit Judge Ernest F. Oakley of St. Louis in April, 1939, appointing temporary receivers for the union and ousting Nick and Weston from control of the local union's assets and affairs.

The ruling by the supreme court was not accompanied by a written opinion. The record simply noted that the application for the writ had been denied.

This was the second time the Missouri supreme court had ruled adversely for Nick and Weston in their struggle to continue their control of Local No. 143. Following Judge Oakley's ruling of April 21, last, naming James A. McKeown receiver for Local No. 143, Nick and Weston sought to appeal direct to the high court, but the tribunal ruled last November that it was without jurisdiction and remanded the case to the St. Louis court of appeals. Later Judge Oakley named William M. Brandt, secretary of the Central Trades and Labor Union of St. Louis, as co-receiver for the local union.

After the St. Louis court of appeals upheld his decree, Judge Oakley, on March 5, made permanent the ouster of Nick and Weston and the receivership for Local No. 143 with the proviso that Brandt and McKeown should continue in charge of the union's assets until such time as a reorganization of the local could be effected and a new set of permanent officers selected.

Also, Judge Oakley ordered Nick and Weston to pay to the union a total of $38,399, and in addition Nick was directed to pay into the union's treasury $10,000 allegedly collected in October, 1936, by State Representative Edward M. Brady from certain theatre owners. The money to be paid in by Nick and Weston included $6,500 allegedly paid by theatre owners in the fall of 1937 about the time a new wage agreement for the projectionists was under consideration. Judge Oakley took the position that the $10,000 and $6,500 was held in trust for the union members, since the theatre owners "paid the money in lieu of increased wages to the projectionists."

On March 18, Judge Oakley overruled a defense motion for a new trial, but last week he permitted Nick and Weston and defense intervenors to take the necessary steps for an appeal to the Missouri supreme court from the permanent receivership decree. The high court, of course, has not had a chance to pass on the appeals taken last week.

Lakeshore to Goldstein

CHICAGO—Ike Ettelson has sold his Lakeshore to Ray Goldstein. Goldstein also operates the Olympia on 22nd Street.

Gov't Goes Specific; Names Names in Trust Suit Data

NEW YORK—Seven acts of oppression by major distributor-exhibitor concerns in three central states are charged by the department of justice in its reply to defendant demands for more particulars in the government's all-industry monopoly suit. They are (listed in this order: Time, theatre or theatres, location, producer-exhibitor, independent exhibitor, distress methods and manner employed):

ILLINOIS

1933-36—Gem; Alton; Paramount; Joseph Desberger.

When Paramount planned to open a theatre in Alton they refused to continue to sell the independent. They offered to buy the independent's theatre. On the independent's refusal to sell his theatre, Paramount renewed their contract with him.

INDIANA

1935—Blackstone (State); South Bend; Paramount; Lewis Cochovety.

Independent opened the Blackstone and was refused product by Paramount and all other majors. Was forced to close Blackstone. Six months later Paramount reopened the Blackstone, renaming it the State.

WISCONSIN

1931 or 1932—Three theatres at Fond du Lac, names unknown; 20th Century-Fox; William L. Ainsworth.

Independent exhibitor was forced to sell out his theatre interests because of deprivation of product.

1933 or 1934—Myers Theatre; Janesville; 20th Century-Fox; J. Zanias.

Independent exhibitor was forced to transfer an interest in his theatre because of lack of product.

1935 or 1936—New Menasha Theatre; Menasha; 20th Century-Fox; August Berkholtz.

Independent exhibitor was forced to sell his interest because of deprivation of product by competing affiliated theatres.

1938—National and Milwaukee; Milwaukee; Warner Bros. Pictures, Inc.; George Fischer.

Independent exhibitor was forced to lease his theatres because of the imposition of excessive clearance, block booking, forcing of short subjects and newsreels, and discriminatory film rentals.

1939—Zenith; Milwaukee; 20th Century-Fox; Edward F. Mertz.

Independent exhibitor forced to lease his theatre as the result of unreasonable clearance and discriminatory film rentals.

1939—Aston and Jackson; Milwaukee; 20th Century-Fox; Harry Perlewitz.

Independent exhibitor forced to enter operating agreement as the result of loss of run and discriminatory film rentals.

1935—Uptown; Racine; 20th Century-Fox; Joseph Luntz.

Independent exhibitor was forced to consent to an operating agreement as the result of loss of established run, block booking, forcing short subjects and discriminatory film rentals.

Court Fines St. Louis "Post-Dispatch"

St. Louis—Circuit Judge Thomas J. Rowe jr., adjudging the St. Louis "Post-Dispatch" in contempt of court for its cartoon and editorials commenting on the court's action in the John P. Nick (IATSE vice-president) and state representative, Edward M. Brady extortion cases, fined the newspaper company $2,000. Ralph Coghlan, editorial page editor, was fined $200 and given 20 days in jail and Cartoonist Daniel Fitzpatrick was fined $100 and ten days in jail. The charge against Ben H. Reese, as managing editor, was dismissed.

The defendants are filing petitions for writs of habeas corpus with the Missouri supreme court for a review of Judge Rowe's action. This is the only form of appeal possible in contempt of court proceedings.

Young Given 60 Days To Appeal Dismissal

CHICAGO—Sixty days has been granted V. U. Young of the Gary Theatre Co. to perfect his appeal in his anti-trust suit against B&K, Warner Theatres and the major companies. Federal Judge William H. Holly has entered his formal order dismissing the suit on the request of the defendants, with the costs to be paid by the plaintiff.

Young's attorney, Albert Gavit of Gary, is expected to take the case to the circuit court of appeals.

Chicago Passes "Cargo," Curbs "Primrose Path"

CHICAGO—M-G-M's "Strange Cargo" was granted a general permit by the film censor board here, making it available for all family programs. RKO's "The Primrose Path" received a pink slip, or an "adult-only" permit. Both pictures were banned in Detroit.

13,000 Shares Preferred Are Called in by B&K

CHICAGO—The remaining some 13,000 shares of the 7 per cent preferred B&K stock, $100 par value, has been called in for April 30, at $110 a share, plus $1.17 interest for April and May. This has been made possible by a recent bank loan negotiated by B&K.



At Facter's Testimonial—

As Eddie Cantor dropped in to say hello to those attending the Film Bookers' Club testimonial given to Max Facter at the Congress. Left to right: Sam Trayner, Bailey circuit, Princeton; Russell Hurt, Alger circuit, LaSalle; Dave Wallerstein of B&K, hiding in back of Hurt; Bill Galligan, Esquire; John Dromy, Great States head booker; W. E. "Doc" Banford, M-G-M branch manager; Stanley Butte, Schoenstadt circuit; Lou Reinheimer; J. J. Rubens, Great States; Cantor; Jack Rose, Indiana-Illinois Theatres; Facter, Harry James, UA office manager and president of the club, and Jack Eckhardt, 20th-Fox booker and chairman of the dinner committee.

Slight Employment Drop in Indiana

INDIANAPOLIS — Manufacturing employment and payrolls in Indiana declined slightly from mid-January to mid-February. The weighted estimate of the number of wage earners employed in factories in February was 288,320, a decrease of 375 persons or .1 per cent from the January estimate.

Estimated weekly manufacturing payrolls totaled $7,647,669 in mid-February, a decrease of .4 per cent, or approximately $31,250 less than in January. However, these losses were considered contra-seasonal. Seasonal indices based on figures from 1930 to 1935, inclusive, show a gain of 1.3 per cent is considered normal. In the five-year period from 1935 to 1939, inclusive, manufacturing employment made an average gain of 2.1 per cent from January to February.

No Evidence of Recession

Although manufacturing operations did not continue to expand during the first two months of 1940 as they did in the latter part of 1939, to date there is no evidence of a serious recession. From December to January, factory employment declined 3.9 per cent as compared with a normal seasonal gain of .2 per cent for the two-month period.

Manufacturing employment and payrolls were considerably higher this February than in February, 1939. There was an estimated 37,000 more wage earners at work this year in factories than a year ago, or an increase of 14.6 per cent. Weekly payrolls totaled $1,312,000, or 20.7 per cent higher this year.

Although manufacturing employment and payrolls showed losses from January to February, seven of the 14 major groups in this classification expanded both employment and payrolls, and two others increased payrolls but decreased employment. Most of the gains were in the non-durable goods group, which increased employment .8 per cent and pay rolls 1.1 per cent from January to February.

A further indication there was no general recession in manufacturing activity was derived from a study of the gains and losses in 44 individual industries. Of these, 21 expanded employment from January to February. There were 22 which registered losses and one showed the same employment totals in February and January. With respect to payrolls, 27 showed increases and only 17 decreases.

The non-manufacturing industries studied showed to good advantage. Six of the seven groups for which it is possible to give estimates, expanded both employment and payrolls. Wholesale trade was the only non-manufacturing group to show losses in employment and payrolls from January to February, but they were less than the seasonal average.

Retail trade, hotels, laundries, and the dyeing and cleaning industries made contra-seasonal expansions in employment and payrolls. Quarrying and non-metallic mining expanded employment and payrolls over seasonal expectations.

Factory workers received an average weekly wage of $26.52 in February, or .03 per cent less than in January. The average work week was 37.8 hours at an average rate of 70.2 cents per hour.

Downtown Shopping News Reins Are Taken by Hess

CHICAGO—Jack Hess, well known in the industry, has taken over as amusement manager and editor of the *Downtown Shopping News*, free-circulation paper backed by loop merchants and said to have nearly a three-quarter million circulation. He will devote two pages to all types of amusements.

There is a rumor current that the *Downtown Shopping News* may combine with the Chicago *Journal of Commerce* to place another morning daily in the newspaper field here. The *Journal of Commerce* publishes daily but is primarily a financial paper, although it carries a film and amusement column by Claudia Cassidy.

MILWAUKEE

VITAGRAPH'S NEW $60,000 exchange building here is slated for completion about May 15.

Anthony Donlevy, janitor at Fox's Ritz here, had a narrow escape when he was mistaken by a policeman for a burglar and shot at twice. Because of recent safecrackings in local theatres, policemen have been "planted" in various houses on weekends. Donlevy did not know the officer was on duty in the theatre and the patrolman did not expect the janitor until a later hour, thereby accounting for the mixup.

Henry L. Nunn and Edwin A. Clauder have been named to the city motion picture commission by Mayor Hoan . . . John Matis has been shifted as manager from Fox's Shorewood to the circuit's Strand in Manitowoc.

Chilton Theatre at Chilton has completed installation of a new screen, sound and carpets . . . Reuben Rosenblatt, manager of the Rialto in Kaukauna, has been named chairman of the parade committee for the city's sesquicentennial celebration this summer.

Max Krofta, Racine exhibitor and an officer of the ITPA of Wisconsin, served on a committee in charge of arrangements for a dairy party last Saturday staged by the West Racine Business and Professional Men's Ass'n . . . William Keighley, Hollywood director, was a recent northern Wisconsin visitor.

William Exton's Roosevelt in Kenosha again is operating nightly with a 15 cent early bird admission . . . Dick Pritchard, local theatrical agent, is the proud father of twins . . . Gene Arnstein, manager of Warner-Saxe's Garfield, and Mrs. Arnstein, have adopted a baby.

Theatres throughout Wisconsin and upper Michigan have been supplied with trailers to advertise the fifth annual Twin City Smelt carnival . . . The Play Circle of the Memorial Union at Madison is showing foreign pictures on weekends . . . Saxe's Jeffris in Janesville, sponsor of a daily newscast over the local radio station, has installed a life-size picture of Paul Ruhle, commentator on the program, in its lobby.

Fox's Retlaw in Fond du Lac has installed new projection and sound equipment . . . The Granada Theatre Co., a Minnesota corporation, has filed articles in Wisconsin. The firm's property in Wisconsin is valued at $5,500.

Childs Plans 750-Seater In Jacksonville, Ill.

JACKSONVILLE, ILL.—A new 750-seat theatre costing $45,000 is being planned here, Kenneth F. Childs of Streator, Ill., having completed the contracts for the purchase of two business buildings located on East State Street. Childs for the past seven years has operated a theatre in Streator.

Work on the new building will be started within the next two months and will be completed about October 1.

Hoffberg Helps Fight "Living Dead" Ban

CHICAGO—J. H. Hoffberg of Hoffberg Productions, New York, was here to lead the fight against the recent ban of "The Living Dead," by the Chicago police censor board. The film was screened for a special audience gathered by the Civil Liberties League, headed by Ira Latimer. Among those attending were several prominent Chicago psychiatrists and psychologists.

Hoffberg told those attending that numerous Hollywood-made pictures based upon the same theme as "The Living Dead" had been passed by the board, but that the group termed his picture "morbid in theme." The picture was banned originally by Hitler, and the Jewish actors who appear in the film have been placed in concentration camps.

Wives of Allied Men to Hold Meeting April 15

CHICAGO—A general luncheon meeting of wives of Allied members will be held Monday, April 15, at the Covenant Club. Plans will be discussed for entertaining wives of visiting Allied members at the national convention here, June 19, 20 and 21.

Mrs. Jack Kirsch is chairman of the committee in charge. Her co-chairmen are Mesdames Jack Rose, Elmer Benesch and Abe Feder.

Film Industry Clubwomen To Inaugurate Quarters

CHICAGO—The first meeting of the Women's Film Industry Club of Chicago in its new permanent quarters—the club rooms of the Amusement Club of Chicago in the Stevens Hotel, Room 445—will be held Thursday night, April 18.

It will be a social get-together, with mah jong, bridge, chatter, fun and refreshments.

Confers With Hull House Officials in Chicago

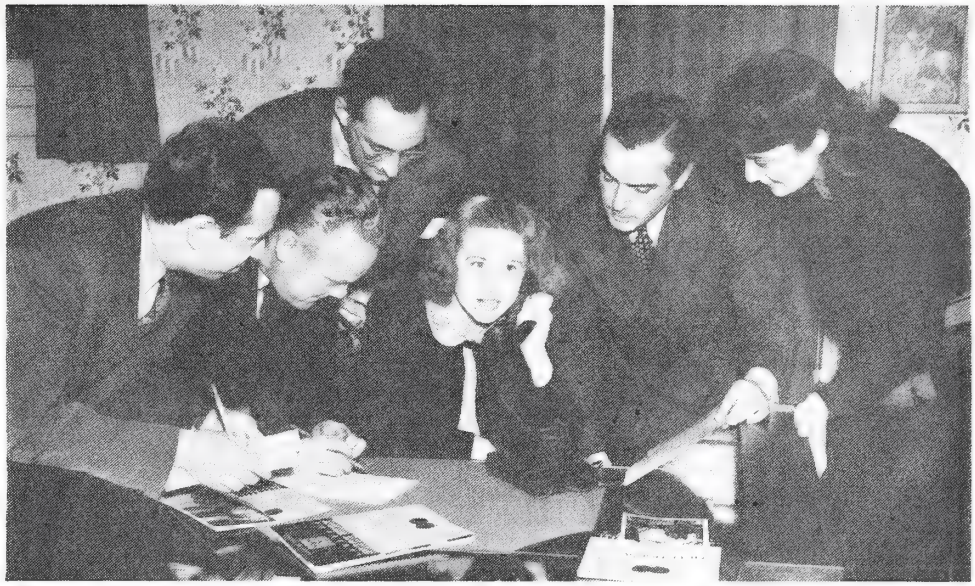
CHICAGO — Bill Pierce, assistant to Charles Rogers, who is producing "Hull House and Jane Addams" for Columbia, was here this week conferring with Hull House officials on details of the story. From here, he was to go to Washington for conferences on the next Rogers' film, "Senate Page Boys."

Named Astor Head

CHICAGO—Mike Godshaw has been named manager of the local exchange of Astor Pictures. The company will open quarters in the old location of Chicago Poster Co., 1255 South Wabash.

Adapt "Arise My Love"

HOLLYWOOD—"Arise My Love," next Arthur Hornblow jr. production for Paramount to star Claudette Colbert, is being adapted by Charles Brackett and Billy Wilder.



Producer at the Other End—

Surrounding Linda Ware, 15-year-old singing star, as she talks long distance with Charles Rogers, Columbia producer, concerning the forthcoming production, "Hull House and Jane Addams," in which Linda will appear, are, left to right, Gene Rich, BOXOFFICE*; Elgar Brown, feature writer on the Chicago* Herald American*; Lou Cowan, Chicago publicist; Linda Ware; Jack Thomas, Columbia exploiteer, and Miss Estelle Soffen, secretary at Hull House. The call was made from Hull House in Chicago.*

CHICAGO

DOROTHY DEERE, Chicago *Herald-American* film critic, goes on station WJJD, as radio columnist, beginning April 4 . . . Bill Onie, Monogram franchise holder in Cincinnati, was here for a few days on business.

W. E. (Doc) Banford, M-G-M branch manager, is vacationing on the west coast . . . So is Phil Fischer, head of Hollywood Amusement Co., and his new wife . . . E. H. Keyes has been transferred from the accounting department of Great States Theatres, to booker, succeeding Max Facter.

Gracie Fields, English film comedienne, arriving on the Santa Fe Super-Chief from the west coast, stopped in the Windy City long enough to chat with reporters about her entertainment plans for the Allied soldiers on the western front . . . On the same train were Lana Turner, on the outs with her studio, M-G-M, and her new hubby, Artie Shaw, both of whom had no time whatever for newsmen.

J. D. Kendis of Continental Pictures, Inc., Hollywood, was here this week conferring with Al Dezel, who will distribute his new picture, "Secrets of a Model," in this territory.

Beg pardon: The copyreaders forgot to check closely on the names identifying the newsreel cameramen in the picture run

(Continued on page 28-A)

Hypo to Welfare Fund Collections Planned

CHICAGO—Response thus far to the drive for funds for the Jewish Welfare Fund has not been on a par with last year, but Jack Rose, chairman, expects this week to step up calls of his co-workers to materially increase collections.

The amusement division's quota is $105,000, and the division embraces not only film exchanges, exhibitors and supply companies, but also radio stations, musicians, music publishers and others.

The money collected goes to four different groups: Joint Distribution Committee; United Palestine Appeal; National Refugee Service, and local committees.

Midwestern Premiere for "Rebecca" at Chicago

CHICAGO—A special "midwestern premiere" of UA's "Rebecca" was scheduled for Friday night of this week at the United Artists. The final showing of M-G-M's "Young Tom Edison" was to be held in the afternoon.

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INDIANAPOLIS

REX WILLIAMS, former manager of the Elco in Elkhart, Ind., was along the Row this week looking very chirp . . . Carl Russo and Lee Waiss of the Ger-Bar office staff are on the sick list with the "flu" . . . Sam Levinsohn, seat salesman from Milwaukee and Chicago, and well known to Indiana filmdom, was also in town . . . It's a boy for V. A. Carpenter, representative for Altec in this territory . . . E. L. Heinrich, office manager and head booker of RKO staff, was host to Indianapolis Bookers Club for its monthly meeting last week.

The Rembusch Theatres will be host at a luncheon meeting of the 4th District of Associated Theatre Owners on Wednesday, April 17, at the Columbus Country Club at Columbus, Ind. The exhibitors will meet in front of the Crumps Theatre in Columbus at noon and then proceed to the Country Club. Hosts will include Trueman Rembusch, C. E. Rogers, Joe Finneran and E. F. Murphy.

The safe at the Olson circuit's Strand, reportedly containing $150, was stolen from the theatre last week. It was later found abandoned and rifled . . . Earl Penrod, Bank Night distributor in Indiana, who several weeks ago while on a southern business trip with the Mrs. received word he had "hit" $1,000, this week repeats with a $10 hit.

Nat Blank, manager of the Orpheum, Terre Haute, one of the Gregory houses, was seen on the Row this week . . . Harry Van Noy, of the Paramount and Starland, Anderson, is still under the weather with a throat infection . . . Don Widlund, home office representative for Jam Handy out of Detroit, visited the city last week on a nation-wide tour . . . Mrs. Margaret Bernard of the Paramount office staff, is visiting her son who is attending school in Prairie Du Chien . . . The local National Theatre Supply company has added the Misses Norma Geraghty and Gertrude Delaney to their staff here.

The deal which was reported last week as being completed for the sale of the Arc Theatre, Logansport, Ind., by C. D. Patterson to Chas. F. Krieghbaum, operator of the Arc Theatre at Lafayette, has not been consummated as yet. Patterson still is operating the theatre . . . The Lyric this week is featuring the personal appearance of Edgar Kennedy. Also on the bill is Irene Vermillion, well-known vaudeville star and wife of Kermit Dart, new stage manager at the Lyric.

Along Filmrow: Dallas E. Cannon, Kent, Kentland; Nat Blank, Orpheum, Terre Haute; A. E. McCarty, Roxy, Pendleton; V. E. Burkle, Rialto, Fortville; Anthony Bokas, Lido, Argos; Art Clark, Indiana, Bloomington; John Doerr, Alliance Theatres, Chicago; Nick Paikos, Diana, Tipton; Ike Sollers, Lyric, Covington; D. D. Lee, Rex, Montezuma; Mrs. Anna Mitchell, Lincoln, Petersburg; Mrs. Annette Kuebler, Astra and Tivoli theatres, Jasper; John Boice Strand, Warsaw; Roy E. Harrold, Princess, Rushville; Walter Easley, Tree, Greensburg; Homer Schenck, Lyric, Waterloo; Trueman Rembusch, Syndicate Theatres, Franklyn; H. R. Rogers, Crumps, Columbus; Joe Finneran, Elwood.

Fixtures and effects of the old Grand National office were being disposed of this week . . . Vincent Burke, manager of English's, announces the booking of the play, "Heavenly Express," for April 12 and 13. The cast will be headed by John Garfield, Harry Carey and Aline MacMahon.

Guy Lombardo is booked in at the Lyric for the week starting April 5. He will be followed by Wayne King . . . According to Al Ackerman, operator of the Tacoma, it always pays to advertise local talent. The family of Maurice Fowler, a local boy who had a part in "The Fighting 69th," still live in the vicinity of the theatre and, of course, Al called attention to this fact.



Down Florida Way—

Having snapped this picture of her newlywed husband, Mrs. George Kerasotes also suggested the description: "A prominent Illinois exhibitor worrying about business, while lolling on the Florida sands."

500 Shows to Shut-ins by Volunteer Film Council

ST. LOUIS—The Volunteer Film Council during the past year presented approximately 500 motion picture shows to shut-in patients in various homes and institutes. Mrs. Robert Burgett is chairman of the booking committee of the organization, which has 125 members.

The motion pictures are not shown to the patients until the type of film and the length of the show are approved by the attending physician. Travel pictures, news and comedies predominated among the films shown during the past year. They are borrowed or rented from industrial concerns, the film libraries of federal and state governments and from universities.

Miss Marjorie Lang is president of the association, which is gradually building up its own film library.

ST. LOUIS

"REBECCA" has been held over at Loew's . . . Ted Lewis opens at the St. Louis, April 12. Fanchon & Marco is also planning to bring Kay Kyser to either the St. Louis or Fox the week of May 10. Several other name bands are under consideration for spring engagements at these houses.

The Variety Club of St. Louis held a successful Bingo. A. L. Matreci is chief barker . . . Advance sale of tickets for the 1940 municipal opera season has already passed the $85,000 mark although the 12-week season does not open until June 3. The schedule: "The American Way," June 3 to 16; "Naughty Marietta," June 17 to 23; "Apple Blossoms," June 24 to 30; "Rio Rita," July 1 to 7; "Chocolate Soldier," July 8 to 14; "Good News," July 15 to 21; "Knickerbocker Holiday," July 22 to 28; "Anything Goes," July 29 to August 4; "East Wind," August 5 to 11; "Rosalie," August 12 to 18; "Babes in Arms," August 19 to 25, and "The Great Waltz," August 26 to September 1.

Bill Robinson is sporting a gold badge since he was made a full-fledged deputy sheriff by Sheriff Fitzsimmons in recognition of the numerous charity shows he put on while here . . . Pinky Tomlin currently at Tune Town, a mid-town hoofing harbor . . . St. Louis Symphony is touring southern cities . . . Alex Pappand, interested in several local neighborhood houses, is in St. Mary's Hospital for treatment for a heart ailment.

Manager Harold W. "Chick" Evens, Treasurer Chester Vickery and Assistant Treasurer Frank Reller jr., in addition to a week's vacation with pay, won some cash bonuses for the successful six week run of "Gone With the Wind" at Loew's . . . Harry C. Arthur jr., vice-president and general manager of Fanchon & Marco, has been in New York . . . "Hedda Gabler" and "The Master Builder," starring Eva LaGallienne, supported by Earle Larimore, laid a flock of eggs at the American.

Would Revoke Tax

ST. LOUIS—Initiative petitions for a vote at the August primary elections on the question of whether the city should retain its 2-cent cigarette tax have been submitted to the board of election commissioners. The petitions, signed by about 25,000 voters, were presented by Fred M. Switzer jr., attorney for the Missouri Valley Distributors' Ass'n, an organization of tobacco dealers. Only 20,600 legal signatures are needed to obtain a vote of the people on the tax.

May Seek an Injunction

CHICAGO—It is understood that should J. H. Hoffberg not get the ban on his "The Living Dead" revoked, an injunction suit will be started to attempt to have it shown in Chicago.

Blands Sell to Brotman

CHICAGO—Bland Brothers have disposed of their Rodgers to Milton Brotman, who also operates the Avaloe.

Production "Flyers" Are Discouraged in Madison

MADISON, WIS.—An "open letter" to Will Hays in the editorial column of the *Capital Times*, local daily, warned Hays that "public decency will not accept a 'sky's the limit' principle in the selection of film stories." The letter was in response to reports purporting to come from Hollywood indicating that producers were considering the adoption of such a policy. The complete text of the letter follows:

"[Dear Mr. Hays]: Reports come from Hollywood that movie producers are considering adopting a 'sky's the limit' viewpoint in the selection of new plots and stories for future filming. 'There's nothing we can't do anymore with proper treatment,' reports say some of the producers are telling their writing staffs because of the recent successes of some of the frankly treated films. It is reported that not the least of the contributing factors to this new freedom is a greater liberality by state and other censorship bodies, including your own office, Mr. Hays. Remember the 'greater liberality' which led to the recent clean-up campaigns, Mr. Hays, and the necessity for film reformation which followed? Human nature doesn't change. Public decency will not accept a 'sky's the limit' principle in the selection of film stories. You can check the moving picture industry from making another mistake by the exercise of your office, Mr. Hays."

Flesh Shows Experience Revival in Wisconsin

MILWAUKEE—Flesh is experiencing a revival in a number of Wisconsin spots with Dot Hackley's Hollywood Cowgirls and Josef Clymas' "Hooray America" booked in theatres around the state. Former attraction has played the Rex in Beloit; Uptown, Racine; Beverly, Janesville and Eskin, Richland Center. Latter show has appeared at the Oshkosh in Oshkosh and the Bay in Green Bay.

Amateur vaudeville is being offered as regular weekly fare at the Bay in Green Bay on Wednesday nights and at the Kenosha in Kenosha on Wednesdays and Thursdays.

Other flesh spottings have been featured. The New Adler at Marshfield presented Sonney Walker, lately featured with Vincent Lopez. The Capitol in Manitowoc plugged the appearance April 2 of Lopez and his revue as "the biggest stage event to visit Manitowoc in ten years." The Mayflower Girls recently played the Wausau in Wausau.

Warner Studio Bowlers Heading for Detroit

CHICAGO—The Warner Studio Bowling Team is due here Monday en route from the west coast to Detroit where they will participate in the A.B.C. bowling tournament, on April 11 and 12. All the men on the team—William Swank, Vincent Togneri, Carl Stoerkel, Michael Heller and Harold Magnuson—are employes at the studio.

CHICAGO

(Continued from page 27)

last week in BOXOFFICE. Hence, let us hasten to correct that Everett Ryan is with News of the Day, not Paramount News, and that Bill Birch is with Movietone and not News of the Day.

Jack Garber is the new publicist at B&K replacing Eddie Solomon, who has gone with 20th Century-Fox in New York . . . Incidentally Solomon was guest of honor at a farewell party given for him by the B&K publicity staff Friday night in the State-Lake Theatre Building.

Irving Mack entertained about 100 employes and their families at a house-warming in his new home . . . Fredric Ullman, former Pathe News editor, and who will produce for RKO under Lee Marcus, was through here this week to confer with Walter Branson, district manager.

International Seating has reseated the Calo for Bland Bros. . . . Dick Sachsell is handling booths and displays for the forthcoming Allied convention, in addition to details on the program to be issued.

Saul Goldman will drive to the Variety convention in Dallas. Accompanying him will be Mrs. Goldman and his associate in Sack Amusement Enterprises, Lester Sack . . . Al Teplitz of the A. J. B. circuit and Mrs. Teplitz, celebrated their fourth wedding anniversary, with a party at their home. Among the guests were Ted Levy and Harry Mandel, Warner bookers, and their wives.

Jim Donohue, branch manager, and Harry Hamburg, sales manager, for Paramount here, were downstate on business . . . Through here were Grad Sears, Sam Schneider and Ben Kalmenson of Warner's.

Edward Arnold was through this week en route to Washington again on his "I Am an American" movement. He had a tentative engagement to confer with President Franklin Roosevelt this week on the plan.

Paul Muni's new stage show, "Key Largo," which opened this week at the Selwyn, received praise of the critics. Most of the praise, however, went to Muni, while some of the critics found fault with the Maxwell Anderson story.

Tala Birell, who is playing in the John Barrymore show, "My Dear Children," on Broadway, made a hurried trip here this week to become a citizen of the United States, without missing a performance in the show. She had to come here, because her application had been filed in this district.

Oscar Furstenberg, production manager for Filmack Trailer, is the proud father of a baby girl. Mother and daughter are doing nicely at Jackson Park Hospital.

Film Folk in and out of town on the Santa Fe Chief recently: Gertrude Niessen, Charles Laughton, George Murphy, Linda Darnell.

Indiana in Martinsville Bows in Lavish Style

MARTINSVILLE, IND.—John Servaas opened his new Indiana here in lavish fashion. The marquee was a blaze of lights, many baskets of flowers from friends and well-wishers were spotted in the lobby, and also on display were numerous telegrams from stars and leaders of the industry.

Servaas, who operates a number of theatres in the state, spared no expense in rebuilding the theatre which was badly damaged by fire last September. Innumerable features adding to the comfort of patrons were built into the Indiana, making it one of the finest houses in southern Indiana.

Among those in from Indianapolis for the opening were: Claude McKean and wife and Fred Greenberg of Warner Bros.; Whitey Wagoner and Don McLeod of Metro; Chick Calloway; George Settos and wife of the Settos circuit; Mr. and Mrs. Carl Niesse and Mr. and Mrs. Sol Greenberg of the Olson circuit office, and Art Truc and wife of National Theatre Supply.

Erwin G. Frederick of Chicago was the architect and Russell Schnaiter of Martinsville was the contractor.

I-I Circuit Ups Wartha To Helm Elkhart Units

CHICAGO—Art Wartha has been tranferred as manager of the Roxy, LaPorte, to be city manager of the Indiana-Illinois Theatres' houses in Elkhart, Ind., Jack Rose of the I-I circuit has announced. Wartha succeeds Rex Williams, resigned.

Ray Wheeler, is transferred from the Lex, Chicago, to the Roxy, LaPorte, while Mel Blieden has been transferred from the Forsythe, East Chicago, to the Lex.

Other new additions in recent months are Robert Griffith, manager, Capitol, Whiting, Ind.; Richard Kaiser, Vic, Indiana Harbor, and Maurice Parfrey, Voge, East Chicago.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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Educators in Milwaukee Considering Film Study

MILWAUKEE—The feasibility of incorporating motion picture study in school work was discussed at a meeting of the Milwaukee Teachers Cooperative council here last week. Also considered was the value of the subject to the school curriculum.

Discussion concerned itself with a bibliography of material on the subject, prepared by the Milwaukee County Better Films council. No recommendation was made by the teachers council at the meeting but teachers have been asked to try to determine whether motion picture study could be incorporated in school work, either as part of the English curriculum or as an extracurricular activity.

Chicago Times Runs Color Contest for "Pinocchio"

CHICAGO—A coloring contest for children was run in the Chicago *Times* in conjunction with the run of "Pinocchio" at the Palace. The newspaper ran drawings from the picture for five days. The ten youngsters sending in the best colored drawings received $1.00 and two passes. The following twenty-five best received two passes each.

Farnsworth Unveered

FORT WAYNE, IND.—A federal communications commission ruling last Saturday which holds up the commercialization of television broadcasts, will have no effect on activities of the Farnsworth Television and Radio Corp., declared E. A. Nicholas, president of the corporation.

Transfer Fred Hays

CRAWFORDSVILLE, IND.—Fred A. Hays, who has been connected with the Strand and Vanity, Vonderschmitt Amusement Co. houses here, has been transferred by the circuit to assumed duties as assistant manager of the Voncastle and Grand in Greencastle, Ind.

"GWTW" Bows Out

ST. LOUIS—The day-and-date engagement of "Gone With the Wind" at the Empress here and at the Esquire, Richmond Heights, ended April 3.

Forde Megs "Pier 13"

HOLLYWOOD—Eugene Forde is directing 20th-Fox's "Pier 13," featuring Lloyd Nolan.

It Certainly Is Some Business

Chicago—Eddie Cantor, who has just finished "40 Little Mothers" on the Metro lot, was through here between trains en route east. Talk turned to "Gone With the Wind," and said Cantor:

"Anything that does $15,000,000 or more business, is an industry by itself, just like oil, steel or automobiles. So you can certainly call "GWTW" a new industry, for it'll gross a lot more than $15,000,000 before it gets done."

For Proof, They'd Face the Camera

St. Louis—Stanley Wallach, prosecuting attorney for St. Louis county, is considering a plan to make those arrested for driving a car while intoxicated to face the motion picture camera.

The purpose: To convince the driver when he sobers up, that he really was drunk when arrested.

Multiples and Price Cuts Bring Beefs

ST. LOUIS—A number of local independents are complaining out loud because several units of the St. Louis Amusement chain have reduced prices and, on occasion, are turning to triple-feature programs.

While several of these independent operators continue to use stimulants of various sorts, the chain for some time has refrained from using them, although occasionally it ties up with neighborhood merchants for prizes at Sunday matinees for children.

Here are some of the lower admission rates featured in the St. Louis circuit's ads: Rio, adults 25 cents; Aubert, 15 cents; Capitol, 15 cents to 6 p. m.; Congress, 15 cents; Maffitt, 15 cents; Manchester, 15 cents; Shaw, 15 cents, and Yale, 20 cents.

Build in Lacon

LACON, ILL.—More than $20,000 is to be expended by B. F. Shafer on the new 420-seat New Shafer to be constructed here. Shafer, who also operates the Lyric, said that work will begin May 1 and that the house will be ready about August 1.

Last Rites for Padgett Are Held in Remington

REMINGTON, IND.—Grover Padgett, manager of the Rem here, was buried last week following his death resulting from an auto accident near here. Padgett was commuting from Morocco, Ind., where he was filling in as manager at the Morocco due to the illness of the owner, Harold Hyer. Hyer, who also owns the Rem, is still confined to his home with scarlet fever.

Work Starts Right Away On Des Peres Drive-In

DES PERES, MO.—Work will start immediately on the $75,000 drive-in being built here on Manchester Road by Midwest Drive-In Theatres, Inc., subsidiary of Philip Smith Theatrical Enterprises of Boston. The drive-in will accommodate 500 cars and is expected to open in May.

Harold Heyer Is Stricken

MOROCCO, IND.—Harold Heyer, manager of the local Moroko, which is operated by Johnson & Hires, local businessmen, was taken down with scarlet fever last Saturday and his condition is reported to be serious.

Price at Helm in Oblong

OBLONG, ILL.—T. J. Price has returned to the active management of the Home. The house has been redecorated completely.

Cecil Shepherd

BELVIDERE, ILL.—Cecil Shepherd, 35, manager of the Apollo, is dead.

Marchesis Open in Amboy

AMBOY, ILL.—Marchesi Brothers opened their New Amboy last Saturday.

Chicago May Releases

WEEK OF MAY 5

019—Swiss Family Robinson (RKO)—102.
3928—Adventure in Diamonds (Para)—76.
20—Shop Around the Corner (M-G-M)—97.
030—Man Who Wouldn't Talk (20th-Fox)—72.
305—Valley of the Giants (WB)—79 reissue.
354—Dark Victory (FN)—106 reissue.
1014—Blondie on a Budget (Col)—71.
1204—Bullets for Rustlers (Col)
4025—Zanzibar (Univ)—59.
.....—Grandpa Goes to Town (Rep)—66.
3929—Phantom Pilot (Mono)—60.
3963—Covered Wagon Trails (Mono)—55.

WEEK OF MAY 12

008—Reno (RKO)—71.
3921—Light That Failed (Para)—98.
22—Lambeth Walk (M-G-M)—65.
023—He Married His Wife (20th-Fox)—83.
420—Calling Philo Vance (WB)—63.
1035—Men Without Souls (Col)—60.
.....—House of Seven Gables (Univ)—89.
.....—Black Friday (Univ)—69.
.....—Hi Ho Silver (Rep)—68.
.....—Blue Steel (Mono)—55.
.....—Son of the Navy (Mono)—72.

WEEK OF MAY 19

017—Isle of Destiny (RKO)—83.
3922—Sidewalks of London (Para)—85.
24—Man From Dakota (M-G-M)—76.
040—Grapes of Wrath (20th-Fox)—128.
459—Castle on the Hudson (FN)—77.
1019—Lone Wolf Strikes (Col)—67.
4022—Ma, He's Making Eyes at Me (Univ)—60.
.....—In Old Missouri (Rep)—69.
.....—Missing People (Mono)—65.

WEEK OF MAY 26

028—Bill of Divorcement (RKO)—75.
022—Millionaire Playboy (RKO)—63.
3925—Women Without Names (Para)—63.
25—Northwest Passage (M-G-M)—126.
19—Congo Maisie (M-G-M)—70.
28—High School (20th-Fox)—73.
421—Granny Get Your Gun (WB)—55.
.....—The Lion Has Wings (UA)—71.
1027—Outside the Three-Mile Limit (Col)—63.
4055—Danger on Wheels (Univ)—59.
954—Young Buffalo Bill (Rep)—62.
.....—Tomboy (Mono)—70.
.....—Hard Rock Harrigan (Mono)—60 reissue.

: SPRINGFIELD :

BOB ZWERMAN, manager of the Tivoli, is spending two weeks in Hot Springs, Ark., with his parents, Mr. and Mrs. Theodore Zwerman. The elder Zwerman is manager of the Arcadia at Olney, Ill. . . . The Roxy team is starting softball practice, and hopes to organize a new league this summer.

Ray DuHamel, usher at Kerasotes' theatres, keeps in trim by pole vaulting on the Springfield High School track team . . . M. E. Berman, manager of the Orpheum, is endorsing cigars nowadays. The other day his picture and a statement appeared in a cigar ad in a local newspaper.

The bowling bug has bitten the Frisina circuit boys hard. The oldsters are improving, but the beginners aren't "so hot." Dominic Giachetto and Ciro Pedrucci have the gang rolling down the aisle. Anymore it's not "How's business?" but "How's your game?" when friends meet. Bowlers from the home office staff are J. B. Giachetto, Bill Feldstein and Max Tschauder. They expect to enter the Frisina Amusement Co. team in next year's league play.

Columbia Managers Meet

CHICAGO—Managers of Phil Dunas' midwestern district for Columbia Pictures met here this week in one of their regular midseason gatherings.

Davidson After Tieups In Selling "Pinocchio"

CHICAGO—Louis Davidson, special RKO exploiteer working on Walt Disney's "Pinocchio," has made some unusual tieups on the picture throughout the state.

He has conducted "liars' contests" based upon the fact that the young puppet, Pinocchio, is at first a liar in the picture. These contests have been sponsored by papers in several Great States' towns, such as Springfield, Peoria, South Bend, Decatur, Kankakee, Danville, Joliet and others.

In addition, he conducted a special "Pinocchio" party at the Psi Epsilon Fraternity Dance, University of Illinois, Champaign. This was a tieup with the picture playing at the RKO Orpheum there. All of the tieups resulted in increased business for the picture everywhere they were made.

Visual Education Forum Is Headed by Mrs. McClure

CHICAGO—Mrs. Richard M. McClure, president of the Chicago Better Films Council, was chairman of the publicity committee of the Midwestern Forum on Visual Teaching Aids held this week at the Morrison Hotel.

Special clinic sessions were held for teachers in the elementary and high school-college divisions. A demonstration of films prepared by the United States Film Service, government bureau in Washington, was scheduled.

: BOWLING :

CHICAGO—With one week left, Republic was still in first place in the Filmrow Bowling League by virtue of winning two from Paramount. National Screen continued within striking distance by winning a pair from Film Carriers, while Universal knocked 20th Century-Fox out of the running by beating them three straight. Photoplay defeated Warner twice.

The annual bowling league banquet, for members only, will be held next Wednesday night, April 10, at Harry's New York Bar.

The standings to date:

	Won	Lost
Republic	45	36
National Screen	44	37
20th Century-Fox	42	39
Film Carriers	42	39
Photoplay	41	40
Universal	39	42
Paramount	37	44
Warner Bros.	33	48

With the Warner League having completed its 30th week, the standings were as follows:

	Won	Lost
Avalon	60	30
Capitol	51	36
Yannigans	47	43
Stratford	47	43
Avalon Cubs	44	46
Cosmo	44	46
Jeffery	44	46
Beverly	43	47
Hammond	43	47
Dead Enders	40	47
Ogden	39	51
Highland	36	54

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry

BOXOFFICE

Anti-Trust Charges Are Made Specific

NEW YORK—Naming time, theatre, place, principals involved and the act of oppression charged (in the middle west) the department of justice responded to the majors demand for fuller particulars in the all-industry anti-trust suit, as follows:

IOWA

1933 or 1934—Rialto, Missouri Valley; Paramount Pictures Inc.; Vern S. Brown.

Independent exhibitor was forced to lease his theatre because it was impossible to obtain adequate or suitable first or second run product from major distributors, the imposition of unreasonable clearance, and the exaction of high and discriminatory film rentals.

1931 or 1932—Uptown, Muscatine; 20th Century Fox; Ludy Bosten.

Independent exhibitor was forced to enter pooling arrangement because of inability to get desired product.

1938—Mahaska, Princess, Rivoli, and Strand, Oskaloosa; Paramount Pictures, Inc.; Bruno Pierce and Joe Stack.

Independent exhibitors were forced to sell an interest in their theatres because of the threat to lease a site and to build an opposition theatre.

1934 or 1935—Iowa and Hipp, Sioux City; Paramount Pictures Inc.; A. B. Friedman and Sol Shulkin.

Independent exhibitors were forced to sell an interest as the result of deprivation of established run and product.

MINNESOTA

1933—Tower, St. Paul; Paramount Pictures, Inc.; Joseph Friedman.

Independent exhibitor was forced to lease the Tower Theatre because of refusal of major distributors to license established first run product.

MISSOURI

1939—Tiger, Carthage; 20th Century-Fox; G. L. Hooper.

Independent exhibitor was forced to transfer his theatre because of inability to license adequate product.

1933 or 1934—Paramount, Joplin; Electric, Springfield; 20th Century-Fox; Frank C. Grubel.

Independent exhibitor was forced to lease his theatres because he was deprived of desired product.

1933—Arbo, Nevada; 20th Century-Fox; A. C. Bowman.

Independent exhibitor entered into a pooling arrangement as the result of inability to obtain adequate product, and fear of losing product.

NEBRASKA

1934—Rivoli, Hastings; Paramount Pictures, Inc.; George O. Monroe.

Independent exhibitor was forced to lease his theatre because he was deprived of desired product.

1934—Empress, Kearney; Paramount Pictures, Inc.; George O. Monroe.

Independent exhibitor was forced to enter arbitrary theatre pooling agreement because he was deprived of desired product.

1934—Omaha (formerly the World) and State, Omaha; Paramount Pictures, Inc.; Ralph D. Goldberg.

Independent exhibitor was forced to sell Omaha Theatre and to agree to close State Theatre because of inability to secure desired product.

NORTH DAKOTA

1930 or 1931—Metropolitan, Strand and Orpheum, Grand Forks; Paramount Pictures, Inc.; Bennie Berger.

Independent exhibitor sold out theatre interests because of deprivation of product, and fear of loss of additional product.

SOUTH DAKOTA

1932-36—Capitol, Royal, Sioux Falls; Paramount Pictures, Inc.; Richard H. Wagner.

Refused product by six majors and as a result forced to sell theatres to the Minnesota Amusement Co.

1935-36—State, Watertown; Paramount Pictures, Inc.; Carl P. Knudsen.

Unable to get product from the majors and was forced to sell his theatre to the Minnesota Amusement Co.

Lid On in Minneapolis; Doesn't Help Theatres

Minneapolis—A total of 41 night clubs and taverns have been closed by the city council in consequence of a gambling law infraction. The licenses of 16 of them have been revoked while a 30-day suspension has been meted out to 25.

Owners of the establishments had pleaded guilty to violating gambling laws by operating "14" dice games.

Arrests had been part of a vice crusade by a law enforcement association. Since the crusade, the lid has been clamped on tight here and gambling and resorts are out and there's no after-hours selling of liquor.

Apparently, however, closing up the town hasn't helped theatre business any.

Sunday Shows Finally Win Out in Beatrice

BEATRICE, NEB. — Beatrice citizens, in their sixth time to the polls in 10 years to decide whether or not there shall be Sunday shows in this town of 10,000 people, voted for the opening to seven-day amusements on Tuesday in the city election, which preceded the primary by one week. The vote was 2,472 to 1,873.

In each election, the difference between the factions in votes was less and less, with the try two years ago resulting in a blue-nose victory by only a 13-vote majority.

The issue has become so important in Beatrice, that during negotiations between the Fox-Beatrice Theatres Corp. for the Fox last year, though the negotiations came to naught, there was a suggestion made that the lease be renewed at a cheaper price, to be moved up in case the Sunday show vote carried during the life of the lease.

It's Republic's Day In Lawrence, Kas.

LAWRENCE, KAS.—The state of Kansas, its environs and its neighbors, near and far, turned out Thursday for the world premiere of "The Dark Command," Republic's current ace.

From New York came Herbert J. Yates, president of Consolidated Film Industries and chairman of the board of Republic, and James R. Grainger, Republic vice-president, to witness the handiwork wrought by William Saal and his associates in this city that Quantrill burned during the Civil War days.

Leaving from Kansas City at 9:30 Thursday morning, the special train bearing the stars arrived in Lawrence shortly after 10:30 to one of the largest crowds ever assembled in this University of Kansas town. Riding the train were members of the Kansas City trade, the Republic home office executives and the stars from the studio. Among the latter group were John Wayne, Walter Pidgeon, Wendy Barrie, Gene Autry, June Storey, Ona Munson, George Hayes and Roy Rogers.

Decorated from the union station to the University of Kansas, Lawrence presented a festive front, its schools deserted and its shops closed temporarily for the parade embracing celebrities and near-celebrities from all branches of the trade. Following the parade, the re-enactment of the burning of Lawrence by Quantrill preceded shortly the world premiere of the picture at the Granada and Dickinson theatres. The film opened shortly after the formal premiere, at the Varsity, to make it a three-theatre opening.

To make it an unanimous Republic occasion, the Patee, the sole remaining local theatre, played "The Ghost Valley Raiders" and "Forgotten Girls."

Opening to capacity crowds that fought their way through an unestimated number of spectators, "The Dark Command" captured enthusiasm of the action crowd and the interest of all members in the audience. All in all, it was an occasion of importance to Republic and exhibitors of that product, as well as an outstanding trade event.

Business in Minneapolis Wallowing in Doldrums

MINNEAPOLIS—Slump in business here since Easter hit two outstanding attractions, "Pinocchio" and "Young Tom Edison," especially hard. It had been expected that both of these highly praised pictures would fare exceptionally good at the boxoffice, but gross in each instance measured far below anticipations.

Neighborhood houses also are off and there's much wailing among independent exhibitors. Moreover, indications are that no upturn is imminent.

Last week no less than three loop houses played pictures with a predominant juvenile appeal. The films were "Pinocchio," "Young Tom Edison" and "Swiss Family Robinson," at the Orpheum, State and Gopher, respectively. "Swiss Family" did comparatively the best business of the trio.



En Route to Williamsburg—

Director Frank Lloyd (center) at the Kansas City union station en route with his cast and equipment for location shots in Williamsburg, Va., for "Tree of Liberty" for Columbia. With him here are Ben Marcus (left), Kansas City Columbia manager, and John McManus, manager of Loew's Midland.

Nebraska Anti-Ascap Move Over-Ruled

LINCOLN—Attempt of Nebraska's special defense attorney in the anti-Ascap test of 1937 legislation to have a new hearing granted in the case which was found for Ascap to be unconstitutional and inoperative in December, failed when Judges Gardiner, Munger, and Donohue overruled the motion.

They issued no statement of reasons, and the action came the third day after a Monday spent in Omaha courtrooms wherein William Hotz, the state's special defender, and John Riddell, deputy attorney general, made long arguments indicating the court to be in error on findings. Answer was made by Herman Finkelstine, New York Ascap counsel who assisted Louis J. Frolich in the original prosecution, and by L. J. TePoel, Omaha, both of whom insisted the case was given its chance in the test.

Support for the state's case was made in the form of 22 signatures on affidavits of legislators in the 1937 lawmaking body, all of them claiming to have passed the Ascap law to toss out a monopoly in the state, rather than to hinder the author or composer in his constitutional rights to collect pay for his works.

It is not known as yet whether an appeal will be made to the U. S. supreme court, although both Attorney General Johnson and one of his assistants were approved to practice before the U. S. body last week in Washington. There is three months grace from the overruling before the case becomes invalid and can't be brought up. It is known that the Nebraska attorney general's office is not too well banked financially, which means it may not be able to lend currency ammunition to the struggle.

Year Pact to Klein

HOLLYWOOD — Wally Klein has been signed to a one-year writing ticket by Warner Bros.

Payment Clears Lease On Lincoln Liberty

LINCOLN—For payment of $5,000 to leaseholders on the Liberty building, ordered by court here, the lease was cleared for a longtime period to L. L. Dent and his subsidiary, Nebraska Theatres, Inc., here.

This smooths the path to the planned $65,000 overhauling of the theatre, $40,000 to be spent in re-doing and re-equipping the interior, and the remainder of the money on new sound and fixtures.

The last picture is the one started Friday, "Dr. Ehrlich's Magic Bullet," after which the house will close for a good going over. Seating will be swelled from 903 to 1,100, and it'll be an "A" house when completed.

Meantime, some of the better pictures will run in the Varsity, and the Kiva may be opened, if the city takes sudden action and goes ahead with the plan of tearing down the Varsity to make room for the reopening of a street.

Relay Legion of Decency Rap Against "Cargo"

DES MOINES—"Strange Cargo" drew a severe rap here last Sunday morning (March 31) when the Legion of Decency's condemnation of the picture was read from Catholic pulpits in the city.

The Joan Crawford-Clark Gable picture was the current top feature at the Des Moines Theatre at the time and had been drawing good attendance through Thursday, Friday and Saturday.

Girl to Larkins

MADELIA, MINN.—Manager Bill Larkin of the Madelia here is the proud father of a daughter born this week. It's the first child and grandchild in the Larkin family. The mother, Vivian, and child are doing well.

Freeman Says Duals Are "On Way Out"

DES MOINES—The double feature is on the way out, said Y. Frank Freeman jr. here last Friday.

Freeman, in town to stage a "sneak preview" of "The Biscuit Eater" at the Des Moines Theatre for Paramount Pictures, says that all major studios are planning to produce few if any "lower budget" pictures from now on.

He cited Paramount, of which his father heads studio production, as an example. Paramount has cut its production list, he reported, with pictures in the Class B bracket drawing the reduction.

"Production costs have been going up so fast that double features don't pay out," he opined. "At the same time, audiences are irritated by seeing many pictures which are 'not good and not bad.'"

Moreover, according to Freeman, Hollywood has a tough job finding 600 good stories a year to feed double feature bills. As a result, he finds, more than half the pictures under the system have to be "formula" stories.

Freeman was hitting double features particularly hard here, because his "Biscuit Eater" preview at Omaha was shown to an audience which already had seen two features. In spite of that, he asserted, most of the 400 comment cards turned in were in favor of what he termed his new-type film—produced in an authentic locale, without benefit of a big-name cast and with only a simple human interest story.

Chicagoans Accord Facter A Testimonial Dinner

CHICAGO—Max Facter, who this week becomes assistant to Harold Fields of Pioneer Theatres circuit, in Minneapolis, was feted by over 100 Chicago film men at a testimonial dinner given at the Congress Hotel. Facter takes up his new post, after having been booker for Great States Theatres for three years.

The dinner was given by the Film Bookers' Club of Chicago, of which Facter was the first president. Eddie Cantor, in Chicago between trains, stopped in at the dinner to speak briefly. Facter was presented with a pen desk set.

Fun for All in An Award

Des Moines—There was praise for Joan Crawford—and while she was appearing at the Des Moines Theatre here in "Strange Cargo," too. The Des Moines "Register" said, editorially:

"Joan Crawford has been made an honorary chief of the Junior Deputies, an organization of youth past the Boy Scout age. It's an honor for a movie star to admit that she's beyond the Boy Scout age."

Pledge to Support Buying "Strike"

MINNEAPOLIS—Impetus has been given to an unofficial temporary independents' buying strike to compel elimination of percentages and force down 1940-41 rental demands by action of southern Minnesota theatre owners, members of Northwest Allied, representing 16 houses, in pledging themselves to abstain from making any new-season deals at least until after the Northwest Allied convention in May.

As far as percentages are concerned, the "country" exhibitors are hopeful that they can accomplish what Twin City independent neighborhood theatre owners have succeeded in doing—virtually dealing them a complete knockout blow. The Twin City group has evinced a willingness to help their out-of-town brethren gain this blow.

The southern Minnesota exhibitors' pledges were taken at the first of a series of Northwest Allied district unit meetings at Rochester, Minn. The district meetings are under the supervision of the main Northwest Allied office here.

At the Rochester meeting each exhibitor individually promised "faithfully" to hold off 1940-41 deals. Ben Ashe, Northwest Allied secretary, expressed confidence that the "pledges" will be kept.

Following the Rochester gathering, southern Minnesota exhibitors also have become more active in a fight to obtain enactment of the Neely bill.

Ninth Unit in Des Moines Acquired by Tri-States

DES MOINES—A ninth theatre will be added to the Tri-States circuit here on April 16 when a partnership agreement with Lewis L. Lepovitz makes the Iowa house a part of the A. H. Blank organization.

Lepovitz and his father, Roy Lepovitz, have operated the Iowa for the last ten years. The new agreement calls for continued operation under the same management and with the same employes and for erection of a new motion picture house at E. 16th St. and Grand Ave.

Myron Blank, secretary of the Tri-States organization, said plans for the new theatre are now under consideration and that construction probably will be started in the fall.

Meanwhile the Iowa will be remodeled with new seats, new decorations and changes in the projection and sound equipment. Air conditioning is to be installed, also.

Chas. Skouras Confers With Midwest Chiefs

KANSAS CITY—Fox Midwest district managers and circuit officials conferred here Wednesday with Charles P. Skouras, field marshal of the second annual "Skouras Showmanship Drive," in which Fox Midwest will participate, along with other National Theatres divisions.

K A Y C E E

THE weekly question box: Who was the fellow who, recently called to testify in a county court, when appearing before the judge had trouble finding a rail for his foot? The answer, according to our informant, is C. P.

The mother of Mae Claussen, chairman of the Kansas censor board, Mrs. C. C. Claussen, died Tuesday at Emporia, Kas. She was 86.

Election of H. N. Slater of the Rialto, Smithville, Mo., as mayor, calls to mind several other exhibitors who have been or are mayors of their respective cities, among them Rex Barrett of Columbia, Mo.; Bob Shelton of Warrensburg, Mo. This is a trend in the right direction. Community activity by exhibitors is a good thing not only for the individual exhibitor and his theatre but for the industry as a whole.

On the Row: A. H. Dula, Holyrood, Kas.; Harvey Nokes, Ozark, Mo., with his son.

Jay Haas, traveling supervisor for Advertising Accessories, Inc., is here this week visiting Homer Blackwell, branch manager . . . Fred Rohrs, manager of UA at Washington, was on Filmrow over the weekend.

Charley Martin has closed the Royal at Republic, Kas. . . . L. J. Kimbriel of the Oklahoma Theatre Supply has sold new lobby furniture to the Granada and Dickinson, Lawrence, Kas. Probably in preparation of the "Dark Command" premiere Thursday.

On the Row: A. J. Simmons, Plaza, Howard, Kas.; Warren Weber, of that and other western Kansas theatres; Lawrence Gilbreath, Lucas, Kas.; Art Pugh, Columbus, Kas.; M. A. Otto, Linn, Pleasanton, Mo.

Contrary to the conclusion reached by several on Filmrow last week, Don Davis will continue to handle (as he has done so ably in the past—adv.) RCA sound sales in this area. Alex P. Bill, who works Minnesota, North and South Dakota from Minneapolis, simply changed reporting offices a week or so ago, and is under supervision of the Kansas City rather than the Chicago office as formerly. Don this week sold Carl Presley for the Madison at Huntsville, Ark.

Did you know that the desk in Paramount's screening room is the one used

(Continued on page 56)

So the Walkathon Gets a Permit

KANSAS CITY—Beginning April 9, a walkathon will be staged at the Pla-Mor by the National Walkathon Derby Company. Theatremen opposed granting of a permit to operators of the walkathon by the city council, but the council unanimously okayed the derby half an hour before a group of first run managers appeared to protest Monday evening. Tuesday the political factions that had placed the present council in office were defeated in the city election.

On Friday (March 29) a council committee held a hearing on the application for the walkathon. Appearing against the permit were Lawrence Lehman of the Orpheum and John McManus of the Midland. Lehman and McManus explained to the committee that the walkathon would hurt the business of established theatres all over the city, and that the promoters of the walkathon undoubtedly would use all sorts of admission policies to get people in, though 40 cents is the advertised price.

The theatremen were advised to return Monday evening at 8 o'clock, when the matter of the application for a permit would be taken up by the council as a whole. Jerry Zigmond of the Newman; F. E. Ritter, manager of the Uptown and representing Fox Midwest Theatres, with 12 houses, and McManus appeared at the appointed time.

"To spare the busy men from the theatres time in waiting," said the president of the council, "I'll interrupt here to tell them that the ordinance permitting the walkathon passed earlier this evening."

Rainbow Division Film Is Shown in Ottumwa

OTTUMWA, IA.—Homer Gardner, treasurer of the Iowa State Ass'n of Rainbow Division Veterans, spoke preceding a showing here of the films taken before, during and after the World War of the Division's activities. About 1,400 persons attended.

Plans are under way to have the film retaken and preserved because of its historical value.

"Dick" Biechele's Father Dies

KANSAS CITY, KAS.—Joseph Biechele, 80, father of R. R. "Dick" Biechele, owner of the Osage here, died Thursday from a heart attack.

EXTRA

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EXTRA

Rejoice in Return Of "Al" Steffes

MINNEAPOLIS—Local independent exhibitors are rejoicing in the anticipated return to Minneapolis this week of W. A. Steffes, Northwest Allied president, long their leader. Steffes has been absent from the city and away from organization affairs for about three months as the result of a heart attack suffered while attending a national Allied State board of directors meeting in Washington and has been recuperating in a hospital in the latter city and in Florida ever since.

With the return here of Steffes, it is expected little time will be lost in setting a date for another Northwest Allied convention in Minneapolis to make further plans for a more compact, effective organization with district units to assure closer cooperation in the fight against percentage pictures and other alleged trade evils and to put over the Neely bill.

Another matter that will have the almost immediate attention of Steffes will be Twin City clearance. Minneapolis and St. Paul independent exhibitors are determined that the clearance now enjoyed by the Gopher and Aster, local Minnesota Amusement Co.'s first run houses, over 25-cent neighborhood houses shall be considerably shortened. If necessary, they will carry the matter into the courts, they threaten.

During Steffes' absence, Northwest Allied affairs were capably handled by the organization's secretary, Ben Ashe. Until Steffes entirely recovers his health, Ashe is expected to continue to play a prominent part in directing the body's business.

Make Little Headway on Reopening Minnesota

MINNEAPOLIS—Despite rumors and claims that its reopening is imminent, the 4,000-seat Minnesota remains closed tighter than a drum. John J. Friedl, Minnesota Amusement Co. general manager, denies any knowledge of a rumored "compromise" whereby he was to turn over to the Benz brothers, who have an option on the Minnesota, part of the major screen product which his company has sewed up.

The Benzes have announced that reopening of the theatre is contingent upon the acquisition of major product. An appeal to the federal government and litigation have been threatened in a fight to obtain such product.

A Seating Upturn

WICHITA—Activity in the theatre chair business has been on the upturn this spring, John Westwood, president of the Service Seating Co., reports. He expects one of the best summers for sales. His territory covers the middle west.

"Beethoven" to Finkel

HOLLYWOOD—"Beethoven," Paul Muni's forthcoming starrer for Warner, is being whipped into screen form by Abem Finkel.

KAYCEE

(Continued from page 55)

by Sidney R. Kent, president of 20th-Fox, when he was branch manager for Paramount here?

The daughter of Edd J. Haas, district manager of Fox Midwest, and Mrs. Haas, Miss Diane Haas, and W. Wayne Clover jr., will be married May 4.

A. A. Lacy, formerly at Humansville, has opened the Carl Junction at Carl Junction, Mo., and the Jasper, at Jasper, Mo. Both seat around 200.

Leon Abraham, that roisterer of RKO, has a new dog, a cross between a German shepherd and a collie. He tried to get a harness large enough, and when he couldn't, bought a saddle. He figures he'll save money riding him to work.

Did you know that the Lyric, Boonville, Mo., an old auditorium, is the oldest motion picture theatre west of the Mississippi? . . . C. R. Gregg of Caney, Kas., is going to use the Strand there while he's remodeling the Liberty for 60 days, beginning April 8.

W. E. "Bill" Mick and W. L. Norris, distributors of "The Little Flower of Jesus," are really going to town with the picture. They've sold the Immaculata auditorium at Leavenworth, Kas., April 7, 8 and 9, and have a deal pending for St. Peters Cathedral high school auditorium, Jefferson City. A number of Fox Midwest houses are playing it, along with local and territorial independents. Mick screened the picture last Tuesday for Eddie Arthur of Fanchon & Marco in St. Louis.

Republic-Midwest is furnishing exhibitor accounts with oversized automatic pencils as reminders of the 1940 June for Bob Withers Month. The annual affair ought to be better than ever this year, considering that Bob has, among others, "Rancho Grande," "Dark Command," "The Days of Jesse James," and "In Old Missouri" for release.

Ben Kalmenson, western and southern sales manager for Warner, was here Monday for a powwow with James Winn, district manager; W. O. Williamson jr., branch manager, and others at the local exchange.

S. G. MacDonald of the Community Theatre, Sumner, Mo., flew into Kansas City to do his booking Monday. It just shows that up-and-coming exhibitors are taking to the air to get business done . . . George Lofink, formerly with the Fabian circuit, Albany, is the new district booker at Universal.

The Cinema Club defeated the Variety Club at a challenge bowling match last Sunday by 19 pins. Leon Abraham paced the Variety Club with a 261 game. Harlan Everett sparked the Cinema Club team with a 653 series.

Handles New Stimulant

KANSAS CITY—C. J. Chouinard, well-known boxoffice stimulant promoter in this area, has taken over the distribution of National Numbers Bank Night for western Missouri and Kansas.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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Phone: HIland 2694

All He Returned Was Six Nickels

Davenport, Ia.—Harry Pabst, owner of the Star here, had to refund six nickels Sunday when a fire destroyed his sound screen. The six children who were in the theatre at the time left the house safely.

The fire started in the rear of Harry's Army Store, next door, and did a total of $10,000 of damage. Most of the damage in the theatre, however, was in the rear of the building.

Firemen have been unable to determine the cause of the blaze.

LINCOLN

STILL carrying the publicity torch for Ann Sheridan, Monroe Rubinger autoed in from Kansas City to talk about Annie and "It All Came True." . . . M. E. Lofgren is keeping abreast of the times, now having pictures of his five-month-old offspring in what resembles Technicolor . . . Orville Rennie is having his annual spring show again. He's the Hastings combination of Ziegfeld and Victor Herbert.

R. W. "Bob" Huffman makes all the 18 *holes of the golf course in good time—if not good score . . . Vincent J. DiFiore has taken a sudden interest in wrestling, or whatever it is they call those male strip-teases once weekly at the 4-H coliseum here . . . Sid Rose said if he had known Warner was going to tote* BOXOFFICE *to Reno for "Virginia City," he'd have sent along a moldy buck to toss on the gaming tables there. One Howard Federer didn't get at dominoes.*

More rumors flying up and down the Filmrows about the Beatrice anti-trust suit of Frank Hollingsworth, even to the one that he now has an unfriendly landlord at the Rialto, his second-run house. How about it, Frank? . . . Bill Saal's slip, or was it: Picking the only dry state in the Union in which to have a world premiere. But, if Bill could stand it, he figures, everybody else could, too . . . No sense of humor: Mention of a general named Sherman to Harry Martin, of the Memphis *Commercial-Appeal* and president of the Film Critics of America, a full 70 years after Georgia, makes him mad enough to turn and spit due north.

Rumbles from Hollywood: Barrett Kiesling, Metro, promised the red rug for BOXOFFICE'S *imminent trip, April* 13, *to the coast . . . Sam Clark dug up a hotel with less than two minutes of fresh air from lobby to the Brown Derby . . . Perry Lieber wired for details on some transcriptions to use for radio program fill-ins here, to be made and airmailed from RKO . . . Harry Brand (20th-Fox) is just back from being lost on a* 19-*day trip, figuring if film stars can get lost, it's okay for a publicist, too . . . Connie Krebs, RKO, has been touring* 20 *key cities . . . Fred Bartow, Warner's Chicago, sent on a bunch of photos of hi-jinks aboard the "Virginia City" eastern special, including the super-special show performed for Mrs.* BOXOFFICE *in Grand Island.*

OMAHA

OMAHA Variety Club members are busy raffling off a car for charity purposes. The big drawing will be held April 28. Plans are for a golf tourney about the middle of the summer . . . Ted Mendenhall's wife has been ill to make it 100 per cent sickness for the Mendenhall family.

Frank Van Husan celebrated his birthday and his 37*th wedding anniversary this week, on the same day . . . A. S. Ames of Anita, Ia., is planning on enlarging his portable circuit in southwestern Iowa this summer. He was in town to buy two Holmes portables from Sol Francis of American Distributing . . . Butch De Fren of the Des Moines RKO office was in town.*

Elmer Huhnke, veteran film peddler, has taken over the Minne Lusa here in Omaha, formerly operated by Carl Olsen. All of Elmer's many friends on Filmrow and in the territory wish him good luck in his new venture . . . Joe Scott, Fox chief, and Mrs. Scott are parents of another daughter, their third. If you'll remember, Mrs. Scott was formerly one of the Lefholtz Trio, singers. It runs in the family!

E. H. Robertson, Scribner, Neb., former exhibitor, was in town on business. He says Bob Jesse, now operating the Scribner, is doing fine . . . Edward Kugel, State, Holstein, Ia., has a birthday this week . . . Also Ruth Kruger at Warner.

Cecilia Schinker of Scott-Ballantyne's also among those celebrating birthdays this week . . . Ted Mendenhall is boosting "Road to Singapore" which is doing unusual business in the Omaha territory . . . Al Mayer, who sells most of the insurance and lends most of the dough on Filmrow, is in the hospital losing his appendix . . . Where was W. W. Troxell this week? Please check in, Trox!

Filmrow golfers are getting warmed up for the season . . . Tom Pilley, the Row's mail peddler, already has played . . . Sid McArdle, United Artists booker, says he'll take on all comers any Saturday afternoon . . . Joe Scott, Fox manager, will have some stiff competition from Ed Stengel, film salesman . . . Lou Egart, Brandeis treasurer, will start getting up early in the mornings.

Evert Cummings, Tri-States district manager, is chairman of the theatre participation in Golden Spike Days in mid-May . . . Hollis Silkensen, Silky's Theatre, Dell Rapids, S. D., celebrates his 15th wedding anniversary . . . Chick Friedman of Des Moines was here to try to find more space for the new National Screen setup. One rumor is that they will take over the old Grand National offices.

Mike Roth's wife won a special award from a national magazine for answering all the questions at a local quiz meeting . . . R. C. LiBeau, Paramount district manager, was on Filmrow . . . Ed Shafton and Joe Smith are not among Filmrow's better golfers, says Sol Yeager, after seeing them work out at a local driving range.

Sosnas Will Have Third House in Mexico, Mo.

MEXICO, Mo.—Sam and Louis Sosna, who respectively operate theatres at Manhattan, Kas., and Moberly, Mo., have leased a building here which will be remodeled into a 400-seat house.

Approximately $11,000 will be spent on the remodeling and equipping of the theatre, the work now being underway. Opening is expected within six weeks.



THE CHAIR HIT OF 1940

It's a wise move to install new theatre chairs and a wiser move to consider these Service Seat features when comparing values:

ADJUSTABLE LEGS—to fit any floor pitch and assure a high trade-in value.

COMFORT CUSHIONS—noiseless movement and adjustable to any position.

VARIETY IN SIZE—color and seating upholstery as well as numerous models.

SPEEDY INSTALLATION—in replacing seats without loss of time or delaying pictures.

Old Chairs Renewed

Write for folder and finance plan.

Service Seating Company also installs Comfort Cushions in old chairs. Regardless of the type of chair, either "cast or steel uprights," we carry a full line of box springs and spring edge cushions with replacement seat brackets that make your old chairs as attractive and comfortable as new chairs.

"CHAIRS BUILT TO YOUR SPECIFICATIONS"

SERVICE SEATING COMPANY

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DES MOINES

SINCE most Filmrowers don't read the Cedar Rapids paper, we thought we'd better reprint this little item of local interest: "Morris Smith of Des Moines reported to Sheriff Jim Smith's office at 11:20 p. m. Wednesday that his car, traveling slowly at the time, had struck a cow straying with several others on highway No. 30, about four miles east of Cedar Rapids. Smith told the county jailer that both the cow and his car were able to leave the scene under their own power." Trying to get yourself a steak dinner, Morrie?

Iles & McKinney are faster on their motorcycles than the Bell System. We chased them all over town Sunday via telephone, and so help us, they weren't more than five minutes between spots. We finally caught Charles Floyd at home, however, after having talked to each of his various relatives around town.

BOXOFFICE & Co. must have missed a good bet when they decided in favor of work and home Saturday night instead of dinner and Dave Fidler's Club 100 with Leo Pillot. We hear the Club looked like the Variety Club, with Filmrow en masse. Joe Ancher was there (of course) with Jack Seigel. The orchestra honored Lou Levy with a special number dedicated to him because he was celebrating his nineteenth birthday. G. Ralph Branton was there and "California Here I Come" was played for Frank Rubel. Gilley Wells, Ben Lass and Jack Kennedy are others who hit the spot during the evening.

Iowa Film's Ralph Leach has a new driver for the company . . . a boy. Chuck Plows is still frying his own eggs, because Fern is still visiting in Cedar Rapids . . . Lou Elman is staging a trade screening of "Irene" at the Orpheum in the morning, April 8.

Pat O'Brien may be on hand for the Drake Relays here April 26-27 . . . Ted Husing will handle the show for the Columbia network . . . Monroe Rubinger (who has a very bad Ann Sheridan complex) attended the DM Theatre solo to see "Strange Cargo" and paid his own way. We can see why the Orpheum reports more junk lost and found on "Pinocchio" than ever before in the history of the house. Our Mitzi was lost in the film and even forgot her wiggling for the time being.

Art Anderson was heard mumbling in his beardless chin about the biggest ad campaign in the company's history on "It All Came True." We wonder why they figure they need to plug the good pix so hard? We'd put our dough on the bad ones that need it. After much pulling of his curly hair and combing of the city with a fine-tooth comb, Harry Holdsberg finally located a woman who once knew Tom Edison . . . Eddie Dunn lowered his fee at the Paramount to 26 cents for the balcony any time, for all seats, till 6 p. m., and for Sundays till 2:00—but the Orpheum matched him.

While the rest of Filmrow was betting on the Paychek spat, Ben Lass and Emil Franke were standing in front of the show betting on how soon one of the kids in line would pick up a penny minding its own biz on the sidewalk. The penny wasn't picked up for 45 minutes, which is longer than any blonde in the same spot could have held out.

Dorothy Yale, Paramount cashier, promised Sunday to cook, slave and spend Robert Geren's dough. It happened at St. John's Lutheran Church. Pete Dana was in town . . . Deanna Durbin's new pic, "It's a Date" lost out for a few minutes Friday night while Filmrowers took time out (just a little) to hear Paychek send fright waves . . . Lionel Wasson sat in Stan Mayer's chair in front of the radio and listened as though he'd bet a lot, and then gave a long spiel on "the lousy fight game" . . . Ralph Olson, Mel Evidon, the Burton Jerrels, Ruby Willey and Loretta Dieling were among those who crowded around Stan's door to hear the squabble.

Joe Smith complains that he was laid up in Mason City for two days with a cold and without a "No Visitor" sign on the door, but there were no visitors anyway . . . Morris Smith left Monday for a two-week trip on business in Butte, Mont. . . . Gary Cooper knew less than he was supposed to about the beauties picked at Grinnell (his alma mater) last week, and a change in the Goldwyn publicity setup in that territory left the college kids high and dry on the expected telephone call from Cooper in Hollywood.

Sorry we missed that rush screening of "Rebecca" Friday noon . . . it's another picture good enough to get a hand from peddlers of other product . . . There was a stag at Kennie Weldon's last week for Jack Frost, who is being replaced as booker at Universal by Joseph Rogatnick, former district booker in Kaycee . . . What's Bing Miller (that Orville Miller nearly fooled us, Bing) doing hanging around the Kendall playhouse?

Jere Spandau thought he'd throw us off base with that screening sans Esther gag, but Esther's very busy these days and she wasn't at Wolf's Saturday . . . besides we heard that rumor, Jere, that you're to be transferred to NY (Albany) in a very few weeks. The whole thing should be nicely brewed by the time this copy is on your desk.

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

C. C. Parker put on his green shirt, picked up his equipment and moved his theatre at Fontanelle across the square under a brand new canopy. He remodeled his new quarters inside, too.

George Storm is putting on a little dog at the Lovilia, Iowa, theatre. Service Theatre Supply is remodeling inside and out for him there, and putting up a new neon marquee. He'll open about April 6.

Bob and Zoe Dawson got into the spirit of the thing and installed a new amplifier at the Rozoda in Redfield . . . We're still coming out for another peak at that cute little dream cottage, Zoe.

S'good thing the Hays office wasn't checking Mr. Hunling's ad copy for the Capitol in Newton . . . the ad quotes Leone Martin McCoy's account of "Gone With the Wind" in which she describes Scarlett O'Hara "The morning after Gable . . ." and concludes "You can just tell she's had a good time!" . . . and the ad then plugs: "Don't miss the picture coming to the Capitol April 5!"

When Iles & McKinney pulled into Fonda and commented to Ed Recknagel about the stench from his pipe, Ed opined: "There must be sumpin to it . . . that's the third time today somebuddy's mentioned it."

Bill Eddy of Indianola is thinking about a suit for desertion . . . he says his wife spends two weeks with son Warren who has the Sigourney, Iowa, theatre, and then two more weeks with son Jack who has the Mt. Ayr theatre . . . and by heck if it ain't time to visit Warren again!

Ted Allen was some embarrassed the other night when he was drawing to give his $400 Bank Night pot away . . . he drew four names and each was from some other town besides Guthrie Center.

Tompkins, who runs the Winfield, Iowa, theatre, pulled a new stunt last week—he sold three tickets for three shows for 75 cents, then on Saturday had a drawing of all the stubs and gave the holder of the lucky number a radio.

Mr. Kolitis of the Riviera in Rock Island was in DM for the first time in 18 weeks last week. He's been visiting abroad for about six months in Greece and Italy where he owns some property.

Hal Sheridan may entertain the Marx Brothers at his Paramount in Cedar Rapids sometime in April. The funny boys are making a test tour to try out their wisecracks.

Wayne Franke's Humota Theatre is named after both Humboldt, the town in which it's located, and Dakota City, a nearby town. This combination keeps the smaller townfolk from being antagonized against the house, located in the larger community, Franke believes.

Jess Carter and Roy Chansky have taken on a line of neon and fluorescent lighting

for theatre marquees, and have put a new front on the Fenton for Fred Thacker in Fenton.

Fred Fritz installed a new amplifier and speaking system in his houses at Oxford Junction and Wilton Junction.

Robert Leonard over at the Hiland in DM offers a free midnight preview to all who purchase a ticket after 9:00 for the regular Saturday night show.

If Everett Peterson had arranged it ahead of time just to attract attention, it couldn't have been better—we mean that usher repainting the yellow parking line in front of the Uptown at 10:30 Friday night with a portable radio beside him, three gaping passersby and a little girl in blonde pigtails.

Hayden Peterson is still doing it over at the State in Lee township . . . He started with "Ecstasy" and "Birth of a Nation," you'll recall, then went from the "Valley of the Nude" to "Cloistered" . . . now he's running "Ingagi." Minneapolis will remember it as the first pix shown by Emil Franke (now at the Orpheum here) at a Seventh Ave. house there . . . Franke blew $2,100 on the theatre front, played it four weeks, jerked it in the middle of the fifth in the middle of the performance when the Hays office got hot under the collar about the show.

That's quite a house going up in Lake City to replace the Iowa which burned recently. The new theatre will seat 550.

Clint Bolton gives the Hollywood Theatre in Sioux Falls, S. D., quite a build-up, and says the manager, Joe Floyd, is one swell guy full of promotion ideas . . . Harold Boyd, his assistant, is a swell boy (instead of swell guy) . . . Clint gives 'em this plug: "Floyd & Boyd, Songs, Dances and Witty Sayings . . . split or full weeks now booking." (BOXOFFICE & Co. have been threatened with an evening of sea chanties by Bolton . . . Saints preserve us!)

Report New Season Sales As Brisk in Minneapolis

MINNEAPOLIS — Companies that have started selling 1940-41 product deals report a brisk demand. Twentieth-Fox began selling two weeks ago and Moe Levy, district manager, states deals have been "pouring in" and he is exceedingly pleased with results to date.

There is similar optimism up and down Filmrow. With improved agricultural conditions, all branch managers are anticipating one of the best selling seasons in years.

Mans and Hamilton Have New Falcon in St. Paul

ST. PAUL—The new Falcon, 900-seat neighborhood house, will be operated by Paul Mans and W. L. Hamilton, Twin City independent circuit owners. The theatre will be located just outside the local city limits.

MINNEAPOLIS

FAY DRESSEL, RKO branch manager, walking the floor these nights with that recently arrived girl . . . Abe Kaplan, prominent independent exhibitor, has blossomed out in a new spring wardrobe—just a preview of his trip to the Dallas Variety convention. Speaking of that convention, Billy Elson of the Seventh Street has been a mighty busy young man, making all the train arrangements for the party of 25 that will attend from here . . . Mary Supak, secretary to Gordon Greene, general manager of the Benz theatre interests, driving a new Buick.

George Crane, Cambridge, Minn., exhibitor, moved into town to watch the state high school basketball playoffs and sat through to the finish . . . Reason "Nickey" Goldhammer, RKO district manager, spent an afternoon shopping for a riding habit—his wife purchased a horse for him . . . Bill Crystal, former North Dakota basketball star and more recently a film executive, spoke before a Variety luncheon group and declared himself enthusiastic over coming screen productions.

This column has discovered a new talent in the versatile Dick Wagner, Sioux Falls, S. D., showman, sportsman, etc. Dick is a wizard at snooker pool . . . Sam Zuckman, owner of the Mounds, reports the usual spring slump in business . . . Max Torador, local inde exhibitor, vacationing in Los Angeles from where he heads for Dallas to attend the Variety convention . . . Charlie Weiner, Monogram exchange manager, banging away to make his drive a big success.

Ray Hurwitz, National Screen live-wire, is concentrating on special trailer service and getting a big response from northwest exhibitors . . . Frank Eisenberg, United Artists salesman, made a special clean-up North Dakota trip . . . Bennie Berger, inde circuit operator, threw his semi-annual party for his managers and office staff at the Twin City Variety Club.

Bill Volk, independent circuit operator, will drop his many business activities and attend the Dallas spree. He decided to do so when he received word that his friend, John Boles, screen star, will be there . . . Ted Bolnick of La Crosse, Wis., and Joe Floyd, Sioux Falls, S. D., Welworth circuit staff members, visited Minneapolis this week . . . Mannie Sgutt, Columbia's South Dakota voice, was in Minneapolis only one day and then raced back to his territory through a blizzard to resume his political campaign there.

Joe Stern, Majestic exchange owner, in New York where he'll palsy-walsy with his good friend, Kaltenborn, the man who "edits the news" . . . The Lee Brothers, the exhibitors, stretching out their fishing tackle now that spring is in the air and prospects of catching some Norwegian bass look good . . . Hazel Oliver, popular Pantages cashier, has quit the show business and gone to Los Angeles to enter a new field . . . About time that Mannie Goodman, the valance man, was getting around this way.

Flash: Word just been received that Tommy Charack, who left his Warner sales post here to assume one in Los Angeles, has been lured into taking a screen test and the dope is that he passed it with such flying colors that he'll soon make his debut in Warner's patriotic shorts . . . Sol Lebedoff, independent circuit owner, explains that while business doesn't warrant it, he has bought that Pullman-looking new car because only such a job was good enough to take his triplet-grandchildren out riding.

Fred Finnegan, RKO assistant booker, getting lots of pleasure out of a new 8mm motion picture camera . . . Warner's South Dakota sales post is still open . . . Out-of-town exhibitors visiting Filmrow included Charlie Connought, Olivia, Minn.; Don Buckley, Redwood Falls, Minn.; E. P. Parsons, Renville, Minn.; Paul Perrizo, Blue Earth, Minn.; Jack Heywood, New Richmond, Wis., and Tom Hall, Buhl, Minn.

Bill Scholl, RKO home office publicity purveyor, copped lots of newspaper and radio plugs for "Pinocchio" and "Swiss Family Robinson" . . . Don Swartz, Warner assistant booker, back from a honeymoon in Chicago . . . C. K. Olson, Warner branch manager, reports early runs of "Virginia City" in the territory have brought splendid returns. The picture currently is on view at the State here and the Paramount in St. Paul.

John J. Friedl and L. J. Ludvig, Minnesota Amusement Co. heads, in New York on product deals . . . Rud Lohrenz, Warner district manager, in town . . . Jack Thoma, Columbia exploiteer, up from Chicago briefly . . . Phil Dunas, Columbia district manager, a visitor . . . A. Selby Carr, Paramount office manager, attended the funeral of a relative in Omaha . . . Bob Long, M-G-M home office traveling auditor, here for short visit.

Lowell Kaplan of the Welworth circuit mourning the loss of his auto. It was stolen from in front of his office . . . Paramount had invitation exhibitor screenings of "Road to Singapore" and "Typhoon." Former is a boxoffice smash, and A. Selby Carr reports a tremendous amount of exhibitor interest in the latter which hasn't had its premiere in the territory yet . . . "Hy" Chapman, Columbia branch manager, handing out match packages advertising his company's 15th anniversary. He says he has no intention of burning up exhibitors.

Jack Flynn, M-G-M division manager, visited with W. H. Workman, local branch manager . . . Harry Hirsch's spring burlesque season at the Gayety off to a good start with Ada Leonard, noted beauty, as guest star . . . Leo Adler, United Artists home office auditor, on a five-week busi-

(Continued on next page)

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MINNEAPOLIS

(Continued from preceding page)

ness visit . . . Warner exchange here still in second place in its division and Earl Perkins at the top of the local salesmen in the company's Sears drive.

Entire 20th-Fox sales staff and head booker will attend the sales convention in Chicago . . . Y. F. Freeman jr. stopped over en route to Albany, Ga., to screen his "Biscuit Eater," which Paramount is distributing . . . Moe Levy, 20th-Fox district manager, visiting the Omaha branch this week . . . Jerry Weisfeldt, former Warner assistant booker, is now local representative for Northwest Film Alliance distributing such independent product as "Bombs Over London," "Torpedoed," etc. Deals have been made with the Minnesota Amusement Co. and the Bennie Berger circuit.

L. E. Goldhammer, RKO district manager, to New York on a business trip . . . "Birth of a Nation" has been booked into the Esquire to follow "Chickadee" . . . Harold B. Johnson, Universal city salesman, back from a vacation trip. He motored to California via upper Mexico.

"Hy" Chapman, Columbia branch manager, to Chicago for a sales conference . . . "Nickey" Goldhammer, RKO district manager, visiting Des Moines exchange . . . What Filmrow girl is a double for Joan Crawford? . . . How about that budding romance at Universal? Is it spring's infuence and is somebody heading for a fall? . . . April 14 has been chosen as the date for the wedding of Bill Evidon, Columbia office manager, to Helen Solow of Fargo.

Herald in Sales Motif Grabs Iowa Interest

HAWARDEN, IA.—Credit to the Theatre *Partner*, monthly publication of the Alexander Film Co., for publicizing the herald idea generated here by Harry Lankhorst, manager of the Sioux.

The herald, in newspaper size, printed on orange stock, proclaimed:

"$5,000,000 Sale! January — month of values."

It then lists current and coming pictures just as a store advertises bargains. For example, one picture is advertised:

"White Elephant! Not much good but if you care to sit thru it—it's O. K. for 5c and 10c."

Short subject program is advertised with a regular cut of a pair of men's shorts, with copy underneath:

"Shorts! One hour and 15 minutes! Kinda cold now but we must move 'em. Take your pick at 5c and 10c."

The herald is fully explained at the bottom, which reads:

"Think of it, folks! Shows that cost $500,000; You can see them for 10c, 25c or 35c. Truly a great bargain! Save this handbill—it is worth 5c on a child's ticket and 10c on an adult ticket."

"Wind" Terrific Around Minneapolis Territory

MINNEAPOLIS—"Gone With the Wind" continues to do terrific business over the territory. Broken house records are reported in nearly every situation. Grosses for a week in towns such as Rochester, Minn., Fargo, N. D., and Eau Claire, Wis., have run in the five figures.

A New Career

OSKALOOSA, IA.—You wouldn't expect a new laborer in the Continental Overall factory here to attract much attention from the film industry . . . unless he has 82 cents for two tickets.

But it might be different in the case of Curt Kessler, who started work here last week.

Curt has been in this country only four months. He comes from Germany.

For 15 years Curt was in business in Berlin. He sold supplies to theatres and film houses. In fact he prospered and three years ago he married.

But in the last three years, Jewish couples have not prospered in Germany. His customers forsook him under the rigid Hitler regime. He lost his income and his home. Four months ago Curt and his wife, Charlotte, sailed for the United States with $8 and hopes for a fresh start.

Now they live in one room which includes three chairs, a table, a stove and a bed. Members of an entertainment industry might be interested in their comments on amusement.

"What will we do for amusement? Nothing! We are so happy to be here that we don't need amusement."

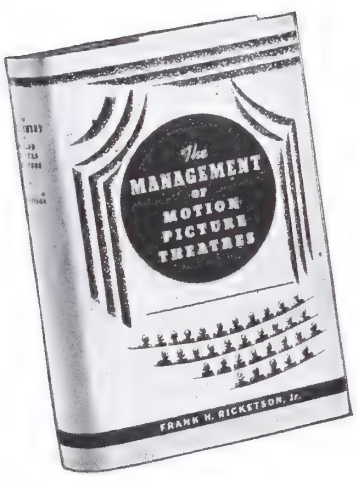
Exhibitor Is Mayor

SMITHVILLE, MO.—H. N. Slater, owner of the Rialto here, was elected mayor Tuesday over Charles L. Shinn.

Discuss "Backstage Hollywood"

DES MOINES—"Backstage in Hollywood" was the topic at the Conopus-Exchange Club meeting here Monday.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

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Bank Night Fate May Be Settled in Ohio

TROY, OHIO—Legality of Bank Night in the state of Ohio, now governed only by local ordinances, will be settled in the near future, if plans of the Troy Amusement Co. here are carried out.

The company, operating the Mayflower Theatre here, is involved in an unusual case, which, by inference, will determine the status of the theatre game in Ohio. The second district court of appeals confirmed a common pleas ruling here, which, in effect, held Bank Night to be a lottery.

The suit arose when a resident here obtained a "search and seizure" warrant, technically invalid, against the Mayflower in rebuttal for a purported refusal of the management to permit a minor daughter to sign the attendance register for three adult members of her family. The theatre then secured a temporary injunction to prevent issuing and serving the warrant, but the common pleas court refused to make it permanent, the court of appeals concurring.

As the suit now stands, the company has requested the court of appeals to withhold execution of the decision. In event of a refusal, attorneys for the company will carry their appeal to the state supreme court. Confirmation by the high court of the previous rulings, will result in Bank Night being dropped throughout the state. However, a reversal would open the way for exhibitors operating in communities where local ordinances prohibit games of chance in theatres.

Pearlstein Is Back From Hollywood With Praise

CLEVELAND—Manny Pearlstein, director of publicity and exploitation for Warner theatres in this district, has returned from the coast full of enthusiasm for the industry.

"One has to see the industry in action," says Pearlstein, "to appreciate the enormous difficulties that confront those who produce motion pictures. A trip through the studios will make us less critical of, and more tolerant of, the picture that eventually reaches our screens."

While on the coast, Pearlstein saw in the making "Torrid Zone" and "Brother Orchid" at the Warner studios; "Mortal Storm" and the newest Hardy picture at the M-G-M lot, and "Tom Brown's School Days" at RKO.

"Rebecca" Achieves Mark In Cleveland State Run

CLEVELAND—"Rebecca" is being held over a second week at Loew's State. It is only the second picture in the past ten years to win a holdover engagement at the theatre. The other was "San Francisco."

"Rebecca," playing Good Friday and Easter Sunday, piled up the house's biggest one-week gross with a straight picture policy since "Another Thin Man" which played last November.

Kentucky Levies Tax On Bingo Games

Cincinnati—Northern Kentuckians, patrons of bingoes, highly successful in Covington and Cincinnati suburbs in Kentucky, will pay a 15 per cent tax on all winnings from Bingo games, following the recent passage of a bill authorizing the tax, at Frankfort. This is the first legal taxation on Bingo, which is the greatest competition suffered by motion picture theatres and all forms of amusement in general. Games in northern Kentucky pay as high as $250 to winners. Profits on games run well over 60 per cent to promoters. Games run every night, including Sunday afternoon and evening.

Kentucky Tax Cut Starting June 12

FRANKFORT, KY.—Effective June 12, the state admission tax on tickets of more than 39 cents will be reduced from one cent on each additional five cents to one cent on each additional ten cents, according to the terms of a bill which became a law without the signature of Gov. Keen Johnson. The law also provides a tax of one cent on each additional 25 cents over a $1 admission charge.

Also effective on June 12 is the law signed by Governor Johnson taxing Bank Night and other cash drawings up to 15 per cent. The law includes Bingo.

Exempted from the admission tax impost are religious, charitable or civic performances in municipally owned park theatres.

Nate Schultz to Build In Downtown Barberton

BARBERTON, OHIO—Nate Schultz, owner of the Pastime, confirms the report he will build a new theatre here in the heart of the downtown business section, with the announcement he has completed a deal for a 15-year lease on the site of the present abandoned postoffice building.

Nat Marcus of the Boston Chain Store in Findlay, Ohio, has purchased the property and will convert it into a 700-seat de luxe theatre with a lower floor and mezzanine. George Ebling, Cleveland architect, is preparing the plans. Construction will start as soon as plans are approved and a general contract let.

Schultz states he will continue operation of the Pastime after the completion of the new theatre.

New Altec Office

DETROIT—The Altec Service Corp.'s district here, divided to create a new district headed by Warren Conner and M. G. Thomas, who will headquarter in Cincinnati, will remain under the management of F. C. Dickely, according to L. W. Conrow, Altec president.

Gov't Gives Details in Monopoly Charges

NEW YORK—Four acts of oppression by major distributors and affiliated circuits in three mideastern states are cited by the department of justice in its reply to the request of the majors for further particulars in the government monopoly suit as follows (details are listed according to time, theatre, or theatres, location, producer-exhibitor, independent exhibitor, distress methods and manner employed):

KENTUCKY

1937-39—Seville; Owensboro; Paramount Pictures, Inc.; Lee W. Moffitt.

Paramount sought to force Moffitt to sell to or pool his theatre with it by threatening to deprive and by depriving him of product, and by threatening to open and by opening opposition theatres.

MICHIGAN

1935-1939—Frolic and Mecca; Midland; Paramount; W. A. Cassidy.

Paramount threatened to build competing theatre if independent enlarged his theatre.

OHIO

1931-1939—Strand; Middletown; Paramount; Theodore and Gus Chifos.

Paramount consistently raised prices of product to independent with threats to build competing theatres. Paramount finally built its own theatre and thereafter Paramount, Fox and M-G-M refused product to independent. Due to inability to secure product, independent lost theatre to his mortgagee. Paramount then acquired the theatre from the mortgagee.

1939—State and Sandusky; Sandusky; Warner Bros.; Earl V. Seitz.

Warner threatened to open a new theatre to compete with the independent, although it already had all major producers product tied up and had previously operated the State Theatre and given it up as unprofitable.

Traveling Carnivals Are Out in Fayette County

UNIONTOWN, PA.—Traveling carnivals compete with local business; they take large sums of money from persons least able to afford it; local organizations sponsoring carnivals make only a small return for the work done, and crime usually follows them.

District Attorney H. Vance Cottom gave these reasons for outlawing traveling carnivals in Fayette county.

Louisville Gets Premiere Of "1,000,000 B. C."

LOUISVILLE—The world premiere here of Hal Roach's "1,000,000 B. C.", held Friday, enjoyed a natural in its exploitation by the fact that Victor Mature, who stars in the picture, is a native of Louisville.

The premiere, to which Mayor J. D. Keen of Louisville and Gov. Keen Johnson of Kentucky were invited, was made a civic event by the advance campaign.

AA Again Topic of AMPTO of W. Pa.

PITTSBURGH — Advertising Accessories, Inc., subsidiary of National Screen Service, which was branded as "monopolistic" by unanimous resolution of the AMPTO of W. Pa., again will be one of the subjects of discussion at a meeting of the local Allied unit Monday noon, April 8.

Several other topics will be discussed at the closed session, and officers and directors of the association will not divulge one special subject which they state is of extreme importance to independent exhibitors.

George Dembow of National Screen Service has been invited to give the position of Advertising Accessories, Inc., from his company's viewpoint. He had requested this hearing and it was granted.

AMPTO directors were scheduled to meet in regular session April 5 and were to take up various problems prior to their presentation to the membership body meeting. One of the directors' session topics was reported to be the sales policies of at least three companies for the 1940-41 product which is now being offered. Also up for discussion was the possibility of a number of film companies being short on delivery of product for the current season.

The April 8 meeting is for members only and will be held in the assembly room of the AMPTO headquarters on Filmrow. A buffet luncheon will be served from 12 o'clock, noon, to about 1 p. m. Business session is to be started promptly at 1 o'clock. M. A. Rosenberg, president, will be in charge.

Fred J. Herrington, AMPTO secretary, reported this week that dates for the national Allied convention will be June 19-20-21, at the Morrison Hotel, Chicago. Herrington and Rosenberg have been named to serve on the national convention committee.

Goetz Captains Cincinnati Filmrow Community Drive

CINCINNATI—Joe Goetz, RKO Theatres assistant manager, is captain for the Filmrow Community Chest drive, to aid in the annual community chest drive in greater Cincinnati. Goetz presided at a meeting, March 27, at Warner's exchange, and which was attended by representatives of all film exchanges, including 20th-Fox's Bob Laws, Columbia's Jim Curran, Harry "Pop" Wessel, Universal's Florence Schomaker, Paramount's Lilian Montague, Ann Keck, Warner; Monogram's Miss Ecstein and Metro's Laverne Hundler.

Plan $100,000 House

WILLOUGHBY, OHIO—A $100,000 theatre will be constructed here by Daniel C. Stearns, Percy Essick, Howard Reif and Charles Deckman of Cleveland, owners of the Willoughby here and of several others in northeastern Ohio. It will seat 1,500.

Lee Katz Joins 20th-Fox

HOLLYWOOD—Lee Katz has joined 20th-Fox's writing staff.

His Claim Is Unique, And He's Making Money

Cleveland—The Windameer, an Associated circuit house managed by Douglas George, claims to be the only local subsequent run independent house playing a straight single feature policy, no premiums, no giveaways, no two-for-ones and no games. And with the neighborhood PTA backing him, George reports his house is showing a profit.

"Rancho Grande" Getting Big Cleveland Sendoff

CLEVELAND—The local Republic office opens a day and date run of "Rancho Grande," current Gene Autry release, simultaneously at 12 theatres in the Greater Cleveland area, starting April 7. They are the Ambassador, Beach Cliff, Garden, Garfield, Imperial, Lorain-Fulton, Lyceum, Metropolitan, Olympia, Parma and Plaza.

This is the first wholesale day and date run of such magnitude ever put over by Republic locally, and it is being announced in a half-page cooperative ad in the *Plain Dealer*, inviting the public to see the picture at its own neighborhood house. The newspaper will run a limerick contest a week before the day and date showing, with seven cash prizes involving $50 and the distribution of 60 pairs of guest tickets.

Sloan Forward With Television House

DETROIT—Contrary to reports current along Filmrow, plans for the new 3,600-seat television theatre at Six Mile and Schaefer Roads have not been dropped, Saul Sloan, builder, told BOXOFFICE prior to leaving for a brief vacation. Construction of the new northwest section house, largest of the half dozen now planned in that part of town, will start as soon as weather permits, Sloan said. It is expected to be ready in the fall.

Sloan is planning to start construction on his Alpine Theatre, on the east side, in the fall. The house will seat about 1,200 instead of the 3,000, as originally planned.

Confirm Report Schlussel Will Build in Melvindale

DETROIT—Definite confirmation of reported plans for a new theatre at Melvindale, west side suburb, by Louis Schlussel, owner of the Farnum in Hamtramck, was secured this week.

The house will be erected in the vicinity of Allen Road and Oakwood Blvd. Melvindale's first theatre will seat around 1,500.

Free Shows Again in Shreve

SHREVE, OHIO—Shreve's semi-weekly free shows will be held again every Tuesday and Saturday during the summer.



In "Drive Within a Drive"—

Members of the Cleveland Universal sales staff who will participate in "Salesman's Week" of the Bill Scully drive during the period from April 14 to 20, under the direction of Dave Miller, district manager, upper left. The others: Upper right, Joe Krenitz, city salesman; lower left, George Rosenbaum, who covers the Akron, Canton, Youngstown beat; lower right, Jimmy Frew, who calls on the Toledo area, and center, Joe Kauffman, Cleveland branch manager. Other branches under Miller's jurisdiction plan similar drives.

Report by Hays Is Termed a "Joke"

PITTSBURGH—"Mr. Hays' Little Joke" was the subject of a "To the Point" editorial in the March 28 issue of the Pittsburgh *Catholic,* official organ of the diocese:

"In his annual report 'on the state of the film industry,' presented Monday, Will H. Hays, president of the Motion Picture Producers and Distributors of America, warmly defended the present setup and policies of the industry, assailed the federal government's suit to break up the producing and exhibiting combination, condemned the Neely bill which would outlaw 'block booking' and 'blind selling,' and attacked all those who would impose 'censorship' on the pictures. The gist of his report is that the film industry can be depended upon, as a 'self-regulatory' institution, to maintain high standards of art, morality and business and should not be 'interfered with.'

"Unfortunately, the records are against Mr. Hays' rosy picture; his industry has shown itself too often and too viciously contemptuous of the law, of moral standards, of the rights of others and of the common good, to be trusted. If conditions in the film field are better today than they were five years ago it is not because of 'self-regulation' as Mr. Hays seems to imply, but because of the 'outside' forces of which he now speaks so plaintively. The independent exhibitors are certainly not ready to agree that the 'big' companies should be given a free hand to do as they please; neither is the Legion of Decency.

"Just this week the Legion issues a statement regarding the film 'Strange Cargo' which it has placed in Class C—Condemned: 'This picture, in which religion is the prominent issue, presents a Naturalistic concept of religion contrary to the teachings of Christ and Catholic Church. Irreverent use of Sacred Scripture. Lustful implications in dialogue and situation.'"

Classification of motion pictures was resumed last week by the *Catholic,* and a special rating was given to "The Fight for Life," a medical, social and educational picture—"questionable for theatrical audiences."

"Florian" Will Premiere April 12 in Dayton

CINCINNATI—M-G-M's "Florian" will have its world premiere at Loew's, Dayton, Ohio, April 12, according to announcement of William Devanney, local office manager. Marty Burnett visited the local exchange for screening of the film. Devanney also announced "GWTW" now is being released in territorial key spots for four-day bookings.

Postpones Trip

CANTON, OHIO—George A. Delis, district manager for Interstate Theatres, Inc., headed by A. G. Constant of Steubenville, announces postponement of his trip to Greece, because of the uncertainty of conditions there.

PITTSBURGH

HERMAN LITTLESTONE, who has re-entered exhibition at the Brushton, now owned by the Brushton Theatre Corp., finds it not too difficult to get back into the swing of things. For five years he had engaged in the clothing business after being a theatre manager for 14 years. During the five years he was out of exhibition, he kept in touch with the industry as a faithful subscriber and reader of BOXOFFICE. With Littlestone in the Brushton enterprise are his brothers, A. J. and Henry Littlestone, and David M. Green of the Beacon. Edward H. Goldberg, owner and manager of the Brushton for many years, has retired.

M-G-M employes entertained at luncheon last Saturday afternoon at the Nixon restaurant in honor of N. Beverly Semenow, clerk, who, on April 5, was to become Mrs. Gilbert Robins. Beverly's hubby is a local dentist. Also honored was Eddie Micinski, night shipper, who recently joined the ranks of the benedicts (having married a Clarion, Pa., girl), and a third special guest was Evelyn Bateman, who has resigned duties at M-G-M to devote her time to household duties.

Bar-Mitzvah for Bernard Herbert Ehrlich, 13-year-old son of the Samuel Ehrlichs, will be celebrated April 13 in Washington, D. C. Father is the district checking supervisor for Warner . . . Prof. Frank E. Fickinger, father of Charles, Coudersport, Pa., exhibitor, and William of the Dipson circuit, Wheeling, W. Va., died at St. Petersburg, Fla., March 29. Funeral was from the Gray Funeral Home, Sewickley, April 4.

Playboy Hymie Wheeler had the most fun on Filmrow April Fool's Day . . . Mrs. Harry L. Fry is operating the Wampum theatre, with her husband "out of town" for a number of months . . . AMPTO this week circulated special Allied bulletins on "The Truth About the Neely Bill," which asked independent exhibitors to do their own thinking . . . Mrs. Oliver A. Kihchel is all set to spread her Angel Food cakes at the luncheon for the AMPTO crowd April 8 in exhibitor headquarters' assembly hall . . . The J. H. Rankins of Bridgeville are vacationing in North Carolina . . . Eddie Beedle seems to have taken the lead in stimulating interest in the national Allied convention which will be held at Chicago, June 19-21. He and Fred J. Herrington have made a wager of a new hat as to the number of local delegates who will attend the confab.

Johnny Lengyel of the IATSE Bowling League (Local No. 171) is getting all steamed up about their forthcoming banquet at the conclusion of the season . . . There are reports that theatres will be erected in the Garfield and Greenfield districts of the city . . . Col. Harry A. Cole, national president of Allied, phoned the AMPTO office from the local airport Tuesday, the Texas showman being en route to Washington, D. C. . . . L. J. Katz, IATSE representative, spent several days in New York this week . . . Sympathy to Harry Fendrick, M-G-M salesman, whose father-in-law died in New York Tuesday . . . June 25 has been set as the date for the marriage of Martin Seed, son of the Harry Seeds, and Eleanor Zoe Wolken.

Most of Filmrow's managers and salesmen covering the main line were in Altoona Wednesday for the good-will get-together stag, an informal dinner at the Hotel Penn Alto with many exhibitor friends . . . The Joe Louis vs. Johnny Paychek fight pictures were on view here this week at the Warner with "Virginia City." George "B" Josack is distributing this subject . . . Announcement that "Abe Lincoln in Illinois" and "Three Cheers for the Irish" were booked for a double bill at the Warner, was the subject of much conversation in film circles this week . . . Harris circuit is conducting a business drive to April 15, the house manager winner to be awarded a trip to the Variety Club convention . . . Jack Judd has met with favorable reception in announcement of his new Theatre Service, a booking agency, and Lou Vogel got off to a flying start with Premium Promotion Syndicate, originators of Encyclopedia nites. Both Judd and Vogel are former NSS men.

Lew Lefton was out calling on the trade this week . . . Blair county's district attorney, Chester B. Wray, has declared "war" on Bingo and other forms of gambling . . . William Thomas, Zelienople exhibitor, a Filmrow shopper the other day, was busy greeting a number of friends . . . Frank L. France has resigned duties at Superior Supply . . . Ken Woodward was so very pleased with business on "The Birth of a Nation" that he wrote a letter of thanks to Harry Grelle, distributor . . . The veteran Louis Krieger is grabbing a lot of dates for his "Black Limelight" and "Just Like a Woman."

Manuel Greenwald, manager of the Barry (The House of Thrills) is exploited as "The Merchant of Menace." He's been having a good run of blood and thunder pictures and went to town on Bela Lugosi's "Human Monster" . . . Joe Mazzei, Gabe Rubin's assistant at the Art Cinema for five years, has resigned to accept another theatre job. He is not to be confused with the fellow of the same name who used to operate a theatre at Belle Vernon . . . Charlie Baron, who doesn't think we publicize Leo's productions to the fullest extent, has covered every situation in the local territory for "GWTW" engagements

(Continued on page 67)

JOE LOUIS
vs.
JOHNNY PAYCHEK
(Better Than A Ringside Seat)
— Now Booking —
Irving Dietz George "B" Josack
PITTSBURGH
1701 Blvd. of the Allies ATlantic 4874

CLEVELAND

HARRY GOLDSTEIN, Paramount district manager, advocates opening a booking agency on Miami Beach for the convenience of all parties concerned. Just back from Florida, Goldstein reports he saw more of his customers down there than he ordinarily does on a tour of his territory.

Miss Effie Baxter, head M-G-M inspectress who recently celebrated her 20th year with the company, was taken home this week from Woman's Hospital where she has been convalescing from a broken ankle and a bruised elbow suffered in a fall.

Bert Stearn, UA district manager, and Mrs. Stearn are back from a two-week Florida sun tanning and now the Matt Goodmans have left for a vacation visiting friends in Detroit, Chicago, Toledo and Milwaukee . . . Harold Kay, manager of the Lake, Painesville, and his publicity man, Milton Korach, made a tour of the exchanges.

The Sam Fines of the Savoy have returned from Florida, but the Meyer Fines will stay on until about the middle of April . . . When Ralph Redmond resigned as manager of the Jewel, he did so to go in business for himself in Chicago. What business? Scientific indoor chicken raising, for restaurant consumption.

M. M. Blaettnar, formerly of Columbus, has succeeded Ralph Redmond as manager of the Jewel . . . Milt Mooney of Cooperative Theatres of Ohio has closed a contract with S. E. McFarren to service his Creston Drive-In . . . Bob Postman, associated with Willard Hart in the Norka and Rialto theatres, Akron, was in during the past week, bringing word that Hart, who has been so very ill, is well on the road to complete recovery.

Joe Leavitt of Independent Screen Room, just back from Florida, is enthusiastic about the airplane trip he and Frank Gross took to Havana. Mrs. Leavitt is also back from Hot Springs . . . Manny Mannishore went to New York to see the Louis-Paychek fight, and to arrange for the film distribution rights . . . H. C. Patterson has notified exchanges he has closed the Oakland, Marion, until further notice.

Social Note: Arnold Nathanson of the Warner theatre publicity department is accepting congratulations following announcement of his engagement to Miss Ruth Schmittman, formerly of Cleveland and now of Buffalo . . . And here's a hot one. Al Friedlander, who helps Max Shenker sell Berlo Vending machines, joined the Statler Hotel floor show last Saturday night to give a one performance exhibition of a cuban dance number. His partner was Miss Betty Marx.

Sam Gorrel, Republic branch manager, states, with figures to back his statement, that, to date, "Rancho Grande" is outgrossing "South of the Border" wherever the two played in the territory . . . The Variety Club has temporarily suspended social activities while alterations are taking place in the club quarters . . . Sidney Garfinkle, with offices on the third floor of the Film Bldg., has added to his activities the installation and servicing of Vendo popcorn machines in northern Ohio.

P. E. Essick was called back from Hot Springs where he and Mrs. Essick were vacationing, by the illness of his father . . . Harry E. Flynn of the Scoville, Essick & Reif circuit are among the returning Florida vacationists . . . Tom Whyte, manager of the Garden, is accepting dinner invitations while his wife is in Florida . . . Duke Clark, Paramount branch manager, is smiling because "Road to Singapore" is winning public plaudits through the territory . . . Jay Zimmerman, M-G-M auditor, is in for a short stay at the local exchange.

Tim Cleary, former M-G-M checking supervisor and now with the sales force out of Indianapolis, must be a clairvoyant. He predicted he would have a son by March 17 who would be named Patrick. And it happened just like that, believe it or not.

Ted Mendelssohn, Vitagraph branch manager, has broken the jinx that has held up sale of Vitagraph pictures to local independent circuit operators. Last week he closed a two-year all-product deal with the Associated circuit covering 24 houses . . . Joe Schagrin, Youngstown exhibitor, and his associate, Herman Heller, were exchange visitors.

Clifford Giesseman of Altec Service was in from Detroit to tell local theatre owners how much money and worry he can save them with his yearly service plan including sound engineers on 24-hour duty to guarantee unbroken sound reproduction . . . George Schenker has installed Cyclex equipment in his Lorain, Lorain. L. P. Langford of Oliver Theatre Supply made the installation.



Not Holt, Nat Wolf—

But he's the Ohio Warner zone manager and this photo shows him at the Warner studio with Ann Sheridan on the set of "Torrid Zone." The ribbers can quit ribbing; it was purely a typographical error. We had him as Nat Holt in our issue of March 16.



28 Years in Trade—

M. B. Horwitz, a factor in Cleveland exhibitor circles and a leader among showmen there for the past 28 years, whose career was the subject of a special story in BOXOFFICE *last week.*

COLUMBUS

ENCOURAGING was the opening day of "Rebecca" at the Ohio for the biggest gross in months . . . Freddie Oestreicher, Loew's press agent, is on the job again after a short stay at a hospital for treatment . . . Out-of-town visitors included Nat Holt, RKO boss, and Tommy Fisher, RCA, Cincinnati.

Elmer Fritz gets "GWTW" in Urbana on the 13th for one of the first runs in small towns . . . "Red" Joyce, Paramount publicity in NYC, was in on "Dr. Cyclops" . . . Locals cannot figure the action of the Detroit censor in rejecting "Strange Cargo" and "Primrose Path." Both were passed by the Ohio board in toto, former receiving boosts from the clergy as one of the year's better pictures!

A sweeping bow to Barney O'Dea, floor manager at the Main. Ignoring gunfire, he broke up an attempted robbery at the house, assisting in capture of the bandit, and saving Fred Rowland about $500. House was robbed several weeks ago, successfully that time.

Tent 2 will be well represented at the convention in Dallas by Dr. Louis Mark, Ben Almond, Mel Frank, Jake Luft, C. F. Luft, Lou Holleb, L. C. Goldsol, Al Taylor, Bob Pullin, C. Harry Schreiber, W. C. Pullin sr., Virgil Jackson, Max Stearn, Leo Yassenoff, C. H. John, Charles Ginn and Pete Wood. Group has arranged for a special railroad car to St. Louis where they will join the V. C. train to Texas. Boys plan to come back via New Orleans.

A Complete Changeover

MOREHEAD, KY.—Having leased the Cozy here, L. H. Mills has renamed it the Mills. He is remodeling and re-equipping the house.

DETROIT

EMIL BECK and Bob Misch had a party for Irwin (Polly) Pollard, president of the Bowling League, at the Bowery, but Polly didn't show up. They claim because he's afraid of getting mixed up with Lou Holtz, star of the show. They're doubles.

Charlie Perry and Col. George McCoy are both recovering from colds . . . Jake Sullivan, manager of the Van Dyke, takes a personal interest in his patrons' requests . . . Joe Tracy, ex-manager of the Time and former booker for Warner, is new city salesman for Excellent Pictures.

A. Milo (Bring-Em-Back) De Haven, manager of the Belmont and Grand, makes rock gardens. He starts this work after midnight . . . L. H. Gardner, UDT executive who has been in ill health, is anxious to get back on the job again. He is resting at his country home near Pontiac.

Ben Cohn, circuit owner, is redecorating the auditorium of the Senate . . . Cohn hasn't decided when to start construction on his projected new Congress.

John Dembeck, M-G-M booker, has chocolate milk as a noontime repast . . . Margaret Rice, most recently cashier at Mutual and before that at Co-op, is now assistant bookkeeper at Universal . . . Jack Susami, Universal salesman who has been sick, is better.

Dorothy Lemire, billing clerk at 20th-Fox, succumbed to cancer . . . Helen Rose, Lester Sturm's secretary, shares this reporter's woes. She's doing a gossip stint for 20th-Fox's Dynamo.

Art Pert, who was with H. N. Nelson studios in silent days, is back in the industry as staff artist at Simon Film Service.

Pete Simon jr. is completing a new gasoline racer. He may enter it in the Indianapolis classic . . . Bob Buermele, Universal booker, bought a new high chair for his ten-month-old daughter.

The Three Stooges are drawing top business to the Colonial . . . Max Kolin, Theatrical Post commander, points proudly to the Post's record among the top four in the American Legion membership drive.

Jack Bell of United Billposting Co. is back after a month in Florida. Gordon Neville pinch-hit for him . . . Bruce Greenhaw, Detroit projectionist, recently lost his father at Stuttgart, Ark. . . . Charlie Perry, Adams manager, is taking Mrs. Perry to Joplin for a visit with her folks, then heads for the Dallas Variety convention.

Frank J. Herman of Jam Handy's executive staff here is new contact man for the south-southwestern district . . . G. E. LeVeque, Cinema Service boss, borrowed E. V. (Smitty) Smith's desk while alterations were in progress.

Edward M. Lacy, 62, checker for M-G-M the past four years, died in Receiving Hospital from injuries sustained in an auto accident.

Herbert Brown, M-G-M booker, was the only man to be found in the big offices last Thursday noon . . . Dave Palfreyman of the theatre service division of the MPPDA used to be auditor for the old Kunsky Theatres and was later film board of trade secretary here, Harlan Starr recalls.

Bill Carlson, former Variety chief barker, was host at a stag party for the Waverly Masonic Lodge at Variety's clubrooms.

Lester Coleman, Paramount's traveling auditor, left Monday and the Paramount gals are missing him . . . Bea Mattingly, John Howard's secretary, says Monday is her busy day.

Frank Wetsman of W&W Theatres, flew back from Florida Monday and the Filmrow gals describe him as "lusciously tanned."

J. Hall Smith, sound specialist, now on Webb Avenue, is moving his studio, April 15, to the Madison Theatre Bldg.

C. E. O'Brien, manager of the Michigan, has a unique rapid transit working model in his lobby . . . Associated Sales has produced "Copper Dollars," sound slide film, for the Packard Electric Division of General Motors.

Thomas D. Moule, who started with the old Kunsky circuit about 1912, is one of the real archivists of the industry. He's got the facts on the big picture dates of years past.

Gus Greening celebrated his 66th birthday Sunday by taking his first auto ride in three years.

McArthur Theatre Equipment Co. has sold new seating for the Midtown, being opened by Milton London.

RCA Photophone is installing new sound in the Riviera and the Pine Grove, at Port Huron, for the M. J. Chargot circuit.

National Theatre Supply is installing a new marquee on the Dawn for Barney Kilbride.

WOLVERINE DOINGS:

Cash R. Beechler of Charlotte, Eaton Rapids and St. Johns and Lee Carrow of the Lee, Carson City, were Filmrow visitors . . . Col. George McCoy, Columbia salesman, in town to see his sister who suffered a fractured arm in an accident.

Charles Sturgis, former Michigan exhibitor, is running a circuit now in Rio Grande de Sul, Brazil—and still reading BOXOFFICE . . . William G. Sturgess, formerly salesman for Columbia, Universal and Gaumont-British, is new western Michigan salesman for Republic, Manager Sam Seplowin announces. Sturgess may move to Grand Rapids.

Bennett & Straight, theatrical architects, are readying plans for the new theatre at Birmingham to be leased by UDT.



Good Neighbor—

The addition of Eddie Jacobson, manager of the Harmony in Detroit, to the Parkside Good Neighbor Committee was accompanied with considerable ceremonial, as the photo above testifies. Jacobson is taking from Chairman Stockwell the key to the Parkside Homes division. Behind the sign is Publishing Agent Mars, of the division.

Soft-Drink Bar Idea Is Brought Back by Idzal

DETROIT—Dave Idzal, managing director of the Fox here, brought back an innovation from his recent meeting with National Theatres' executives on the west coast—a soft-drink bar in the theatre. A girl attendant operates the device in the inside lobby. Currently featured is Coca-Cola in bottles.

Elections Hurt

DETROIT—The dozen theatres in the suburb of Hamtramck have been experiencing poor business because of local election campaigns. Hamtramck, predominantly a Polish community, takes its politics seriously, and interest is running high. Counter-attractions to shows include over two dozen meetings, giveaways of free beer and sandwiches.

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CINCINNATI

ANDY HETTISHEIMER, Ohio's oldest exhibitor in years of service, and owner of the Norwood, Norwood, Ohio, spent several restful weeks in Florida. However, during Andy's absence, fire in the stock room caused $100 loss, and burglars attempted three times to rob the theatre. Each time locks were broken and the offices considerably mussed, but no money was obtained by the thieves.

Friends on the Row are extending condolences to Mrs. Ralph Kinsler, wife of Warner's popular manager, whose mother, Mrs. Emma Boegli, died following several weeks illness.

Annabelle Ward, active partner of Elliott & Ward circuit, Lexington, has found time to write a book, and is being congratulated on its acceptance by the public. The volume, a collaboration, is titled "Guatemala, Ancient and Modern," and is being extensively advertised by the publishers.

Paramount's Joe Oulahan is a delegate to the national convention of Variety Clubs. Col. Arthur Frudenfeld, chief barker and Columbia's Allan Moritz also are reported to have signified their intention of being present.

The Dayton Variety Club quarters in the Moraine Hotel are being renovated and enlarged. W. A. Keyes is chief barker . . . Helen Lyons and Mrs. Ed Zweifel, Pomeroy, visited the Row . . . D. B. Bailey is holding down the fort at the Logan and Midelberg theatres, and the Ryland at Madison, W. Va., during the absence of Bill Thalheimer, who is spending some weeks in Florida . . . Jimmy Russell of Alderson, W. Va., visited this week . . . Roy Wells, St. Paul, Dayton, here setting spring bookings . . . Willard Gabhart, Opera House and Harrod theatres, Harrodsburg, Ky., also here.

Local B-37, exchange union, had a banquet and social at Keifer's Grill, Tuesday, March 26. Mrs. Mary Hope, president, presided and the dinner was followed by music and dancing . . . Sarah Brown, formerly with Warner's, has been added to the personnel at United Artists.

Max Goldberg, who operates houses at Falmouth and Irvine, Ky., is erecting a new 700-seater at Falmouth . . . Messrs. Minnix and McClure opened their new Southland, London, Ky., April 1 . . . Monogram's Milt Gurian, back from a trip through Kentucky, reports business improving.

Jim Chakeres has changed the Roxy, Washington, C. H., to the State, following acquisition of the house from Larry Solether jr. . . . Mrs. James Venard, Venard, Jamestown, is convalescing nicely following a three-week illness . . . John Cook is now managing the Andalus, following Dave Helvig's resignation.

Max Margolis recently entertained Lulu Belle and Scotty as guests at the Republic exchange. Margolis announces "Hi Yo Silver," starring Chief Thunder Cloud and Silver, the horse, is now being booked in all key cities. "Village Barn Dance" netted top grosses in Schine theatres, and now is grossing well for the Chakeres circuit . . . John Kaiser, Royal, Chillicothe, is spending several weeks in Florida.



Humanitarian—

Variety Clubs of America, which originated in Pittsburgh from a humanitarian impulse, honors a humanitarian and teacher in Dallas April 18 when the annual convention presents Miss Martha Berry a silver plaque citing her as the one whose achievements for human welfare in 1939 were most outstanding. Miss Berry, founder and director of the Berry School at Mt. Berry, Ga., has labored for years to provide educational privileges to mountain youths.

Double Detroit Ban Proves a Surprise

DETROIT—The banning by Police Censor Charles W. Snyder of RKO's "Primrose Path" and M-G-M's "Strange Cargo" proved a big surprise to the local trade. Snyder's action was taken under the ordinance barring films as "indecent or immoral" and was backed by Police Commissioner Frank D. Eaman after Eaman viewed the films.

The ban does not apply outside the city limits, but by customary practice, the Detroit censor's ruling is followed by distributors and exhibitors alike throughout Michigan where no official censorship applies.

Tribute to M-G-M's response to the ban, the first in years against a major company, was paid by Snyder. "The department has always had a working agreement with M-G-M that any picture we disapproved, they would not show here. In other words, no attempt will even be made by M-G-M to bill the picture into Detroit."

James F. Sharkey, RKO manager, declined to comment on the ban of "Primrose Path."

One unexpected aftermath is that Detroiters will see the film across the river in Windsor where "Strange Cargo" was passed by the Ontario censor board. Two weeks before, Windsorites reversed the process by coming in droves to the Palms-State here where "Canada at War," March of Time release banned in Ontario, was featured.

Produces Transcripts of Lumberport Actions

CLARKSBURG, W. VA.—While process has not been served within the court's jurisdiction, a suit of attachment on certain theatre property is pending against "Danny" Davis of the Port at Lumberport, according to John B. Wyatt, of Wyatt & Randolph, here, attorneys for D. L. Robinson of Lumberport, the plaintiff.

Davis denied last week that he was being sued by Robinson and claimed that he had received a judgment against Robinson in default of rent, gas and electric power bills.

Attorney Wyatt said that Davis' judgment against Robinson had been set aside at the request of the judge of the circuit court.

Transcriptions of the suit against Davis and the withdrawal of the judgment against Robinson were produced by Attorney Wyatt to support his points.

Cleveland Newsreel House Announced

CLEVELAND—Cleveland will get its first newsreel theatre next fall, or as soon as an eight-story building at 241 Euclid Ave. can be remodeled into a two-story structure to house the theatre and two store units.

Negotiations long pending between Union Properties, Inc., owners of the building, and the Newsreel Company of Chicago were closed this week. The new theatre will have 500 seats. George H. Bowman, Cleveland architect, is preparing the plans and work of removing the upper six stories will be started the latter part of April.

Universal Names Rosian Successor to Krieger

CINCINNATI—Peter Rosian, of Universal's Cleveland office, comes to Cincinnati to succeed Col. Paul Krieger, resigned from the local managership. Krieger has been associated with the local office for some ten years and his resignation has created a stir in the territory, where he has many good friends.

Cohan Musical for Judy

HOLLYWOOD—"Little Nelly Kelly," musical show by George M. Cohan, has been purchased by Metro as a Judy Garland starrer. Arthur Freed will produce.

PITTSBURGH

Three Moveovers for Golden Triangle

PITTSBURGH—The Golden Triangle had a third first-run moveover house last Friday when "Gone With the Wind" went off the screen at the Warner after a record-breaking engagement and "Virginia City" moved in after a week's run at the Penn. At the same time the Ritz opened "Pinocchio" which had been on the Stanley screen for a week. Harris Alvin's moveover, the Senator, continued the run of "Grapes of Wrath" into its fifth week.

A number of subsequent-run house owners and managers are not pleased with expanding moveovers at the downtown spots.

The Ritz was a downtown grind second-run house until "GWTW" opened at the Warner, at which time it became Warner circuit's moveover house for product of the Penn and Stanley, and for absorption of product which otherwise would have gone into the Warner.

United Artists Returns To a First Run Policy

DETROIT—The United Artists returned to a first run policy this week, after nine weeks of roadshowing "Gone With the Wind," thus resuming its place as the only single bill first run in town.

"Northwest Passage," on the opening bill, drew a fairly good crowd, but was hampered by the Sunday opening, two days after the other first runs. The UA has usually had the advantage of opening on Thursday, a day ahead of the other houses.

Price scale is back to a 55 cents top, bringing it in line with the Michigan and Fox.

Conventions Hold Over "GWTW" in Cleveland

CLEVELAND—"Gone With the Wind," announced to close at the end of its ninth week at Loew's Stillman, was held over a tenth. Reason for the extension was to accommodate two important conventions which had announced in its programs as an added inducement to come to Cleveland, that "GWTW" would be a feature of the entertainment. The conventions were those of the American College of Physicians and the Cleveland Dental Clinic.

Finishing Touches Remain On New Lee in Fairmont

FAIRMONT, W. VA.—Finishing touches, including decorating and installation of equipments and fixtures, remain before the new 600-seat theatre on Adams St. here will be ready for opening. Located across the street from the old Nelson, now dismantled and utilized as a store, the new house will be known as the Lee. Columbus Harr and Dr. Carl Carter are the owners.

(Continued from page 63)

and he has campaign sheet reports to verify his busy activities . . . We are told that H. Wilt jr. of Ligonier is no longer interested in a proposed theatre at Rockwood, Pa., but that plans are being continued for a Mr. Erdeky of Pittsburgh.

John Perry has decided to give Gene Autry a little competition, so he has purchased a new Hawaiian guitar to which he has wired amplification facilities. With a flood threatening last Sunday and water coming up to the door of his Ritz, Belle Vernon, Johnny's theme song, "River Stay Away From My Door," did the trick . . . John Friburg was in from Johnsonburg and reported he's still fighting his ulcer condition with a milk diet, but that he enjoyed a good chicken dinner last Sunday at the home of his doctor, who made the allotment to his guest. Mayor John is looking well and is really in much better health than in some time . . . Burtus Bishop jr. was back at his M-G-M duties early Monday a. m., after a vacation in Florida.

Charles Kosco, booker for the Alpine circuit, and Mrs. Kosco will be departing within a day or so for an extended vacation in South America. Charlie obtained a leave of absence for several months, and during his vacation the booking duties of the circuit will be handled by Frank Weitzel, former local exchange booker, and for several years with the Alpine circuit, now booking the company houses in the Cincinnati area.

Remember a year or so ago we publicized the fact that Dick Palmer was building his own new theatre at Webster Springs, W. Va., with his own plans and muscles? Well, the house is just about ready for opening. All credit is due this enterprising exhibitor, who, with one assistant, has built his own theatre, even to the erection of the steel. Palmer has managed the Mill-Vance at Webster Springs for a number of years and he is well known in the trade.

Rudy Navari sends his regards from Cocoa, Fla. . . . Ray Downing, RKO home office executive, is spending a few weeks at the local branch exchange . . . The Capitol, Braddock, has introduced a new game, Pula-Bloka-Gold, which Danny Davis is distributing . . . Jules Lapidus postponed his vacation because of the Universal drive. His local branch is still leading in the eastern division . . . Eve Friedman, formerly of the old Educational exchange, has returned to the Filmrow colony as secretary to Herb Greenblatt, RKO manager . . . We ran into Sam Shaw, the old original, the other day. Has had all his teeth extracted . . . The Paul Muni (in person) stage show at the Nixon was a financial flop and it was his only appearance here in seven years. "The Hot Mikado" in a return engagement wasn't even warm.

Theatre business during Holy Week was considerably off; boxoffice takes had been poor throughout the Lenten season, but the week after Easter, usually very good, was even lower than any week during Lent. So you figure it out . . . The Lew Hepinger-Jim Madden Mexican vacation has been called off until next year . . . Sympathy to ex-Congressman Joseph A. Gray, Spangler exhibitor, whose brother, Archibald R. Gray, a resident of Wilkinsburg for a quarter of a century, died last week . . . Thomas Parker Hollis, pioneer theatre supply dealer here who passed away several weeks ago, left an estate of $5,000 in real estate according to his will which is being probated.

Mr. and Mrs. Edward J. Lebby (he is celebrating his 25th anniversary here as a film sales representative in the northwestern Pennsylvania territory) have announced the engagement of their daughter, Miss Lucille Ruth Lebby, to Gilbert M. Prell of Los Angeles. Bride-elect is a graduate of McKeesport High School and the Art Institute of Pittsburgh. Wedding date is May 26 . . . E. W. Grimes, formerly of the Alpine circuit, is opening his new theatre at Winona, W. Va., within the next few days . . . Father of Charles Kurtzman died recently at San Francisco at the age of 75 . . . Mrs. Joseph Ornstein, wife of the 20th-Fox cashier, and baby are visiting in New York . . . McKeesport's Joseph Weisses are vacationing in Florida.

Floyd Bender of the Grant, Millvale, and Olivette Webster, a nurse at the juvenile court, stopped at the office of the AMPTO the other day before they appeared at the marriage license bureau. Son of Mr. and Mrs. Hartley Bender of Millvale, the bridegroom is a graduate of the University of Pittsburgh, and the bride, daughter of Mrs. Carrie Webster of DuBois, is a graduate of the Allegheny General Hospital School of Nursing. They were to be joined in wedlock, April 5.

George F. Callahan jr. of Exhibitors Service Co. has been named a director of the Allegheny county chapter of the Pennsylvania Motor Truck Ass'n . . . George Delich, former Pitt gridder and son-in-law of Dr. A. L. Koontz, New Martinsville, W. Va., exhibitor, is Pittsburgh's youngest fight manager . . . Gus Vaveris is all tan following a vacation in Florida . . . Al Weiland has plans for the construction of a small storeroom to adjoin his theatre at 6412 Center Ave. At the same time he will modernize the Weiland front and make other improvements.

John Lund's Easter Monday receipts were missing from his office at the Arcadia, Marianna, he discovered when ready to make up his bank deposit the next day . . . Monogram's "Spirit of Independence" playdate drive is receiving whole-hearted exhibitor support, reports

(Continued on next page)

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Flesh Once Weekly at 6 Harris Circuit Nabes

PITTSBURGH—Harris circuit has inaugurated stage shows for one day each week at six neighborhood theatres. "Hollywood Doubles," initial show, opened Monday in Beechview; Tuesday, William Penn; Wednesday, Perry; Thursday, Liberty; Friday, Jeannette; Saturday, Denis. This rotation will be continued for a month at least.

Lose a Service

DETROIT—Local theatres faced a loss of police "money details" this week by order of the police department. The order applies generally to all types of businesses, and is designed to reduce the general use of police officers to provide protection for money in transit between the business place and the bank. The department's view is that the private armored car services should be used.

No. 171 Delegates

PITTSBURGH—IATSE Local No. 171, meeting in session last Friday midnight at the William Penn Hotel, named William H. Thompson, Ralph C. Freeman and Roy Grove as delegates to the annual IATSE convention which will be held at Louisville, Ky., week of June 3.

Choose Name

ALTOONA, PA.—The new theatre at Ebensburg will be named the Strand, according to Jake Silverman of the Strand Theatre Co., of Altoona, owners. The Ebensburg house will seat approximately 500 and will open June 15.

Injured While Chopping Wood

EMPORIUM, PA.—While chopping wood at Log Cabin Lodge near here, Budd Andrews, assistant to Manager A. E. Andrews of the Emporium, was painfully injured. Under a doctor's care, he is resting comfortably at his home here.

Sees a June Opening

JACKSON, KY.—The new theatre now going up here is expected to be ready by June 1, according to Pearl Childress, who will operate.

Extends Celebration to Patrons

AKRON—Celebrating its second anniversary this week, the Highland, neighborhood house here, is extending the "party" to its patrons. Manager is Ray Essick.

Go to Detroit for "Canada at War"

Detroit—Triple the amount of Canadian currency normally taken in during a week at the Palms-State here turned up at the boxoffice the first week of the showing of "Canada at War," latest March of Time release which has been banned in Ontario, just across the river.

What's Your Hobby? Is All He Wants to Know

Detroit—We're not the census man, and we're not trying to get personal. But what we're interested in (and, we believe, that goes for many other members of the trade) is your hobby, whether it be food, clothes, work, play or whatever it is.

Write us about it addressing your message to H. F. Reves, 424 Book Bldg., Detroit.

: PITTSBURGH :

(Continued from preceding page)

Mark Goldman, local manager . . . In his deposition before trial in the government suit, Joseph M. Schenck stated, regarding UA interest in some of the theatres which Loew operates, that Loew's Penn, Pittsburgh, "is a general bone of contention because I have felt the overhead (fixed charges) is too big." Two others include the Broad and Ohio, Columbus, Ohio, which he said are not very profitable and the same bone of contention applies. "We finally got some relief in Pittsburgh," the witness said. UA-Loew's have a product pooling arrangement with Warner Bros. Theatres for the Penn.

Julian Tonkay of Alvin Seiler Theatre Supply Co. reports that they are now handling tickets and other small items . . . A. Maxwell Joice is covering this area as exploiteer for Paramount's "Dr. Cyclops" . . . Opera House, Piedmont, W. Va., is being redecorated . . . Edgar Moss, 20th-Fox district manager, is due for an award at the company convention in Chicago which opens April 12, according to eastern reports . . . Stanley inaugurates a regular Monday night radio quiz program April 8; Horace (Pot O' Gold) Heidt opens there April 12, then comes Wayne King and the next week band attraction will be Guy Lombardo . . . Max Shulgold of Crown Pictures was involved in an auto accident in a blinding snowstorm near Erie last week. He was uninjured, but his car was damaged.

John J. Maloney, M-G-M district manager, presented his fourth annual oratorical trophy at St. Vincent's College. He has just completed his annual charity report which he will submit at the national convention of the Variety Clubs at Dallas . . . Morris Kauffman, former exhibitor, is checking for Universal . . . George Dewey Tyson will lay aside his local publicity duties by mid-May to assume his annual summer chores as director of the Atlantic City "Miss America" promotion . . . Lou Padolf, former exhibitor and film salesman, is around again from his home in Michigan and is looking for a theatre . . . Eddie Salamon has inaugurated a Saturday candy giveaway for kiddies at the Regal, Wilkinsburg.

William E. Kane, son of J. B. "Pop" Kane, Pitcairn exhibitor, has drawn fourth place on the Republican ballot as a candidate for the legislature in the tenth district . . . Florence Fisher Parry, Press columnist, says it's about time for a new film cycle. She advocates thrillers.

Bell Telephone Renders Filmgoers a Service

MERCER, PA.—Bell Telephone has notified local subscribers that operators will give out general information without charge. Previously a five-cent charge was made for giving the correct time.

Now subscribers may inquire regarding time of church services, bus schedules, temperatures, correct time and what picture is playing at the local theatre.

Staggers Remodeling

DETROIT—Remodeling of Barney Kilbride's newly-acquired Dawn is being staggered. It is running on weekends only. In the final stages of work, it will be closed for three weeks.

Pay for Film Referendum

PITTSBURGH—The Mt. Lebanon Township Sunday show referendum of 1938 will cost that community $97, this amount being due Allegheny county for printing of the ballots. Mt. Lebanon, which approved the issue, has one theatre, the Harris Denis.

: BOWLING :

PITTSBURGH—Universal pulled up to two games behind Republic, the leader in the Filmrow Bowling League, when the former outfit took two out of three games from the Republicans last Friday. Lou Hanna of Republic rolled a 212 game during the evening and won the $1 award for high individual score for one game. Earl Friedman of Monarch in three games rolled a 548, third highest score of the season.

Standing of the teams:

	Won	Lost
Republic	49	23
Universal	47	25
Columbia	43	26
Monarch	37	35
Loew's	33	39
20th-Fox	24	45

DETROIT—Bowlers in the Nightingale Club League have started down the final stretch with a close race in prospect for top position. Latest standings:

	Won	Lost
McArthur Theatre Equipment	62	42
National Theatre Supply	59	45
Oliver Theatre Supply	57	47
Motiograph	56	48
Amusement Supply Co.	54	50
National Carbon Co.	42	62
Brenkert Projectors	42	62
Lorenzen Flower Shop	42	62

High scores: Jack Lindenthal, 602; Emil Rausch, 556; Michael Badarak, 548; William Fouchey, 545; S. J. Lambly, 537; William Swistak, 229; Jack M. Hall, 518; F. W. Wise, 525; Gill Light, 522; Owen Blough, 522; F. H. Akins, 516; Carl Rush, 515.

Gregg Trying to Get Findlay a Premiere

Cleveland—Al Gregg, in charge of Republic publicity, is trying to sell the home office on the idea of holding the world premiere of "Down by the Old Mill Stream" in Findlay, Ohio. This is the scene of the stream about which the song was written.

Concluding Arguments Heard in M&R Suit

BOSTON—Edward F. McClennen, chief defense lawyer for the majors, was the first to present concluding arguments this week in the Morse and Rothenberg anti-trust case. The suit, which now may be in its final chapter, is slated to go before the master, Philip Hendrick, within an estimated two weeks. Hendrick has been hearing testimony for three calendar years.

Suspend Deposition-Taking In Kenneth Gorham Action

BOSTON—Taking of depositions in the Kenneth Gorham anti-trust suit was suspended after George S. Ryan, attorney for the Middlebury, Vt., exhibitor, had superintended hearings for four days at the federal building here.

William Kelly, Universal branch manager, and Ross Cropper, RKO manager, were interrogated. Both are scheduled for recall when depositions are continued, perhaps later this month.

No Decision in Dismissal Bid in Waldoboro Suit

PORTLAND, ME.—No decision was reached at presstime in the U. S. district court here where the hearing of the Waldoboro, Me., anti-trust case is being held. George S. Ryan is prosecuting the suit for C. T. Cooney, junior and senior.

The majors are seeking dismissal of the suit, a bill of particulars, and the striking of certain positions of the bill of complaint.

A Drive on Unlicensed Billboards Underway

BOSTON—The Massachusetts Civic League inaugurated a drive against illegal billboards in Massachusetts on April 1. Robert D. Swain of Concord is chairman of the committee in charge. Massachusetts public works commissioners last week ordered licensed outdoor advertising companies to submit to the state board before April 15, a list of any billboards which the respective concerns are now maintaining without a state permit. Companies have already been ordered to display permits in their outdoor advertising displays.

N. H. Survey Counts 4,350 Advertising Signboards

CONCORD, N. H.—There are 4,350 advertising signboards along New Hampshire's state highways, exclusive of those in compact sections of cities and towns, it has been revealed in a survey conducted under the direction of Scenic Engineer Frederick A. Gardner. It was emphasized that the count was made late last fall, and probably there are more billboards during the height of summer seasons.

The advertising was classified as follows: Amusements, 180; automobiles, 251; shaving preparations, 119; cabins, 320; filling stations, outside the compact areas 89; gasoline and oil, 598; hotels, 513; restaurants, 258; roadside stands, 12; soft drinks, 321; tobacco products, 156; tourist homes, 290; miscellaneous, 1,138.

Majors Get Details in Gov't Reply to "Get Specific" Plea

NEW YORK—Major distributor defendants in the all-industry government suit, irked by what they termed inadequate reply to their request for a bill of particulars, asked the department of justice to get specific; to give time, names, places and dates to support charges of damages. The government obliged, with the following details of the New England territory (The particulars are furnished in this order: Time, theatre or theatres, location, producer-exhibitor, independent exhibitor, distress methods and manner employed):

MAINE

1937—Strand, Gardiner, Me.; Paramount-Publix; Willard B. Harwood.

Paramount-Publix acquired the Strand as a result of Mr. Harwood's being deprived of desired product.

1930—Strand, Portland, Me.; Paramount-Publix; Abraham Goodside.

Threat to build in opposition if the independent exhibitor did not lease to Paramount-Publix. Independent exhibitor yielded to this pressure and leased his theatre to Paramount-Publix.

MASSACHUSETTS

1936—Egleston; Boston; Paramount; Walter B. Littlefield.

Paramount acquired the Egleston as a result of unreasonable protection taken by the Jamaica.

1928-1930—Nathan Yamins' Theatre; Fall River; Paramount-Publix Nathan Yamins.

Threat to build in opposition to Nathan Yamins if he did not sell to Paramount-Publix.

1936—Granada, Strand, Mystic and Orpheum, Malden; Loew's, Inc.; George Ramsdell.

Loew's, Inc., threatened to build in opposition to Ramsdell's theatre unless Mr. Ramsdell paid higher prices for Metro-Goldwyn-Mayer product.

Sunday Show Deadline Warning in Boston

Boston—Exhibitors have been warned by the city censor that violations of the Sunday law providing that shows stop before or at 11:00 p. m. may result in disciplinary action.

Bank Night Test Case Sped to Realization

BOSTON—A proposed test case to determine the status of Bank Night in Middlesex county was furthered when Roy E. Heffner, local Bank Night assignee, and District Attorney Robert Bradford agreed to a finding of guilty before Judge Reynolds in district court, Lowell, so that the case might be rushed to Middlesex superior court. George S. Ryan, Bank Night attorney, was present. An agreed statement of facts has been filed.

The action followed a pre-arranged summons issued in connection with Bank Night operations at the Tower in Lowell, Roy E. Heffner house. The plan is operated there under the qualification-card system.

District Attorney Bradford had previously assured Heffner that Bank Night may continue in Middlesex county until, at least, a decision is reached in a test case.

Easter Season Brings Rise In New England Business

BOSTON—New England business activity continued to increase during the Easter season period. The New England Power Ass'n has reported it produced 8.33 per cent more electrical energy for the week ending March 19 than it did for the corresponding period a year ago. Some recovery has been noted in the wool market with mills reporting they have received moderate orders for heavy weight fabrics with prices on the level of last October.

Four Scheduled as Hub Friars Club Trustees

BOSTON—Phil Smith, John Dervin, Stanley Summer, and Joe Cifre are scheduled to be elected trustees of the Boston Friars Club when the film organization holds its annual meeting, Tuesday, April 9, at its Hotel Statler quarters.

Norman Ayers, Harry Kirchgessner, Edward X. Callahan, Ben Rosenthal, and Phil Seletsky have been nominated to the 1940-41 nominating committee of the organization.

Northfield, Vt. House Is Bought by Woodbury

BOSTON—G. B. Woodbury, operator of the Bethel in Bethel, Vt., has purchased the Savoy in Northfield, Vt., from Martin Weinstein. W. C. Woodbury is slated to manage the Savoy.

G. B. Woodbury recently had a new ventilating system installed at the Bethel. The house underwent other improvements including the setting up of new shadow boxes in the lobby. Woodbury plans to modernize the Savoy.

Monogram Boston Office Leads in Sales Drive

BOSTON—The local Monogram office moved into the first place in the current Monogram sales drive. Tom O'Brien, Monogram booker, helped matters along by setting the Boston first-run of "Son of the Major" at the Trans Lux to follow Monogram's premiere of the "Human Monster."

Boston Allied Opposes Consent Decree; Urges Suit Continue

BOSTON—The local Allied unit's directors in a meeting Tuesday unanimously adopted a resolution opposing acceptance of proposals reportedly offered for a consent decree in the government's monopoly suit against major distributors and called upon the U. S. attorney general to prosecute the suit vigorously.

"Whereas monopolistic conditions imposed upon the independent exhibitors in the motion picture industry by those corporations commonly referred to as the Big Eight," the resolution read, "have been and are now so onerous that the department of justice has seen fit to institute a suit under the Sherman anti-trust act to abolish the monopoly in restraint of trade. And whereas there have been brought to the attention of the independent exhibitors of New England a suggested outline under which a consent decree might possibly be formulated, be it resolved that this board oppose any proposed consent decree based on the submitted plan, and pray the attorney general to proceed with the vigorous prosecution of the suit to relieve the monopolistic conditions extant in the industry."

Allied members present included Frank Lydon, Arthur K. Howard, Nathan Yamins, Les Bendslev, Richard Rubin, William McLaughlin, Frank Perry, Morris Pouzzner, George Ramsdell, Max Levenson, Harold Stoneman, Wilbur Peterson, Kenneth Forkey, Irving Isaacs, Daniel Murphy, Samuel Resnick, William Viano, J. E. Charbonneau and Warren Nichols.

Non-Allied members present and taking part in the general discussion, although not voting, included Ralph Snider, Newell Kurson, Reginald Morse, Arthur Lockwood and Louis Gordon.

Connecticut Unit Voices Consent Decree Opposition

NEW HAVEN—Following unanimous adoption of a resolution to oppose a consent decree in the government anti-trust suits, Allied Theatre Owners of Connecticut, Inc., sent the following wire to Thurman Arnold, attorney general, at Washington:

"The following resolution was unanimously passed by the Allied Theatre Owners of Connecticut, Inc., at a meeting April second, Hotel Garde, New Haven:

"We are unalterably opposed to a consent decree and are in favor of the government prosecuting to the fullest extent the case against the motion picture monopoly. Our views regarding any possible settlement are expressed by our general counsel, Abram F. Myers.

Allied Theatre Owners of Connecticut, Inc.
Lawrence C. Caplan,
Executive Secretary."

Members of the organization at a special luncheon meeting at the Hotel Garde, presided over by A. M. Schuman, also voted to assist the public safety commission in a safety campaign now in progress in the state of Connecticut by financing the printing of ten trailers. These trailers will be distributed by the organization among the various theatres in the state, with the cooperation of the local police chiefs.

The committee appointed to be in charge of this activity consists of Albert Pickus, of the Stratford, chairman; A. M. Schuman, of Black Rock, Bridgeport, president of the organization, and Martin H. Keleher of the Princess, Hartford.

The Logical Next Step For Fringe Filmites

Boston—A number of New England organizations using gratis films are said to be demanding free giveaways from Hoods, Sharafs, Hinds, Bond Bakers, and other concerns which put out the free celluloid for publicity reasons.

Delete Horror Scenes From Two Features

BOSTON—Horror scenes and a wrestling match were clipped from two features and a newsreel as the Massachusetts bureau of Sunday censorship okayed 82 motion pictures. Passed without cuts were "Rebecca," "Johnny Apollo," "It All Came True" and "Primrose Path."

Monogram's "The Human Monster" went into a first-run week at the Trans Lux after Eugene M. McSweeney, commissioner of public safety, issued a Sunday permit following the eradication of a certain amount of cadavers and carrion. Eliminations from the 8-reeler included:

"Dialogue, 'Good God almighty,' in part 6, not appearing in script. Dialogue, 'For God's Sake,' in part 7, not appearing in script. Scene showing Dr. Orloff taking blind man from bed and drowning him in tank; scene showing Dr. Orloff taking body from tank and dragging body across floor and throwing it into river in part 7."

"The Human Beast," released by Juno Films of New York, was granted a Sunday permit after such drastic eliminations that George Kraska decided to run the celluloid on a six-day week basis at the Fine Arts. The cuts included:

"Scene showing Jacques and Flore in embrace on ground in part 2. Scene showing Robaud beating Severine in apartment, in part 3. Scenes showing Jacques and Severine in embrace and lying on bench in railroad shack; scene showing Jacques and Severine putting out lights and embracing in apartment, in part 6. Scene showing Jacques attacking Severine and choking her in apartment, in part 9."

An entire wrestling subject was ordered out of Paramount News No. 58.

The nine-reel feature, "The Struggle," which was approved with deletions on February 5, 1932, was passed under a six-reel reissue as "Ten Nights in a Barroom." Eliminations on the Harry Segal release included three bits of dialogue:

'God forbid—;' 'God forbid—;' 'Vell, God forbid you get sick.' "

Bulletin Holds Majors Stand Indefensible

BOSTON—Contending that "if block booking and blind selling were necessary to the distributors, they would enforce those practices against the affiliated chains," the Independent Exhibitors, Inc., in a bulletin to members, discounted the distributor claims that the Neely bill will impose undue hardships or increase film rentals.

Reminding of other exhibitor grievances, the bulletin lists the "forcing of shorts and newsreels, arbitrary designation of preferred playing time, unfair protection, clearance and zoning, overbuying by producer-owned chain competitors, discriminatory film rentals and high percentages, control of admission prices, substitutions that cannot be detected because pictures are not identified in the contracts, arbitrary price allocations to fill the high-price brackets, whether the pictures warrant it or not, product sold on a 'take all or get nothing' basis, 'stop' pictures to force the dating of or paying for 'clucks' "

The elimination of the aforementioned practices is not claimed as a corollary of the Neely bill by the bulletin, but it points out that the measure's breaking of the "motion picture monopoly" will make those practices impossible to impose.

Neely Bill an "Opportunity," Independents Are Told

BOSTON—"The Independent Exhibitors have their great opportunity right now!" the local Allied office told affiliated theatre owners this week in connection with the Neely bill. "If they muff it, they will never get another."

Independents were urged to "get into action" if they wanted "to write a permanent insurance policy" on their businesses.

The Independent Exhibitors, Inc., urged respective members to: "Write your congressman at once. Tell him just what you are up against as an independent exhibitor."

It was urged that this action be used to counter what the organization termed "a challenge." The latter term was explained as referring to alleged "orders" that have gone out from New York that every exchange employe and every circuit employe must write a letter against the Neely bill himself and must induce five other persons to do likewise."

Hy Teich Acquires a Boston Weekly Paper

BOSTON—Hy Teich, head of the Four Star Program Co., and for years a leading film district printer, has acquired the local publication, *This Week in Boston*. The weekly, which in the main is a seven-day program of Boston events put forth in *Cue* style, was started in 1905. Gene Brown, former owner, recently died. Teich plans a general rejuvenation for the sheet.

Thomas McNulty Dead

TAUNTON, MASS.—Thomas McNulty, 52, operator of the Casino, died here suddenly on Monday.

BOSTON

DAVID FESSENDEN PERKINS, former manager of the Calvin in Northhampton, is pulling off some prime publicity stunts for Samuel and Nathan Goldstein at the Strand in Holyoke . . . George Laby is now managing the Calvin in Northampton, Western Massachusetts Theatres house . . . Al Lourie, manager of the Oriental in Mattapan, is putting the final touches on a cooking school tieup with Edison Electric.

Harry Browning, circuit advertising manager for the M&P Theatres Corp., has been mourning the death of an aunt.

Bill Canning, manager of the Empire in Fall River for E. Harold Stoneman and Edward Ansin, planted a pseudo mummy in the theatre lobby to exploit Universal's "The Mummy" . . . . Dorothy Hamlin, secretary to Manager Fred Greenway of Loew's State for the past three years, resigned, effective this week . . . Herb Graffam, assistant to Manager Roland Moon at the Cameo in Weymouth, has been convalescing following a cold . . . Marty Glazer, assistant to advertising manager Paul Levi at the Metropolitan, has been taking golf lessons at Jordan Marsh's . . . Attending last week's Press Photographers' Ball with the theatre publicist was Jeanne Segal of United Artists.

Harold Safford, manager of the Hollis in Framingham for E. M. Loew, has a new citizen in his home. It's a boy . . . William Powell is managing the Victory in Lowell . . . Martin Mullin and Sam Pinanski are continuing rapidly on the construction of the Circle, new M&P Theatres Corp. house in the Cleveland Circle section of Boston.

Charlotte L. Frank has located the office of Frank Information at Suite 822A in the Park Square Bldg., Boston. Miss Frank, who handles due bills, has a number of theatrical accounts here . . . The Advertising Bureau, Inc., headed by Herbert Frank, has also moved from the Little Building to the Park Square Building. Both transfers were effective on Monday.

Joseph Bean of the Durfee in Fall River sniped arrows throughout the city to exploit "Northwest Passage" . . . Anna Hughes of the MPTOA at 60 Scollay Square has been recovering from a cold . . . Sally Hochberg, former assistant to Arthur K. Howard of the Independent Exhibitors, has been sending postcards from Santa Monica.

Ben Welansky, operator of the Beacon and Bowdoin Square, has been cruising . . . Ben Greenberg, manager of the Stadium in Woonsocket, R. I., is back from New York . . . Irving Shiffman, Universal salesman, has been transferred from Boston to Albany.

George Carter, manager of the Winchester in Winchester, has been tying in with local merchants on exploitation . . . Sam Davidson, head of the Cameo Screen Attractions, Inc., was in New York on business last week . . . Peter Levesque, manager of the Strand in New Bedford, is drawing heavily with dishes . . . Ed Cincotti is responsible for the artistry on the unique Fine Arts Theatre displays.

Duffy Lewis of the Provincetown in Provincetown attended the Boston premiere of "Mulatto" at the Copley . . . Carl Myshral, local Columbia salesman, was also there . . . Charles Brent, roadshow man, and Mrs. Brent were among the first nighters . . . Ed Reed of the Strand in Province has been mourning the death of his father, buried last week Thursday.

William Murphy, former office manager here for Imperial, has been appointed Universal salesman for New Hampshire and Vermont . . . Walt Quist of the Elm Street in Worcester is the father of a new citizen. It's a girl.

Spring has arrived. Evelyn Goldstein, listening for the 5:00 in the steeple of the nearby Christian Science Church so as to make the ticket changeover at the Fine Arts, absent-mindedly picked up the phone when the gong did sound. She is engaged to Arthur Kriesman, pharmacist.

Phil Seletsky, booker for the M&P Theatres Corp., has been ill . . . Also convalescing at the M&P home office in Scollay Square has been Walter Higgins of the accounting department . . . Jeanne Martinez tied in with Joe DiPesa of Loew's, Inc., last week to devote a one-hour radio program to "Broadway Melody" . . . Joe and Al Longo of Loew's publicity office on Massachusetts Avenue have covered the town with music wrappers for the feature.

Meyer Ruttenberg, Church Street premium distributor, expects his brother, Joseph, in town after the latter completes the lens work on "Waterloo Bridge." The ace M-G-M cameraman was formerly a local newspaper photographer.

Ralph Ripley, manager of the Codman Square in Dorchester, is going to town with a cooking school . . . Joe Lourie, manager of the Strand in Dorchester, also is in on the tieup . . . Charles Hodgdon reopened the Princess in Wakefield after a brief closedown.

Tom Jennings, 20th-Fox salesman who has been ill with arthritis, was in the district . . . William Kenney of the Empire in Fall River outfitted ushers in Dracula-like cloaks to exploit a recent chiller . . . Eddie Cantor is expected to make a one-day personal appearance in Boston to hypo "Forty Little Mothers."

Robert Gardner, who recently resigned from the Copley-Plaza, is going ahead with reopening activities at the former Flamingo, Massachusetts Avenue night club adjoining Loew's State and the Fine Arts. The location is to be renamed the Gardner . . . Mrs. Eva Hawes has been continuing renovations at the Puritan in suburban Boston . . . Edward Brady has been running a successful cooking school at the Randolph in Randolph.

J. P. Maxfield, Erpi executive, was in town last week . . . Frank Clements, manager of the Strand in Brockton, is using flesh . . . William Wool, national advertising manager for the Metro Premium Co., plans to confer here soon with Arthur Jerome, Boston manager for the concern.

Raymond Allard and Joseph Marquis of the Old Colony in Plymouth rigged up a burglar alarm system and secreted a camera in an effort to stop a series of burglaries. A flashlight took the picture of a local youth who later confessed to the crimes, according to the Plymouth police . . . Charles Wilson, Republic booker, has set the new Dick Tracy serial for the State in Milford, the Onset in Onset, the Warr in Wareham, and the Arcadia in Portsmouth, N. H.

Joseph Rosa of the Grand in Taunton has a new giveaway that utilizes passes . . . Clint Pollack has resigned as assistant to James Field, manager of the Paramount in Salem . . . Francois Briere, French consul, and Mrs. Briere were the guests of George Kraska, Fine Arts operator, at the opening of the "Human Beast."

Joseph Flynn plans to put a new giveaway into the Victoria in Lawrence . . . E. M. Loew, independent circuit operator, was feted by employes on his birthday last Thursday . . . Steve Broidy, local Monogram sales manager, was in New York on business . . . Harry Asher, local inde, was in Maine.

Ruth Pinanski, daughter of the M&P Theatres Corp. executive, and Milton Green, whose engagement was recently announced, will probably be wed in June. Reception is tentatively scheduled at the Pinanski summer estate at Beverly Farms.

Morris Nunes, premium distributor, left New Haven last week for Cuba . . . Jimmy Grainger, Republic executive, returned to New York early last week after conferring with Ed Morey, local Republic salesman . . . Sid Rice, Sam Vine, and Irving Lanes, film and vaudeville stars, were featured last week on the stage of the RKO Boston.

William Riseman and Alex Lercari have been completing decoration work on the Globe in Clinton, Conn., tentatively scheduled to open shortly after having closed before the advent of sound . . . The Boston theatre decorators have completed work at the Capitol in Ansonia, Conn., a Warner house.

Robert Portle, forgetting how Troy fell, spotted a wooden horse in the lobby of the Plaza in Worcester to exploit a western . . . The question of whether or not citizens of Calais, Me., want the Sunday licensing of motion picture theatres is scheduled for determination this month . . . Automobile owners at the local Columbia exchange are patronizing Mike Gorfinkle, former Columbian, at the latter's gasoline station in Chelsea Square, whenever possible.

Harry Rogovin, Boston manager for Co-

(Continued on page 74)

AIR CONDITIONING?
Nothing Better — Nothing Cheaper Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

BRIDGEPORT

MANAGER HARRY ROSE of the Globe is one year older. The house staff presented him with a gift, but he refused to reveal his age.

The Lyric relighted to a disappointing start. Eight weeks of burlesque are planned . . . Manager Morris Rosenthal of the Majestic won plenty of comment for his "ghost rocking chair," erected in the lobby in connection with "The Invisible Man Returns."

The Park, long dark, suffered minor damage from a fire which was started by sparks from a nearby chimney.

Manny Kuggel, manager of the Warner, is having a hard time waiting until the weather warms up sufficiently to allow a morning of golf.

Single features with three bill changes weekly will be the policy at the newly opened Ridgefield Playhouse. The house is owned by the Casey and Wheeler circuit and is the only motion picture theatre in the state to feature an art gallery.

The screen adaptation of "Strange Cargo" was written by Lawrence Hazzard, a former Bridgeport boy. As a result local papers gave the film extra plugs.

The Loew-Poli New England Theatres, Inc., failing to obtain an assessment reduction from the board of relief, have carried the fight into superior court.

Back at work after illnesses are: William Tole, assistant projectionist at the Strand-Palace; Agnes Reilly, Majestic usherette; James Vizzeo, doorman at the Strand . . . "Hank" Kilborn, Majestic doorman, believes it will be warm enough to start sun baths again in three weeks.

The Easter egg hunt of the Loew-Poli Theatre in Beardsley Park was postponed one week due to cold weather . . . Edward Rowlands replaced Harry Reiners ahead of "Pinocchio" in this area.

William McDermitt, formerly assistant manager at the Majestic, is now maintenance superintendent at the Lyric . . . Joseph Cassette, projectionist at the Strand-Palace, is rapidly becoming a camera expert.

Matt L. Saunder, Loew-Poli manager, will take two portable projectors and a dozen cartoon shorts to the home of George C. Waldo, *Post-Telegram* publisher, on April 15 and run a birthday show for Mr. Waldo's young daughter. Ralph Mauro and James Fensore will man the machines.

Morris Kaufmann of the Rialto hosted the North End Post *and* Telegram *carrier boys.*

Party for Spitz

BOSTON—A party celebrating his 90th birthday which falls on April 30 is being planned for A. A. Spitz, Providence showman and partner in the Associated circuit. The Boston Friars Club, aided by a committee of Rhode Island exhibitors, are in charge.

Television Seen as Gain to Industry

HARTFORD—Television, once it becomes commercially practicable, will spell the end of third and fourth rate film entertainment but, as a whole, will probably prove an "aid" to the industry, observes the Hartford *Times*.

"Considerable alarm has been expressed from time to time by readers . . . over the harm television may do the movies. 'How will theatres ever be able to compete with free screen entertainment in the home?' is a question asked almost everytime . . . The best answer, probably, is found by hurling a question right back. 'What has happened to music and symphony concerts now that the radio has been so highly developed?'

"The world still loves music enough to pay fancy prices to attend fashionable musicales. Only the third and fourth rate entertainments have suffered. It will be the same with motion pictures.

"Already some of the New York theatres are presenting television on a small scale in their lobbies and foyers, but the novelty still does not attract an appreciable number of additional patrons.

Accustomed to the Best

"Television, it seems, is first and primarily a communication medium . . . but its entertainment potentialities are strong. Audiences, however, are accustomed to very highly specialized entertainment on the screen, embracing camera angles, quick changes of scene and costume, and other factors that cannot be duplicated in a television studio. Mere filmed versions of stage plays would be extremely dull on the screen.

"It is Hollywood's belief, therefore, that even the dramatic offerings over future television networks will first be recorded on celluloid and will subsequently be broadcast, like present-day musical transcriptions.

"Then, too, there is a matter of availability to be considered. Movies, by operating on the continuous grind policy that exists in all downtown theatres in large communities, enable entertainment seekers to find film of their choice at any time of the morning, afternoon, and evening. A forthcoming television event can only be enjoyed during the specific period during which it is telecast. Continuous shows and long runs do not sound practical for a vast majority of entertainment lovers.

"A gradual shifting of radio interests from New York to Hollywood indicates that motion picture actors, directors, designers, and technicians may find their fields greatly widened by the forthcoming new medium. Nobody out there has the jitters about it.

"The probability that television costs will be met from advertising revenue, just as radio programs are sponsored, may lead to a tremendous increase in the number of strictly commercial movies produced. These will not be suitable to admission-paying audiences in theatres, and will be in addition to the ordinary Hollywood output."

PROVIDENCE

ANOTHER record "holdover week" in town with Loew's State holding "Rebecca," Strand keeping "Road to Singapore" but adding a new companion feature in "Black Limelight," Albee continuing "Pinocchio" and Carlton taking "Virginia City" from the Majestic for a second-week run.

Lunt-Fontanne starring combination in Robert Sherwood's new drama, "There Shall Be No Night" premiered at the Playhouse last week to a swanky capacity audience who voted the show a "hit." A fortnight run in Boston should smooth it up for Broadway. Associated Theatres are bringing George M. Cohan in "The Return of the Vagabond" to their Playhouse April 12 to give the city another legit premiere.

Sympathy of Rhode Island film circles went out to Manager Edward L. Reed of the Strand last week on the death of his father, Edward Reed sr.

Chief topic of conversation seems to be surprise business being done by "Sunday Star Parade" shows at the Metropolitan where John E. Nowlan is presenting radio name bands and artists, with standard vaudeville turns supplementing program, Sunday matinees and nights at 40 cents to $1.10 top. First bills on Easter did good business and this week brought a complete sellout despite house's seating capacity of near 5,000.

It's paint-up time again. Casino, Narragansett Pier, is readying for the summer with a fresh white and blue exterior. E. M. Loew's Capitol, Providence, also looking brighter as decorators get in their work.

Hollywood stars take notice! Out of three Newport theatres offering film programs last week, two of them featured cartoon films, "Pinocchio" and "Gulliver's Travels" playing there day and date.

"Virginia City" Strikes Record-Setting Pace

NEW HAVEN—In its first five pre-release key city engagements in the New England territory, Warner's "Virginia City" has opened to record business, surpassing "Dodge City," the company's top grosser for 1938-39, and "The Fighting 69th," current high grosser. Business in these five situations is from 15 to 25 per cent over "Dodge City" and from ten to 20 per cent above "The Fighting 69th."

The New England openings where the picture is continuing its record business are: Roger Sherman, New Haven; Warner, Worcester; Capitol, Springfield; Strand, Hartford; and the Warner, Bridgeport.

Bedard and Bradley Back From Western Vacations

ST. ABANS, VT.—Fred Bedard, owner of the Bellvue, is back from a trip to Hollywood.

Tom Bradley, owner of the Champlain in Swanton, just a few miles away, is back home from Phoenix, Ariz., with a sun tan.

"Northwest Passage" Earns High Praise

BOSTON—"The film version of Kenneth Roberts' 'Northwest Passage' is magnificent, even if unintended 'propaganda,' and so stirring and wholesome that it makes deliberate and national propaganda seem puny and pallid," the Boston *Herald* editorialized.

"The book itself lacks nothing in vividness and in power to stimulate the pride of Americans in their genesis. The amazing feats and incredible endurance of Rogers and his rangers, as Mr. Roberts portrayed them, with adherence to the recorded facts, are worthy of a Homer and super-Homeric heroes.

"But words, as Lessing said, have their limits. The book is long, and, unfortunately, millions who ought to read it will merely read about it.

"For them, as well as for those who were thrilled by the novel, the films have done a splendid service. Rogers lives again in figurative and literal colors more glowing than words can paint.

"Nobody can come away from it without something of the feeling which Webster expressed when he thundered: 'Thank God! I, I, also, am an American!' The soul and stamina of the colonists have never been shown better than in this movie.

"There are little departures from Mr. Roberts' masterpiece which probably make him feel like imitating George Washington and jumping up and down in profane fury. But the picture as a whole is a fine accompaniment to his literary and historic achievement."

Reservations for Dance In Goldstein's Care

BOSTON—Harry Goldstein, RKO salesman, is in charge of the reservation committee for the fourth annual dinner-dance of the Boston Motion Picture Salesmen's Club, to be held here Sunday evening, at the Cocoanut Grove.

Barrows Pushes Dance

BOSTON—Thad C. Barrows, president of the Moving Picture Operators' Union, Local 182, continues with plans for the 30th anniversary dinner dance of the IATSE pioneer unit, to be held at the Copley-Plaza on Wednesday, May 1.

Without Benefit Of Pedigree

Boston—Vaughn K. R. O'Neill, assistant at Loew's State in Providence, was recently taught the way to an introduction. O'Neill, sitting beside a strange young lady at the Biltmore in Providence, recently, felt a slight nudge and turned to hear her say, "My dog's name is Whacky. What's your name?"

HARTFORD

ALBERT SHULMAN, Rivoli, has returned from a New Hampshire skiing vacation . . . Proven Pictures has started a cooking school for lady patrons . . . Thomas J. Vaughan, house policeman at the Loew-Poli, is contemplating an auto trip to Baltimore . . . While Maurice Druker, Loew-Poli assistant manager in Worcester, was vacationing in Miami Beach, Fla., his duties were handled by Joe Lakema . . . Manager Bernard M. Levy, Proven Pictures, was in Boston.

Manager Jack A. Simons, Loew-Poli, was in New York on business . . . Maurice Shulman, Webster, Rivoli, and Plaza (Windsor) theatres, reports he's thinking of a vacation in Mexico . . . Dan Ricitelli, former advertising sales manager at the New Haven 20th-Fox exchange, has been appointed manager of the Colonial. Dominick Somma, formerly with Grand National, has succeeded Ricitelli . . . Chief of Service Lew Blanco, Loew-Poli Palace, is in his fourth month of married life and plenty happy.

Lou Brown, Loew-Poli publicity man in New Haven, is a frequent visitor . . . Manager Walter B. Lloyd of the M&R Allyn reports "Of Mice and Men" is slated to hit that theatre in a few weeks . . . Norman Wrisley is reported representing the New Standard Encyclopedia deal in the territory . . . Proven Pictures is bringing back "Imitation of Life" . . . Loew-Poli service staff helped out at the stagehands' ball by collecting tickets at the affair which had a swell turnout.

Staff at Loew-Poli is working hard on the big campaign for "Young Tom Edison" . . . Whitman Bowen is reported managing the Plainfield in succession to Eddie Sukolowski, who was transferred to another Mike Daly house, the Capitol in Lowell, Mass. . . . Maurice Shulman attended an Allied meeting in New Haven . . . Lou Konior, Loew-Poli usher, dressed up as "Pinocchio" and walked up and down in front of the theatre on the opening day for the picture . . . Reports from far-off Honolulu that a son weighing eight and one-half pounds has been born to Mrs. Arthur Maloney, wife of Lieutenant Maloney, whose dad, the late Art Maloney, used to be manager of the local State . . . Walter B. Lloyd, manager of the Allyn, led a discussion on "Why We Make Good Movies" at the monthly meeting of the South Park Church school officers and teachers.

Main stem Crown is offering Cookware Gift Coupons to patrons on Wednesday nights . . . Indications are the state of Connecticut will not participate in the second year of the New York World's Fair . . . Loew-Poli has installed new lobby frame backgrounds designed by Manager Jack A. Simons . . . A special kids' matinee was scheduled for Wednesday afternoon at the State, Torrington, when Will Rock was to have presented "Magic as You Like It" . . . Wallace J. Cooper, Loew-Poli assistant manager, did a nice bally job for "Pinocchio."

Shrine Circus hit town for a week . . . Elsie Knox, former Hartford girl, plays the role of Lillian Russell's sister in the forthcoming film starring Alice Faye, according to reports reaching this correspondent . . . . Julian B. Tuthill, Hartford Times, *spent some time in New York . . . Palace, New Britain, is offering free glassware to patrons on Wednesdays . . . The Jacques, Waterbury, had its much heralded opening on Easter Monday.*

Chanticler, Rock Hill, observed its first anniversary under the management of William Pierce . . . Empire, New London, is offering a free kitchen ensemble to the ladies . . . Thomas J. Vaughan, Loew-Poli house policeman, says his new car runs "swell" . . . Manager Jack A. Simons, Loew-Poli, had a woman's statue displayed in the lobby for "Rebecca" some weeks in advance of its opening . . . Emile DuFault, formerly manager of the Greendale, Worcester, Mass., is now manager of the Capitol in Middletown.

James F. McCarthy, manager of the Strand, was in the Biggest City with Jack Sanson of Manchester . . . Ditto Mrs. M. Oakley Christoph, film columnist for the Hartford Courant *. . . Eddy Duchin and his orchestra and an assorted stage show were to open at the State Friday . . . Lyric, a WB nabe, has Amateur Night on Fridays . . . "Virginia City" went into a second week at Manager Frank Morin's Regal.*

Ed Sullivan After Fidler Into State at Hartford

HARTFORD—Due to the success of the Jimmie Fidler troupe at the local State, the management announces Ed Sullivan, Hollywood and New York columnist, has been booked for an appearance during April. He brings with him eight film players including Majorie Weaver, Arthur Treacher, Helen Parish, Bela Lugosi, Betty Jaynes, Douglas MacPhail, Vivian Faye, and Astrid Allwyn.

Offers New Cut Outs

BOSTON—Jack Riff of the Film Poster Service is offering New England exhibitors a new series of screen process cut outs, available in such sizes as 30x40, 40x60, 24x60, and 24x82.

Scripts "Night Operator"

HOLLYWOOD—Horace McCoy is scripting "Night Operator" for Metro.



NEW HAVEN

THE LENTEN period reported generally worse than last year in the theatres of the state, with a few first run exceptions. The early Easter and poor economic conditions hit retail business everywhere . . . Kay Kyser broke records for vaude at the Arena, with even the matinee swamped and the evening show a near-riot. Patrons were invited to stay after the show to listen in on the regular Sunday broadcast, sent over WBRY, local Columbia affiliate . . . Loew-Bijou vaude shows on Saturday building steadily and manager Bill Elder expects best results yet with Bob Howard.

Ben Simon, 20th-Fox manager, writes that he had a pleasant flight and is now visiting in San Jose with his father and mother . . . Seen on the beach at the Hollywood Beach Hotel, Hollywood, Fla.: Barney Hoffman, Warner Theatre Department executive . . . Seen in and about the best spots at Miami Beach: Mr. and Mrs. Leo Bonoff, of Madison and Saybrook . . . Mrs. Harry Lavietes . . . Mr. and Mrs. Morris Nunes . . . The Harry F. Shaws, Loew-Poli divison manager, are back after a vacation which took in Mexico City, Acapulco Beach, Las Ancles ranch, visits with Carlos Niebla, Metro Mexican exchange manager, etc. During a 13-hour delay in the return train trip, caused by a train wreck in the desert, Harry snapped into his emcee role, rounded up and supplied some original talent, and entertained the anxious passengers.

Florine Bower, Poli secretary, made an especially interesting trip to New York this week . . . Ted Jacocks of the Branford Theatre is choosing his itinerary for a four to five weeks' vacation . . . The Browns—Lou, Shirley and Shirley-Lou—are again reunited after vacation in Orlando.

Maurice Wolfe, Metro district manager, in for a New Haven meeting this week . . . I. Altshuler, Columbia home office auditor, is visiting the local exchange . . . Morris Hadelman of the Shelton is back on the street after a siege of the grippe . . . Grace Weissman of 20th-Fox has announced her engagement to Dr. Charles M. Spiegel of New Haven.

Competition in inter-exchange and exhibitors' bowling is growing in popularity. After many recent victories, the Columbians, Tom O'Toole, Ben Lourie, Sid Swirsky, and Al Parizer were beaten by Sam Germaine, Henry Germaine, B. Alliano, and Max Tabackman last week . . . Bob Russell of the Poli is marking off the days on his calendar until May 7, when he will officially inaugurate his fishing season . . . Lou Olshan, who recently resigned from the Albany Columbia exchange in favor of the fur business, visited with the boys on Filmrow this week.

The new Irwin Wheeler Ridgefield Playhouse and Elizabeth Fomento's new house in Lee, Mass., were March 23 openings . . . Whitney Theatre, Hamden, is motion picture's gift to Connecticut for April . . . Angelo Tomasino, of the White Way, New Haven, former student at the Yale Drama Department, is directing and coaching the Dixwell Players for the Drama tournament, in which they will present "Warrior's Husband," adapted by Tomasino for the occasion.

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Perfume for Papers In New Britain

New Britain, Conn.—The "Herald" of New Britain had a particularly pleasant odor the other day, because of an advertiser's odd request.

"As an advertising device," the paper explained later in a news item, "the New Britain 'Herald' sprayed all of its papers with perfume last Friday.

"The apple blossom scent, used at the request of an advertiser, spouted from a spray nozzle beneath the speeding stream of paper on the press, and saturated it liberally.

"Pressroom employes took to cigars. One wore a gas mask."

BOSTON

(Continued from page 71)

lumbia, and Tim O'Toole, New Haven branch manager for the distributor, were in New York last week for a two-day pep meeting at the Gotham Hotel in connection with the Abe Montague Anniversary Sales Drive . . . Maurice Jaffe, manager of the Metropolitan in Leominster, used the Will Rock show after it played the RKO Boston.

Joe Flynn used a recent midget show at the Victoria in Lawrence . . . Lou Walters and Lew Orth, theatrical bookers with offices in the Metropolitan Building, booked the Thurston show with E. M. Loew in Webster, Sam Sternberg at the Gates in Lowell, Reginald Morse at the Colonial in Nashua, N. H., Al McEvoy at the Union in Attleboro, M. A. Shea in Manchester, N. H., Fred Green at the Park in Woonsocket, R. I., and John Giles in Framingham.

James Guarino of the Drive-In Theatres Corp. has a new Lincoln Zephyr . . . Joe Dobesch, theatre decorator, has evolved a new shade which he calls "Society White" . . . Joe Longo of Loew's, Inc., put out five hundred bookmarks in Boston to exploit "Rebecca."

M&P Managers Submit "Ninotchka" Campaigns

BOSTON—M&P Theatres Corp. managers who have already submitted comprehensive publicity campaigns in the M-G-M and M&P advertising contest on "Ninotchka," include Joe Marquis of the Egyptian in Brighton, Joe Lourie of the Strand in Dorchester, Harry Goldstein of the Morton in Dorchester, George Moffitt of the State in East Milton, and Melvin Morrison of the Strand in Dover, N. H.

SPR'GFIELD

LOU COHEN, manager of the Loew-Poli Palace, Hartford, who is filling in for George E. Freeman (who is ill) at th local Loew-Poli, is doing a swell job . . . E. M. Loew's Court Square offered an "Easter Fantasy Revue" to its patrons last Thursday.

Anita Boschash, cashier at the Loew-Poli, is slated to walk up the aisle to the tune of "Here Comes the Bride," on April 8 . . . Melvin Aronson, former assistant head usher at the Goldstein Bros.' Paramount, has been promoted to head usher, succeeding Gilbert Blevins, who has been upped to assistant manager.

The first showing of "The Blue Bird" in the Springfield territory was presented at the local Paramount. Film is slated to hit Hartford in a few weeks at the M&P Allyn.

Jack Foxe and Lou Cohen tied up with the Home Progress Exposition for "Young Tom Edison." Theatre had a display featuring the biggest electric light and the smallest bulb.

In and about the state: Kay McKay, daughter of Manager Joseph Anstead, Elm St., Worcester, has been singing at the Brown Derby . . . Jack Foxe, local Loew-Poli assistant manager, gave away some 300 roses to the ladies on Easter Sunday . . . Carl Jamroga, Phillips, Springfield, was in Boston.

: NEW HAMPSHIRE :

DONALD DUCK and Paulette Goddard were voted as the favorite screen personalities among students at Phillips Exeter Academy, swanky prep school in Exeter. Runners-up were Clark Gable, James Stewart, Lana Turner and Bette Davis.

Speaking of polls, Gracie Allen received one vote for the office of fire warden in the recent town election in nearby Lebanon, Me. Confucius got one tally for another town post, and President Roosevelt was written in for the board of selectmen.

"Young Tom Edison" will be shown at a benefit at the Somersworth Theatre, April 17-18, with elementary schools of the city sponsoring the film to raise funds for distribution of free milk to undernourished children.

A motion picture booth is one of the features of the new Cogswell Memorial High School building which has been opened in Henniker.

For the first time since repeal, all liquor and beer sales were suspended from 12 o'clock noon to 3 p. m. on Good Friday in New Hampshire. Theatres and other amusements proceeded on their regular schedules.

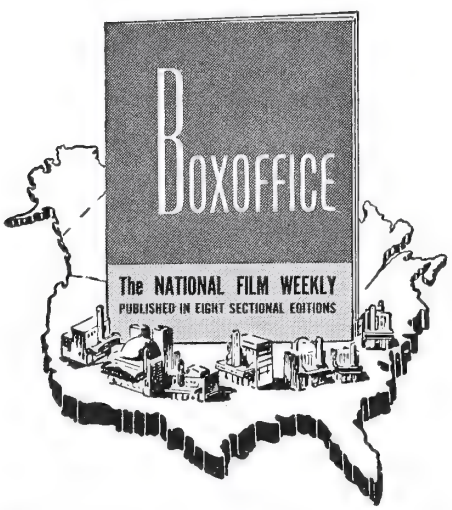
Walter Young, operator of the Strand in Farmington, was a recent visitor in Boston.

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MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
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MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
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MT206 Switchboards
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MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
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MT227 Music Stands
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MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

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MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
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MT312 Microphones
MT313 Photoelectric Cells
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MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
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MT330 Costumes
MT331 Curtain Controls
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MT343 Flooring Materials
MT344 Glass Blocks
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MT346 Metal Trim and Mouldings
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Monogram Convening In Dallas April 21-22

DALLAS—Monogram Pictures will hold its annual sales convention in Dallas for two days, April 21-22, immediately following the Variety affair, according to word received here by John Franconi and Ed Blumenthal, franchise holders for this territory.

President W. Ray Johnston; Eddie Golden, general sales manager, and Scott Dunlap, head of production, will head the convention activities.

Franchise holders who will be here for the two affairs are S. J. Francis, Omaha; Howard Stubbins, Los Angeles; Charles Trampe, Milwaukee; Ben Nathanson, Minneapolis; Carr Scott, Oklahoma City; Nate Schultz, Cleveland; William Hurlbut, Detroit; Lon Fidler, Denver; Steve Broidy and Ben Welansky, Boston; Harry Buckson, Albany and Buffalo; George West, Kansas City; Forrest Judd, Des Moines; John Mangum, Atlanta; Blumenthal and Franconi; Mel Hulling, western division manager and Harry Thomas, eastern division manager.

Zanuck Among Executives Due at Variety Meet

DALLAS—Darryl F. Zanuck has definitely accepted an invitation to attend the Variety convention here April 18-20. This news came Tuesday night from Hollywood. Chief Barker O'Donnell and Paul Short flew to the coast to make definite arrangements for the appearance here of important stars.

Bob Hope, who has been billed as the emcee for the big banquet, cannot be here due to a show he is committed for, but Ken Murray, also of stage, radio and screen fame, will take his place.

Only picture commitments will prevent all the big stars from being here. O'Donnell said. On the positive list are Ann Sheridan and Dorothy Lamour, Sam Katz, Barney Balaban and Ricardo Cortez. Louis B. Mayer, who has been ill, will attend if health permits, O'Donnell said. The Atlanta Tent will send 50 members and the Kansas City club will be represented with 80. Monogram, because of its annual convention here will have 45 men present.

Santone Golf Tourney Under Way April 10

SAN ANTONIO—The theatrical golf tournament will be held at Brackenridge Park, April 10, preceded by a Calcutta party and celebration the night before at which Robert J. O'Donnell of Dallas will be master of ceremonies. A banquet and entertainment will be held the following evening.

Registration fee is $3.50. Proceeds will go toward the Alamo City's assessment for entertaining the national convention of the Variety Club in Dallas this month.

WB Termer to Coffee

HOLLYWOOD—Lenore Coffee has joined the Warner writing staff on a term ticket.

Anti-Trust Suit Particulars Are Presented to Majors

NEW YORK—Responding to the major distributors' demand for more particulars in the all-industry anti-trust suit, the department of justice listed by time, theatre, location, principals involved, and methods used, the acts of oppression in seven southern states. The listing follows:

ARKANSAS

1938-39—New; Hope; Paramount Pictures, Inc.; R. V. McGinnis.

Paramount sought to acquire McGinnis' theatre or to force him out of business by threatening to deprive and by depriving him of product; by opening and operating opposition theatres.

1919-20—Gem; Royal, Kempner; Little Rock; Paramount Pictures, Inc. (Southern Enterprises, Inc.); Saul Harris and Ike Kempner.

Paramount forced Harris and Kempner to sell their theatres to it by threatening to build and by building opposition theatres; and by threatening to deprive and by depriving them of desired product.

1938—Arkansas; Little Rock; Paramount Pictures, Inc.; Arkansas Theatres, Inc.

Independent was forced to sell out to Paramount because of inability to get desired product.

FLORIDA

1936—Wallace; Bradenton, Paramount Pictures, Inc.; Jessie Mae Brown.

Refusal of distributors to continue the licensing of pictures.

1929—Clearwater; Clearwater; Paramount Pictures, Inc.; Mr. Pitman.

Paramount affiliate attempted to buy independent exhibitor's theatre in 1928 but he refused to sell. Later, a representative of the Paramount company threatened that if independent exhibitor did not sell, a new theatre would be built and it would run a free show to freeze him out of business. In 1929, the distributors refused to continue licensing pictures to independent exhibitor first or second run until after they had played all runs in St. Petersburg and Tampa. Independent exhibitor was forced finally to close his theatre and it was taken over by a representative of the Paramount affiliate.

About 1936—Delray; Delray Beach; Paramount Pictures, Inc.; E. C. Hall.

Distributor refused to continue furnishing product.

1937—Eustis; Eustis; Paramount Pictures, Inc.; Herbert Wales.

Refusal of distributors to continue furnishing pictures, resulting in loss of theatre and financial ruin of independent exhibitor and his suicide.

1937—Tivoli; Miami; Paramount Pictures, Inc.; Charles Walder.

The Tivoli from 1927 to 1934 exhibited pictures 60 to 75 days after first run. A Paramount affiliate operating theatres in Miami forced the Tivoli to wait at least five months after first run. This long clearance period rendered the operation of the Tivoli unprofitable as some of the theatres of the Paramount affiliate having an earlier run had a lower admission price. In desperation, independent exhibitor *gave* the Paramount affiliate a half interest in the profits of the Tivoli so that he might be able to have the 5-month clearance period reduced and exhibit pictures while they had some boxoffice value.

About 1935—Beacham; Orlando; Paramount Pictures, Inc.; Mr. Beacham.

Independent exhibitor attempted to operate but found he could not procure pictures. As he could not operate theatre himself he finally turned it over to a Paramount affiliate.

1933-34—Garden; Sarasota; Paramount Pictures, Inc.; Guy M. Ragan.

Major distributors refused to furnish pictures until competing Sparks theatre had shown them and they had little exhibition value. As a result, Garden Theatre was forced to close.

1934—Nebraska; suburb of Tampa; Paramount Pictures, Inc.; B. E. Gore.

Refusal of distributors to continue furnishing pictures to theatre.

1933—Garden; Tampa; Paramount Pictures, Inc.; B. E. Gore.

Threats by representative of Paramount affiliate to put independent exhibitor out of business and the refusal of the distributors to continue licensing pictures to him.

GEORGIA

1935-36—Lincoln; Thomasville; Paramount Pictures, Inc.; O. L. Gaston.

Major distributors refused to furnish pictures while they had exhibition value and theatre was forced to close.

LOUISIANA

1938—New Realart; DeRidder; Paramount Pictures, Inc.; W. S. Samuel and Lamar Hargrove.

Paramount forced Samuel to close his theatre by operating in opposition and depriving him of desired product.

1935—Fox; Houma; Paramount Pictures, Inc.; James E. Chauvin and Wallace Hepler.

Paramount forced Chauvin and Hepler to sell it a 50 per cent interest in their theatre by threatening to deprive them of product and by building a theatre in opposition to them.

1938—Royal and Liberty; Lafayette; Paramount Pictures, Inc.; Paul Blanchet.

Paramount acquired a 50 per cent interest in the Royal and the Liberty by purchasing other theatres in the vicinity of Lafayette, and causing Blanchet to believe that unless he made Paramount a part owner of his theatres it would force him out of business, by opening and operating opposition theatres and depriving him of desired product.

1939—New Opera House; Morgan City; Paramount Pictures, Inc.; William Kreisle.

Paramount sought to acquire Kreisle's theatre by threatening to deprive and by depriving him of desired product and by threatening to build and by building in opposition.

1938—Amusu; Natchitoches; Paramount Pictures, Inc.; Harry Suddath.

Paramount sought to acquire Suddath's theatre by threatening to deprive and by depriving him of desired product and by

(Continued on page 82)

Griffith-Southwestern Merger; 30 Houses Involved in Deal

OKLAHOMA CITY—Formation of Griffith-Southwestern Theatres, Inc., to take over control and management of the nine Tulsa and 21 theatres in other cities now operated by Southwestern Theatres, Inc., is announced here.

L. C. Griffith, president of Griffith Amusement Co. and directing officer of other Griffith affiliates operating more than 100 theatres in 48 cities of Oklahoma and Texas, will head the new organization.

The theatres in Tulsa include the Delman, Plaza, Circle, Tower, Main Street, Lyric, Palace, Cameo and Ritz.

Lew Chatham, manager of the Griffith Theatres in Bartlesville, Okla., goes to Tulsa as city manager. There will be no change in personnel in Tulsa.

The deal leaves P. R. Isley, who managed the Southwestern chain, and W. P. Moran, with an interest in the company, but without a role in its management.

Southwestern holds no real estate in Tulsa, leasing the nine theatres there from individual owners. The company owns theatres outright in some cases in the other cities where it operates, including Oklahoma City, Springfield, Mo., Picker, Chickasha and Pawhuska, Okla.

Principal offices of Griffith-Southwestern will be in Oklahoma City where bookings and operations will be centered. The Tulsa office will be continued.

NEW ORLEANS

AN UNPRECEDENTED business revival in northeast Louisiana is the good news brought back by Leo Seicshnaydre, resident manager for Republic, who has just completed an eight-day tour of that section. He adds innumerable remodeling and equipment installation jobs are under way.

Other optimistic business reports are given out by Manager Reed of the Rex Poster Co., the Louisiana Motion Picture Equipment Co., and by W. A. Prewitt, representative of the American Desk Mfg. Co.

The City Park, whose summer attractions include free motion pictures opens May 12 . . . Henry J. Roberts is the new fellow in Universal's poster department. He succeeds Millard Goodnough.

Visitors: L. J. Langlois, Alamo, New Roads; A. M. Randall, Fern, Woodville, Miss.; J. S. Rivers, Ace, Minden, La., and T. J. Woodyard, who operates a tent show . . . About 25 local film people attended the opening of the new Pic in Ponchatoula.

John Carroll, actor, has returned to Hollywood after visiting here with his mother, Mrs. Emma LaFaye.

Memphis Orpheum Opens April 19 Under Malco

MEMPHIS — The Orpheum will reopen April 19 under the Malco banner. M. A. Lightman advises his present Malco Palace is definitely being turned back to Loew's and the Malco portion of the name will be transferred to the Orpheum, along with the pictures he has been showing at his Union Avenue house.

Transfer of the Lightman offices from the Strand Bldg. to the Orpheum will take place within the next few weeks, or as soon as the remodeling is completed. Workmen are busy putting the house in shape.

As yet no policy has been decided upon, but it is to be pictures with an occasional "flesh" show, Lightman advised.

"66" and Phillips Did Not Open Same Day

PHILLIPS, TEX.—It is pointed out that the Griffith "66" Theatre and the Phillips, owned by Smith and Bearden, did not open on the same day, as was reported March 23. The source says the "66" opened on Friday, March 8, and that the Phillips opened Sunday, March 10.



Help for the "Heart of Variety"—

The new sound truck of the Atlanta Variety Club on one of its missions of cheer with features and short subjects for crippled children. Only recently formed, the Atlanta club is especially active in contributing to local charity organizations.

SAN ANTONIO

TRAVELERS: Paul Garza of the Obrero, back from Laredo where he called on Jose Carabaza of the Carabaza Film Exchange. Douglas Largen jr. has returned from a brief vacation in Monterey, Mex.

Two Hollywood film players will be in the Alamo City the night of April 11—Edward Everett Horton will be at the Texas in "Springtime for Henry," while Nino Martini will appear in a concert recital at the Municipal Auditorium.

Miss Leta Reed, Aztec cashier, lost her purse containing $2, keys and valuable papers to a purse-snatcher while on her way home . . . Ed Laird, UA salesman, Dallas, was a visitor. Ed is working central and southwest Texas territory.

Al White, Empire chief of service, is nursing a boil on his neck . . . St. Michael's Dramatic Club presented their version of "Little Women" at the San Pedro Playhouse . . . Tommy Howell, Dallas, took over recently as short subjects exploiteer here for Interstate.

R. W. Barron of Independent Film Exchange & Supply Co. reports the sale of two rebuilt projectors to J. C. Webb of the Ban-tex in Bandera . . . The Azteca Film release, "El Justicia de Pancho Villa," did a healthy business at the National.

During the three-day Texas Vocational Convention at the Gunter Hotel, a talking picture, "Life Begins Again," was exhibited free to all visitors by the Audiphone Co. of South Texas . . . H. W. Kier, commercial film producer, is going to his home town in Ohio on a visit . . . The new little lady in the Handley household has been named Darlene.

Premier Pictures has started its second educational film, "Ten Commandments of Public Safety" . . . "Sanctuary," a picture dealing with life in Palestine, was exhibited at the Hebrew Community Center Auditorium . . . New Carabaza Film release of the week is tagged "Del Gavilan."

Seen at the Hermann Sons' Golden Jubilee Sunday: James Herman Sollock, assistant chief of service at the Aztec, and Douglas Largen jr., who represents Motion Picture Daily *here . . . Wilmer T. "Zack" Miller, outdoor showman, was in Fort Worth on rodeo business.*

Jay Ralston (Ray Alston), Little Theatre player who had a role in "What a Life" at the San Pedro Playhouse, is throwing a stag house party for the "press" this week.

Odessa Ritter Starter On Six-Week Tour

ODESSA, TEX.—Tex Ritter, Monogram's singing cowboy star, opens at the Rio here Saturday on the first stop in a six-week personal appearance tour.

Included in his itinerary are appearances at the following cities: Amarillo, Denison, Jefferson, Austin, El Campo, Alvin, and Wharton in Texas, and Mansfield, La.

During the week of April 21, Ritter will be a guest star at the Variety Club national convention in Dallas.

Brisk Theatre Activity In New Orleans Area

NEW ORLEANS—Brisk theatre activity is reported in this territory.

Tom Shannon has opened his Teche at Frankelton, La.

Guy Adams will open the 800-seat Grand, a colored house, at Vicksburg, Miss., within 60 days.

Neil Robinson has disposed of his interests in the Fort Walton, Fort Walton, Fla., to James Tringle.

Joe Barcelona has reopened his renovated Tivoli, Baton Rouge.

W. L. Moses is rebuilding the fire-leveled Ritz, Picayune, Miss.

Myers Brothers will open the Myers, 700-seater in Biloxi, Miss., around the middle of May.

Pine Bluff Saenger in Top Metro Prize Money

PINE BLUFF, ARK.—For having the best advertising and promotional tieups in this area in connection with the recent showing of "On Borrowed Time," Paul Jones, manager of the Saenger, has been awarded a $50 cash prize by M-G-M.

This is the second time the Saenger has won top honors in the district in connection with Metro pictures in recent months, having won a similar prize on "Honolulu."

Permit to Film Transit For Tennessee Service

MEMPHIS—Elsie Wagner, secretary of Film Transit, Inc., advises a permit has been issued by the State Utilities Commission in Nashville enabling them to haul film advertising and newspapers between Memphis and other towns in western Tennessee. Miss Wagner advises operation in the state will start within the next 30 days. They have been operating in Arkansas for the past two years.

Daughter of E. H. Rowley Marries Dallas Man

DALLAS—Many social functions preceded the marriage Wednesday night of Miss Frances Louise Rowley, former debutante and daughter of Mr. and Mrs. E. H. Rowley, to Richard Carl Heinen. The ceremony was performed at the Rowley home on Turtle Creek Boulevard. Ned E. Depinet, vice-president of RKO Radio, flew down from New York to attend the wedding.

Plan New Theatre

MEMPHIS—A building permit for a theatre at 1819 Madison Ave. has been issued to W. Percy McDonald, attorney, for an undisclosed client. McDonald stated work on the structure would start as soon as plans could be completed. He declined to reveal the owner's name. The new theatre's estimated cost of $24,000 does not include furnishings or projection equipment, he said.

Hold Binyon for Two Years

HOLLYWOOD — Claude Binyon has been held for two more years by Columbia as a contract writer.

Dixie Doin's

By "AL" HENDERSON

MRS. BILL CARMICHAEL of the Crystal at Crystal Springs, Miss., has installed new Simplex sound and redecorated the front.

Visited Harvey Hurt of the Princess, Waynesboro, Miss., and found him fully recovered after a recent automobile accident. In addition to being a showman, Harvey is a newspaper publisher, putting out the Wayne County *News* each week.

Perry Elliott, assistant manager of the Alberta, Meridian, Miss., is resigning to become program director for the new radio station being erected for L. J. Duncan, president of Al-Dun Theatres, at West Point, Ga.

It seems Joy Houck has added some more houses to his string, having bought out his opposition in Rolling Fork, Miss. He has also acquired the St. Francis, St. Francisville, La., from W. A. Prewitt, representative for American Desk.

Had the pleasure of seeing friend Maurice Artigues in Hattiesburg, Miss., where he was selling Paramount product to Bob Sigler at the Royal.

Josephine Imbrogulia, one of the few women theatre managers in Mississippi operating the Richton at Richton, Miss., is also a school teacher.

Seen about the territory were: F. H. Buchanan of the Strand at Vicksburg, who did me a favor, which is appreciated; Harry Hunter, Alamo, Vicksburg; Henry Seale, Paramount, Jackson, Miss.; G. L. Rawls, Palace, Mt. Olive, Miss.; Mr. Alford, State, McComb, Miss.; Gordon Ogden, Chimes, Baton Rouge, and our good friend, Earl Kelly, who manages the Strand, Meridian, Miss.

Ricardo Montiel, manager of the Saenger, Mobile, Ala., is a proud grandfather. His daughter, Mrs. J. H. Beard, recently gave birth to a daughter named Frances Montiel Beard. How about the cigars, Ricardo?

Sid Levy, who manages the Alberta at Meridian, Miss., for Saenger, has been transferred temporarily to the Paramount Greenville, Miss. He is relieving Adolph Miese, who is in the hospital.

Met an oldtimer in the person of H. Rittenhouse, who once peddled film for Vitagraph and later for United Artists. He is now traveling over the south with his picture, "The Seventh Commandment."

Bradley Sudduth, manager of the Ritz at Laurel, Miss., reports his house will be enlarged. Two hundred balcony seats will be added, and the front of the house will be streamlined. The theatre is doing away with its balcony for colored patrons.

The Lincoln, Laurel, Miss., is now under the management of Clyde and Kenneth Graves, who have purchased part interest in the house.

Your correspondent has had the jallopy repaired after the collision with the cow a few days ago, and hopes to visit the Carolinas before many more weeks pass, to see what he can find in the way of news and business.

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NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

MEMPHIS

Barnes's Open New House In Alvarado, April 1

ALVARADO, TEX.—Willard M. Barnes and Mrs. Barnes opened their new Alvarado on April Fool's night, but there was no joke attached to it. Filmrow talked this week about the people there being given one of the finest and nicest small town theatres in Texas.

The mayor clipped the ribbon that marked the formal opening, and the pastor of the First Baptist church made the dedicatory address. W. B. King, who decorated and appointed the house, talked on the modern features of the show. The new house is just across the street from the site of the old which was destroyed by fire early this year.

Among the visitors were Ernest Rockett, Mrs. Rockett and their daughter, Miss Ernestine of Waxahachie; C. N. Cooper, Mrs. Cooper, their son and daughter, Bob and Sue of Mart; (Cooper was a former partner with Barnes in Alvarado); C. M. Fox of the Griffith theatres, Cleburne; C. M. Miller of Universal; Buddy Harris of Midlothian; Burt King of RCA; J. M. "Soda" Reynolds of Allied; Henry Sorenson, Modern Theatre Equipment Co.; Neal Houston, 20th Century-Fox; W. B. Hardin, National Theatre Supply and Mrs. Hardin; W. B. King of King Scenic and Mrs. King.

EXHIBITORS seen along the Row: Bernard Haberfeld, Varsity, Amory, Miss.; Jack W. Harmon, Baldwyn, Baldwyn, Miss.; Charles Collier, Globe, Shaw, Miss.; G. E. Sibley, New, Adamsville, Tenn.; R. R. McCormick, Gloria, Senatobia, Miss.; Norman Fair, Fair, Somerville, Tenn.; Dink Jones of Lonoke, Carlisle and Sheridan, Ark; C. W. Tipton, Manila and Monette, Ark.; Mrs. J. C. Noble, Temple and Rex, Leland, Miss.; Earl Vandiver, Vandiver, Kennett, Mo.; Lyle Richmond, Missouri, Senath, Mo.; John Shannon, Maxon, Portageville, Mo.; Gordon Lee Hutchins, Corning, Corning, Ark.; Jack Wilbanks, Hinz, Walnut, Miss; Miss Louise Mask, Luez, Bolivar, Tenn.; Al Wilson, Bay, Red Bay, Ala.; Lawrence Landers, Landers, Batesville, Ark.; Bob Martin, Bells, Bells, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; Odis Taylor, Uptown, Dresden, Tenn.; Jack Watson, Palace, Tunica, Miss.; L. R. Osborne, Harlem, Belzoni, Miss.; C. H. Collier and George Hale, Globe, Drew, Miss.; M. Stephens, Sherman, Sherman, Miss.; R. X. Williams, Lyric, Oxford, Miss.; W. E. Malin, Lura, Augusta, Ark.; Guy B. Amis, Princess, Lexington, Tenn.; V. Murphree, Faye, Jonestown, Miss.

Paul Jones, Malco's city manager in Pine Bluff, Ark., has been elected vice-president of the Kiwanis Club . . . Ned Greene of the Legion, Mayfield, Ky., advises his father has been seriously ill for the past 10 days, which accounts for his absence along the Row . . . This spring weather brought two exhibitors to town for the first time in many, many months—Judge G. Carey of the Strand, Paris, Ark., and Glen Caldwell of the Princess, Aurora, Mo. . . . H. R. Mitchell of Memphis Scenic Studios spent several days in Memphis this past week before leaving for his headquarters in Hartselle, Ala. . . . Lyle Richmond advises he has changed the name of his theatre in Hornerville, Mo., from the Strand to the Missouri.

Owen Reeves of the Dixie, Fulton, Miss., was on the Row booking for the first time in several weeks—he advised his absence had been due to a badly burned foot, which was just about completely healed . . . Pete Dawson, NTS salesman, is driving a new Buick . . . Jess Norman of the Best, England, Ark., who is now making his home in Memphis, had a slight stroke this past week and is still confined to the Baptist Hospital. Mrs. Norman advises he is improving and will soon be able to return home.

M. B. Hasty, Joy, Dardanelle, Ark., made his regular monthly booking trip to Memphis . . . F. B. Howell has taken over the Ritz, Crenshaw, Miss., as of April 1 and was in arranging his bookings . . . W. C. Anderson, Ross Federal's southern district manager, spent several days in Memphis with Cliff Wallace, his local manager. Incidentally, this is Anderson's first trip to Memphis in six months . . . M. A. Lightman, who sponsored the "Bridge to Finland" week in Memphis, has been advised that the Memphis contribution led the nation in its population class, and many cities even larger.

Miss M. L. Van Slyke, who is handling the advance publicity on RKO's "Pinocchio," spent several days in Memphis making local tieups, and now is working Hot Springs, Pine Bluff, Owensboro and other towns in the Memphis territory . . . M. H. Brandon, president of Film Transit, postcards from Miami that he is having a grand vacation . . . Floyd Schaffer, representative of American Desk Mfg. Co., is on an extended trip through Arkansas and Missouri. He advises it will be some three weeks before he is back at his desk . . . C. P. Lester, southern district manager for National Screen Service, spent several days in Memphis with Bob Conway, his local manager. This is Lester's first visit in several months.

"Dark Command" Premiere Draws From Dallas Row

DALLAS—W. G. Underwood, Claude Ezell and Lloyd Rust of Republic left Wednesday to attend the world premiere of "Dark Command" at the Granada theatre in Lawrence, Kas. Roy Lee, lighting specialist, was also on the ground with his equipment and staff to produce a Hollywood display.

Metcalf in Purcell

PURCELL, OKLA.—Sidney Metcalf, manager of the Ritz at Morrilton, Ark., is temporarily located here to manage the Ritz and Metro while his brother, Levi, is supervising construction of the new Ritz at Morrilton.

Adapting a "Nick Carter"

HOLLYWOOD—William Lipman is adapting "Nick Carter in Panama" for Producer Frederick Stephani at Metro.



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North Carolina Theatres Managers Hear Kincey

CHARLOTTE—About 50 managers of showhouses operated by North Carolina Theatres, Inc., held a one-day conference in Charlotte last Tuesday for discussions of spring business and other matters. President H. F. Kincey presided and spoke. Other officials of the company participated in the conference. Such conferences are held periodically.

Atlanta RKO Leading Eighth Drive Week

ATLANTA—At the close of the eighth week of the Ned Depinet Drive the Atlanta branch of RKO led the 38 United States and Canadian exchanges. Bob Wolff's New York branch staff pulled up into second position and St. Louis, where R. V. Nolan is manager, climbed to the third position.

New House in East Point; Lease to L&J Subsidiary

ATLANTA—Construction starts shortly on a 700-seat theatre in the East Point section, which has been leased for 15 years by the East Point Amusement Co., Lucas and Jenkins subsidiary.

Repair Odeon

BARTLESVILLE, OKLA.—The Odeon, a Griffith 1,500-seat unit, will open about July 1 after extensive remodeling. The first floor is being removed and rebuilt at a steeper elevation, and the wooden balcony torn out and replaced with steel and concrete. The roof is being elevated about eight feet.

Herber Bros. Sales

DALLAS—Recent sales reported by Herber Bros.: Blowers, motors, drives and deflectors, to H. S. Usury, Majestic, Decatur; amplifier, speaker, lamps, rectifiers and accessories, to Mrs. Bailey, Cona, Nocona, Tex.; projection machine, lamps, rectifiers, screen, rewind, sound and popcorn machine, Queen, Teneha, Tex.

Operates 16mm Circuit

DUBACH, LA.—L. B. Rockett, who formerly was with the Wahoo here, now is operating a 16mm circuit among state schools. G. L. Trammell, owner, is managing the Wahoo, pending recovery of Manager R. M. Enloe.

M. S. White Opens

FT. WORTH—M. S. White, former Dallas exhibitor, opened his new White Theatre on Hemphill avenue here Wednesday night. It's a de luxe neighborhood operation.

Finishes "Farewell Waltz"

HOLLYWOOD—Jane Murfin has completed the script of "Farewell Waltz," Victor Saville production for Metro.

Julius Levy Dead

SAN ANTONIO—Julius Levy, theatre owner at Brady, is dead.

DALLAS

CARL MILENTZ of Daisetta and his brother-in-law, W. Roy Wright of the Winona in Hempstead were on the Row contacting exchanges. Unconfirmed reports have it that Johnny Long has made overtures to build a show in Freeport where the Milentz interests operate and that Milentz is countering with a proposition to build in one of Long's coastal towns.

Clinton Bailey jr., who recently reopened the Cona at Nocona, was setting in pictures, and said the house started off with pretty good business. Farris Squibb opened it as a new venture last year but abandoned it several weeks ago. The Baileys own the new building.

E. F. Keith, Palace, Granbury, and Mrs. Wooten, Queen at Pilot Point and A. V. Wade, Gainesville, were among the out-of-town showmen here this week . . . The regulars were S. G. Fry, Tyler; J. W. and Steve Curley, Bridgeport; H. S. Usry, Decatur; Bob Hooks, Mineola; John Stewart, Kaufman; L. C. Tidball, Ft. Worth; Willard Sadler, Weatherford; Rip Condron, Forney; L. B. Crow, Leonard; Karl Lybrand jr., Wills Point; M. S. White, Ft. Worth; R. Q. Coleman, Mabank.

C. W. Matson, Dixie at Rockdale, said Mrs. Matson is getting ready to build a new show at Caldwell where she operates the Matsonian. An old building is being cleared from property she purchased some time ago . . . Dave Young, independent exhibitor of the old school operating the Dittman at Brownsville, was up for a few days calling on exchanges.

Ben Hill, Paramount's publicist, put over one out at SMU to boost Dorothy Lamour's popularity quite a bit. The eds and coeds were producing a play, "Paradise Preferred," so Ben decided one of Dorothy's sarongs was needed. The star wired him she had a spare to loan. SMU gets it, but now the problem has arisen whether or not a coed can be found to do the abbreviated garment justice.

Jack Lilly, at Greenville, is doing nicely after an appendectomy . . . Steve Curley, up at Bridgeport, celebrated his 23rd birthday recently. His parents, the J. W. Curleys, gave a dinner in his honor. Steve now practically runs the National there, and is credited with several improvements in operation which have helped business. He was graduated from A&M last year.

P. W. Cloud of Snyder and Johnny Blevins of Dublin were on the Row Wednesday by coincidence. Oddly enough they look somewhat alike and are often taken one for the other . . . L. F. Cowsert, projectionist at the Texan in Junction, was here on business representing Mrs. Erma Ragsdale, manager of the show. T. B. Phillips, who has extensive ranch holdings, owns the house, which has always been operated by one of two daughters.

K. M. McFarland jr. of the new Public at Garrison and E. Lee Scarborough, Queen at Teneha, were among the bookers in town. McFarland formerly operated in Teneha, but moved out a few weeks ago to open Garrison's first show, where there has been some revival in building. Scarborough then went into Teneha to fill that gap.

Perryman Eyeing Texas

BARTLESVILLE, OKLA.—W. L. Perryman, who sold his interest in four local houses to the Griffith circuit, is said to be looking for a location in Texas.

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Anti-Trust Details Presented Majors

(Continued from page 77)

threatening to build and by building in opposition.

1937-39—Evangeline; New Iberia; Paramount Pictures, Inc.; Kalil Sliman.

Paramount sought to acquire Sliman's theatre by threatening to build and by building an opposition theatre and threatening to deprive and by depriving him of desired product.

1937 — Glenwood and Centenary; Shreveport; and 13 other theatres in Louisiana; Paramount Pictures, Inc.; C. & C. Enterprises, Inc.

Paramount forced C. & C. Enterprises to sell it their theatre by operating opposition theatres and depriving it of desired product.

MISSISSIPPI

1937-38—Crescent; Belzoni; Paramount Pictures, Inc.; H. H. Alexander.

Paramount sought to acquire Alexander's theatre by building in opposition and depriving him of desired product.

1938—Ritz, Laurel; Paramount Pictures, Inc.; E. D. Lawrence.

Paramount sought to acquire Lawrence's theatre by building in opposition and depriving him of desired product.

1937-39—Strand; Temple; Paramount Pictures, Inc.; Mrs. F. L. Marshall.

Paramount forced Mrs. Marshall to sell her theatre to it by depriving her of desired product and by acquiring a small interest therein which was used as a lever to oust her.

1937-39—Strand; Vicksburg; Paramount Pictures, Inc.; Independent Theatres, Inc.

Paramount acquired the Strand by threatening to deprive and by depriving it of desired product and by threatening to build and by building an opposition theatre.

1937-38—Yazoo; Yazoo City; Paramount Pictures, Inc.; Mrs. A. J. DeVoto.

Paramount forced Mrs. DeVoto to sell her theatre to it by threatening to deprive and by depriving her of desired product and by threatening to build and by building an opposition theatre.

NORTH CAROLINA

1935—Granada; Lexington; Paramount Pictures, Inc.; Ellis Blumenthal.

Refusal of distributors to continue licensing of suitable product; threats to build another theatre in Lexington and actual preparation to do so including the measurement of a lot and the announcement a new theatre would be built.

1935—Carolina; Lexington; Paramount Pictures, Inc.; Ellis Blumenthal.

Distributors refused to continue furnishing suitable product; threats to build another theatre in Lexington and the actual measurement of a lot with the announcement a new theatre would be built 100 feet from Carolina Theatre.

TEXAS

1937—Unknown; Harlingen; Paramount Pictures, Inc.; R. P. Condron.

Condron took a lease option on building in Harlingen for the purpose of erecting a theatre to use second or subsequent run product. Agent of Paramount's affiliated corporation threatened to deprive Condron of product and further threatened to open an opposition theatre to Condron's theatre in Laferia, Texas, in the event he opened a house in Harlingen.

In the face of this condition Condron abandoned his plans for Harlingen and permitted his option to lapse, after which the Paramount subsidiary constructed a theatre at the proposed location.

1929-32—Unknown; Henderson; Paramount Pictures, Inc.; W. H. Powers.

Producer-exhibitor (through its affiliate East Texas Theatres) sought to force independent exhibitor to sell it his theatre for an inadequate consideration by building and operating an opposition theatre, by threatening to deprive, by depriving and by causing others to deprive him of desired product.

1936—Delman; Houston; Paramount Pictures, Inc.; I. B. Adelman.

Independent exhibitor was forced to sell his theatre because of threats to build in opposition, inability to get product, unfair clearance and the enforcement of minimum admission prices.

1933 — Victoria and Uptown; Victoria; Normana, El Campo; L'Arcade, Yorktown; Orphic, Columbus; Alamo, Bellville; Paramount Pictures, Inc.; Rubin Frels.

Producer-exhibitor, through its affiliate, Jefferson Amusement Co., sought to force independent exhibitor into partnership with it by threatening to open and by opening and operating opposition theatres, and by depriving and causing others to deprive him of desired product.

1939—State; Wichita Falls; Paramount Pictures, Inc.; V. E. Hamm.

Inability to get product.



When "Rebecca" Bowed in Miami—

A crowd shot of the world premiere of "Rebecca," new David O. Selznick production for United Artists release, at the Lincoln Theatre in Miami Beach. The film now is playing four Greater Miami houses.

HOUSTON

A C. DRIVER, skipper of the Delman, gave "First Love" and "Cavalcade of Texas" a super buildup for swell results at the boxoffice . . . The Majestic books the killer-diller serial, "Phantom Creeps," for midnight show thrills . . . Count Berni Vici's "Stars Over Broadway" kept long lines at the boxoffice and pleased the Met patrons.

"Pinocchio" will open an indefinite engagement at the Majestic . . . Mrs. "Chang" Jackson, secretary to Al Lever, says the hardest job she ever did was to hand in her resignation. "Chang" has been with Interstate for many years. Mildred Jones is to take over her task.

The Alabama and River Oaks went out among the pines of Memorial Park for a midnight picnic after the show last Wednesday night. The operatic treasurer of the Alabama, Tom Palmer, made the trees wave to the tones of his deep baritone. After the fire died away and the last echoes were gone, everybody put nickels in the machine at the High Hat for a jam session.

Get Atlanta Rights

ATLANTA—Capitol City Supply Co., operated by Gus King and Oscar Howell, will distribute Paramount Premiums in the Atlanta territory, according to Ike Katz, sales manager for the premium outfit.

New Orleans Distributor

NEW ORLEANS — Distribution rights to Paramount Premiums in the New Orleans territory have been acquired by Atlantic Pictures, operated by F. F. Goodrow and P. H. Sliman.

ATLANTA

H. A. PRICE, Price, Thomson, Ga., is recuperating after an operation at Emory Hospital . . . J. T. LaHatte, accessory clerk at Columbia, is recuperating at home from injuries sustained in an automobile wreck at Jonesboro, Ga. . . . Art Barry, city manager for L&J Theatres, Macon, Ga., in town . . . Kathleen Keenan, Warner Bros., spent the weekend at Jacksonville Beach, Fla. . . . Fred M. Jack, Warner southern district manager, and Norman Moray, Vitaphone sales manager, were in town for a sales meeting with Ralph L. McCoy, branch manager.

The new auditor at Universal is Al Myles . . . A rare visitor was Miss Katherine Johnson, from the Katherine, Monticello, Fla . . . H. K. Perry, transferred from Memphis, is the new booker at Universal . . . Mrs. Frances Wilson replaces Sara Holbrook, who recently married, as biller at Universal . . . Moon Corker, city manager for L&J Theatres in Athens, Ga., was a visitor . . . C. H. Robuck, shipping clerk at Columbia, who was injured in an automobile wreck on his way to South Carolina, is getting along nicely.

Filmrow visitors: L. C. Worthington, Brighton Theatre, Brighton, Ala.; Hammond Green, Albertville, Ala.; Col. Thomas E. Orr, All-Amusements, Inc., Albertville, Ala.; A. L. Sheppard, Grand, Waynesboro, Ga.; H. J. Woodward, Strand, Winder, Ga.; Hugh Manning, Gem, Etowah, Tenn.; J. E. Martin, Grand, Montezuma, Ga.; Margaret Storey, Knox, Warrenton, Ga.; Otis Gaston, Rose, Forsyth, Ga.; H. J. Hackle, Ritz, Jacksonville, Fla.; and Wendell Welch, Strand, Dallas, Ga.

John Mangham, Monogram Southern Exchange, is in New York attending a board of directors meeting . . . In accordance with doctor's orders, Sid Reams of Theatrical Printing Co. is on a two-week vacation in Florida . . . Friends of Randall Bryan are glad to learn he is back in the Atlanta territory for National Screen.

A. C. Bromberg flew to Lawrence, Kas., for the world premiere of "Dark Command" . . . Thomas Royal replaces Steve Manderson, resigned, as manager of the Techwood . . . Douglas Avey has been promoted from assistant at the DeKalb to manager of the West End . . . Frank Miller, Augusta, Ga., stopped over for a few days on his way to New York . . . J. McCormick, Amity Exchange, is on a trip through Tennessee . . . Albert Flores, booker for Sack Amusement Co., has been transferred to the New York office and boosted to manager.

Walton Street experienced quite a bit of excitement Tuesday when the awning over at Paramount Pictures caught fire . . . The best of luck to Elmer Helms, who is leaving Theatrical Printing Co. to join the Georgia Power Co. . . . Wallace Smith, Gem, Barnesville, Ga., in town booking with Mrs. Smith, and reporting an enjoyable two-week vacation in Florida . . . W. R. Bill Griffin, Strand, Cullman, Ala., in town getting his booking set and catching up on his golf game.

Over 100 Georgia Houses To Show "Biscuit Eater"

ATLANTA—Fifty prints of "The Biscuit Eater" will be delivered for showing in more than 100 theatres, principally in Georgia, during the week following the world premiere of the picture at the Albany, Albany, Ga., on April 11, John Kirby, local Paramount branch manager, announces.

The number of prints of a picture ordinarily handled by his office is five.

To Unveil Monument in Tribute to "Prince"

ALBANY, GA.—Albany citizens are collecting funds for the erection of a monument to the most famous hunting dog in Georgia history, which will be unveiled during the world premiere of Paramount's "The Biscuit Eater," April 11, at the Albany here.

The canine aristocrat, a pointer named Prince, is credited with having sold more Georgia real estate during his lifetime than any man. Originally owned by Charles Black, Atlanta business man, and Y. Frank Freeman, now Paramount vice-president in charge of studio operations, Prince was loaned by them some years ago to Richard Tift, Albany real estate man. When northerners came to Albany to hunt quail, Tift loaned the dog to them.

Hundreds of wealthy sportsmen saw the possibilities of the Georgia countryside while hunting over the animal. Many returned to buy thousands of acres as hunting preserves.

Prince died recently from old age.

Aristocrats of Southern Dogdom to Premiere

ALBANY, GA. — Aristocrats of southern dogdom, as well as scores of human notables, will assemble here for the premiere of Paramount's "The Biscuit Eater."

Since the film deals largely with Georgia hunting dogs, local officials have arranged for many of the south's most famous canines to attend the festivities with their masters. Cooperating in this endeavor are Roy Smart, district manager, Wilby-Kincey Theatres; Guy Kennemer, Florida Theatre, Jacksonville; William Wilson, Paramount Theatre, Montgomery; Bob Blair, Saenger Theatres, New Orleans; R. M. Kennedy, Alabama Theatre, Birmingham, and Emmett Rogers, Tivoli, Chattanooga.

Over 300 Exhibitors and Newsmen to Be There

ALBANY, GA.—That more than 300 prominent exhibitors and newspapermen will be in Albany for the world premiere of Paramount's "The Biscuit Eater" on April 11, is indicated in acceptances pouring in from southern and eastern states.

Among theatre operators who have indicated they will be on hand for the opening at the Albany Theatre and attendant festivities are William K. Jenkins of the Lucas-Jenkins circuit; R. B. Wilby of the Wilby-Kincey circuit; M. A. Lightman of Malco Theatres, Memphis; Mrs. Alma King, theatre executive of Brunswick, Ga.; Clark Gurley of Brainbridge, Ga.; Joe Schmit of Valdosta and R. H. Dunn of Camilla.

Billy Lee, nine-year-old star of "The Biscuit Eater," will make a series of personal appearances in connection with the opening of the picture throughout Georgia.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

Governor Rivers Proclaims April 11 "Biscuit Eater" Day

ALBANY, GA.—April 11, by proclamation of Governor E. D. Rivers, will officially be "Biscuit Eater Day." The governor plans to attend the "Biscuit Eater" premiere festivities here April 11.

New Biloxi Theatre

BILOXI, MISS.—Plans are announced for construction of a new 600-seat theatre here by O. C. Meyers and Son. Estimated cost is $11,000.



FOUL ODORS Are Unnecessary
The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.
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123-B Trade St., Charlotte, N. C.

TENNESSEE

A MEMPHIS couple was divorced last week for an old reason, but there was an entirely new slant involved. The wife charged the husband with cruel and inhuman treatment. When she could persuade him to go to the theatre, he always "fell asleep during the show."

The Cumberland Amusement Co. has purchased a property in Fayetteville which, it is believed, will be converted into a new theatre . . . Panic was narrowly averted at the Bijou, Wilby-Kincey theatre in Knoxville, during a performance of "Springtime for Henry," when a wastebasket in the second balcony caught fire. Manager Eugene H. Street and his staff, however, were able to quiet the crowd and assure them there was no danger.

A small boy who fell asleep during the show, was rescued from the Woodland, Nashville, by a policeman who heard the boy pounding on the door which had been locked for the night.

The City Theatre, Spring City, which was destroyed by fire, is being rebuilt. Manager Russell Standburg believes the house may be ready by May 10 . . . The Orpheum in Memphis, recently purchased by M. A. Lightman, is being repaired and re-equipped and will probably be ready to reopen by April 15. The Malco offices are to be moved to this building from the Strand.

Grant Film Transit, Inc. Permit in Tennessee

NASHVILLE, TENN. — The state utilities commission has granted a permit to the Film Transit, Inc., Memphis, covering the hauling of film, theatrical advertising and newspapers between Memphis and other towns in western Tennessee. Elsie M. Wagner, secretary-treasurer, advises plans will be completed and operation will start within the next 30 or 45 days.

A Remodeling Program For Drive-In in Miami

MIAMI—A $35,000 improvement program on the Miami Drive-In, the world's largest, is now under way.

The improvements will include new projection equipment and a new screen, 80x60 feet. All ramped driveways, from which patrons watch the screen showings as they sit in their cars, will be paved.

The local Drive-In operates the year around.

Atwell on "Lincoln"

DALLAS — Ben Atwell, publicity agent known from coast to coast, who has handled many of the biggest attractions on stage and screen, has been in Dallas working on the campaign for RKO's "Abe Lincoln in Illinois," which opens a test run at the Palace on April 5.

Cole to Washington

DALLAS—Col. H. A. Cole, Allied national president, left Tuesday by plane for Washington where he will confer with department of justice representatives. He takes little stock, he said, in published reports that a basis for settlement has been worked out in the government suit.

Filmites to Wed

JACKSONVILLE—Irene Shad Hawkins, assistant manager at the Palace, will be married to Archie H. Adams jr., manager of the San Marco, on April 17. Both have been with Sparks here many years.

Bar Sunday Shows

HAMLET, N. C.—City officials have refused A. W. Stanford, owner and operator of a new theatre here, permission to operate on Sunday and have instructed the police to see that the edict is observed.

Reconstruction Forward

FORT MILLS, S. C.—Reconstruction work is progressing on the Majestic here, which was badly damaged by fire some time ago.

"Rebecca" in Four Miami Theatres

Miami—It's a four-way go for "Rebecca" after its recent elaborate debut, playing now at the Miami and Mayfair here and the Surf and Lincoln at Miami Beach.

A New Problem For "Drive-Ins"

Jacksonville, Fla.—Film patrons sometimes have funny ideas on picture screenings.

For example, Horace Denning, manager of the Drive-In Theatre here, received a call from an elderly woman inquiring whether the colors in a Technicolor feature ran on the screen when it rained.

Denning thought he was being "ribbed," but recovered in time to inform the lady that that was something he had not experienced to date.

Extensive Remodeling For Melba in Dallas

DALLAS—Remodeling plans for the Melba on Elm Street will include a new front, modernization of the interior, and new seating. The work will start around June 1, according to Pettigrew & Worley, architects, who also have completed plans for the remodeling of the Palace, San Marcos, owned by F. W. Zimmerman in affiliation with the Texas Consolidated circuit.

Robb & Rowley Acquire 50% Interest in Two

DALLAS—The Robb & Rowley circuit has purchased a 50 per cent interest in the Sequoyah and New theatres at Tahlequah, Okla., from J. P. Thompson.

Parish Plans "A" House For Huntsville, Tex.

HUNTSVILLE, TEX.—Sam Parish, veteran theatre owner here, has purchased a lot opposite his Avon where he contemplates the construction of an 800-seat class "A" theatre soon. For the past few years, he has operated his Dorothy and Avon in affiliation with Robb & Rowley-United.

: Their Love in Mid-Air :

HOUSTON—The Rev. Theodore S. Will, Atlanta minister who was here to preach special Lenten services, says the theatre public is entitled to a sequel to "Gone With the Wind," since "it left the audience in mid-air, because Rhett and Scarlett's romance was never brought to its logical conclusion."

"From the beginning, the public had the feeling they were made for each other, but fate kept them from learning of their true love. The story, therefore, ended in a state of transition and should be continued," according to Dr. Will.

He further states that whenever southerners talk of the play, they are always glad Melanie was in it; she epitomizes the "finest traditions of the south." Rhett Butler is a bounder, Ashley a weakling and Scarlett doesn't represent southern womanhood at its best.

Visual Education Aid to North Georgia Farmers

DALTON, GA.—Visual education of farmers through the use of motion pictures and exhibits is being tried out in 13 North Georgia counties in what may develop into another important outlet for products of the film industry.

Born of an idea hatched by agents in Whitfield, Walker, and Catoosa counties last year, the novel means to improve farming practices attracted some 30,000 spectators in Whitfield county alone last year after it had been introduced by B. M. Drake, Whitfield agent.

This widespread interest and similar results in Walker and Catoosa counties prompted the extension service to provide better equipment, more films and put Drake in charge of the expanded project which will include these three counties, plus Union, Dade, Gordon, Chattooga, Floyd, Murray, Towns, Fannin, Rabun and Gilmer.

Arkansas ITO Will Elect At Meet April 28-29

LITTLE ROCK—K. K. King, secretary of Independent Theatre Owners of Ark., advises the annual convention will be held here at the Marion Hotel, April 28-29. Officers for the coming year will be elected. Complete plans have not been announced as yet.

NTS Sales Report

DALLAS — The local National Theatre Supply branch reports the following sales: Mechanisms, pedestals, magazines, sound, lamphouses, rectifiers, screen, automatic rewind and changeovers, to the Princess, Luling, Tex., and mechanisms, pedestals, magazines and sound, to Mrs. Ira B. Matson, Matsonian, Caldwell, Tex.

New NTS Manager

CHARLOTTE—Effective March 30, it is announced here, E. H. Marx became manager of the Charlotte branch of the National Theatre Supply Co., succeeding J. H. Holloway jr., who died recently. Marx comes from the Los Angeles branch.

Free Show Weekly

DALLAS—Exline Park in south Dallas, which has been converted into an amusement center, shows free films on the Tuesday nights. A YMCA worker puts on the weekly show.

Against Block Booking

NEW ORLEANS—The local Council of Church Women went on record last week against block booking of motion pictures. Mrs. L. D. Chaffee is president.

May Not Be Rebuilt

BARTLESVILLE, OKLA.—It is understood that the Crown, destroyed in January by fire, will not be rebuilt. It was owned and operated by Pete Crown of Borger and Pampa, Tex.

New Parliament to Convene on May 9

TORONTO—The new Canadian Parliament is scheduled to open its first session on May 9 following the recent general elections and the sittings will get under way almost three months later than usual because of the decision of Prime Minister W. L. M. King to go to the country for what was virtually an expression of confidence in the government in connection with its wartime program.

The return of Premier King to power virtually gives him carte blanche in the matter of war orders, financial control and new taxation and there is already much conjecture regarding the measures which will come before the House.

Expect New Taxes

New and increased taxes there will be aplenty, it is believed, and one of these will be a new levy on radio sets and equipment, automobiles and so-called luxuries including cigarettes and tobaccos, it has been intimated. Whether the luxury class will take in moving pictures remains to be seen, but film executives here are touching wood in the meantime.

Further prohibitory orders were imposed on transactions involving international exchange commencing April 1, but the new regulations do not interfere with the use of cheques or money orders for business dealings between countries although clamping down on foreign currencies. There is a suggestion of regulated imports, applicable to the moving picture business as well as other industries, in a move toward a better balancing of international exchange, but no details are available. Another forecast has touched upon the possibility of a federal assessment on film revenues in addition to the present tax on excess profits sent to a foreign country.

Training and Navy Patrol Films Are Released

TORONTO—With the Canadian federal elections out of the way, the national film board is releasing two official pictures to Canadian theatres in April, prints of which are being shipped to the United Kingdom and France for propaganda purposes and for the entertainment of Canadian troops in Overseas service. One of these is "Atlantic Patrol" which tells intimately, within censorship limits, of the work of warships of the Royal Canadian and Imperial Navies along the Atlantic Seaboard of the Dominion. This film pays tribute to the "silent service" in its various ramifications. The second film, which was produced in England, shows the training of Canadian troops at Aldershot.

Operations of the national film board are under the direction of Col. John A. Cooper, acting film commissioner of the Dominion Government in the absence of John Grierson in Australia. Col. Cooper was temporarily appointed on an honorary basis, being nominally a $1 per year man while continuing in his duties as president of the Motion Picture Distributors of Canada.

F-P Adoption of Giveaways Climaxes Situation in Ont.

TORONTO—The lid is off with respect to giveaways among the theatres of Ontario with the decision of Famous Players Canadian Corp. to offer an array of premiums at circuit houses with the exception of the big ace theatres where first-run attractions are given special exploitation.

This means that the battle is on between independent exhibitors and the big chain in the matter of gift offers as patronage inducements. The indes have been indulging more and more in premiums and Associated Theatres, an Ontario circuit, has also been featuring the Bank Night stunt. Recently a group of independents as well as the Associated chain started to give books for which a special charge was made and finally the B&F Theatres in Toronto, affiliated with Famous Players, came out with an encyclopedia offer to counteract the silverware nights. The climax has come with the decision of Famous Players to adopt the premium idea and, with the exception of the key theatres, everybody will shortly be doing it.

It is expected that the battle of gifts will result in a showdown which will lead to an agreement to abolish premiums. This came about some years ago when giveaways became general in theatre operation, with everybody losing money because of the expense of the free goods. Correction may be difficult under current conditions, it is pointed out, because of the gift and contest idea which is overrunning radio broadcasting. There are some who declare that exhibitors were compelled to offer something because radio advertisers were doing so while the defense has been offered by independents that extended first-runs have made subsequent showings less profitable and the neighborhood houses "had to do something."

Another possible development is that the government may step in with restrictive legislation such as was done with the once-popular trading stamps. The Canadian government controls broadcasting and if the premium stunt becomes obnoxious in radio, the obvious move would be to call a halt everywhere by legislative means.

Incidentally, one Toronto theatre manager was heard to remark that he was going to stage "Moving Picture Nights" each week for which he would advertise that his theatre had "absolutely nothing but good screen entertainment that night."

Detroit Ban Finds No Ontario Ditto

TORONTO—The banning of "Primrose Path" and "Strange Cargo by the police department in Detroit caused a stir in Toronto film trade circles but a check-up showed that all was quiet on the censorship front in Canada.

At the office of Regal Films, Ltd., it was stated that a license had been issued for "Strange Cargo" by the Ontario board of moving picture censors while officials of RKO Distributing Corp. of Canada reported that "Primrose Path" had not yet been submitted to the Ontario board but that the picture had been approved by the censor board of Quebec where a print had been sent for examination because of a scheduled early release.

Immediately after the federal elections the Ontario board had issued a license for the release of the March of Time "Canada at War" which had been held up by Premier M. F. Hepburn in accordance with the board's policy of keeping politics off the screen in Ontario theatres. "Canada at War" had its first Ontario release at the Ottawa Capitol where it opened March 29 as an added attraction to "Broadway Melody of 1940." It was to have had its Toronto first-run on the same date at the Imperial but was delayed a week because of the holdover of "It's a Date" on the same program with which appeared another March of Time release, "The Vatican of Pius XII."

Rideau in Ottawa Plays An All-French Program

TORONTO—An example of wartime screen propaganda was seen in an all-French program at the Rideau, Ottawa, when the two features consisted of "Le Patriote," dealing with the viciousness of tyranny in Russia, and "Sommes-Nous Defendus?" The latter deals with France's war preparations.

Extend Thrift Ticket Plan Following Successful Test

TORONTO—Commencing April 1, theatres of Famous Players Canadian Corp. offered books of Thrift Tickets for sale, these containing one extra admission coupon for the quantity purchase of ten tickets. This is the revival of a plan which was in effect some years ago but which passed out because of amusement tax hindrances in Ontario.

The Thrift Ticket idea was really announced at the circuit's national managers' conference at Niagara Falls last July and it was to have gone into effect September 1 but the outbreak of war caused a cancellation of the arrangement. A further delay was made when the Ontario government announced its intention of restoring the amusement tax in January but the levy was dropped. In the meantime the sale of Thrift Tickets was given a lengthy test in scattered theatres of the chain where it was found to have satisfactory results and the sale has now been given a broad scope.

Grosses Surge Up as Lent and Election End

TORONTO—Record-breaking business was registered at all Toronto first-run theatres and at many neighborhood houses in the period following Easter, with holdovers the rule at all principal cinemas with the exception of Shea's where the policy of weekly changes of vaudeville is a governing factor.

At the Uptown, Manager Fred Trebilcock reported that he had "never seen such crowds" with standees lined up three and four deep for a distance of almost 300 yards several times each day, all waiting to see "Pinocchio." The Disney feature was held over for a second week and there is a prospect that it will exceed the five-week run of "Snow White" at the same house. "Snow White" built up after a comparatively slow opening but "Pinocchio" started off with smash proportions, no less than seven performances being necessary on March 30.

"It's a Date" at the Imperial, "The Blue Bird" at the Eglinton, "Roaring Twenties" at the Tivoli and "Northwest Passage" at Loew's were all holdovers among the key theatres while neighborhood managers piled in extra matinees during Easter Week to take care of the demand which was in pleasant contrast with patronage during the preceding weeks.

Apart from the fact that Lent was over and the weather conditions in Toronto were favorable, an important development having an influence upon business also became a matter of history in the holding of the Federal elections on March 26. Business was flat during the election campaign period as usual because of the cautious attitude of commercial interests but the clearing of the election atmosphere was the signal for activity on all sides and the theatres were among those to reap the benefit.

Throughout the Province there were various districts which suffered because of late heavy snows which tied up traffic, many communities being isolated for several days. Unusual cold for the last week in March also hurt business in some sections but this did not apply to the Toronto metropolitan area where balmy weather prevailed. Locally, the consensus of opinion was that theatre patronage during Easter week on the whole was far in excess of that for the corresponding week of 1939 and even for some years past.

"Gone With the Wind" for eight weeks at Loew's from January 26 to March 21 recorded big business but other Toronto theatres found the situation rather slack until Easter but the rush is on everywhere now.

Neon Shows Profit

MONTREAL—Claude Neon General Advertising, Ltd., 1939 report shows a net profit of $200 after interest, depreciation, etc., as compared with a net loss of $1,053 after similar charges for previous year. Dividend arrears on 7 per cent cumulative preferred stock $100 par, totaled $54.25 at December 31, 1939.

DOMINION DOINGS

NOVA SCOTIA

NEW GLASGOW—Ex-Mayor N. W. Mason was congratulated and presented with a gift by the combined staffs of the Roseland and Academy of Music theatres on the occasion of his 76th birthday.

ONTARIO

NIAGARA FALLS—A permit to start construction on a new theatre for Famous-Players Corp. has been granted.

TORONTO—A net of $904,324 for the year ended Dec. 30, 1939 has been reported by F-P Canadian Corp. . . . A profit of $6,048 during 1939 is reported by Mansfield Theatre Co.

MANITOBA

WINNIPEG—A. P. Cote, Ottawa distributor of educational films, is a visitor here. He is on tour to study the film needs of educational bodies in the west.

BRITISH COLUMBIA

VICTORIA—A permit to build an extension to its theatre has been granted the Victoria Little Theatre Ass'n.

MONTREAL

NOW that Lent is in the discard, theatre managers look for a decided pickup. So far this year both chains and independents report business somewhat ahead of last year's first quarter. Recalling a similar condition during the Great War, they put it down to a craving for amusement to lighten spirits burdened by uncertainty as to the future, rather than to any general business improvement.

Morris Davis, energetic manager of the Belmont, managed a trip to Quebec recently to confer with his friend and colleague, Harold Vance, manager of the Cambrai, and late of the Midway, Montreal. He found Vance full of vim and enterprise, having just cashed in on a smart business move. In connection with the booking of a skiing film he sent out letters calling attention to it to a number of winter sports and ski clubs and had the satisfaction of seeing their members turn out in large numbers to see the picture.

"Professor Mamlock," the Soviet film which was banned for a time in many countries, and still is banned in Germany and Italy, as well as in Russia, was shown three nights at the Mount Royal at regular hours and prices. It made its first appearance in Montreal some months ago at a midnight show at the Mayfair.

Free samples of "Seven Up" have been left with local theatres for distribution to patrons . . . A record of a kind which may indicate how the wind is blowing in regard to Quebec's ban on juvenile admissions was created when three Montreal theatres, the York and the Westmount were permitted to admit children to see "Gulliver's Travels" and the Capitol was allowed to show them "The Blue Bird," all in one week. The previous week saw many children at the Imperial where "Gulliver's Travels" was the attraction.

George Ganetakos, managing director of United Amusement Corp., is due back within a few days from Havana and Florida where he spent several weeks vacation—Gordon Dahn, manager of the York, and Mrs. Dahn, have returned from a trip to Vancouver and Seattle.

Carbons for projectors are being rationed in the United Kingdom, but there is no actual shortage. Germany was a competitor of British carbon makers, and after war was declared British manufacturers met all demands, with the result that stocks decreased and manufacturers formed a pool from which the trade and the government received supplies. Temporary scarcity was due to delayed deliveries.

Arthur L. Brown, general merchandising director of Northern Electric Company, is serving his third term as president of the Radio Manufacturers Ass'n of Canada. His job with the Northern Electric covers merchandising of a wide range of appliances from electric organs and telephones to motion picture sound equipment.

Capitol Theatre, Quebec, announced the first showing in the province of "Pinocchio," with the intimation that children, accompanied by adults, would be admitted . . . "Sinking of the Graf Spee" *was vividly shown by R. G. Perry, traffic manager of Provincial Transport Co. at a luncheon of the Canadian Progress Club. Mr. Perry also showed a travel film, "Outdoors in Florida."*

S. Morgan-Powell, veteran critic, reveals that the British Ministry of Information has begun work on an elaborate program for production and sponsoring of films on a large scale designed to combat enemy propaganda . . . "Tevya," first film by Maurice Schwartz to be shown in Canada, was recently at the College Playhouse, Toronto.

Premier Operating Corp. is building a theatre on St. James St., Parry Sound . . . Famous Players Canadian Corp. will open its 1,000-seat Niagara Falls, Ont., theatre, the New Seneca, about June 15 . . . A theatre is under construction at Beaverton, Ont. . . . Seville Theatre is giving variety stage shows Sundays . . . Plaza, United Amusement house, announces that it will show no French programs in future, and will change pictures twice weekly.

One dollar will be the regular charge for admission to the new 500-seat house which H. E. Peffer plans to build at Aklavik, Northwest Territories, and which he announces will be "the nearest theatre to the North Pole." . . . Algoma Theatre, Saulte Ste. Marie, Ont., is being renovated. It will be air conditioned.

Two-Day Sharp Chain Calgary Meeting

CALGARY—First of its kind here was the convention held of the Sharp circuit operating a dozen theatres at Alberta country points. The delegates spent two days in Calgary, held a luncheon and an evening banquet after the business meetings and saw screenings of "Pinocchio" and "Swiss Family Robinson."

Joining with the Calgary office staff of the Sharp organization were the following delegates:

Ken Robbins, Westlock; Frank Sibbald, Fort Sask; Alf Durrer, Athabaska; Jim Holroyd, who operates from Camrose; Rusty Hansen, Three Hills; Bill Waldron, Bentley; Frank Tyler, Innisfail; John Coates, Olds; Norman Miller, Didsbury; Ray and Leo Chabillon, Longview; Mr. and Mrs. Bussard, Turner Valley, all of Alberta, and Joe Haugh of Kerrabert, Sask.

WINNIPEG

COMPETITION for theatres was offered by the appearance of the "Ice Follies of 1940" which played to very good houses . . . "Siege," a single-reeler depicting the siege of Warsaw, will be shown by Don Gauld at the Metropolitan next week.

"France Is Ready," now being shown in cooperation with the Canadian Legion, has been booked for repeat engagements throughout the city and adjoining territory . . . I. H. Allen returned from an eastern trip to visit his father at Akron, Ohio. He reports his father's health is considerably improved.

Mr. and Mrs. Nathan Rothstein of Rothstein Theatre Enterprises have returned from a trip south which included the studios in Hollywood as well as side trips to Mexico and Honolulu. After spending a few days in the city, Rothstein left for an inspection tour of his western circuit.

E. A. Zorn, district manager of Famous Players, has returned from a trip through the territory . . . J. Miles, president and managing director of Western Theatres, Ltd., has returned from a trip to Florida and a rest at Hot Springs . . . Mrs. H. A. Morton has returned from a vacation trip to Florida.

Mr. and Mrs. M. Heppner are motoring to Minneapolis . . . John A. Schuberg of Vancouver, who has been in the city looking after the Rio and Bijou theatres, has returned to his home on the coast . . . Dave Griesdorf of United Artists is on a trip to the coast . . . Lou Geller of Vitagraph is back from a trip through the territory . . . E. A. Zorn of Famous Players and Jack Fitzgibbons of the head office are both on the sick list.

A. E. McLean of Rainey River has been laid up with the flu . . . The Playhouse, which has been temporarily closed, is scheduled to reopen with a new picture policy. The house is under the management of Joe Freed, operator of the Elm here.

SASKATCHEWAN

WITH spring late in coming after a mild winter, and plenty of snow storms followed by melting, the fears of this agricultural province over the spring moisture conditions are abating somewhat, with resultant improvement in business. Because the roads were open most of the year, a great many more picture houses in the smaller centers remained open than in previous winters. The improved financial situation of the farmers after the 1939 crop also was reflected in the trend to 35mm pictures again instead of the 16mm type which mushroomed all over the province a few years ago. Exhibitors, generally, anticipate a good year in 1940.

Manager Otis Bowes turned the Grand, Regina, over to the Salvation Army Sunday night for the finale of their campaign to raise funds for war services. The Grand presented the famed war services concert party, "The Dumbells," who are touring Canada.

New sound equipment has been installed at the Herbert municipal theatre, Herbert . . . Following the lead of larger centers, the Grand, Lumsden, has commenced advertising the value of buying books of Thrift Tickets . . . A special St. Patrick's Day program was staged at midnight in the Grand Theatre, Maple Creek. It tied in with announcement of the winner of the sweepstakes on when the creek would start to rise with the spring thaw.

Increased prices for matinees after March 27 was the decision of A. Wilson, operator of the Unique Theatre, Rosetown . . . The Red Cross Society joined with F. W. Falkner, operator of the Falkon, in stirring up interest in "The Royal Visit" by encouraging Tisdale people to hold dinner and supper parties prior to or after showings of the picture, the guests attending in a group.

Canada at war has cut into the staff of the Rex, Regina, again. Walter Barker, projectionist, has joined the South Saskatchewan Rifle Regiment and is currently stationed at Weyburn as instructor with the rank of staff sergeant. His son is in the same regiment. Walter saw service in the last war.

Getting its Canadian premiere in Regina, "Pinocchio" did tremendous business at the Capitol, starting the last Friday of Easter week. It came while thousands of the city's school children were still holidaying and long queues formed for every performance as a result.

Indicative of the trend towards more and more patriotic angles to showmanship in Canada at war, W. P. Mahon, operator of the Orpheum, Prince Albert, has encouraged various patriotic organizations to appear on his stage with skits, novelty turns and even playlets. The usual 35-cent admission price is then put at 50 cents and the additional sum given to the patriotic outfit represented. The stage show is in addition to the regular feature.

When the Port Arthur, Ont., senior hockey team came to Regina for their play-off championship game with Moose Jaw last week—Regina having neutral, and artificial, ice—Manager Charlie Bahrynowski of the Metropolitan galloped over to welcome the boys from his home town and invite them to the showing of "The Fighting 69th." Charlie, when manager of the Royal, Fort William, Ont., the adjoining city was prexy of the hockey club there.

With more than 5,000 people coming into town by train, 'plane, dog sled and motor car for the third annual World Championship Derby, Nipawin was a busy spot last week due to the excellent advertising given its snowplane, dog and horse races on a snow-covered course. The Orpheum did the biggest business in years.

VANCOUVER

JACK MUIR is back on the job again after several months away from the Strand. He is taking it in small doses, just a few hours each day, but every one is pleased to see even that much of him.

M. E. Fairleigh is now a grand-daddy, for his son (or was it his daughter-in-law?) presented him with a seven and three-quarter pound grandson.

"Stump the Experts," at the Capitol, is being carried on along the lines of "Information Please," with guest experts on the program. Jimmy Butterfield, a local columnist, is one of the latest to sit on the platform to show how well informed he is. Depend upon Maynard Joiner, the house manager, to carry out an idea in correct detail.

Ralph Calladine is back from California but no one has seen the horses he was reported to be bringing with him. Some have suggested that he should name them after his two Victoria theatres, Columbia and Plaza.

A. G. Blaine opened his new Orpheum at Kimberly last week. Mirrophonic sound, and Motiograph projectors were installed by Dominion Sound Equipment.

Leo M. Devaney, Canadian general manager for RKO, came to Vancouver in connection with the exploitation of "Pinocchio," on which W. S. Jones, B. C. manager for the company, has been devoting his energies of late.

The film exchange table tennis club is the busiest organization on Filmrow with the development of champions and elimination of those who "can't take it" going steadily on.

The many friends of Beryl Carew are congratulating her and her parents, on her selection for a part in "Meet the People." Beryl is only 16, but her voice, lyric soprano, won her a place in Hollywood as quickly as it did among radio listeners.

WINDSOR

THE five F-P houses have effected a tie-up with a local restaurant whereby a patron presenting a theatre admission stub is entitled to a free cup of coffee. The theatres take turns putting displays in the restaurant window.

Twenty-six motorists who attended the showing of "Gone With the Wind" at the Capitol in Chatham were fined for overtime parking. Incidentally, the Capitol had its sound system completely overhauled before unreeling the special.

Art Duscharme has returned to his work at the Palace after several days illness . . . Simon Meretsky seems in much better health since his recent return from Hot Springs, Ark.

Joe LeFave, manager at the Palace, has added a quiz night, broadcast from his stage, to his weekly Bank Roll night, to boost patronage . . . Garry Hogarth is using silverware to draw them to his houses in Essex, Harrow and Kingsville . . . Encyclopedias are doing the patron-pulling for Bob Brown at the Vanity.

The proposed hockey games of the theatre staffs were proposed too late in the season and now are filed away among the plans for next year . . . Ed Lamoureaux netted his Empire Theatre a tidy bit of publicity when he recently presented a cup to the player voted the most popular in the Chrysler Hockey team.

Harry Zeilig, F-P artist in Windsor, was invited to display some of his paintings in a Toronto exhibit.

TORONTO

JOHN GRIERSON of London, England, appointed national film commissioner of Canada last fall, is scheduled to return to Canada from Australia at the end of April on the expiration of his three-month leave of absence from the Canadian government service.

Miss Billie Hallam has been appointed cashier of the Belsize, Toronto, by Manager Al Sedgwick. Miss Hallam is more prominently known as the official "Miss Toronto" of 1938 *when she was the choice of judges in a beauty and personality competition.*

L. M. Graburn has returned to Famous Players head office, Toronto, after having filled in as manager of the Capitol, Halifax, in the absence, through illness, of R. S. Roddick, formerly western Ontario district manager of the Canadian chain . . . L. M. Devaney, general manager of the RKO Distributing Corp. of Canada, returned to his Toronto office after a business trip to the Pacific coast.

Addressing the annual meeting of Eastern Theatres, Ltd., R. W. Bolstad, vice-president, reported boxoffice revenue during the first quarter of 1940 *was higher than for the same period last year. Eastern Theatres operates the Toronto Imperial.*

Clair Hague, Canadian Universal executive, has been busy as chairman pro tem of the Canadian Pictures Pioneers Club and has unearthed many oldtimers of the film trade. The first big dinner of the club has been held up, he says, because of the lawyers who have been tardy in getting the club charter from the Dominion government. The new organization is being incorporated under the Societies Act. The dinner is scheduled to be held April 17 but the date may be changed, according to Hague, because it conflicts with the National Variety Club convention in Dallas, Tex.

Charles Dentelbeck, director of projection with Famous Players Canadian Corp., is planning to attend the annual spring convention at Atlantic City on April 22 *of the Society of Motion Picture Engineers, of which he is one of the few Canadian members.*

Mrs. Lloyd Mills, wife of the manager of the Elgin, Ottawa, has returned after a visit with her parents, Mr. and Mrs. William H. McNabb, at the family home in St. Thomas . . . H. C. D. Main, supervisor of Associated Theatres, has returned to headquarters after spending several days in western Ontario.

Among the film men who attended the Canadian premiere of "Young Tom Edison" at the Majestic, Stratford, were Raymond Allen, supervisor of Allen Theatres; Jack Melzer, exploiteer of Premier Theatres, and D. D. Bloom of Regal Films. They were the guests of Manager C. B. Hider.

Gordon Lightstone, sales manager of Regal Films, went to New York for the M-G-M district managers' conference . . . Proceeds of the first performance in the new Strand at Beaverton, Ont., were donated to the Canadian Red Cross by John Grylls, the owner.

Manager T. B. Daley of the Imperial, Toronto, cooperated with the Toronto Daily Star *in arranging a treat for newspaper delivery boys when they were admitted with special tickets on any one of five days during the run of "It's a Date" . . . A cooking school was held in Belleville when "The Old Maid" was playing the Capitol, which is managed by T. Mascaro.*

Manager Grant Garrette of the Geneva, Orillia, got a lot of fun out of distributing a hiddden word card for "The Secret of Dr. Kildare." Linking up an assortment of printed dots with a pencil revealed the answer . . . Manager Leo Coyle of the Granada, St. Catherines, wrote a personal letter to all the local doctors when he played "Disputed Passage."

Renovated Sussex Strand Opens Easter Weekend

SUSSEX, N. B.—The Strand reopened Easter weekend after undergoing extensive renovations. A new projection booth has been built and Mirrophonic sound installed by the Northern Electric Co. through the Dominion Sound Equipments, Ltd. In addition to sound, new equipment for projection and light, a Cyclex power plant, has been installed, the first made east of Montreal by the C. S. Ashcraft Mfg. Corp. of New York. Nor has the outside of the theatre been neglected. A new glass front supplied by the Hobbs Glass Co. of Montreal, and an unusual marquee, made by the Claude Neon Sign Co., have completely changed the facade of the building. The lobby and waiting rooms have been renovated and have new chromium furnishings.

MPDC Reappoints Officers At Annual Toronto Meet

TORONTO—The annual meeting was held of the Motion Picture Distributors of Canada at Toronto when all directors and officers were reappointed for the ensuing 12 months, the president being Col. John A. Cooper. A second meeting is being held April 8 at which further routine matters will be dealt with.

Informal reports showed conditions within the motion picture business had resumed a normal stage following readjustments which had been found necessary following the outbreak of war eight months ago. Information from England indicated that the theatre business is well above average in spite of blackouts, removals from large cities and enlistments, receipts being 25 per cent better than expected.

VICTORIA

MANAGER J. M. ROBERTSON of the Capitol adopted the policy of selling reserved seats for the evening showings of "Gone With the Wind" and unreserved seats for afternoon showings. The picture was booked for one week, but did such good business it was held for another week. During intermissions, Coca Cola and souvenir programs were sold in the theatre lobby by young girls. They were members of the Victoria Girls' Drill Team, which created much favorable comment at the San Francisco Exposition last summer. Special arrangements were made with the Electric Railway Co. and suburban bus lines for a late transportation service during the run of the picture.

"Canada at War," March of Time release which was banned by Premier Hepburn of Ontario, was shown here at the Capitol. Since pictures of Victoria as a naval and military base were included in the film, it created much interest locally.

F-P theatres here are making a special effort to sell thrift tickets. They are put up in special book form and are offered at a lower price for buying in quantity. Special lobby displays, screen trailers and newspaper advertising are being used.

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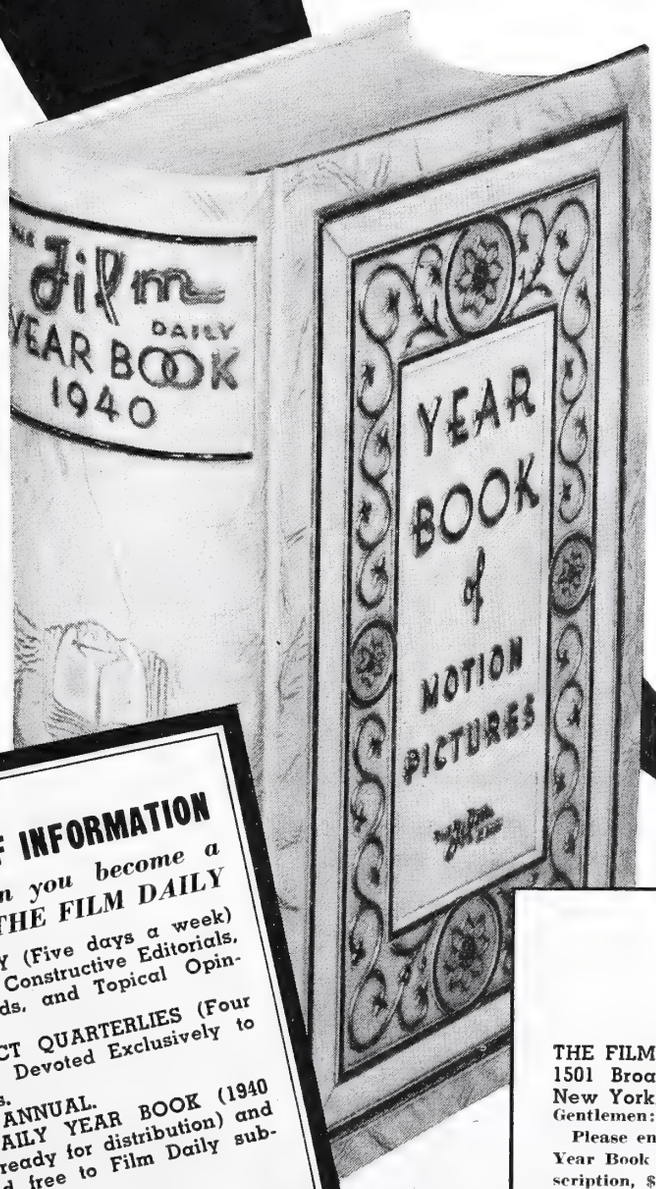
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The Exhibitor Has His Say

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Columbia

Five Little Peppers at Home

Very good story, live-wire characters. Patrons' reaction—good. Boxoffice: Fair. Wed., Thurs. Weather: Fair. Admission: 25-10. Rural patronage. Population: 2,800. Capacity: 300-200.—Sid Metcalf, Ritz and Metro, Purcell, Okla.

First National

Castle on the Hudson

One of those good prison pictures and is O. K. Attendance above average. Sun., Mon. Weather: Fair. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Three Cheers for the Irish

Good performance turned in by Dennis Morgan. Priscilla Lane also good. Reaction good. Failed at boxoffice. Wed., Thurs. Weather: Very windy. Admission: 25-10. Rural patronage. Population: 2,800. Capacity: 300-200.—Sid Metcalf, Ritz and Metro, Purcell, Okla.

Metro-Goldwyn-Mayer

Another Thin Man

For those who like good, clean fun together with a good detective story, this picture is the answer. Powell is always good and especially so in this one. About average boxoffice. Tues., Wed. Weather: Rain-Snow. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Blackmail

A picture much like the rest, however it had enough plot and oomph in it to keep the crowd satisfied. Doubled it with a Jones family picture. About average boxoffice. Fri., Sat. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Dancing Coed

This is a swell show, pleased well and boxoffice above normal. Mon., Tues. Weather: Fair. Admission: 25-10. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Fast and Furious

Plenty of laughs and that's what the people want now. Everyone enjoyed it. Fri., Sat. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Fast and Furious

Went over the best for a long time. Tone and Sothern make a good team. I think voice is the best on the screen. You can understand every word without any trouble. Sat., Sun. Weather: Stormy. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Ghost Comes Home, The

Interesting story, fair acting. Lousy boxoffice. Wed., Thurs. Weather: Fair. Admission: 25-10. Rural patronage. Population: 2,800. Capacity: 300-200.—Sid Metcalf, Ritz and Metro, Purcell, Okla.

Goodbye, Mr. Chips

Very good acting in this but English pictures or settings don't go over in this town. Did not do so good on it. It is not a small town picture. Sat., Sun. Weather: Bad. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Strange Cargo

Undoubtedly Metro produced this picture because of the success of "On Borrowed Time." In this instance, however, the director and cast seem to have failed to get their hooks into the meat of the story and therefore it loses much of its original awe-inspiring quality in its transition to the screen. Gable and Crawford fit their roles perfectly, but that isn't enough. You have to respect Metro for taking such a big bite, but from what appears on the screen it would seem that someone had a few molars missing. Audience: Some went out raving—both for and against. The other half went out indifferent. Boxoffice: About average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Paramount

Beau Geste

This one proved to be a total flop as far as the boxoffice went. However patrons who saw the picture were well pleased and liked it very much. Sun., Mon. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Jamaica Inn

Please don't ask me to pass comment on this one. When the customers came in, the sun was shining. When they left, they were in a fog. I don't blame them. I was, too. Fri., Sat. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Star Maker, The

I played this late. The kids were great in this one. Bing not so bad, but Paramount put this as a special and on percentage and of course they add the score charge. Sat., Sun. Weather: Stormy. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

RKO Radio

Nurse Edith Cavell

Anna Neagle and balance do a wonderful acting job, but the direction seems to lack the necessary pace to make the picture take hold. As is, the picture just unwinds and the audience watches without any reaction much one way or the other. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Pacific Liner

An average picture of its kind that had a good amount of action in it to keep up the interest. Played two lively shorts with it to balance out the program. Sun., Mon. Weather: Fair. Admission: 15-10. Colored patronage. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Three Sons

A sweet picture—but it lacked B. O. (Edward) Ellis turns in a wonderful performance. About time the public started giving him a little support. Tues., Wed. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

20th Century-Fox

Day-Time Wife

A good comedy, but not strong enough for Sunday. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Drums Along the Mohawk

Good picture that seemed to please most of my patrons, but personally I think there were entirely too many dark scenes. Mon., Tues. Weather: Rain. Admission: 25-10. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Hollywood Cavalcade

This is one of the best. Seemed to please my audience 100 per cent Business fair. Mon., Tues. Weather: Rain. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Swanee River

We've just closed a three-day engagement of this feature, with the best business we've had in many a day. There was nary a complaint, except that it was sad, but in our opinion it's got about everything. Everyone had a good word for it, and we were truly sorry when the engagement was at an end. We sure can't say that for many pictures.—Walter Lavan, Park, El Dorado Springs, Mo.

United Artists

Man in the Iron Mask

Historical pictures die with us. We tried to sell this one but couldn't. Wed., Thurs. Weather: Mild. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Universal

Call a Messenger

A good programmer if your patrons like action. Business average. Tues., Wed., Thurs. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,500.—C. W. Ritenour, Milford, Milford, Ill.

I Stole a Million

A mighty fine picture, had quite a few comments from the small crowd which attended. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Laugh It Off

No good. When you show it you will have to laugh it off. Thurs., Fri. Weather: Cold. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfied, Clay, Celina, Tenn.

Oh, Johnny, How You Can Love

This one is sure good. Don't miss it. Tops for program picture. Everyone liked it. Good business both nights. Wed., Thurs. Weather: Fair. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Tower of London

I wish Karloff had used that ax of his on the picture. No good for me. Plenty of squawks. Thurs., Fri. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Regular Price on "Wind" Was Erroneous Listing

The listing of "Gone With the Wind" at 40 cents and 10 cents in the report of E. A. Stein of Out-Wickenburg-Way Theatre, Wickenburg, Ariz., in the issue of March 23, was an error. The usual admission price scale of Mr. Stein's theatre was written instead of the roadshow prices of $1.00 evenings and 75-cent matinees prevailing throughout the country. Mr. Stein advises he is pursuing the roadshow scale on this picture.

Warner Bros.

A Child Is Born

I did not like this one, but the women did and I did good business. Wednesday. Weather: Cold. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Dead End Kids on Dress Parade

Not as good as the other Dead End Kid pictures. Wed., Thurs. Weather: Fair. Admission: 25-15. Rural patronage. Population: 1,000. Capacity: 380.—W. H. Mayfield, Clay, Celina, Tenn.

Four Wives

It didn't seem to equal "Four Daughters," but the women liked it. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Time Spent on Shorts Proves Resourceful

CHICAGO—The careful selection and compilation of short subjects for the "Esquire Hour" at the Esquire for more than two years has proven a big draw.

Almost any day Harry and Elmer Balaban, the owners, can be found together with William Galligan, house manager, engrossed in screening shorts. Galligan cuts and chops the various newsreels to fit subjects together. One cartoon may not balance with a travelogue, so he has to cut in various spots, or at the last minute book a more suitable subject. Likewise, the entire short series must balance with the feature. All in all, it takes time and money, but the Balabans have found results well worth both.

The use of outstanding musical or dramatic sequences from feature-length pictures was started at the Esquire. They are still used and cut into the "Esquire Hour," whenever something appropriate is available.

"Interlochen" Campaign Under Way on Coast

HOLLYWOOD—Paramount's national campaign for "Interlochen" got underway April 4 when delegates to the biennial convention and festival of the Music Educators National Conference visited the studio. They were given a demonstration of music recording on a sound stage, with Allan Jones and Susanna Foster, both starred in "Interlochen," featured in music from the picture.

More than 15,000 visitors came in, among them being 10,000 youthful musicians, many of whom received training at famed Interlochen in Michigan.

Boxoffice Becomes House In N. J. "Wind" Stunt

PERTH AMBOY—Jerry Bookbinder of the Majestic remodeled his boxoffice into a replica of a southern ante bellum house during the advance sale of "GWTW."

CHARLOTTE—A local "Scarlett O'Hara" search made the front page of the Charlotte *Observer* in the course of the advance campaign for "GWTW" by Emil Bernstecker of the Carolina.

Indians Sell "Passage"

ATLANTA—Twelve Cherokee Indians were recruited by Eddie Pentecost of Loew's Grand to help with a "Northwest Passage" stunt he put on at a children's hospital.

WATERBURY—A book review contest, tied in with the local bookshop, was utilized by Ed Fitzpatrick, of Loew's Poli, as part of his "Northwest Passage" campaign.



Flash Front Gets Job Done—

Flash front, accomplished at little expense, which really got the job done for "Santa Fe Marshal" during its run at the Empire, San Antonio, Tex. Art work by "McBride," of the theatre staff.

"Blackout" in Slater Aids "Hunchback" Campaign

SLATER, MO.—Harold Sachse promoted "Hunchback of Notre Dame" with an unusual midnight show. He put out 1,000 handbills in Slater and surrounding towns advertising "A 'blackout' in Slater . . . It's all for our first 'blackout' midnight show. Mystery . . . Suspense . . . Excitement . . . It's different. Absolutely all lights will be turned out for the sublime entertainment spectacle of the decade."

In a window next to the theatre was a Maytag washer tub with rub-board and a card, one-sheet size, reading "Don't become like the Hunchback of Notre Dame . . . Maytag washers turn Hunchback to joyous minutes."

NUGGETS

TO promote "Three Cheers for the Irish," Larry Lehman of the Orpheum at Kansas City and Monroe Rubinger of Warner's exchange, arranged with Chief L. B. Reed for members of the police force to give 15 single tickets to safe motorists each day beginning with the opening.

●

With the warmer weather making its bow, Jimmy McConnell, Hamrick-Evergreen resident manager at Eugene, Ore., suddenly brought forth a fully-attired Santa Claus to parade the town's streets. Lettered on his shirt front was the explanation: "I came back to see 'Gone With the Wind.'"

●

Plenty word of mouth advertising was obtained by Floyd Faubion, manager of the Star and Plaza at Teague, Tex., when he built a grave upon a table in the lobby of his theatre, to advertise "Charlie McCarthy, Detective." The wording on the board tomb read, "Here lies a fellow who laughed himself to death when he saw "Charlie McCarthy, Detective."

Three-Week Buildup in Detroit for "Dr. X"

DETROIT—Exploitation for "The Return of Dr. X" at the Palms-State here centered on a three-week advance buildup with stage effects. A new trailer was used each week as well as special lobby displays. Ushers were called on to "double" as walking corpses, sinister figures of sundry sorts, stretcher bearers, etc., on the stage and in the aisles, during the running of the trailers.

Lobby displays included a collection of stretchers, oxygen tanks and medical equipment—all guaranteed eye-catchers.

As a final touch, a man was hired to walk the streets dressed as Santa Claus, with a sign reading, "I've been waiting since Christmas to see 'The Return of Dr. X.'"

The campaign was planned and executed by Manager Donald Kuhn.

Posters in N. Y. Schools To Publicize "Pinocchio"

NEW YORK—Through an endorsement and the cooperation of the Parent Teachers Ass'n, bulletins on "Pinocchio's" run at the Center have been sent for posting to all high school, grade, elementary and vocational schools in New York.

A second phase of the theatre's school promotion was the extending of invitations to editors of all school papers to see the film and review it for their respective publications.

A Sunday for Lincoln

KANSAS CITY—As one approach on his handling of "Abe Lincoln in Illinois," Lawrence Lehman, manager of the Orpheum, arranged an Abraham Lincoln Sunday. The plan included sermons on the Great Emancipator in 15 Protestant churches. Parish priests in Catholic churches also made reference to the film.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊙ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 2	30 Drama **1030** **Cafe Hostess** (63) R—Jan. 13 1 Drama (**French**) **Devil Is an Empress** (73); R—Dec. 23	1 Com. Drama **14** **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama **3938** **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama **3912** **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western **962** **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama **008** **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama **021** **City of Darkness** (74); R—Nov. 25 1 Melodrama **022** **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical **4026** **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. **FN464** **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama **1026** **Fugitive at Large** (66) R—Aug. 5 7 Western **1211** **Taming of the West** (54) R—Oct. 21	8 Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama **FN481** **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	15 Comedy **Al'anon** **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		22 Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** ⊙✪**Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy **4011** **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-**J. King** R—Feb. 3	29 Drama **3916** ⊙**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. **M'drama** **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. **M'dr.** **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6	10 Act. Drama **3939** **Danger Ahead** (56) R—Mar. 30	5 Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** ⊙**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63) R—Mar. 30	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'anon** **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB423** **Granny Get Your Gun** (60) May Robson R—Jan. 6	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
17		(91); R—Feb. 24 Wallace Beery Dolores Del Rio		don (84) Chas. Laughton R—Jan. 27		insen (93) Fred Bartholomew R—Feb. 3	Young as You Feel (59) Jones Family R—Jan. 27	A Chump at Oxford (63) Laurel & Hardy R—Feb. 17	Honeymoon Deferred (59) Edmund Lowe R—Feb. 24	Castle on the Hudson (77) R-Dec. 16 (Form. Years Without Days)	One Night in Paris (65) John Lodge Hugh Williams
FEB. 24		23 Drama 25 Northwest Passage (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 Murder on the Yukon (57) James Newill 20 Western 3962 Cheyenne Kid (48) R—Mar. 23; Randall	23 Western 3923 Knights of the Range (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 Pinocchio (80) R—Feb. 3	23 Drama 033 They Came by Night (73) Will Fyffe R—Mar. 16		23 Drama 4032 Framed (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 Blondie on a Budget (73) Penny Singleton R—Mar. 2	1 Melodrama 23 Strange Cargo (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 Rhythm on the Rio Grande (53) Tex Ritter	1 Comedy 3924 Seventeen (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 Little Orvie (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 Charlie Chan in Panama (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama House Across the Bay (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 Double Alibi (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 Story of Dr. Ehrlich's Magic Bullet (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 Bullets for Rustlers (58); R—Feb. 17 7 M'drama 1027 Outside the Three Mile Limit (64) R—Feb. 17	8 Com. Drama 27 Ghost Comes Home (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 Human Monster (73) Bela Lugosi R—Mar. 16	8 Western 3957 Showdown (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 Pioneers of the West (56) Three Mesquiteers R—Mar. 16	8 Drama 017 Isle of Destiny (83) William Gargan June Lang R—Mar. 9	15 Drama 040 Grapes of Wrath (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 Zanzibar (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 Men Without Souls (62) Rochelle Hudson John Litel	15 Drama 28 Young Tom Edison (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 Women Without Names (62) Ellen Drew R—Feb. 24	15 Drama 920 Forgotten Girls (67) Louise Platt R—Mar. 23	15 Comedy 022 Millionaire Playboy (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 Ma, He's Making Eyes at Me (61) Tom Brown R—Mar. 30	16 Comedy FN465 Three Cheers for the Irish (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance Little Miss Molly (67) Maureen O'Hara
MAR. 23	21 Com. Drama 1004 Too Many Husbands (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 Midnight Limited (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 Road to Singapore (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 Rancho Grande (66) Gene Autry Smiley Burnette	22 Drama 023 Primrose Path (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 The Blue Bird (83) Shirley Temple R—Jan. 27	22 Drama My Son, My Son (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com. with Mus. It's a Date (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 Virginia City (120) Errol Flynn Miriam Hopkins R—Mar. 23	
MAR. 30		29 Drama 29 Florian (91) Robert Young R—Apr. 6	30 Comedy 3902 Son of the Navy (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 Farmer's Daughter (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 Ghost Valley Raiders (57) Donald Barry Lona Andre R—April 6.		29 Com. Drama 037 Free, Blonde and 21 (67) Lynn Bari Henry Wilcoxon	29 Comedy Over the Moon (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 Blazing Six Shooters (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 And One Was Beautiful (70) Laraine Day Jean Muir R—Apr. 6	5 Com. Drama Tomboy (..) M. Jones-J. Moran	5 M'drama 3928 Adventure in Diamonds (80) George Brent R—Jan. 20	10 Outdoor Drama Hi-Yo, Silver (..) Silver Chief Lynn Roberts	5 Western 083 Bullet Code (59) 5 Drama 030 Courageous Dr. Christian (67) R—Mar. 30	5 Drama 036 Star Dust (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy One Million B. C. (..) Lon Chaney jr. Carroll Landis	5 Com. Romance Half a Sinner (61) R—Mar. 30 5 Western 4062 Riders of Pasco Basin (57)	6 Com. Drama It All Came True (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	
APR. 13		12 Drama 30 Dr. Kildare's Strange Case (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 Covered Wagon Trails (53) Jack Randall	12 M'drama 3929 Dr. Cyclops (77) Janice Logan Albert Dekker R—Mar. 9		12 Drama A Bill of Divorcement (..) Maureen O'Hara Adolphe Menjou R—Mar. 16	12 O'dr Drama 039 Viva Cisco Kid (65) Cesar Romero Jean Rogers R—Mar. 23	12 Drama Rebecca (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 Melodrama House of Seven Gables (89) Margaret Lindsay R—Mar. 9	13 O'd'r M'drama King of the Lumberjacks (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 Melodrama Man With Nine Lives (..) Boris Karloff Roger Pryor Jo Ann Sayres	19 Com. Drama 33 Two Girls on Broadway (..) Lana Turner Joan Blondell George Murphy	15 Action Dr. 3928 Sky Bandits (..) James Newill 20 Western 3954 Pals of the Silver Sage (..); Ritter	19 Farce Com. 3930 French Without Tears (66) Ellen Drew Ray Milland R—Mar. 30	15 Drama 901 The Dark Command (..) 15 Western Young Buffalo Bill (..) Roy Rogers	19 Drama 031 Beyond Tomorrow (83) Charles Winninger Binnie Barnes R—Mar. 30	19 Drama 042 Johnny Apollo (93) Tyrone Power Dorothy Lamour	19 Comedy Saps at Sea (..) Laurel & Hardy	12 Melodrama Black Friday (70) Lugosi-Karloff R—Mar. 9	20 Drama Till We Meet Again (..) Merle Oberon George Brent Pat O'Brien	16 M'drama Al'ance The Terror (..) Wilfrid Lawson
APR. 27	25 Drama Doctor Takes a Wife (..) Loretta Young Ray Milland	26 Com. Drama 34 10 Little Mothers (..) Eddie Cantor Rita Johnson	30 Drama Missing People (..) Will Fyffe	26 Com. Drama 3931 Biscuit Eater, The (..) Billy Lee Cordell Hickman	18 Musical In Old Missouri (..) Weaver Bros. & Elviry	26 Drama 027 Curtain Call (..) Barbara Read 26 Mus. Com. 024 Irene (..) Anna Neagle	26 Comedy 041 Shooting High (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 Melodrama Enemy Agent (61) Richard Cromwell R—Mar. 30 26 Musical If I Had My Way B. Crosby-G. Jean	27 Com. Drama An Angel From Texas (..) Wayne Morris Eddie Albert Rosemary Lane	
MAY 4	30 Com. Drama 10 Days in Paris (..) Rex Harrison Karen Verne		2 Western Cowboy From Sundown (..) Tex Ritter	3 Comedy Buck Benny Rides Again (..) Jack Benny Ellen Drew		3 Com. Drama 025 My Favorite Wife (..) Irene Dunne Cary Grant Randolph Scott	3 Comedy So This Is London (..) Gracie Fields		3 Action Drama Ski Patrol (..) Luli Deste		
MAY 11				10 Comedy 3933 Opened by Mistake (..) Charlie Ruggles Janice Logan		10 Com. Drama Tom Brown's School Days (..) F. Bartholomew Cedric Hardwicke	10 Melodrama I Was an Adventuress (..) Vera Zorina		10 Western Black Diamonds (..) Richard Arlen Andy Devine		
MAY 18				17 Drama Typhoon (..) Dorothy Lamour Preston Foster				17 Drama Turnabout (..) John Hubbard Adolphe Menjou Carol Landis	17 Comedy Sandy Is a Lady (..) Baby Sandy Mischa Auer		15 Drama Alliance Black Eyes (..) Otto Kruger Mary Maguire

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates color.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Vallant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Goldilocks and the Three Bears (11).....July 15
Home on the Range (9).....Mar. 23
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Auto Antics (10).....July 22
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Touchdown Review (10).....Dec. 22

PARAMOUNT PICTORIAL

No. 12 (10).....July 14

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7)....Mar. 29

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Two of a Kind (10).....Mar. 22
Watch Your Step (10).....July 7

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29

RKO Radio

DISNEY CARTOONS (In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (..).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Feathered Pests (16).....July 28
Kennedy the Great (19).....Dec. 1
Slightly at Sea (16).....Feb. 9

INFORMATION PLEASE

No. 7 (11).....Feb. 23

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Corralling a Schoolmarm (20).....June 14
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8
Zoo (9).....July 21

TWO-REEL SPECIAL

Five Times Five (19).....July 21
The Dionne Quintuplets celebrating their fifth birthday with Alexander Woollcott.

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11).....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Barnyard Baseball (7).....July 14
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7).....Feb. 9
Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Old Fire Horse (7).....July 28
The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
Two Headed Giant (7).....Aug. 11
Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
Life Begins for Andy Panda (8).....Oct. 9
Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (..).....Apr. 29
No. 76 (..).....May 13

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 64 (10).....July 3
No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (..).....Apr. 15
No. 76 (..).....May 6

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Follies Parisenne.....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (18).....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

TWO REEL SPECIAL

International Revels (17).....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18).....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

A Swing Opera (20).....July 22
Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Wise Quack (7).....Aug. 5

NEWSREELS

TUESDAY, MARCH 26

Movietone News, No. 57

"Queen Mary" sails; Easter celebration, parade, egg rolling in Washington; cruiser "Ajax" in Australia; forest fire in Australia; Lew Lehr; ice skating show in New York; youngster is golf expert.

News of the Day, No. 255

Norwegian army maneuvers before king; Easter celebrations; Miami coeds take up flying; last days of the 9th Ave. "L"; "Queen Mary" sails; ice skating show.

Paramount News, No. 60

New Hampshire winter sports; Boston department store burns; aid sought for Chicago boy dying of rare blood ailment; Welles leaves Paris; magician entertains children in New York hospital; youngster plays golf like expert; cold weather wave; Easter parade, etc.

RKO Pathe News, No. 72

Sailing of "Queen Mary"; Russians in Polish territory; Welles visits head of Polish exiles; Chicago's Hull House observes 50th anniversary; child golfer shoots 69 on nine-hole course; ice carnival; Chicago track meet.

Universal Newsreel, No. 861

Nation observes Easter; Miami students take airliner instruction; French collect scrap iron; fish fry publicity stunt in Washington; Chicago track meet; young golfer in New Jersey.

THURSDAY, MARCH 28

Movietone News, No. 58

Western front inactivity; Duke of Windsor visits front; British tanks help scrap metal collection; Camel corps guard Egypt; Dutch submarine sinks; captain brings half of torpedoed ship to port in England; British shipyards boom; American naval craft launched at Portsmouth; test new explosive in Maryland; fashions by Vyvyan Donner; running of Cheltenham Hunt Steeplechase in England; Australian police dog; skiing at Sun Valley.

News of the Day, No. 256

War in Finland ends; Welles silent on trip; troops guard Nile in Egypt; inventor demonstrates new explosive; Secretary Woodring defends plane sales to Allies; blizzard buries Pompey, New York; Al Smith steals show when barber shop quartette sings in effort to revive practice; hockey playoffs.

Paramount News, No. 61

West Point gymnasts in intercollegiate competition; Mussolini-Hitler meeting at Brenner Pass; Sun spots disrupt radio and telegraph communication; launch new sub in New Hampshire; Costa Rican president-elect visits Washington; Mackenzie King wins in Canada; barber shop quartette gag with Al Smith.

RKO Pathe News, No. 73

Costa Rican president-elect on American visit; Britain tests new Blenheim bombers; Sumner Welles in London; von Ribbentrop in Rome; Dutch submarine disaster; Mackenzie King re-elected in Canada; Woodring defends plane sales to Allies; test explosive at Middle River, Maryland.

Universal Newsreel, No. 862

Finish Finnish fighting; British air defenses in action; upstate New York blizzard; test new explosive; test new airplane; Oregon girls ski in swim suits; Richmond, Virginia A.A.U. amateur bouts; skiers in Sun Valley meet.

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30
Will Osborne & Orch. (10)....July 22

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sioux Me (7).....Sept. 9
Snow Man's Land (7).....July 29

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Sons of the Plains (19).....July 30
Mauch Twins, Rosella Towne.
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Three-Minute Fuse (11).....July 29
Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Oregon Trail (15 chapters)....July 4
John Mack Brown, Louise Stanley, Bill Cody jr., Fuzzy Knight, Ed LeSaint, James Blaine, Jack C. Smith, Roy Barcroft.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Babies for Sale—Glenn Ford, Rochelle Hudson, Isabel Jewell, John Qualen, Miles Mander, Joseph Stephani, Selmer Jackson. Director: Charles Barton. Producer: Ralph Cohn. **(Starting)**

METRO

Strike Up the Band—Mickey Rooney, Judy Garland, June Preisser, William Tracy, Ph.l Silvers. Director: Busby Berkeley. Producer: Arthur Freed. Screenplay: Kan Van Riper. **(Starting)**

Twenty-Mule Team—Wallace Beery, Leo Carrillo, Marjorie Rambeau, Noah Beery jr., Douglas Fowley. Director: Richard Thorpe. Producer: J. Walter Ruben. Original: Robert DuSoe, Owen Atkinson. **(Completed)**

PARAMOUNT

Three Men From Texas—William Boyd, Russell Hayden, Andy Clyde, Glenn Strange. Director: Lesley Selander. Producer: Harry Sherman. Original Screenplay: Norton S. Parker. **(Starting)**

The Ghost Breakers—Bob Hope, Paulette Goddard, Paul Lukas, Eddie (Rochester) Anderson, Willie Best, Anthony Quinn. Director: George Marshall. Producer: Arthur Hornblow Jr. Original: Paul Dickey, Charles Goddard. Screenplay: Walter DeLeon, Sig Herzig. **(Completed)**

REPUBLIC

Women in War—Elsie Janis, Wendy Barrie, Mae Clarke, Patric Knowles, Billy Gilbert, Barbara Pepper. Director: John H. Auer. Producer: Sol C. Siegel. Original Screenplay: F. Hugh Herbert, Doris Anderson. **(Completed)**

Gaucho Serenade—Gene Autry, Smiley Burnette, June Storey, Mary Lee. Director: Frank McDonald. Producer: William Berke. Screenplay: Betty Burbridge, Bradford Ropes. **(Completed)**

RKO RADIO

Lone Star Legion—George O'Brien, Virginia Vale, Dick Hogan. Director: David Howard. Producer: Bert Gilroy. Original: Bernard McConville. Screenplay: Doris Schroeder, Arthur Jones. **(Starting)**

Good Luck—Ronald Colman, Ginger Rogers, Jack Carson. Director: Lewis Milestone. Producer: George Haight. Original: Sacha Guitry. Screenplay: Allan Scott. **(Starting)**

20TH CENTURY-FOX

Pier 13—Lloyd Nolan, Lynn Bari. Director: Eugene Forde. Producer: John Stone. Screenplay: Clark Andrews, Stanley Rauh. **(Starting)**

Rain or Shine—Robert Sterling, Virginia Gilmore, Don Beddoe, Joan Davis, George Chandler. Director: David Burton. Producer: Sol Wurtzel. Original: Vina Delmar. **(Starting)**

The Brat—Jane Withers, Kent Taylor, Jessie Ralph, Laura Hope Crews. Director: Otto Brower. Producer: Sol Wurtzel. Original: Maud Fulton. Screenplay: Frances Hyland. **(Starting)**

UNIVERSAL

South to Karanga—Luli Deste, Dick Foran, John Sutton, Paul Hurst. Director: Harold Schuster. Producer: Marshall Grant. **(Starting)**

The Boys From Syracuse—Allan Jones, the Ritz Brothers, Martha Raye. Director: A. Edward Sutherland. Producer: Jules Levy. Screenplay: Leonard Spigelgass, Charles Grayson. **(Starting)**

No Exit—Wallace Ford, Donald Woods, Kathryn Adams, Mona Barrie, Marc Lawrence. Director: Charles Lamont. Producer: Burt Kelly. Screenplay: Clarence Young. **(Starting)**

Ski Patrol—Luli Deste, Philip Dorn, Kathryn Adams, Samuel S. Hinds, Stanley Fields, John Arledge, Hardie Albright. Director: Lew Landers. Producer: Ben Pivar. Original Screenplay: Paul Huston. **(Completed)**

If I Had My Way—Bing Crosby, Gloria Jean, Charles Winninger, Claire Dodd, El Brendel. Director: David Butler. Producer: David Butler. Screenplay: William Conselman, James Kern. **(Completed)**

WARNER-FN

Torrid Zone—James Cagney, Ann Sheridan, Pat O'Brien, Jerome Cowan, Andy Devine. Director: William Keighley. Producer: Mark Hellinger. Original Screenplay: Jerry Wald, Richard Macaulay. **(Completed)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

.... A Bill of Divorcement....RKO
415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
3914 All Women Have Secrets.Para
.... An Angel From Texas..WB-FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

17 Balalaika .....M-G-M
026 Barricade 20th-Fox
031 Beyond Tomorrow .....RKO
3931 Biscuit Eater, The.....Para
.... Black Eyes .....Alliance
.... Black Friday .....Univ
1205 Blazing Six Shooters.....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
.... Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

1030 Cafe Hostess .....Col
420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
021 Charlie Chan in City of Darkness 20th-Fox
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
3963 Covered Wagon Trails....Mono
.... Cowboy From Sundown...Mono
962 Cowboy From Texas.....Rep
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
4055 Danger on Wheels.....Univ
901 Dark Command, The.....Rep
953 Days of Jesse James.....Rep
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
.... Devil Is an Empress.....Col
3929 ◎Dr. Cyclops .....Para
.... Dr. Kildare's Strange Case .....M-G-M
.... Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

18 Earl of Chicago .....M-G-M
3924 East Side Kids .....Mono
3917 Emergency Squad .....Para
.... Enemy Agent .....Univ
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
34 40 Little Mothers.....M-G-M
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para
1026 Fugitive at Large .....Col

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

.... Half a Sinner.....Univ
023 He Married His Wife..20th-Fox
2 Henry Goes Arizona ...M-G-M
009 Here I Am a Stranger..20th-Fox
963 Heroes of the Saddle.....Rep
.... Hi-Yo, Silver .....Rep
3922 Hidden Enemy .....Mono
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
.... House of Seven Gables....Univ
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
.... I Was an Adventuress.20th-Fox
.... If I Had My Way.....Univ
.... In Old Missouri .....Rep
022 Inspector Hornleigh on Holiday 20th-Fox
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
024 Irene .....RKO
017 Isle of Destiny .....RKO
.... It All Came True.....WB-FN
.... It's a Date .....Univ

J

14 Joe and Ethel Turp Call on the President .....M-G-M
042 Johnny Apollo 20th-Fox
16 Judge Hardy and Son...M-G-M
.... Just Like a Woman...Alliance

K

.... King of the Lumberjacks .....WB-FN
3923 Knights of the Range....Para
9031 Konga, the Wild Stallion...Col

L

22 Lambeth Walk .....M-G-M
4026 Laugh It Off .....Univ
082 Legion of the Lawless.....RKO
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
3913 Llano Kid .....Para
1019 Lone Wolf Strikes.....Col
.... Lucky Texan (Reissue)....Mono

M

4022 Ma, He's Making Eyes at Me .....Univ
481 Mad Empress .....FN
24 Man From Dakota.....M-G-M
4054 Man From Montreal .....Univ
030 Man Who Wouldn't Talk 20th-Fox
.... Man With Nine Lives.....Col
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
1035 Men Without Souls.....Col
016 Mexican Spitfire .....RKO
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
4028 Missing Evidence .....Univ
.... Missing People .....Mono
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
1051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
3912 Night of Nights.....Para
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
023 Primrose Path .....RKO
471 Private Detective .....FN

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
008 Reno .....RKO
464 Return of Dr. X.....FN
3953 Rhythm on the Rio Grande .....Mono
4062 Riders of Pasco Basin....Univ
1014 Rio .....Univ
3926 Road to Singapore.....Para

S

021 Saint's Double Trouble....RKO
.... Sandy Is a Lady.....Univ
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
3924 Secret Four .....Mono
3924 Seventeen .....Para
041 Shooting High 20th-Fox
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Ski Patrol .....Univ
3928 Sky Bandits .....Mono
.... Slightly Honorable .....UA
.... So This Is London....20th-Fox
3902 Son of the Navy.....Mono
941 South of the Border.....Rep
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

1211 Taming of the West.....Col
939 Tarzan Finds a Son!....M-G-M
.... 10 Days in Paris .....Col
.... Tevya .....SR
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
465 Three Cheers for the Irish.FN
.... Till We Meet Again....WB-FN
328 To the Rescue .....GN
.... Tom Brown's Schooldays.RKO
.... Tomboy .....Mono
1004 Too Many Husbands.....Col
.... Turnabout .....UA
1203 Two-Fisted Rangers .....Col
33 Two Girls on Broadway.M-G-M
013 Two Thoroughbreds .....RKO
.... Typhoon .....Para

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
404 Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

4061 West of Carson City.....Univ
.... West of the Divide (Reissue) .....Mono
3952 Westbound Stage .....Mon
9207 Western Caravans .....Co
918 Wolf of New York.....Re
1 Women, The .....M-G-M
3925 Women Without Names...Par

Y

032 Young as You Feel...20th-Fox
.... Young Buffalo Bill.....Re
28 Young Tom Edison.....M-G-M
3938 Yukon Flight .....Mon

Z

4025 Zanzibar .....Uni

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PRODUCTION INDEX

"Listen to the folks applaud, Eleanor!"



"Listen to the critics rave, Fred!"



GONE WITH THE WIND

NORTHWEST PASSAGE

THE NEW CAPITOL HIT!

BROADWAY MELODY OF 1940

"'Broadway Melody of 1940', another M-G-M lavish musical splash ... Eleanor Powell and Fred Astaire dance brilliantly ... Cole Porter's music is worthy of his genius, and the settings and costumes are as striking and effective as any we've seen." —*Herald Tribune*

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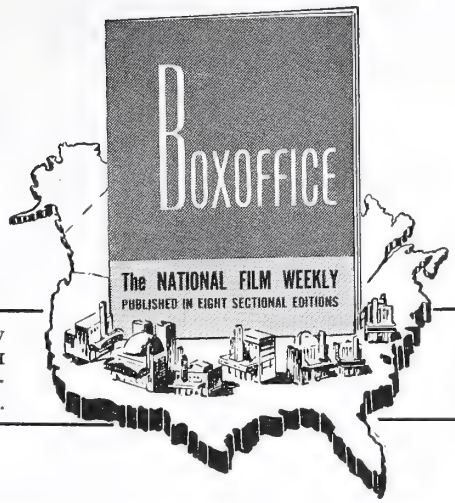
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April 13, 1940
Member
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LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

DANGEROUS WITHOUT BRAKES

FROM behind a smoke screen cast up by innumerable cigarettes, David O. Selznick was remarking the other afternoon that murder in the foreign markets ought to galvanize peaceful pursuits at home.

Inevitably drawing upon his current experience with "Gone With the Wind," and a most natural process for him to indulge, the producer of that attraction expressed it as his belief affairs in the domestic scene not only can be maintained, but bettered, by more lavishness than even opulent Hollywood in jittery 1940 has mustered.

The theory is extensive enough to cover a number of films made without brakes on the treasury on the twin concept (1) they will be extraordinary enough to blow the current average of grosses sky high and (2) thereby confirm the much-discussed and infrequently demonstrated idea the domestic field has a long way to go yet before maximum heaves into sight.

Selznick ties in two required corollaries and one warning. The corollaries are story material warranting new-level negative costs and a variety of admission prices permitting the producer to get out with a handsome profit and the exhibitor, presumably, with some. The warning is the resistance he knows will be thrown up by the theatreman and the need, as he sees it, for a campaign to convince the showman the plan has sense. He also fully appreciates the difficulty of locating the material and quickly admits a number of producers probably would go broke in the attempt.

From the occasional word out of Hollywood these days, it is to be hoped ardently the effort is not already under way.

This, of course, is strictly an approach born out of "Gone With the Wind" and, to repeat, Selznick cannot be quickly blamed, if at all, for viewing part of the future in terms of the glow with which that film has enveloped him. As the producer of the $4,000,000 film that has returned cost and earnings from about one thousand engagements, he has that right which is more than can be said for Hollywood rivals who can turn to nothing in their own records by way of justifying a similar point of view.

Yet this department surveys such a prospect with misgivings. The general good would not be served by a trend like this.

It would represent too much of sheer gamble—even Selznick readily concedes he probably will never find another vehicle worthy of a chance to test his own theory.

It would strain the industry's financial structure.

It would size up as a voyage perilously close to the jumping off place in times when brains, coupled with dollars but certainly not the latter alone, are on test.

By far the soundest fundamental for this business to follow is one of conservatism drawing its detail from the general pattern of known equations. They are simple and cannot be repeated too often:

Reliance on overseas returns is shot and that does not mean no revenue is coming from abroad. But where it is not frozen tight, it is solidifying in directions which ever and again, stress the essential nature of the domestic field.

The answer and the survival are here, not in any other country. Costs, therefore, must be geared to known, not to speculative and ambitious, possibilities.

This does not mean cheap pictures. Neither does it mean less quality. Very definitely, however, it does mean attractions more ingeniously and more cleverly tooled out of budgets, still generous, which make investments safe prospects for adequate returns within the confines of the American market.

This is the one road leading to a safe and final journey.

Kann

TRIAL POSTPONEMENT BEYOND MAY 1 SEEN INEVITABLE; MAJORS TO REQUEST DELAY

Field Witness Checkups By Majors Expected To Take 2 Months

By BILL ORNSTEIN

NEW YORK—More than ever before does it become apparent that it will be the majors who will seek a delay in the government suit and not the plaintiff as the May 1 date nears. Major counsel, in most cases, are not prone to admit this, but those speaking frankly see it no other way.

An intensive campaign of investigation is being carried on by the majors who are checking into the 680 probable witnesses listed by the plaintiff. Each company is acting independently with branch managers, salesmen and checkers digging up whatever information possible on the names submitted by the home office.

This checkup will take at least two more months to complete, it is held, with exchanges conscripting everyone with any knowledge of the facts into service.

As soon as the data dribbles into the home offices, the lawyers then begin to correlate the complaint and findings in each territory.

Many Listed Are Dead

From reports which have already filtered into some headquarters, close to 50 of the probable witnesses have been dead for some time; others recently passed away. Also, it is claimed in a number of cases, no complaints to the government were ever made by the men whose names appear on the lists. This leads distributors to believe these exhibitors may have been mentioned by others who have a grievance and who have telegraphed it to the government.

That the government is further prepared to go to trial on the appointed day is suggested by the fact it already has ordered 14 witnesses beyond the 100-mile area to be ready for appearance on or after May 1.

In addition, it is held that the dispatch with which information ordered from the government by Judge Goddard was supplied indicates there will be no dilly-dallying by the department of justice.

Inside legal circles, lawyers see the government playing a smart game, a contest with distributors, by keeping them in doubt as to the actual facts and issues in the case. This is deductible by virtue of Paul Williams and his assistants' continued declaration that the information the government has is "hearsay," and that the witnesses to be called will produce and testify to the actual evidence. In other words, the department of justice is not tipping its hand.

Yet, it still is striving to get the trial under way on the appointed day. In some quarters, this is viewed as a tactic designed to move distributors into line for the consent decree which is under serious discussion.

As some insiders size up the situation, the delay in checking or in contacting probable witnesses is regarded as the most likely reason for seeking a postponement. Lawyers also point to the past by emphasizing that rarely has a first request for a delay been refused by the courts, no matter how loosely the facts may hold together. Impressing as feasible, too, is the stand expected to be assumed by the distributors that a postponement will prove less onerous on the bench in that the trial period may be shortened.

Allied Looks to the Government

WASHINGTON—Asked to comment on negotiations looking toward a consent decree, H. A. Cole, president, and Abram F. Myers, chairman of the board of Allied, go into a combination on this:

"Major companies having ignored Allied's suggestion regarding arbitration last winter and having chosen to treat only with the government, we are relegated to the same procedure and hence do not think a statement would be appropriate.

"It is the government's prerogative to make announcements on matters under consideration by it and we imagine that, in due course, the government will speak, or act, and that will be that."

Complete Company Accord Not Required for Consent Decree

WASHINGTON—Refusal of some of the defendants in the industry suit to go along with others in the development and submission of consent decree proposals would not, of necessity, make ineffective the efforts of the latter to secure an out-of-court settlement, according to qualified observers.

While the department of justice prefers to have all parties to a case covered by a single decree, there have been several instances where a decree was accepted with respect to part of the defendants and the others taken to trial.

Most notable recent instance of this nature was in the automobile financing prosecutions, when the department accepted one consent decree covering four companies and another submitted separately by the Chrysler Company and then took to trial and won its case against General Motors, which had refused to participate in a settlement.

Accordingly, it is said at the department, there would be no bar to the acceptance of a consent decree from four or five of the eight companies involved in the New York suit. In such an event, the case would simply be dismissed as to those defendants and be continued as to the others.

Department of justice officials are highly skeptical of a consent decree in the New York suit and refuse to hazard an opinion as to how such a settlement would take care of the circuits.

However, it is pointed out, any agreement signed by the major companies would apply with equal force to all subsidiaries and affiliates. The case of the independent chains might be somewhat different, but several have suits pending against them and it is expected they will be dealt with on the basis of the results of those suits.

However, it is made clear, no consent decree accepted in the New York case would cover the *whole* industry. It would apply only to those companies signatory to it.

Midnight, April 30--Or Beyond

NEW YORK—Why proponents of an end to the government suit, via the consent decree method, are working against time:

Unless the trial date, now earmarked for May 1, is delayed, such a decree must be signed by midnight April 30. If, however, a postponement is granted, the deadline automatically extends itself in like manner.

A decree may be entered upon after the trial gets under way. However, under Section 5 of the Clayton act, the terms may be used in private law suits or as the basis for new litigation if evidence for as short a period as one day is taken. This opens the way to a flood of triple damage suits, running into more millions than any authoritative source has been able to calculate successfully. The majors know the possibilities.

But, if a decree is entered before trial, the terms may not be used in evidence, or as the basis of any other action, presently on the docket or filed at any future date.

ENABLING LEGISLATION BOLSTERING DECREE A MIRACLE THIS SESSION, CAPITAL FEELS

Seen Possible Only If Every Trade Faction In Complete Accord

WASHINGTON—Old Father Time this week assumed a dominating role in the efforts of the major companies to resolve their differences with the government.

If those differences are to be settled by translation of the principles of the consent decree now being negotiated into law by act of Congress, time is the principal element of consideration.

Congressional leaders say Congress can adjourn before June 1. In practice, that would probably work out as some time in June or early July—at any rate before the Democratic national convention.

Thus, with but two—or at the best, three—months of the session left, the major question is, would and could Congress enact a broadly amended Neely bill which would incorporate the principles of the proposed decree?

Accord Essential

In Washington, it is said this is possible only if every interest in the industry is agreed that that is the proper solution, if all interests impress upon Congress their desire for this form of settlement—and if there is no effort by anybody at behind-the-scenes influencing of members of Congress. Additionally, enactment of such legislation presupposes a general agreement among those members that the bill should be enacted without debate, which spells delay.

The general consensus is that it cannot be done this year.

Reports to Washington indicate that there is no reason to suppose that all interests in the industry would favor such a bill. There is no reason to believe that Congress, which has seen this issue fought bitterly over a period of more than a decade, would accept without question the change of heart which would seem now to be imbuing the distributors with brotherly love for the exhibitors, and the latter with gratitude and forgetfulness of the past.

Aside from the question of time, the technical details involved in the enactment of the suggested legislation also are important. Doubt as to the potency of the proposed law in the light of the present anti-trust statutes has been expressed, and the thought has been voiced that the latter might have to be amended to make the former possible. Such a move would have no chance of success this session. It would involve the consideration of the effect of such amendment generally—as to industries other than motion pictures—and is not a task to be lightly undertaken.

In seeking a legislative settlement of an anti-trust suit, the motion picture industry is groping in heretofore unexplored territory. The situation has never before arisen, and in fact could arise only in an industry like the film business.

In Washington it is generally believed that the suggestion for legislation is a defensive move on the part of the major companies rather than a desire for federal regulation. The theory is that a law clearly defining the policies to be followed in the distribution of motion pictures would be general in application, whereas a consent decree would apply only to those companies involved in the suit; thus, the distributors now under attack would be protected against any others who, under a consent decree, might be free to operate as they will, without restraint.

Another angle suggested is that under a law, the distributors would be protected against each other, and if one committed a violation the others would be in no danger of being involved in any ensuing proceedings. And, further, penalties for violation of the law probably would be less severe than those which might be meted out for violation of a consent decree and without the latter's danger of paving the way for triple-damage suits.

There is no reason to believe that the independent exhibitors, who have been fighting the major companies for years and now undeniably have them with their backs to the wall, would give their support to legislation of the sort which appears now to be desired, according to informed opinion here.

It is the impression here they would prefer to have the distributors in a position where they can be brought into court quickly. Under a law, they would be back at scratch; every violation would be a new case, the cases would be scattered all over the country and would have to be tried in the districts in which the violations occurred. It would be much simpler, it is represented, to have the companies under court order, with the threat of really heavy penalties hanging over their heads.

No Guide Posts

There are no precedents for the film situation. Never has Congress sought definitely to lay down the terms and conditions under which an industry shall do business. It has ordered that certain practices shall be prohibited—as in the case of the Robinson-Patman anti-price discrimination act—but those prohibitions apply to all industries and trades alike.

The furthest Congress has ever gone in industry regulation is in the coal control act, in the communications act and similar measures, and in those instances, it set up federal agencies to administer the law—and those agencies are exercising very broad powers, particularly the federal communications commission which can and does put broadcasters out of business for violating its regulations.

The question interesting observers here is, would the film industry like step-by-step control under a federal commission which might at any moment, even though not specifically authorized by Congress, go into the field of censorship?

The suggestion that the situation be

(Continued on page 6)

They Know "From Nothing"

NEW YORK—None of the lawyers "on the firing line" for the majors in the all-industry suit presumes to be informed of developments which may eventually lead to a settlement. The theory seems to be to keep the legal battery preparing the suit undisturbed so that, in the event an amicable agreement is not reached with the government, the actual trial will proceed unhampered.

Department of justice representatives appear to be working along the same lines. Special assistants to the attorney general in New York and Washington confess they are in the dark on what is going on. Hence, they are inclined to deny all reports of any out-of-court disposition of the suit.

Less Wear on Swivel Chairs

NEW YORK—Those comfortable revolving chairs, a necessary piece of equipment in every sales manager's office, would be submitted to less wear and tear if the industry suit is settled by consent decree under its present terms. The reason is a cinch and here it is:

Limiting sales to exchange territories would mean a buyer must strike his deal in the exchange center which serves the theatres for which he proposes buying. Example: Charlie Skouras, sparring around for a deal blanketing southern California, would do it at Washington and Vermont, which is Fox West Coast headquarters in New York.

If the deal were to be with Warner and Grad Sears would want to sit in, he'd have to transport himself to Los Angeles. Ditto on Carl Leserman. Or any other headquarters executive designated for the job.

Comes the consent decree, there'll be a new high in traveling expenses for all sales operations. But the swivel chairs—they'll get a break.

PRECEDENTS FOR DECREE-INTO-LAW PROPOSAL ARE UNKNOWN, OBSERVERS AT CAPITAL ASSERT

Congressional Limits Heretofore Dealt Only in Prohis

(Continued from page 5)

dealt with by legislation is in line with the belief of Assistant Attorney General Thurman Arnold that the anti-trust statutes should be made more effective by laws directed at individual industries. But anti-trust legislation applied to individual industries would not outline the methods or policies to be followed—it would be a prohibitive measure, setting forth that certain practices would be unlawful. There might be some difference of opinion between the industry and the department of justice as to what should go into the law.

Two final points remain. One is the question of the government's attitude toward a consent decree to which all parties do not agree. There is some question whether the department would accept a consent decree from four companies and proceed against a fifth in a case in which the relations between the several companies is the basis for some of the issues. Conspiracy to restrain trade had been charged by the government—and it takes two to conspire. It is believed in usually reliable quarters that no consent decree will be accepted to which all of the defendants do not subscribe.

Detail May Prove Snag

The other question deals with the content of the legislation which it is proposed to seek. In Washington, it is believed that if everything that is going into the consent decree is to go into the modified Neely bill, the measure will sink when launched. Too much detail might be fatal to the bill; yet without every item which has been under consideration in connection with the settlement of the suit, the measure could not be a full substitute for a consent decree.

As the situation stands, the department of justice is prepared to fight the case to a finish but is sympathetic to proposals for a consent-decree settlement. It is not regarded as likely, however, to dismiss the case in favor of legislation, unless the legislation already has been enacted by Congress when the proposal is made. Nor, is it believed, will be the department undertake to ask for postponement of trial on the chance of getting legislation; it probably would be reluctant to ask a postponement on the chance of getting a consent decree.

Familiars with the situation point to this: The department of justice did not feel that the companies had improved their position when they began to suggest a consent decree. On the contrary, it imbued department officials with confidence that finally, after years of effort, they actually had a chance to bring about major changes in the motion picture structure and a possibility of winning many of the issues they had raised.

Accordingly, the government believes it is in a position to dictate the terms of peace and will not be disposed to accept any procedure which it has reason to suspect may deprive it of the fullest fruits of its victory.



A Lot of Early History Was Reviewed— —Photo by Cosmo-Sileo

Accompanying Adolph Zukor into the government's den where the chairman of Paramount's board made his deposition before trial in the all-industry suit were three lawyers. In left to right order, the group includes Former Judge Thomas D. Thacher of Simpson, Thacher & Bartlett, special attorneys for the company; the witness; Louis Phillips, of Paramount's home office counsel, and Albert C. Bickford of Thacher's office.

Eastern Witnesses Come First; Then Further West As Needed

NEW YORK—In line with the government's plan to take each state by itself in the prosecution of the all-industry suit, witnesses from the eastern part of the country will be called upon first to testify. Exhibitors and others "having relevant facts" from New York will be the starters. Contiguous territories, such as New Jersey, New England and Pennsylvania are expected to be in the second group of witnesses. As the case proceeds witnesses from areas further removed from New York will be summoned.

It may be that no witnesses may be called from the far west. It is a certainty Col. H. A. Cole, president of Allied, will be one of the government's "must" men to testify about alleged evils existing in the industry. With his brother, he operates two houses in Greenville, Tex.

One of the surprises, according to major counsel, is the presence of Nathan Yamins, former head of Independent Exhibitors of New England, in the government's lineup. His understanding of code problems during the NRA and subsequent negotiations with distributors on trade practices cannot be reconciled with the position he has taken, these lawyers profess to believe. Further, he has asked for immunity from reprisals, intimidation and other acts imposed which may bear on the operation of his three Fall River, Mass., theatres.

The government, through spokesman handling its suit, states it wants to conduct the case as economically as it possibly can. Its chief expense is not in counsel fees, such as distributors are experiencing, but in bringing witnesses to New York.

Witnesses are usually paid their mileage to and from point of origin, plus $3 a day for hotel and living expense. Hence, it is to the advantage of the department of justice to call exhibitors as near New York as possible and then decide later if others from distant points are necessary.

This all depends on the speed with which the case progresses. There is no advance information on the number of witnesses to be called and how long the prosecution will take to present its issues. However, one thing is practically certain, and that is there will be an in-

(Continued on page 12)

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THEATRE DIVORCEMENT NEW NEELY BLAST; WOULD ALLOW 18 MONTHS FOR DIVESTMENT

Flatly Bans Distributor-Producer Ownership; Penalties Heavy

WASHINGTON—Divestiture by the integrated companies of their theatre interests is demanded by Senator M. M. Neely (Dem., W. Va.) in legislation which he has introduced in Congress.

The application for an unlimited divorce was filed with the Senate April 9. It provides flatly that "it shall be unlawful for any producer or distributor of motion picture films engaged in commerce to own, control, manage, buy or book films for, or operate, in whole or in part, any motion picture theatre or theatres located in any state, territory or the District of Columbia, or to have any interest, direct or indirect, legal or equitable, through stock ownership or otherwise in any such motion picture theatre or theatres."

The bill defines a person to be engaged in commerce if he "engages in transactions whereby motion picture films produced in one state are by the producer or a subsidiary or affiliated corporation of such producer shipped to film laboratories and to local exchanges in other states, or are by the producer sold, leased or licensed at the point of production to a distributor and so shipped to film laboratories or local exchanges in other states, and, in either case, are distributed by the local exchanges in the several states to motion picture theatres in various cities and towns throughout the United States, the films moving from the studios to the laboratories and thence to the exchanges, thereafter circulating from the exchanges to and between the various theatres. Persons normally engaged in such commerce, and films normally in the course of such commerce, shall not be considered out of such commerce through resort being had to any means or device intended to remove persons or transactions from the provisions of this act."

Record of Holdings

The bill would give the companies 18 months in which to divest themselves of all theatre holdings and interests. However, within 30 days after the passage of the act, every producer or distributor engaged in commerce would be required to file with the attorney general an affidavit stating whether he owns, controls, manages, buys or books films for, or operates in whole or in part, any motion picture theatre, or has any interest, direct or indirect, legal or equitable, through stock ownership or otherwise, in any theatre.

A similar affidavit would have to be filed annually, on or before January 15, and if any producer or distributor has any interest in or connection with any theatre, he must state fully the nature and extent of such interest or connection.

Enforcement of the law would be administered locally, with the several district courts empowered to hear cases brought by prosecuting authorities. Violations of the law would be subject to penalties of not more than $5,000 in fines or not more than one year's imprisonment, or both; directors, officers and agents of corporations could be held personally severally responsible for violations by their companies, and the courts, in preventing and restraining violations would be empowered to order the divestiture of theatres or interests in theatres held in defiance of the act.

Theory Behind Proposal

The theory back of the legislation was disclosed in the preamble to the bill, in which it was set forth that "the condition which exists in the motion picture industry whereby certain producers and distributors of motion picture films (1) produce and distribute in commerce a majority of the quality films available for exhibition, (2) have acquired control of or an interest in a large number of motion picture theatres, known as 'affiliated theatres,' and (3) are continuing to acquire additional theatres, is contrary to public policy in that it (a) has resulted in granting to affiliated theatres undue preferences, (b) has caused unfair discrimination against independent theatres with respect to the leasing of films in commerce, (c) has enabled such producers and distributors to acquire a virtual monopoly of the first-run theatres in the principal cities and a virtual monopoly of subsequent-run theatres in certain cities and sections, (d) interferes with the freedom and opportunity of independent exhibitors to select and obtain an adequate supply of quality films for exhibition in their theatres, (e) prevents the people of the several states and the local communities thereof from influencing such selection in the best interests of the public, and (f) tends to create a monopoly in the production, distribution and exhibition of films in commerce.

"The Congress," the bill holds, "finds and declares that the condition herein described and the methods and practices bringing it about and resulting therefrom adversely affect and constitute a burden upon commerce, and it is the purpose of this act to eliminate such condition by making it unlawful to engage in such practices."

"The bill supplements my other bill to prevent the compulsory block booking and blind selling of motion pictures which has been twice passed by the senate and is now pending in the house committee on interstate and foreign commerce," Senator Neely explained in introducing the measure. "The passage of these bills will accomplish important and necessary reforms in the public interest. I hope for early action on both measures."

The legislation, he said, is parallel to the law enacted by North Dakota in 1937, but approaches the problem from the other end in that the North Dakota law prohibited the operation of any theatre in which a producer or distributor had any interest whereas the national bill would prohibit any producer or distributor from having any such interest.

The state law, he pointed out, was unanimously affirmed by a statutory Federal court consisting of Circuit Judges Sanborn and Thomas and District Judge Sullivan, whose decision referred specifically to the "power and influence inherent in the combination of production, distribution and exhibition.

"Separation of production and distribution from exhibition is the only effective remedy," Senator Neely asserted, "since the evils are inherent in the combining of these functions and the motive and temptation to discriminate in favor of the affiliated theatres and against the independent theatres will continue as long as the combination endures."

"Proper for Legislation"

The decision of the court in the North Dakota case and the "known facts of the situation," he contended, "make it plain that the subject is proper for legislation and that the bill when enacted will be sustained by the courts. In fact, I am convinced that while the measure makes specific provision in regard to a particular industry it really is declaratory of the common law on the subject of restraint of trade and the divestiture is in line with the remedy applied by the courts in Sherman anti-trust act cases."

"In introducing this bill I desire to call public attention to the amazing record of the major producers and distributors,

(Continued on page 14)

Senator Neely Has A Panacea for It

Washington—A United Press dispatch from Monongah, West Va., quotes Senator Neely, author of the anti compulsory block booking bill on other matters. He would appoint John L. Lewis secretary of the navy and Joe Louis secretary of war, if he were President. "Then let any bewhiskered or mustachioed gentleman like Stalin or Hitler look cockeyed at the American flag and they'd regret it."

This appeared in the New York "World-Telegram," captioned "Statesman of the Week."

Seen as Notice Consent Decree Must Embrace Gov't Suit Aims

EARLY SELLING STYMIED BY DECREE TALKS; 10 COMPANIES TO BULK ABOUT 498 FEATURES

Uncertain Boundaries Of Sales Policies Add to Confusion

NEW YORK—Early selling, which appeared likely, now is regarded as remote, in the opinion of a majority of sales managers. This switch now holds forth, despite first indications from various distributors they would advance their sales conventions to this month and next.

As it stands now, however, the majors, plus Republic and Monogram, point to a total of 498 features for the 1940-41 season.

Directly responsible for delaying full-blast sales activities are the negotiations now being conducted with the government, looking for a possible settlement of the all-industry suit via the consent decree method. The situation in that direction is susceptible to drastic change in working formulas, although it is widely assumed that, if a settlement is reached, full-time forcing must end. There is a possibility, as well, that the blocks-of-five arrangement will be numerically revamped. In view of this, it is pointed out that, obviously, it is impossible to make selling plans now that will hold later.

Time for Chain Deals

Normally, the time of the year is approaching when distributors sit down with major circuits to discuss deals for the next season. These meetings are being held in abeyance until it is learned what pattern is to be followed. If the sales stipulation, as currently set up in the tentative consent decree draft holds, circuit palavers which have been common to the New York scene until now, will be out in favor of contracts discussed and drawn in the exchange city out of which the contracting theatres are served.

Distributors would view unwound sales as costly in point of operation. Several of them privately are frank enough to declare the uppage in overhead would have to be borne by circuits and individual exhibitors and that they would expect the theatre fraternity to meet the new situation with a full realization of its various angles.

Quality Is Oboe Note

Another distributor viewpoint subscribes to the anticipation exhibitors would be willing to pay more for certain attractions for the right to buy them in small blocks.

Quality again will be the oboe note of all conventions during the next few months. Each studio is striving for a better lineup of product and, if the small block sales plan is adopted, higher quality output would be sought to the fullest extent by all producers, it is anticipated.

A. Montague is seriously thinking of a May convention for Columbia. He has not determined on the number of films for 1940-41, but the total is expected to be about 48, exclusive of shorts.

M-G-M will adhere to its regular policy by announcing 44 to 52, the stress being on the latter number. William F. Rodgers, general sales head, states he has not given thought to a convention at this time.

Monogram franchise holders meet in Dallas, April 21-22 when W. Ray Johnston, president, and Edward A. Golden, sales head, will divulge plans for 50 features and eight John Wayne reissues.

No change is forecast for Paramount. Neil F. Agnew, sales head, returns in a few days from a vacation in Mexico City. Before he left he stated he planned on a mid-May convention of branch, district and division managers in Los Angeles. The company has 58 this season.

Republic most likely will hold regional sessions, as in the past, with no change in the numerical lineup of 50 features and four serials indicated.

RKO has definitely set its annual get-together for May 27-30 at the Waldorf-Astoria in New York. According to George J. Schaefer, president, the schedule will comprise 52, with as many "A" films as can be turned out. The company for the current season announced four more than the goal for 1940-41.

Twentieth Century-Fox leads the vanguard, having held its annual meetings in Chicago over the weekend where 52 features and as many shorts were listed.

While UA is looking forward to an early convention, Murray Silverstone, on his return from the coast, stated 11 producers are slated to contribute about 30 pictures. Although advance indications are Samuel Goldwyn is not committed, those presumably in the know feel the producer will have at least two, or more, on the roster.

William A. Scully, sales generalissimo for Universal, has returned from a visit to the studio with anticipations of 58 features, the same number as this year. Serials and shorts will not change in number and this goes for the 104 issues of the newsreel. There will be two early May conventions for Universal with Atlantic City and Chicago as the probable cities.

Gradwell L. Sears is on the coast conferring with Harry M. and Jack L. Warner on next season's plans. The indication here is for 48, the same as this season, with a convention possibly in May.

1940-41 Score Card

New York—It's subject to change, in some instances, but the possibilities are against any switches in these lineups for the new season:

Columbia	**48**
M-G-M	**52**
Monogram	**50**
Paramount	**58**
Republic	**50**
RKO	**52**
20th-Fox	**52**
United Artists	**30**
Universal	**58**
Warner	**48**
Total	**498**

It Works Like This; Sometimes, Anyway

New York—Strange as it may seem, competition in some situations has brought down prices. So stated A. Montague, who went on to explain in his pre-trial deposition:

"Take Woonsocket, R. I. where we did a nice business with a lone account. Opposition came into the town. He crowded the original house, which then couldn't afford to pay the price. He went down. We stayed along with him and even now he is our customer."

Greene, the Columbia customer, first had an independent as a competitor, then Paramount came in.

Overseating also may spoil a situation, Montague held.

Higher Quality Target Of Studios in Talk Of Small Blocks

Same Number From Republic Next Year, Says Yates

LAWRENCE, KAS.—Republic will have the same number of films for the 1940-41 season that it has for 1939-40, of which 24 will be westerns, according to Herbert J. Yates, president of Consolidated Film Laboratories, Inc., and chairman of the Republic board. Republic's current list is 50 features.

Budgets will remain at substantially the same as prevailed for the current season, and hiked on individual pictures that show signs of extra drawing power, despite the fact that the war and attendant currency restrictions have reduced Republic's income 18 per cent, Yates said.

Of the features in the new season's lineup, at least four will be high-budgeted fare, he said, asserting that the details will be developed for presentation to the annual sales convention at a yet-to-be-determined date and location.

Asked for his views on the progress of negotiations for an out-of-court settlement of the government's suit against the major distributors, Yates smiled. "We are not being sued by the government," he said.

Shortly after the elaborate twin-theatre world premiere here of "The Dark Command," Yates returned to New York with James R. Grainger, president.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
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Notes to You from Red Kann

HAVING concentrated some attention on him on page three, David O. Selznick slops over into part of this space as well today.

Optimism on a high plane is reflected in his conviction that "B" pictures will go into complete discard in five years. We were always a victim of the impression a couple of weeks represents the outside limitation of forecasts in this business. Anyway.

Selznick thinks that, when the "B" dies, the public will have been lifted to a point in its tastes, either inflicted on the producer or in reverse, where the demise will be from natural causes because the demand no longer will exist. Therefore, the elimination of the need.

This, of course, envisions an entirely new kind of business. It suggests double features will become a matter for the archives, that perhaps exclusive runs will return to the business once more, that certainly extended runs in a true meaning of the adjective will be general around the country and that the two-or-three-changes-per-week house will be viewed as something which once was.

Some of these deductions become pretty obvious stuff. Obvious, for instance, in that the "B" picture will not shrivel up and decay unless several of these eventualities come to pass. For, as long as the double feature thrives, the minor efforts have to be made. Too, as long as anything less than a week's run is to be found in the national exhibition picture, the second-letter attraction remains a market requirement.

It goes further. When the alert Selznick happily contemplates no "B's," he naturally contemplates all "A's." We would more readily lean toward a general subscribing of his forecast if he, or anyone else for that matter, would suggest how the liquidation of the one guarantees a blossoming in the other. We suppose there is some truth in the generally accepted argument that, in making fewer pictures, the chance lurks the residue might be better. But, unfortunately, something goes awry in transferring the theory from paper to practice and the result easily could be that many of the "A's" will emerge as something else. This presents the likely possibility that "A" budgets will result in "B" values and it may even be negatives costing more will return less.

In no way would this of necessity impugn Hollywood's considerable overall abilities. The explanation, we feel, is to be found in the lack of sufficient adequate manpower to produce several hundred genuine attractions a year, if the material were there which it is not. The truth clearly is that this is not in the cards. It never has been and, to bravely cover all times to come, it never will be in an industry which must make its merchandise by the wholesale lot no matter how it may trim the total manufacture.

Slant on Duals

The single feature, plus selected shorts, hasn't a chance according to three major chain operators, according to Harold Heffernan in his syndicated N.A.N.A. column from Hollywood. In widely separated areas where the return of prodigal was hunted, singles resulted in a drop ranging from thirty to seventy per cent, he reports. But of chief interest is a slant not usually mentioned in the double film controversy, if it is still that after all these years. "Duals first popped into the movie landscape early in 1930 as a depression antidote," is Heffernan's historical statement, to which he appends:

"It mustn't be overlooked that ten years of duals have reared an entirely new audience that can't even remember the days of single feature shows. This faction would not submit to a return to the slimmer diet without a bitter battle. Ask any moviegoer between the ages of 12 and 20 (and this youthful group comprises at least fifteen per cent) to state a preference and you'd get an almost solid vote in favor of doubles—and the longer the show the better."

.00157 Per Cent

Simple mathematics, applied once over to the Legion of Decency's activities, prove interesting. Nine pictures of 573 reviewed in 1939 were condemned; that's how the percentage of the whole got into caption form above. But of this bracket of nine, five were domestically made and the remaining four, foreign. On the basis of the 511 produced in this country and reviewed, rejections, therefore, reduce to less than one per cent. Or .0099 per cent if you want it in decimals.

That's quite a performance.

"Slot Films" to Get Under Way Shortly

CHICAGO—Jimmy Roosevelt will start production immediately on three-minute 16mm films that will be used in the slot-machine movies to be put out by the Mills-Globe Co. Roosevelt planed to Chicago to make final the preliminary deal he announced some months ago.

Roosevelt is expected to have some films ready for the machines when the first ones come off the assembly lines in about six weeks.

BOXOFFICE learns that the contract signed between Globe Productions (Roosevelt producing company) and Mills is for a 12-month period, calls for production of between 16,000 and 18,000 machines the first year, and for six shorts monthly from Roosevelt's studios.

Tentative name for the coin-machine movies is Teletone, and it is understood they will sell for around $500 each.

It also is learned that the Scott Automatic Nite-Site Co., Inc., of Hollywood, claims patent rights on the machines and has informed Mills Novelty Co. here that the Mills-Globe machines are an infringement. The Scott Company has patents Number 1,940,148, 2,008,878, 2,020,521, 2,088,096, 2,094,162, 2,120,005, 2,150,992 and 2,144,088, which they claim directly cover all such machines. A. B. Scott, who developed the machines, is head of the Scott Company, and passed through Chicago this week en route to the west coast after eastern conferences.

Sound Directors to Coast After Erpi Study Session

NEW YORK—Sound directors of major studios have returned to their posts after a week here as guests of Erpi for a study of recent and pending technical improvements in film recording and reproduction. The visit was in line with Erpi's policy of establishing close relationship between Bell Laboratories, its own research engineers and the studio licensees of Western Electric sound recording.

Clifford W. Smith, Hollywood vice-president of Erpi, was in charge of the trip. Others in the party included Douglas Shearer, M-G-M; Elmer Raguse, Hal Roach studios; E. H. Hansen, 20th Century-Fox; Loren L. Ryder, Paramount; John Licadary, Columbia; Thomas Moulton, Goldwyn studios; Bernard Brown, Universal; E. I. Sponable, Fox-Movietone News; Jack Whitney, General Service Studios, and K. F. Morgan, Erpi's commercial manager.

No New Cosmopolitan Deal With 20th-Fox Yet

NEW YORK—There are no new deals for distribution of Cosmopolitan pictures under way at present, although an arrangement may be made with a major company at a later date, Edgar B. Hatrick, general manager of Hearst's film enterprises, stated upon his return from Miami. Cosmopolitan's four picture deal with 20th Century-Fox expired recently.

Sequel to "Wind" Not Likely; So Thinks Selznick Anyway

High Point Reached, Only It's in Reverse

New York—Foreign departments, according to one executive, are reaching a millennium in reverse.

"If things get any worse," he says, "we won't have any worries left."

NEW YORK—A sequel to "Gone With the Wind," continuing the characters of Scarlett O'Hara and Rhett Butler is not likely "although it is obvious it would prove a killing," according to David O. Selznick.

In answer to a question, he tells BOXOFFICE he had heard reports M-G-M was endeavoring either to persuade Margaret Mitchell, author of the novel, to write a follow up or permit the studio to use a story already roughed with the two principal characters.

Selznick expects to deliver two for UA release next season as part of a continuing arrangement the exact terms of which he declared he did not recall. Probably one will star Vivien Leigh whom he has under contract with a proviso allowing her to do an outside picture each year and the second, Ingrid Bergman, who first appeared in "Intermezzo." Alfred Hitchcock, the director, is also under S-I contract for five years.

While "Gone With the Wind" is slated for release in its current form right down the line, its producer declares there is a possibility some day it may be released as two full features. "Joan of Arc" with Miss Bergman is slated as a big one, but all reports about a budgeted $4,000,000 for it is "nonsense," according to Selznick. On the future, he foresees economic stringency precipitated by the foreign markets dictating fewer pictures out of Hollywood. Likewise does he believe production is breaking up into independent units along lines of the Capra and Lasky deals with Warner.

Declaring every kind of film has a right to be made, Selznick feels "propaganda" pictures ought to be so designated so that the public will know what it will see. On a direct question as to what constitutes propaganda and who is to determine it, Selznick offered no direct reply.

The producer proposes going ahead with the Benchley series of shorts talked of some time ago. Following a few weeks here, he will return to Hollywood and, by his present plans, spend a long vacation in South America.

Sees Buying Power Uptrend in Earnings

NEW YORK—Evidences of increased consumer purchasing power so far this year are reflected in indicated first quarter earnings of Paramount and Loew's, which are "expected to top the corresponding 1939 periods," states the *Wall Street Journal.*

Despite the effects of war on foreign income earnings, Loew's will report larger earnings for the 16 weeks ended March 15 than the 1939 first-quarter net of $3,388,744, the article declares. The increase is attributed to "Gone With the Wind."

"Paramount, with its production operations now in black figures and its theatre chain doing better than last year, will report bigger earnings for the March 31 quarter than the 41 cents a share reported for the common a year ago," it is said.

If the war should be prolonged, Loew's 1941 earnings may have to depend primarily on domestic rentals and theatre receipts since a further decline in the pound sterling or further restrictions on exchange are possible, the article points out. Meanwhile, it adds, profits this year as a result of "Wind" may run close to the $5.37 a share earned in 1939.

Paramount is pictured as suffering "less from the decline in foreign income than most of the producers because it has the largest chain of theatres. As a result film income and foreign revenues are a small percentage of total gross and fluctuations in domestic theatre attendance far outweigh foreign business in affecting profits."

The article states Warner, for the quarter ended in February, "will probably show a net of less than $1,000,000 against $1,562,084 in the quarter ended Feb. 25, 1939."

Drop Ramish and Rogers As Defendants in Suit

NEW YORK—Adolph Ramish and Charles R. Rogers, the former a director and the latter one time vice-president in charge of Universal production, have been dropped as defendants in the all-industry suit since neither is now identified with the company. Charles Prutzman, head of "U's" legal department, has been substituted for Ramish.

The Ramish angle is interesting because, as a result of the fact he was the only individual to file an answer to the government's opening charges, the action was placed on the trial calendar.

See "U" Cochrane Buyout "Unloading" Refutation

NEW YORK—The purchase by eight Universal executives of "all the available" stock holdings of R. H. Cochrane, former president, is termed "a clear cut refutation of reports that we are disposing of our stock" by a spokesman for the group of new buyers.

While declining to reveal the number of shares that changed hands, this source declares Cochrane's holdings "or all that we could find" were taken up. The former president was said to have held about 15 per cent of the common shares.

In the group that acquired the stock are J. Cheever Cowdin, Nate J. Blumberg, Matthew J. Fox, Cliff Work, W. A. Scully, Charles D. Prutzman, Joseph H. Seidelman and Milton Feld.

20th-Fox to Continue Blocks Unless Gov't Writes New Deal

CHICAGO—Twentieth Century-Fox will follow the general outlines of its long-standing policy of selling in a block unless the government or the major companies work out a different kind of formula, Herman Wobber, general manager of distribution, told BOXOFFICE.

Completing a three-day sales convention at the Drake, Wobber informed the approximate 248 delegates in attendance that the company again will release 52 features next season, 18 of which will be produced personally by Darryl F. Zanuck, four by Sol M. Wurtzel and four by Lucien Hubbard.

[*The properties from which the new lineup will be drawn were published in all available detail in last week's issue of* BOXOFFICE.]

Additionally, however, Zanuck will turn to the following hitherto unnamed vehicles for the new program:

"For Beauty's Sake," by Clarence Budington Kelland.
"Down on the Wabash."
"Too Much for One Man."
"Steinmetz, the Wizard."
"Comrade Stalin."
"Sun Valley."
"Falling Star."
"Strange Bedfellows."
"The Bride Wore Crutches."

Jane Withers will appear in four as will Cesar Romero in four Cisco Kids. As reported, the London studio is expected to furnish a like number.

Aside from Wurtzel and Hubbard, Zanuck will be assisted in fashioning the program by Harry Joe Brown, Ralph Dietrich, Raymond Griffith, Fred Kohlmar, Nunnally Johnson, Gene Markey, Walter Morosco, Kenneth Macgowan and John Stone.

The starring and featured player roster embraces Alice Faye, Tyrone Power, Don Ameche, Sonja Henie, Shirley Temple, Richard Greene, Henry Fonda, Jane Withers, Cesar Romero, Joan Davis, Brenda Joyce, Linda Darnell, Nancy Kelly, John Carradine, Lynn Bari, Jane Darwell, Charlotte Greenwood, Mary Beth Hughes, Ricardo Cortez, Chris-Pin Martin, George Sanders, Robert Shaw, George Montgomery, Marjorie Weaver, Arleen Whelan, Sidney Toler, Jean Rogers, Binnie Barnes, Katharine Aldridge, Ted North, John Payne, Ann Baxter, Dorris Bowdon, Mary Healy, Robert Lowery, Eddie Collins, Bob Conway, Joan Valerie, Frank Swann and Elyse Knox.

The directorial battery includes Otto Brower, David Burton, Irving Cummings, Alan Dwan, John Ford, Eugene Forde, Henry Hathaway, Henry King, Walter Lang, Fritz Lang, Archie Mayo, Irving Pichel and Gregory Ratoff.

The home office delegation left New York via special train on Wednesday. However, Sidney R. Kent, president, left Saturday for the tail end of the convention and for conferences with coast executives.

Technicolor Increase By 20th-Fox Indicated

CHICAGO—An increased use of Technicolor in 20th Century-Fox short subjects for the new season was predicted by Herman Wobber in announcing the company has scheduled a total of 52 one reelers, in seven series.

Amplifying that statement in a detailed analysis, Truman H. Talley, Movietone News producer, and his staff comprised of Lew Lehr, Lowell Thomas, Ed Thorgersen, Edmund Reek and Vyvyan Donner, dwelt on the material in their respective fields.

The series breakdown shapes up this way:

"Lowell Thomas' Magic Carpet of Movietone," four subjects.

"Ed Thorgersen's Sports Reviews," six.

Four each of Vyvyan Donner's "Fashion Forecasts," "Adventures of a Newsreel Cameraman" and Lew Lehr comedies.

Also four "Father Hubbard's Alaskan Adventures."

Twenty-six Terrytoons, 13 of which will be in Technicolor.

Distributors Must Produce Franchises

NEW YORK—Basic franchise contracts between distributor defendants in the key government suit and affiliated circuits dating from 1930, documents and correspondence pertaining to deals between majors and independents who were plaintiffs in anti-trust actions and contracts with opposition houses to these plaintiffs are called for in eight subpoenae *duces tecum* served upon the majors.

While the information sought is returnable May 1, "as a practical matter we are not expected to bring it all in on that day," a major attorney declared after a meeting of defense attorneys. Each of the subpoenas is based on the particular transactions of respective distributors and their customers. It is understood the government is centering its attention on New York, Pennsylvania and New Jersey.

Eastern Witnesses First In Government Suit

(Continued from page 6)

terruption of the suit for a summer recess. Federal Judge Henry W. Goddard, for the past 18 years, has taken advantage of the warm months to set aside his judicial robes and sources close to the bench insist he will repeat the vacation program this year.

Such a recess will be of considerable advantage to the defendants by giving them extra time to prepare their defense.

In line with its plan of minimum operating expense, Paul Williams, assistant to the attorney general, has retained only two outside lawyers, David Podell and William P. Farnsworth. The latter will not be active in the court presentation.

Southern Showmen Throng Premiere

By BILL ORNSTEIN

ALBANY, GA.—Approximately 300 theatre operators in the south, newspapermen and trade paper representatives gathered here Thursday for the world premiere of "The Biscuit Eater" at the Albany. The picture is based on a pointer named Prince, which had been owned by Y. Frank Freeman, production head of Paramount, and Charles Black, Atlanta business man. To sportsmen who hunted quail, Prince is legion in these parts.

Exteriors were made here with Freeman's son participating in the production. He attended the opening in lieu of his father, who could not break away from the studio at this time.

A program of entertainment featured the activities after the New York group alighted from the Crescent Limited in Atlanta and traveled by car. Dog races and a banquet figured in the festivities. Billy Lee, nine-year-old star of the film, made a personal appearance here and will continue when the picture opens next week in 100 day-and-date situations in Georgia. Jean Cagney and William Henry, also of the film, took bows from the stage. Stuart Heisler, director, and Jack Moss, producer, also were on hand for the occasion.

Among theatre operators who gathered from various southern cities were William K. Jenkins and E. E. Whitaker of Lucas-Jenkins; R. B. Wilby and J. H. Harrison of Wilby-Kincey; Charles Karr of Martin Theatres; John Harrell of the Martin and Thompson circuits; William Pratt, manager of the Paramount; Harold Wilkes and John Kirby of the Paramount exchange, all of Atlanta; O. L. Benson, Royal, Gainesville, Ga.; Mrs. Alma King, Bijou, Brunswick, Ga.; R. M. Kennedy, city manager for Wilby-Kincey, Birmingham; Roy and Hugh Martin and A. E. Adams of Martin Theatres, Columbus, Ga.; J. N. Morgan, Rylander, Americus, Ga.; Clark Gurley, Ritz, Bainbridge, Ga.; R. H. Hightower, Ritz, Dublin, Ga.

Mrs. F. D. Adams, Campus, Milledgeville, Ga.; Matt H. Whitman, Tift, Tifton, Ga.; Joseph Schmidt, Ritz, Valdosta, Ga.; J. H. Thompson, Martin and Thompson, Hawkinsville, Ga.; L. J. Duncan, Al Dun Amusement Co., West Point, Ga.; Luke Stein, Stein circuit, Jacksonville, Fla.; L. R. Dean, Dean, Butler, Ga.; R. H. Dunn, Camille, Camille, Ga.; Mrs. Bessie Loyless, Ritz, Fort Gaines, Ga.; C. E. Beach, Silvertown, Thomaston, Ga.; W. E. Griffin, Vienna, Vienna, Ga.; Spurgeon Dunn, Gibson, Chattahoochie, Fla.; A. L. Cowart, Shingler, Edison, Ga.; J. B. Hardy, Five Points, Thomaston, Ga.; Mrs. F. L. Liggett, Metro, Mt. Vernon, Ga.; E. F. Ingram, Ashland, Ashland, Ala.; M. A. Lightman, Malco, Memphis; Mrs. E. W. Swearingen, Rochelle, Rochelle, Ga.

New Bioff Delay

CHICAGO—William Bioff has been granted an additional week to prepare his appeal to the state supreme court on the 18-year-old pandering sentence facing the Hollywood labor leader. The case comes up April 15 before Judge Prystalski.

Disney Not Pledged Beyond '40-41 Year

HOLLYWOOD—Although Walt Disney has four feature cartoons and 12 short subjects in various stages of production at an aggregate cost of $4,363,000, he has no contract for distribution of either features or shorts after the 1940-41 season. He also has invested over $600,000 in additional scenarios and story rights.

Feature cartoons now in work are "Bambi," "Alice in Wonderland" and "Peter Pan." The new concert feature, "Fantasia," featuring the Philadelphia Philharmonic Orchestra has already cost more than $1,000,000. This went principally into shooting over 500,000 feet of sound recording during the orchestra's concerts in Philadelphia last season. "Pinocchio" is understood to have cost $2,635,000 to produce.

Disney's share of income on "Snow White" rentals up to December 31, 1939, totaled $4,677,862. For 1939 alone, his income from the film ran to $2,127,091, while short subjects, fees for licensing use of cartoon characters for commercial purposes and newspaper comic strips sent the 1939 figure up to about $4,000,000.

L. J. Ludwig Enters the Film Advertising Field

MINNEAPOLIS—On his return from New York with J. J. Friedl, L. J. Ludwig, treasurer of Minnesota Amusement Co., resigned to enter the film advertising field on his own. It is unlikely a successor will be named. Minnesota Amusement is wholly owned by Paramount with Friedl and Ludwig having management contracts which give them a percentage of the gross receipts of the circuit. How Ludwig's contract will be straightened out has not yet been determined, but it is learned he and Friedl will meet Sam Dembow and Leonard Goldenson of the home office early next week in Chicago for a final conference.

Three RKO Houses Drop Vaude for New Season

NEW YORK—Three RKO houses, the Shubert, Cincinnati; the Colonial, Dayton, and the Palace, Chicago, are discontinuing vaudeville and will operate under a regular film policy for spring and summer.

The Shubert dropped stage shows Friday while the Colonial wound up on April 12 and the Palace on May 9. Combination stage and film policy continues at the Golden Gate, San Francisco, and the Keith's, Boston.

20th-Fox's Convention Stymies Examinations

NEW YORK—Examinations before trial of Sidney R. Kent, William Sussman and William J. Kupper, slated for this week, were postponed because of the 20th-Fox sales convention in Chicago over the weekend.

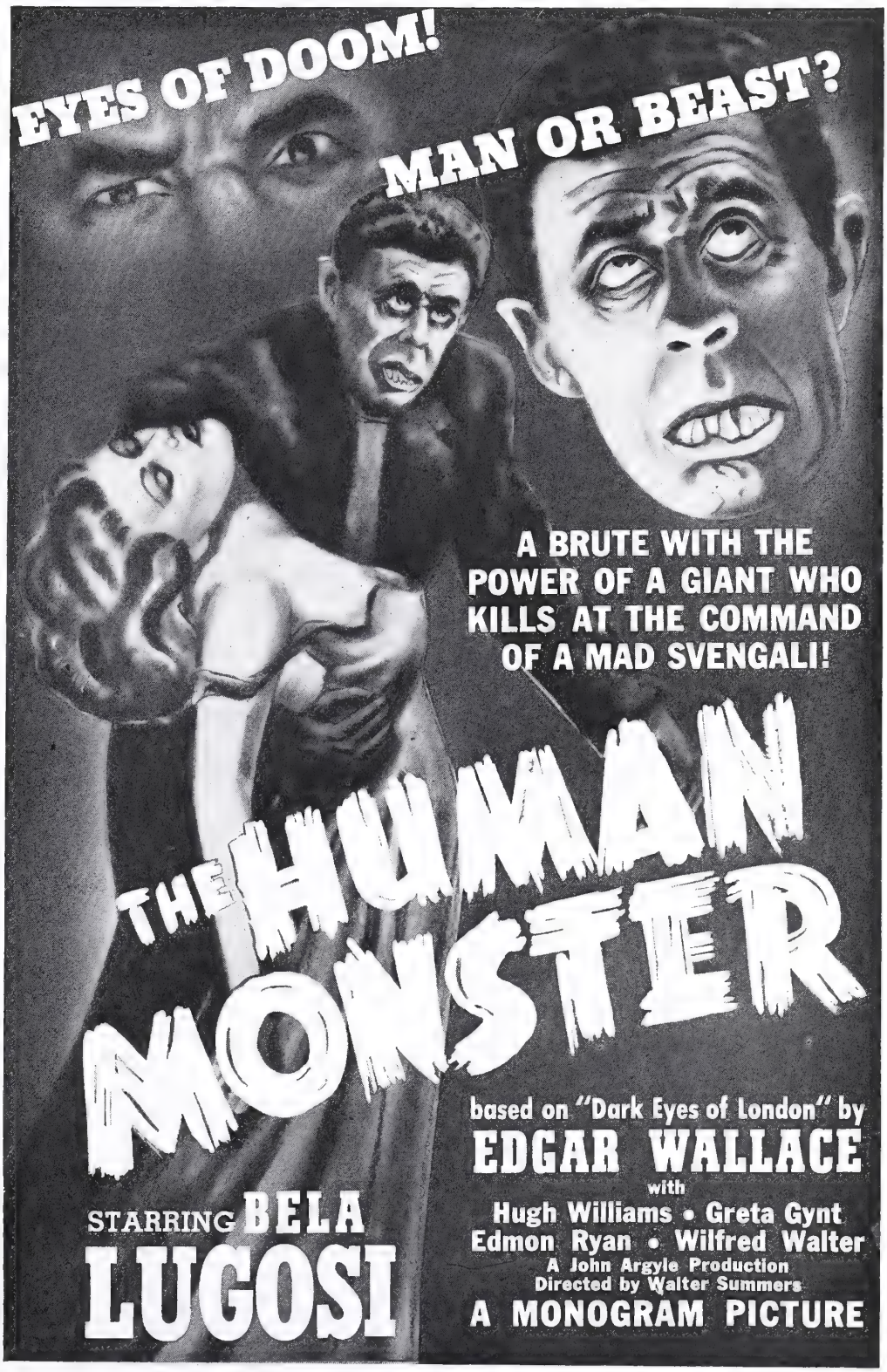
Kupper goes on Tuesday, Sussman on Wednesday and Kent on Thursday.

Strive to Raise Level Of "Film Commentary"

NEW YORK—The newly-formed National Radio Film Commentators Circle is polling its members to determine a code of ethics in an effort "to raise the standard of film commentary above the level maintained by a few isolated commentators." The group has sent out the first issue of a new weekly bulletin service for benefit of stations that do not broadcast film news. The copy, prepared by David Lowe, who is president, is edited so as to provide "angles" that are not picked up by newspapers.

First and "C" Week Units Back to Regular Prices

CHICAGO—There is a general tendency current for first week and "C" week release houses to return to regular prices for their allocation. This has been especially true on the west side where "C" week houses in some instances have been charging 35 cents admission and now are down to the regular 30-cent charge. Likewise, houses in first week of release which have been getting 30 cents, are down to the minimum of 25 cents allowed for that group.



Due to Map Allied Convention Plans

CHICAGO—Col. H. A. Cole, president of Allied, and Al Steffes, head of Northwest Allied, back on the scene in Minneapolis after his recent illness, are expected here shortly to begin working on details of the forthcoming National Allied convention, June 19 to 21, at the Morrison Hotel. They will confer with Jack Kirsch, president of Allied of Illinois, who is the convention chairman.

Kirsch said that all of the major company sales heads will be invited to attend the convention, but that the list of speakers had not yet been completed. The agenda for the convention now is being prepared in Washington by Abram F. Myers, general counsel.

Kirsch announced the general convention committee, in addition to himself as chairman, as follows: W. L. Ainsworth, Herman Blum, Ray Branch, Col. H. A. Cole, Roy Harrold, Frank Hornig, Frank Lydon, Richard D. Marks jr., Myers, Lee W. Newberry, Charles H. Olive, Seth D. Perkins, M. A. Rosenberg, Sidney E. Samuelson, Al Schumann, Martin G. Smith, W. A. Steffes, Orville Von Gulker, P. J. Wood and Nathan Yamins.

A national committee on transportation also has been named.

Emphasis has been placed on entertainment arrangements for women, the committee inviting delegates to bring their wives.

Neely Divorcement Bill to Senate

(Continued from page 8)

known as the Big Eight, in defeating all attempts to legislate with respect to their activities or to curb their predatory activities under the general law," he continued.

"Bills to prevent compulsory block booking and blind selling were passed by the senate in 1938 and 1939, despite the intense opposition of the producers' lobby, but they advanced no farther.

"Three resolutions to investigate the motion picture trust, one in the senate (by Senator Brookhart) and two in the house (by Congressmen Sirovich and Hobbs) were successfully smothered by the lobby.

"The statute of the state of North Dakota, above mentioned, was repealed after it had been sustained by the district court and before a hearing could be had in the supreme court. The methods by which its repeal was accomplished were an open scandal.

"Although the government has filed more than 20 actions against the motion picture industry under the Sherman law, no effective or lasting remedy has been obtained.

"In July, 1938, the department of justice filed an action against the Big Eight asking, among other things, that the defendants be separated from their theatres. The case has not been tried and predictions are being made in the trade press that it will not be tried for many months, if ever. The law contemplates that anti-trust cases shall have an early hearing but the Big Eight, by dilatory tactics, have obtained delay first on one pretext and then on another. An aggravating circumstance is the fact that the new federal rules of civil procedure, designed to expedite the hearing and determination of cases, have been used as an instrument of delay.

"I am informed that the government has been required to furnish bills of particulars disclosing the minutest details of its evidence. Among other information required of the government were the names of all prospective witnesses, including the complaining exhibitors who are wholly dependent upon the Big Eight for necessary supplies of films. And although the court ordered the disclosure of their names, it denied the motion of the Government for an order which would protect these exhibitors against coercion, intimidation and retaliation by the Big Eight.

"I hope that the hearings on my bill will serve to focus public attention on operations of the motion picture trust, which, due to the power and influence of its lawyers and lobbyists, have heretofore been beyond reach of the law."

Introduction of the bill raised new conjectures in Washington as to the future course of the proposed consent decree in the all-industry suit, the timing of the act rather than its content leading to speculation as to the position on the consent decree of Allied States Ass'n, for which Senator Neely has been the Congressional mouthpiece.

It has been reported repeatedly that Allied is not attracted by any consent decree which gives less than its avowed objectives of the elimination of block booking and the dissolution of the integrated companies, and the two Neely bills, between them, accomplish those purposes.

The interest in timing was due to the fact that it is generally predicted that Congress will adjourn by June 1. That means that there will not be time for the exhaustive hearings which Senator Neely apparently will seek, or for the long debate which would attend any effort to secure enactment. Thus, the measure is seen as a notice to the department of justice and the industry that Senator Neely and his supporters are still firm in their demand for a clean-up of the situation along the lines they have laid down, rather than by a consent decree in which the government will abandon its attempt to secure divorce in favor of new selling policies as outlined in the commerce department report.

Introduction of the bill also is seen as warning that the reported suggestion of the industry that the principles of the consent decree be translated into a statute which would apply to all members of the industry will not go through Congress unopposed.

Players Score Neely

HOLLYWOOD—Taking the position that the Neely bill "is highly harmful to the American screen and against the best interests of the American public," 23 players have signed and sent to Clarence F. Lea, chairman of the Interstate Commerce Committee in Washington, a letter expressing opposition to the measure.



Continental Europe Further Drying Up

NEW YORK—Continental Europe, as the foreign departments know it, is slowly ceasing to be a source of revenue. Extension of the Second World War into Scandinavia means a halt of money from markets which have netted the major companies approximately $3,000,000 annually in the past.

At the current writing, Holland and Belgium are the only steady sources of revenue for the majors which mean anything, and there is no guarantee the picture will not change over night.

One company reported it had received as recently as a week ago a sizable remittance from Sweden. Considered very likely by one executive is that Sweden will invoke a ban on films along with other imports to preserve its foreign exchange. The measure has been pending for some time.

The recent developments, naturally, have disrupted business in Denmark and Norway. Until word is received from distributors' representatives, no film shipments will be made to these two countries.

Approximately 10 per cent of the foreign business done by the companies on the continent is "frozen," one executive estimates. Branch offices are operating wherever possible and reports from abroad show no appreciable loss of business. The aggravating fact, he states, is that, when and if the money is released, the companies are bound to take a loss on the exchange.

Rename KAO Board; Returns All Officers

NEW YORK—KAO stockholders at the annual meeting re-elected the incumbent slate of seven directors, who, in turn, re-elected the entire slate of present officers. Directors are Donald K. David, Monroe Goldwater, Malcom Kingsberg, John J. McCaffrey, N. Peter Rathvon and George J. Schaefer. Officers are Schaefer, president and chairman of the board; Kingsberg, executive vice-president and vice-chairman of the board; Leon Goldberg, treasurer; William F. Whitman, secretary; O. R. McMahon, W. J. Kernan, William Murray and H. E. Newcomb, assistant treasurers, and Louis Joffe and Harry M. Pimstein, assistant secretaries.

Stockholders approved a resolution authorizing the corporation to buy up to 3,000 shares of preferred stock at $100 a share. Letters will go out next week to stockholders asking for tenders. If shareholders do not wish to sell, the corporation may purchase the stock in the open market.

Army Boosts Sales

NEW YORK—Sales to U. S. Army posts are responsible in good measure for increased business in Panama, according to Harry Prosdocimi, Columbia manager for that territory.

Eastern Funeral Rites For Louis Diamond



—George Maillard Kesslere Photo

NEW YORK—Funeral services for Louis S. (Lou) Diamond, who was in charge of Paramount's short subject department, were held at the Riverside Chapel Tuesday. Death came following a heart attack on the dance floor of the Empire Room of the Waldorf-Astoria. Diamond was also president of the Paramount Music Corp. He was 47. Surviving are his widow, Celia, and two sons, Paul and Richard, and three sisters.

Among those who attended the funeral were Barney and John Balaban, Stanton Griffis, Sam Dembow, Leon Netter, Leonard Goldenson, Russell Holman, Hiller Innis, Austin C. Keough, Joseph J. Unger, Charles R. Reagan, Alec Moss, Al Wilkie, Herb Berg, Dick Murray, Ed Fay, Harry Royster, Eddie Brown, John McDermott, Frank Meyer, Milt Kusell, Harry Nadel, Leslie Roush, Justin Herman, Bob Weitman, Ben Griefer, Herman Lorber, Arthur Dunne, Harry J. Kalchein, Monty Gowthorpe, Louis Phillips, Charles Zenker, O. O. Dillenbeck, Lanny Ross, Jessica Dragonette, Leo Robin, Benny Goodman, Kay Kyser, Frankie Masters, Phil Spitalny, John Paine, Sammy Kaye, Irving Mills, Gus Schirmer, Carl Fischer, Benny Field, Jack Rosenberg, Orrin Tucker and Ginny Simms.

Matthew Carroll Rites

BRONXVILLE, N. Y.—Burial rites for Matthew V. Carroll, treasurer and a director of General Theatres Equipment Corp., and treasurer of National Theatre Supply, were conducted here. Carroll, who was 47, died following a long illness. Surviving are his wife, Mary; two daughters, Jean and Phyllis; and two sons, James William and Walter Green.

Lease House for "Wind" After Terms Difficulty

BUENOS AIRES—M-G-M is reported leasing the first run Broadway here for three months as a result of the difficulty in obtaining desired terms for "Gone With the Wind."

Seek to Lift Heavy Australian Impost

NEW YORK—Although a ban of 50 per cent on remittances from Australia in light of current events is deemed inevitable, the distributors' representatives there are pressing hard in negotiations for a reconsideration of the Australian government's stand.

No official action has been taken as yet. General feeling among the foreign managers is that for Australia to follow Great Britain would be "unfair" in view of the contrasting conditions for distribution.

For one thing, cost of operation, it is pointed out, in Australia is much higher than in Great Britain since the former is almost as large as the United States with transportation a considered problem.

Another bane of distributors is that exhibitors in New South Wales and two other important states are entitled to a 25 per cent rejection in all contracts. Australia, it is said, has higher amusement taxes and tariffs which adversely affect the income of the film companies.

The United States consul general in Australia has been taking an active part in all negotiations with members of the distributors' committee. Annual revenue from Australia is computed at $9,100,000.

Embassy Radio Program Response "Satisfactory"

NEW YORK—The Embassy Newsreel management is "perfectly satisfied" with the weekly broadcasts it has inaugurated over WQXR to promote attendance, a spokesman declares, although admitting "it is too early" to determine whether the series will be extended beyond a 13-week trial period.

The unique air presentation is heard each Thursday from 6:30 to 6:45 p. m. The program's commentator, James Clemenger, gives a five-minute resume on latest news events as shown currently at the circuit's theatres, conducts a brief interview with a newsreel personality and highlights the short subjects on programs. The broadcast is entitled "History in the Making."

Nat Wachsberger Plans a New Distribution Setup

NEW YORK—Nat Wachsberger, vice-president of Film Alliance of the U. S., is back from Europe with what purports to be an elaborate setup for distribution here of 50 British films, production in Hollywood with English and French producers, film rights to French stories, and establishment of the company's own exchanges in key cities. Wachsberger declined to reveal details in connection with any aspects of the program.

Takes New Duties

NEW YORK—Eddie Solomon, former B&K publicist in Chicago, has taken up his duties here at 20th Century-Fox, where he will handle national exploitation under supervision of Rodney Bush.

Reported U. K. Ban Unheard of in N. Y.

NEW YORK—No information has been received here concerning a reported statement by Sir Andrew Rae Duncan, president of the British board of trade, that banning of Hollywood films is contemplated as part of Great Britain's campaign to build up the British dollar surplus for the purchase of war supplies here.

Plans regarding the limitation of films, according to the Associated Press, are supposed to be announced shortly. The move would be in line with the drive for fewer purchases of non-war materials in this country.

Sir Duncan's statement is discounted at the Hays office where it is said if anything "was brewing" the Hays office representative in London, F. W. Allport, would have relayed the information at once. Also a check of foreign managers reveals no knowledge of any such contemplated action.

The general feeling is that the agreement negotiated between the distributors and the British government over remittances last November will not be rescinded or altered. In most cases, foreign managers are inclined to believe the British will hold to the bargain until the year is up.

More pessimistic observers, however, think if the war becomes more intensified, the British would not hesitate in stopping remittances. It is pointed out Australia, New Zealand and South Africa likewise would follow suit if such an eventuality materialized.

Andy Leads in Battle Of "Smiths" for RKO

NEW YORK—A. W. Smith's eastern division has topped Cresson E. Smith's in a contest based on combined film shipments against quota during the RKO "Smith Month." The three leading exchanges were Calgary, H. F. Taylor, manager; J. F. Meyers' Toronto; and Buffalo, C. Boasberg, manager. L. M. Devaney's Canadian district topped the others.

Appeals Court to Hear UA on "Tumbleweeds"

NEW YORK—The court of appeals on April 15 will hear UA's appeal from a lower court decision in favor of William S. Hart in his contractual dispute over distribution of "Tumbleweeds." The full bench of seven judges will hear arguments of Max D. Steuer for Hart and former Judge Joseph Proskauer for UA.



Sponsors of Yeshiva College Scholarships—

Above are Jack Cohn, vice-president, Columbia; George Skouras, president, Skouras Theatres; Barney Balaban, president, Paramount. Below are Nate J. Blumberg, president, Universal; Robert K. Christenberry, executive vice-president, Hotel Astor, which continues a favorite eating place for film men, and William F. Rodgers, general sales manager, M-G-M.

Ind'p'ts Columbia's Backbone-Montague

NEW YORK—Most of Columbia's franchises are with independents and there are outstanding 75 or more such deals, according to A. Montague at pre-trial examinations in the big suit. He worked on such franchises with the Griffith, Golden Gate, E. M. Loew, Schine, Feiber & Shea circuits while others include Lou B. Metzger, A. C. Hayman and a group in Oakland.

Most of the deals are for two and three years. There are no five-year arrangements. Many are with exhibitors for individual houses.

"It wasn't until three years ago," the witness said, "that we made up our mind to go into the franchise business. We were reluctant until we knew we would have a standardized type of program." The number of pictures before then had been more or less uncertain, he said.

Where there has been no trouble with an exhibitor and he has been deemed a good customer, Columbia sold a franchise. Not unmindful of its disadvantages, Montague stated he had to be careful "because some exhibitors had used them to sell the theatres to competitors" or other customers.

Policy "Succeeded"

The policy originated when Montague was a district manager in New England for the company. Joe McConville was his partner. "We sold substantial theatres on a franchise and instituted the policy nationally and succeeded. We always wanted to sell independents. We never wanted all our eggs in one basket," he gave as his reason for selling away from major circuits.

"We wanted the type of customer who could use our product steadily. We were not interested in circuits, but individual theatres in the circuit. We don't like to sell wholesale; we like to do business retail. There are some circuits which will not buy that way, but in the majority of cases we do want to sell the individual theatre; we are not interested in mass sales because we want to know what each theatre will do, how long it will play a picture and what kind of treatment will be given our product," he declared.

"Also, we are able to get better terms this way. It sets a better standard. Where there are mass sales, prices are low and they try to follow through in the entire circuit."

It was at this juncture Montague said the average account plays 29 units of Columbia product, that 33 to 34 per cent of exhibitors buy 100 per cent of the output, that the company had a 10 per cent cancellation clause in its contract but withdrew it after one year.

Pacific Group Invites Kuykendall and Cole

LOS ANGELES—Ed Kuykendall for the MPTOA and H. A. Cole for Allied have been invited to be chief speakers at the first annual convention of the Pacific Coast Conference of Independent Theatre Owners here, May 8-10.

Entered Theatres For "Protection"

NEW YORK—Adolph Zukor's reason why Paramount and its predecessors acquired theatres was "to assure permanency of its product and the protection of our interests." He so stated in pre-trial depositions in the government suit.

In this respect he said there was no set policy. "It was only where a definite need existed; where there was inadequate representation of our product and where film deals with other theatres could not be made," he declared in describing the rise of the industry's largest chain.

The first such deal was with T. L. Tally in Los Angeles which resulted in Famous Players acquiring a 50 per cent interest in Grauman's Chinese, then near completion. This was back in 1917. Tally had a First National franchise and Famous Players could not make a product deal with him.

The next theatre interest was acquired about a year later when F. P. bought into the Stillman, Cleveland, in which Marcus Loew was interested. The basis of this deal was to induce Loew to make the house, then playing vaudeville, an exclusive film theatre: "Just to show we had faith in our policy," was how Zukor put it.

In 1919, the company was unable to make a deal with the Strand on Broadway because the theatre was a member of the First National group. In order to circumvent this, F. P. bought the Rivoli and Rialto with Zukor handling the negotiations personally with Felix Kahn, who represented the operating company.

Difficulty in South

At about the same time, S. A. Lynch, then a Famous Players franchise holder, started complaining about "the difficulties in selling in the south." This was aggravated by First National, which, Zukor said, "was very active at the time in a booking combine." A 50-50 deal was made with Lynch handling the acquisitions and management of the houses. Southern Enterprises was the company formed for the purpose and, in the latter part of the same year which was 1919, F. P. bought out the remaining 50 per cent.

The Black circuit in New England was the next takeover. F. P. was "hampered" in the smaller houses in this territory, Zukor said, particularly in view of First National's drive to acquire sub-franchises. A 50-50 deal was made. In about two years, F. P. took over the remaining 50 per cent due to a difference of opinion over operation. Black had been operating while a partner.

In March, 1920, F. P. got together with M. Cornwall, who was building the Missouri in St. Louis. The exhibitor also had 15 or 16 other small units in the territory. There was a first run theatre operated by the First National franchise holder and the deal for the Missouri was made because F. P. could not get together with him, according to Zukor.

The next five or six years saw virtually no theatre acquisitions. "We were doing a very satisfactory business and were not being annoyed as much as be-

(Continued on page 14-D)

Unhampered Distribution Is Needed for Progress, Zukor

NEW YORK—It is Adolph Zukor's belief that, if industry progress is to be maintained, there must be "free an unhampered selection in the distribution of product to large and small exhibitors alike." The 67-year-old Paramount board chairman made this observation during pre-trial examinations in the all-industry suit. Although it was expected Paul Williams himself would handle the interrogation, he did not appear with the result Robert L. Wright undertook the job without an explanation for Williams' absence.

Zukor's opinion apparently has not changed since he voiced similar sentiments back in 1918. Although he claimed circumstances and conditions have altered since then, his convictions are unaltered.

"Producers do not compete with their own customers by owning theatres," he said. "Affiliated houses do not affect competition any more than if anyone else ran those theatres." At this point Wright wanted to know whether or not affiliated houses did not have "a distinct advantage in having its producing companies product on first call." To this Zukor replied, "Affiliated houses have an advantage in that the producer has a home for his output."

Recalls 1919 Expansion

It was in 1919 that Famous Players Lasky, of which he was head, began to acquire theatres on a large scale. It was about that time Sidney R. Kent was in charge of distribution. However, as far back as 1917, the company had acquired a 50 per cent interest in Grauman's Chinese in Los Angeles. The formation of the First National circuit presented somewhat of an obstacle to F.P.L., Zukor said, and acquisition of the house was primarily for the purpose of securing permanency in the exhibition of Famous Players output and to offset the moves being made by the competition.

Famous Players also encountered "resistance" from First National in the form of sub-franchises which the latter made with other exhibitors in a move to gain a foothold for its product.

The witness said he did not attach any importance to borrowing or loaning talent. "It is an everyday occurrence in show business and was practiced on the stage long before films, especially where someone was needed to portray a certain character."

The particular incident which led to Famous Players' belief pictures could stand on their own feet was the showing of "The Passion Play" in 1907 in Newark. The film ran for one hour, which was unheard of in those days "because people were not willing to sit that long through a picture." The experiment proved that patrons did not care how long they sat through a film, Zukor said. "The Passion Play" was acquired from Pathe Freres in Paris.

The first Famous Players production venture was "The Prisoner of Zenda," with James K. Hackett, who had then been appearing in the stage role. It took about six weeks to make at a cost of $40,000 and was distributed by 12 to 14 state rights who bought it outright, the practice of distributing on a rental basis then being unknown.

Other producers at this time were General Film, Universal and Mutual. The next feature was "The Count of Monte Cristo," which was shelved when it was learned Selig had produced one earlier. This was back in 1912. During the season 1913-14 Famous Players produced about 30 features, all of which were state righted.

The next year the company, critical of the sales policies adopted by the state righters, called them all together and suggested formation of Paramount Pictures Corp. W. W. Hodkinson was active in the organization of the company. It was agreed Famous Players would produce 80 per cent of the total output for the new company giving them 104 pictures a year and allowing for two changes a week. F. P. got 65 per cent of the rentals plus a $35,000 guarantee on each negative.

Five Years Became 25

The original contract between Famous Players-Lasky and Paramount Pictures was for a five-year franchise which was later extended to 25 years. In 1916, F. P. acquired Paramount Pictures because, as Zukor said, the original franchise did not allow Famous to cover the cost of increased negatives.

Principal California production started gradually after 1913. From 1915 to 1919, Famous Players produced from 120 to 136 pictures a year, while the combined output of F. P., Fox, Goldwyn, Warner, Vitagraph, Triangle, Metro was from 700 to 800 a year. There was no borrowing or loaning during this period.

Famous Players began to cut its program from 100 to 60 a year around 1924, the witness stated. This was due to the management's belief the 40-odd produced annually by Realart, a subsidiary producing the less expensive type of film, were no longer in demand.

When Famous Players gave up Realart and concentrated on a higher type of production, theatre admissions were increased, Zukor said. It was at this point that Wright questioned the witness on minimum admission clauses in contracts. To the best of his memory, Zukor said "from the very beginning there were minimum admission provisions."

The period from 1920 to 1930 saw no changes in production methods with the exception of 1928 which introduced sound

(Continued on page 14-D)

Rule Monday on Trial Date Postponement

New York—Senior Judge Knox on Monday will rule on the trial postponement of the all-industry suit to June 1 requested by the majors. Meanwhile, indicating the government's determination for a May 1 start, subpoenas have been served on all defendants ordering a court appearance on the proscribed date.

Sanctions Producers In Theatre Field

(Continued from page 14-C)

and revolutionized the business, in his opinion. Sound decreased the number of features and increased the cost, which caused a corresponding increased in film rentals and "also in receipts," he emphasized.

Wright wanted to know if pictures would have to get a first run in order to cover negative costs. "The income of pictures from the first run is the greatest. This is very substantial" in ratio to the total costs, Zukor declared.

Former Judge Thomas D. Thacher, representing Paramount, got in the final question, which was in the form of an aside to Zukor and which did not get into the record. He asked "You've got to have a first run before a second run, don't you?"

Zukor merely nodded. Throughout the hearing, the witness talked in low tones.

GN's Priority Creditors Seen Out in the Cold

NEW YORK—What is left of the Grand National estate will be insufficient to pay priority creditors anything, Joseph Dannenberg, attorney for the trustee, has informed Referee Pete B. Olney jr. The trustee now has in his possession $116,664, subject to a $50,000 claim by the National City Bank and Arcadia Pictures and to a $20,000 claim of the Chase Bank, leaving assets of $46,664. Against this are $44,713 in debts incurred by the estate since the filing of the bankruptcy and $9,386 by the trustee personally. An additional $3,000 is expected before the end of the proceedings.

Referee Olney rejected an attempt to open bidding on the assets again when Gustave Delemos sought to raise his bid to $37,500, but awarded the assets to Mohawk Pictures for $17,500, plus 30 per cent of the profits up to $100,000 and 50 per cent above that amount. Dannenberg told the referee he expected the films to gross $150,000 which would bring the estate an additional $50,000-$55,000.

Planning Ind'p't Poster Exchanges in Midwest

CHICAGO—Frank Fisher, operator of the independent Wisconsin Poster Service in Milwaukee, says he will open several independent poster exchanges in the middle west, in competition to Advertising Accessories, Inc. Fisher did not sell out his Milwaukee exchange during the recent acquisition of practically all independent poster companies by Advertising Accessories.

Fisher opens the first of his new exchanges here in Chicago this week. In about three to four-week intervals regularly thereafter, he plans to launch exchanges in Detroit, St. Louis, Minneapolis and Indianapolis, successively.

Associated with Fisher in the venture is Leonard Katz of Chicago.

He Didn't Remember His Own Rebuttal

New York—Abe Montague drew a rousing chuckle from spectators during his pre-trial examination when he was asked if he was familiar with his answer to the government's petition and said, "No." Upon which Robert L. Wright, the examiner, proceeded to read all about Columbia's difficulties in selling booking combines, circuits and closed towns.

"Standard" to Give Lots of Clearance

NEW YORK—Clearance is a ticklish situation and Columbia grants a lot of it to affiliated and independent houses, not because it is necessary but because it is standard to do it that way, states A. Montague. His views are recorded in his deposition in the all-industry suit.

"We have more trouble on clearance where there is an independent against an independent rather than an independent against a circuit."

He added there has been a great deal of complaining about clearance. It was considerably discussed during the NRA days, but as he looks at it "clearance is more a problem between an exhibitor and exhibitor than exhibitor and distributor."

In most cases exhibitors insist on protection, he pointed out and added that where they don't Columbia does. In Chicago, he stated, his belief is that independents and affiliated members drew up a clearance schedule a number of years ago which has been accepted since as a standard.

"Generally Local"

Columbia's only interest is how clearance affects its product, particularly on percentage pictures, he added. Generally speaking, branch and district managers handle this phase of all deals because of their knowledge of local situations, and if the home office makes any changes, it is because of a suggestion from the field. In many cases clearance does not enter into the discussions of a contract, he said.

However, where Columbia feels it will be hurt by any protection schedule or demand, clearance is not granted, particularly where an important individual has had something to do with it, Montague maintained.

Although split deals sometimes work to the company's disadvantage, they are preferred by Columbia "because we usually want it that way for a better playoff; generally, however, it works out all right. It depends entirely on the situation."

The number of split deals are few over the country, he observed.

Arguments on Goldwyn's Appeal Expected in May

WILMINGTON—Arguments are expected to be heard in district court here in May in the appeal of Samuel Goldwyn from Judge Neild's decision dismissing the producer's original complaint.

Entered Theatres For "Protection"

(Continued from page 14-C)

fore," Zukor said. However, in 1925, William Fox became very active on the west coast, in Wisconsin, in Chicago and elsewhere and again F. P. "faced difficulty in getting its product exhibited."

The next step was the acquisition of the Olympia circuit in New England. The operator, whose name Zukor did not recall, wanted to dispose of his holdings because of ill health. This was in 1925.

In 1926, F. P. was approached by A. H. Blank on a deal and one was consummated. When asked by Wright who came to whom in the matter of acquisitions, Zukor said, "Many circuits came to us. We selected Blank after much competitive bidding."

Later that year, a 25 per cent interest in the Butterfield circuit in Michigan was bought. B. F. Keith also had an interest in this operation. William S. Butterfield continued to operate, as was the case in all deals for a half interest.

In October, 1926, F. P. bought a two-thirds interest in B. & K. in Chicago. "It was recognized in the trade that they were good operators," Zukor said of the firm of which Barney Balaban is president as well as current head of Paramount. Sam Katz was then shifted to New York in charge of all theatre operations. Shortly thereafter, stockholders asked F. P. to acquire up to 90 per cent of the stock, which was done. Prior to the B. & K. deal, F. P. had a lease on the McVickers in Chicago which was merged with B. & K. operations.

Into Saenger in 1926

In October, 1926, F. P. bought into the Saenger group in New Orleans which was building a first run in the city at the time.

For the next three or four years there was again a lull.

In 1929 and 1930, Warner and Fox, particularly Warner, became very active in buying up theatres on a large scale. In order to "protect their interests," F. P. did the same thing.

In September, 1929, the Finkelstein & Ruben circuit in St. Paul and Minneapolis, regarded "as tough buyers," was acquired after Fox competed strenuously and lost out. In the same month, same year, a half interest in the Dent theatres in the southwest and Texas was acquired.

Without enumerating the number, Zukor said that the summer of 1929 saw the acquisition of houses in Alabama, Arkansas, Florida, Louisiana, Mississippi and Texas, operated by Saenger Theatres, Inc.

Rickard & Nace, who operated in Arizona, were acquired in 1929 from Universal Chain Theatrical Enterprises.

In the same year, an interest was acquired in the Indiana-Ohio Theatres Corp.

In 1930 a half interest in the Comerford circuit was purchased by Paramount-Publix. The latter company, of which Zukor was president, went into receivership in 1933.

"Command" to Roxy

NEW YORK—The Roxy has booked "The Dark Command," Republic's current big effort. No date has been set.

Switched to Ind'p'ts For Faster Playoffs

NEW YORK—Where Columbia has previously sold a major circuit but switched to an independent, the transition was made because of an assured quicker playoff under the new arrangement, A. Montague, general sales manager for seven years, asserted in his deposition at pre-trial examinations in the government action. Where a theatre has had the company's output before entering a pool and returns to individual operation later, the original customer gets the product, he added.

Splits are worked out between the theatres involved, Columbia playing no part in allocating its pictures, he asserted, and said this is particularly true in Newark where Loew and Warner share evenly. Explaining how it works, Montague said one month he will notify Warner of the list of pictures to be released during that period. Don Jacocks will then divide the pictures into two groups and offer them to Joseph R. Vogel for his choice. The next month the same procedure works in reverse, Vogel grouping the films and Jacocks making the selection.

The following first run accounts in the 36 cities outlined by the government were detailed by Montague:

Albany—Si Fabian for the Palace, Grand and Harmanus Bleecker Hall. Has never sold Warner. Prior to the Fabian deal, sold RKO. Previous to that to Charles Buckley who operated Harmanus Bleecker Hall.

Atlanta—The Rialto, an independent house. Some Lucas & Jenkins units buy second run.

Baltimore—I. Rappaport for the Hippodrome. Has sold some to Morris Mechanic of the New.

Boston—Loew's Orpheum day-and-date with the State. Has sold some to RKO where Loew's could not give a quick date.

Brooklyn—Si Fabian for the Fox, Strand and Paramount.

Buffalo—Charles Hayman for the Lafayette.

Charlotte—Mike Kincey for the Kincey circuit.

Chicago—B. & K. for about five or six years. Prior to that to RKO Palace. About three or four years ago sold season's product to State-Lake in opposition to the Chicago.

Cincinnati—RKO Albee, Keith, Lyric and Palace.

Cleveland—Warner for the Hippodrome, Allen, Palace and Lake. Before that to the independent who operated the Hippodrome.

Dallas—Interstate.

Des Moines—RKO Orpheum. Some years back sold Tri-States for the Orpheum, Des Moines, Paramount and Roosevelt. When the RKO-Tri-States pool was dissolved sold back to RKO for Orpheum.

Detroit—Dave Idzal for the Fox. Also has sold Adams. Sometime back sold RKO for the Downtown, Detroit.

Denver—National Theatres for Denver, Aladdin, Broadway, Paramount, Rialto and Tabor. Before Harry Huffman for all, but Rialto and Tabor.

Houston—Interstate. Before that split deal between RKO and Loew.

Indianapolis—Loew. Before that Dave Chatkin. He had two houses, closed one and hence Columbia was not in demand.

Kansas City—Loew. Before that Tower, operated by an independent who pooled with Fox Midwest.

Los Angeles—RKO Hillstreet and Pantages, the latter operated by Rodney Pantages. Before that to Paramount for three or four years. Harry and Milton Arthur operate it.

Memphis—M. A. Lightman for the Strand and Malco. Before that to an independent who went out of business.

Milwaukee—Fox Wisconsin for the Palace and Wisconsin. Also has sold the eliminations to Riverside, independent, three or four years.

Minneapolis—Minnesota Amusement for Orpheum, State, Century, Astor and Minnesota. Had sold Mort Singer for Orpheum before he pooled the house.

Newark—Loew and Warner.

New Haven—Loew since it began operating Poli circuit about five years ago. Before that to A. J. Vanni for the Poli circuit.

New Orleans—Mort Singer for the Orpheum. Used to sell Singer direct, but RKO circuit has been handling deals for three or four years.

New York City—Music Hall has first choice; Globe second with understanding pictures can be sold to house charging higher admissions. "Bitter Tea of General Yen" first picture into Music Hall. Before this to Mayfair, operated then by RKO.

Oklahoma City—State, independently operated by M. Noble. Before that to Joe Cooper who bought as he felt like. Won't negotiate with anyone else as long as State is open.

Omaha—RKO Brandeis.

Philadelphia—Warner.

Pittsburgh—The Harris circuit for Alvin and State. Sold Warner before but find Harris a better account.

Portland—Fox West Coast.

Salt Lake City—Harry David for Studio, Center, Utah, Victory, Capitol and Paramount. Before to Harry Arthur for the Orpheum and Studio.

San Francisco—Harry and Milton Arthur for the Orpheum. Before that RKO Golden State.

Seattle—Jensen Von Herberg for the Liberty.

St. Louis—Fanchon & Marco since Harry Arthur entered the town.

St. Paul—Minnesota Amusement for the Orpheum, Paramount, Tower and New Riviera.

Washington, D. C.—Warner for Earle and Metropolitan. Some day-and-date with Earle and Ambassador.



—Photo by Cosmo-Sileo

Up Courtroom Steps—

Abe Montague, general sales manager of Columbia (right), on his way into the Federal Bldg., New York, where he made his deposition before trial in the all-industry suit. On the left is Irving Moross, member of the distributor's home office legal staff.

Neely Air Blasts If Hearings Held

NEW YORK—While claiming no connection with the introduction by Senator Neely of a second measure in the senate, this one seeking divorcement of theatres, authoritative sources declare the once proposed, but tabled, plan to inaugurate a series of broadcasts to combat the Neely block booking will go into effect immediately following hearings in Washington before the interstate commerce committee, if and when.

The purported strategy in starting the direct-to-the-public campaign at that time is said to hinge on the theory that many of the public groups now supporting the measure will be reached in their homes and may be converted into taking a new view on the subject. "We might only reach a handful of them at the hearings," one source declares, "but the chances are much wider if we use the radio."

Views 33 Cities Not Cited as More Vital

NEW YORK—In point of total revenue from contracts involved, Columbia considers 33 cities not cited by the government as more important than the 36 listed in the complaint as "key cities," according to A. Montague.

In his deposition in the government suit, he named the following as bearing importantly on Columbia's revenue:

Akron, O.; Altoona, Pa.; Berkeley, Calif.; Birmingham, Ala.; Canton, O.; Evansville, Ind.; Erie, Pa.; Elmira, N. Y.; Harrisburg, Pa.; Hartford, Conn.; Lincoln, Neb.; Lynn, Mass.; Long Beach, Calif.; North Adams, Mass.; Norfolk, Va.; New Bedford, Mass.; Niagara Falls, N. Y.; Oakland, Calif.; Pawtucket, R. I.; Portland, Me.; Richmond, Va.; Springfield, Mass.; Stockton, Calif.; Sacramento, Calif.; Springfield, Ill.; Stamford, Conn.; San Diego, Calif.; Tacoma, Wash.; Trenton, N. J.; Toledo, O.; Utica, N. Y.; Woonsocket, Mass.; and Youngstown, O.

Akron is regarded as more important to Montague than Atlanta, Charlotte and Memphis, he said.

The cities listed are where the company sells independents against affiliated circuits. The unaffiliated houses, he added, give pictures a longer run and can play more pictures than the circuits.

"We are able to get better, or greater revenue, because independents have a lower overhead, which enables us to get higher terms. It is also because independents do not have so many pictures available to them and are not choosey. They are better advertisers for us than the so-called affiliates," he said. Hence, he sets up these accounts as more vital to the company despite the operation of majors in those towns.

Davis Replaces Jaffe

NEW YORK—William B. Jaffe of Rosenblatt & Jaffe, attorneys, has resigned as a Monogram director and is replaced by Col. T. C. Davis of Standard Statistics.

Negotiations Lurch on Consent Decree

New York—If weekend reports from the inside are to be credited, the negotiations for the consent decree that would settle the all-industry suit, either are on the rocks or approaching them. The difficulty reputedly traces to the inability of the interested parties to get together on language into which the principles must be reduced before a final draft becomes possible for consideration of the decree proponents as well as the commerce and justice departments. It is probably inadvisable to draw the conclusion that negotiations have collapsed, or even face collapse, but the best informed opinion inclines to view either as a possibility that cannot be discounted.

Stereophonic Sound Awaiting Outlets

NEW YORK—Bell Telephone Laboratories developed it. Erpi will handle it. But exactly what the practical application of the sound recording and reproducing system known as "Stereophonic Reproduction of Enhanced Music" will be, and when it appears are factors its sponsors do not know.

Within the trade, however, an impression is afloat the first public demonstration at paid admissions may await completion and release of "Fantasia," musical cartoon feature on which Walt Disney has been working for some time and for which Leopold Stokowski, noted conductor, has recorded about 500,000 feet of sound track.

The system was demonstrated at Carnegie Hall Tuesday evening before a specially invited audience which heard musical sounds at a volume probably never before reached without distortion. The tones, say the engineers, ranged from as low as 40 to as high as 15,000 cycles, thereby embracing the entire average range of human hearing.

The technique was worked out by Dr. Harvey Fletcher, director of physical research of the Bell laboratories, with his associates, E. C. Wente, J. C. Steinberg, W. B. Snow, R. Biddulph, L. A. Elmer, A. R. Soffel and A. B. Anderson. It picked up the original sounds through three microphones placed at the right, center and left of the stage. Sound currents from each microphone were amplified and recorded on three separate sound tracks on a moving film. It was explained, however, that, since an orchestra, or an organ, has a range of loudness much greater than can be recorded without distortion on a phonographic film, it was necessary to "compress" the original range of sounds before recording.

On a fourth track, account was kept of the amount of compression, as an automatic control of the "expansion" of volume range which must be made in reproduction. When the film ran through the reproducing equipment, three separate sound currents were created. Each sound current actuated its own set of loud speakers on the right, center and left of the stage. This arrangement, plus the reputed wide frequency and volume range of the system, gave the music "spatial and emotional values heretofore unknown either in reproduced or original productions."

Through the control equipment, which is illustrated below, sound volume at the demonstration rested entirely in the hands of the engineer at the equipment which somewhat resembled a cash register. From extremely low frequencies which created sounds barely audible to the human ear, the volume was readily expanded to ear-shattering proportions which rolled and reverberated like thunder throughout Carnegie.

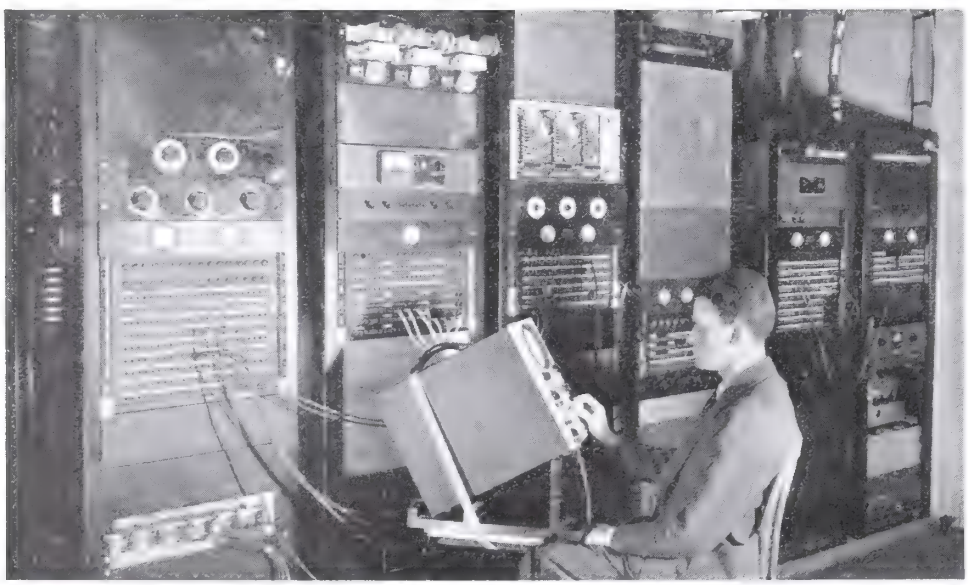
The recordings were played against a scrim on which colored lighting effects were employed. The orchestra was the Philadelphia with Stokowski wielding the baton. The selections included Moussorgsky's "Night on Bare Mountain" which is expected to be a part of "Fantasia;" Debussy's "Moonlight," Strauss' "Tales from the Vienna Woods," and Moussorgsky's "Pictures in an Exhibition." Dialogue and voice comprised the second half, which was made up of a scene from "The Emperor Jones," by Eugene O'Neill, with Paul Robeson playing the character; "Come, Come Ye Saints" and "Hear My Supplication," sung by the Tabernacle Choir of Salt Lake City; Widor's "Toccata in F," played on the organ by Frank Asper; Vierne's "Westminster Chimes," also played on the organ by Alexander Schreiner; the Tabernacle Choir singing excerpts from Mendelssohn's "Elijah," Hazel Hayes singing "Bruennhilde's Immolation" from Wagner's "Die Goetterdaemmerung" with the Philadelphia Orchestra accompanying.

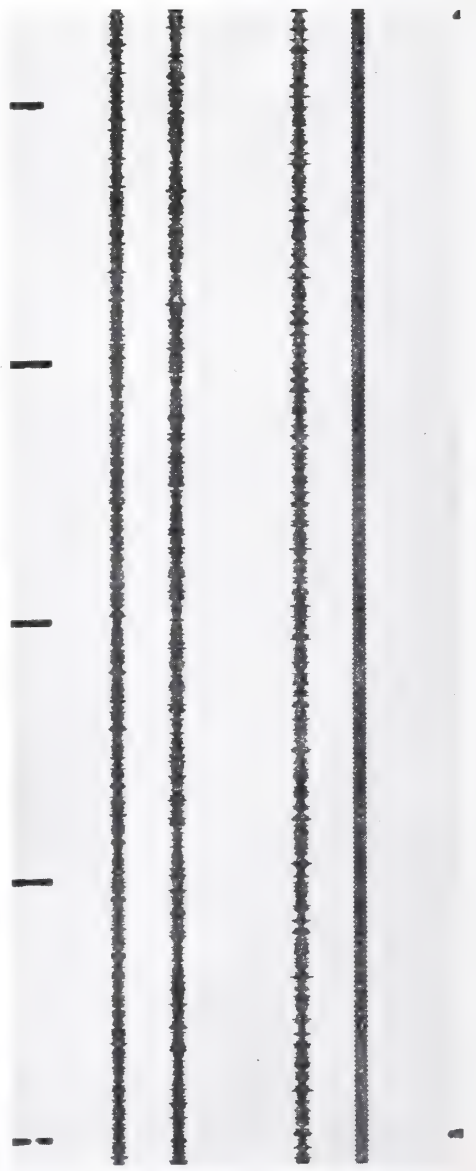
The development is the result of experiments which began in Washington in 1933, but the recordings heard were made in 1939. In connection with its commercial applications, T. K. Stevenson, president of Erpi, observes:

"We do not know how, where, nor when we may look for industry to bring to the public the advantages inherent in the Laboratories' development of enhanced music. Now, as a result of continued research by this same group of engineers, we can record and reproduce sound to cover the entire range which the human ear can hear and we can reproduce it stereophonically and raise it to any de-

(Continued on page 18-A)

Erpi Will Market Bell Lab System





Behind the Scenes With "Stereophonic Reproduction of Enhanced Music"—

This illustrates the amplifying and control equipment of the stereophonic sound system developed by the Bell Telephone Laboratories. A. R. Soffel, who made a number of important contributions to the electrical system, is shown observing the channel levels of a cathode-ray tube monitor. On the right is an enlarged photograph of negative film as it appears after the initial recording. The three sound channels are on the left, while the control channel is on the right.

BROADWAY

LOUIS LOBER, manager of M-G-M's Cairo, Egypt, office, is here for a vacation and business trip . . . Lillian Jeffries, Joe Vogel's secretary, didn't go to Hollywood, Fla., over the weekend after all. She had to postpone her departure until April 19 . . . Ann Cohen, wife of Max A., is out of Le Roy Sanitarium after a minor operation. Mark Sandrich is in from the RKO studios on a three-week siesta . . . Leila Ernst got in from the coast Friday and immediately left for Boston to resume her role in "Too Many Girls" . . . Ray Milland is another visitor from the west . . . Sam Dembow will be among the group of Paramount home office executives entraining for Dallas early next week for the annual Variety Club convention . . . Oscar Doob was back on the job Tuesday after a brief throat cold . . . Adolph Schimel, Universal attorney, returned from the coast after a week there on contractual matters.

Harry M. Warner may come East soon to be on hand for conferences with Robert Schless, general manager of the United Kingdom and the continent, who is expected here at the end of the month . . . Harry Kalmine, Warner theatre zone manager in Pittsburgh, was in New York to buy live talent . . . John J. Nolan, general manager of the Comerford circuit, was in town over the weekend as usual and telling about a collision with the dashboard of his car on the way up from Atlantic City recently. He had fallen asleep when his driver came to a sudden stop. That's how it came about and put him out of the running for a week . . . Joe Shea, well-known press agent, is handling publicity for "Separate Rooms" which opens at the Mansfield. The cast is Hollywood-flavored with Glenda Farrell and Alan Dinehart in the leads . . . Arthur W. Kelly, UA's vice-president in charge of foreign distribution, has returned from a brief Bermuda vacation.

Joe Parlante, manager of the Plaza, Bayonne, is the father of a nine-and-a-half-pound boy, his first, born at Midwood Hospital in Brooklyn . . . Leto Hill, formerly managing Warner's De Witt at Bayonne, has been shifted to the Branford, Newark . . . Leon Rosenblatt of Rosenblatt & Welt will remain at the Shelbourne Hotel in Atlantic City for about another week. Meanwhile, Bernie Brooks has been doing a swell job on Rosenblatt's activities since he took ill last December . . . Arthur Jacobson, Paramount talent scout, has been spending the past week in town . . . Tyrone Power and Annabella, his wife, have returned to the coast after a brief vacation here . . . Herb MacIntyre and Harry Michalson have completed a tour of RKO exchanges on behalf of the Ned E. Depinet drive. They left here February 23. The drive closes May 10.

Irving Barry is celebrating his tenth year with Spyros Skouras this month. He started as secretary to the National Theatres head and is now short subjects buyer . . . Carter Barron paid the Loew home office one of his regular visits the other day . . . Jack Shea of Feiber & Shea returned early in the week from a tour of the circuit's theatres in Ohio and Pennsylvania . . . Charles Kurtzman stopped in at the Loew circuit headquarters before officially shifting to New England from Pittsburgh . . . Sam Rosen, Si Fabian's brother-in-law and general manager of the Fabian circuit, has returned from his 13th annual trip to Miami . . . Neil F. Agnew and the missus are due back Monday from Mexico City where they have been vacationing.

Steinbeck Opposes Steinbeck—In Films

New York—Metropolitan theatregoers are taking their pick of John Steinbeck, and it doesn't entail hours of reading. By hopping from an RKO house to a Loew's theatre, it is possible to see the author's two outstanding novels in film form. In other words, Steinbeck is playing against himself.

The RKO circuit is showing "The Grapes of Wrath" billed over the coupled "Free, Blonde and 21." Loew's is dualling "Of Mice and Men" with "I Take This Woman." The latter circuit's newspaper ads, however, are lining up both titles side by side, with "Woman" going before "Mice." Both circuit's copy bill Steinbeck's name before the titles of both his efforts.

Walter Gould, UA's Latin American supervisor, is at Mt. Sinai Hospital undergoing a physical checkup . . . Bill Ornstein, foregoing all trains, buses and government case hearings, is vacationing in Miami . . . Also in the Florida vacationland is Lee Cameron, manager of the Astor, who is due back April 22 . . . Planning to head that way are Seymour Meyer, Loew district manager, and Harry Moskowitz, but at different times . . . Hattie Helborn, secretary to N. M. Schenck, has returned after a coast siesta, during which she visited the M-G-M studios . . . Arthur M. Loew took time off to see the circus. Loew incidentally is getting his tennis arm in shape for the season . . . Jack Rosenfeld has taken over Film Products, Inc., and will operate under his own name . . . W. Ray Johnston, Gilbert Josephson, Charles L. O'Reilly, Jack Bowen, Joe Malcolm, J. Myer and Louis Schine and Sam Strausberg are latest members of Picture Pioneers.

Emma Carbone, secretary to Harry Mandel at RKO, and Norma Davis, John J. O'Connor's secretary, leave here April 26 for a vacation in Mexico . . . Sydney Singerman derides the idea that one has to have a cold in order to receive attention in these columns. Therefore: Sydney Singerman is happy to report he has no spring cold . . . Ted Krasner and Murray Le Boss of the Cinema Circuit, Lew Fischler of Belle Theatres, and Ed Barison of World Pictures deciding the merits of Allied war strategy over a Cadillac luncheon table . . . Mort Singer isn't altogether happy over the prices name bands are asking for stage shows . . . That must have been a blistering bridge game on the Chicago-bound 20th Century Limited between Spyros and George Skouras, Leonard Goldenson and Sam Dembow. John Balaban was chief kibitzer. Goldenson and Dembow were due back Saturday after B&K conferences . . . Jack Granara, RKO's Boston publicity manager, was in for a visit . . . Rutgers Neilson has been on the sick list with a bad case of rheumatics . . . George Sharf, who studied law at night while handling Loew's publicity, has been promoted to the M-G-M legal staff. He is working on the government case under Tyree Dillard . . . Walt Disney and Gunther Lessing have returned to the coast after two weeks here.

Paul O'Brien, his dad and Arthur M.

(Continued on page 18-C)

Erif Resolutes—But Late

I have the honor to present an alibi for my father, Mox Shobbus, whose sudden return from the Foreign Legion was as much a surprise to me as to the landlord. It seems he heard you easterners were practicing blackouts in Broadway theatres and he thought there might be an opening as technical advisor. He could also be helpful in luring patrons back to the boxoffices, which is a swell trick even if it doesn't work.

The idea is to offer a free screen test with every purchase of a two-year block of admission tickets, which the management reserves the right to cancel after the first night. This is similar to block booking except that the patrons can insert their own synopsis clause and designate the prison they would like in case of a violation. If this idea doesn't work, exhibitors could always fall back on an autographed picture of Ali Gaga for a giveaway. This would automatically entitle them to free hospitalization in case of nausea, which would surely follow.

And just to show we on the fringe of Hollywood are not influenced by any list of "10 best" pictures, the prices of which always go up when we try to rebook them, here's a list of better ideas to help a recovery revival.

In 1940, be it resolved that:

1.—There should only be one change of title for any picture.
2.—There should only be one new attorney general.
3.—There should only be one income tax.
4.—There should only be one Hollywood—and not in Astoria.
5.—There should only be one Thanksgiving Day.
6.—There should only be one Broadway columnist.
7.—There should only be one Rose Bowl game.
8.—There should only be one bathing beauty contest.
9.—There should only be one exhibitor testimonial luncheon.
10.—There should only be one sales drive.

—Erif Shobbus.

Hearings on Status of Clerical Workers

WASHINGTON—Status of approximately 1,500,000 clerical workers now covered by the wage-hour act, including many thousands in all branches of the motion picture industry, may be markedly changed as a result of hearings now going on before the wage and hour division of the labor department as to what constitutes bona fide executive, administrative and professional work.

Under the law, employes in such positions are exempted from the wage and hour provisions, but under definitions issued by the former administrator, Elmer F. Andrews, relatively few were actually exempted from the requirement of pay at one and one-half times the regular rate for overtime.

For the past 17 months, employers in all lines of industry have protested that the definitions were unduly harsh. Representatives of the industry, shortly after enactment of the law, unsuccessfully sought to have a liberal interpretation of the exemption written. The complaints of industry were carried to Congress, where sentiment was aroused for amendment of the act to make it more specific and the hearings called by Andrews' successor, Col. Philip B. Fleming, are designed to develop the basis for new definitions and avert legislation which might seriously weaken the law.

For the industry, the Hays office suggested that the definitions should exempt workers whose employment is strictly of an executive, administrative or professional character, providing that executive employes are paid not less than $50 per week, administrative workers not less than $30 per week and professional workers not less than $200 a month.

Other recommendations would exempt all office workers receiving a fixed salary and getting vacations and sick leave with pay, and still others would exempt workers receiving variously stated weekly salaries.

UA's First Regional Is Planned for May 15

NEW YORK—A tentative date of May 15 has been set by United Artists for the first of a series of regional meetings. The number of such regionals has not been determined, and the setting of a definite date is dependent upon when the UA producers complete their lineup of releases for next season.

Voluntary Bankruptcy Petition by Walker

NEW YORK—A voluntary bankruptcy petition listing $11,725 assets and $28,839 in liabilities has been filed by Thomas Walker, Hal Roach's representative here.

No film creditors have been listed.

KAO Preferred Earns $1.75

NEW YORK—KAO has declared a quarterly dividend of $1.75 on the seven per cent preferred, payable July 1.

Division on Value Of Trade Pursuit

Irvington, N. J.—There seems to be a division of thought among the local Allied fraternity as to whether exhibition is a worthwhile pursuit.

For while Sidney Samuelson, former Allied of New Jersey president, has divorced himself from his Newton, Newton, N. J., Irving Dollinger, also a former Allied of New Jersey president, has taken over the Liberty here, formerly operated by Harry Doniger. Dollinger also operates the Plaza, Linden.

Metropolitan Turns Over Mosholu to Ben Knoble

NEW YORK—Unable to complete arrangements with Skouras Theatres for the Mosholu, Metropolitan Playhouses has turned the Bronx house over to Ben Knoble, who has taken a long-term lease. Skouras, however, is now operating the Tuxedo, in the same vicinity. Both units were formerly a part of Consolidated Amusements.

This circuit recently sold the lease on the New Yorker, on 43rd St. and Broadway, as yet uncompleted, to Harry Brandt who is expected to make it a newsreel house. Brandt has been studying the idea of making the New Yorker a show window for Film Alliance output, but is said to be definitely inclined toward the newsreel project. Arthur Mayer, who is interested with Brandt in the Rialto, is not tied up in any financial way in the New Yorker.

Four Operation Changes Effective in Gotham

NEW YORK—Four changes of operation and two closings are reported in the metropolitan area this week.

The Bridge on St. Nicholas Ave., Manhattan, formerly operated by Oscar Haring, has been taken over by Louis Chasin and Sidney Goldstein.

Alvin Locks, who operates the Model and Garden in Brooklyn, has taken over the new 14th Street, Manhattan.

Ben Knoble has acquired the Mosholu on East 204th St., from Consolidated.

The Mosque, Newark, which has figured in considerable litigation, is now being operated by Al Rogers.

The Storm King, Cornwall-on-Hudson, operated by Fred Faulkner, and the Williston, Mineola, operated by Dave Kah, are closed.

W. E. Re-elects

NEW YORK—All directors of Western Electric have been re-elected with the exception of Charles L. Rice who retired on January 10. The directors immediately thereafter re-elected all officers.

Again Defer Move Against Davidson

NEW YORK—There was comparatively little activity in the courts this week with the second postponement of applications to remove James A. Davidson, trustee of Educational Pictures Corp., and William Stephen Brown, trustee of Educational Film Corp. of America, heading the list. These applications now are scheduled to be heard April 17. Harry G. Fromberg, trustee of Grand National, is bringing the first application and De Luxe Laboratories, the second. Both want Fromberg appointed trustee of the Educational corporations.

Supreme Court Justice Samuel I. Hofstadter has dismissed Harry Segal's $32,400 suit against George Leganas and Standard Picture Distributing Corp. The plaintiff claimed he was hired as general sales manager at five per cent of the gross which, if the defendants had heeded his counsel, would have been $216,000 yearly for three years. The judge found that, since there was no gross, no salary was due.

Standard Pictures Productions, Inc., has dropped its $50,000 suit against De Luxe Laboratories in the federal court in which it sought damages for the alleged illegal retention of the negative of "The Headleys at Home."

Para't Asks $170,000 in Suit Against Ameche

HOLLYWOOD—Paramount has filed a suit against Don Ameche for $170,000 in damages alleged to have resulted from the actor's refusal to perform in "The Night of January 16."

Y. Frank Freeman, vice-president in charge of Paramount's studio operations, stated, "His services had been borrowed from 20th Century-Fox for this picture and his failure to live up to the terms of his contract cost Paramount approximately $170,000 in producer and director charges, writing costs, set construction expenses and other charges."

Local 306 Into World's Fair Wage Controversy

NEW YORK—Local 306 has joined AFL theatrical unions in their wage dispute suspending major shows at the World's Fair here. Officials of the exposition charge that the operators are demanding $117 weekly as opposed to the scale of from $65 to $80.

"Delightful Streamlined Yippee"

Hollywood—Cash customers in droves should climb into their saddles and burn up the trail to the theatre where this delightful concoction of streamlined yippee, Paramount's "Buck Benny Rides Again," is showing. Jack Benny and his radio playmates—Rochester, Phil Harris, Andy Devine, Dennis Day and even Carmichael the polar bear—go western in a subtly satirized hoss opera which packs more laughs than lassoes, more swing than six-guns. Producer-Director Mark Sandrich didn't spare the horses in his extremely effective efforts to see that the vehicle which carried his troupe of competent mummers into the great open spaces was lavishly equipped with every device necessary to assure an entertaining and profitable feature.—SPEAR.

WASHINGTON

JOE PASTERNAK, Universal producer, while visiting Washington for the first time made a mental reservation of all points of interest, became intrigued with the official atmosphere of the capital city, and commented that combined with the natural beauty of the city a story for Deanna Durbin would be in order . . . The entire roster of the Universalites at the local exchange was favored with a visit from "Uncle" Joe, the visit being culminated with a group picture.

Ray Bell has returned from his prize trip to the coast and is bronzed like a warrior . . . Carlton Duffus, Metro exploiteer; Frank LaFalce, Warner publicity chief; Sam Bendheim jr. of Neighborhood Theatres, Richmond, and Hunter Perry of the Dominion circuit toured the territory to judge the winners of the recent "Ninotchka" contest, prizes being awarded for the largest gross and best exploitation campaign . . . The Bijou, Olney, has changed ownership from John Fox to B. N. Mears jr.

Eddie Heiber, Universal's Detroit branch manager, visited his many friends along the Row while homeward bound from the south . . . Ike Notes is planning to close the Empress and divert the patronage to his other Ninth street houses . . . Bob Folliard advises that "Abe Lincoln in Illinois" will return to Keith's on or about May 1 at popular prices . . . The Salesmen's Club of Washington held the drawing on its recent radio raffle. Oliver Donohoe, a local attorney, was the winner. The remaining nine near-winners (ten tickets were drawn), included Lou Tunick, Scotty Wilson, Guy Flannery, Edgar Moss, Eleanor Freer, Viola Spear, Mrs. J. F. Adcock, Frank Storti, and Spriggy Lloyd.

Mildred Ellis, UA, has resigned and will flash the glad tidings later . . . John Kase, former assistant manager of the Paramount, Charlottesville, has been transferred to the home office of Dominion Theatres . . . Emmett Cashman, RKO auditor, is making the usual check at the local branch . . . Bernie Kreisler, Universal branch manager, pulled a nifty when he enclosed a real date for a reel date in his letters to exhibitors regarding "It's a Date."

Metro chatter: Carlton Duffus, exploiteer, journeyed to Orange, N. J., to join with W. R. Ferguson, fellow exploiteer, to map out the exploitation campaign on the forthcoming "Edison, the Man" . . . Buddy "Duchess" Hall, secretary to Rudy Berger, is acquiring a suntan and you know where . . . Esther Blendman is due to return to her duties shortly . . . Mrs. Harriet Kenworthy celebrated her first wedding anniversary April 8 . . . Joe Young, Universal salesman, has returned from flamingoland looking mighty healthy.

Director Frank Lloyd is now on location in Williamsburg, Va., shooting amidst the historic landmarks for "Tree of Liberty." The town sure is antique looking what with six inches of dirt covering the main stem to provide the colonial effect . . . Birthday greetings to Universal's Barney Frank . . . Sam Tabor's wife purchased a large sack of salt to provide the Atlantic City effect in the bathtub and keep Sam ever remindful of his recent sojourn . . . Charles Raymond, more recently affiliated with the Fox interests in London, stopped off enroute to Cleveland to accept an executive position with the Loew organization . . . Paramount's Eddie Fontaine is back from his southern jaunt feeling fine as silk . . . Paramount's "Vince" Daugherty, Bob Grace, Harley Davidson, and "Tommie" Thompson are sporting new cars, which means it must be clear sailing on "The Road to Singapore."

The Salesmen's Club of Washington will hold its first open luncheon April 22 at Harvey's restaurant . . . The 20th-Fox entourage consisting of Sam Wheeler, branch manager, Salesmen Jerry Murphy, Sammy Diamond, Freddy Klein, and Glenn Norris, together with Joe Cohan, office manager, and Sara Young, booker, entrained for the 20th-Fox convention in Chicago . . . Ira Sichelman, booker, will hold down the fort in their absence . . . Incidentally, Ira, is foregoing eating lunch and is concentrating on his diet . . . Universal's Ina Pritchard is vacationing.

Seen along the Row: Tom McCaskey, Williamsburg; Ray Quillan and son from Selbyville, Del.; Herman Hable, Winchester; H. O. Thrush, Keyser, W. Va. . . . Monogram's branch manager, Harry Brown, and Salesman Buddy Hansen have returned to their desks, still nursing the colds that kept them at home for a spell . . . Oscar Blumenthal, Universal's office manager, became the granddaddy of a seven-pound boy . . . Tom Rayfield, Clark Film, is back on the job after having been hospitalized for a number of weeks with an injury.



—Pat Clark, Hollywood

Coast Sound Men Learn What's New—

They're back in Hollywood now, but into New York as guests of Erpi came these sound engineers to get a close-up of recent and pending improvements in recording and reproduction: Loren L. Ryder, Paramount; Jack Whitney, General Service studio; Elmer Raguse, Roach studio; John Livadary, Columbia; Douglas Shearer, M-G-M; Clifford W. Smith, Hollywood vice-president, Erpi; and Kenneth F. Morgan, same company. In the rear are E. H. Hansen, 20th Century-Fox, and Bernard B. Brown, Universal.

Delay Rogers Week

NEW YORK—The Will Rogers National Theatre Week has been postponed one week to April 25 in order to film Bette Davis, Judy Garland and Kay Kyser for the short subject, "If I Forget You," which is provided gratis to all participating theatres during the drive.

Erpi Will Market Bell Lab System

(Continued from page 16)

sired volume. It is for the motion picture industry to determine how rapidly they are justified in applying these new techniques commercially to the picture business. I believe these changes will be gradual in their impact upon an industry which is always alive to the possibility of improvement; they will not cause any sudden revolution in the art as did the advent of sound 14 years ago, but these disclosures are the most significant developments in sound in the last decade and unmistakably point the way to continued progress in the recording and reproducing of sound either in connection with motion pictures, or possibly without pictures, as a separate medium for making the best music available to audiences throughout the country."

Serge Rachmaninoff, noted musician, attended the Tuesday demonstration. He told a New York *Times* reporter, "I would like to hear more music without enhancement, perhaps some of the things I know well. Then I might be able to say something." He regarded the showing "a marvelous thing, from the standpoint of enhancement, but sometimes unmusical because of the loudness."

To Appoint Master to Hear Three Maine Trust Suits

BOSTON—Judge Peters, in district court, has informed distributor defendants that he will shortly appoint a master to hear three anti-trust cases originating in Maine.

Catholics Boycott "Cargo"

ALBANY—Catholics in the Albany diocese have been urged to refrain from seeing Metro's "Strange Cargo," now showing at the Palace here.

ALBANY

MANAGER MOE GRASSGREEN, Salesmen Fred Sliter and Benny Dare and Booker Dan Houlihan boarded special 20th Century-Fox convention train out of New York when it stopped here Wednesday night en route to Chicago. They were due back Monday morning . . . Mrs. Pearl Merges, 20th Century-Fox biller, has been on a vacation and settling a new home purchased in West End. The Merges—he's a police officer—were married last summer . . . Mrs. Anna May Leonard, Warner-Vitagraph inspectress, returned to work after an illness . . . Jimmy Moore, a booker in same exchange, is now a daddy. Son was born to Mr. and Mrs. Moore. Mother and child are doing well . . . Mrs. Nate Sodikman, wife of Monogram's new Albany manager, returned to Buffalo and resumed her studies at the University of Buffalo after establishing a home here. She will return about June 1. Booker Mitchell Panzer accompanied Sodikman on a trip to Smalley headquarters in Cooperstown. Sodikman also called at Schine offices in Gloversville and Kallett offices in Oneida.

J. W. Codding, principal of the Keene Valley School, which plays pictures once a week, made one of his infrequent visits to Filmrow. Others at exchanges were: Bill Kraemer, Schine booker; Clarence Dopp, Dopp circuit, with headquarters in Johnstown; Vivian Sweet, Salem and Greenwich exhibitor; George Thornton, Orpheum, Saugerties; Phil Strauss, Pine Plains; Sid Dwore, operator of two Schenectady theatres; Leonard Rosenthal, State, Troy; Mrs. Frieda Klein, Hunter, Hunter; Sam Davis, Phoenicia, Phoenicia; Phil Baroudi, Happy Hour, North Creek; Mr. and Mrs. Dave Rosenbaum of Elizabethtown, Ausable Forks and Keesville.

Harold C. Lund, Ross Federal district manager with headquarters in Pittsburgh, was at the local branch office . . . Manager Ralph Unks has been working despite a sinus condition . . . Mrs. Fred Spath, the former Emma Decker, called on her old associates at Ross Federal. She is now living in Hudson . . . In an outbreak of dualing expensive pictures, Warner's Strand, Albany, played Ann Sheridan's "It All Came True" on top of Shirley Temple in "The Blue Bird;" Warner's American screened "the greatest double feature ever shown in Troy," Fred Astaire and Eleanor Powell in "Broadway Melody of 1940," and Ronald Colman in "The Light That Failed."

Al Schwalberg, of the Warner-Vitagraph home office, was at the local exchange . . . Bill Barney, Grand, Watervliet, and Mrs. Barney visited in New York. Barney is preparing to take his motor boat out of drydock . . . Herb MacIntyre, RKO district manager and head of the Ned Depinet drive, and Harry Michalson, general sales manager of short subjects, here for a huddle. Drive is gaining momentum locally . . . Jack Schnitzer, home office representative, also at RKO exchange . . . Margaret Buckley, RKO assistant cashier, was ill . . . George Tucker, RKO salesman who spent nine days in a Watertown hospital after his car was smashed in a collision, is back at work.

Gov't Mediator Sounds Warner-Musicians Tiff

PHILADELPHIA—A federal government mediator has come to town to try to settle the contract dispute between Warner and the American Federation of Musicians. So far his efforts have been confined to informally sounding out the sentiments of both sides.

REVIEW FLASHES

AN ANGEL FROM TEXAS (WB)—A merry farce about show business that travels along familiar lines. The accent is on humor. Eddie Albert, Rosemary Lane, Wayne Morris. Directed by Ray Enright.

GRANDPA GOES TO TOWN (Rep)—Among those who can take their slapstick in broad, obvious doses, this latest chapter in the adventures of the Higgins family will find its most satisfactory patronage. Producer-Director Gus Meins, whether purposely or not, implanted every corny gag on record into the motivation—along with a few genuinely funny sequences.

HI YO, SILVER (Rep)—Most of the material which has been included in "The Lone Ranger" serial finds its way into this feature. Good entertainment for the juveniles. Lee Powell, Herman Briggs, Chief Thundercloud. Directed by William Whitney and John English.

HIDDEN MENACE (Alliance)—A fairly good story treated with little imagination, poorly performed, featuring photography that evidences need of an exposure meter. Otto Kruger, Gertrude Michael, John Clements.

LIGHTS OUT IN EUROPE (Mayer-Burstyn)—Grim and realistic, but in every respect sincere, this documentary recounts the recent past of Poland, Danzig, England and France in terms of the horrors of war and its devastation. No cast. Narration by Fredric March from a script by James Hilton.

MURDER ON THE YUKON (Mono)—Brought in on a small investment, this is good enough for juvenile appeal and a fair share of the action-inclined adults. James Newill, Polly Ann Young. Directed by Louis Gasnier.

RHYTHM ON THE RIO GRANDE (Mono)—Tuneful Tex Ritter goes hunting for a Texas wrongdoer, flanked by a new crony, Frank Mitchell. It proceeds very slowly. Also featured are Susan Dale and Warner Richmond.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

BALTIMORE

CLIFF JARRETT, assistant manager at the Hippodrome, is resigning April 25, to go to Florida to make his home with his grandfather at Lakeland. Cliff has been at the Hippodrome the past seven years . . . J. M. Shellman is shopping about for old books to add to his collection . . . Thomas Fisher, assistant manager at the Broadway, was married to Dolores Biekirch, April 6 . . . Katharine Hepburn has left Baltimore after appearing at Ford's . . . Leon Back is sporting a new Buick . . . Harry Meyerberger, Lexway, has raised admission prices for "Ecstasy."

Lawrence Schanberger, Keith's, sneak previewed "Black Friday . . . Ed Wyatt, Preston manager, is driving a car now . . . Mac Weinberg, Little manager, is directing a play called "Hurrah for Love" . . . Irving Martin, new publicity chief for Warner's Stanley, is deep in work these days . . . Those exhibitors who have not seen the new offices of the MPTO of Maryland have a surprise in store for them . . . William Zell, Harlem, held a midnight spook show . . . Bill Lukner, supervisor for Ross Federal, has returned after traveling 2,800 miles through the south on business . . . Annual Variety golf tourney will be held June 21 at Woodhome Country Club.

Bernie Kreisler, Universal branch manager, was sent a gag telegram by Leon Back of Rome Theatres, to attend the ribbon-cutting ceremony for the new ladies' lounge at the Rialto. Bernie wired back his regrets . . . Starting April 13, the Grand will open at 10 a. m. daily . . . Wilbur Brizendine, Rialto manager, another new car owner . . . I. M. Rappaport and Bernie Seaman are set for the Variety convention in Dallas . . . William K. Saxon, director of Loew's Century, is back on the job after being confined to his home several days with the grippe.

Nelson Eddy gave a concert at the Lyric last week . . . Morris Flax announces the new Highland will be opening soon.

Convention Hears Skouras Urge Higher Admissions

CHICAGO—Spyros Skouras, addressing the 20th-Fox conventioneers here, advocated a policy of higher admissions and longer playing time. Prizes totaling $21,000 were distributed to 448 employes in 16 offices that placed in the Sidney R. Kent drive.

Studio Heads Fly In

CHICAGO—Joseph M. Schenck, Darryl F. Zanuck, William Goetz and Harry Brand arrive here Sunday via chartered plane for the 20th-Fox convention, and will return to Hollywood in the same plane Monday night.

Bioff Denied Bail

SPRINGFIELD, ILL.—Denied bail by the state supreme court, William Bioff, Hollywood labor leader, is expected to go to jail Monday in his fight against serving out a sentence imposed years ago on a pandering charge.

Foreign News Casts Hurt Subsequents

NEW YORK—Independent subsequent run operators in this territory claim the past week was one of the most disastrous in point of business "in many months." They claim, as they did last September, that the foreign war news being broadcast at frequent intervals is keeping suburbanites and neighborhood patrons glued to their radios. A clincher for the week was Monday's steady downpour, which, in many situations, caused admissions to drop decisively.

However, a checkup among affiliated circuit executives discloses the claim that first-run, downtown business "is excellent" in most spots. In fact, Barney Balaban, Paramount president, asserted grosses in Chicago "are better than they have been in some time."

N. J. Allied Due to Act On Samuelson Honor

NEW YORK—Allied of New Jersey was to have acted over the weekend on appointment of Sidney Samuelson to honorary membership on the organization's board. Although he held an active post on the board, Samuelson submitted his resignation upon selling his theatre in Newton, N. J.

The organization was to take up the matter of his resignation at a meeting Tuesday, but failed to get around to it. Asked what occurred at the session, a spokesman replied: "It was a small meeting. Reports were read; there was no action on anything."

Decision Is Reserved on "The Birth of a Baby"

ALBANY—The court of appeals has reserved its decision after hearing arguments in the appeal by the American Committee on Maternal Welfare for an order directing the board of regents and Motion Picture Division Director Irwin Esmond to issue a license for public exhibition of "The Birth of a Baby."

The regents offered to grant a special license for showing of the film before limited groups, but appellants did not accept.

Angle for Reissue

NEW YORK—Teaser trailers attached to all releases of Walt Disney's Academy winning "The Ugly Duckling" seeking audience reaction to their desire for return engagements of "Snow White and the Seven Dwarfs" are designed to determine a "possible reissue," according to Hal Horne, Disney's eastern representative. Horne says there is no thought of reissuing the feature length cartoon "at present."

Monogram Schedules Four

NEW YORK—Monogram's new season schedule includes "The Old Swimmin' Hole," and three stories by Hugh Wiley —"Phantom of Chinatown," "While Frisco Sleeps" and "Alias Jimmy Hogan."

Marhenke Adds to His Many Duties

Baltimore—To his many duties, Robert Marhenke, manager of the Broadway here, added another last week, when he chased down a bandit who tried to hold up his cashier and turned him over to the police.

In his spare time, Marhenke is a magistrate-at-large and BOXOFFICE'S Balto correspondent.

Philly Exchange Union Names Shop Stewards

PHILADELPHIA—The Film Exchange Employes Union announces election of the following shop stewards: James McWilliams, Clark; Bill Hopkins, Metro; James Keating, United Artists, and Mary Haggerty, Universal. Fred Fortunate, Universal, has been appointed trustee for one year. William Porter, Monogram, president, has named an auditing committee consisting of McWilliams, Florence Kornblatt and Al Holmstock.

The union's annual dinner dance will be held May 16 at the Crystal Ballroom of the Broadwood Hotel.

ITOA Meeting April 17

NEW YORK—The ITOA will hold a regular meeting at the Hotel Astor, April 17.

BROADWAY

(Continued from page 17)

Driscoll left Thursday for Davenport, Ia., where Paul will be married Monday to Kathryn Eileen Walsh, sister of Mary Jane, who appears in "Too Many Girls," and daughter of the head of the Walsh Construction Co., which built the Coulee Dam and is now building a tunnel under the East River . . . Ed Raftery of the law firm which bears his name will be in Albany Monday with Joseph Proskauer for appeal arguments on the William S. Hart "Tumbleweeds" case . . . George W. Weeks left the latter part of the week for a tour of Monogram exchanges and will attend the company's convention in Dallas. His independent production program is not entirely set, he says, but he will announce his plans after he contacts all Monogram franchise holders.

Mort Shea has returned from Boston where he spent a month in a sanitarium for a general checkup . . . E. C. Grainger is touring Ohio and Pennsylvania Feiber & Shea houses. He's due back the middle of the week . . . John Balaban had a narrow escape when his plane from Chicago was grounded in Buffalo. The plane was over Niagara Falls when difficulty in landing was encountered . . . John Joseph is in town for a couple of weeks for Universal home office conferences on next season's program . . . Joe Pasternak has gone back to the coast and Frank J. A. McCarthy has returned from a Miami vacation . . . Returning from a trip through his territory is William J. Heineman, western sales manager for Universal.

Landis Records Study Ruling Into Snag

PHILADELPHIA—The examination of the distributors' clearance books by attorneys for the Landis, Vineland—which was sanctioned by U. S. District Judge William H. Kirkpatrick—ran into a legal snarl on the first day.

State Senator Harry Shapiro and William B. Rudenko, Landis attorneys, asked to see clearance records of all distributors as they affected certain independent theatres. They said their purpose was to show that when clearance was changed, it was changed by all distributors simultaneously and in the same way, and in favor of Warner theatres.

Attorneys for the distributors objected that Judge Kirkpatrick's ruling gave the plaintiffs the right only to go over the clearance records of one distributor at a time.

Referee David Bachman, assigned by the court to supervise the examination, referred the matter to Judge Kirkpatrick, who ruled in the plaintiff's favor. Further examinations were held up temporarily to give the defendants time to decide whether to appeal the judge's ruling.

All Except Stanley-Warner File Affiliated Replies

PHILADELPHIA—Answers to the Affiliated circuit's suit against Stanley-Warner and the majors have been filed so far by all defendants except S-W. The answers consist mainly of denials that the exhibition contracts involved are part of interstate commerce, and express "no knowledge" of Affiliated's specific charges about changes in "zoning" by Warner, which allegedly affected the clearance of Affiliated theatres.

RCA Sound at Eltinge

NEW YORK—Max Rudnick, head of Rosebill Amusement Corp., will equip the Eltinge on West 42nd St. with RCA Photophone.

QUEENSTOWN, MD.—S. E. W. Friel, operator of the Queen, is installing RCA Photophone sound.

Patricia Donovan

WASHINGTON—Funeral services for Patricia Donovan, who died following an automobile accident in Virginia, were held here Wednesday with burial in Arlington National Cemetery.

Miss Donovan, 23, was the daughter of William J. Donovan of the law firm of Donovan, Newton, Leisure & Lumbard, which is representing RKO in the government suit.

To Albany Staff

ALBANY—Irving Shiffman of Universal's Boston office, and Charles Weil are newcomers to the company's local sales staff, replacing George Jeffrey and Tony Ryan. William Murphy replaces Shiffman at Boston.

PHILADELPHIA

WALTER DALEY, National Screen, and John Hall, RKO, are the newest recruits to the ranks of the papas. And over at Warner's, Sid Mesibov and Lester Krieger are anxiously crossing off days on the calendar, waiting for their bundles to arrive. It looks like a good season for free cigars . . . The Film Center building is getting its face done over . . . Censors are reported holding up Paramount's "Typhoon." Too much exposure . . . Charles Hite, Monogram salesman, has resigned; too busy handling his Gloucester taproom business . . . Warner's Broadway and Commodore are scheduled for remodeling.

Charlie Goldfine, Alden, has flown himself back from Florida . . . Also among the returning expatriates is Joe Leon, Universal . . . Harry G. Bodkin, UA, is back after two weeks in Mexico City. He was there at the same time as a convention of 500 Missouri college girls, but insists it was a mere coincidence . . . Towers, Camden, had a hobby contest in its ballroom in connection with Dave Elman's Hobby Lobby show . . . Nelson Eddy came to his home town for a recital at the Academy of Music . . . Mel Koff's Darby is getting a thorough doing-over.

Jimmy Miller, formerly of the Byrd, now is managing a house in Egg Harbor for Sam Frank . . . Edgar Moss, Al Davis, Sam Gross and the rest of the 20th-Fox regiment galloped off to the Chicago convention . . . Showmen's Club boys—still out in the cold and still looking for a new meeting place—will discuss the state of the nation at the Broadwood Tuesday . . . Lou Schliffer, Price Premiums, got his license restored by the kind-hearted highway department . . . Joe Sapsis, clothing tycoon, is looking cheerful, because his place hasn't been broken into in two weeks . . . Arthur Hyman, Masterpiece up-State salesman, associated with the company for 20 years, is leaving.

Among this week's visitors were Pete Magazzu, Coaldale; Lloyd Seibert, College, Bethlehem; E. M. Tannenbaum, Roxy, Olyphant; Mrs. Joseph Emashovski in from Larksville, with a new red hat . . . Roy Leitzel, former exhibitor of Sunbury, won the super-super radio in Motion Picture Associates' raffle. The organization expects to have about $1,500 when all the receipts are in. The executive board, headed by W. C. Karrer, Republic, held a meeting in its attorney's office on a petition for a charter . . . Earle Sweigert has lent the group the Paramount projection room for meetings.

The Horlacher Bowling Team won the second half championship in the transportation league. The boys will play the first half champions, Erb Trucking Co., April 19, then—win or lose—be dined by Oscar Neufeld at the Shanghai Restaurant. The Horlacher tossers are Tom Clark, John Clark, Tom Lark, Al Rinker, Phil Lomonaca and Spencer Fletcher.

The red-hot rhumba contest at the Variety Club was won by Harry Wiener, Columbia, and Mrs. Dave Milgram. They were awarded bottles of champagne . . . Lester Loper succeeds the late Charles Rapoport at the Fenwick, Salem, N. J. . . . The local Preferred exchange is going through a reorganization, which may leave out some of the well-known local boys . . . Sid Mesibov and Bill Huffman, Warner, West Chester, crashed into the American Business Club's annual charity ball by having it named the "Scarlett O'Hara Ball," arranging a contest for the town's Scarlett, and in general boosting the showing of "GWTW."

Warner Club sent out flyers for its annual spring dinner dance at the Cedarbrook Country Club, May 10. J. Ellis Shipman is arranging the works, aided by Al Zimbalist, Helen Mahoney, Joe Feldman, Gert McMonigle, Catherine McNamee, Bob Nydick, Mortimer Brodsky, Paul McGowan and Winnie Caulfield . . . Sid Samuelson is reported as having given up his theatre interest in Newton, N. J., to give all his time to his Allied affairs . . . Lester Jeffries, assistant at the Fays, is ill with pneumonia in Presbyterian Hospital.

There was a birthday on the 6th for Ella E. Rue; on the 9th for Joseph A. Salmons, Capitol; 12th, Jean Straub, Columbia; 14th, Rose Kennedy, Warner, and Harry Gessner, RKO . . . Frances Cooper, Columbia, had a wedding anniversary on the 4th; Helen Haggerty, UA, on the 8th . . . Mar McKinny is back on the job at RKO.

Ben Harris, Masterpiece, reveals that April 7 was the 29th anniversary of his entrance into the business—as a water boy in the North Penn Theatre, which now is a church . . . Al Zimbalist, Warner, is battling a cold, and hopes to have it downed by July . . . Art Cohn dug up a first edition of "Swiss Family Robinson"—1888—to ballyhoo the show . . . Bert Leighton, Grand, Lancaster, got four big book stores to enclose notes about the showing of "Rebecca" in all their mailed advertising.

Bill Morgan, Grand, Vineland, has become a scintillating civic figure. He has been elected director of the chamber of commerce, director of the Kiwanis Club, trustee of the Diamond Social Club, director of the High School Athletic Ass'n, chairman of the school's football dinner; chairman of the town's Mardi Gras committee; chairman of the annual horse show and the YMCA drive, and member of the board of the Red Cross drive. And he still has time to run his theatre.



Albany Front Office Union Drive Revived

NEW YORK—The movement to unionize front offices of Albany exchanges is said to have been revived. It was started a year and a half ago, since which time periods of activity and inactivity have alternated.

Last summer there were reports definite action would be synchronized with the opening of the selling season. However, this did not develop. A meeting was to be held last week to further the drive, and organizers for several locals are understood to be busy.

Leon Bamberger Elected New President of Ampa

NEW YORK—Leon Bamberger, sales promotion manager for RKO, has been named president of Ampa after Lou Pollock of Universal's eastern publicity staff, on a tie ballot, withdrew.

The remainder of the slate was elected unchallenged and includes Vincent Trotta, vice-president; Joseph Gould, secretary; Edward Schreiber, treasurer. Board members are Eli Sugarman, Martin Starr, Rutgers Neilsen, Louis Lifton and Paul Lazarus jr.

Full Screen Projection By Television Soon

NEW YORK—RCA will shortly make available television facilities to theatres that will reputedly be capable of projecting scenes on a full size screen. This was revealed by David Sarnoff, president of RCA, to the interstate commerce committee during hearings ordered by the FCC to learn if unlimited commercialization of the television industry would prevent its normal development.

Mark Conclusion of Drive With Dinner to O'Connor

NEW YORK—On Monday night, RKO executives will tend John O'Connor, general manager of RKO theatres, a dinner at the Warwick Hotel to observe the conclusion of O'Connor Month in the company's houses.

Report Phillips Sellout

PHILADELPHIA—Trade developments reported here have Simon O. Venus taking over the Capitol, Throop, Pa.; the Phillips Brothers closing the Rio, Chester, indefinitely, and turning over the Park, Allentown, to George Kurlansik, who has the Town in the same city. Those developments leave the Phillips Brothers without a house in that territory.

Herbert Hustler

PHILADELPHIA—The industry mourned the death of Herbert Hustler, former manager and operator of several theatres in Philadelphia and South Jersey. At the time of his death he was in the hotel business.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Grad Sears Busy on Convention Plans

To discuss plans for the forthcoming Warner sales convention, details of which have not yet been announced, Gradwell L. Sears, the company's general sales manager, has checked in at the Burbank studio for an indefinite stay. He was accompanied by Mrs. Sears and by Sam Scheider, homeoffice executive. Sears and Schneider have begun a series of huddles with H. M. and Jack Warner and Hal B. Wallis.

Discussion of his company's yearly sales meeting was also the primary purpose for the departure for New York of John Joseph, Universal's advertising-publicity chieftain, who headed east for two weeks of conferences. Also checking out for New York were William A. Scully, Universal's sales chief, and William J. Heineman, western sales manager, who spent ten days at the studio looking over current and forthcoming product.

Joe Pasternak, Universal producer, was expected in from New York, where he has been vacationing and conferring with company executives for several weeks. Pasternak's next production, Deanna Durbin's "Spring Parade," is scheduled to start May 10 with Henry Koster directing.

Another arrival was Harry Edington, executive producer at RKO Radio, who spent a week in New York talking over the 1940-41 production setup with President George Schaefer and other company executives.

Plans for Academy Productions' second RKO Radio release are being discussed with Schaefer in New York by Lee Garmes, head of the independent unit, which recently completed "Beyond Tomorrow." Academy's production headquarters have been transferred from General Service to the Selznick International Studios.

Samuel Goldwyn wound up a three-week vacation in Arizona and returned to his studio desk, where his next chore will be that of arranging for a release date for "The Westerner," starring Gary Cooper, which United Artists will distribute.

Boost Glenn Tryon

Glenn Tryon, former dialogue director, has been given an associate producership at Universal, with "One of the Boston Bullertons" as his first assignment.

Anticipated Production Boom Arrives; 47 Films Shooting

By IVAN SPEAR

It came a little earlier than was expected, but Hollywood's long-anticipated production boom is here—and here to stay for some months to come, if the majors' crowded schedules are any criterion. The mass assault, which finds a seasonal peak of 47 films already in work, is the first determined drive to be undertaken since the industry pulled itself out of the war-inspired doldrums of the fall of 1939.

No less than 42 features are geared to roll before June 1—the bulk of them this month and early in May, and a substantial proportion of them in the high-budget brackets. In most cases they are for 1940-41 distribution.

Making heavy bids are 20th Century-Fox, Warner, Paramount and RKO Radio, although most other majors, too, list ambitious future schedules which will keep them in the running.

Twentieth Century-Fox is cleaning up its 1939-40 schedules with "Maryland" and "Four Sons," now in production. On the early docket are "Street of Memories," "I Married a Nazi," "The Great Commandment," "The Return of Frank James," "Down Argentine Way" and "The Great Profile." "Brigham Young," for 1940-41, is already before the cameras. Later in the season four Jones Family films—"Love Thy Neighbor," "Lucy Steps Out," "The Gay Old Dog" and "The Love Budget"—will also be filmed.

Warner will gun 11 before June 1, including "Episode," "Honeymoon for Three," "This Man Reuter," "No Time for Comedy" and "January Heights." Paramount lists "The Eyes of Texas," "A Night at Earl Carroll's" and "Rangers of Fortune" to start before April 15, with "Ghost Music," "Dancing on a Dime" and "Comin' Round the Mountain" to be launched immediately thereafter.

April 15 will also mark the start of RKO Radio's production spurt, when three films —"Lucky Partners," "Have It Your Own Way" and "Millionaires in Prison"—are rolled. They will be followed by "Thousand Dollar Marriage" and an untitled Lum and Abner comedy which Voco Productions will turn out.

Metro lists four for camera work this month, including "I Love You Again," "One Came Home," "To Own the World" and "The Yearling."

Production activity on other lots will find Universal starting "Spring Parade," starring Deanna Durbin, May 10; Monogram launching two this month, "First Assignment" and an untitled Frankie Darro starrer; Columbia also gunning a pair, an untitled Bill Elliott western and Larry Darmour's "Keep 'Em Alive;" two from United Artists—Hal Roach's "Captain Caution" and Edward Small's "The Son of Monte Cristo," and the revival of production by Boris Morros, who has chalked in "Second Chorus" for a May start.

Paramount Changes Trail Ginsberg's Appointment

Currently occupying the center of the stage as regards changes in studio personnel is Paramount, where, on the heels of Henry Ginsberg's appointment as general manager in charge of studio operations, the following shifts have been made:

Keith Glennan becomes studio manager in full and complete charge of all departments which, previously, were under the supervision of Fred Leahy, who turned in his resignation. Leahy bore the title of production control manager, while Glennan was in charge of back-lot activities.

Dorothy Robinson has been added to the research department, succeeding Wilma Vogt, resigned.

Unable to agree with studio executives on the terms of a new contract, Producer Harlan Thompson checked off the lot. He had been a writer and producer with the company since 1936. His last assignment, currently in release, was "The Road to Singapore."

The studio has granted a release from her contract to Judith Barrett, featured player, who plans to retire following her recent marriage to Lin Howard.

Lead for Walter Pidgeon In "When Daltons Rode"

Universal has borrowed Walter Pidgeon from M-G-M for one of the leads in "When the Daltons Rode," in which Andy Devine has also been cast. Production will start in May.

"Sharecropping" Producers Up In Number; Lasky Latest Case

With the signing of Jesse L. Lasky to a one-picture deal with Warner, the trend toward semi-independent production for distribution through major channels has attained a new high. Lasky is the second big name to be brought under the Warner banner on a semi-partnership deal, the independent company headed by Frank Capra and Robert Riskin having secured a release through that organization for their first film.

Under terms of the contract, Lasky joins the Warner staff to produce "The Amazing Story of Sergeant York" on a $2,000,000 budget. He will use Warner players in most of the roles and, studio spokesmen indicate, will probably employ studio contract writers to prepare the screenplay. Alvin C. York, who captured 132 German prisoners singlehanded during the first World War, has been signed by Lasky to function as technical advisor on the filming of his life. No information has been forthcoming as to the financial arrangements under which Lasky will work, but Warner attaches intimate he will receive a flat sum plus a percentage of the gross.

A Production Trend

Formation of the Lasky unit marks the fifth such arrangement made since late in February, at which time the 1940 edition of BOXOFFICE BAROMETER traced the growth of these "sharecropping" producers during 1939. Since then, and exclusive of Lasky, the following deals, along similar lines, have been set:

1. Voco Productions, headed by Jack Votion and Sam Coslow, incorporated and secured an RKO Radio release for four pictures to star Lum and Abner, radio comedians—first of the series to go into work within three weeks.

2. Again for RKO Radio, Harold B. Franklin and Ralph Blank have just completed "The Villain Still Pursued Her," based on the stage play, "The Drunkard." No further plans for this company have been announced as yet.

3. Lester Cowan has negotiated a two-picture deal with Columbia along the Lasky-Warner lines. For that company Cowan will make James Hilton's "And Now Goodbye" and F. Scott Fitzgerald's "Babylon Re-Visited."

4. To be given a United Artists release through the facilities of Walter Wanger Productions, Argosy Corp. is preparing to film "The Long Voyage Home," from a play by Eugene O'Neill. Director of the picture, and one of the founders of the company, is John Ford.

It was in 1939 that the "sharecropping" producer attained his precedental stature in the Hollywood scheme of things. The cause?

Economic reasons, say some industry dopesters. They hold that studios are desirous of stepping up production quality without, at the same time, erecting a top-heavy personnel. Others opine that the quality of independent producers has risen to the point where the calibre of their films equals, or exceeds, that turned out by the majors themselves. Too, from the "sharecropper's" standpoint, he is allowed more individuality in the choice of stories, stars and production procedure.



A Producer Signs—

Jesse L. Lasky affixes his signature to the deal under which he joins the Warner production roster to film "The Amazing Story of Sergeant York" on a projected $2,000,000 budget. Jack L. Warner, production chief, looks on to make sure everything is legal.

Regardless, the trend was one of the dominant developments of the year, and one of which RKO Radio was the leading exponent. President George Schaefer signed partnership deals for two pictures with Max Gordon and Harry Goetz; a four-picture release with Lee Garmes' Academy Productions; another four-picture contract with Stephens-Lang for the production of a "Dr. Christian" series starring Jean Hersholt; four more from Gene Towne's and Graham Baker's The Play's the Thing unit; a three-picture arrangement with Franklyn Warner's Fine Arts Productions, and a tieup for an indefinite number to be turned out by Herbert Wilcox, British producer. To these, of course, are added Voco Productions and the Franklin-Blank unit, as cited above.

Move to Offset Loss of Capra

Columbia, relinquishing Frank Capra, took concrete steps to overcome the loss by signing Charles R. Rogers to produce four films with independent financing, and holds a one-picture commitment with Irving Starr to turn out a musical starring Tony Martin. It will also release Frank Lloyd's first independent venture, "The Tree of Liberty." Lloyd had been signed by Columbia to a straight producer-director ticket upon his departure from Paramount, under which "The Tree of Liberty" was to be his initial assignment; the contract was abrogated almost immediately, however, with Lloyd, going out on his own, taking that story property with him.

Universal moves into the picture when Lloyd completes his chore for Columbia, having signed him to a two-year deal. Another Universal "sharecropper" is Jules Levey, ex-RKO Radio distribution executive, soon to gun "The Boys From Syracuse."

Other "partnership" deals negotiated in 1939 included:

A four-picture deal whereby Monogram will release the output of Golden West Productions.

Purchase by 20th Century-Fox of Cathedral Films' first production, "The Great Commandment," which is to be almost entirely remade.

Release by M-G-M of David O. Selznick's "Gone With the Wind."

Signing of a new two-year contract by Paramount with its stand-by "sharecropper," Harry Sherman, producer of the "Hopalong Cassidy" series.

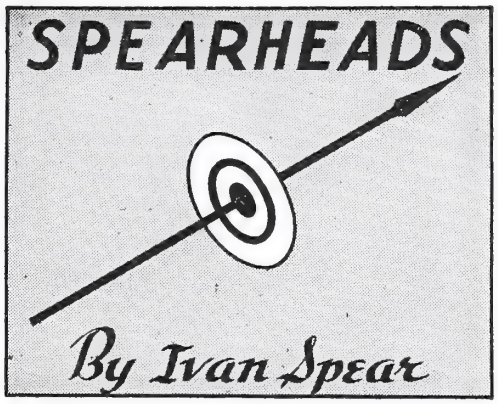
The plentiful pouring of new production blood into United Artists, which was founded and has been successfully operating on the partnership basis for more than 20 years. In 1939 such names as Richard Rowland, Sol Lesser and Ernst Lubitsch, David Loew and Albert Lewin, and James Roosevelt's Globe Productions all secured UA releases.

23 Stars Condemn Neely Bill As "Harmful" to the Screen

Contending motion pictures are their "job" and their "life," and asserting they are convinced the proposed legislation would be "highly harmful to the American screen," 23 topflight stars affixed their signatures to a letter opposing passage of the Neely bill, the communication being forwarded to Clarence F. Lea, chairman of the House committee on interstate and foreign commerce.

The stars branded the advance synopsis section of the bill as an "absurdity," which would "destroy the experimental progress so vital to the screen." They declared that "exceptional pictures are never cut to a pattern," and cited the numerous instances in which highly entertaining films were the result of "constant revision, gradual shaping of structure, compromises to strengthen story values."

The letter was signed by Joan Crawford, Madeleine Carroll, Fredric March, Bob Hope, Edward G. Robinson, Gary Cooper, Tyrone Power, Joan Blondell, Don Ameche, Dick Powell, Alice Faye, Eddie Cantor, Ralph Morgan, Robert Taylor, Billie Burke, Norma Shearer, Conrad Nagel, Wallace Beery, Jean Hersholt, Ralph Bellamy, Joel McCrea, Jeffrey Lynn and Joan Bennett.



IT IS reported that the Ritz—nee Joachim—Brothers are planning to produce their own pictures independently, starring themselves in just the types of stories and roles they feel are best suited to their individual and collective talents. Following their latest unjustified manifestation of temperament, such a plan, however impractical it may seem, probably is the only remaining open avenue to their further appearance before Hollywood's cameras.

Set for featured parts in "The Boys From Syracuse," Jules Levey's initial feature for Universal release, the Ritzes withdrew because they considered themselves Thespically above sharing billing with Martha Raye, Allan Jones and Rosemary Lane, any one of whom can point to a more impressive boxoffice and popularity record.

On two previous occasions the brothers left producers high and dry for similar reasons. Under contract to 20th Century-Fox, they refused roles in "Three Wise Men" and balked at a projected loanout to Republic for "Hit Parade of 1940." Their refusal to accept either assignment automatically washed up their pacts with the Westwood studio. Since that time, with the exception of a limited personal appearance tour, the trio has been idle.

In view of which it will be entirely understandable if the colossi of casting completely forget henceforth the availability of the Ritzes.

➞

Croaks Harry Crocker:

"Eddie Albert carries around the Warner lot a big roll of maps, all purporting to show where lost treasure can be found."

There probably isn't one of Hal Wallis' office.

➞

Jimmy Fidler, barnstorming through the hinterlands, has undertaken to report in minutest—albeit bewhiskered—details "fan reaction" to everything connected with the entertainment world; except, of course, Fidler himself. The tone of the veteran air gossiper's observations indicates he is of the belief he is the one and only person from Hollywood who ever talked to a theatre patron or exhibitor east of Whittier. His latest erudite contribution for the edification of picture-makers declares:

"I'm being perpetually astonished by the professional tone of fan criticism."

Perhaps the reverse, fan astonishment at professional criticism, is responsible for Jimmy's current search for a sponsor.

➞

From Warner publicists comes this add to the dog-bites-man department:

"Warners have assigned the heavy role in 'They Drive by Night' to Humphrey Bogart."

➞

And the same purveyors of the obvious established some sort of a new speed record when they produced in less than 15 minutes a locksmith to release Ann Sheridan from the alleged dilemma which arose when a college student handcuffed the star to himself as she entered the Hollywood Theatre to attend a preview. To make matters worse, the student reportedly swallowed the key.

Of course, it isn't possible that the locksmith could have been arranged for in advance.

➞

The reactionary critics, who questioned the soundness of Darryl F. Zanuck's judgment when he purchased and translated to celluloid John Steinbeck's "Grapes of Wrath," must find themselves considerably confounded by the news that conservative Metro has bought the film rights to the novelist's "Tortilla Flats."

Mighty Leo, who has a very definite propensity toward looking before he leaps, must have convinced himself that the theatre-patronizing public is pro-Steinbeck minded and the business being done by "Grapes" and Hal Roach's "Of Mice and Men" indicates a market for more offerings from the pen of the crusading author, which fails, somehow, to square with the hecklers' contentions that Steinbeck's fiction, because of its sociological facets, has no place in the entertainment world.

Dogs, Desperadoes and Dinosaurs

"Happy Days Are Here Again" became the theme song of Hollywood's reviewing battalion as the week's preview lineup increased to eight features, no less than two of which were debuted to the accompaniment of free grog and groceries.

Two of the octette merit special attention on several counts, Republic's "The Dark Command" and Paramount's "The Biscuit Eater." Undoubtedly the most pretentious and impressive photoplay ever undertaken by the Studio City film factory, the former compares favorably with any of the several super-westerns turned out during recent seasons by other companies. It has action, spectacle, excitement and suspense and spells quality in production, story, direction and Thespic talent. There can be little doubt that it will register as a solid success. Sol C. Siegel's handling of the many elements going into the completed effort rate him plenty of praise as associate producer, while Raoul Walsh's directorial hand displayed verve and distinction throughout. Grover Jones, Lionel Houser and F. Hugh Herbert wrote a crisp and seemingly historically authentic screenplay from the novel by W. R. Burnett.

Jack Moss' initial production chore, "The Biscuit Eater" is so refreshingly different that it should command the attention and the plaudits of the entire industry, particularly those connected with the exhibition branch; consideration, incidentally, that was lavishly bestowed by consensus of critical opinion. For all of its production and entertainment excellence, there is no gainsaying the fact that the feature may be handicapped, especially in its subsequent showings, by the lack of established cast names and, perhaps, by a title which will require some explanation. Consequently, the picture affords individual showmen a precedental opportunity to prove their sincerity in the attitude—which most exhibitors have taken—that, given pictures which are off Hollywood's beaten path and which contain the necessary ingredients to please audiences, they are eager to give them the additional exploitation to assure successful runs. Treated to such merchandising, aided by the favorable word-of-mouth it is sure to engender, the film should attain the hit class. It is doubtful whether the popular theme—a boy's love for his dog—has ever been more understandingly treated than in the script by Stuart Anthony and Lillie Hayward, from a story by James Street. The natural backgrounds—the famous quail-hunting country around Albany, Ga. —provide additional interest and no little of the film's excellence can be traced to the steadiness of Stuart Heisler's direction.

* * *

Above average is Warner's "Saturday's Children," a compellingly human document stamped by an all-too-rare atmosphere of utter sincerity in the telling. A convincing re-make of an early talking picture which, in turn, was adapted from Maxwell Anderson's Pulitzer Prize-winning play, it should prove an intriguing and popular addition to any program which will be particularly well received by young couples. The type of literate screenplay that has marked the previous collaborative efforts of Julius J. and Philip G. Epstein again is evident in this writing job, while Vincent Sherman's direction is straightforward and realistic. Producer Henry Blanke has endowed it with every necessary element to make the film a worthwhile investment for showman and patron alike.

* * *

Also transcending the programmer category—Hal Roach's "1,000,000 B. C.," a

(Continued on page 23)



A Doggy Premiere—

A novel highlight of the recent preview of Paramount's "The Biscuit Eater" at the Village Theatre in Westwood was the display of distinguished canines by 30 dog-loving Hollywood notables. Foyer of the theatre resembled a dog show, as it was lined with cages containing filmdom's pets. Shown above is a study in contrasts, with Virginia Dale and Stuart Heisler, who directed "The Biscuit Eater," guarding a half-pint number while a champion Great Dane looks on gloomily.

"Delightful Streamlined Yippee"

Cash customers in droves should climb into their saddles and burn up the trail to the theatre where this delightful concoction of streamlined yippee, Paramount's "Buck Benny Rides Again," is showing. Jack Benny and his radio playmates—Rochester, Phil Harris, Andy Devine, Dennis Day, and even Carmichael the polar bear—go western in a subtly satirized hoss opera which packs more laughs than lassoes, more swing than six-guns. Producer-Director Mark Sandrich didn't spare the horses in his extremely effective efforts to see that the vehicle which carries his troupe of competent mummers into the great open spaces was lavishly equipped with every device necessary to assure an entertaining and profitable feature.—SPEAR.

SWG's Negotiation Request Heeded

In what may well be the final step toward the complete washup of the Screen Writers Guild's long battle for recognition by the producers as sole bargaining agent for film scriveners, two studios have already notified SWG leaders they are willing to reopen negotiations "at the mutual convenience" of both parties. Other studios, also, are expected to file similar notices within a short time.

First to reply to the SWG's request for conferences was Paramount, followed immediately by 20th Century-Fox. The move was made following an SWG executive board meeting at which a letter to the major plants, requesting that parleys be reopened, was drafted. The action was keyed closely to a recent intermediate report rendered by the national labor relations board in which the trial examiner recommended that producers post notices indicating they would not interfere with the writers' efforts to bargain collectively. Producers immediately acceded to the request. Reopening of the SWG-producer negotiations was also expedited, the Guild board explained, because of the recent dissolution of the Screen Playwrights contract.

Meantime another postponement in the series of parleys between producers and the Conference of Studio Unions relative to the ten per cent wage boost granted 12,000 members of the latter last fall was ordered, pending receipt of word from Chicago as to whether William Bioff, chairman of the CSU negotiating committee, may be able to return to take charge for the labor contingent. Meeting was also slowed because A. H. Peterson, AFL international representative and a member of the CSU committee, was injured in an automobile accident.

Follow Up Independents

The Society of Motion Picture Film Editors, having secured its ten per cent wage boost from the majors, is conducting a drive to sign up independent producers on the same basis. Contracts have already been worked out with Stephens-Lang, Dixie National, Boris Morros, Sig Neufeld and three commercial outfits, Rodney Gilliam, Roland Reed and Cinema Sales, Inc. Negotiations are being handled by Walter Sharp, the SMPFE's business representative. A general meeting was called for April 11 to discuss the feasibility of attempting to sign film editors in other industrial and commercial fields throughout the country.

Sound Technicians Local 695, still negotiating with Republic for a new contract calling for increased wages, is continuing its drive to line up other independent companies, and has signed new pacts with Sigmund Neufeld Productions and Scientific Films.

Producers scheduled parleys with the Screen Office Employes Guild, which claims a majority of office workers in its membership and is asking for designation as sole bargaining agent.

A parley was also held by producer representatives with the Society of Motion Picture Artists and Illustrators concerning the contract which the latter group has drawn up and submitted. Another conference was held with Herbert Sorrell, business representative of the motion picture painters and the Screen Cartoonists guild, relative to the SCG's demand for recognition as bargaining agent for Metro cartoonists.

A jurisdictional squabble between the American Society of Cinematographers and the International Photographers Local 659 pertaining to location work is being ironed out in a series of confabs between representatives of both groups.

The Hollywood Guild Council has invited the Screen Publicists, Set Designers, Readers, Artists and Illustrators, Film Editors and Interior Decorators to attend a general meeting called for April 18 at SWG headquarters to discuss proposed changes in the organization's constitution.

The Screen Actors Guild council held a long session to discuss the announcement by Kenneth Thomson, SAG secretary, that a draft of the proposed autonomy plan for extras under a separate charter is nearing completion. Thomson indicated the draft would be placed before the "A" and "B" directorates within a few weeks.

Elaborate Premieres Tax Bally Artists

Apparently overcome by their own herculean labors, filmdom's exploiteers have charted a week's pause to catch their second wind before plunging anew into the seemingly endless task of selling new films via elaborate previews and premieres in key spots throughout the country.

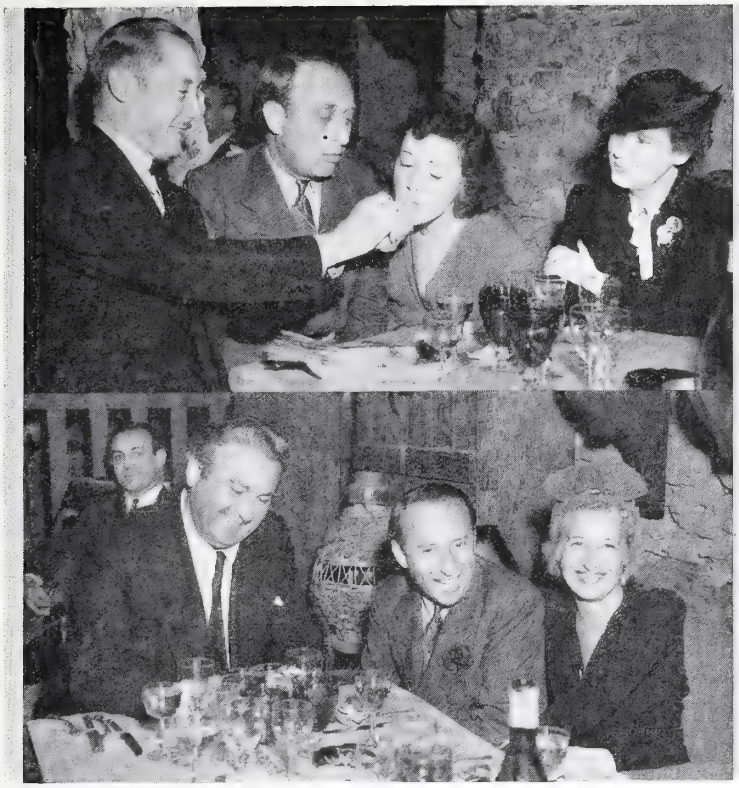
Next item on the calendar will be in the hands of Paramount with the debut of "Buck Benny Rides Again" at the Paramount Theatre in New York April 24, attended by Jack Benny, Ellen Drew, Andy Devine, Phil Harris, Eddie (Rochester) Anderson and Dennis Day—all from the cast of the picture. Producer-Director Mark Sandrich, as well as members of Benny's radio troupe, including Mary Livingstone and Don Wilson, will also be on hand for the festivities.

Tied in with a "civic pride and progress" celebration in Albany, Ga., was Paramount's world premiere there of "The Biscuit Eater," April 11. The delegation attending from Hollywood included Billy Lee, nine-year-old star of the film, Joe E. Brown, Evelyn Keyes and Jean Cagney, as well as Producer Jack Moss, Director Stuart Heisler, Y. Frank Freeman jr., 300 newspapermen and exhibitors and Robert M. Gillham, Paramount's director of exploitation and publicity. All concerned voted the affair a complete success, highlighted by such events as a two-mile parade, a gala ball, a barbecue and showings in two theatres—all covered by national radio outlets.

Final report on Republic's premiere of "The Dark Command" in Lawrence, Kas., revealed that some 75,000 fans from that city and the surrounding territory turned out April 4 for the event. Back home in Hollywood after participating in the celebration are Walter Pidgeon, Wendy Barrie, Ona Munson, Roy Rogers, George Hayes and other local notables.

Following the "Buck Benny" stunt M-G-M will take over the reins by staging a mid-May premiere of "Edison, the Man," in East Orange, N. J., where Edison spent many years of his life.

RKO Radio is also stepping into the picture by planning four day-date premieres of "My Favorite Wife," starring Irene Dunne, in as many key cities, east, west, north and south.





Testimonial to Pasternak—

Topflight New York newspaper film critics and columnists turn out en masse for an informal dinner at Mother Leone's honoring Joe Pasternak, Universal producer, during his eastern vacation trip. At the top left, Pasternak (second from left) is shown with Danton Walker (Daily News); Franciska Gaal, and Kate Cameron (Daily News). Top right: With Gilbert Black, Evening Journal; Frank Farrell, Evening Telegram, and James Dunn, Rivoli Theatre. Lower left: With Hinson Stiles, Daily Mirror managing editor, and Mrs. Stiles. Center right: With James Dunn, Dorothy Masters, Daily News; Herb Cohen (partly hidden), Brooklyn Daily Eagle; Frank Nugent, Times; Bill Boehnel, Telegram; Mrs. Crowther and Bosley Crowther, Times; Mrs. Frank Nugent; Louis Pollock, Universal. Lower right: With John Wright, managing director of the Rivoli Theatre.

: SPEARHEADS :

(Continued from page 21)

highly acceptable imaginative novelty offering concerning the emotions and habits of prehistoric man and his enemies in the animal world. Trick photography plays a more important part in the picture than do story or cast. The feature compares favorably with previous entries in its field and should fare satisfactorily at the turnstiles. One sequence involving an erupting volcano and an earthquake is particularly impressive. The screenplay, which contained only incidental dialogue—and that a studio-devised jargon—was prepared by Mickell Novak, George Baker and Joseph Frickert, while Grover Jones fashioned the descriptive narration which appeared on the sound track as the voice of Conrad Nagel. Worthy of especial mention are the photographic effects created by Roy Seawright and Norbert Brodine, director of photography. Hal Roach and Hal Roach jr. shared the directorial megaphone.

* * *

Three rate as adequate program offerings. Metro contributed "Dr. Kildare's Strange Case," Universal entered "Enemy Agent" and 20th Century-Fox brought forth "On Their Own," a new "Jones Family" adventure.

The new chapter in Dr. Kildare's career has its engrossing moments, holds attention pretty consistently and works in some convincing romantic and comedy angles. However, it does not quite measure up to the high marks established in previous entries. Harry Ruskin and Willis Goldbeck wrote the screenplay, based on an original story by Goldbeck and Max Brand. Harold S. Bucquet was the director.

Universal has an interesting piece of entertainment in "Enemy Agent," convincingly enacted and well written by Sam Robins and Edmund L. Hartmann. Lew Landers' direction was briskly-paced. Ben Pivar was the associate producer.

The same brand of wholesome, all-ages entertainment that has always characterized "Jones Family" vehicles is delivered in 20th Century-Fox's newest chapter, although it is marked by the absence, for the first time, of "Pa"—Jed Prouty. His recent contractual difficulties with the studio made it necessary for Writers Harold Buchman, Val Burton, Jack Jungmeyer jr. and Edith Skouras to eliminate the head of the family from the script, which they did through the expedient of a nervous breakdown. Otto Brower pointed up the comedy angles in his direction. Max Golden handled the production reins.

* * *

RKO Radio's entry in the week's lineup, "Curtain Call," is a lightweight farce with a backstage theme, imbued with a substantial-enough load of laughs to serve satisfactorily in most theatres. Dalton Trumbo's screenplay and Howard J. Green's original story are cut to the standard pattern. Howard Benedict, making his production debut after serving as the studio's publicity-advertising chieftain for a number of years, handled his assignment capably. Picture also marked the first directorial effort for Frank Woodruff, heretofore connected exclusively with radio dramatizations.

Exclusive to Disney On Use of Sonovox

A four-year contract, granting Walt Disney the exclusive rights to use his recently-invented Sonovox in cartoon production, has been signed by Gilbert Wright, creator of the device.

The machine makes it possible to translate any sound, from the bleat of a lamb to the whistle of a locomotive, into articulate English, yet preserving the sound's original tone and volume. Similarly, English dialogue may be transposed into any foreign tongue, or vice versa. Wright is the son of the late novelist, Harold Bell Wright.

Hollywood Personnelities

Barnstormers

—Monogram

TEX RITTER checks out for two-month personal appearance tour through Texas, Oklahoma and Louisiana. He is accompanied by SLIM ANDREWS, comedian, and a three-piece cowboy orchestra.

—Paramount

BOB HOPE to emcee Sportsmen's Show in Oakland, April 20.

Cleffers

—Argosy Corp.

RICHARD HAGEMAN to write score for "The Long Voyage Home."

—Metro

DAVID SNELL scoring "Hollywood: Style Center of the World," fifth in the "Romance of Celluloid" series being produced by Frank Whitbeck.

HERBERT STOTHART completes score for "Pride and Prejudice"; begins symphonic scoring of "Waterloo Bridge," using full orchestra and chorus.

—Paramount

FRANK LOESSER, BURTON LANE and VICTOR YOUNG complete four songs for use in "Dancing on a Dime."

TROY SANDERS named musical advisor on "A Night at Earl Carroll's."

DR. ERNST TOCH writing background music for "The Ghost Breakers." ANDREA SETARO is the scorer.

VICTOR YOUNG scoring "The Way of All Flesh."

—RKO Radio

ROY WEBB to score "Lucky Partners."

—20th Century-Fox

ALFRED NEWMAN recording score for "Earthbound."

Meggers

—Metro

EDDIE BUZZELL to "Go West," next Marx Brothers comedy.

—Monogram

ROBERT MACGOWAN to an untitled feature starring Frankie Darro.

—Boris Morros

H. C. POTTER to "Second Chorus."

—Paramount

GEORGE ARCHAINBAUD to "Comin' Round the Mountain," Bob Burns starrer which William Thomas will produce.

—RKO Radio

FRANK WOODRUFF to "Cross Country Romance," co-featuring Gene Raymond and Wendy Barrie. Cliff Reid will produce.

—Edward Small

TIM WHELAN to "My Official Wife," a story by Ernest Vajda.

—20th Century-Fox

SHEPARD TRAUBE to "Street of Memories," a Lucien Hubbard production.

—Warner

BREEZY EASON to "Buffalo Bill and the Pony Express," a historical featurette.

Options

—Columbia

NICK GRINDE, director, given contract extension.

—Metro

ARNOLD GILLESPIE, special effects man, and MAX FABIAN, cameraman, set for another year.

—Paramount

MARK SANDRICH signs new two-year deal as producer-director. His next assignment will be the untitled Jack Benny-Fred Allen co-starrer.

—RKO Radio

HARRY D'ARCY, shorts director, signs new one-year deal.

LEON ERROL given new six-picture contract.

—Republic

JUNE STOREY, actress, held for another year.

—Warner

ROBERT FOULK, dialogue director, given new contract.

DAVID LEWIS, associate producer, given new contract.

GEORGE TOBIAS, stage actor, given term contract.

Percenteers

JACK MAURICE resigns post as contact man for the Berg-Allenberg agency. He will open his own office.

Scripters

—Frank Capra

MYLES CONNOLLY joins ROBERT RISKIN on "The Life of John Doe."

—Columbia

F. SCOTT FITZGERALD to "Babylon Revisited," his own original, which Lester Cowan will produce.

DOROTHY PARKER and ALAN CAMPBELL to "Singapore," Miriam Hopkins starrer.

—Metro

BENJAMIN GLAZER to "Tortilla Flats," the John Steinbeck novel.

WILLIS GOLDBECK, HARRY RUSKIN and CAREY WILSON to the next "Dr. Kildare" vehicle.

MAURY GRASHIN to "Secretary's Holiday." Sam Zimbalist will produce.

JACK JEVNE and HUGO BUTLER to "Wyoming," a Wallace Beery starrer.

ARCH OBOLER to "Escape," forthcoming Lawrence Weingarten production.

—Paramount

FREDERICK HAZLETT BRENNAN completes "The Shepherd of the Hills," which Henry Hathaway will direct.

EDWARD E. PARAMORE JR. completes "Mystery Ship," from a story by Robert Grant. Eugene Zukor will produce.

TED PIERCE and DAN GORDON to "Down to Earth," next feature-length cartoon to be produced by Max Fleischer.

FRANK WEAD to "Moon Over Burma," forthcoming Dorothy Lamour vehicle.

—RKO Radio

JOHN TWIST to "Too Many Girls," which George Abbott will produce from the stage play.

WILLIAM A. ULLMAN JR. to an untitled original for Producer Howard Benedict.

—20th Century-Fox

NIVEN BUSCH to "Belle Starr."

MILTON SPERLING to "Passport to Love," a story by Art Arthur and Robert Harari. Raymond Griffith will produce.

—Warner

MICHAEL HOGAN to "The Prime Minister."

ROBERT KENT to "Remember the Day."

CASEY ROBINSON and ROBERT BLEES to "The Constant Nymph," from Margaret Kennedy's original. Merle Oberon and George Brent will co-star

ROBERT ROSSEN and CHARLES KAUFMAN to "Fiesta in Manhattan," an original by the latter, in which John Garfield will star.

MICHAEL SIMMONS to "First Trigger Man," biography of Samuel Colt.

JOHN WEXLEY to "Danger Signal," a novel by Phyllis Bottome.

Story Buys

—Metro

"Tortilla Flats," by John Steinbeck.

—RKO Radio

"Cross Country Romance," by Eleanor Browne. Gene Raymond and Wendy Barrie will co-star in the Cliff Reid production, which Frank Woodruff will direct.

—Hal Roach

"Captain Caution," by Kenneth Roberts, on which the producer held an option. Grover Jones has written the screenplay.

—20th Century-Fox

"The Bride Wore Crutches," by Ed Verdier and Allan Drady. Lucien Hubbard will produce.

—Universal

Rights to the title and song, "Ragtime Cowboy Joe," purchased from Pinky Tomlin for use as a film vehicle.

Technically

—Metro

VINCENTE MINELLO, dance director, devising and staging dance routines for "Strike Up the Band."

CHARLES FREEMAN, New York stage director, signed to direct roadshow production of "Go West" for the Marx Brothers.

PETE SMITH rolls "What's Your I. Q.? No. 2," with George Sidney directing.

—Paramount

HALDANE DOUBLAS assigned as unit art director on "Dancing on a Dime."

LOU HARRIS directing "Double-Barreled Romance," one-reel exploitation short which will ballyhoo "Those Were the Days." The short features Bob Hope and his radio comediennes, Brenda and Cobina. THEODOR SPARKUHL is the cameraman.

LOU HARRIS rolls special trailer for "Safari."

ROBERT MCCRELLIS named property manager on "Rangers of Fortune."

RALPH NELSON named business manager on "Ghost Music."

—RKO Radio

CARROLL CLARK set as art director on "Millionaires in Prison."

ROBERT DE GRASSE to photograph "Lucky Partners."

(Continued on next page)

National Pictures Is New Boris Morros Company

Incorporation of National Pictures Corp., independent of his former company, Boris Morros Productions, Inc., has been announced by Boris Morros, together with the disclosure that he is dissolving his partnership with Jacques Grinieff, French producer, which was the basis for the old firm.

Morros' principal partner in the new setup is Robert Stillman, vice-president, treasurer and associate producer. Morros is president, Sam Rheiner is secretary and the board also comprises John Stillman, father of Robert, and A. Robert Simon. The new company's first production, "Second Chorus," will feature Paul Whiteman and his band and will go into work between June 15 and July 1 at General Service Studios. Henry Potter will direct from an original by Frank Cabett.

Release for this and a second film is now being negotiated. Morros' old company made one picture, "Flying Deuces," for RKO Radio.

Ameche's Walkout Cost $170,000, Says Para't

When Don Ameche walked out on a loan-out assignment in which he was to appear in "The Night of January 16," the cost to Paramount was approximately $170,000.

That is the studio's contention in a damage suit filed against the actor in superior court seeking judgment in that amount. Ameche had been borrowed from 20th Century-Fox for the commitment, and his failure to live up to the terms of the contract meant a heavy loss to Paramount in "producer and director charges, writing costs, set construction expenses and other charges," according to Y. Frank Freeman, vice-president in charge of studio operations.

O'Melveny and Myers, attorneys, are representing Paramount in the suit.

Rosemary Lane, Nancy Kelly Loaned to "U"

Universal, going on a borrowing spree, negotiated the loan of Rosemary Lane from Warner for a feminine lead in Jules Levy's "The Boys From Syracuse." The studio also worked out a deal with 20th Century-Fox whereby Nancy Kelly moves over from the Westwood plant to appear opposite Robert Cummings in "One of the Boston Bullertons."

Crosby, Hope and Lamour Cast in "Blue Lagoon"

Bing Crosby, Bob Hope and Dorothy Lamour, stars of Paramount's "The Road to Singapore," are to be reunited in "Blue Lagoon," now being prepared for an early camera start. Story is by Frank Butler, with production assignments to be made shortly. Crosby will first appear in "Ghost Music."

Featurette to Eason

Breezy Eason will direct "Buffalo Bill and the Pony Express," a Warner historical featurette.

REVIEW FLASHES

AN ANGEL FROM TEXAS (WB)—A merry farce about show business that travels along familiar lines. The accent is on humor. Eddie Albert, Rosemary Lane, Wayne Morris. Directed by Ray Enright.

HI YO, SILVER (Rep)—Most of the material which has been included in "The Lone Ranger" serial finds its way into this feature. Good entertainment for the juveniles. Lee Powell, Herman Briggs, Chief Thundercloud. Directed by William Whitney and John English.

HIDDEN MENACE (Alliance)—A fairly good story treated with little imagination, poorly performed, featuring photography that evidences need of an exposure meter. Otto Kruger, Gertrude Michael, John Clements.

LIGHTS OUT IN EUROPE (Mayer-Burstyn)—Grim and realistic, but in every respect sincere, this documentary recounts the recent past of Poland, Danzig, England and France in terms of the horrors of war and its devastation. No cast. Narration by Fredric March from a script by James Hilton.

MURDER ON THE YUKON (Mono)—Brought in on a small investment, this is good enough for juvenile appeal and a fair share of the action-inclined adults. James Newill, Polly Ann Young. Directed by Louis Gasnier.

RHYTHM ON THE RIO GRANDE (Mono)—Tuneful Tex Ritter goes hunting for a Texas wrongdoer, flanked by a new crony, Frank Mitchell. It proceeds very slowly. Also featured are Susan Dale and Warner Richmond.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

PERSONNELITIES

(Continued from preceding page)

AL D'AGOSTINO named art director on "$1,000 Marriage."

AL RABOCH set as assistant director on "Have It Your Own Way."

—20th Century-Fox

EDWARD CRONJAGER photographing "Young People," replacing ARTHUR MILLER, who is to handle cameras on "Brigham Young."

LEON SHAMROY photographing "Four Sons."

—Universal

ELWOOD BREDELL to photograph "You're Not So Tough."

JOSEPH VALENTINE photographing "The Boys From Syracuse."

HLDA's Open Forum Topic Is Scandian Invasion

Tying its discussional periods directly into news headlines, the studio committee of the Hollywood League for Democratic Action has scheduled an open forum to analyze the Nazi invasion of Norway and Denmark, the meeting to be held April 17. Representatives of the Hollywood Peace Forum have been recruited to lead the discussion, in which the chief speakers will be Guy Endore, Herbert Biberman and Sam Ornitz, screen writers, and Dr. Herbert Alexander of City College.

This will be followed a week later by another forum at which the plight of four students expelled from City College will be discussed. HLDA representatives hold that their expulsion was undemocratic and that one of the students, Dan Ginsberg, was wrongfully expelled because he admitted to membership in the Young Communist League.

Michael Elkins has been named executive secretary of the HLDA, succeeding Mrs. Gene Sackheim, who held the post temporarily after it had been vacated by Sonja Dahl.

Research Council Adds Raguse to Roster

Elmer Raguse, Hal Roach's sound director, has been made a member of the Academy Research Council by Darryl F. Zanuck, council chairman, Roach being permitted representation since he has begun contributing to the financial support of the council's research program. Membership, in addition to Zanuck and Raguse, now comprises John Aalberg, RKO Radio; Bernard B. Brown, Universal; Farciot Edouart, Paramount; E. H. Hansen, 20th Century-Fox; Nathan Levinson, Warner; John Livadary, Columbia; Thomas Moulton, Samuel Goldwyn; Douglas Shearer, M-G-M, and Gordon S. Mitchell.

FitzPatrick Will Produce "Life of Captain Cook"

Lined up for Metro's 1940-41 schedule as the first feature to be produced by James A. FitzPatrick, maker of the studio's Traveltalks, is "The Life of Captain Cook," story of the navigator who explored the Sandwich Islands, now Hawaii.

Present plans are to film the picture in Technicolor, shooting most of it in Hawaii. Script is being written by Hugo Butler.

Cinematography Students Re-Film "Lincoln" Scene

A four-hour lecture, during which a scene from "Abe Lincoln in Illinois" was re-filmed, was delivered to cinematography students at the University of Southern California by Director John Cromwell. Students handled all phases of the production under Cromwell's supervision.

Wexley to "Danger Signal"

"Danger Signal," novel by Phyllis Bottome ("Mortal Storm"), will be adapted for Warner by John Wexley.

Roosevelt Ready to Begin Production

A swing into action on two fronts is in the offing for James Roosevelt's Globe Productions, following Roosevelt's return here after six weeks of conferences in Chicago with executives of the Mills Novelty Co.

Roosevelt will immediately begin filming the first musical short subject to be made for the coin-operated projectors which Mills is manufacturing, and the handling of which will be under the supervision of the recently-formed Mills-Globe Corp. Henry Henigson, Roosevelt's executive assistant, will be in charge of production on the shorts, which will be shot on 16mm film and will average about 100 feet in length.

When production of the shorts has been launched, Roosevelt will turn his attention to preparations for the two feature-length films which are to be turned out for United Artists release by fall. First of these is "The Bat," on which the screenplay is now being written. Roosevelt has also announced that his UA release may be augmented through a deal now being negotiated with Samuel Bronston Productions. Globe's UA distribution channels will be used to release Bronston's product if the merger is made.

Neufeld Rolls First

Sigmund Neufeld Productions has rolled "Sons of the Finest," first on its 15-picture schedule for distribution by Producers Releasing Corp., with Sherman Scott directing and Gordon Jones heading the cast. First Neufeld western will be "Frontier Crusader," starring Tim McCoy and rolling April 26. This will be followed almost immediately by a Bob Steele western, "The Sagebrush Family Rides On." Peter Stewart will direct both. Production space has been secured at International studios.

Million Dollar Productions has turned its cameras on "Gridiron Graft," an all-Negro vehicle featuring Kenny Washington, former U. C. L. A. football star. Leo C. Popkin is the director.

A meeting of the creditors and stockholders of Grand National Studios and Grand National Films, Inc., has been scheduled for April 16, at which the latest trustees' report will be presented. Loyd Wright has been administering the assets of both organizations, against which claims totaling $350,000 or more have been filed.

Incorporation of the Phonovision Corp. of America, as announced here by Frank Orsatti, Sam Sax and Sol Freedman, to produce films and automatic projection machines for use in cocktail bars, hotels, restaurants, etc., will in no way affect James Roosevelt's plans to produce a series of shorts for the Mills Novelty Co., to be distributed in the same manner, spokesmen for Roosevelt assert.

Although Freedman insists the Mills machine is an infringement upon patents obtained by him, whatever litigation between the two companies might ensue will not involve Roosevelt, it was declared, as the producer is interested only in the manufacture of the films and has nothing whatever to do with their distribution. His contract, it was pointed out, carries a definite production starting date to which he intends to adhere.

Officials of the Phonovision company have disclosed that the films to be used in the machine will be produced in the Warner Vitaphone studio in Brooklyn under the executive supervision of Sax, former British production head for Warner. The eastern property has been leased by Phonovision and Warner will be in no way connected with the enterprise, it was emphasized. Phonovision reels will contain ten subjects with a total running time of 18 minutes, to be made in both black-and-white and color. The projector's screen will measure 16 by 20 inches, compared to the 18 by 24-inch screen on the Mills device. Freedman claims to have spent more than two years perfecting the device and asserts it was submitted to the Mills Co. several months ago and rejected.

Joins Riskin on Script

Myles Connolly has joined Robert Riskin on the script of "The Life of John Doe," Frank Capra production, which Warner will release.

Gets "Street of Memories"

Shepard Traube will direct "Street of Memories," Lucien Hubbard production for 20th-Fox.



Late, But Happy—

A belated recipient, but nonetheless proud about the whole thing, is LeRoy Prinz, Paramount dance director, shown here with the BOXOFFICE *Blue Ribbon Award presented him for his work on "The Great Victor Herbert," chosen by the National Screen Council as the best picture released during January. Mrs. Prinz is the proud onlooker.*

Cinémarks

A sell-out audience, numbering scores of Hollywood notables, is expected for the annual polo matches to be staged by the Motion Picture Relief Fund at the Midwick Country Club, April 14. Reservations have been made by Mary Pickford, Walt Disney, William Powell, Joe E. Brown, Barbara Stanwyck, Robert Taylor, Jean Hersholt, E. H. Griffith, Joan Bennett, Walter Wanger, Jack L. Warner, Mrs. Darryl F. Zanuck, Ginger Rogers, Joan Crawford, Arthur Hornblow and Myrna Loy, Rosalind Russell, Frank Borzage, J. Walter Ruben and Virginia Bruce, Boris Karloff, Spencer Tracy, Alexander Korda, Paul Kelly, Loretta Young, William Seiter, Claudette Colbert, Sol Lesser, Ernst Lubitsch, James Roosevelt, Melvyn Douglas and others. Producers' team for one of the matches will constitute Darryl Zanuck, Walter Wanger, Adin Roark, Frank Borzage and Lucien Hubbard. They will play an actors' aggregation including Charles Farrell, Spencer Tracy, Tim Holt, Big Boy Williams and Paul Kelly. Jack Holt will umpire.

*

Injuries received in an automobile accident caused the death of Francis Heacock, member of the Warner publicity department. Heacock, 35, was interred at Valhalla cemetery following funeral services in Van Nuys. His widow and three children survive.

*

Bernard Luber, assistant to Jacob Karp, Paramount's resident attorney, has pulled out for New York on a business-pleasure trip . . . S. Charles Einfeld, Warner's publicity-advertising chieftain, checked in from a jaunt to Phoenix.

*

Dore Schary, Metro scenarist, left for Washington, D. C., to confer with U. S. Cabinet officers and Latin-American ambassadors regarding data concerning Simon Bolivar, whose life is shaping into film material . . . Joan Crawford plans to pull out for New York April 20 on a two-week vacation.

*

The Warner club will hold its annual spring dinner-dance May 6 at Florentine Gardens, with Arnie Semler in charge of arrangements . . . Irving Cummings is vacationing for a week at Klamath Falls, Oregon, doing some fishing in that vicinity.

*

Visiting Hollywood for the first time in several years is William Fox, former head of the old Fox Film Corp. He is vacationing and looking around the various studios . . . Some 350 *Paramounteers turned out for a dinner in honor of Fred Leahy, former production control manager, following his resignation. Headlining the attending guests were William LeBaron and George Bagnall.*

*

Pat O'Brien was guest of honor at an annual dinner given April 15 by members of the Notre Dame University Alumni of Los Angeles . . . A reception in honor of Frank Capra and his affiliation with the Warner studio was given April 11 by Jack L. Warner. Highlight of the affair was the unreeling of "The Cavalcade of Academy Awards," made under Capra's supervision for Warner release.

Cole and Kuykendall Invited by PCCITO

LOS ANGELES—Among the chief speakers at the first annual convention of the Pacific Coast Conference of Independent Theatre Owners here May 8-9-10 may be Ed Kuykendall, president of the Motion Picture Theatre Owners of America, and H. A. Cole, president of Allied States. Formal invitations were dispatched to them by R. H. Poole, the PCCITO's executive secretary, who expressed confidence their acceptances would be returned immediately.

Cole and Kuykendall would discuss matters "of supreme importance to all independent showmen," Poole said. The program, as tentatively worked out, calls for them to address the gathering on May 9, second day of the session. The two nationally prominent exhibitor leaders were selected as the result of a meeting of the PCCITO convention program committee, headed by Poole and comprising Hugh Bruen and Jack Y. Berman, of Los Angeles, and Rotus Harvey and Ben Levin of San Francisco.

Another highlight of the affair will be a banquet for the visitors at which the producers association in Hollywood will be the host. From 250 to 300 showmen are expected to attend the conclave from the PCCITO's various units, extending from Alaska down the coast. The ITO of So. Calif. and Ariz., functioning as host, has set up permanent program headquarters at the Ambassador Hotel, where the convention will be staged.

Many Topics Await

Subjects to be discussed during the three-day session will range from the double-bill situation to zoning and clearance problems, and will include such topics as "The MPTOA Viewpoint," "The Government in Our Business" and "Your Relations With Your Public." Complete list of invited speakers, as disclosed by the program arrangements committee, includes:

From the PCCITO—Hugh Bruen, Jack Y. Berman, Bob Poole, A. West Johnson, Ben Levin, L. O. Lukan, Bob White, Rotus Harvey, W. G. Ripley and J. M. Hone.

Sales managers for the major companies—Abe Montague, Columbia; W. F. Rodgers, Metro; Herman Wobber, 20th Century-Fox; Neil Agnew, Paramount; Ned Depinet, RKO Radio; J. R. Grainger, Republic; Gradwell Sears, Warner; William Scully, Universal; L. J. Schlaifer, United Artists.

Producer-Director Frank Capra; George Dembow of National Screen Service; Ed Kuykendall, president of the MPTOA.

PCCITO trustees will hold all-day meetings May 7 and 11, as well as short sessions May 8-9-10. Business sessions will be held daily.

The ladies' committee has also lined up a schedule of entertainment during the three days for the wives of the conventioneers. The itinerary includes a tour of the major studios and a banquet at the Warner plant May 8; a "personality parade," another studio tour and the climaxing event, a dinner dance at the Ambassador Hotel, May 10.





Support Columbia's Montague Drive—

At the left, Rotus Harvey (right) of the Harvey Amusement Co., San Francisco, extends assurances of support to Jack Tillman, Columbia manager, for the "Montague Fifteenth Anniversary Campaign" in honor of Abe Montague, Columbia general sales manager. At the right, Hal D. Neides, manager of the F&M Orpheum in the Bay City, does likewise.

Caught in Vise Created by a Building Boom and Zoning

Mercy Circuit Will Build Second in Toppenish

SEATTLE—The Seattle office of the Mercy circuit announces that within the next 20 days work will begin on a new theatre to be added to the chain in Toppenish. Also plans have been completed for a new house to be built in Clarkston. This will be the first theatre for Clarkston.

The Mercys are operating a house at the present time in Toppenish.

Fred Mercy jr. is in charge of the Seattle offices for the circuit.

A 1,000-Seater Will Be Put Up in Pasco, Wash.

SEATTLE—Construction of a new $75,000 theatre in Pasco, Wash., will start in a month's time, Fred Mercy sr. of Inland Theatres Company announces. House will seat 1,000.

The Mercy circuit is already operating in the town of Pasco but due to its fast growth the spot warrants a second theatre.

New 700-Seater Planned For West Los Angeles

WEST LOS ANGELES—A new 700-seat house is to be constructed by Paul Dietrich and Manny Feldstein of the Oxnard Amusement Co., with ground to be broken shortly. It will operate on a 15-cent admission scale, and will be located close to two Fox West Coast theatres in Westwood, the Village and Bruin.

"Go West" to Buzzell

HOLLYWOOD—Metro's "Go West," starring the Marx Bros., will be directed by Eddie Buzzell.

Gets "Secretary's Holiday"

HOLLYWOOD—"Secretary's Holiday," Sam Zimbalist production for Metro, will be adapted by Maury Grashin.

LOS ANGELES—The southern California theatre-building boom, during which many observers have expressed grave fears as to the danger of over-seating the territory, coupled with the complexities of the zoning restrictions in and around this area, have combined to put one theatre operator squarely in the middle—and, he admits, with no immediately visible solution to his problem.

Unless Ralph Grunaur, president of South Side Theatres, is successful in his present efforts to secure concessions on product buys from the major distributors, the latest unit in the circuit, the $80,000 Fifth Avenue in Inglewood, will be forced to play fifth-run product at an admission scale of no more than 15 cents. This despite Grunaur's contention that the 1,050-seat house is the finest and most modern in Inglewood.

Grunaur has not disclosed just how successful his parleys with distributors have been so far, but other observers point out that the zoning ordinances, established under the NRA in 1934, have never since been changed. Meantime the Fifth Avenue, which was completed last December, has not yet opened its doors. The circuit head contends he is entitled to concessions because his house is much closer to Los Angeles proper than it is to the center of Inglewood, although it still falls within the Inglewood city limits.

Five other theatres are in operation in that suburb, with a total seating capacity of around 4,500. Three of them—the United Artists, Academy and Granada—are operated by Fox West Coast. The Ritz and Seville, independent houses, both operate on a fourth-run basis, with the United Artists as the town's first-run.

Grunaur has not indicated what he will do if unsuccessful in obtaining a second or third run at an admission scale of from 30 to 35 cents. Because of his $80,000 investment, however, it is considered possible he may accede to the fifth-run ruling in an attempt to realize some returns.

LOS ANGELES

THE local M-G-M exchange club tossed a farewell party at the home of Ed Collins, clerk, for Pearl Gogel, who has resigned to go to Chicago, and Gladys Brownsey, who will take up residence in Juneau, Alaska . . . A number of women's clubs attended Majestic's trade showing of "Mill on the Floss" at the Fox Boulevard Theatre April 10.

Katherine Sessions, secretary at Monogram, has pulled out for Minneapolis on a three-week vacation . . . Another departure was Eddie Cruea, who resigned his post as booker and headed for the Panama canal zone where he will either join the American Tobacco Co. or take a government job. No replacement for him has been set at the exchange.

Charlie Fogel, service supervisor for Metro exchanges around the country, is spending a couple of weeks at the local office . . . Booking visitors included Irwin Kanowitz, Union Theatre; Phil Greenbaum, Castle and Mecca, and George Bromley of the Campus.

Four Cleveland exhibitors were guests at the Warner studio. The delegation included Eddie Miller, managing director of the Hippodrome; Mike Chakares, Warner city manager; Lou Wilder, Variety Theatre, and Charles Albert, Warner booker.

Charles Auerbach, Chicago showman, and Robert Ashton, who operates several theatres in northern Wisconsin, were guests at the Warner studio.

Pearl Gogell, general clerk at M-G-M, leaves for Chicago April 20 for a vacation . . . "Lucky Jack" Galpey, Metro's head booker, was the fair-haired lad April 4. It was his birthday and the line of girls who waited their turn to offer osculatory congratulations was a sight to behold. Jack's wife, incidentally, spent the weekend at Frank Capra's ranch—without Jack's company.

Coast Pictures has acquired western distribution rights to "A Gangster Talks," featuring Noah Beery sr. and J. Carroll Naish . . . Remodeling of the Republic exchange is about completed . . . Agnes Leeming of Metro's contract department, lists archery as a new hobby.

Joseph Brilliard, well-known figure along Filmrow, died suddenly of a heart attack and his body was removed to Groman's Mortuary for burial. Brilliard, once connected with the Lindley Carpet Co., had, during the past few months, been in the rug and carpet supply business for himself.

Filmrow visitors: Ben Peskay, Banner and Palms theatres; Harvey Perrizo, operator of the Dreamland . . . Fox West Coast has booked "The Challenge," a Film Alliance release, as the second half of a dual bill with "Rebecca" at the United Artists in Long Beach . . . Sam Nathanson has appointed Ralph Dostal head booker at the local coast exchange.

Harry Stern, local manager for Film Alliance, reports the Sterling circuit of Seattle has set the FA production, "Torpedoed," for first-runs in Seattle and Portland . . . A trade showing of "Mill on the Floss," starring Geraldine Fitzgerald, was held at the Fox Boulevard April 10 by Majestic.

Booking visitors: Judge LeRoy Pawley, Desert, Indio; L. W. Robbins, Roxy, Huntington Beach; Jimmy Poynter, San Clemente, San Clemente . . . Ben Goldberg of Goldberg Film Delivery and Billy Sobelman, operator of the Victor, returned from the Shriners' convention at Las Vegas, indicating they considered the weekend well spent.

H. W. Dodge, district manager for Altec, has returned from a sales session in Denver . . . Maurice Klein, operator of the Verde in San Francisco, dropped in for a short vacation . . . Wayne Ball represented the local Columbia office at the April 6 meeting of Columbia's western territory exchange managers. Others attending: Bob Hill, Denver; Bill Seid, Salt Lake City; L. N. Walton, Seattle; Jack Dilman, San Francisco, and Jimmy Beal, Portland.

Ben Fish, United Artists western district manager, has returned from a jaunt around his exchange circuit . . . Bernard Leavitt has booked "The Eagle," starring Rudolph Valentino, into his El Miro and Majestic theatres. The deal was set by Hi Peskay of Majestic Pictures.

The Southern Poster Co. officially went out of existence this week when its old name was replaced by the new one, Advertising Accessories, Inc. This is the name under which it was absorbed by National Screen Service recently . . . Jack Y. Berman of the Eastland circuit, handing out the proverbial cigars—he became the father of a baby girl, his second child.

In for bookings: Louis Berkhoff, Cinema and La Tosca theatres; George Haines, Washington Theatre, Pasadena; Bill Knotts, in from the Covina, Covina . . . Dorothy Ackstrand, Universal bookkeeper, is back on the job after a trip to Minneapolis to visit her sick sister.

W. J. Heineman, Universal's western sales manager, and Al O'Keefe, western district manager, pulled out for San Francisco . . . C. R. VanDerbergh, Forum Theatre, Ontario, in for bookings; ditto George Christoffers, Orpheum, Yuma; Earl Strebe, Plaza, Palm Springs.

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LOS ANGELES

Independents Form "Security" Group

SALT LAKE CITY—A group of theatre owners, representing four independent circuits operating some 35 theatres served out of local exchanges, have formed Theatres Security Corp. under the laws of Idaho, with application to also transact business in Utah. The group also operates in Nevada, Wyoming and Oregon.

Officers include: C. E. Huish, Salt Lake City, president; I. H. Harris, Burley, Idaho, vice-president; Claude Hawk, Salt Lake City, secretary; Paul DeMordaunt, Blackfoot, treasurer. Besides the officers, Hugh Drennen, Rexburg, Idaho; C. C. Voeller, Buhl, Idaho; L. C. Denton, Caliente, Nev., and V. A. Hilhool, Salt Lake City, comprise the board of directors.

The company, according to its articles of incorporation, will "own, lease, purchase and operate motion picture theatres in the five states and may extend its operations to other areas; may buy and distribute film or may engage in the theatre supply business; may acquire television franchises or own and operate radio stations; may purchase, lease or mortgage real and personal property; or may acquire, hold and dispose of securities of all kinds and stocks in other corporations."

Offices will be maintained here and in Blackfoot.

The company's authorized capital is $500,000, divided into $100 par value shares.

A Story to RKO

HOLLYWOOD — RKO has purchased "Cross-Country Romance," an original by Eleanor Browne. Gene Raymond and Wendy Barrie will co-star in the Cliff Reid production which Frank Woodruff will direct.

Havel Considers Bids

SEATTLE—Rex Havel of Tekoa, Wash., who contemplates a new house in that town, has called for bids. Bjarne Moe and George Groves are among the local architects submitting bids.

Move Into "Tucson" To Film "Arizona"

TUCSON, ARIZ.—A company of 146 players and a technical crew of 200 men on Tuesday moved into Columbia's $500,000 adobe city of "old Tucson" to film the Clarence Budington Kelland historical drama, "Arizona," starring Jean Arthur, William Holden and Warren William.

The day before, which was given over to a formal dedication of the "Tucson" created with Columbia money, was observed as "Wesley Ruggles Day." Participating in the ceremony was Gov. R. T. Jones and 23 mayors of as many cities of Arizona.

The festivities started at a luncheon in the desert roof garden of the Santa Rita Hotel where Director Ruggles met the governor and visiting mayors and was presented with an official scroll designating him as state historian.

Then the guests were conveyed to within a half a mile of "old Tucson" in studio buses, and from there continued the journey in ox-drawn wagons, stage coaches and carrettas. Catherine Jones, daughter of the governor, snipped the streamer officially opening the pioneer city.

Northwest B-Locals Call Meet to Pick Delegates

SEATTLE—Conference of all B-locals of theatre employes in Washington, Oregon, Montana and British Columbia, has been called for April 15 in Seattle according to George T. Hood, business agent of Theatre Employes Union B-22. The conference includes cashiers, doormen, ushers, and film exchange workers.

Purpose of the meeting will be to select two delegates to the convention of International Alliance of Theatrical Stage Employes at Louisville next June 3. A district convention will precede the main session there on May 31, Hood said.

SEATTLE

WOULD have been grand if that census taker could have asked how many people went to shows and the types of picture they enjoy. Would have saved the producers a lot of headaches . . . It is that time of the year again when the conventions get under way. Herndon Edmond, local branch manager for 20th Century-Fox, his sales staff and bookers are off to attend the company's get-together which opened April 12 at the Drake Hotel. Among those accompanying Edmond were Jean Spear, Hap Frederick, and Jim Brooks.

Ben Fish in town, and conferring with Pete Higgins, local manager for United Artists. Ben, who is western division sales manager, tells that he missed the sales conference in New York a few days ago, being grounded en route from Los Angeles . . . Loretta Scarp and Luther Souder surprised everyone by eloping and getting the knot tied . . . Keith Beckwith of the Columbia Pictures sales staff will leave April 16 for a month's business trip in Alaska.

Guy Maxey of the Warner office enjoying a birthday and among his presents was a pocket knife. Warning to exhibitors. Don't get too sassy with Guy for he is awful handy with the new weapon we found out . . . With the playing of the San Carlo opera in Seattle, work was provided for 30 local people according to the Theatrical Federation. About 11 stagehands were used and the rest were ushers, cashiers and doormen.

Word from California tells that Art Aaronson becomes western division manager for the new consolidated Western Poster and Advertising Accessories. Harry Taylor, former district manager for National Screen, will headquarter in Chicago . . . Filmrow learned of the death of Morgan Walsh in San Francisco. He was one time district manager for First National and lately with the Mann circuit . . . Madge Spear mending rapidly and able to go out for a car ride . . . Mrs. George Morgan of Colville gradually improving from the effects of her car accident according to word from Al Bloom, UA salesman in that district.

F. C. Weskil and wife on their way to their home and theatre in Sand Point. The Weskils have been touring for the past few months. They bought a new car in the east and drove back through the southern states. They were met here by their son and daughter-in-law of Colfax . . . Mrs. Ed Ohm of Twisp, spending a weekend with her son and daughter-in-law, Bob and Celia Estill . . . Neal East, manager for Paramount in San Francisco, has named his country home "Eastacre."

Eugene O'Brien, auditor for the Warner exchanges, is in town and doing his stuff . . . Murray Peck making a business trip to Spokane . . . Neal Walton, local manager for Columbia, off to San Francisco to attend a managers meeting . . . Duke Ellington enjoying a special preview of fight pictures that he had missed . . . Eddie Lamb getting his picture in the paper along with his life's history . . . Charles Comfort with his mug in his own sheet and looking so demure.

Visitors this week included, George Borden jr. from Blaine; Billy Hartford, Everett; Captain Lathrop and Mariam Dickey from Alaska; T. L. Carpenter from Mabton; "Dad" Abbott from Sedro Woolley . . . Among the out-of-towners attending the Skouras meeting, whom we missed last week were, Mike Rosenberg; Andrew Krappman, Charles Buckley, and Tom Paige from Los Angeles; Willard Coghlan, Frank Newman jr., Zollie Volchek, from Portland; O. T. Taylor, Aberdeen; R. J. Monoham and Mrs. Mathes, Bellingham; Jimmy O'Connell, Eugene, Oregon, and James Carey, Vancouver, Wash.

Frank J. Beck of the portable circuit has gone to California for a short visit . . . Erwin Fey announces that he will be opening his new theatre in Renton in about 30 days . . . Junior and Edgar Mercy and B. F. Shearer over to Yakima for a couple of days . . . Carl Obery now working out of the National Screen office . . . Mrs. Mac Rubenfeld celebrating her birthday . . . Eddie Rivers working late but doing a swell job on "Pinocchio."



Celebrate "Founders Day"—

Picture taken in the Paramount exchange in Denver during the Founders' Day celebration of the Rocky Mountain Screen club. Standing, left to right, Dave Cockrill, manager of the Denham, Denver; C. J. Bell, Paramount exchange manager; Russell (Lucky) Hayden, star of the "Hopalong Cassidy" films; Harry Sherman, "Hopalong" producer; Robt. J. O'Donnell, Dallas, general manager of the Interstate Circuit. Seated: Harry Sachs, Interstate booker, and Col. Arthur Esberg, Albuquerque, N. M., city manager for Interstate.

"Will Be Seeing You"

●

POPCORN SMITH

BOX 284 — SEATTLE

S' FRANCISCO

THE big ermine and orchid event of the week was the opening April 8 of "Romeo and Juliet" with Laurence Olivier and Vivien Leigh co-starred for the first time on the legit stage. The play ran a limited six days with three matinees, one a benefit performance for the British and Finland relief funds.

The 20th Century-Fox gang got off for the Chicago convention and the personnel who had to remain behind are doing some wishful thinking . . . The Liberty at North Beach reopened this week after a bit of renovation. The policy remains burlesque and pictures. The house is under the management of H. M. Petersen, formerly with the Million Dollar Theatre in Los Angeles . . . "Doc" Henning has returned from two months in the northwest with plenty of Pacific Premium contracts in his pocket.

Gerald Hardy has sold his half interest in the Casa Grande in Santa Clara to Harvey Amusement who held the other half-interest. Indications are that Hardy will stay on as manager of the house . . . The Mission and Fillmore, two large neighborhood houses, are the first to put in Book Night in this city . . . Nettie Annixter, M-G-M assistant clerk, is gone on a three weeks jaunt to New York . . . Columbia had one of its western division managers meetings last weekend at the St. Francis. Managers from as far east as Denver were in attendance . . . "Dutch" Koneman is a new addition to the National Theatre Supply office here. "Dutch" comes from the National office in Dallas and will serve as office manager.

Monogram placed third out of the 32 offices competing in the playdate drive which ended March 30 . . . Kim Kimmel is now at the Hammond organ at the Casino . . . Charlie Holtz has broken ground for his new Colonial at Sacramento and will have a June opening . . . The Liberty in St. Helena is now the Roxy, following a bit of renovation.

Treasure Island is the scene of plenty of activity with the opening of the "Fair for Forty" only six weeks away . . . The Jetmar Enterprises have completed plans for a new house in Los Gatos. The actual ground-breaking, however, will be delayed until it is determined whether or not a site opposite the proposed theatre can be obtained for a parking lot . . . Golden State chain has booked "Finland Speaks" for the majority of its 80 houses . . . Clarence Gabriel had his crying towel out this week when his President Screeno wheel cost him $285 on two spins . . . Coast Pictures has received 15 releases and the bookings are coming in in fine style.

The Row was happy to welcome G. William Wolf back to his desk at RKO. Wolf has been absent for almost a month following an operation . . . Visitors at the RKO office this week included Harry Cohen, western district manager, and Bill Burke, home office representative . . . Rotus Harvey has been in Los Angeles attending the Pacific Coast Conference of the Independent Theatre Owners . . . W. J. Heineman was a one night visitor at Universal while A. J. O'Keefe was in town for a few days on his swing around the Universal network.

Western Poster Co. and AA Consolidate in Seattle

SEATTLE—Jack Flannery, Seattle branch manager for National Screen, announces the consolidation of Advertising Accessories, a subsidiary of National Screen, and the Western Poster Co.

Don Beckman, former manager of Western Poster, is assisting Flannery with the moveover and it is expected that he will remain with the new organization in an excutive capacity.

Los Angeles Delegates To 20th-Fox Meeting

LOS ANGELES—Local delegates to 20th Century-Fox's annual sales convention in Chicago April 12-14 are: Jack N. Dillon, exchange manager; B. F. Robinson and W. T. Wall, salesmen, and Nathan Sudmin, head booker. The contingent left for the Windy City, April 11.

Blowitz, Meyer Represent Young Fun Club, Inc.

LOS ANGELES—Local offices for the Young Fun Club, Inc., new national giveaway stunt, have been established at 1910 S. Vermont. Representatives for the firm here are Sam Blowitz and Max Meyer. It features a new method of stimulating juvenile attendance at matinees via giveaways.

Mrs. Ray Robbins

WATTS, CAL.—Mrs. Ray Robbins, wife of Ray Robbins, operator of the Largo Theatre, died here April 7.

SALT LAKE

SALT LAKE bank clearings for the first quarter of 1940 were 11 per cent greater than for the corresponding period in 1939 . . . Mayor Ab Jenkins, members of the city commission, and staff members of the board of health attended a special showing of "Dr. Ehrlich's Magic Bullet" as guests of Manager Earl E. Baughman at the Utah.

Channing Pollock, author and playwright, addressed local civic organizations on "I Am a Reactionary" . . . Earl Smith, manager of the suburban Tower, reports that after breaking in a window at the theatre, thieves stole two candy vending machines.

Manager Sam Gardner of the local M-G-M offices is in the east on a combined pleasure and business trip . . . Edward Arnold paused here briefly en route to his home in the east . . . Gene Austin makes his farewell appearance at the Hotel Utah after appearing at the Roxy with his radio and stage group the past week. They go next to Denver and Texas.

Herschel Stewart, manager of the Salt Lake offices for Fox West Coast, and Fred Glass and Bill Steege, went to Denver for a meeting of managers of the circuit's theatres in the Intermountain area . . . "Pinocchio" is being held over at the Rialto for an indefinite period.

PORTLAND

CHAIRMAN CARL WERNER of the "Miss Streamline" contest, sponsored by the Broadway and the *Oregonian*, named six lucky men on the judging committee: Frank Sterrett, Ralph Lee and Don McLeod of the *Oregonian* staff, and Milton Werschkul, Douglas Nicol and A. A. Bailey jr. The gal they pick will go to Frisco and compete for the title of "Miss Theme Girl" of the 1940 Golden Gate Exposition.

Western mayors convened here early in the week, booking Hizzonner, Mr. La Guardia of New York as the stellar attraction. La Guardia previously had challenged Mayor Joe Carson of Portland to enter a barber shop quartet at the New York Fair. So Joe scurried about and had the foursome ready to greet the distinguished visitor. Reading down the scale from High C, they are Ray Sichau, Virg Spencer, Seth Smith and J. M. Coffey.

Boxing tries another comeback, with the city dads revoking the license of the Al Morse Club of Spokane and giving a "go ahead" to Herb Owen, erstwhile wrestling impresario. Associated with Owen is "Tex" Salkeld, matchmaker. The opening cards will be made up of four-rounders, on the theory patrons will go for variety and action.

Back from California, Raymond Wray has returned to his old spot as emcee at the Variety Hall . . . The Columbia River area is massing behind a world's fair venture of its own: An exposition in miniature celebrating the 150th anniversary of the discovery of the river by Capt. Robert Gray. The show is scheduled for 1942 and is being staged by Ilwaco . . . Jimmy Wyatt returned from a month in Hawaii on the day Mauna Loa began spouting. He walked into KOIN to resume his "Five Star Final" news broadcast just as the news of Hitler's Denmark grab came over the wires.

Here's one we picked up from the newspapers. A guy pays his way into the Paramount, and the usherette controls her excitement with difficulty as she shows him a seat. Then she rushes in to tell Manager Sobottka that Abe Lincoln or his twin brother is in the house. Herb takes a gander, and sure enough, the guy is the living image of Old Abe. Which is a coincidence, because the Paramount is showing a picture filmed at Eugene and starring Raymond Massey. Yeah . . . "Abe Lincoln in Illinois."

Lou Stang, Paramount booker, returned Monday after more than two weeks of illness . . . Manager Charlie Powers, Chilt Robinett and Herschel Fox of the 20th Century-Fox branch went to Chicago to attend the company convention . . . Portland is looking forward to a golden era of lower taxes, practically no traffic deaths, economy in the city hall and Bonneville power at cost after the coming elections. Can't miss, regardless of who wins, as the candidates seem to have gotten together on the above issues. The question remains as to how much "Bonneville power at cost" will cost, and a citizens' committee is digging into it.

"Look" Magazine Into Documentary Field

CHICAGO—*Look* magazine is entering the documentary film field.

Initial release is "Lights Out in Europe," being offered in association with American Pictures, Inc., which has head offices in Chicago, with branches in New York and the west coast, and of which Barrett King is president and general manager.

Look is said to have no financial interest in the combination company, which is called Look-Ampix Productions, but is giving editorial support, such as a six-page feature, scheduled on "Lights Out in Europe," in the April 23 issue of the magazine.

King told BOXOFFICE that Look-Ampix "hopes to present current events and the reasons behind them, without bias of any sort." He said that not all of the subjects will be devoted to Europe, but that several will have American backgrounds, such as a forthcoming one on the United States. The concern's immediate successor to "Lights Out in Europe" will be a feature documentary on Mexico, being produced by John Steinbeck and Herbert Kline.

Kline, who also produced and directed "Lights Out in Europe," was to be here this week for conferences with King. This picture, which had its world premiere at the Little Carnegie in New York, has a commentary by James Hilton, with narration by Fredric March, and was photographed by Alexander Hackenschmid. Arthur Mayer and Joe Burstyn of New York are releasing the picture.

King said that the plans at present are for issuance of about three documentary features every two years, with about six to ten short subjects a year.

CHICAGO—"Lights Out in Europe," a documentary film of Look-Ampix Productions, is expected to be shown here in the loop about May 1.

Lottery Charge Against George Settos Dropped

INDIANAPOLIS—George Settos, president of Settos Theatres, Inc., and Orvin Moore, manager, were discharged by Judge Charles J. Karabell in municipal court on charges of operating a lottery scheme and gift enterprise in connection with awarding of cash prizes at the Ohio.

Signs advertising the drawings, a mesh wire ticket "mixer," and books registering names of patrons and numbers assigned to them, seized as evidence, were returned to the owners. The arrest of Settos and Moore were made the night of February 22 after a raid on the theatre.

Similar charges against employes of the Ohio were dropped several weeks before the arrest.

Special Showing in Baraboo

BARABOO, WIS.—The Al Ringling Theatre here staged a preview of "Dr. Ehrlich's Magic Bullet" by a hospital committee which conducted a benefit theatre party in connection with the showing.

Give Multiple Programs Credit For Prosperous Legit Season

By GENE RICH

CHICAGO—While Chicago exhibitors, primarily independent subsequent-run operators, have been decrying conditions at the boxoffice this season, Chicago's legitimate houses have been enjoying their best season since 1929.

And while legit shows have been good this year, many of the press agents handling the shows attribute the hike in boxoffice returns to another reason—the fact that neighborhood houses in the Windy City are showing double and triple features.

"Double and triple features are definitely taking patrons away from the movies," said one publicist. "There used to be a time when patrons would go two or three times a week to a film theatre. Now, however, they are finding themselves tired of sitting through so much, and, as a consequence, are seeking other avenues of entertainment.

Long Programs Weary Them

"That is where the legitimate houses come in. We have had patrons tell us that rather than sit through lengthy film programs, they are now coming to see stage attractions two or three times a month. They tell us they get more entertainment and over the long run it costs them no more."

And despite exhibitors competing among themselves and finding traffic drifting away from their boxoffices, more of them are considering using triple features.

"I am far from favoring triples or even double features," said Lester Retschen, operator of the Howard, a north-side stronghold of three-feature programs. "But it has been a case of do something desperate to stay in business. And I will have to be looking for still other boxoffice stimulants, including premiums and other plans to keep patrons coming in." Retschen said he is now using three features on a once-a-week change and finds patronage steadily increasing.

Profitable at First

A few years ago, when singles were in vogue, the initiators of double features found their novelty programs profitable. However, as the newness of the experiment wore off and all Windy City operators turned to dual bills, multiple feature programs, as a boxoffice stimulant, proved of little value.

The some 20 or 30 houses now trying triple bills here are finding their grosses better temporarily. "But the day of reckoning will come, and when all houses are finally running triple features—and finding that they are not helping their business—where will they turn?" asks one independent.

"The one answer is to find a way back to the safe-and-sane plan of single features," said Jack Kirsch, president of the local Allied unit. Kirsch has a committee working to effect a general return to single features. The members are Van A. Nomikos, Verne Langdon, Jack Rose, Ludwig Sussman and Charles Nelson.

Commercial That Is "Non-Competitive"

CHICAGO—The Edison-General Electric Appliance Co. of Chicago, manufacturers of the nationally-advertised Hotpoint electrical appliances, through their advertising agency, Maxon, Inc., claim to have devised a means of producing a commercial film and exhibiting it without hurting the business of local exhibitors. J. L. Sholty of the agency says he has worked out a plan whereby exhibitors will come in for their share in the showing of the film.

Sholty told BOXOFFICE that the Hotpoint film, "Blame It on Love," produced with a Hollywood cast in the Hal Roach Studios by Wilding Co., will be shown through the company's dealers in theatres during that part of the day when the houses are not in regular use.

There are now 100 prints of the 54-minute feature ready for use, and currently there are about 1,000 dates to fill.

The Hotpoint company plans to have its dealers conduct the showings similar to cooking schools, mainly in the mornings. Dealers in many spots will distribute heralds on the showings, at the same time mentioning the current attractions at the theatres, while the theatres will run trailers on the special morning showings of the appliance film. Joan Marsh and John King are featured in the film.

The dealers will buy out the theatres for the morning performances, with admission to the shows being free to customers. At present, practically all of the showings will be in smaller cities and towns or suburbs of the larger metropolitan centers.

Report Mandel May Build New Republic Exchange

CHICAGO—Irving Mandel, Republic franchise holder here, is understood to have purchased the entire corner location at 13th and Wabash, on which is the Republic exchange. Mandel is said to be preparing plans for a new structure there to house his Republic exchange, in addition to making available space for other concerns.

To Supreme Court

MILWAUKEE—Max Raskin, counsel for Mr. and Mrs. Edward Zrimsek, operators of the Bahn Frei hall here, will appeal to the United States supreme court from a recent decision by the state supreme court holding Bingo to be a violation of the anti-gambling laws.

Scripts "Broadway Lawyer"

HOLLYWOOD—Walter DeLeon will adapt "Broadway Lawyer," an Edmund Grainger production for Warner.



And Now, "Frank"—

Henry Fonda pauses at the Chicago airport westbound for his next role in "The Return of Frank James." First, however, he was to do a day of retakes on "Lillian Russell." Fonda visited New York, a new son and his wife, the former Frances Brokaw.

The Press Boys Give Eddie Solomon Fitting Farewell

CHICAGO—Chicago's press and publicity corps turned out to bid Eddie Solomon, B&K publicist, who has joined 20th Century-Fox in New York as an exploiteer, farewell at a gathering atop the State-Lake Bldg. Solomon was presented with a luggage gift, but the boys and girls couldn't resist a gag, so a large banner was hung reading, "Scram, Solomon."

Among those in attendance were Eddie Levin, Archie Herzoff, Eddie Seguin, Jimmy Savage, Herb Lyon, Art Thayler and Boris Riedel of B&K, who were the committee members who engineered the party; Bill Hollander, Walter Immerman, Nate Platt, Dave Wallerstein, Harry Lustgarten, Roy Bruder, all of B&K; Harry Smythe, Bill Westlake, Millie Anderson, Fred Bartow, Dorothy Deere, Jack Garber, Hal Tate, Rosemary Wayne, Duke Hickey, Burt Ofstie and Irving Mack.

To Let Contract

MCLEANSBORO, ILL.—Contracts will be awarded soon for the new 518-seat theatre to be erected here for S. E. Pirtle of Jerseyville, Ill., head of a circuit of theatres in southern Illinois and eastern Missouri. Pirtle now operates the Capitol here.

Dunlap Heads West End

CHICAGO—Paul Dunlap is new manager of the West End (Essaness unit). Dunlap has been an assistant manager for several years.

To Build in Churubusco

CHURUBUSCO, IND.—Fred Pennell, operator of the Busco here, will build a new 450-seat house to replace the Busco. Work is expected to start in the near future.

MILWAUKEE

JADWIGA SMOSARSKA, prominent Polish actress, made personal appearances at Warner-Saxe's Modjeska . . . Jeanette MacDonald, in a concert appearance at the Auditorium, sang to an audience of some 4,000 . . . Charles Skouras was in town conferring with employes on a new theatre attendance drive.

Tony Accetta, world's professional bait and fly casting champion who appeared in the popular short, "Let's Go Fishing," was one of the acts at the Milwaukee Sentinel's *outdoor show in the Auditorium . . . A burglar alarm sounded by the janitor of the Empire Bldg. proved a dud, when a police squad headed by Chief Joseph T. Kluchesky found only three youths attempting to enter the Riverside Theatre in the building through exit doors on the fifth floor. The chief ordered their release when it was found they had no previous records.*

Robert Lucht, projectionist at the Hollywood, extinguished a booth blaze without disturbing the audience . . . Arthur Felsch, well known gate crasher of major sporting events, was thrown for a loss when he attempted to crash Fox's Wisconsin here, and was arrested on a disorderly conduct charge . . . Jack Yeo, manager of the Plaza in Burlington, was host to Racine *Journal-Times* district captains at a theatre party.

Dr. Irvin E. Deer of the MPPDA addressed the Chilton Woman's Club on "How We Improve Our Movies" . . . Jack Draginis is planning a new theatre at Waupun . . . The Gateway in Kenosha promoted reference to the flicker "Young Tom Edison," playing the house, in advertisements of six firms appearing in the local press . . . Marshfield Fair, Marshfield clothing store, offered three free theatre tickets with every suit purchased at $18.50 *up and with every topcoat at* $16.50 *and up. Ducats were good for either the Relda or New Adler.*

Ralph Stockman and Vincent Reusch, M-G-M representatives, have purchased six little black bears for $50 each from the local zoo to be used in filming "The Yearling" . . . Mrs. Joe E. Brown is visiting her brother, W. F. McGraw, in Superior. She said her husband expected to begin a new picture about June 1 . . . Bert Fischer, local exhibitor, is head of the organizing committee promoting a new businessmen's association on the city's south side.

"Fantasia" by October; Already Start "Bambi"

CHICAGO—Walt Disney will have his next feature length cartoon—this one to run nearly two hours—ready for release about September or October. It is "Fantasia," with work already started on the one to follow that, "Bambi."

Disney stopped off in the Windy City while en route to New York where he was to remain for a short visit before returning to the coast later in the week.



Loosening Up—

The bowling team of the Warner studio loosens up a bit in Chicago during a train stop before continuing to Detroit and the A. B. C. tournament. Left to right, top: Carl Stoerkel, William Swank and Michael Heller; below, Harold Magnuson and Vincent Togneri.

Ripon College to Bestow Belated Degree on Tracy

RIPON, WIS.—Spencer Tracy is returning to his alma mater, Ripon College, next month, to receive a belated degree of doctor of philosophy. It will be conferred by the college president, Dr. Silas Evans, in recognition of Tracy's film portrayals.

The awarding of the degree has been arranged by Louis Orlove, M-G-M Milwaukee exploiteer, to coincide with a special midwestern premiere here of Tracy's latest picture, "Edison the Man." The premiere is expected to be held in the two local Ben Marcus theatres, the Campus and Ripon.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

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INDIANAPOLIS

STUART WALKER, onetime stock company director in Indianapolis, is fast becoming one of the better known Hollywood directors. He has been assigned to "The Shepherd of the Hills" for Paramount. His latest was "Seventeen," which he made into a film from Booth Tarkington's novel.

The RKO branch had as visitors Herbert MacIntyre and Harry Michalson, home office representatives and leaders of the Ned Depinet drive . . . A. L. Gravel, operator of the Gravel at Goodland, Ind., is ill . . . John Ballin, from the home office, will spend several weeks at the local Warner branch.

Claude McKean, local Warner salesman, is leading in the Sears sales drive, which is in its 14th week . . . The brother of G. L. Heinrich, office manager for RKO here, died last week in Miami, Fla. Funeral and burial were held in Indianapolis.

Roy Churchill, branch manager for RKO, announces his entire sales staff will attend the company's international convention in New York, starting May 27. This includes Guy Hancock, R. L. Brentlinger, Pete Fortune and Churchill . . . The local Paramount exchange had Allen Usher, district manager, as a visitor last week.

Arthur Landis of the Landis Costume Co. and well known to Hoosier film men, is running for the state legislature on the Republican ticket . . . Wilbur Grant, salesman at Universal who is confined to his home with pleurisy, is getting better and expects to return to work soon.

Sam Neall, operator of the Indiana, Sipe, Isis and Fox theatres in Kokomo, and his wife have returned from a vacation jaunt to Mexico . . . "Road to Singapore" has been moved from the Indiana to the Circle for a second week . . . "Pinocchio" and "Rebecca" are also being held a second week at the Apollo and Loew's, respectively.

Seen along Filmrow: Howard Morin, Morin, Brookville; Joe Schilling, Auditorium, Connersville; Art Clark, general manager of Vonderschmitt Theatres, Bloomington; John Doerr, booker for Alliance Theatres, Inc., Chicago; L. T. Moore, Orpheum, Mitchell; J. B. Sconce, Playhouse, Edinburg; William Studebaker, Logan, Logansport; Harry Van Noy, Paramount, Anderson; D. D. Lee, Princess, Cayuga; Harold V. Neese, Beverly, Brazil; Homer Schenk, Lyric, Waterloo; H. H. Johnson, Madison and Ohio theatres, Madison.

Also, Walter F. Easley, Tree, Greensburg; Alex Manta, of Indiana-Illinois Theatres, Inc., Chicago; C. E. Rogers, Crumps, Columbus; Joe Finneran, Elwood, Elwood; Leonard Sowar, Rivoli, Muncie; Mrs. William Luckett, Indiana, Scottsburg; Robert Hudson, Tivoli, Richmond; William Reinking, Idaho, Terre Haute; Jack and Ben Van Borssum, Savoy, Terre Haute; Ferd Nessel, State, Anderson; Gordon May, Dream, Corydon; Ralph R. Boots, Riley, Greenfield.



Coffee With Ellen—

Ellen Drew has a cup of coffee in the Dearborn Street Station with Jim Donohue, Paramount's Chicago branch manager, during a brief train stop. The Paramount starlet was en route to New York for the world premiere of Jack Benny's "Buck Benny Rides Again," in which she has a prominent role.

Three Change Hands in Fortnight in Chicago

CHICAGO—A change in the operation of three houses here, in the last two weeks, with a fourth reportedly about to change hands, lends credence to the oft-repeated contention of independents that drastic operation changes are necessary.

Latest house to change hands was the Hillside on West 69th, which was acquired by Israel Goldberg, new to the theatre business, from James Stepaneck. Ike Ettelson recently sold his Lakeshore to Ray Goldstein, operator also of the Olympia on 22nd Street, while Bland Brothers disposed of their Rodgers to Milton Brotman of the Avaloe. Richard Rabiner is understood to be dickering for the sale of his Sunnyside on Wentworth Avenue.

A "Pinocchio" Coloring Contest in Janesville

JANESVILLE, WIS.—In a tieup with the local daily, the Jeffris conducted a "Pinocchio" contest in connection with which sketches appeared daily for six days to be colored. In addition to turning in the complete set of colored sketches, contestants were required to write a 25-word story on "Why I Like to See Pinocchio." First six winners received completely dressed Pinocchio dolls, and the next 50 each received a free ticket to see the film at the Jeffris.

CHICAGO

THE B&K Marbro experienced some 7,000 women stampeding for some 4,200 seats at the recent *Herald-American* cooking school . . . Jack Shumow, sales manager, is acting branch manager at M-G-M while W. E. (Doc) Banford is vacationing in Hollywood.

Funeral services were to be conducted Friday for Max Slott, 39, of the Park Theatre here, who died following an operation.

John Kemptgen, office manager at M-G-M, has suggested the start of a "relief fund" for M-G-M's checking supervisor, Bill Potts. Reason: Potts' car was broken into and a gladstone full of clothing was stolen.

Pete Shayne, Johnny Smith, Neal Bishop, Jack Mulvaney, Robert Burns and Frank Galluza are the local operators' union delegates to the national IATSE confab in Louisville.

Orson Welles has been made member No. 1 in TWA's "Sky Chief Club" for having flown more miles on TWA planes during 1939 than any other passenger. He flew 311,425 miles in 1939, of which 281,425 were on TWA flights.

Edith Balaban is back from her west coast vacation, but we're told she enjoyed the visit so much she's planning to return again soon.

Norman Alley, former Chicago newsreel photographer and most recently with News of the Day in Finland, is due back in the U. S. shortly, he advises Chicago friends.

Jim Donohue, Paramount branch manager, spoke to the Knox College Alumni Club on "Those Were the Days." The film is built around Knox College, Galesburg, Ill., in the early part of the 20th century. The world premiere is scheduled for there, May 21.

Mrs. Mollie Lewis, 68 years old, of Aurora, sister of Jules, M. M., Claude and Harry Rubens, who died last week, was buried Monday in Waldheim Cemetery. All of the Rubens, except Harry, are with Great States.

Bob Hussey, Paramount's director of radio activities, was through here with Ellen Drew en route to New York.

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Cleanup of No. 143 Is Nearing an End

ST. LOUIS—The final cleanup of the tangled affairs of Local 143 will probably be worked out when George E. Browne, IATSE president, returns here this week for further conferences with the new officers of the Local.

John P. Nick's resignation as first vice-president of the IATSE was announced at the same time that the International restored autonomy to No. 143. The peace agreement, in its major details, was worked out at a special meeting of No. 143 on April 4, which Browne attended and at which time he announced that autonomy had been restored to the Local.

At this meeting Robert Tomsen, leader of the fight against Nick and Clyde A. Weston, former business manager of the union, was elected business manager. He in turn was succeeded as president by Harry Barco, another leader in the clean-up fight against Nick and Weston.

Other officers selected: William Robinson, vice-president and chairman of the executive committee; Harvard O'Laughlin, recording and corresponding secretary; Harry A. Meyer, financial secretary; A. H. Bode, treasurer; Charles Mulcahy, guide, and Jules Anthony, sergeant-at-arms.

Two of the defense intervenors in the suit brought by the anti-Nick faction were elected to the executive board and board of trustees. They are Joseph Schuler and H. L. Albright. Other trustees elected are Fred Kelsick and Tony Blust. Homer Tong was named a member of the executive board.

Prior to the election of officers, the 105 operators who were held to be bona fide members of No. 143 under the decree of Circuit Judge Ernest F. Oakley on March 5, last, voted to admit as members 47 projectionists, some of whom had received membership cards from Nick but had not previously been voted to membership by the local. About 20 others who had received cards from Nick, were voted down.

Among matters still to be ironed out by Browne and the new officers of the Local is the dispute with certain Fanchon & Marco theatres. Pending the outcome of new negotiations on that point, pickets have been withdrawn from the theatres. Also some arrangement must be made as to the $38,399 Judge Oakley directed Nick and Weston to pay to No. 143 and the additional $10,000 the court ordered Nick personally to pay. The latter sum is the money allegedly collected by State Representative Edward M. Brady from certain theatre owners in October, 1936, while the $38,399 includes the $6,500 theatremen are said to have paid in the fall of 1937 when a new wage agreement with the operators was up for consideration.

Also there is the question of what became of the original charter for No. 143. This charter was reported to have been returned to the International but Browne has stated he did not receive it personally.

Nick has been a member of No. 143 for many years, and the question of his continuing as a member is not at issue. Weston was a member of the East St. Louis operators' local when Nick made him business agent for No. 143 and gave him a card. He was among the 20 Nick men who were not admitted to membership at the meeting on April 3-4.

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ST. LOUIS

THE $75,000 drive-in, now under construction in Des Peres, is the first theatre of its kind in the St. Louis territory. It will have accommodations for 500 automobiles . . . It is estimated Missouri's sales tax this year will pick $2,000,000 more from the pockets of its populace than it did in 1939. In March, collections were $1,880,707, or $216,379 more than for that month last year. The first quarter pickings ran $537,635 ahead of the first three months of 1939.

The Directors Association of Greater St. Louis has been organized here with Harold Bassage, director of the St. Louis School of the Theatre, as president . . . The St. Louis film colony was pleased to hear of the recent promotions of Charles Kurtzman and Charles Raymond by the Loew circuit. Both are former St. Louisians. Kurtzman, manager in Pittsburgh, has been hiked to division manager at Boston, while Raymond is the new district manager in Pittsburgh.

Two films, one showing the *Graf Spee* before and after it was scuttled, and the other containing a series of shots of Finland during her war with Russia were exhibited at the Congress Hotel in connection with the annual Army Day meeting of the St. Louis Chapter of the Military Order of the World War.

The exploitation campaign for "Rebecca," current attraction at Loew's, included the "planting" of a three-week serial in Star-Times, *and a radio dramatization over KXOK. The newspaper also used several large promotion ads from the press brook to sell the serial and picture. Additionally,* 75 *trucks of the* Star-Times *plastered with bumper cards and banners were utilized to the same end. All this broke three days before the film opened its run at the theatre. Credit Jimmy Harris, again.*

Vincent Price, former St. Louisian, who has won fame on screen, stage and radio, and Norma Terris, Broadway prima donna, have been inked to appear in St. Louis Municipal Theatre productions at Forest Park this summer. They will appear in "The American Way" which opens the season June 3 and runs through June 16.

The new streamlined excursion steamer, The Admiral, *will start plying the Mississippi June* 12. *It has two air-conditioned decks and three open decks and is the largest passenger steamer ever built for Mississippi River service. Its reported capacity is* 5,000 *persons.*

The critics plugged for all they were worth, but the cash customers wouldn't believe them. So "Suspect," a British meller, reached a new low for the season.

Supreme Court Writ Returnable June 5

ST. LOUIS — The state supreme court, which on April 3 issued an order temporarily blocking enforcement of a judgment assessing a fine of $2,000 against the Pulitzer Publishing Co., publishers of the St. Louis *Post-Dispatch,* and fines and jail terms against two members of the editorial staff imposed by Circuit Judge Thomas J. Rowe jr., has made its writ returnable on June 5, at which time the sheriff for St. Louis must show cause why he should continue to hold the defendants.

Counsel for the newspaper on April 8 filed suggestions with the supreme court setting forth various reasons why it should review the action of Judge Rowe in holding the publishers, and two staff men, Ralph Coghlan and Daniel Fitzpatrick, in contempt of court because of editorials and a cartoon commenting on the action of Judge Rowe in clearing John P. Nick, former vice-president of the IATSE, and State Representative Edward M. Brady of extortion in connection with $10,000 allegedly collected by Brady from certain theatre owners in October, 1936, when a new wage contract for union projectionists was up for consideration. Judge Rowe on January 11, last, sustained a defense demurrer at the trial of Nick, and on March 4 at Rowe's suggestion Circuit Attorney Franklin Miller *nolle prossed* the companion charge against Brady "to save the state the expense and trouble of a trial."

The petition filed with the high court charged that Judge Rowe "pre-judged" the contempt case in his citation of March 11 and that his punishment inflicted on April 3 "constituted a denial of the liberty guaranteed under constitutional provisions."

Shurman Made a Colonel By Wisconsin Governor

MILWAUKEE—It is now "Colonel" Sam Shurman of M-G-M. That's the newest title for Metro's branch manager here, who was to be named an aide on the staff of Wisconsin's Governor Heil this week. We detect the fine hand of Exploiteer Louis Orlove in the matter.

Eddie Saunders Confers In Chicago With Flynn

CHICAGO—Eddie Saunders, M-G-M western division sales manager, here on a tour of his exchange territory, stopped off to confer with Jack Flynn, district manager. Saunders said that openings thus far of "Northwest Passage" and "Young Tom Edison" have been "very good."

New Sound for Congress

ST. LOUIS—The Congress, a link in the St. Louis Amusement Co. chain, will be outfitted soon with new RCA sound.

Heeds Protest Over "Birth of a Nation"

MINNEAPOLIS—Finally heeding protests from the National Association for the Advancement of Colored Peoples against the showing of "Birth of a Nation" on the grounds that it arouses race prejudice, Irving Gillman, Esquire owner, withdrew the film.

At first Gillman resisted the demands for the picture's withdrawal and defied Marvin Kline, acting mayor, who threatened to revoke the theatre's license.

Following an appeal by the colored peoples' association, the WCTU and several labor unions, Mayor Kline notified Gillman that unless the showhouse stopped the showing of the film its license would be revoked. Gillman then went into court and obtained an order directing the mayor to show cause why he shouldn't be restrained from carrying out his threat. Before the court's decision Gillman decided to capitulate.

As far back as 1915, Minneapolis mayors here have acted against the showing of "Birth of a Nation." In 1915 the state supreme court upheld Mayor Wallace G. Nye's ban against it. But the U. S. district court in 1931 issued a temporary injunction to restrain interference by Mayor William Kunze.

Percentage Deal Rejection Holds in Twin Cities

MINNEAPOLIS—RKO here still is demanding a 30 per cent split from Twin City independent neighborhood exhibitors for "Pinocchio."

In line with their policy of abstaining from percentage deals, the Twin City independents have made it clear that they'll "lay off" "Pinocchio" unless they can buy it flat. L. E. Goldhammer, RKO district manager here, has asserted that they'll have to come across with percentage if they want the film. The percentage asked of Twin City independents is 30 per cent up to specified control figures, but outside of Minneapolis and St. Paul RKO is said to be demanding and getting 50 per cent for it.

Cliff Gano Rejoins NTS Branch in Kansas City

KANSAS CITY—Cliff Gano, who formerly was here for National Theatre Supply, has returned after a year in Detroit, replacing Francis Keilhack on the sales staff. Keilhack, with the company eight years, goes to Chicago where he will be in the branch for a period and then do sales work.

Keilhack has been in show business for a long time. He was operator at the Granada, Gauntier, Home and then Electric, in Kansas City, Kas., and as a musician played in some of the largest theatres in the U. S. He comes from a family of show folk. His uncle, Fred Meyn, operates the Park in Kansas City, Kas.

Griffith-Dickinson Circuit Is Taken Over by H. J. Griffith

KANSAS CITY—Twenty-one of the 23 units of Griffith-Dickinson Theatres, Inc., were taken over late last week by H. J. Griffith and Partnership Theatres, Inc., when the latter two companies purchased the remaining 50 per cent interest in the circuit from Glen W. Dickinson. Griffith and Partnership acquired a half interest in the circuit April 1, 1939. The corporation is to be renamed, along with three units that still carry the Dickinson name.

The purchase was consummated as the result of a voluntary arrangement between Griffith and Dickinson. Dickinson, who entered exhibition 18 years ago at Manhattan, Kas., later expanding into Lawrence and other Kansas and Missouri towns, will continue to be an exhibitor. He retains the Macon at Macon, Mo., and the Dickinson at Olathe, Kas. He has also the Mission Hill Acres in Johnson county, near Kansas City, a house that did not figure in the original Griffith-Dickinson deal last year.

Coincident with the Griffith acquisition of complete ownership of the circuit, Ray E. Higdon, formerly with National Screen Service at Dallas and later theatre broker in this territory, becomes assistant film buyer for all Griffith houses, including the group here. Higdon has been with Griffith-Dickinson the past nine months. He will headquarters here. With Higdon assisting R. E. Griffith, H. J. Griffith expects to spend more time on the theatre management end.

The theatres that figured in the Griffith purchase are: Dickinson, Beloit, Kas. (Bill Gabel); Grand and Ritz, Chillicothe, Mo. (Glen W. Dickinson jr.); Fayette, Fayette, Mo. (Irwin W. Tucker); Chief, Hiawatha, Kas. (Francis Wright); Booth, Beldorf and Mainstreet, Independence, Kas. (William H. Wagner); Junction and Cozy (closed), Junction City, Kas. (Temple DeVilbiss); Carlton and Dickinson (Barnes Perdue), and Wareham (Harry Wareham), Manhattan, Kas.; Uptown and Chief (closed), Marceline, Mo. (Louis Higdon); Osage, Osage City, Kas. (Stanley Gartside); Osawa and Kansan (closed), Osawatomie, Kas. (R. W. Ferguson); Dickinson, Paola, Kas. (Turner Morrisett); Kansan, Uptown and Ritz, Parsons, Kas. (David Dallas); People's, Pleasant Hill, Mo. (Mark Cadle); Kiva, Slater, Mo. (Harold Sachse). Closed houses are not included in the 21 figure above.

Dickinson expressed himself as "very happy about the matter." He has developed several ventures in the Mission Hill Acres section other than his theatre there. Glen W. Dickinson jr., who has been managing a circuit house in Chillicothe, Mo., will join his father.

A Biblical Pageant Likely Film Story

DES MOINES—Representatives of two film producers are expected to see the presentation of Lemuel Eshelman Gibson's dramatic Biblical pageant, "A Broken Idol," at the Shrine auditorium here April 23, 24 and 25.

The production, written by Gibson, a 59-year-old studious, grayhaired law clerk and Bible class teacher, has been termed by some religious authorities as greater than "Ben Hur" and the "King of Kings," and possibly the equal of "The Miracle."

Gibson conceived the play at first as a simple Sunday School lesson for his class in Highland Park Church of Christ. That was 15 years ago. It was so well accepted he had to perform it for the entire church. Since then he has edited it, added scenes and taken them away. He has had the advice of dramatists and historians.

The late Chief Justice Scott M. Ladd of the supreme court wrote the opinion of the pro-consul which concludes the play and clinches its theme: The victory of eternal life over death.

A corporation with sufficient backing by Des Moines business houses to provide for an $8,000 stage production, is sponsoring the showing here now. Any profits will go to the Iowa Society for Crippled Children, the Council of Churches, the Catholic Foundation, and the Jewish Welfare Fund.

Names of the film firms interested in the production were not released.

Holdovers Weight Fears Product Shortage Near

MINNEAPOLIS—With holdovers at two of the three loop "A" houses again last week, the threatened shortage of product for local neighborhood houses later in the spring or summer was emphasized once more. "Road to Singapore" went into a third week at the Century and "Pinocchio" remained for a second week at the Orpheum. The World also held over "Sidewalks of London" for a second week.

Write "Cisco Kid" Story

HOLLYWOOD—Albert Duffy and Walter Morosco are writing an untitled "Cisco Kid" story for 20th-Fox. Ralph Dietrich will produce.

Shifts in H. J. Griffith Circuit Are Announced

KANSAS CITY—H. J. Griffith Theatres, Inc., has shifted Barnes Perdue, who has been assisting Harry Wareham at Manhattan, Kas., with the Wareham, Dickinson and Carlton, to Chillicothe, Mo., to manage the Ritz and Grand. Perdue succeeds Glen W. Dickinson jr.

Roscoe Hopkins has been transferred from the Booth and Paramount at Nebraska City, Neb., to Denver City, Tex., by Griffith interests, and Stanley McSwain, formerly at Auburn, Neb., succeeds him. At Auburn (Auburn and Booth) now is Glen Leonard, formerly of Post, Tex., as partner-manager.

Minn. Amusement's Release of Films to Benzes "Discussed"

MINNEAPOLIS—"Discussions" have occurred between counsel and principals of the Minnesota Amusement Co. on the one hand and the Benzes and the latter's lawyers on the other regarding the release of major product for the 4,000-seat Minnesota here, on which the Benzes have an option, and for the lower loop Palace, a Benz house.

This is the statement of John J. Friedl, Minnesota Amusement Co. general manager, relative to reports that a "deal" between his company and the Benzes is pending.

Those "in the know" are certain there will be no "deal"—that the Minnesota Amusement Co. will not relinquish any of the major product now sewed up by it to the Minnesota and will take no steps to help the Benzes reopen the 2,000-seat Palace for subsequent-run double features at a dime admission, as is desired.

The Benzes, who operated the Minnesota for its owners during a recent 22-week period with a policy of stage shows and independent pictures which did not prove successful, have an option on the theatre, the exercise of which is contingent upon their obtaining major screen product. They attributed the recent operating failure to lack of such product.

While Friedl declined to explain the nature of the "discussions" with the Benzes and their counsel and while he would not comment on the possibility of any "deal," local film circles have their own opinions.

It is believed that Rosenberg, Stein & Stein, prominent Chicago film attorneys, representing the Benzes, requested the conferences with Friedl and the Minnesota Amusement counsel and that the request was readily granted. It also is regarded as a certainty that the matter of the Benzes entering the Minnesota Amusement Co.-Mort H. Singer pool of local loop first-run pool with the Minnesota and Palace theatres came up for discussion.

While Friedl asserts emphatically that the Minnesota Amusement circuit, a Paramount subsidiary, is not for sale and positively will not be sold to anybody, it is believed that he evinced a willingness to dispose of all of the Twin City first-run houses, except the 25-cent Gopher, to the Benzes. The prevalent opinion is that Minnesota Amusement has been finding the Twin City neighborhood and out-of-town situations profitable operations, but is not pleased with the Minneapolis and St. Paul downtown results.

In the meanwhile, the Minnesota and the Palace here remain dark.

MINNEAPOLIS

FILM salesmen, as a rule, are classy dressers, but Stewart (Ben) C. Martin, Ross Federal's assistant branch manager, can give most of the boys cards and spades on that score. Stewart, who always looks immaculate and is attired in the best of taste at all times, is one of the reasons for the Ross Federal popularity with the exchanges. A regular fellow with a million-dollar personality . . . A large advance ticket sale assured the success of the gala Twin City Variety Club grand ball at the Hotel Nicollet April 13 to raise money for the Minneapolis Milk Fund which the club sponsors. Net proceeds will go to the Fund. Music was provided by a 30-piece orchestra, comprising Minneapolis Symphony members, and there was a midnight supper.

Fred Finnegan, popular RKO assistant booker, moving to his Lake Minnetonka home, May 1. Unseasonable weather has kept Fred in town a little longer than usual this spring . . . Charlie Weiner of Monogram killing two birds with one stone. Attending the Variety Club convention and his company's sales convention. Both are being held in Dallas. The one on April 18 and the other on the 21st.

Out-of-town exhibitors visiting Filmrow included: Gay Hower, Worthington, Minn.; George Schroeder, Mountain Lake, Minn.; Bim Lakie, Barnesville, Minn.; Harry Green, Windom, Minn.; Don Buckley, Redwood Falls, Minn.; George Westerman, Milaca, Minn., and Jack Heywood, New Richmond, Wis. . . . Marvin Wolfish, RKO assistant booker, celebrated his birthday by buying cake for the office gang . . . An attack of flu kept Rud Lohrenz, Warner district manager, confined to his room in the Nicollet Hotel.

Donald Swartz, Warner assistant booker, back from his honeymoon and on the job again . . . Local filmdom mystery: Who sent Lowell Kaplan of the Welworth circuit those herring? . . . Friends of Billy Evidon, Columbia office manager, gave a stag for him Thursday prior to his wedding . . . Handwriting experts much in demand at local showhouses. Numerous theatres, including the State, ace loop Minnesota Amusement Co. house, going in for this sort of added attraction . . . Harry Hirsch's Gayety stock burlesque season terminated Thursday.

RKO exchange still at top in Film Bowling League and championship is practically assured. Season ends April 26 . . . "Rebecca," which has been doing a land-office business throughout the country, opens at the State here and St. Paul Paramount day and date April 19 . . . "Kelly" Evidon, Warner ad sales manager, reports swell returns in response to a letter which he sent out to exhibitors asking for cooperation in the Sears drive. His department is second in the district.

Al Aved, Columbia salesman, awaiting the stork's arrival . . . The RKO boys chipped in for a horseshoe set and they plan to go in for the tossing this summer . . . Helen Carney, veteran M-G-M office staff member, in the hospital with a minor ailment . . . Harold Kaplan, manager and part owner of the highly successful St. Louis Park Theatre, took an afternoon off to attend a Gayety Theatre performance. The magnet was the beautiful Ada Leonard.

Republic's "South of the Border" had its first runs here at the Paradise and Nile, neighborhood theatres, and did a big business at both houses. Showings followed at the Camden and Edina. Gene Autry, its star, is a topnotch magnet in most of the out-of-town situations throughout the territory, but up to the present the Twin City houses haven't given him much of a tumble . . . George Granstrom, prominent St. Paul exhibitor, going to St. Louis to visit relatives. May fly from there to the Variety Club convention at Dallas if he can get away.

Gilbert Nathanson, Republic distributor, went to Lawrence, Kas., to attend the premiere of "Dark Command" . . . Maurice Evans in "Richard III" and George White's "Scandals" coming into the Lyceum here next month . . . Max Torodor, local independent exhibitor, called back from his Los Angeles vacation by his daughter's illness . . . M-G-M exchange installing new women's rest room . . . Columbia's present new enthusiasm is "Doctor Takes a Wife." Ask "Hy" Chapman, Columbia branch manager, if you don't believe it's a wonderful picture . . . Wife and small daughter of Cliff Gill, Welworth circuit publicity and advertising head, back from a visit with Mrs. Gill's parents in Seattle.

Bennie Berger, prominent independent circuit operator, and the wife off for a Hot Springs vacation. From there they'll go to the Variety convention . . . "Nickey" Goldhammer, RKO district manager, visiting Des Moines and Omaha branches . . . Universal screened the new Deanna Durbin picture, "It's a Date," and they're claiming emphatically it's the best of all Durbins . . . Morrie Abrams, M-G-M exploiteer, back from Redfield, S. D., and Valley City and Grafton, N. D., where he worked on "Gone With the Wind."

Paramount was sitting on top of the world last week downtown here with two of its pictures, "Road to Singapore" and "Sidewalks of London," making the best boxoffice showing, comparatively, of all the loop offerings. Former now is in its third week at the Century . . . Eddie Ruben, independent circuit operator, on a one-day hop to Sioux Falls, S. D., to look over his theatre there . . . "Bruz" Rubel, the film men's broker and a double for Ricardo Cortez, is a shy young fellow. He sent Ada Leonard, whom he greatly admires, a beautiful bouquet of roses at the Gayety performance which he attended. But he refused to sign his name to the attached card. For a laugh, get him to tell you what he did write.

Marty Lebedoff of the Brynwood brought in Moishe Oysher, Yiddish film star, into the North High Auditorium last Sunday night for a concert. The event proved a big success, artistically and financially. The Homewood, another Lebedoff house, has shown several pictures starring Oy-

(Continued on page 45)

Clinton Sizzles Over Title Change Rumor

CLINTON, IA. — If 20th Century-Fox changes "The Life of Lillian Russell" to "Glamour Girl of the Gay Nineties," Clinton's gonna howl.

In fact, the mere rumor of such title-juggling last week had sizzling protests steaming westward from the city's leaders, including Mayor Harry Pape and heads of various civic organizations.

Lillian Russell was Clinton's most famous daughter, they contend, and achieved a success that made her name foremost among the great actresses of her day.

They have heard that New York wants the "Lillian Russell" premiere and some even suspect that the suggestion that the actress' name be taken from the title, is a bit of skullduggery on the part of La-Guardia-town.

Few of Clinton's leaders crying "no title change" today realize they are reversing their city's stand. For, when Clinton's founding fathers first laid out wide Fifth Avenue here, they called this settlement "New York."

That title was changed, wasn't it?—R.C.

Successor to L. J. Ludwig Still Remains Unknown

MINNEAPOLIS—The vacancy created in the Minnesota Amusement Co. by the resignation of L. J. Ludwig as assistant to John J. Friedl, the big circuit's general manager, is still open.

Ludwig, who has been connected with Paramount, the parent company, since 1927, was seriously injured in an automobile accident several months ago and never has recovered completely. Finding his present duties too arduous, he decided to engage in an occupation less strenuous and will enter the screen advertising business. In the interim, however, he expects to undergo another operation.

Fox Beatrice Theatre Corp. Asks Suit Particulars

LINCOLN—Asking particular and more definite statements on 20 questions, defendants in the Frank E. Hollingsworth anti-trust action against the Fox Beatrice Theatre Corp. filed this week in federal court.

Hollingsworth maintains that most of the major film companies entered into collusion with Fox-Beatrice in Beatrice, Neb., as a subsidy to Fox Midwest, to squeeze him out of business in Beatrice, where he operates two theatres, the Pix, first run, and the Rialto, second run.

Harry Vickers Des Moines Commissioner of Finance

DES MOINES—A few years on Filmrow here is an education for most any job.

Harry Vickers, newly-elected finance commissioner in Des Moines, was booker at First National for 10 years and formerly was chairman of the joint film board of trade.

Competition to Sport Not Permitted

Minneapolis—Because he wished to attend the state high school basketball tournament in the Twin Cities and, particularly, to watch his son, a member of the Mountain Lake high school team, play, George Schroeder shut down shop for three weekend days, closing his Mountain Lake Theatre, ordinarily its best days. Many of the other Mountain Lake residents accompanied Schroeder to the Twin Cities. The Mountain Lake team, which won the state championship last year, failed to retain the crown.

KAYCEE

IN CASE you hadn't noticed it, WDAF no longer is broadcasting the "Pot O' Gold" program. Its elimination followed the FCC's note on the matter to the department of justice.

C. A. Botkin has purchased a pair of new high intensity Simplex lamps and a Hertner generator from John Kelly of the National Theatre Supply for his Harper at Harper, Kas. . . . W. D. Fulton is installing the same equipment in the Vogue, Kansas City, with Walt Shreve, NTS manager here, making the sale . . . Dubinsky Brothers are putting in a pair of the new lamps with rectifiers in the Electric, St. Joseph, Mo.

Budd Rogers of Alliance Films was here conferring with W. L. Norris of Norris Distributing Co., who will handle "The Outsider," Alliance feature, in western Missouri and Kansas. The picture goes in the Midland, April 19, for first run.

I. C. Gregory, Chicago, father of Charley Gregory here, died April 5 at his home in Chicago. Funeral services were held there Monday. Charley is a vice-president of Variety Club and branch manager for NSS.

Little damage was done to Dominic Donnici's Palace, downtown subsequent in Kansas City, the other night when fire broke out in the hotel above the theatre. What damage was done was caused by water.

Hugh Asmus, head shipper for RKO and with the company over 17 years, died at the Veterans' Hospital in Excelsior Springs last Saturday. He was 60 years old.

On the Row: Louis Griefe, Windsor,

(Continued on page 18-D)

Griffith Tries Again For Minny Permit

MINNEAPOLIS—Another effort is being made to get the city council to let down the bars and permit new theatre construction here. For the fourth time H. L. Griffith has made an application for a license to build and operate a $200,000 showhouse on his neighborhood property.

Griffith has been fighting for this license for several years; it was granted once, only to be revoked. He then went into court to compel its issuance, but lost out.

Irving Gillman, Esquire Theatre owner, also recently suffered a reversal in a court fight to mandamus the aldermen into issuing a license for a theatre on another neighborhood site. He has not decided yet whether he will take an appeal.

The council's principal reason for refusing to issue any more theatre licenses is the belief that the city already is overseated and additional theatres would jeopardize present showhouse investments. If the aldermen changed their minds it's indicated that anywhere from six to a dozen new theatres would be built. In St. Paul, where there's no taboo, two houses now are being constructed.

Bizon Succeeds Charack On Warner Sales Staff

MINNEAPOLIS—Filling the vacancy on the Warner sales staff created by the transfer of Tommy Charack to Los Angeles as city salesman, Leon Bizon has been transferred here from the Omaha branch. Bizon takes over North Dakota which Myron Adcock has been covering. Adcock goes to South Dakota where Charack formerly held forth.

Two Aberdeen Houses Are Taken by Ralph Green

ABERDEEN, S. D.—The Pix and Time theatres here have been acquired by Ralph Green, owner of the Loop Theatre, Minneapolis, and a house at Fort Dodge, Ia. Art Johnson, Sioux Falls, S. D., exhibitor, is the former owner.

Columbia Extends Grinde

HOLLYWOOD—Columbia has given Director Nick Grinde a contract extension.

EXTRA

$3.50—NOW—$3.50

POPPERS SUPREME

SOUTH AMERICAN—IOWA'S FINEST POPCORN THAT POPS

Try It Once and You'll Want More! The Finest on the Market.

SOUTH AMERICAN SUPERB — $4.50

Our Flav-O-Nut Oil the Best Seasoning There Is

RUBE MELCHER **POPPERS' SUPPLY CO.**

GRand 0672 1717 Wyandotte St. Kansas City, Mo.

EXTRA

DES MOINES

YOU'LL have to make allowances this week. BOXOFFICE & Co. have moved. BOXOFFICE, her hair in pigtails, her arms full of curtains, and her mouth full of tacks, is blitzkrieging her way through five rooms . . . & Co. has barricaded himself in his last stronghold, the den . . . For lack of better occupation he's trying to make sense of these BOXOFFICE notes . . . If it all ends abruptly, you'll know & Co. found an opening for a quick dash to sanctuary—the office.

Lessee, first there's something about happy, dapper George R. Giroux being in town to tell the managers what to do with those Technicolor pictures . . . He cut a coupla notches in the Orpheum electric bill by turning out a pair of side lights down front, but admitted he couldn't do much about those "yellow torches at the Des Moines and Paramount" . . . That ring on Giroux's little finger is quite a torch itself . . . Bobby Stone, the Aranow boy from Des Moines, has a part as a pearl diver in "Pago Pago," says his maw, and will get screen credit (that woulda been a scoop if & Co. hadn't told Ashby about it).

That Kendall Community players' screening of "Craig's Wife" was set up by Columbia's Bing Miller, who didn't have to get a New England accent to locate an old print in Boston . . . It was all arranged so the locals could pick up some tips before their own five-day run . . . Bing, incidentally, is switching from booker to salesman in Mel Evidon's plant since Marv Godwin signed up with Lou Elman over at RKO . . . Marv hardly knows he's changed jobs. He's covering the same old territory.

The Elmer Tiltons and the Clyde Pratts got back from the Lawrence, Kas., premiere of "Dark Command" intact . . . Wonder if Elmer knows that Doris Day, who has a bit in Republic's "Thou Shalt Not Kill," has an Iowa background. She used to flirt with the professors over at Cornell College in Mt. Vernon . . . Harry Holdsberg gave "Young Tom Edison" a shot in the arm at the Des Moines and Roosevelt by locating Mrs. Ettie Huckins, 77, out at 2920 Maple St. . . . She knew Tom Edison as a youth in Michigan and affirmed the incidents portrayed in the film—for the public prints.

Lou Elman's keeping us informed about RKO screenings with "Bill of Divorcement" at noon Thursday and "Beyond Tomorrow" at noon Friday, but whyineck doesn't he have 'em when workin' people can see 'em? . . . His "Irene" was big news for the trade at the Orpheum last Monday morning . . . Other big news on the Orpheum front is the speed with which Emil Franke snapped up that mystradrama combo, "Fall of the House of Usher" and "Black Friday," after it got the cold shoulder over on Grand Ave.

& Co. looked like a walking ad for Technicolor after Franke explained (in the barber shop) why that Oakley called for a staff consultation . . . All's forgiven, Emil, and we'll get those Pinocchios out of your office and into our den just as soon as we get a path through the doorway wide enough to accommodate 'em.

Harry Herman's back from his Broadway hegira with the news that the Spandau rumor has spread clear to Albany . . . Harry visited Doc Banford on the way east and saw Max Friedman, former Paramount-Publix booker here, in Albany . . . Harry is visiting the Tiltons for the nonce while compiling ideas to pull the public into his New Hampshire Theatre after May 16 . . . He promises a new canopy and other changes in the house when he takes over.

If these notes on the back of a Younker bill make sense (those on the front don't), BOXOFFICE scored when she suspected romantic goings-on up in Foxy Stan Mayer's sector . . . Not only was Ida Peters sneakretly wed to Jon Sherman (?) Green, the Colfax, Ia., barrister, last November, but Custodian Victor Anderson repeated the words with Wilma Pulis, and Bert Rabb of the ad sales department did the Mendelssohn tread with Gladys Ankeny . . . which reminds us of that January 13 snowstorm and how's the Gilly Wells recreation room holding up?

That phone call was from Jeanette MacDonald's manager reminding BOXOFFICE & Co. of the time. That draft was BOXOFFICE going past the door on her way to pin up those pigtails . . . And that press conference is & Co.'s none too graceful exit from this chore. After BOXOFFICE & Co. have welcomed Miss MacDonald, BOXOFFICE is gonna decipher (3 to 1 she can't) her own notes, and & Co. is gonna hang the curtains (3 to 1 he can).

Such a braggert as & Co. turned out to be (he's been going around with BOXOFFICE) . . . betting 3 to 1 on his ability as a curtain-hanger after the curtains are all hanged! Look at him, lopping over there on the davenport with a book and a pan of popcorn, busily NOT hanging curtains! Jeanette MacDonald turned out to be very much all right, talking about how she used to have broomstick legs and spent much of her time as a kid exercising her leg muscles to develop her calves (an excellent device with which to call the attention of the press gents to her current underpinnings).

Emil Franke sends home a miniature rolling pin tagged "Too Many Husbands" . . . nothing personal, we hope . . . Howard Dunn was another Filmrower who thought that those red lights Stan Mayer installed in the Little Fox aisle were a good idea . . . We see Hazel Dunn got the new spring hat after all, and mighty pretty she looks too in that shade of blue (you know, it's one of those with a great gob of posies right up here in front) . . . what was all that chatter Pearl Stansell was doing about not bothering Frank Gaskill at Metro if he'd just send the funnies over?

Most theatres seem to have blonde gals in the boxoffice . . . We think the Orpheum has the right idea, though . . . Emil has a blonde for them as prefer 'em, and a brunet to smile for the customers who like 'em dark . . . the pretty blonde-brunet combo who rule the Orpheum boxoffice are Crystal Ryan and Grace Spayde, and step right up, boys, they're both single (but when you step up, be sure you got the dough for your ticket, brother). Word arrives from Clint Bolton, who has been hiding out in Sioux Falls since his BOXOFFICE three-sheeting, that Terry Turner okayed that expense account.

DM Filmrow was shocked to hear from Oklahoma City that Tom McKean, formerly with Paramount here, has suffered the loss of his three-year-old daughter. She was fatally burned, when gasoline poured on a bonfire exploded . . . The only issue between the two candidates for mayor in Davenport was that the Republican opposed cash Bingo prizes and the Democrat promised the voters he'd bring them back. Theatre owners aren't neutral.

Walt (Dimples) Lohman says he will probably deny DM Filmrow the pleasure of his sunny disposition and look outside the corn capital for chores more to his liking . . . Walt quit Monogram April 2. With a sensahuma like the Dimples has, we can't see why he waited the extra day . . . Stan Mayer's brown suit, brown tie with hanky to match make a very spinorty getup even on the Row . . . Haven't seen Art Anderson's cheery, suntanned little face for a coon's age, and can't help wondering how he's doing on those hills these days.

Dog to Premiere

MINNEAPOLIS—Newest and strangest film contest ever held here was that sponsored by the *Times-Tribune* for Paramount's dog picture, "The Biscuit Eater." The contest was open to all hunting dogs and the lucky canine won an airplane trip to Albany, Ga., for the film's premiere. A committee of prominent dog experts here chose the finest looking dog as the winner. Merle Potter, *Times-Tribune* critic, accompanied the canine to Albany.

In his column explaining the contest, Potter said: "There are no strings to this offer whatever. The dog gets the honor of the trip, national publicity, chance to see a lot of new country—something the dog will remember all its life. Transportation will be by airplane, most luxurious travel trip ever enjoyed by any dog any time."

Showing of Swedish Film Nets $60 for Finland

DES MOINES—Showing of the Swedish film, "Rena Rama Senningen," ("Nothing But the Truth") at the Avalon here last month netted $60 for the Finnish relief fund. The presentation was sponsored by Tryggve Lodge No. 67, Independent Order of Vikings. The contribution put Iowa's Finnish relief fund near the $20,000 mark.

Lawrence Jammed for Republic Premiere

LAWRENCE, KAS. — By plane, train, bus and private auto, people streamed into this Kansas town for the elaborate premiere staged by Republic for "The Dark Command," making a crowd estimated at 70,000 on hand for the festivities.

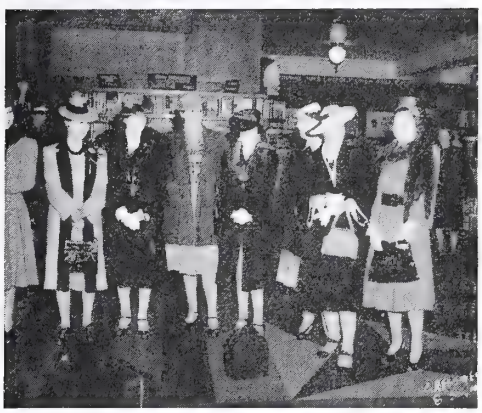
And there were plenty of festivities, starting with a rousing welcome to the official train at the station, a parade of the stars up Massachusetts to the Eldridge Hotel, individual and group receptions, an oldtimers' parade in the vehicles and costumes of Civil War days, and the enactment of the burning of Lawrence by Quantrill (Cantrell in the film). To top it off, came the premiere, a double-barrelled affair at the Granada and Dickinson theatres, with a popular-priced midnight opening at the Varsity trailing. The Patee, the fourth Lawrence house, booked two Republic films to make it unanimous.

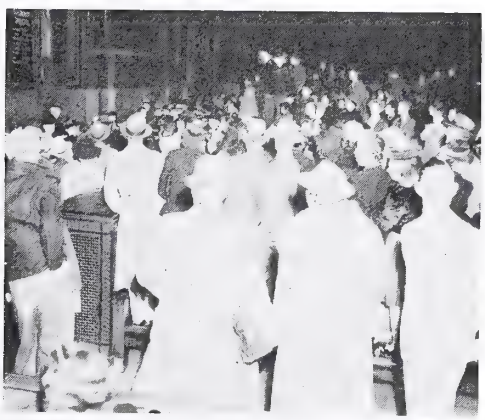
From New York for Republic came Herbert J. Yates, chairman of the board, and J. R. Grainger, president. From Hollywood: Gene Autry, Walter Pidgeon, Roy Rogers, John Wayne, Wendy Barrie, June Storey, Ona Munson, Mrs. Gene Autry and George "Gabby" Hayes.

Included among Kansas City trade people present were E. C. Rhoden, C. A. Schultz, Robert F. Withers, O. K. Mason,

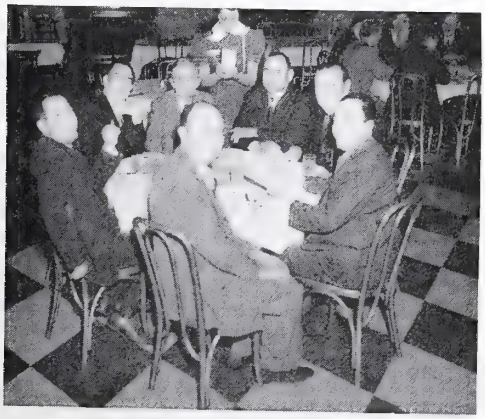
(Continued on page 18-C)











About the Photos—

Start at the top of the left column: A group of stars and film people in front of Union Station, Kansas City. Wives of some of the Kansas City filmites who accompanied their husbands to Lawrence. A crowd at the station platform as junketeers board the special. "Going up!" In Lawrence, probably bound for the Republic Hospitality Rooms in the Eldridge Hotel. A group of Kansas City film men at luncheon in the Eldridge. Directly below, Herbert J. Yates, Republic chairman, and E. C. Rhoden, president of Fox-Midwest, exchange pleasantries while the pretty onlooker absorbs the scenery. Starting at the top of the right column: Vanguard of the parade in Lawrence. Stars besieged by autograph hunters. Walter Pidgeon signs for a couple of Indians while E. C. Rhoden (left) and Jack Moffitt of the Kansas City Star *look on. Roy Rogers gives out, supported by William Saal, Republic's dynamic generalissimo of the premiere. One of the five Kansas University co-eds on the official welcoming committee to the stars.*

—Photos by Cresswell













....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

THOSE Iowa State collegiates at Ames were only trying to chase down all the publicity angles for their Veishea festival, but they landed right in the no-man's-land of the Burton Jerrell-Joe Gerbrach feud.

Jerrell recalled his Harvard degree and his unsigned Ames contract. Joe made some remarks about "Hitler tactics" and national newsreel possibilities.

Keeping mum and sitting tight is Pella, Ia., which has its "Tulip Festival" available for the cameramen on the Veishea dates, May 9, 10 and 11, and may benefit if Joe's theatres continue as holdouts and Iowa News Flashes looks for subjects elsewhere.

If we'd only remembered what happened to blond Hal Sheridan when he left the KSO programming job here, we wouldn't have had to disturb so many people trying to find who manages the Paramount in Cedar Rapids. Now we can't even convince ourselves we knew it all the time.

It's labeled a rumor just to be safe but we believe it's a fact . . . Earnie Hagerman, former owner at Independence, bought the Strand from Mrs. Ida Pahnken Gibbs.

Why is it, no one has ever accused Walter Carroll of Colfax of being hasty about anything?

The Smith Bros. of Corydon, still famous for their lack of beards, were seen lurking around the Row.

The Howard Pollards have something in common, but in different towns. Mr. Howard runs the house at Dows, Ia., and Mrs. Howard runs the house at Reinbeck.

Bob Malek of the Uptown in Gladbrook recently acquired the Grand and Iowa theatres at Independence from E. W. Hagerman.

Hope the diphtheria scare in Webster City isn't cutting in on Percy Long's grosses.

The nice weather brings 'em all flocking to the Row. M. L. Dickson of Mt. Pleasant; Eben Hays of Memphis, Mo.; Stuart Peake of Maquoketa; Floyd Rafferty of Coon Rapids, were all among the exhibitors who sauntered down High in the sunshine last week and rather incidentally did a little booking here'n there.

Even a few of the lady exhibitors got spring fever and spent a little time in DM. Mrs. E. G. Holben of Lenox; Mrs. C. S. Hoffman of Knoxville; and Beulah DeNune of Tipton were here.

A. C. Maenck of Anamosa now has the house at Riverside which was formerly operated by Tony Chado.

LINCOLN

PICTURE of the week: Slim Fraser of Havelock dressed up in overalls as part of the town's annual celebration, Farmer's Institute, during which all the farmers come to town. Reason the business men, like Slim, dress in overalls is to look like farmers, but they don't, because the farmers put on their best—and look like the business men.

Look-back at Lawrence Kas.: Nebraska delegation to Republic's "Dark Command" premiere was small but enthusiastic about the company's job, which went over better than some of the larger company blow-outs . . . Howard Federer, Lincoln, conducted experiments on how to lose friends, by calling Elmer Tilton, Des Moines, and William "Wild Bill" Saal, the preem chief, out of bed at 5 a. m., when he arrived. They, especially Bill, had been without sleep for hours . . . Milton Overman, Omaha, watched the whole parade from Wendy Barrie's bathtub (Wendy didn't know it). Overman, with Harry Lefholtz, also Omaha, found the bathroom window afforded a swell view—of the parade, of course.

Carl Reese, who peddles Republic celluloid in the Husker state, was plugging the product in the Eldridge Hotel corridors. Couldn't get out of the habit . . . Elmer Rhoden, graduate of the University of Nebraska, but now a Kansas City transplant, showed Autry a couple of chords on the guitar . . . Jerry Zigmond, ex-Lincolnite, wondered if his old boss, J. H. Cooper, and his old opposition, L. L. Dent, were going to stay that way, or make a deal. And there's a Warner picture of the same name, Jerry: "We Are Not Alone" . . . Benny Marcus, Columbia, Kaycee after spending some time in Omaha, said he was spying, because Columbia may blow-off the "I Married Adventure" story of Osa Johnson, in Chanute, Kas., her home town. In two tests, "Dodge City" and "Dark Command," Kansas has been found to be very hospitable toward Hollywood.

Applause for William Saal: Take it from this arm of BOXOFFICE, *which is by now a veteran in matters of premiere attendance, Republic's show for smoothness, neatness of presentation from arrival to bows at the picture houses, and for excellent public approval on all sides, rates with the best. This is made doubly interesting because there was early opposition in Lawrence to holding the picture there, some of the natives objecting to the life story of Quantrill being kicked off in the town he sacked in* 1863.

Back home again: R. W. Huffman can't be dialed anymore, one has to drive to reach him. Golf, that's it! . . . Joe Scott is running Eddie Cantor a race, three girls in a row. If they were all going to be girls, says Joe, why not five at a time, like old man Dionne? . . . Mrs. Bob Livingston, who got sick at the last minute, had to nix the prospective Hollywood trip . . . No word from Harold Hellerich, who made a quick hop the other day to Montana, and a new theatre connection.

The hinterland: Carl Reese will vote for any president who will okay Bank Night as a platform plank . . . Ray Holtz read that the game warden would punish by fine all those who kept fish less than six inches long, but it doesn't worry him any. His catch this spring as yet to number "one," of any size . . . Silence from Ed Schoenthal and Holdrege would indicate the season of flora, fauna, and femmes has him busy . . . Maynard Nelson is one of the most faithful watchers while the new Empress goes up in Kearney. It's all right to watch the opposition build, he says, as long as it isn't the gross.

And with this stint, ye correspondent beats it down the Lincoln highway to Hollywood for two weeks. Plaza Hotel, for complaints!



First-Hand View—

An insight into the production technique—from one who should know—is garnered by Max Torodor, owner of the Ritz Theatre Corp., Minneapolis, as he and his son Donald and daughter Fern chat with Cecil B. DeMille. They're on the set of DeMille's "North West Mounted Police" at the Paramount studio.

Heart Attack Is Fatal To Michael G. Mayen

MINNEAPOLIS—Film circles here are mourning the loss of Michael G. Mayen, district manager in charge of Minnesota Amusement suburban houses in Minneapolis and St. Paul, who died following a heart attack.

Mayen, who was 46 years old, was a veteran Twin City theatre man. Prior to joining the Minnesota Amusement company in 1927, he managed theatres in Duluth and St. Paul. He started in the show business at the age of 15 as an usher.

Lawrence Jammed for Republic Premiere

(Continued from page 18-A)

Frank Hensler, Ward Scott, George Fuller, R. J. Biechele, Charles Gregory, Ben Marcus, Arthur Cole, Sam Abend, Homer Blackwell, Ollie Williamson, Wm. G. Formby, John Quinn, Jack Barnett, Kenneth Force, N. B. Cresswell, Peter Dana, Finton Jones, F. E. Ritter, T. R. Thompson, Don Woods, Is Beiser, L. F. Durland, Don Davis, James McConnell, Dick Smith, John C. Moffitt, Arthur Burke, Beverly Miller, Ralph Cuttell, Doc Lowe, Ed Durwood, Senn Lawler, Lou Honig, H. E. White, Alan Karf, Ralph Adams, Chet Hylton, H. F. Brown, Betty McGuire, Harold Hume, Voncil Jeter, Reube Finkelstein, George Harttmann, Glen Dickinson, Leland Allen, George Baker, Johnny Scott, C. Riley, C. M. Parkhurst, Charles Lewis, Charles Morrell, Charles Barnes, Harry Biederman, Dale Heveline, Morrill Moore, Ed Bradford, Dick Orear, Marguerite Ingalsbie, Florence Flynn, Hazel Ralph, Marjorie Moore, Gretchen Brown, Pauline Siegrist, Laura Austin, Lovina Grunden, Frances Ukele, Janice Weakly, Betty McAlister and Helen Green.

Visiting Republic franchise holders included Arthur C. Bromberg, Atlanta; W. G. Underwood, Claude Ezell, Lloyd Rust and Al Auit, Dallas; Morris Loewenstein, Sol Davis and Eddie Griggs, Oklahoma City; B. F. Busby, Little Rock; Irving Mandel and Harry Lorch, Chicago; Gilbert Nathanson, Minneapolis; H. M. Warren and E. J. Tilton, Des Moines; Carl Reese, Omaha, and Nat Steinberg, St. Louis.

Visiting exhibitors: Mrs. Marion Miller, Boonville, Mo.; E. A. Peterson, Greenfield, Mo.; Frank Anderson, Kirksville, Mo.; H. E. Porter, Humansville, Mo.; John Tau jr., Goodland, Kas.; Elmer Bills, Salisbury, Mo.; Virgil Greene, La Plata, Mo.; J. Ward Spielman, Baldwin, Kas.; C. A. Bessier, Humboldt, Kas.; William Wagner, Independence, Kas.; M. A. Otto, Pleasanton, Kas.; Harry Musgrove, Minneapolis, Kas.; Bob Gorham, Horton, Kas.; A. W. Heyl, Junction City, Kas.; Howard Killian, Monroe, Kas.; Mayme Musselman, Lincoln, Kas.; Jack Allen, Olathe, Kas.; W. G. McKinney, Kansas City Griffith office; Jay Wooten, Dodge City, Kas.; Mel Miller, Ottawa, Kas.; Roger Ruddick, Atchison, Kas.; Woody Barritt, Wichita, Kas.; Rex Barrett, Columbia, Mo.; Roy McKittrick, Harrisonville, Mo.; Glen Deeter, Herington, Kas.; Bob Shelton, Warrensburg, Mo., and Howard Federer, Lincoln. Present also was Barney Oldfield of the Nebraska *State Journal*, Lincoln.

Projection Equipment for Bankers Life Auditorium

DES MOINES—Complete film projection equipment is included in the auditorium of the new $2,000,000 Bankers Life Co. building here which will be opened for public inspection next Tuesday.

The auditorium will seat 1,200. Special sound equipment is installed directly back of the screen on the stage and two Simplex projectors are included in booth equipment.

The Show Must Go On

LINCOLN—Well, the post of theatre manager at Lancaster for the next 13 years has been filled at last.

It was a tough job to get a man, because nobody outside of Lancaster was interested in the money or the location or the opportunity for advancement, and no amount of advertising for a replacement for the departing impresario would do any good.

Lancaster, here, is what is known to the more blunt as the Nebraska State Penitentiary, in which, for the past eight years, Jules Rachman, doing a 15-year stretch for the shooting of Harry and Sam Goldberg, former Omaha exhibs like himself, has been the operator of the prison theatre.

After being refused one try at the pardon board, he was promised a springing by the second group hearing him, and walks out of the institution some time in early October. Rachman had worked hard with the prison theatre, and built it up to the one recreation of paramount importance in the prisoner's week. Warden Joe O'Grady didn't want the theatre to go to pot after Rachman left, so a search was instituted for some one to fill the vacancy.

By this method, the name of Tommy O'Connor, a former St. Louis hoodlum and member of the Shelton gang, who is approaching the hump of a 25-year stretch, was drawn. O'Connor, already an old settler, has enough time to go that the theatre manager problem won't crop up again for ten years or more.

O'Connor's record:

He's in the Nebraska pen for participation in the greatest daylight robbery in the history of the world, that of September, 1930, when a crew at pistol point, took $2,500,000 from the Lincoln National Bank. It's quite different from the money he now draws—because he gets only $2 a month, $24 a year, for being the prison theatre manager.

However, his experiences in the Lincoln job shows up in his statement of policy for the prison theatre. When asked if he would make any changes, O'Connor said he wouldn't.

"Especially," he said, "will I make a firm stand against that theatre practice elsewhere—Bank Night. If it wasn't for a bank, I wouldn't be here."

MINNEAPOLIS

(Continued from page 40)

sher . . . "Grapes of Wrath" continues to do a terrific business throughout the territory.

It finally got past the censors: The discarded first name of Reno Wilk, RKO salesman, is Elmer . . . Bill Crystal was so well received when he talked before the Twin City Variety Club on film product that there's talk of taking him on a tour of all Variety chapters around the country. Bill has developed a system which, through a quick glance at a chart, tells the strength of various film products.

Eddie Swanson, veteran showman and manager of the Metro, Red Wing, Minn., is a daddy, his wife having presented him with a girl baby . . . Joe Floyd, manager of the Hollywood, Sioux Falls, S. D., and Clayton Severson, manager of the Monte, Montevideo, Minn., were declared tied winners in the recent Eddie Ruben managers' drive, the big Welworth circuit's March campaign. Each receives a beautiful desk trophy. Harold "Swede" Bartlett of the Roxy, Langdon, N. D., is second place winner.

Business was suspended for a day at the Welworth circuit offices to celebrate the birthday of Bess Crane, Eddie Ruben's private secretary . . . Mannie Goodman, the valance man, proud of a 60-foot street banner which his Hollywood Advertising company has made for a political rally in Sioux Falls, S. D. Mannie Sgutt, Columbia salesman, is staging the rally.

Busch to "Belle Starr"

HOLLYWOOD—Niven Busch will adapt "Belle Starr" for 20th-Fox.

Over 30 Kansas City Barkers to Dallas

KANSAS CITY—Between 30 and 35 members of the local Variety Club will leave next week for the national convention in Dallas. The special leaves here 5:30 p. m. Wednesday and arrives the next morning in Dallas at 7:15. It will be equipped with a club car, and drinks will be furnished by the club.

Among those who are definitely planning the trip are Sam Abend and Earl Jameson of Film Delivery; Jack Shriner of the Gem, Chuck Esterly of the State and Roanoke, George Harttmann, North Kansas City; George Baker and Peck Baker of Baker Enterprises; E. C. Rhoden of Fox Midwest; Jack Gregory of Altec; Charley Gregory of NSS; Ward Scott of 20th-Fox; Reube Finkelstein of the Belmont; Frank Hensler of Metro; R. R. Biechele, Osage, Kansas City, Kas.; Charley Knickerbocker, 20th-Fox; E. L. Harris of Alexander Film; Bev Miller of Book Night; Fred Bredehoft, attorney; Finton Jones of the Travelers; Judge James H. Anderson, Kansas City; Pete Dana, district manager for Universal; Jim Winn and Don Woods of Warner Bros.; Frank Cassil, St. Joseph; Roy Dunnick, Atchison, Kas.; H. J. Griffith of H. J. Griffith Theatres, Inc., Rube Melcher, Kansas City.

Among those who are tentatively planning to go are Homer Strowig, Abilene, Kas.; Jay Means, president of Variety Club, Oak Park; Bob Withers, Republic-Midwest; Lon Cox, Fox Midwest; C. A. Schultz, Commonwealth; R. C. LiBeau, district manager, Paramount; H. P. Wolfberg, district manger, Metro; Jack Barnett, 20th-Fox cameraman; Charley Potter, Saline Theatre Corp.

OMAHA

A DANDY bit of exhibitor philosophy from W. W. Troxell, Nebraska circuit owner: "The show business is a habit. You have to get them coming and you have to keep them coming" . . . Joe Bartos, manager of the Time at Crete, Neb., was in town. The house is owned by Adolph Rozanek and was built by Bob Ballantyne.

Johnny McBride, Republic office manager, had an operation on his nose to clear up some trouble. The doc couldn't figure out what was wrong until Johnny admitted his nose was broken when he was a kid . . . Sol Francis is all excited about "Son of the Navy."

Bernadine Johannsen, Wonderland, Paullina, Ia., was on Filmrow doing the booking for her dad, W. A. Johannsen, who owns the house . . . Omaha Variety Club has a big delegation lined up for the national convention and all have been listed in BOXOFFICE the past week or so except Meyer Stern of Capitol Pictures.

M. Marino is changing the name of his Maryland in Omaha to the Berkley when it reopens soon after a remodel job . . . Heinie Saggau, Ritz, Denison, Ia., is getting to be Filmrow's most regular visitor, and it's a good place to add that he's one of the friendliest exhibitors in the Omaha territory.

Elmer J. Tilton, the Republic boss from Des Moines, was here to see Carl Reese, Republic exchange manager. The two boys were getting their heads together on "Dark Command" . . . Al Boudouris, the Strong lamp man, came to Omaha to see Carl White and took a trip with him through the territory . . . Frank Good, Iowana, Red Oak, Ia., reported in town this week.

Earl Kerr, the Iowa circuit owner, here on Filmrow and reported a lot of the exhibitors in his territory had not had anticipated business increases after Easter. They're still looking on the bright side, however, says Earl . . . Howard Federer, Lincoln theatre operator, also in town.

Mervin Neely, owner of the Globe at Griswold, Ia., granted BOXOFFICE one of those famous one-minute interviews in which Merv said he was not the sponsor of the Neely bill.

Max Facter, new booker in this area for Pioneer circuit, came to Filmrow . . . Also John Noffsinger and wife, Capitol, Madison, Neb., and Fred Dethlefs, Crystal, Manning, Ia. . . . Sol Francis sold C. A. Lane of Carroll, Ia., a Holmes portable for another six-town circuit around Sheldon, Ia.

Rebuilding of the Empress at Kearney, Neb., is progressing nicely, according to our scouts . . . C. C. Moore, Dunlap, Ia., exhibitor, was a visitor on Filmrow . . . National Poster and Capitol Pictures have moved their offices to the old Grand National exchange under the new National Screen deal . . . George Bonacci is growing a fancy beard for Golden Spike Days.

20-Mule Team Eastward After Stay in Kaycee

KANSAS CITY—A borax wagon and a 20-mule team left here April 12 for a tour of 42 eastern cities. The exploitation is for "Twenty-Mule Team," M-G-M picture starring Wallace Beery. Capt. Volney Phifer is in charge.

The menage will move by truck from city to city, but will be driven around in each city. The team and wagon are almost a block long when hitched. Cities to be visited include St. Louis and Chicago, and the outfit will reach New York World's Fair in about 60 days.

"Monterey" to Caesar

HOLLYWOOD—Arthur Caesar is adapting "In Old Monterey" for Charles R. Rogers, who will produce for Columbia.

KAYCEE

(Continued from page 17)

Windsor, Mo., protected by his two "stalwart" bodyguards; Mr. and Mrs. John Brandt, Oregon, Oregon, Mo.; George Nescher, Rio, Valley Falls, Kas.; Frank Weary, Farris, Richmond, Mo.

Miss Ruth Kelly of Universal went to Fort Smith, Ark., over the weekend for "fun."

It's to be H. J. Griffith Theatres, Inc., instead of Griffith-Dickinson Theatres, Inc. Incidentally, the Carlton, Manhattan, Kas., is closing April 13. The Wareham will be No. 1, Dickinson (name to be changed) No. 2.

The two S's from the three M's (Sam and Louis Sosna from Manhattan, Kas., and Moberly and Mexico, Mo.), were on Filmrow Wednesday . . . Film Delivery is repainting and redecorating its offices. This news is so fresh the smell of paint is still around it.

June Medcalf is in Marlow, Okla., where her mother is ill.

On the Row: Shields Wilson, Camden, Camdenton, Mo.; Chuck Lancaster, Uptown, Strong City, Kas.; Mr. and Mrs. Simon Galitzki, Coed, Topeka, Kas.; J. Ward Spielman, Gem, Baldwin, Kas., and Rialto, Lyndon, Kas.; Elmer Bills, Lyric, Salisbury, Mo.; Warren Swank, Ritz, Burlingame, Kas.; W. F. "Doc" McDowell, Ritz, Caldwell, Kas.; Glen Martin, Linn, Republic, Mo.

George S. Lofink, who last week became district booker here for Universal, has gotten acquainted enough to know he likes it around Kansas City. Lofink formerly was with the Fabian theatres in Albany, N. Y. He replaces Joseph Rogatnick, who went to Des Moines as head booker.

Ward Scott, district manager; George Fuller, branch manager; Gus Kubitzki, sales manager; Salesmen Charley Knickerbocker, Joe Woodward and Howard Kinser, and Head Booker Al Tanner left here Wednesday evening for the 20th-Fox convention in Chicago. They were joined here for the trip by the Oklahoma crowd.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

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Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
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Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
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Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hland 2694

They Use BOXOFFICE In Studying Neely

Cleveland—At a study session of the film division of the Federation of Women's Clubs on the Neely bill, previous issues of BOXOFFICE containing pro and con arguments on the measure, were used. The meeting, in charge of Mrs. Edna B. McLachlan, wound up with the group taking no definite stand on the bill.

Two Detroit Houses Bring Stage Shows

DETROIT—An agreement was reached Wednesday with the stagehands' union that will permit stage shows to go into the Michigan and Fox theatres, largest local first runs.

Shows for the Michigan appear definitely set, with a probable start on Friday, April 19, which is as soon as film commitments will allow. The Fox undoubtedly will follow suit, possibly a week later. Robert Corbin, Michigan manager, now in New York, is presumably arranging booking details.

A prior agreement was reached with the musicians' union covering only the Michigan, but the Fox management expressed its willingness to make the same arrangements.

Five Michigan Theatres Bring Back Vaudeville

DETROIT—Two Detroit circuits are establishing vaudeville in five theatres in Michigan currently.

Wisper & Wetsman, after trying out flesh at the Harper, has adopted it as a permanent policy at the Harper, Tower, Tuxedo and Oriole, and may add it at the Eastown as well. Program is for a half week at each house.

Associated Theatres is also reviving stage shows at the Rialto, Flint. This policy formerly was a big moneymaker at the house.

Moss Brothers Planning Second Detroit House

DETROIT—The Moss Brothers, who opened the Van Dyke as their first theatre about four months ago, will erect a new 1,000-seat house at Warren and Dickerson Aves., to be known as the Parkside.

The location is across the street from the new Parkside Federal Housing Project. It represents the only location in the city into which several hundred new families have been concentrated in the last few years, with no theatres within convenient walking distance at present.

Alton R. Warner

DETROIT—Alton R. Warner, 70, dean of active theatre men here, died Tuesday at his home following a paralytic stroke. At the time of his death he managed the Wilson. His widow survives. Interment was in Woodlawn Cemetery.

AMPTO Hears AA Defend Entry Into Poster Trade

PITTSBURGH—Members of AMPTO of W. Pa., at a meeting in exhibitor headquarters Monday afternoon, took no new action in the matter of its resolution of some weeks ago when the entry into the advertising accessory field by Advertising Accessories, Inc., was denounced as "tending to create a monopoly."

Stating that AA had been "pre-judged" and having asked to be heard on the subject, four NSS-AA executives were present to defend the new company. George Dembow, general sales manager for NSS, reviewed the history of this firm and explained how company goodwill had been designed for a period of 22 years, successfully serving 13,000 theatres. He stated that the AA enterprise had been in development for a number of years and that this company did not come into the field "half cocked." He emphasized that AA and its manpower are not paper peddlers but a substantial advertising agency. Charles Casanave, vice-president of AA, stated that motion picture advertising had not progressed through several decades until recent years when he introduced new types of displays through National Screen Accessories. He denied that AA was monopolistic, and explained that this company was representing only two accounts directly, Paramount and RKO. Billy Bien, who formerly operated an independent poster exchange at Cincinnati and who has recently joined AA as an eastern executive, talked on price and rental terms in the field before and after the advent of AA, explaining that his deal in transferring his poster company to the subsidiary company of NSS was profitable and entirely satisfactory to him. Perry Nathan, local representative of AA, was present during the session.

Casanave quoted the rental prices of accessories and gave his guarantee that these figures would not be increased within a period of five years.

Absorb Independent Display

AA officially absorbed Independent Display Co. last Saturday, Casanave announced. Dave Rosenfeld, manager of the poster service company which had been in business here for more than 30 years, was called upon to take a bow. He thanked exhibitors for their patronage of years past and expressed the hope that they would be entirely satisfied with the new and greater service available through the national setup. He stated that the transfer of Independent Display Company to AA was satisfactory and that for five years he would receive profits equal to the profits formerly earned for him by his old company. He will remain with AA in a special capacity for some months. Five or six of the former Independent Display employes will be continued in the employe of AA, Rosenfeld stated.

The meeting was one of the longest in years. A buffet luncheon was enjoyed by 35 AMPTO members prior to the meeting. A recess was taken when the NSS-AA representatives departed.

With no motion from the floor for the withdrawal or alteration of the resolution of "threatened monopolization," a suggestion was offered that a letter of thanks be forwarded to Messrs. Casanave and Dembow for their attendance. The communication will declare that the AMPTO members appreciate hearing directly from the parties concerned and the AA representatives will be assured that their remarks somewhat lessened the grief as expressed in the resolution.

Exhibitor leaders stated the membership was unanimous in its stand not to rescind or remove any part of the first communication.

Urges Convention Attendance

AMPTO of W. Pa., will endeavor to have a record attendance at the national Allied convention which will be held at the Morrison Hotel, Chicago, June 19-21, Fred J. Herrington, secretary, stated. He particularly urged the younger exhibitors and managers, or the sons of exhibitors who are now taking an interest in the theatre business to plan to be among the delegates. In addition to the "regulars" who are expected to turn out 100 per cent for the Chicago conclave, a number of other exhibitors of the local area have expressed their intention of being among those present, Herrington stated.

Another membership meeting will be held Monday afternoon, April 15. Arrangements for this session were made at the April 8 meeting. A number of new problems will be presented and other business will be on the schedule. M. A. Rosenberg, president of the local Allied unit, will preside.

"Trouble Now Past," Says Witness Weiss

PITTSBURGH—Al Weiss, McKeesport exhibitor, named with his father, Joseph Weiss, as among the first witnesses in the industry anti-trust suit, scheduled to be started in New York, May 1, this week stated that the complaint involved was entered between 12 and 14 years ago, and was quoted in the McKeesport *Daily News* as follows:

"The trouble we had at that time is now past. We have no trouble getting the type of pictures we want now and the motion picture producers have given us every cooperation in presenting our shows."

At mid-week no subpoenas had been served on William D. Davis, East Liberty; Thomas A. Gilbert, Oakland, or Harry Stahl, Sharon, among local exhibitors named in the first group of 14 witnesses. Chris Lampros, Farrell, and Harry A. Batastini, Punxsutawney, other local witnesses, were expected to be served with subpoenas.

A Good Time by All Is Had in Altoona

ALTOONA, PA.—One hundred and twenty-five exhibitors, distributors and supply dealers spent two days at the Penn Alto Hotel celebrating the second annual "Good Will Get Together" sponsored by film sales representatives of the "main" line. There was a banquet and music, and Burtus Bishop jr. was master of ceremonies. There were no speeches and not even the title of a motion picture was mentioned. Hollywood Amusement Co. entertained with a game of "Wahoo." A bar was open before and after dinner.

Visiting exhibitors took occasion to stop at several of Altoona's theatres and one of them went to sleep in the balcony of the Strand. A number of exhibitors brought along friends not in the theatre business, and several former film men showed up. There were no politicians present, which was surprising.

Many men in the local film area met for the first time and good friendships and acquaintances were established.

All present were well pleased with the "stag" affair and state that they hope to attend a "third annual" shindig at Altoona next year.

Among those present:

Exhibitors and Managers—Jake Silverman, Ike Silverman, Charles Lynch, Dave Murphy, Altoona; Jake Smith, Barnesboro; Melvin Helfant, Brackenridge; John Perry, Belle Vernon; Frank Panoplos, Clairton; Morris Fruhlinger, Donora; Peter Antonoplos, East Pittsburgh; Frank Orban jr., Hooversville; John Stahl jr., Homestead; Jerry Castelli, Hills Station; Carl Sherkel, Houtzdale; Oscar Stiefel, Lock Haven; Ike Berney, Paul O. Klingler, Lewistown; Theo. Mikolowsky, Masontown; Sam Fleishman, Al Glazer, McKees Rocks; Joseph Shapiro, Robert Shapiro, Mount Union; Bart Dattola, New Kensington; Joseph Delisi, Nanty Glo; Sam Neaman, Natrona; R. V. McCalmont, Jake Soltz, Pittsburgh; George Purcell, Uniontown; B. J. Redfoot, Windber.

Altoona Publix—A. N. Notopoulos, C. A. "Gus" Notopoulos, Alex Notopoulos, Charles Himmelein, K. "Gus" Vaveris; Blatt Bros.—Charles Blatt, William Blatt, E. B. Barnett; Ideal Amusement—V. F. Scott, F. E. McClellan, Ed. B. Depp, Jack Bair, August Bair, George Gartland; Rivoli Theatres—Ray Allison, Leonard Allison, Lee Balsly, Charles Baird, Harry Finley, Gib Soisson; Warner Bros.—B. F. "Dinty" Moore, Ken Robertson, C. Schiffenhauer.

Film Distributors—Herb Greenblatt, Morris Lefko, David Silverman, RKO; Harry Seed, F. D. "Dinty" Moore, Robert Dunbar, Charles Dortic, WB; George Tice, Jack Kohler, Columbia; Burtus Bishop jr., Milton Brauman, Saal Gottlieb, M-G-M; Jules Lapidus, Si Feld, Universal; James H. Alexander, Samuel Fineberg, Hymen M. Wheeler, Republic; Max Shulgold, Crown; Austin Interrante, 20th-Fox; Abe Weiner, William Scott, UA; George Elmo, Paramount; Mark Goldman, Ben Stein, Monogram; Louis Krieger, Alliance Pictures.

Theatre Supplies—Art Morrone, Vince Josack, Superior; Walter E. Dyck, NTS; Peter J. Alderman, Theatre Supplies; Martin Terner, American Theatrical Valance; M. S. England, Jerry Wechsler, Dennis Games; Sam Steinberg, Jerome Valdenzer, A. and S. Steinberg; Martin Seed, Red Mack, Hollywood Amusement; Jack Judd, Theatre Service; Lou Vogel, Premium Promotion Syndicate; William C. Jervis, Frank Hamre, RCA; Vincent Scatena, Joseph Scatena, Scatena Studio; Edward Good, Meredith Negley, Exhibitors Service; Don D'Carlo, Theatrical Agency; E. A. Hill, W. R. Stich, Artkraft Sign; John Morin, Pittsburgh Plate Glass; Al Zalis, Globe Poster; R. F. Klingensmith, BOXOFFICE.

Also: Dr. I. C. Mishler, veteran retired Altoona showman; Sam Lubell, former film salesman, now engaged in the fur business; Maurice M. Kincler, former film salesman, now offering a theatre game; Bud Wilson of the Wilson Chemical Co., Tyrone, son of the late showman, George C. Wilson; William Interrante, son of Austin Interrante of 20th-Fox, and "Bo-Peep," Everett projectionist, who is on the disabled list following a leg injury sustained some months ago.

Goodwill Tidbits

NOTES from the Altoona banquet: Jake Silverman, as usual, distributed a number of his "regular Saturday kiddie novelties"—this time quacking ducks and another noise maker, a tin-fish hummer, and a Lucky Penny which was about twice the size of a silver dollar . . . Bart Dattola cashed in on a "Wahoo" game, although he later confessed he wasn't a winner (seems nobody checked up on him).

Artistic Jake Soltz copped a contest prize and shortly thereafter headed for home . . . What was Al Glazer's room number? . . . Sam Neaman didn't break his wrist this visit to Altoona . . . The two "Dinty" Moores were very much present and one of them publicly announced he had had to make good on a check issued by the other. Initials or identifications available upon receipt of postage stamp.

We were very glad to greet the veteran retired showman, Dr. I. C. Mishler, who is getting on in years, and Charlie Baird, active theatreman at Ray Allison's Rivoli, Portage, who has been connected with the business for 35 years . . . Jake (Oh-You-Kid) Smith was the life of the party. Or was it John Perry? . . . We missed Lee Conrad, Tom Bello, Bill Nidetch, Adolph Farkas, J. K. Stuckey, L. L. Chamberlain, J. E. Williams, Nicholas Notopoulos, Rudy Covi, John Stahl sr., Harry Rachiele, Mike Winograd, Bill Walker, Walter "Jess" Ackerman, Jim DiMauro and a flock of others who were present at the Altoona shindig last year . . . Max Shulgold and Pete Alderman were pleased to find that they had a lot of friends "up on the main line." They got pleasant receptions from everyone . . . Paul O. Klingler was around but we didn't see him.

Floyd E. McClellan took time out to compliment BOXOFFICE, stating all the Scott-Ideal house managers had voted it their favorite trade publication. For which, many thanks . . . Joe Shapiro brought a number of friends from Mount Union, and they seemed to have enjoyed themselves very much . . . Si Feld didn't wear a wig, as had been planned . . . Hiding his talents is characteristic of Sam Fineberg. He surely beat hell out of those drums and furnished one of the most entertaining acts of the early evening . . . Ike Berney promised to answer Louis Krieger's letters when Ike Silverman assured him that Krieger, a real veteran, was "a good kid" . . . Theodore Mikolowsky's friend, Mr. West, wasn't around? How come? . . . A number of the fellows who met Morris Fruhlinger for the first time, told us he was a swell guy. As if we hadn't known that for years.

Funniest story of the evening was told of Ace and John Stuckey of Everett. One had booked "GWTW" and the other had booked an Eskimo dog-team act for the same dates. The act, booked through a Mr. Logan, was used to ballyhoo the picture! What will these showmen think of next? . . . "Gus" Vaveris lost that Florida tan for a while, but he took a walk and was himself again in jig-time . . . Bob McCalmont, who "hadn't seen a Metro salesman in four years," saw several of them and may expect a visit at the theatre. Bob attends all the industry parties, and it's strange that he hasn't seen Leo's men before this. Bill Jervis is still putting it on and Charley Lynch is reducing.

The handsomest young fellow present was Melvin Helfant, a new exhibitor at Brackenridge . . . George Purcell was "in the mood" . . . We didn't inquire, but are of the opinion that Charlie Dortic thinks a lot more of the Clarksburg parties than the Altoona affairs. Which is a reminder that Dick Marks and his West Virginia gang are planning something for Clarksburg. We'll let you know in plenty of time . . . The room next to 252 was the noisiest in the hotel . . . One winner in a 12-hour poker game banked $250, but we can't prove it . . . Jim Alexander beamed when Johnny Barner's 12-piece orchestra played "South of the Border" . . . You couldn't go wrong in recommending this gang of music makers who can be located at Huntington, Pa.

Cinema Club Sponsors Cleveland Festival

CLEVELAND—The Cleveland Cinema Club will sponsor the third annual "Motion Picture Festival" to be held the week of April 28 to May 4, with special programs arranged for the last three days.

Mrs. Frank R. Anderson, president, has named Mrs. William Roger Thomas chairman of the festival committee. Mrs. Thomas announces the following program:

Thursday, May 2—Hotel Statler. Lattice Room.

3:00 p. m.—Membership Tea honoring the club's new members.

8:00 p. m.—Forum: "Shall We Organize a Northern Ohio Motion Picture Council?" Mrs. Bettina Gunczy, editor of *National Board of Review* magazine, will tell of similar councils.

Friday, May 3—Hotel Statler. Lattice Room.

10:00 a. m.—Conference on motion picture activities of clubs with special discussion of weekend theatre programs.

12:30 p. m.—Luncheon.

Saturday, May 4—Higbee Auditorium. Junior cinema groups and reports on their activities.

The object of the annual festival, as set forth in the latest Cinema Club bulletin, is to establish "a better understanding of the art of motion pictures which, in turn, results in a greater desire to see only fine films and a greater enjoyment of them when seen."

Helping Mrs. Thomas and Mrs. Anderson on the festival committee are: Mrs. R. K. Jones, radio; Mrs. Dorothy Debernarde, youth program; Mrs. E. E. Louis, publicity; Mrs. C. W. Conrad, membership tea; Mrs. O. J. Deming, luncheon, and Mrs. B. M. Lyttle and Mrs. W. V. Fiske, organization programs.

Local Boy Returns With Roach Film

LOUISVILLE—A local boy who made good in Hollywood returned here April 5 to make a personal appearance in conjunction with a special pre-release premiere of Hal Roach's "1,000,000 B. C." at Loew's State.

Victor Mature, besides doing his turns at the premiere, was installed as "mayor" of Louisville for a day by Mayor J. D. Scholtz, who with Gov. Keen Johnson of Kentucky, also was very much a part of the day's activities.

Pre-release of the film locally sounded the opening gun of an extensive national exploitation campaign planned for it. The advertising campaign starts April 28 with a full page in the *American Weekly*, and ads in other leading publications will be spotted prior to general release of the film, May 3.

The cast of "1,000,000 B. C.," in addition to Mature, includes Carole Landis, Lon Chaney jr. and John Hubbard.

Shift Poster Service to NSS's Cleveland Office

CLEVELAND—Exhibitors in the local territory are now being serviced with poster supplies out of the National Screen Service building here. Since taking over Exhibitors Poster Service a month ago, NSS has been servicing exhibitors out of the former's office in the Film Building. Philip and LeRoy Kendis, who formerly operated EPS, are in charge of NSS's poster department.

Announcement of the shift in the poster servicing setup followed a meeting here of George Dembow, general sales manager, and Jack Cohen, eastern district head, with Nat Barach, local branch manager for NSS.

Condemnation Order May Be Contested in Ohio

MILLERSBURG, OHIO—A court battle is likely over closing of the Duncan at nearby Killburck, which was condemned recently. A notice of appeal to the order of the department of industrial relations was filed by Mrs. Frank Bedford and Dr. John H. Duncan of Killburck.

Golden and Deutsch Form 16mm Distribution Firm

CLEVELAND—Alton Golden and Martin Deutsch have formed Aalmar Motion Picture Co., with offices at 218 Film Bldg., for distribution of 16mm product.

Gets Barberton Lease

BARBERTON, OHIO—Nate Schultz, Pastime owner here, has completed a 15-year leasing deal for a building to house a 700-seat theatre. George Ebling, Cleveland architect, is preparing the plans and work on the theatre is expected to get under way this spring.



25th Trade Year—

Lee Goldberg, president of Big Feature Rights Exchanges, who now is celebrating his 25th anniversary as an independent exchange operator.

Goldberg Celebrates 25th Exchange Year

CINCINNATI—As a climax to the celebration of the 25th anniversary in independent exchange operation, his associates in the Cincinnati, Cleveland and Indianapolis branches of Big Feature Rights Exchange, Inc., are staging a May and June business drive for Lee L. Goldberg, president.

During its 25 years, Big Feature Rights has pioneered in franchises and distribution arrangements with a number of film companies which since have become major outfits. Among these were First National, Warner Bros., Columbia and Educational. The company recently acquired the franchise in its exchange territories for Producers Releasing Corp. and Fine Arts Productions.

A clipping under the glass top of Goldberg's desk (from the Louisville *Courier-Journal* for February 23, 1916) announces the formation of Big Feature Rights Corp. with its first roadshow, "The Fight for Peace." The company started its exchange operation with travel units through Kentucky, Indiana, Ohio and Tennessee, and quickly took on six additional states, extending from Virginia to Georgia.

In 1935, Goldberg became the sole owner of the three exchanges, acquiring in that year the interest of Col. Fred Levy, one of the founders.

Several employes have been with Big Feature Rights since its formation. Among them are Jos. W. Goldberg, now sales manager for eastern Kentucky, and Jos. W. Bohn, office manager in Indianapolis.

Others in the exchange personnel include Maurice Chase, sales manager, Cincinnati; Donald R. Duff, office manager, Cincinnati; Sam H. Abrams, sales manager, Indianapolis; Carl Scheuch, sales manager, Cleveland, and Bernie Rubin, office manager, Cleveland.

Leave for Col. Long; Raymond Successor

CLEVELAND—Col. Harry E. Long, Loew division manager here the past six years, is on an extended leave of absence, having turned over his duties to Charles Raymond.

Raymond previously was general manager of M-G-M's British theatres. He arrived in this country a short while ago. He has been in show business more than 25 years, having started on the other side of the footlights as actor and lecturer in silent film days.

In 1932 he opened Metro's theatre in Johannesburg, South Africa, and the following year was transferred to the Empire Theatre, London, where he has been until now. His wife, the former prima donna, Virginia Futelle, and their two children are joining him here this week.

Congestion on Bank Night Stirs Mansfield Mayor

MANSFIELD, OHIO—Mayor W. J. Locke wants the aisles of Mansfield theatres and sidewalks in front of them kept open on Bank Nights even if the National Guard—or at least deputies from the sheriff's office—have to be called, he said.

Locke notified Police Chief Meade K. Bates that the city traffic and fire laws must be enforced at the theatres on Bank Night. Bates said he couldn't do it because he didn't have enough officers.

"Then ask the sheriff's office for aid for an hour on Friday nights," the Mayor told him, "and if that isn't enough we'll call on the National Guard.

Irving Field Will Put on Open-Air Film Shows

CLEVELAND — Irving Field, who operates the Opera House in Burton the year 'round, has arranged to put on open-air shows in various towns for a 20-week period starting the last of May.

In cooperation with merchants, Field will put on a show at Willoughby-on-the-Lake Mondays, at Madison-on-the-Lake on Tuesdays and at Burton on Saturdays.

A novelty of his policy is to interrupt each performance for an intermission so that patrons may do their shopping and then return for the completion of the program. Standard 35mm films will be used.

Frank Cost Scoops Town By Some Fast Thinking

CLEVELAND—Because Frank Cost, manager of the Shore, thought fast and then acted, his theatre scooped every other one in town by showing pictures of the crash of a government airplane that occurred in the vicinity of the theatre one day last week. Hearing the crash in which the plane struck a house, he had a Tri-State cameraman on the scene within ten minutes to "shoot" exclusives which he showed on the screen at 8 o'clock the same night. The crash was front page news in all evening papers.

OLDTIMERS IN OHIO — SAM BARCK

WHEN SAM BARCK landed in New York from his native Poland at the tender age of 13, back in 1906, he arrived without geographical prejudice or preference. So, after knocking around New York for three years doing odd jobs by day and attending school at night, he one day opened his book at a map of the United States, closed his eyes, stabbed at it with a pencil and happened to strike Cleveland. So that's how Sammy Barck, as he is known around here, came to select the Forest City on the shores of Lake Erie in which to build his fortune.

It was in 1909 when he stepped off the train in the old Union Station down on Lakeside Ave. The Printz Biederman Cloak Co. was just opposite the station so he applied there for a job and what's more, he got it, working for seven months in the skirt department. Then he went to work for the H. Black Cloak and Suit Co., where he was made superintendent of the skirt department just one hour after hanging up his hat. It was a good job. He held it for seven years. Then he heard about the picture business. So he quit his job and took over the Michigan distribution of a two-reeler called "Sitting Bull." Either the picture was no good or Sam didn't shine as a film salesman because before long he was broke and had to wire the H. Black Cloak and Suit Co. for money to pay his hotel bill and for fare back to Cleveland and his old job.

During the next six years he superintended the manufacture of skirts, and in 1923 he, in partnership with Morris Klein, a presser with another manufacturer, bought the Chick Theatre. It was located on St. Clair Ave. at East 55th St. and they operated it at night. The following year they sold it and with Barck's share of the profits he leased the Market Square Theatre on Broadway. The deal was made with Victor Wolcott and Perc Essick as theatre brokers. This was Perc Essick's first entrance into the theatre field in which he now is such an important circuit owner.

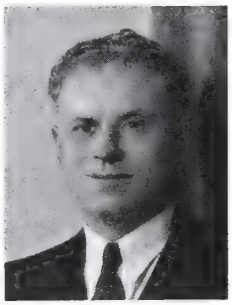
The New Colonial at Superior Ave. and East 55th St.—now a gas station—the Duquesne at Broadway and Harvard Ave., and the National at East 55th St. and Payne Ave. were acquired by Barck within the next few years, and with almost as much speed as he acquired these houses he sold them again—the Markey Square to J. Grossman, the National to Jack Harwood and the others to men no longer in the business.

So having spent 17 years gaining experience in Cleveland, Barck grew restless and decided to plough new fields. There was the year in Rochester when he operated the Thurston Theatre, a year in Toledo running the Liberty, and then on to Detroit to take a second flier in the states right field. This time he had a full length feature. It was called "The Wilds of Borneo." He had the Michigan rights to this silent travel picture. But history repeated itself. So he turned it over to Nat Charnas.

Back in Cleveland in 1928, he negotiated with Victor Wolcott for the Weber in Dover. He lated sold it to George Chrest. Lorain was his next stop. With Victor Wolcott again as broker, he bought the Park, Pearl and Standard from George Schenker. He held them only a short time. Then one day he bought the Plymouth, in Plymouth, but he was restless there and traded it for the American at Leetonia, later sold to Mike Moranz.



1909



1940

Sam Barck, Cleveland exhibitor, in a photographic contrast. The accompanying article tells you more about him.

In 1932, Barck returned to Cleveland for the third time. And for the second time he leased the Market Square. The house had been closed. He opened it on Christmas Day and it has never been dark since then. Now, said Barck to himself, is the time to stop roaming and to settle down. So he bought the Market Square building, got married and today divides his enthusiasm between his business and his 2-year-old daughter.

Since 1932, Barck has had only one theatre enterprise outside of Cleveland. That was in Fort Wayne, Ind. It was of short duration and ended unhappily.

"The picture business was more fun in the old days," Barck says, "when a program consisted of a western and a short, admission was a dime and there was a quick turn-over. Today we have double features and two-for-one admissions. These, in my opinion, are death blows to the industry and the cause of present day poor attendance. The advantage today over the old days is that the small subsequent run theatre presents the same shows as the de luxe first run house. But the present day evils of duals and two-for-ones more than offset this advantage."

Burlesque's Absence Brief

YOUNGSTOWN, OHIO—After two weeks of sex films, the Grand here has reverted to stock burlesque. Jack Kane is manager.

Film on Samuel Colt

HOLLYWOOD — Michael Simmons will adapt "First Trigger Man," a biography of Samuel Colt, for Warner.

CINCINNATI

MR. AND MRS. S. S. STEENROD of the Majestic, Nelsonville, announce their son-in-law and daughter, Darwin and Barbara Cunningham, are now associated with them as partners . . . Many film folk from the mideast territory attended the wedding of Jack Custer, son of Mr. and Mrs. Gene Custer of the Custer and State theatres, Charleston. Eddie Sonz of Advertising Accessories and Floyd Price, an exhibitor, were ushers. The occasion made a dual celebration, as Mr. and Mrs. Custer also celebrated their 27th wedding anniversary on the wedding day of their son. The young couple are honeymooning in Florida and on their return will be established in Charleston.

Phil Semelroth of the Semelroth circuit, Dayton, is seriously ill. Semelroth never fully recovered from injuries suffered in an auto accident some months ago. His many friends on Filmrow hope for a speedy recovery . . . Lou Stewart, who operates the Park in Saylor Park here, is opening the Ohio, Addyston.

Max Margolis, Republic's genial manager, is rejoicing in his new and expanded quarters. The offices have been rearranged and extra space acquired on the second floor. Republic's "Dark Command" will be ready in mid-April, Margolis wants it known . . . Cadet Richard Sonz, son of Eddie Sonz of Advertising Accessories, is visiting his father and mother.

Marty Burnett, Loew's Dayton manager, has been transferred to Pittsburgh to manage Loew's Penn there . . . Metro's Milt Jacobs is seriously ill at Grant Hospital, Columbus, following an operation for mastoid. Lou Marks, student salesman, is pinch-hitting for him.

Mrs. Price Coomer, wife of the operator of the new Harlan in Harlan, Ky., is busy landscaping the grounds of their beautiful home at Lexington, Ky. . . . Ray Frisz and Dwight Jones of Jackson, Jackson, Ohio, called on Universal's Frank Schreiber to set up bookings. Schreiber, incidentally, is jubilant over his bowling team capturing the tri-city league championship, with a pin average of 943 for five men.

Jerome Jackson will open his new Mt. Lookout here on April 24, which will make the second house under his banner . . . Friends of Mrs. G. A. Duncan will regret to learn her Lyric in Carlisle, Ky., was badly damaged by fire.

C. B. Hukle, owner of the Roxy, Huntington, has plans ready for a new 600-seater there. Construction will start immediately . . . Holland & France have sold their Rockford in Rockford, Ohio, to J. Findlay.

Metro's inspectress, Mrs. Clara Wright, is in Jewish Hospital for an operation . . . 20th-Fox's R. O. Laws is suffering from the grippe . . . Columbia's Allan Moritz was in Pittsburgh for a regional meeting of mideastern managers presided over by Sam Galanty. Discussions were confined to the balance of this year's product and next year's program. Columbia's "Too Many Husbands" is reported doing excellent throughout the territory.

DETROIT

FRANKIE CONNORS, formerly soloist, and Sam Kaufman, ex-orchestra leader at the Fox, held a reunion at the Capitol, Washington, where both were playing. Frankie, by now, is headed for Florida.

Barney Hoyt is in from Chicago to distribute Book Night. He plans to open an office . . . Eddie Jacobson is jealous of his reputation as an "idea man" at the Harmony.

Jack Broder has bought Joe Mellon's Golden Dream Ovenware for the Rainbo and the Time . . . Ted G. Kemper, who is manager of the Army's central district film bookings, was in town making dates, the film kind.

Alton R. Warner, manager of the Wilson, is down with a stroke and is expected to be out some time. Alfred G. Wilson is managing the house now.

Arthur Robinson, premium distributor, and his manager, Ralph Raskin, are busy settling into larger salesrooms on the first floor of the Film Bldg. . . . Bill Napier, projectionist at Joe Portell's Virginia, is readying Lew Wisper's cruiser for the lakes.

Twentieth-Fox Notes: Manager Lester Sturm was home sick with a bad cold . . . Louis J. Fava, shipping clerk, plans to go to the Kentucky Derby . . . Lester Sturm, Art Knapp, Eddie Westcott, Roy Carrow, Leo Sanshie and Floyd Keillor are off for Chicago and the sales convention.

W. J. Turnbull, National Theatre Supply chieftain, has the enlarged salesroom all spruced up with Venetian blinds . . . Clarence Williamson is enthused over that new front he's selling.

Charlie Garner, roadshow expert, should run a sideline as an information bureau . . . Nat Haase, Metro Premium boss, is back from another Chicago jaunt (so's Al Dezel) . . . Helen Brown, Nat Haase's secretary, is said to have a secret.

Theatrical Post Notes: Buddy Fields says he'd like to live in the projection booth at W&W's Harper. Bud Cusick and Sam Johnson work there . . . Lee Crowell is back from Florida . . . Sy Harris is a sinus victim . . . The Post is entering the midnight bowling contest.

Al Zinny is new master of ceremonies at the Colonial, following Freddie Bernard, who's playing the W&W circuit now . . . Jim West, well freckled, has returned from the ranch at Bandero, Tex., with his wife.

Hal Burriss claims he reserves the picture rights to his windows. Camera addicts, beware! . . . Leonard Slepski, manager of the Esquire, gave a blood transfusion to a relative.

Bill Jackson, major domo at the Fox, is arranging for a chartered plane in which Detroit Variety will fly to the Dallas convention . . . Max Bluegrind, formerly of Film Drug, is back from his vacation in Mexico, Vinegar Bill informs.

Irving Belinsky is using a picture of Ralph Ruben of Amusement Supply to demonstrate that new camera of his . . . Sam Merson, Bowling League secretary, wasn't on the alleys Friday on account of spinal trouble.

Carl H. Shalit, Columbia, was in Chicago for his divisional meeting at the Drake Hotel.

Bill Flemion of Excellent is reissuing "Phantom Empire," serial with Gene Autry and Smiley Burnette . . . Sam Seplowin has "don't skid" signs up on those new waxed floors at Republic.

Ed Weingarden, UA salesman, is displaying a new set of uppers . . . Harold Robinson of Film Truck Service came back from Florida, only to be away to Cincinnati in a hurry.

M-G-M Club surprised Manager Frank J. Downey with a birthday party. He's leaving for about a three-week vacation. Jack Morgan will be in charge.

Dorothy Thomas, M-G-M's attractive blonde contract clerk, is sporting a new diamond. Edward Banks is the fellow . . . Dow Thompson, UDT booker, is off for a California vacation . . . Harry Lotz claims the UA girls are the best lookers on Filmrow.

G. E. LeVeque of Cinema Service has moved to the top of the Film Building, sharing offices with Howard Craven of Exhibitors Service. Craven postcards about the big time he's having in Miami.

Ben Schroeder, Altec engineer from Louisville, in town to compete in the American Bowling Congress . . . Somebody just had to tell. They're calling Cem Merritt the "Wolf of Windsor," and Jack Hurford the "Wolf of Woodward."

Charlie Perry, Adams boss, leaving "on a honeymoon after 17 years," is taking the Mrs. to her home at Joplin, Mo., for a couple of months . . . Fred C. Dickely, Altec maestro, is back from Cleveland.

Dave Newman of the Pasadena was heard crooning. Or was he? . . . Walter Mayor of the Adams reports Cashier Jane Firman of the Madison is "still a honey."

Mrs. Al Dezel is in Highland Park Osteopathic Hospital for an operation . . . Harold Sandelman, M-G-M salesman, expects to make an important announcement, about September, we hear.

Joe Renick is with Oliver Theatre Supply . . . Saul Korman weekended in N. Y. C., saw RKO's "Hen" Richey, and bought Hungarian films for the Delray, and colored for the Grant.

Warner staff here was to host the studio's bowlers, who are in town for the A. B. C. meet . . . Jerry Siddock, formerly with the Forest, Majestic and Colonial, is the new manager of Jack Broder's Time, succeeding Joe Tracy . . . Irving Goldberg is back from Florida very suntanned.

Mrs. Cliff White, wife of the owner of the Beechwood, is on her way back from Florida . . . Mrs. Marie Benrock is planning to acquire a new house, her daughter and business manager informs . . . Harry Danzig, manager of the Delray, meets his boss, Saul Korman, in the alley beside the Film Building now.

George Jessel, who was m. c. for the National Variety Banquet here a year ago, is back at the Bowery and expected to marry Lois Andrews during the engagement.

We met Jack Marshall who recently made three shorts for Columbia and Warner Bros. at the Club Royale, where he is currently master of ceremonies . . . Nat Haase, Metro Premium man, sold those dishes and glassware in that big Happiness Week giveaway at the Fox.

WOLVERINE DOINGS:

Douglas Facer, manager of Komer & Goldberg's Royal Oak, was to be married Saturday to a Royal Oak damsel. Facer used to be assistant at the Redford, Detroit.

Irving Goldberg is in Lakeland, Fla., visiting the Detroit Tigers. He's a close friend of Hank Greenberg . . . Adolph Goldberg helped at this column's birthday celebration Tuesday.

Fred Smith, assistant to Frank Krueger at K&G's Punch and Judy in Grosse Pointe, is replacing Facer while he's honeymooning . . . Warren A. Slee, M-G-M exploiteer, who's been working around Muskegon, was recalled to the Detroit office to handle "Gone With the Wind" at the Wilson.

E. C. Chapman has his Lincoln at Sebewaing about set for reopening . . . Howard Paul is modernizing the Romeo at Romeo and the Yale at Yale.

Tourists on M-53 still pause to gape at

(Continued on page 54)

Notice to the Detroit Area

Detroit—H. F. Reves, 424 Book Bldg., Detroit, is the sole representative for BOXOFFICE in the Detroit area and the only person authorized to accept subscriptions to the publication in this territory. Exhibitors are warned against unauthorized solicitors. All BOXOFFICE representatives carry proper credentials.

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PITTSBURGH

A SON was born in Monongahela Hospital to the LeRoy Hoons. Papa is connected with the WB accessory department and mama, the former Mary Jane Thomas, is well remembered as the Republic exchange telephone operator for several years prior to her marriage and retirement from Filmrow duties . . . E. G. Rees of the new Rees, Cameron, W. Va., was married this week. Official opening of the new theatre has been delayed . . . Elmer Richelieu, former projectionist at Bedford, Pa., died last week and was buried at Fairchance, Pa. His brother, Charles Richelieu, former Clearfield exhibitor, is now operating his own new theatre at Tarpon Springs, Fla.

Clarence S. Ashcraft, manufacturer of Cyclex & Ashcraft projection lamps, visiting here for several days with Art Morrone, stated he would attend the Variety Club convention in Dallas. Ashcraft recently visited his daughter in California and met his son-in-law Tim Holt, son of Jack Holt. Vince Josack was presented a gift necktie with the compliments of the lamp manufacturer . . . Jack Shea of the Shea circuit was a Filmrow visitor in company with Jack Walsh of the Fulton, and F. L. Bowers of Shea's Bradford Theatre . . . Jack Kohler, Columbia booker, celebrated his 38th birthday at the Altoona shindig . . . The Mark Browars have returned from Hot Springs and the B. F. Moores and the C. J. Lattas are home from Florida vacations.

The Abe Weiners have a July booking with the stork . . . Bill Naidenoff, theatre decorator, has moved from Castle Shannon to Penn Township . . . Variety Ladies will have a Passavant Hospital benefit luncheon, April 20. Mrs. James Nash is in charge of prizes . . . Former GN exchange quarters have been remodeled for the new Republic shipping and accessory departments and will be open May 1 . . . Harry Goldstein, Paramount district manager, and Sam Galanty, Columbia district manager, were among recent visitors . . . Part of the Easter holiday receipts stolen from the office of the Arcade, Marianna, were recovered by police with the arrest of an usher and a theatre auto parking attendant . . . Miss Mathilda Kiel of the AMPTO office is in Washington, D. C., for a few days for the Japanese cherry blossoms fete.

Many friends in the industry attended the wedding reception at the Daniel Boon Hotel, Charleston, W. Va., last Thursday evening, for Bridegroom Jack Custer, manager of the Custer there. The son of the veteran Gene Custer and his bride are honeymooning in Florida . . . C. E. Kuhn, Cameron, W. Va., exhibitor, is going to be a grandpappy again . . . Rose Moidel, Vitagraph stenographer, is wearing an engagement ring . . . Mrs. John Walter has been absent from her Huntington, W. Va., theatres due to the death of her mother . . . Roxy, Benwood, W. Va., formerly operated by R. Green, is now being managed by Frank Tuccio . . . Jimmy Sabella has closed the Twin Rocks, Pa., house except for one change of program weekly.

Harris Senator's stage "cash" broadcast has moved to the Alvin and KDKA, Wednesdays at 7:30 p. m. . . . Robert Sterling of New Castle, Pa., a bit player, has been assigned the lead role in the remake of "Bad Girl." A former Pitt student, Sterling's real name is William G. Hart . . . National league baseball season will get the gun here April 19, with the sandlots opening shortly thereafter.

The Michael Karolciks of Perryopolis are parents of a son, born last week . . . Bob Urling, son of the Alpine circuit executive, Walter B. Urling, was recovering in Mercy Hospital this week after undergoing an emergency appendectomy. Bob has been on duty at the Gerard, West View, since the new unit was opened here several months ago. Joe Mazzei, formerly of the Art Cinema staff, this week assumed duties as manager of the West View house.

Dave Fineman attended the Monday AMPTO meeting with Donald Stingel, who handles advertising for the Regent Square . . . J. G. "Glenn" Carruthers came in from Grove City with his son Ted . . . Manager McBride of the New Granada was another of the "exhibitor fraternity" who attended his initial Allied meeting. Dave Trimble of Masontown was another newcomer . . . Mrs. Mary L. Anton of Monongahela, widow of John Anton, is at Mercy Hospital for a checkup . . . E. M. "Ernie" Dock, Vandergrift city manager for the Manos circuit, has really gone to town on "GWTW" and here's something commendable: Not only has he arranged for a half-day holiday at the high school there, but he obtained permission to set up a boxoffice in the school lobby.

Miss Meercy Braff of M-G-M and Ralph "Ray" Mervis of the exhibiting Mervis brothers were winners in a rhumba contest the other evening, copping a case of beer as their prize. Miss Braff doesn't quaff the stuff . . . In no connection whatsoever, Ralph Mervis is now resting at a local hospital where he underwent the removal of his appendix . . . Phil Spitalny's girl band opens on the Stanley stage April 19 . . . Variety Club members honored Charles Kurtzman at a "farewell" dinner Monday evening . . . We understand there will be a new theatre in the neighborhood of the Mills, Huntington, W. Va.

If half of the rumored new theatres actually develop the building industry here will boom. Just recently we heard of plans for new houses in the Garfield and Greenfield districts. Plans are awaiting development for a neighborhood house on Walnut street, Shadyside. And the latest entries seem to be Overbrook and Crafton Heights. Construction of John Stahl's theatre will be started soon at Munhall (Homestead Park).

Mrs. Kihchel's Angel Food Cakes were delivered as promised for the exhibitor meeting Monday and we declared them the best we've ever tasted. So did all the exhibitors and some of the Filmrow girls who finished the "left-overs." The buffet luncheon was appreciated by all members of the AMPTO and following the unanimous favorable comments it is a foregone conclusion that most of the future meetings will be held in the large assembly room of the association right on Filmrow.

Restrainer Writ Granted Bixler Is Extended

GREENSBURG, PA.—Judge J. Hilary Keenan, who recently granted a preliminary injunction in an equity suit brought by John C. and David Bixler of Scottdale, against the Scottdale Theatre Co., a corporation, and Carl B. Pritchard, et al., trustees for the creditors of the First National Bank of Scottdale, has continued this injunction and will render a decision at an early date.

The order restrains the defendants from selling or transferring any shares of the capital stock of the theatre, restrains the trustees from dispossessing or interfering with John C. Bixler, as theatre manager and from liquidating the assets of the theatre.

The plaintiffs, in their bill of complaint, state that prior to January 2, 1936, John C. Bixler had negotiated a loan from the bank and had a balance due of $5,380. On January 2, 1936, Bixler bought eight shares of the theatre stock for $8,050 permitting the trustees of the bank to hold them as well as 29 other shares as security for the loan. Bixler claims he has since paid off the indebtedness and is entitled to deliverance of the 37 shares of stock which was refused. He further alleges that the trustees are attempting to sell the theatre and dispossess him as manager.

Clearfield Roxy Optioned To England Amusement

CLEARFIELD, PA.—Roxy Theatre has been transferred to the England Amusement Co., the deal being a "long-term with option to buy" lease. Owned by Tony Colose, the house had been booked and managed for a year by the V. F. Scott interests. For several months Colose had managed the Roxy prior to announcement of the new operators. M. S. England, former Pittsburgh exhibitor, stated this week that he and his brother, A. J. England, would be in charge.

Opposition houses here are owned by the Clearfield Amusement Co. of which H. J. Thompson is president.

Padolf Asquires Lease On Parkersburg House

PARKERSBURG, W. VA.—Lou Padolf, former Pittsburgh film salesman, has acquired the lease for the Virginian here. Padolf recently represented RKO at Grand Rapids, Mich., and prior to that had operated theatres at Leipsic, Ohio, and St. Marys, W. Va. W. D. Ward, another former film man, had managed the theatre here during the winter. The house is owned by C. B. "Dad" Hall, veteran exhibitor, who retired some months ago and who has recently returned from Florida where he spent the winter. Padolf has not announced any contemplated change of policy.

Autry In Rodeo

PITTSBURGH—Gene Autry will star in the annual rodeo to be presented in the Gardens for 10 days beginning April 24.

Seeks Weekly Circulation Of Decency Legion List

PITTSBURGH—Rev. A. W. Forney, director of the Legion of Decency here, has issued the following letter to all priests of the Pittsburgh diocese:

"To the Reverend Pastors:

"Some pastors who issue weekly bulletins list the movies to be shown at the theatres in their parishes for the coming week, giving the classifications established by the Legion of Decency.

"It seems a great many children are going to movies that the Legion of Decency has ruled unsuitable for them. If the above plan be generally adopted, we should see an improvement in this regard, as well as in the avoidance of Class B and Class C pictures by adults.

"The Pittsburgh *Catholic* carries the official movie listing of the Legion of Decency."

Catholics Urged to Avoid "Gone With the Wind"

NATRONA, PA.—A Catholic paper issued here devoted a page display urging Catholics to avoid "Gone With the Wind."

(Editor's Note: The picture is not in the Class C (Condemned) list, but is officially recorded by the Legion of Decency as a Class B (Objectionable in Part) picture.)

Theatre Cooking Schools Started in Cleveland

CLEVELAND—The Lake Shore Sales Co. has inaugurated special matinee cooking schools in local theatres, which are conducted by the Electrical League.

An electric stove, valued at from $150 to $200, and 20 baskets of food are given away free at every demonstration show.

The school is put on as an extra matinee and patrons pay admission to attend. The Electrical League distributes as many as 15,000 tickets, which, plus 15 cents, entitle bearer to admission to the theatre. The classes are conducted only once in a theatre. Advertising for the one-day exhibition is on display two weeks in advance.

In Cleveland, cooking classes have been booked into the Broadvue, Lincoln and Ambassador theatres. F. Arthur Simon and M. M. Jacobs of Lake Shore Sales plan to use the idea nationally.

Ten Michigan Key Spots Await "Dark Command"

LAWRENCE, KAS.—Ten early key openings have been set in Michigan for Republic's Raoul Walsh production, "Dark Command," according to James R. Grainger, president.

The first of these openings will be April 20 in Battle Creek, Jackson, Kalamazoo, Lansing and Saginaw, followed April 28 by Grand Rapids, Port Huron and Pontiac. These are all Butterfield-Michigan Theatres operations.

The other two Michigan key openings are in Bay City on April 28 and Flint on May 5.

CLEVELAND

MRS. H. A. BARLOW, owner of the Taplin at Powhatan Point, was in to attend the very swank Rankin-Taplin wedding. The theatre was named after the bride's father, owner of one of the mines in the district . . . Lee Chapman, former Monogram salesman, has bought Ohio distribution rights to "Secrets of a Model," with Sharon Lee and Phyllis Barry. The picture has been given censor board approval, so Chapman, with an office in the Monogram suite, is all ready for bookings.

Paul Gusdanovic got back from a winter in Florida just in time to supervise the installation of a new generator at his Norwood, by National Theatre Supply Co. . . . With the first sign of spring, exhibitors drove in from all four points of the compass. Spotted at the various exchanges were: Jack O'Connell, Toledo; Sol Bernstein, Mansfield; Leo Jones, Upper Sandusky; Harry Reinhart, Canton; Bob Menches, Al Ploenes, R. E. Paulus, Akron; A. G. Constant, George Delis, Canton; Joe Trunk, Walter Schwartz, Joe Shagrin, J. H. Steinberg, Youngstown; Mr. and Mrs. R. D. Stone, Lodi; F. D. Krichbaum, Orville.

Morris Berkowitz of the Ritz and Ambassador theatres is back from Hot Springs . . . Roy Haines, Warner eastern division sales manager, and Bob Smeltzer, district manager, were here in a huddle with the local branch manager, Ted Mendelssohn. They said it was just one of the regular office conferences.

A. H. Bevington is now operating the Empress at Whitehouse . . . "GWTW" has finally gone with the sunshine, having come to a glorious finish after a record 10-week run at Loew's Stillman. No further local city bookings are announced . . . Miss Marie Flynn of the M-G-M office staff had a touch of appendicitis. Not enough to warrant an operation, however.

J. J. Maloney, M-G-M district manager, collected the male members of the local exchange, including Branch Manager Frank Drew, Office Manager Phil Harrington and all of the salesmen, for a discussion of forthcoming product. Maloney is holding similar meetings in all offices of his district . . . Miss Eleanor Tesch of National Screen Service narrowly escaped writing finis to her career one day last week when she was in one of three automobiles that tried to occupy the same space at the same time . . . Mrs. Ward, secretary to J. S. Jossey, who was operated on last week, is in the convalescent stage.

Local Paramount exchange got back most of the $1,000 worth of office equipment stolen several weeks ago. It was found in a stolen automobile located in the Lake . . . Bert Stearn, UA district manager, was in New York last week . . . Milt Harris, who thinks up all of the publicity stunts for pictures playing Loew theatres, worked out a good one for the "Road to Singapore." Cards were distributed which entitled bearer to one free lesson at the Arthur Murray Studios, Hotel Statler, to learn to dance the "Singapore." Furthermore, bearer of the card was entitled to participate in the Arthur Murray-Loew's State Singapore Dance Contest in the Statler Hotel April 10.

Regal Films is distributing the Louis-Paychek single reel picture. The picture played a simultaneous opening run at the Allen and Keith's East 105th St. . . . Nate Schultz, who was undecided as to whether he would attend the National Variety convention in Dallas, April 18-20, had his mind made up for him when it was announced that Monogram, of which he is a franchise owner, will hold its convention at the same place, and at about the same time.

Jack Marpole of "Ten-O-Win" stopped off on his way from the west to the east coast . . . Jack Shulman and Abe Schwartz, with their respective wives, left Miami Beach by car on April 9 for home . . . The M. B. Horwitzes leaves the land of sunshine and deep sea fishing on the 18th . . . Willard Hart of the Norka and Rialto, Akron, has gone south to put the finishing touches to his convalescence from pneumonia . . . Rudy Norton, Republic salesman, is out in the territory again after being kept in for two weeks with an eye infection.

BOWLING

PITTSBURGH—Coming into the home stretch with Republic and Universal tied—that is the position of the leaders in the Filmrow Bowling League until April 19. No games were scheduled for this week.

Universal pulled into the "tie" last Friday evening by winning three games from 20th-Fox; at the same time Republic lost two out of three games to Monarch. Pete Quiter of Universal, with a 185 score for one game, took the $1 award for high individual honors.

Standing of the teams to April 19:

	Won	Lost
Republic	50	25
Universal	50	25
Columbia	46	26
Monarch	39	36
Loew's	33	42
20th-Fox	24	48

DETROIT—McArthur is holding a slim lead as the Nightingale Club bowling race enters its final stages.

	Won	Lost
McArthur Theatre Equipment	63	45
National Theatre Supply	61	47
Oliver Theatre Supply	59	49
Motiograph	59	49
Amusement Supply Co.	57	51
Brenkert Projectors	45	63
National Carbon Co.	43	65
Lorenzen Flower Shop	43	65

High scores: Jack M. Hall, 610; F. W. Wise, 608; Mingione, 574; Bill Fouchey, 574; S. J. Lambly, 570; J. S. Goossen, 547; Edgar Douville, 527; W. L. Rickens, 526.

The Nightingales are going into "big time" Monday when they roll in the city tournament at Detroit Recreation.

COLUMBUS

IT SOUNDS like a frameup to us. Bernie Gardner, Paramount salesman, won a singing prize Saturday at the Ohio. (Organist Roger Garrett is currently using a portable mike to permit solos from the audience, applause to determine winner.) Picture was Paramount's "Road to Singapore."

Ethel Miles, head of the former Chesbrough circuit, is fighting the flu . . . J. J. Grady, Fox boss in Cincy, was a business visitor . . . "GWTW" has been made available for subsequent runs in the territory, but no takers as yet.

The many friends of Earl Futerer, Granville, will be shocked to hear of his death. Until his recent illness, which started about six months ago, he operated the Opera House.

Our congratulations to Marty Burnett, popular manager of Loew's in Dayton, who has been promoted to the headman job at Loew's Penn in Pittsburgh. He has been replaced by Sam Gilman, formerly in Harrisburg.

Watty Watson, Metro exploiteer, after 20 weeks on "GWTW," is now working on other pictures, first being world premiere of "Florian" in Dayton. Incidentally, the Metro "search for talent" caravan will be in Huntington this weekend, followed by Wheeling. Company is seeking a lad to play Jody in "The Yearling."

Bill Pullin jr., formerly associated with his father at the New Linden, has taken a post with the Butterfield circuit of Michigan . . . The "Twenty-Mule Team" ballyhoo unit is due in soon.

H. LeRoy Shonting has opened a publicity bureau in New York called "Copy Copy" . . . "It's a Date" was screened at the Grand for Variety Clubbers . . . Lion Gardiner is vacationing . . . Ed Bellew of UA was in on "My Son, My Son."

Admission tax collections in Ohio for the first quarter showed an increase of 11.6 *per cent over last year. Comparative grosses are* $379,809.44 *and* $340,043.97. *State business, judged from the sales tax collections, was up* 13.6 *per cent during the initial quarter, increases being recorded in* 81 *of the* 88 *counties.*

Book Night Given Good Sendoff in Auto City

DETROIT—Book Night made its debut here at two theatres of the Krim circuit, the Lasky and Harmony, backed by a big exploitation program handled by Eddie Jacobson, manager of the latter.

The deal is designed to build repeat business and is being handled in the territory by Barney Hoyt of Chicago who will open an office here.

Rites for Frank Merrill

CLEVELAND—Funeral services were held here for Frank Merrill, 57, for many years a member of IATSE Local 160. Until his recent fatal illness, Merrill was the operator at the Standard.

Merchants Planning New House in Eldred, Pa.

ELDRED, PA.—Local merchants have completed plans for a theatre to be erected here on Main Street, according to Louis Gabriel and Bruce Clark, who have taken the lead to establish such an enterprise. A one-story building, of brick and tile, or concrete block, 35x100 feet, is planned. Two storerooms will be included. Seating capacity will be around 350.

Southern Alpine to Build In South Charleston

SOUTH CHARLESTON, W. VA.—Southern Alpine Theatre circuit, managed by Walter Urling of Wellsville, Ohio, will erect a theatre building with a storeroom here. A 600-seat auditorium is planned. Architect is Ben L. Batey of Stubenville, Ohio.

Plan to Rebuild Rivoli in Ebenburg Right Away

EBENSBURG, PA.—Rebuilding of the old Rivoli on Sample Street, which was destroyed by fire several months ago, will be started immediately, according to Ray Allison, general manager of Cambria Theatres, Inc. Cost will be upwards of $50,000. It will seat about 700.

M. C. Burnett Named to Helm of Loew's Penn

PITTSBURGH—Mike Cullen, division manager of Loew, Inc., has appointed M. C. Burnett, Dayton, Ohio, as manager of Loew's Penn, replacing Charles Kurtzman, who has been promoted to division manager of New England, Canada and part of New York state. Cullen is Kurtzman's predecessor at the local Penn. Burnett has been associated with Loew's for 14 years in Cleveland and Dayton.

Promotion of Kurtzman was made by Joseph R. Vogel, general manager of Loew's. Headquartering in Boston, Kurtzman, a theatre manager for 18 years, will supervise theatres in Rochester, Providence, Syracuse and Boston, in the American area, and in Toronto and London, Ontario, and a group of Loew partnership operated theatres in New England. Kurtzman came to Pittsburgh in July, 1938, from Washington, D. C., where he was a Loew executive. Previously he was vice-president of Fanchon & Marco in St. Louis, and also managing director of the Roxy in New York. He succeeds H. M. Addison, resigned, who was manager of the local Penn some years ago.

Interrante Making Plans For Scholastic Banquet

PHILLIPSBURG, PA.—Second annual Scholastic Banquet is being scheduled here for May, the event honoring outstanding students of Phillipsburg, Osceola Mills, Morrisdale and Cooper Township. Last year more than 75 honor students attended the banquet, which is sponsored by Austin Interrante, theatre owner and representative of 20th-Fox Film Corp.

Hold June Storey a Year

HOLLYWOOD—June Storey has been held for another year by Republic.

DETROIT

(Continued from page 51)

Romeo's twin theatres—Howard Paul's Romeo and Bill Schulte's Juliet.

Gus Bartram, managing the Vogue in Manistee for Butterfield, was shifted temporarily to Traverse City to handle the post left vacant by the sudden death of Conrad Foster.

Maxie Gealer, manager of the Rialto at Flint, is again doubling as master of ceremonies under the new flesh policy.

E. S. Kinney of Simplex Engineering is moving into the Birmingham Theatre Building, Birmingham.

Joseph Stoia now runs the Circle and Midway in Dearborn alone while Joseph Miskinis has the Alden, marking the split-up of a well-known partnership of several years' duration.

Willard H. Johnson, Flint exhibitor, has taken over the Family at Flint, from James Minter.

Dan Kesz of the Columbia, Flint, was in Detroit Monday booking . . . Edward Dalton, the "flying exhibitor" of Flushing, has taken over the Palace at Mayville from A. Burton.

Jack Thompson, Paramount salesman, was out dipping smelt t'other night . . . UA's Syd Bowman doesn't like the way smelt smell . . . Roy "Punch" Carrow of 20th-Fox says he never goes fishing.

Harry Hobolth of Imlay City lost out on plans for a new theatre at Davison, when the citizens voted not to sell him the fire hall, so he's planning to erect a new building there instead . . . George Smith and wife of the Lyric, Lapeer, are en route back from Florida.

E. C. Loomis of the Community, Elk Rapids, plans to build a new house there . . . Walter Kelly of the Rogers, Rogers City, postcards from Colorado en route to California for a month.

Frank Whipple, who took over the Au Gres at Au Gres from H. A. Proulx, has renamed it the Roxy, and is completing redecorating and re-equipping . . . George Olson of Grayling is back from Florida.

John Howard, Paramount manager, made a swing around the state for several days . . . W. G. Sturgess, Republic salesman, really enjoys his new post.

Richard P. Leahy of the Washington, Bay City, is back from Florida.

Conrad H. Foster

DETROIT—Conrad H. Foster, 64, city manager for Butterfield at Traverse City, died suddenly last week from a heart attack. He was mayor of Traverse City in 1936, after several years as city commissioner. Two daughters survive. Interment was at Traverse City.

Lavietes Faces Ascap Infringement Suit

NEW HAVEN—Ascap has filed a suit for $500 damages and a temporary injunction to restrain the Pequot Theatre here from any further alleged infringement of the music copyright laws of the United States. Plaintiffs are Gene Buck, president of Ascap; Irving Berlin, Inc., Santley-Joy-Select, Inc.; and Harry Lavietes of the Pequot is defendant. Announcement is made by attorney for the plaintiffs that this is the forerunner of a half-dozen similar suits to be filed in the near future. The complaint specifically charges Lavietes with the unlawful playing of the song, "Bye, Bye, Blues," copyrighted by Berlin and "An Apple for the Teacher," copyrighted by Santley-Joy-Select, and the maximum damage of $250 provided by the copyright law is sought.

Attorneys pointed out that all theatres, restaurants and other establishments where music is played for profit are liable to similar actions unless they enter into contracts with Ascap on a royalty basis.

On Agenda for Allied Meeting April 16

NEW HAVEN—The Allied luncheon meeting to be held Tuesday, April 16, will provide an occasion for the discussion of the Ascap suit against the Pequot Theatre and other exhibitor problems.

Federal Court Decisions To Occupy Conn. MPTO

NEW HAVEN — Connecticut MPTO will discuss recent federal court decisions affecting the industry, the Neely bill, and state-wide problems at its next luncheon-meeting, to be held April 16 at 12:30 p. m., at Ceriani's Cafe Mellone here. Arthur Lockwood will preside.

Herman Levy, executive secretary, has issued letters for a Connecticut exhibitors' poll on the Neely bill. Exhibitors are urged to reply whether they are for or against the Neely bill, without stating reasons, and the results will be published in the coming issue of the organization bulletin, edited by Levy. Members are advised that theatre programs or circulars left in home mail boxes will be picked up and held at post offices for postage, in accordance with regulations, which also provide for penalties for this type of circular distribution.

Hartford Theatre Building At Highest in Decade

HARTFORD—With completion near for the new Maurice Shulman theatre, the Wethersfield, Wethersfield, and plans being made up for the new houses in East Hartford and Bristol, theatre building in the metropolitan Hartford area this spring is at a height not attained during the past decade.

Majors' Concluding Defense in M&R Suit Denies Monopoly

By BRAD ANGIER

BOSTON—The first few days of the summations of evidence amassed during three calendar years of trial in the Morse & Rothenberg anti-trust case, Edward F. McClennen, major attorney for the defense, held the floor. Pointing his arguments, were, first, a reminder of the fact that new rules governed district court procedures, limiting the Master in a case to finding and reporting the facts of the case to the court; and second, that there was no call for any ruling of law to be included in the narrative of the facts. McClennen contended that testimony hereto revealed but one cause of action—that an unlawful conspiracy on the part of the defendants existed—and that all other charges were elaborations, that, with the first disproved, could not stand. Further McClennen held that a flexible interpretation as to what constituted "restraint of trade" was virtually an essential in such cases and reminded that the conditions presented as violations were not a development created specifically as an oppression of the plaintiffs.

The concluding arguments, commenced before Philip Hendrick, Master, last Monday, were recessed until Monday of this week.

McClennen urged that inasmuch as the eight respective suits "have no legal relation to each other except as the two Portsmouth suits have the same plaintiff (and the same defendant that is one is joined with the other defendants in the other)" the Master should make "a separate report in each case, so each case may be dealt with without any reference to any other case.

"That is my thought in the matter, and that will be my practice," Philip Hendrick agreed.

"We are dealing with new rules in the district courts of the United States which have hardly yet dried out behind the ears," McClennen continued. "How far they affect the course which should be pursued by the Master, differing from what course he might have pursued if he were an Auditor under our old system, it probably will become unnecessary to determine.

"The rule defines what the Master is to do, namely, to find and report the facts to the court, together with such questions of law as any party may request.

"We may indulge the presumption that the court knows all the law that is applicable to these cases and is not in need of being informed of rulings by the Master on what the law is. That seems to lie as the reason for a direction not to rule and save the objections of the injured party, but to report the questions of law which any party may request.

"It seems to indicate that the primary purpose of the reference is to have the facts brought before the court by the Master's report in such a way that the court might deal with the questions of law, if there prove to be any involved, and so that the case, if possible, might go to final disposition on the facts which the Master lays before the court, possibly without the need of the introduction of any evidence or going outside the four corners of the report. Certainly the rule indicates that no ruling of law should be entrained in any way in the narrative of the facts as the Master finds them to be.

No Rulings Occasioned

"There has been no occasion for the Master to make any rulings of law except as might be involved in the receipt or rejection of evidence, and even in respect to the receipt and rejection of evidence, it was agreed at the outset, with the approval of the Master, that the materiality question—and I do not attempt to phrase this question as it was phrased in the beginning—would be saved to the end, to be dealt with once for all.

"We have assumed that there would be a draft report before any final report, and that there would be an opportunity before the Master to deal with the questions which might be presented on seeing the draft report. If we are right in that assumption there would seem to be at this stage of the case no particular occasion to deal with any of the questions of law, because, if evidence has been received, for instance, that we should contend was immaterial or incompetent, and the Master in his report does not find anything based on that evidence, we shall, of course, be no longer interested in the question of whether it was admitted or not, or is properly admissible."

Hendrick interrupted, "We can dispose of that at once because it was my plan to submit that report."

"The first thing of principal importance in this case," McClennen continued, "is that there can in no one of these suits in which the distributors are defendants be any recovery at all without the establishment of the conspiracy alleged. The reason for saying this is that with all their elaboration of the allegations shown

(Continued on next page)

All Ye Who Enter Here—

Boston—In the course of his summation of defense arguments in the M&R suit, Edward F. Clennen, attorney for the distributor defendants, reminded the Master that "each plaintiff entered on the industry as it then existed (reference being to 1930, date of the oldest plaintiff's entry into the business) and each plaintiff had a grasp of the state of the industry. A man who enters the field, if he loses by his entry, loses by his own actions and not by the actions of others if those actions antedate his beginning and are known to him when he begins," said McClennen.

Independent Exhibitors Oppose Consent Decree Truce Plan

BOSTON—Frank Perry, operator of the Orpheum in Foxboro and secretary of the Independent Exhibitors, Inc., this week informed Attorney-General Robert H. Jackson, in a letter, that "the representatives of more than 230 unaffiliated theatres registered their complete disapproval of the proposed settlement of the suits against the motion picture industry."

Perry, who dispatched a telegram to Jackson, informing the attorney-general of the Independent Exhibitors, Inc., unanimous stand against acceptance of a consent decree following a special meeting of independent theatremen, this week forwarded to Washington a copy of a resolution in that regard.

The resolution follows:

"1. The first paragraph of the prayer in Bill of Equity No. 87-273 contemplates the immediate cessation of further theatre acquisition by the defendants. The suggested outline for a consent decree does not provide that the producers shall cease to acquire theatres.

"2. The divorcement of currently owner of controlled theatres is essential in abolishing the monopoly and is sought in paragraph five of the prayer. There is no provision whatever in the plan offered for the producers' divestiture of their theatres.

"3. The removal of the restraints on the production of meritorious feature motion pictures is requested in paragraphs six and seven of the prayer. The dissolution of the monopoly in picture production is entirely unprovided for in the proposals submitted.

Fear Arbitration Delay

"4. The abolition of compulsory block booking, a keystone of motion picture producers monopoly, is required by paragraph eight of the prayer. Compulsory block booking will not be eliminated under the terms of the plan. Reducing the number of pictures in the blocks to five and eight pictures will actually legalize the practice of distributors and compel exhibitors to take several pictures in order to get the one desired picture in a group. Trade paper reports already indicate producers opposition to this feature because they cannot make even one picture in eight sufficiently 'worthwhile' to carry the block.

"5. The dissolution of unreasonable protection schedules in favor of owned or affiliated theatres is also sought in paragraph eight. The proposal offers arbitration of unreasonable clearance and stipulation that awards changing the clearance between theatres be reviewed by an appeal board. If completely fair and unbiased arbitration can be assured this remedy will be effective, but a review of all cases by a single review board will render positive relief too tardy in many desperate cases.

"6. Paragraph eight of the prayer would enjoin the defendants from enforcing preferred playing time. The plan offered legalizes and perpetuates preferred playing time by stipulating that preferred play dates shall be specified in the contract.

"7. Paragraph eight of the prayer would require that the producers cease extending unusual advantages and benefits to their affiliated theatres under a mutual back scratching arrangement. There is no provision calling for the extension of similar advantages to independent unaffiliated theatres.

"The above-enumerated reasons show that the major weapons of the current motion picture monopoly are left virtually intact by the proposed outline for a consent decree and justify in our opinion its complete rejection.

"Assuming from its wording and content that the proposal has originated in some more or less devious manner with the defendants, it may be pointed out that similar settlements, proposals for arbitration, and cooperative plans have always emanated from the defendants at a time when their pending existence could be used in the legislative halls in Washington to delay and destroy pending remedial legislation. We note that this proposal for a consent decree would be of great assistance to the defendants in seeking to postpone passage of the Neely bill S-280 now pending in the house of representatives.

"Whereas, monopolistic conditions imposed upon the independent exhibitors in the motion picture industry by those corporations commonly referred to as the "Big Eight" have been and are now so onerous that the department of justice has seen fit to institute a suit in equity (No. 87-273) under the Sherman anti-trust act to destroy the monopoly in restraint of trade.

"And whereas, there has been brought to the attention of the Independent Exhibitors of New England a suggested outline under which a consent decree might possibly be formulated.

"And whereas, the history of consent decrees involving the defendants in the current equity suit, particularly in the California 'Fox West Coast' case and in the Chicago 'Balaban & Katz' case has indicated their continued unwillingness to conform with the decrees and their propensity to attempt evasion of the decisions wherever possible.

"Now therefore, be it resolved, that the board of directors of the Independent Exhibitors of New England in meeting assembled at the Statler Hotel in Boston, Mass., on the 2nd day of April in the year 1940 do hereby unanimously oppose any proposed consent decree based on the submitted plan, and do pray the attorney general of the United States to proceed with the vigorous prosecution of the aforementioned suit to relieve the monopolistic conditions extant in the industry."

RCA for M&P Unit in Houlton

HOULTON, ME.—RCA sound has been ordered for the new 850-seater going up here for the Mullin & Pinanski circuit.

Gets "Money and Woman"

HOLLYWOOD—Robert Presnell has been assigned to script Warner's "Money and the Woman."

Department of Justice Names More Witnesses

Boston—Supplemental witnesses in the government equity suit against the majors, filed last week by the department of justice, included: George Ramsdell, operator of the Strand, Granada, Mystic, and Orpheum in Malden; Nathan Yamins, Fall River exhibitor, and chairman of the executive board of Independent Exhibitors, Inc.; Walter Littlefield, Independent Exhibitors associate whose houses were taken over some time ago by the M&P Theatres Corp.; Abraham Goodside, operator of the Strand in Portland, and W. B. Harwood, operator of the Strand in Gardner, Me.

With the exception of Ramsdell, whose testimony is to be directed against Loew's, Inc., all prospective witnesses are to go on the stand against Paramount interests, according to the department of justice.

Concluding Defense Denies a Monopoly

(Continued from preceding page)

in each case except 6697, with which I do not deal at all, that there is but a single cause of action. Everything alleged is detail claimed to have a bearing on that cause of the action.

"That cause of action is that the distributor defendants from time to time have entered into an unlawful combination and conspiracy among themselves, and in some instances with exhibitor defendants, to restrain and monopolize interstate commerce in motion picture films, and that thereby they had obtained a virtual monopoly thereof, and that the action of the distributor defendants was pursuant to that conspiracy and in concert, and that because of the concert and conspiracy in that action the distributor defendants refused films to the plaintiff and that this combination and conspiracy, and the concerted action thereunder, damaged the plaintiff.

"It follows that if there were no combination, conspiracy and concert among the distributors, the plaintiff has no cause of action whatever, irrespective of whether or not any particular action against the right of the plaintiff was a legal wrong.

"Another reason why we shall submit that the plaintiff in each case must fail," McClennen said later, "is that there is nothing to indicate that even if the plaintiff sustained any damages by any wrong done by any of the distributors (and we say there was no such wrong done) that damage has in no way been related to the combination, conspiracy or concert.

"To put it by a crude mathematical comparison, it makes no difference that the damages sustained by the plaintiff from a particular wrong by a particular defendant, when added to the damages sustained by the plaintiff from the particular wrong of each other particular defendant, would add up to even to the identical sum of money which would have measured the damages sustained from

those separate wrongs, had those eight separate wrongs been committed pursuant to a conspiracy. The plaintiff remains disentitled to any part of that money."

Flexible Interpretation Need

Bringing up the law relative to meeting unfair methods of competition, McClennen stated, that for approximately the past 30 years "the importance of reasonableness" in this department of litigation has repeatedly been emphasized.

"Starting with the proposition that every contract that is made restrains the contracting parties from doing what they could do before, and so is a restraint of trade, we go on to the recognition of the fact that a restriction upon trade is not a restraint of trade in a statutory sense unless it is unreasonable under the circumstances, and so constantly we have this phrase,—unreasonable restraint of trade, which means exactly the same thing restraint of trade means as used in the act.

"Many circumstances may determine what is a reasonable course to pursue in trade and, therefore, may determine whether the course pursued is a restraint in trade in a statutory sense, or is a reasonable extent. One of the circumstances to be taken into consideration is what the particular defendant, if we call him defendant, is obliged to deal with. Is his conduct the normal of a man acting in self protection, or is it an unwarranted invasion of the rights of other people?

"From what generalization comes the recognition that things done aggressively and not to be tolerated by the law may be entirely reasonable if they are defensive and the kind of conduct that right-minded people, familiar with the circumstances, recognize as the proper things to do."

Speaking of George S. Ryan, attorney for the plaintiffs, Mr. McClennen said, "My adversary, with the most admirable persistency, and almost unconscionable and useless repetition, has sought from time to time to launch a poison gas attack upon the defendants generally. In the course of this he has referred to such matters as monopolization of moving picture production, monopolization of moving picture distribution, monopolization of moving picture exhibition, uniform contracting, block booking, blind buying, reservation of product, protection, and destruction of competition, spelled with all capital letters, all this in generalization.

"Block booking, if you say it a sufficient number of times, has a very evil sound to it, particularly as it conveys no impression as to what you are really talking about. And when you add it to blind buying, it sort of impels you to bring in a verdict for the plaintiff right away without going any farther."

Enter Field Knowingly

McClennen brought up another point when, ascertaining that the oldest entry in the motion picture business of any of the plaintiffs was in the spring of 1930, he said: "Each plaintiff entered on the industry as it then existed. Each plaintiff by its human tentacles had a grasp of the state of the industry; they were men who had had experience with the industry running back for years before that time. They voluntarily chose to go into the condition which then existed with full knowledge of what that condition was.

"In anti-trust cases just as much as in other cases the motto *volenti non fit injuria* applies. A man who enters the field, if he loses by his entry, loses by his own actions and not by the actions of others if those actions antedate his beginning and are known to him when he begins.

"The matter was picturesquely put in language which I cannot quote by Mr. Justice Holmes in Buckeye Powder Co. vs. E. I. duPont de Nemours Co., 248 U. S. 55. The substance of the language was that the law does not look with favor upon allowing a recovery for these prenatal combinations which merely show that it did not pay to be born.

"The intimations in the opening and some of the interlocutory arguments, and in some of the questions put, if not in the answers given, go back years before 1930. If there was any monopolization it occurred long before 1930 and was well known to those who knew what existed in the industry. That would be enough to dispose of the matter of monopolization so far as the cases before Your Honor are concerned, without going to the further fact that there was no monopolization.

"It has been asserted in three different particulars—monopolization of production, monopolization of distribution, and monopolization of exhibition.

"The evidence shows no monopolization of production. It shows no monopolization of distribution. It shows no monopolization of exhibition touching interstate commerce."

Speaking of so-called blind selling, the defense lawyer said that the subject has nothing to it but its title.

"If the time ever comes when producers are prohibited from making contracts for pictures that are not already in existence and have been seen by the licensee, the great sufferers are going to be the exhibitors, who have no relation to the producers in any way. And the whole method of conducting the industry will have to be changed in a way that nobody really wants except for forensic displays."

BOSTON

ROY E. HEFFNER, Specialty Pictures head, was in Maine on business the latter part of last week . . . J. D. Kendis, roadshow distributor, was in town last week . . . Tyrone Power and Annabella were recently in Boston . . . Fred Allen has also been in the Hub.

Roy White, with National Theatre Supply Co. for years, is dead as the result of a cerebral hemorrhage.

Harry Goldberg, assistant to Manager Abner Pinanski at the Morton, is an enthusiastic amateur photographer . . . Roger Wiley of the Fenway bowled a single string of 145 last week . . . Fred Fahlbush of the accounting department of M&P has been shouting in a whisper because of laryngitis.

Edith Lechten continues as acting secretary to Henry Wolper, M-G-M office manager, during the extended illness of Irene Sullivan . . . Catherine Ferrick has replaced Mary Hildegarde Healey at the Metro exchange following the latter's resignation on the eve of marriage.

E. M. Loew has contracted with Ken Douglass and Leon Foster of the Capitol Theatre Supply Co. for new Cyclex at the Strand in Peabody . . . Charles Kurtzman was scheduled to arrive at the Massachusetts Avenue headquarters of Loew's, Inc., this week to replace H. M. Addison, resigned, as northeastern divisional manager.

Don Mitchell, manager of the Paramount in Needham, promoted a cooking school at the suburban house, hypoing business appreciably . . . George Kraska plans to place "Mademoiselle Mamere," J. D. Hoffberg release featuring Danielle Darrieux, at the Fine Arts.

Marion D. Bell, secretary to Maurice N. Wolf, M-G-M district manager, has been ill with a cold . . . Joe Brennan, local executive secretary of the MPTOA, has been unable all winter to shake a cold . . . Alice Tanzman, secretary to Lila Izen at Wholesome Film Service, has been another cold sufferer.

Marcel Mekelburg, inde distributor, was in New York on business . . . Sam Levine of Northeastern Pictures, returned to Boston from New York Friday . . . Steve Broidy, local Monogram sales manager, was in New York to attend a Monogram directors meeting . . . Henry Sperling, operator of the Central in Manville, R. I., was in from Rhody.

Harry Botwick, manager of the State in Portland, has entered his campaign on "Ninotchka" in the current M-G-M-M&P publicity contest . . . Ditto for Harry Goldstein, manager of the Morton in Dorchester.

The M-G-M Pep Club held a buffet supper, followed by a screening, at the local exchange . . . Philip Sigel, who recently resigned as manager of the Humboldt in Roxbury, is available. Sigel has had ten years of experience in theatre operation, having worked for Sam Kurson, Joe Dondis, Frederick E. Lieberman, Irving Isaacs, and Schine.

David Shapiro of Wholesome Film Service, Inc., has been convalescing following the results of a serious illness . . . Cal King, operator of the Walden in Williamstown, was in the district Tuesday . . . Leon Gorman and Mrs. Gorman were down from Portland . . . Fred Husson, Lowell exhibitor for the past few years, was in the district . . . Sam Sternberg, operator of

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NEW HAVEN

BEFORE April ends the New Haven territory will have two more neighborhoods, the Bailey 900-seat Whitney Theatre in Hamden and the Van Doren 600-seat Tower in Waterbury. Both opening dates are still indefinite. The Whitney will have a 400-car parking lot, with approaches on both Whitney Ave. and Putnam St. Manager will be Franklin E. Ferguson, formerly at the Whalley.

New Project of the month will be the Warner 800-seat Bristol, to replace the house which burned down several months ago. Completed plans and breaking of ground are scheduled for this week, according to B. E. Hoffman, just back from his Florida vacation.

Managers' moves: Tim O'Toole attended the Columbia district meeting at the Hotel Gotham, New York, last week . . . Barney Pitkin up to Boston for an RKO meet, at which Herb MacIntyre, drive captain, presided . . . Sidney Lax of Columbia is recuperating at New Haven Hospital from a recent nasal operation . . . Hymie Levine of Imperial Pictures is now resting at home after an operation.

George Wilkinson of the Wilkinson, Wallingford, is still in the dual role of bank treasurer and theatre operator, although officially resigned from the bank . . . Charles Lyons of New Canaan and Flora Cohen escorted the new Ridgefield Playhouse manager, J. Mangone, around Filmrow . . . Edward Schnitzer, district manager, came in from New York to visit with the local Warnerites . . . Sympathy to Pete DeFazio, Warner salesman, whose father died in Pittsburgh . . . Phil Gravitz, Metro booker, is sporting a Chevrolet sedan . . . Ruth Goldberg and Mary O'Day are both back and smiling at the RKO office, after severe attacks of the grippe.

Lou Wechsler, UA manager, posed for press pictures for the Bridgeport *Times-Star* and others, with Dr. William Lyon Phelps and Al Margolis, New York UA representative, after the recent "Rebecca" screening and Hotel Taft dinner in honor of Dr. Phelps and the press and managers from various Connecticut towns . . . Seen cheering at the Arena prizefight: Billy Sirica of Waterbury, Bob Schwartz of Thomaston, Sam Hadelman of Bridgeport, and Frank Mullen, Metro office manager.

Cy Barrett, Warner Theatre executive, is home from the hospital after his serious illness, and is expected back at the office next week . . . Robert Munzner, College Theatre assistant, leaves April 14 for a week's trout fishing in Maine. Sam Badamo takes his vacation later this month . . . Jack Findlay, Westerly and Mystic exhibitor, is recessing from his theatre duties in the Carolinas, along with his family. Bar Mitzvoh party of Jackie Calechman, son of Sam Calechman, of the Howard, is the talk of the town . . . Max Tabackman of the Rivoli will soon add bowling honors to his bridge records, the kibitzers report . . . Earl Wright's talk to Shelton business men on the film biz rated a column and a half review in the Ansonia Sentinel.

Metro Pep Club has voted to install a radio in the exchange lounge room. The club is set for a special meeting this week . . . Warner exchange still leading in its district, which is second in the country, with only two weeks of the Sears Drive to go. New Haven has maintained first place since the inception of the drive . . . RKO ranks fifth in the Ned Depinet Drive, with six weeks to go.

Earl Wright and Sam Germaine of 20th-Fox, New Haven, joined Tom Bailey, E. X. Callahan, Harry Alexander, Sam Berg, H. Gold, M. Simon, J. Connelly, and J. Felony on April 10, aboard the special train bound for the convention at Hotel Drake, Chicago . . . Henry Phaneuf, now operating the Broadbrook, has moved from Baltic to Broadbrook . . . Florine Bower of the Poli staff has transferred her affections from Yale to Harvard.

The Poli bowlers have promoted blue silk bowling shirts and entered class "C" in the national bowling congress at the Candee Alleys in grand style. Frank Manente captains . . . Bob Russell, Poli manager, visited with friends in Rye, N. Y., recently, and also visited the Juillard School to make arrangements for his son's enrollment . . . Nick Bonardo, operator at the Pequot, is the daddy of a new baby girl.

Theatre tricks: Max Tabackman has made a merchant tieup at the Rivoli, West Haven, which admits the first six patrons presenting sales receipts, free on certain nights . . . Girls who could prove they were christened Rebecca and who introduced themselves to the Poli, Hartford, walking representative noon of the day preceding opening, were invited to attend "Rebecca" as guests of the management. Jack Simon of the Poli, Hartford, sold 3,000 tickets to "Pinocchio" to a local shoe merchant, who in turn distributed the tickets to underprivileged youngsters through agencies, as a goodwill stunt. Sidney Klepper, assistant at the Palace, put over the same idea with another local merchant, to the tune of 2,000 tickets . . . This makes both boys candidates for the Dollar Club.

Bob Portle set up a whole bar in his Plaza, Worcester, lobby for "Ten Nights in a Barroom." Liquor signs, bottles, and a standee barkeep completed the display . . . Western Union, Springfield, gave the Poli a whole window on "Young Tom Edison," with a Mickey Rooney messenger standee in the spotlight . . . Springfield also tied up with a jeweler on an old clock display on the picture.

Harold Rubin of Metro has sold his new enamel kitchenware cabinet deal to the Alhambra, Waterbury, Plainfield Theatre, and Cannon, New Haven. Also the Commodore Hull, Derby, will use his De Luxe stemware.

Report is creditors may run the Milford Drive-In this summer, pending an appeal from the unfavorable decision in the public nuisance case of residents.

Drop in Unemployment Compensation Demand

HARTFORD—Unemployment compensation benefits paid to Connecticut workers in 1939 totaled approximately $4,770,971, more than seven million less than in 1938, state labor commissioner Cornelius J. Danaher announced last week to this publication. The total paid out in the two years amounted to about $16,670,059, of which $11,899,088 was paid out in 1938.

WPA Rolls Must Drop 1,400 in Connecticut

HARTFORD—The Connecticut Administration of the WPA last Monday began cutting its rolls by 1,400. Sixty-seven men were laid off in Hartford last week.

To keep within the 1939-1940 appropriation, WPA nationally must dismiss 700,000 relief workers during the next three months.

WPA rolls in this state, it has been learned, must be reduced from 20,000 in March to some 18,600 this month.

New Haven Studios Ready 16mm Educational Reels

NEW HAVEN—The first of a series of nine 16mm single reel educational shorts, "Geometry Brought to Life," is in production for early fall release at the new Bald Eagle Film Productions studios in New Haven. The production is a result of a national hookup with Prentiss-Hall, publishers of "Today's Geometry," a text written by David Reichgott and Lee R. Spiller, of the teaching staff of New Haven High School. Educational supervision for the series will be in charge of Donald A. Eldridge, director of Audio-Visual Education of the New Haven schools.

Also in production are short versions of Robert Frost's "Mending Wall," and Edwin Markham's "Man With the Hoe." Wallace Rosenthal is director; Harry Alpert, cameraman; and Joe Einhorn in charge of distribution.

Hartford's Manufacturing Reviving, Reports Show

HARTFORD—Two department of commerce reports analyzing manufacturing activity in Hartford county from 1929 to 1937, indicate a general revival in this branch of industry and an accompanying rise in employment.

In 1929, according to the reports, Hartford county ranked 38th nationally in the number of plants in operation with 674. In 1937, it stood 35th with 666 plants in operation, or 17.7 per cent more than 1933 and 1.2 per cent less than 1929.

In 1937, the county, employing 70,079 in manufacturing plants, ranked 21st in the nation. This, the reports state, represents a 61.6 per cent increase over 1933 and a 7 per cent jump over 1929.

Crowd Salesmen's Dance

BOSTON—The Boston Motion Picture Salesmen's Club crowded the Cocoanut Grove Sunday when the organization held its fourth annual dinner-dance in behalf of charity.

"Pinocchio" Becomes Part of Providence

PROVIDENCE—Judy O'Grady and the Governor's Lady—not forgetting Gov. William H. Vanderbilt himself—couldn't help becoming interested in "Pinocchio," as result of the campaign put on by RKO-Albee Manager George French and Press Agent Bill Morton for the film's run here.

Some 40 newspapers gave the film statewide coverage, plugs were run in by studio bands of WJAR, WEAN and WPRO as well as hotel orchestras, and the city's largest department stores used "Pinocchio" figures in decorations, including displays in 15 windows four days before opening of the film.

Probably the biggest attention-getter of all was the children's party when Governor Vanderbilt, with Mrs. Vanderbilt and their three daughters, visited the theatre as hosts to 150 youngsters from the R. I. State Home and School.

Local No. 74, IATSE, Maps Plans for Benefit Ball

NEW HAVEN—Local No. 74 of IATSE met Tuesday with John S. O'Connell presiding to make further plans for the annual Sick Benefit Ball and vaudeville show to be held at the Hotel Taft April 27. The wage scale committee of the union will report in May.

Operators' union No. 273 will hold its regular meeting Sunday, April 21, at Trades' Council Hall. A. Nelson Frazier will preside.

Has Contest Franchise

NEW HAVEN—Joe Einhorn, formerly with the Lincoln, has purchased the Connecticut franchise of "Miss America" beauty contests. Einhorn announces Miss New Haven will be chosen at the New Haven Arena on May 26 and Miss Connecticut on August 25. Finals will be held in Atlantic City early in September.

: *Audience Holds Over* :

BOSTON—George Kraska, operator of the Fine Arts, decided to hold "Human Beast" to a six-day week because of drastic Massachusetts Sunday cuts. He booked in "Sabu, the Elephant Boy" for the Sabbath showing. The Boston *Herald* accidently ran the Saturday ad in one Friday edition, and this flashed into the mind of Leonard Kraska, house manager, when he saw a woman and two small children come into the Fine Arts last Saturday.

"Did you come to see 'Elephant Boy'?" Kraska asked.

The woman answered in the affirmative, and Kraska explained about the newspaper's error.

"I brought my children all the way down from Vermont to see the picture," the woman answered. "They're going to see it, too, even if . . . Why, of course!"

So they took a room in a hotel, and were on hand for the Sunday performance.



For the Orphans—

Gov. William H. Vanderbilt of Rhode Island meets "Pinocchio," portrayed by Mrs. Ward L. Jukes, at the RKO Albee in Providence where they were hosts at a matinee performance of the film for 150 orphans from the Rhode Island State Home and School.

SPR'GFIELD

JACK FOXE, assistant manager at the Loew's-Poli, was in New York City last Wednesday visiting his boss, George E. Freeman, who's been laid up at the Mount Sinai Hospital. George is reportedly coming along fine, and will be back in Springfield within a few weeks.

Robert Guttzwiller, a former employe at the Loew's-Poli, is the new doorman at the WB's Capitol . . . Comic books were given away free to boys and girls at the Broadway matinee last Saturday.

Maurice Radin, candy salesman from Worcester, was in Springfield and also Hartford last Wednesday . . . Juanita Bocash, cashier at the Loew's-Poli, was married Monday.

Gerald Germaine, former assistant manager of the Goldstein Bros.' Paramount, has been appointed manager of the Calvin in Northampton. He succeeds George Labbe, who returns to the Victory, Holyoke.

Manager Lou Cohen, Loew's-Poli, had several displays at the Progress Exposition in regard to "Young Tom Edison" . . . Both vaudeville and the current encyclopedia offerings at the E. M. Loew's Court Square are going pretty good, according to Ernie Whitford, assistant manager.

"Too Many Husbands" was held over for a second week at Manager Al Anders' Bijou . . . Ditto Manager George E. Landers' E. M. Loew's, Hartford . . . In Hartford last Friday was Manager Lou Cohen of the Loew's-Poli.

Mayor Halts Beano Games in Somerville

BOSTON—Beano was banned from Somerville last week by Mayor John M. Lynch, who announced he would give no more permits after Friday as he was "convinced that it is for the best interests of Somerville and all its citizens to bring about a permanent discontinuance of such activity."

The mayor said he had taken the action after a study of the detailed report of an investigation of Somerville Beano made at his request by Chief Thomas F. Damery of the Somerville police and District-Attorney Robert F. Bradford. The report was not made public.

Until Mayor Lynch ordered prizes reduced to $100 about four months ago, Somerville probably had the largest Beano games in the state. As many as 5,000 persons had participated in single games and prizes had included new automobiles and as much as $2,000 in cash.

Shaw Ups William Elder To Harrisburg Post

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, has promoted William Elder, manager of the Bijou here, to the managership of the first-run Loew's, Harrisburg, Pa., succeeding Sam Gillman.

Elder has been manager of the Bijou for eight years, working his way up from usher to assistant manager. Mrs. Elder, who has been on the secretarial staff of the Poli division office for eight years, will join her husband in Harrisburg in a few weeks.

Stanley Barlup of Washington, D. C., has been appointed to the managership of the Loew-Poli-Bijou in New Haven, succeeding Elder. Barlup was on the staff of the Palace, Washington, for the past seven years, advancing to the post of assistant manager.

N. E. Trade Adopts Books for Giveaways

NEW HAVEN — Encyclopedia giveaways continue to enroll exhibitors in the territory. Dick Cohen has signed up the Rialto, Bridgeport; Hamilton, Waterbury; and Edmond Town Hall, Newtown, for his series. This is the first giveaway for Newtown. Five Warner houses have contracted for an encyclopedia and dictionary set—the Rialto, South Norwalk; State, South Manchester; Premier, Newburyport; Strand, Waverly; and Strand, Woburn. Additional indes who are giving this book deal a try are the Strand, Thompsonville; Lido, Waterbury; and Windsor, Windsor.

Henry Carr Honors Team

HARDWICK, VT.—Henry Carr of the Idle Hour hosted the Hardwick Academy basketball team in honor of the record they built up during the season.

HARTFORD

THE NEWS on Parade: Governor Baldwin sent Manager George E. Landers of E. M. Loew's a letter of congratulation on the observance of that theatre's tenth anniversary . . . Maurice Shulman, of the Webster, Rivoli, and Plaza-Windsor, was ill with an attack of the grippe for a week . . . Service staff members at the WB Lyric are sporting new uniforms . . . Manager Bernard M. Levy, main stem of Proven Pictures, was in Boston last Monday . . . Ditto George E. Landers, E. M. Loew's . . . The Hartford Gas Co.'s cooking school is a current offering at the Proven Pictures.

Reports have it from New Britain that the Stanley Arena, that town's leading sports hall, will be sold shortly to New York interests at an approximate sum of $126,000 *. . . New men's and women's lounges were being constructed at the Capitol in Middletown . . . Robert Barrett is a new part-time usher at WB's North End Lenox, succeeding Robert Gorley, resigned . . . Lou Brown, publicity, Loew's-Poli, New Haven, was in Waterbury the other day visiting the boys at the Brass City's Loew's-Poli in the company of E. Rowland, advance publicity man for "Pinocchio."*

E. M. Loew was here in connection with the tenth anniversary of the local E. M. Loew's Theatre . . . "Virginia City" began a third week at the Regal last Wednesday.

George Loukides, assistant manager at the Loew-Poli, Waterbury, and Nate Rubin, Loew-Poli, New Haven, were in New York recently visiting George E. Freeman, manager of the Loew-Poli, Springfield, who was ill at the Mount Sinai Hospital in the biggest city . . . Spring renovation at the Colonial, Southington, was slated to include a bit of painting, with plans going ahead for the installation of new seats and marquee . . . Maurice Radin, candy salesman from Worcester, visited Springfield and Hartford . . . Usher Donald Embleton, Cameo, Bristol, was confined to the Bristol Hospital . . . E. M. Loew's Olympia, Worcester, has reportedly upped prices from ten and 15 *cents to* 15 *and* 20 *cents nights.*

Mike Valletta, Loew-Poli cleaning staff, Waterbury, announced plans for an April marriage . . . Both Matt Saunders, Loew-Poli, Bridgeport, and Lou Cohen, Loew-Poli, Springfield, did fine jobs in the way of tieups during the runs of "Young Tom Edison" . . . Bids have been sent out for construction of the new Bristol in Bristol . . . E. M. Loew's has new drapes on its stage . . . Julian B. Tuthill, Hartford *Times*, was in New York . . . Ditto Mrs. M. Oakley Christoph, motion picture columnist on the Hartford *Courant* . . . Loew-Poli management offered free admittance to any member of the female sex in Hartford whose name was Rebecca on the opening day of "Rebecca."

Rudy Frank, Harris Bros.' State publicist, was in the biggest city last weekend . . . Both Windsor theatres arranged for a cooking school series . . . Main stem Daly had Amateur Night on its stage last Wednesday evening . . . Manager George E. Landers, E. M. Loew's, was thinking of playing "It's a Date" for several weeks.

John Andrenotta, doorman at the Loew-Poli Palace, was on his vacation last week. Due for vacations at the Palace in the near future are George Rome, R. Ostrowski, and Warren Hills, all members of the service staff . . . Felix Feist and Benjamin Jacobson of M-G-M were in Hartford in regard to the talent search for a local youngster to play Jody in "The Yearling" which is to be produced by Metro . . . Holliss Sweeney, Loew-Poli Palace usher, was in Boston.

Prizes for Metro Pep Club Bowlers Are Waiting

BOSTON—Prizes for best averages and single strings will be awarded to members of the newly formed bowling league of the M-G-M Pep Club when the organization's Thursday tournaments are concluded next month.

Highest strings for the March 28 session were rolled by George Toulan with 106 and Clara DeCane with 77. Herb Donovan had the highest men's string to date with a pin fall of 109. Marion Bell and Dorothy Gardiner, in the feminine sector, were tied at 86 apiece.

The standing to date was:

BOWLING SCORES

MEN

Name	Total Pinfall	Strings	Avg.
Joe Rahilly	848	9	94.2
Barney Bebchick	840	9	93.3
George Toulan	798	9	88.6
Al Wheeler	435	5	87.0
Herb Donovan	734	9	81.5
Art Krohn	473	6	79.0
Matt Donohue	455	6	75.8
Saul Levin	618	8	77.2
Tom Farrell	438	6	73.0
Jerry Crowley	652	9	72.4
Victor Shenberg	480	9	53.3

GIRLS

Dot Gardiner	246	3	82.0
Ruth Cummings	642	9	71.3
Katherine McGovern	423	6	70.5
Dot Rolfe	624	9	69.3
Marion Bell	618	9	68.6
Clara DeCane	616	9	68.4
Alice DeWolfe	516	8	64.5
Florence Scully	249	4	62.2
Edith Lechton	123	2	61.1
Sadie Feldman	120	9	60.0
Dot Galvin	528	9	58.6
Grace McGowan	260	5	52.0

Redistricting Issue May Reconvene Legislature

BOSTON—The constitutionality of the senatorial redistricting act passed during the last session of the Massachusetts legislature, has been challenged in state supreme court by Attorney-General Paul A. Dever. The film interest in the matter lies in the fact that if Dever is successful, the state legislature may be called into special session.

Attempts to convene the body, inactive this year because of the initial action of the new annual session law, have heretofore been unsuccessful. A quantity of legislation directed at the motion picture industry is due to break.

A Story to Rowland

HOLLYWOOD—Richard Rowland has purchased "End of the Rainbow," story of the Donner Party by Edward James. He will produce for United Artists release.

BRIDGEPORT

MANAGER MATT L. SAUNDERS of the Loew-Poli has been named a director of the Bridgeport Community Forum at the United Congregational Church for the 1940-41 season . . . Oscar A. Doob, Loew publicity head, was in town from New York on a flying visit . . . Three ardent golf fans waiting a break in the weather are Manny Kuggel of the Warner, Morris Rosenthal of the Majestic, and Michael Carroll of the American.

Gerardo DiBaggio has filed suit against the Poli-New England Theatres, Inc., for $10,000 *as the result of injuries he alleges he received when he fell after he slipped on a string of beads he claims were on the balcony stairs in the Globe . . . Dan Richetelli, manager of the Colonial, is oiling up fishing tackle for the opening of the trout season . . . All Allied theatres in the city have joined the "safe driving" campaign and are running trailers.*

Harry Rose of the Globe tied in with the Firestone store here for "Danger on Wheels." The store used large newspaper advertisements stressing that old tires mean "Danger on Wheels" . . . A softball league is being talked among the staffs of the downtown Loew houses.

Matt L. Saunders landed a full page of pictures in the Post *on "Young Tom Edison" . . . The Quarter Century Club of the local General Electric plant held a "Young Tom Edison" day at the Loew-Poli and packed the theatre at all shows. Various household electric appliances made by General Electric were awarded to lucky members of the audience at each showing . . . Lawrence J. Portell, Warner projectionist, is back after an attack of grippe . . . Areste Tomassetti, Loew-Poli projectionist, raving about the garden he will have this spring . . . Warren P. Munsell jr. has dropped the Westport Country Playhouse and will operate the MacArthur Theatre, Princeton, N. J., during the summer.*

Fred H. Russell recently quoted Harry Rose of the *Globe* in articles dealing with western pictures and series in his column in the Bridgeport *Post* . . . Sam Hadelman's Capitol on the East Side is the next on the modernization list. The house is located on the fringe of the city's slum clearance project . . . The Strand, Mystic, is running Saturday morning cartoon shows for children . . . Mrs. Ralph Mauro, wife of the sound service man, is home from the hospital.

Annie Oakley Curb Shows Results

Boston—A peak to be aimed at was set last week by the Metropolitan in Providence, opened recently for Sunday vaudeville and stage shows, when in an audience of close to 2,500 only 14 patrons were in on paper. Passes for this week's show were cut to an even lower figure, it is understood.

BOSTON

(Continued from page 57)

the Gates in Lowell, was on Church Street.

William Brown is now managing the Greendale in the suburb of Worcester . . . Joe Flynn has signed with Roy E. Heffner for Good Will Award at the Victoria in Lawrence. Flynn plans to open the boxoffice bolster on April 19.

Sal DiManno, assistant to Fred Greenway, Loew's State, is on the lookout for a transfer by Loew's, Inc. to foreign service. DiManno would like a South American assignment . . . Charles Wilcox, manager of the Orleans in the Cape Cod community of the same name, has been using grub giveaways and proving, in his case, that the way to a patron's pocketbook is through his stomach.

Louis Cohen has been continuing to cover George Freeman, convalescing at Mount Sinai, at Loew's Poli in Springfield. John Fox is assistant.

R. E. Thurston has been appointed manager of the air-conditioning department of the local GE factory branch . . . Harry Sundberg, formerly wholesale manager for the Lawton Engineering Corp., continues in the same capacity for General Electric which is now handling its own air-conditioning set up . . . George Sprague is handling the sales operation for metropolitan Boston.

William Lillis, RKO shipper ill for many weeks, is dead . . . Les Armstrong, assistant to Manager John Carroll at the Paramount, has put his 40-foot sailing sloop on the market.

Abe Spitz, operator of the Bijou, Empire, and Modern in Providence, is to be feted by New England film men April 30 on the eve of his 90th birthday . . . Fred Sharby has reopened Bank Night at the Scenic in Keene, N. H., and the Magnet in Claremont, N. H., according to the local Good Will Advertising Co. offices.

Ruth J. Taylor, former secretary to Harry Kirchgessner, National Screen Service district manager, is now with the publishing concern of Hillman-Curl, Inc., in New York City . . . Andrew St. Ledger has rejuvenated the booth of the 543-seat Bijou in Pittsfield, Me.

Joseph Ruttenberg, M-G-M cameraman, is tentatively scheduled for a one-week vacation with his brother, Meyer Ruttenberg, here this month . . . Arthur Viano, operator of the Broadway, Teel Square, and Somerville in Somerville, has headed toward California with his family . . . Joe Flynn of the Victoria in Lawrence was in the district.

R. L. Daniels, manager of the Plymouth in Worcester, is using straight pictures four days a week and combines flesh and films the other three . . . William McLaughlin, operator of the Stoneham in Stoneham, held a meeting of the Theatrical Post of American Legion at the Copley-Plaza.

Frank Clement, manager of the Strand in Brockton, is hypoing his film fare with flesh . . . Ross Cropper, local RKO manager, plans to attend the annual sales convention of RKO at the Waldorf-Astoria in New York on May 27-30 . . . Cropper has locally set aside April 13-26 in the Ned Depinet Drive in honor of Harry Michalson, short subjects sales manager.

Frank Zeitz, manager of the State in New Bedford, is going ahead with rejuvenation plans for that house . . . Steve Broidy of Monogram plans to attend that distributor's annual sales convention in Dallas, April 20 and 21 . . . Samuel Goldstein, Western Massachusetts Theatres, Inc., partner, and Mrs. Goldstein have announced the engagement of their daughter, Emma Goldstein, to Dr. Stephen Gumport of New York.

Leon Task, Milford and Campello exhibitor, was in town . . . Joe Mathieu and Fred Sharby were in . . . George Walker of the Prospect in Whitinsville was in the film district . . . John O'Leary has been using flesh at the Old Colony in Plymouth . . . Henry Straut, film district figure, is still using a cane as the result of a former leg infection.

George Carter, manager of the Winchester in Boston suburb of the same name, has been convalescing following a hospital stay . . . Hy Fine and Robert Sternberg, M&P district manager, headed the entertainment committee for the Menorah Institute annual stage show, held April 7 this year at the Colonial.

Ernie Sharaf, operator of the Royal in Worcester, was lame last week because of squash . . . Ben Gold, manager of the Colonial in Nashua, N. H., is continuing with flesh . . . Sunday films were turned down at Calais, Me., by a wide margin at the city election.

Hy Teich, Four Star Program Co. head, who has taken over "This Week in Boston," has appointed Sanford Herman and Lillian Garr associate editors . . . George Kraska has been featuring an art exhibit by Laura Mackay at the Fine Arts Theatre in the Back Bay . . . Al Somerby brought Rose LaRose, featured in "Race Suicide" which Charles Brent is distributing in New England, to the Howard Atheneum this week.

Jack Goodwin opened "Grapes of Wrath" at the Metropolitan last week, and sales of the John Steinbeck book zoomed, according to local book dealers . . . Frank Prioli, operator of the Comique in Lynn, was in town.

Judge Abraham Pinanski, brother of the M&P Theatres Corp. partner, was reelected president of the Hebrew Free Loan Society of Boston at the 27th annual meeting of the organization last week . . . Benjamin A. Trustman, who has been associated with the circuit, was elected recording secretary.

Allan Holmes, who has operated the Red Barn in Westboro for the past two summers, has taken over the Town Hall Playhouse in the same town. He plans to open the location about June 22 . . . Larry Stone, manager of the Kenmore in Boston, has been handing out radios.

Esther Stein, daughter of the film man, William D. Stein, is teaching concert piano at her studio on 137 Coolidge Street, Brookline . . . Irving Dunn, manager of the Tower in Lowell, saw the final touches put on a new air-conditioning system.

Frederick E. Lieberman has contracted with Herb Elwes, local Photophone representative, for sound apparatus for his Newsreel and for the Old South, newest Boston theatre to open soon in the Washington Street business district.

Marty Sheridan, Monogram publicist in N. E., is on the look for newly constructed summer legit theatres in this territory with a view to building feature stories, and free publicity, around them. Sheridan may be contacted through the local Monogram office on Church Street.

The Pleasures Of Travel

New Haven—Never a dull trip for Ben Simon, who now is visiting with his folks in San Jose. The first time he went west, he traveled by car and a blizzard added a mere 800 miles to his itinerary. Then he tried the boat, which, lurching in a storm, netted Simon two broken ribs when he was thrown against a railing. On his first plane ride the pilot made a forced landing at Hartford, and on his recent air trip west the plane ran into rare atmospheric conditions which sent some of the passengers to the hospital. It's a charm—Ben is still O. K.

Baileys Break Ground For New Haven House

NEW HAVEN—Maurice Bailey has announced that ground was broken this week for a new 750-seat theatre at 898 Whalley Avenue, a site held for several years by the Westville Theatre Corp., which will operate the house. Jack Halpern is the general contractor, and plans were drawn by Jack Weinstein and Ben Schlanger.

Maurice Bailey and Sam Bailey of the Whalley and Whitney theatres are principals in the corporation. It is planned to open by fall, Bailey states.

31 Pass Censors

BOSTON — Thirty-one motion pictures were approved without a cut last week by Eugene M. McSweeney, Commissioner of Public Safety in Massachusetts. Among the white ribbon winners were RKO's "Bill of Divorcement," Monogram's "Son of the Navy," and 20th-Fox's "Star Dust." Vaudeville got it in the neck, however, with eight acts getting drastic Sunday cuts and two others being refused Sunday licenses.

PORTLAND

AFTER but two weeks of operation, since its revival by Guy Palmerton, New York producer, the Maine Civic Theatre with its resident stock company operating under a popular price policy, is running local film houses a merry race for patronage.

Friends of Bill Benjamin, congenial NS salesman, regret that he is to be restricted to the Western Massachusetts and New Hampshire territory henceforth. Fred Stolloff, who will cover Maine for First National from now on, made his initial visit to Filmrow this week.

Other visitors included John Feloney, 20th-Fox; Earnie Warren, Universal, and John Mason Brown, dramatic critic and New York newspaper columnist, who presented his fourth and final lecture of the Portland College Club series in the Portland High School, April 2.

The motion picture, "Golgotha," is being screened in both South Portland and Portland churches this week.

A birthday party, April 2, with the proverbial "ice cream and cake," celebrated the advent into this world of two young filmites. Ronna Elaine Press, at whose home the party was held, had four candles on her cake; Lennye Botwick had three. Lennye is the daughter of Harry Botwick, State Theatre manager; Ronna Elaine is the pride and joy of Nathan A. Press, assistant manager at the State.

Dick Fitzsimmons, Maine Theatre usher, has reason to believe that "trouble comes double." Dick was taken to the Maine General Hospital recently for an appendectomy. Scarcely had that been accomplished when he contracted pneumonia. His condition still is serious.

With the proximity of spring comes increased talk among light harness fans. Twelve weeks of racing, July 29 through October 12, is now being advertised by the Maine Pine Tree Circuit. Pari mutuels will prevail.

A mean spring cold put a damper on the fifth wedding anniversary celebration of the Harry Botwicks, April 7. The day also marked the tenth for the Oscar Magees.

Book Review Matinee Is Tried by John Markle

BOSTON—John J. Markle, manager of the Coolidge Corner in Brookline, went prospecting for new pay dirt Wednesday when he inaugurated something brand new, a "Book Review Matinee."

Markle contacted Charles Lee, literary editor of the Boston *Herald*, who reviewed a modern novel from the stage. The manager for Joseph and Max Levenson plans to continue the innovation, without increases in admission prices, if the venture proves profitable.

Buys "Who's Crazy Now?"

HOLLYWOOD—"Who's Crazy Now?" (Hal Hudson and Otis Garrett) has been purchased by Universal. Ken Goldsmith will produce.

NEW HAMPSHIRE

JOHN EAMES, prominent North Country exhibitor, served as one of the judges when Pauline Mercure of Jaffrey was chosen as "Snow Queen" at the Berlin winter carnival.

A projector has been purchased for the Rockingham county farm in Brentwood with funds left to the institution by an elderly Massachusetts couple. Funds are also available to purchase films.

Vernon Coxen, known professionally as Baron West, whose cowboy musical group had appeared in New England and Pennsylvania, is dead in Manchester.

Peter D. Latchis, Keene theatre owner, was one of the speakers at a celebration in his home city marking the 119th anniversary of Greek independence. Latchis is president of the board of trustees of St. George's Greek Orthodox Church.

Hutchinson Is Host to 50 Newsboys in Burlington

BURLINGTON, VT.—Guesting groups is a rare occasion in this town, but E. H. Hutchinson, manager of the local theatre, is breaking down the barriers. He recently hosted 50 news carriers from the *Free Press*.

Hutchinson is one of the city's pioneer motion picture theatre operators, his first house being the Bijou, now out of existence.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

Griffith Buys Out Kaycee Partner

KANSAS CITY—Twenty-one of the 23 units of Griffith-Dickinson Theatres, Inc., were taken over late last week by H. J. Griffith and Partnership Theatres, Inc., when the latter two companies purchased the remaining 50 per cent interest in the circuit from Glen W. Dickinson. Griffith and Partnership acquired a half interest in the circuit April 1, 1939. The corporation is to be renamed, along with three units that still carry the Dickinson name.

The purchase was consummated as the result of a voluntary arrangement between Griffith and Dickinson. Dickinson, who entered exhibition 18 years ago at Manhattan, Kas., later expanding into Lawrence and other Kansas and Missouri towns, will continue to be an exhibitor. He retains the Macon at Macon, Mo., and the Dickinson at Olathe, Kas. He has also the Mission Hill Acres in Johnson county, near Kansas City, a house that did not figure in the original Griffith-Dickinson deal last year.

Coincident with the Griffith acquisition of complete ownership of the circuit, Ray E. Higdon, formerly with National Screen Service at Dallas and later theatre broker in this territory, becomes assistant film buyer for all Griffith houses, including the group here. Higdon has been with Griffith-Dickinson the past nine months. He will headquarters here. With Higdon assisting R. E. Griffith, H. J. Griffith expects to spend more time on the theatre management end.

The theatres that figured in the Griffith purchase are: Dickinson, Beloit, Kas. (Bill Gabel); Grand and Ritz, Chillicothe, Mo. (Glen W. Dickinson jr.); Fayette, Fayette, Mo. (Irwin W. Tucker); Chief, Hiawatha, Kas. (Francis Wright); Booth, Beldorf and Mainstreet, Independence, Kas. (William H. Wagner); Junction and Cozy (closed), Junction City, Kas. (Temple DeVilbiss); Carlton and Dickinson (Barnes Perdue), and Wareham (Harry Wareham), Manhattan, Kas.; Uptown and Chief (closed), Marceline, Mo. (Louis Higdon); Osage, Osage City, Kas. (Stanley Gartside); Osawa and Kansan (closed), Osawatomie, Kas. (R. W. Ferguson); Dickinson, Paola, Kas. (Turner Morrisett); Kansan, Uptown and Ritz, Parsons, Kas. (David Dallas); People's, Pleasant Hill, Mo. (Mark Cadle); Kiva, Slater, Mo. (Harold Sachse). Closed houses are not included in the 21 figure above.

Dickinson expressed himself as "very happy about the matter." He has developed several ventures in the Mission Hill Acres section other than his theatre there. Glen W. Dickinson jr., who has been managing a circuit house in Chillicothe, Mo., will join his father.

Shifts in H. J. Griffith Circuit Are Announced

KANSAS CITY—H. J. Griffith Theatres, Inc., has shifted Barnes Perdue, who has been assisting Harry Wareham at Manhattan, Kas., with the Wareham, Dickinson and Carlton, to Chillicothe, Mo., to manage the Ritz and Grand. Perdue succeeds Glen W. Dickinson jr.

Roscoe Hopkins has been transferred from the Booth and Paramount at Nebraska City, Neb., to Denver City, Tex., by Griffith interests, and Stanley McSwain, formerly at Auburn, Neb., succeeds him. At Auburn (Auburn and Booth) now is Glen Leonard, formerly of Post, Tex., as partner-manager.

M. S. White Gets Started Right

Dallas—A few issues back, BOXOFFICE reported a promise from M. S. White that the first $2 taken in at the boxoffice of the new White Theatre in Fort Worth, would go for a subscription to this publication.

Well, the theatre opened and the next day M. S. came over and handed us an envelope marked on the outside—White Theatre, 3033 Hemphill St., Fort Worth, Tex.—and inside were two $1 bills.

A Sunday Show Tax Plan in Mississippi

JACKSON, MISS.—Sunday shows would be legalized in Mississippi, but a special tax imposed on them, under a bill offered the House by Representative Grover Doggette of Laurel.

Representative Doggette plans to let picture shows operate on Sunday any place in the state, so long as they pay a special scale of privilege taxes, and an extra penny on each dime collected for the amusement tax. Under the present law, one cent tax is collected on each ten cents of amusement charge; Mr. Doggette's bill would raise this rate to two cents tax on each dime admission.

Oak Lawn in Dallas Will Soon Operate Full Time

DALLAS—The Oak Lawn, Interstate neighborhood house here, will soon go to full time after face-lifting and installation of some new equipment. Two double bills a week and a straight 15-cent policy will be maintained. The management is under Paul Scott, who now supervises six of the circuit's suburban theatres.

"Tips" by R&R

DALLAS—The R&R home office is now sending out a neat little weekly sheet, mimeographed, to its managers. It is called "Tips" and it passes along clicking ideas. It includes other ideas and data, of course, originating on the Row. Booker Worth Leuthstrom pushes the pencil and pounds the typewriter for the contents.

To Fleischer's Next Big One

HOLLYWOOD—"Down to Earth," next feature-length cartoon to be produced by Max Fleischer, is being scripted by Ted Pierce and Dan Gordon.

Distributors Granted Particulars Motion

OKLAHOMA CITY—Judge Vaught, in district court, has granted the motion of distributor defendants in the department of justice anti-trust action against Griffith Amusement Co. for a bill of particulars on all items in which the government charges conspiracy. In a lengthy opinion, the court stated it is the duty of the government to state with particularity each and every alleged act on which the government charges conspiracy against the distributor defendants.

Griffith Motion for Bill Of Particulars Granted

OKLAHOMA CITY—Federal District Judge Edgar S. Vaught has granted a motion for a bill of particulars to Griffith Amusement in the government's anti-trust suit against the Southwestern circuit.

Griffith asked for particulars on 50 different points. Judge Vaught overruled those parts requesting particulars on government allegations about exact locations, names and dates, and granted 15 points directly concerned with conspiracy charges.

Judge Vaught gave the government 60 days to file an amended bill of complaint, and the amusement company 30 days thereafter to plead further.

Interstate Golf Tourney Pulls Austin Showmen

AUSTIN—The San Antonio Interstate Theatres' invitation golf tournament drew the following local theatre managers-golfers: Bill Hellums, Capitol; Jesse Melinger, Varsity; Mose (The Mullet) Macow, State; Dick Waite, Paramount; and Charlie Root, Queen.

Louis Novy, Austin city manager for Interstate, made the trip down to the Alamo City, too. "Not to play golf," he explained, "but just in case any of the boys want to borrow some money."

Paul Short Back to Coast To Round Up Film Stars

DALLAS—Returned only a few days from Hollywood with R. J. O'Donnell where they flew to get some stars for the Variety convention, Paul Short was commuting back on Sunday to load the celebrities in a chartered plane and personally escort them to Dallas.

Arranges NTS Booth

DALLAS—J. I. Roberts, manager of National Theatre Supply Co., was busy this week arranging a four-booth display on the first floor at the Adolphus for the Variety convention.

Ford RKO Publicist

MEMPHIS—Fred Ford, manager of the Malco Palace here for the past five years, has joined RKO as director of publicity for the Memphis and New Orleans territories. Ford will make his headquarters here.

Texas A&M Students Combat Clearance

DALLAS—News reached here early in the week over a news broadcast that the student body of Texas A&M College at College Station had instituted a virtual boycott of three theatres in Bryan, Tex., five miles away, demanding there be no protection of films in Bryan over College Station.

The boycott, or "coincidence" as it is called at Aggieland came to its present status after several years of development. Students had previously complained of admission prices at these theatres and a variance in the scale. Later, it was pointed out, the Bryan theatres standardized on 25-cent admissions to cooperate with the cadets.

But the picture continued to change. The student body grew to 6,000 or more and residents around the college increased to about 3,000. The result was that the Campus Theatre was built by Lee Threet, V. A. Walker, and others, which will open in about 15 days. The Bryan theatres are owned by Mrs. Morris Schulman in affiliation with Jefferson Amusement Co.

The Campus management negotiated for films and were told by distributors that playtime would have to be behind Bryan. Films previously shown in the college assembly hall have been behind Bryan.

In Dallas distribution circles it was pointed out that it has long been the policy to serve biggest accounts first. On the other hand, the student body claims College Station to be equally as good a theatre situation as is Bryan. The students, it is declared, will press their claim for all that it is worth and will take it to Washington, if necessary.

Crockett Theatre Burns; Adjustments Under Way

DALLAS—R&R's Auditorium Theatre at Crockett was pronounced practically a total loss from a general alarm fire over the weekend. It was the "A" theatre and seated about 800. Insurance adjustments were under way immediately. Rebuilding is considered a certainty.

C. V. Jones and Don C. Douglas, executives of the home office, went to Crockett to look the damage over and to confer with Earl Schultz, manager of that house and also of the Texas.

The Auditorium was formerly operated by the late E. J. Callahan. It is now owned, with the Texas, by Mrs. Callahan and the Robb & Rowley-United circuit.

Several weeks ago the circuit lost by fire its Pal Theatre in Palestine and announced plans to rebuild. They also operate the Texas and Ritz there.

A Texas Ranger Goes to Hollywood as Advisor

AUSTIN—Pete Crawford, Texas Ranger, has been given a leave of absence to act as technical advisor on a picture to be filmed by Paramount depicting the life of a modern ranger.



"Girl of the Month"—

Eloise Engle, cashier of the Texas Theatre, Austin, selected from 5,000 *co-eds at the University of Texas as the April "Girl of the Month" by Editor Joe James of* The Texas Ranger, *monthly University magazine. Miss Engle is* 19, *and comes from San Antonio. With her, and* BOXOFFICE-*minded, is Gerald Raines, manager of the theatre.*

"Wind" Infringement Suit Dismissed in Birmingham

BIRMINGHAM, ALA.—The suit charging authors of the book and motion picture, "Gone With the Wind," with copyright infringement was dismissed by Federal Judge T. A. Murphree April 5 after a hearing in chambers.

The proceedings, seeking damages and asking that all copies of the photoplay be impounded, were filed against the Ritz several weeks ago by Ann R. Davis as administratrix of the estate of Susan Lawrence Davis, author of the book, "Authentic History of the Ku Klux Klan—1865-1877."

Supplemental bills accompanied by copies of the Davis book and script of the photoplay were filed in the case. It was after a review of these that Judge Murphree found no evidence of infringement.

The defendant was allowed cost of litigation amount to $1,000.

Cullins and Evans Will Build One in Memphis

MEMPHIS—A new theatre will be constructed here at Madison Ave. near McLean by Chalmers Cullins and Nate Evans, former operators of the Orpheum. It will cost an estimated $24,000 without furnishings or equipment, and will be known as the Idlewild.

Work is to begin May 1 with the opening scheduled for late summer.

Cullins and Evans operated the Orpheum here for three years prior to its acquisition by M. A. Lightman. They now own and operate the Savoy, a colored house.

Stars Add Glitter to Premiere in Albany

ALBANY, GA.—Mr. and Mrs. Walter Brennan, Joe E. Brown, Evelyn Keyes and John Howard were among the film celebrities who attended the world premiere here of Paramount's "The Biscuit Eater" at the Albany Theatre on Thursday. The group came in from Hollywood to join Billy Lee, Jean Cagney, William Henry, Producer Jack Moss, Director Stuart Heisler and Y. Frank Freeman jr., who arrived earlier for the opening festivities.

Joe E. officially opened the baseball season in the Southern League by delivering the first ball at the game which took place as part of the premiere ceremonies between the Albany team and the Americus nine.

National Coverage Accorded "Biscuit Eater" Premiere

ALBANY, GA. — Full national syndicate and trade paper coverage was assured the world premiere of "The Biscuit Eater" by the following reporters and photographers:

George Beal, United Press; George Lait, International News Service; John Dema, *Herald-Tribune* News Service; Frank Gebman, Acme News Photos; Ben Greenhaus, Times Wide World; Dale Harrison, George Mathews, Adams Syndicate; John Lindsey, Associated Press; Fred Menaugh, King Feature Syndicate; Miss Hansel Mieth, *Life;* Sam Shere, International News Photo; Fred Smith, *Liberty;* Jesse Zunser, *Cue;* Kenneth McCaleb, *Daily Mirror.*

And these trade paper representatives: Roy Chartier, *Variety;* James Cunnningham, *Motion Picture Herald;* Jay Emanuel, Jay Emanuel Publications; Irving Hoffman, *Hollywood Reporter;* George Morris, *Film Daily;* William Ornstein, BOXOFFICE; Sam Shain, *Motion Picture Daily.*

Westerns May Win Place In an Arty Stronghold

AUSTIN—A one-day-a-week policy of showing a western will be tried out by Manager Jesse Melinger's Varsity, located across the street from the University of Texas campus. Tee-off picture was "South of the Border."

Observers of the local theatre scene are viewing the experiment with interest inasmuch as this situation has always catered to audiences that are "hep"—the University faculty, students and professional people. Foreign-language films and the so-called "artistic successes" have always gone over big at this de luxe neighborhood house. It may be the management figured one-day westerns good for a gag, as melodramatics and gunplay is never taken very seriously by the collegiate element.

Whatever the cause or the result of the policy, Manager Melinger is really giving the experiment both barrels. He spotted publicity in the papers, put up a sign in the lobby of the Varsity calling attention to the change in policy, dressed his cashier in western vest and hat, and handed the patrons preference cards.

MEMPHIS

EXHIBITORS seen along the Row this past week: Jack Wilbanks, Hinz, Walnut, Miss.; John Staples, Franklin, Piggott, Ark.; John Shannon, Shannon, Maxon, Portageville, Mo.; R. C. Gentry, Lyric, Baldwyn, Miss.; Guy Amis, Princess, Lexington, Tenn.; Odis Taylor, Uptown, Dresden, Tenn.; Nathan Flexer, Waverly, Waverly, Tenn.; Whyte Bedford, New, Hamilton Ala.; F. B. Howell, Ritz, Crenshaw Miss.; Bob Martin, Bells, Bells, Tenn.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; Paul Schaffer, Star, Marked Tree, Ark.; W. G. "Buster" Clark, Alamo, Pine Bluff, Ark.; R. R. McCormick, Gloria, Senatobia, Miss.; Joe W. Jones, Ritz, Aberdeen, Miss.; S. T. Lyles jr., Ritz, Oxford, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; C. H. Collier and George Hale, Globe, Drew, Miss.; J. F. Wofford, Eupora, Eupora, Miss.; C. M. Mounger, City, Calhoun City, Miss.

And Charles Collier, Globe, Shaw, Miss.; C. N. Eudy, Ackerman, Ackerman, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; J. W. Wofford, Union, Union, Miss.; Ned Greene, Legion and Princess, Mayfield, Ky.; Norman Fair, Fair, Somerville, Tenn.; Jack Marshall, city manager for Crescent, Dyersburg, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; Ben F. Diggs, Princess, Paris, Tenn.; W. F. Sonneman, Fayetteville, Springdale and Bentonville, Ark.; Jack Watson, Palace, Tunica, Miss.; J. J. Rhodes, Crittenden, West Memphis, Ark.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; G. F. Goff, Parsons and Bruceton, Tenn.; Howard Langsford, Folly, Marks, Miss.

Forrest Dunlap, general sales manager for American Desk Mfg. Co. of Temple, Tex., and Floyd Shaffer, Kansas City and Memphis representative, spent several days here . . . W. H. Kaver sr. of the Von, Booneville, Miss., was on the Row booking for the first time in several months. He was wearing a rich suntan which he acquired on his recent two-month vacation . . . The manager of the Spa, Hot Springs, Ark., advises he has inaugurated "Bargain Days" on Wednesdays and Thursdays. Admission is ten cents for all.

Ralph Noble, R&R genial city manager in Little Rock, visited Alton Sims, R&R's local booker, this past week and spent several hours on the Row seeing friends and acquaintances . . . Congratulations to Webber Hall, 20th-Fox cameraman, on the arrival of a daughter. The youngster weighed in at eight pounds and was named Patricia. The Halls have a boy 30 months old, Webber jr.

H. C. Kaufman, Columbia's manager of exchange operations, spent a couple of days at the local office recently . . . Jimmy Greig, United Artists salesman out of St. Louis, was in Memphis working local and nearby accounts . . . C. H. McCroskey, who recently opened his new house in Dermott, Ark., which was destroyed by fire several months ago, was on the Row booking for this theatre as well as the Eudora and Lake Village.

Much activity is going on in and around Savannah, Tenn., due to the starting of the $5,000,000 paper mill which is to be completed by early fall. It is rumored several people have their eye on this spot for a deluxe house. E. E. Churchwell has operated a theatre in this town for many years . . . H. H. Evans of the Evans, Mountain Home, Ark., was on the Row booking . . . Bernard Woolner, president of 20th-Century Theatres, Inc., advises his drive-in here will be completed shortly.

J. W. Crabtree of Clarendon, Ark., whose theatre was destroyed by fire in January and who has been operating in an old store building temporarily, is getting moved into his new Paramount on April 19 . . . DeWeese Jackson is the new secretary of Ft. Smith Theatres, Inc., Ft. Smith, Ark., where Ollie Brownlee sits at the helm . . . David Bernstein, vice-president and treasurer of Loew's, Inc., was in Memphis this past week presumably conferring on the future status of the Palace, which is being turned back to the Loew circuit after a five-year operation under the Malco banner.

Ed Blumenthal Jr. New Monogram Salesman

DALLAS—After several years accumulating knowledge of the business, Ed Blumenthal jr. will cover south Texas for Monogram.

After his schooling in Peacock Military Academy he served active duty with theatres, particularly in Ft. Worth with Interstate, and later was engaged in states rights distribution.

Immediately following Monogram's national convention April 21 and 22 in Dallas, young Blumenthal goes on the road. He is a son of Ed Blumenthal who, with John Franconi, owns the Monogram franchise for Texas.

Writes Story for Shirley

HOLLYWOOD—Lee Katz is writing an untitled story with a girls' school background for Shirley Temple.

NEW ORLEANS

WARREN SALLES is starting "Men's Night" on Thursdays at the Garden Theatre. He'll feature fight films . . . Pandro Berman, Metro's associate producer who is vacationing here, says he especially likes the Old French Quarter. Berman, before his recent affiliation with Metro, was in charge of production at RKO.

Peggy Fenno, Little Theatre actress, is in Hollywood for a screen test . . . "My Son, My Son" has opened here at Loew's State . . . At a meeting of the New Orleans Library Club, Howard F. Bogner, a speaker, declared "Gone With the Wind" does not present a true picture of the south during the period covered by the film.

Two new houses catering to colored patronage will be opened shortly by the Milton Starr Corp. They are the Ritz at Shreveport and the Ritz at Pensacola, Fla. A third colored house to open within the next two weeks, is the Star at Minden . . . George Guidry will open his Harlem at Crowley about the middle of May.

Wilbur J. Dinkel, one time president of the local musicians' union, is dead. He was 50 years of age . . . A new face on the Row this week was A. M. Riley of Logansport, La. . . . Mrs. W. H. Prewitt, wife of the American Desk representative, is vacationing in Texas with their two children. Prewitt will join them shortly and attend the Variety convention in Dallas.

A. Higginbotham is making arrangements to open his second theatre in Hammond . . . Flash Motor Delivery has installed a new fleet of trucks.

Finishes "Carroll" Script

HOLLYWOOD—Lynn Starling has completed his script of "A Night at Earl Carroll." Kurt Neumann will direct for Paramount.

CONFUCIUS SAY——

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NATIONAL

Is Like Making Love to a Widow—

You Can't Overdo It!

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

DALLAS

METRO representatives spent part of the week in huddles at the Dallas branch discussing new product possibilities with Leroy Bickel, who was just back from Atlanta where he sat in on a southern division branch meeting with sales executives from the home office. A visit from M. L. Simons, editor of *The Distributor*, M-G-M house organ, was expected. Leo's Texas salesmen are Clyde Houston, Charley Lyne, Louis Weber and Roland Taylor.

Willard Barnes, of Alvarado, was here Monday for the first time since opening his new Alvarado April 1. He bore signs of satisfaction about the whole thing.

H. S. Leon and his right hand man, Glenn Fannin, of Haskell, were about the Row booking for the Leon string of several northwest Texas houses.

Theo Routt, now general manager for the J. G. Long circuit, Bay City, but formerly office manager in the First National exchange before the Warner merger, was here booking for the lesser houses in the Long group. He said the boss may be in Dallas next week.

Henry T. Long, manager of the Melrose for Interstate, has been elected president of the Oak Lawn Merchants' Ass'n. Besides his civic activities, Long has a few exploitation matters to his credit, one of which was the breaking of all records at the Melrose by a well-publicized all-short subjects program.

David Smason, former orchestra leader at the Oriental, State-Lake, and Palace theatres, Chicago, reports that he is the owner of the Karnes at Karnes City. This theatre has been operated by Rubin Frels, of Victoria.

Sam Parish of the Huntsville theatres was on the Row for several days and put in the time renewing old acquaintances. He said he misses the film salesmen since his affiliation with R&R and rather objects that film men do not drop by while passing through. He brought Mrs. Parish to Dallas for treatment by an eye specialist.

Carl John, Arcadia at Floresville, is one of those few exhibitors who reach Dallas once or twice a year. He did that the other day and got around for chats with almost everybody. He has an oil and gasoline franchise in Floresville and says it takes that and a show to make a living these days.

The J. B. Underwoods, he is manager of Columbia, and their two young boys, drove into east Texas recently to see the sights in connection with the Dogwood Trail. They are fanciers of rural and rustic scenery. The youngest son, Duke, age 4, told his friends he had been down on the dog trail.

A. C. Moore, Alamo at Bartlett, and one of the state's veteran exhibitors of the silent days, spent Monday on the Row.

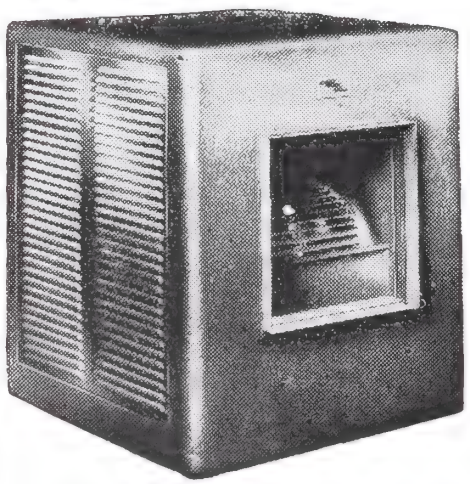
A. Jules Benedic, well known to the Texas trade, is now beating the bushes and hitting the high spots for BOXOFFICE in the circulation department. He complains, however, that this state is no place for a BOXOFFICE circulation man, because practically all theatres take it, and are in advance on their subscriptions.

Louis Charninsky, Elm Street manager, made another trip to Oklahoma for a final roundup of Indians and other properties to be used at the big Variety convention here next week.

Mrs. Burt King, wife of the popular RCA representative, recently underwent a

(Continued on page 69)

THE DEZERT COOLER



LARGE SIZES

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SMALL SIZES

for homes and any kind of store or office. All low cost. Several Exhibitors made money last year selling these units. Other Exhibitors interested this year, please write for particulars.

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Church Crew Shoots Film Titled "Lost Colony"

AUSTIN—"The Lost Colony," an original script, was shot in color on the beach of the nearby Colorado River by the Century Class of the University Presbyterian Church with a cast of 150 University students. Sixteen mm equipment was used. Story deals with Sir Walter Raleigh's colony on Roanoke Island.

Staff included Walter E. Long, director; Carl Edward Bock, photographer; and Louis Kubecks, production manager.

Lightman Reports Plans For Memphis Suburban

MEMPHIS—M. A. Lightman announces plans are under way for the construction of a new suburban theatre at Overton Park by the Malco Realty Co. M. S. McCord, vice-president of Malco in North Little Rock, spent several days here recently going over plans for the proposed project. No starting date has been set.

New Orleans Drive-In

NEW ORLEANS—A ten-year lease on a tract of land on the lake front has been taken by Charles Woolner, on which he will build New Orleans' first drive-in.

AUSTIN

EUEL PHILLIP ISCHY, Paramount projectionist, is still laid up in the hospital after having his jawbone whittled on by a dental surgeon . . . The 11th annual University of Texas Roundup (reunion) over the weekend brought thousands of visitors and ex-students to Austin. "Strange Cargo" at the Paramount and "Rebecca" at the State pulled their share of entertainment seekers.

Bernard Siegle is now handling amusements for the Austin Daily Tribune . . . *Jack Dolph, amusements editor of* The Daily Texan, *was elected associate editor of the sheet in this spring's student elections.*

Manager Jesse Melinger of the Varsity is sporting a copper-colored sunburn that's the envy of all his fellow morning golfers . . . World premiere of E. P. Conkle's three-act play, "Johnny Appleseed," is being readied by the Curtain Club.

Mose (The Mullet) Macow, skipper of the State, dashed up to Dallas on official business . . . "Theodora Goes Wild" was brought back for two big days to the Texas by Manager Gerald Raines.

Two French-language films, "Harvest" and "The Lower Depths," played the Varsity one day under sponsorship of the Alliance Francaise, University of Texas French cultural club.

"Stars Over Broadway," stage attraction featuring Everett Marshall, singing star of the Fort Worth "Casa Manana," shared the bill with "Three Cheers for the Irish" two days at the Paramount.

ATLANTA

HARRY BALLANCE, Paul Wilson, R. G. McClure, Dick Ford, Fred Dodson, Maurice Mitchell, R. H. Fairchild and Porter Laseter of 20th Century-Fox are in Chicago attending the annual sales convention.

M. C. Moore, Riverside, Jacksonville, Fla.; Lee Castleberry, Crescent Amusement Co., Nashville; W. R. "Bill" Griffin, of the R. E. Martin circuit, Columbus, Ga.; Mack Jackson, Strand, Alexander City, Ala., and many others were in town to attend the directors' meeting of SETOA.

Joe E. Brown, "Elmer the Great" of the film comedies, pitched the first ball opening day here April 12, between the Atlanta Crackers and the Nashville Vols.

Charlie Karr and Roy Martin of the Martin circuit will attend the Variety Club convention in Dallas.

Miss Sara Adams, who is secretary to Charles Ford at 20th Century-Fox, will marry Harry Myers of New York some time in June.

Filmrow visitors: Hugh, Roy and E. D. Martin, Martin Theatres, Columbus; J. H. Thompson, Hawkinsville; Mack Jackson, Strand, Alexander City; Abe Solomon, Independent Theatres, Chattanooga; C. H. Richelieu, Tarpon Springs Theatre, Tarpon Springs; T. O. Tante, Grand, Reynolds; Herman Wink, Crescent, Dalton; Thomas Brandon, Magnolia, Titusville; Spurgeon Dunn, Gibson, Chattahoochee; Mrs. Willingham Wood, Strand, Washington; Mrs. Violet Edwards, Royal, Monticello, and Bob Cannon, Alimar, Live Oak, Fla.

John W. Mangham, Monogram-Southern, has just returned from New York and will leave immediately to attend the annual sales convention in Dallas April 21-22.

Don Hassler, formerly located with Metro here, and now associated with Columbia in Charlotte, was married here this week to Miss Joyce Carlisle of Atlanta. They will return to Charlotte immediately.

W. O. Higginbotham is the new assistant manager at the Kirkwood, replacing Hinton Newsome, who has been transferred to the Cavanah Drive-In Theatre.

Robert Goldfarb, from the United Artists ad sales department, spent several days here while making a short tour of the southern branches.

Deepest sympathy is extended Albert Jones, Theatrical Printing Co., in the death of his father.

Friends of E. B. Kantor, Bach Theatres, will be glad to know that he has returned to his office after a prolonged illness.

Paul A. King, Capitol City Supply Co., has just returned from Augusta where he attended the golf tournament.

F. W. Young, Southern Air Conditioning Co., has moved his office from 161 Walton St., to the building formerly occupied by Dixie Film Exchange at 145 Walton St., which has been repainted.

Roy Smith, Orlando Poster Exchange, Orlando, Fla., representing the Sparks circuit, was here on one of his rare visits.

Harry W. Holmes, who was several years ago a familiar figure on Walton Street, has returned to Atlanta and now is connected with the Acme Fast Freight, which is handling quite a bit of transportation for the various film concerns.

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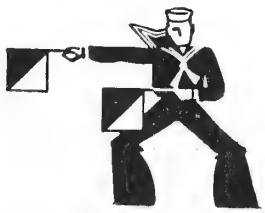
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★ ★ ★ AND WE EXPECT TO LIVE WITH OUR COOLING JOBS

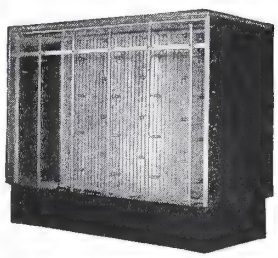
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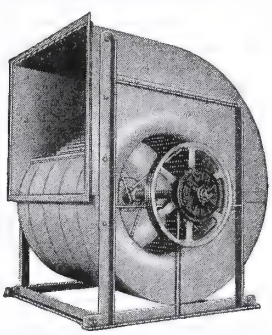
If you buy an epic and it turns out to be a turkey, you have a headache for a few days, then you quickly forget it.

But when you buy equipment, you put a chunk of money in it. And you expect profit from that equipment every day you own it.



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THEATRE SUPPLY, INC.

HOUSTON

GAIL PETIT, former owner of the Queen, is now collecting and selling antiques of the Civil War period . . . Edna W. Saunders, who will close her 1939-40 season with Marian Anderson's concert in the City Auditorium, has opened a membership drive for the 1940-41 season of community concerts and lectures.

The latest success story is that of John Boyd, who in three and a half years completed his apprenticeship to become one of the youngest executives in the Interstate circuit. At present he is manager of the River Oaks. His promotion is in keeping with the policy of Interstate to train its executives from the rank and file of employes.

Ray Haye of the North Main, Joe McDonald of the Tower, and Eddie Bremer were to represent Houston at the San Antonio theatrical golf tourney . . . The new Key in Galveston was scheduled for opening Thursday after being remodeled as a result of a fire several months ago.

Howard Skelton, chief of service at the Majestic and student at the University of Houston, is writing a weekly column on current films for the university's publication.

A little bit of Hollywood came to Houston when Mayor Oscar Holcombe was presented with one of the models used by Walt Disney in producing "Pinocchio." Bill Bell, Interstate publicity man, made the presentation on behalf of Disney.

Word from the Metropolitan Opera box-office in Dallas places the reservations for Houston at 145 with many more expected. This is the only appearance of the Metropolitan west of the Mississippi.

Manager Ray Jones of the Majestic has been confined by illness for the past few days.

"Dr. I. Q." Draws

DALLAS—The "Dr. I. Q." broadcast from the Palace Theatre Monday night brought SRO business to the house. It was the first of a seven-week program scheduled. "Dr. I. Q." was Lew Valentine, formerly of San Antonio.

Jenkins in Dallas

DALLAS—William Jenkins of the Realart in DeRidder, La., was here in connection with his purchase of the new Rex which opened a few months ago at Kountze, Tex. It is likely Jenkins will soon close a deal for another small east Texas situation.

Buys New Equipment

TITUSVILLE, FLA.—Thomas Brandon has bought new sound and projectors from United Theatre Supply of Tampa. He also has redecorated his Magnolia Theatre.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
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BIRMINGHAM, ALA.

SETOA Convention Set for June 23

ATLANTA—The annual convention of the Southeastern Theatre Owners Ass'n will be held June 23, 24 and 25 in Jacksonville, the directors decided at a meeting here this week.

Other features highlighting the meeting were resolutions protesting the assumption by Advertising Accessories, Inc., of Paramount, RKO and Universal ad sales distribution, and reiteration of the organization's stand against the Neely bill.

Directors and members attending included:

William Karrh, Swainsboro; Tommie Thompson, Hawkinsville; Roy Martin, Columbus; W. R. Griffin, Cullman; Abe Solomon, Chattanooga; Mack Jackson, Alexander City; Mrs. Louis Bach, Atlanta; Mrs. Violet Edwards, Monticello; Mrs. W. H. Woods, Washington; Lee Castleberry, Nashville; R. B. Wilby, Atlanta; Frank Dowler, Chattanooga; M. C. Moore, Jacksonville; Thomas Brandon, Titusville; Howard Smith, Brooksville; and L. J. Duncan, West Point.

Florida Flashes

By EDWARD S. NYE

GEORGE CHALKER, projectionist at the Ritz, Daytona Beach, will submit to an operation soon for the removal of a kidney stone. Lots of luck, George.

It's reported Nelson Spock will soon be returning to his old post as projectionist of the Empire, Daytona Beach.

Harlow Merryday of the New, Palatka, is spending a lot of time working on his boat. He's had the motor completely reconditioned. When he puts the final touches on the paint job, you won't find a nicer looking boat on the St. Johns.

Lloyd C. Preston of the V. I. A., Crescent City, may add a balcony for colored patronage.

"Red" Tedder, projectionist at the Victoria, New Smyrna, proudly announces the birth of five dandy pups to his Boston bull.

It was church on Easter Sunday for J. Paul Smith of the Washington, Deland and his tiny daughter, Carol Jean, who, by the way, will celebrate her first birthday this month.

Stopped in for a minute to see Roy Bangs of the Kingston, Daytona Beach, and found him busy as usual.

The SETOA had its annual meeting of the board of directors to decide the time and place of the yearly convention.

The Rex in Tampa is now open and running at "grind" prices.

Charles H. Richelieu has converted the balcony of the Tarpon, Tarpon Springs, for colored.

SANTONE

ERNEST A. HARRINGTON, 71, former manager and owner of the Harrington Circus Shows, died recently in a local hospital . . . Reed Film Service has added a streamlined truck to their fleet . . . Two popular picture stars of Mexico are making personal appearances in theatres in this territory. They are Adriana Lamar and Pedro Armendariz, a native son of Texas. The National here will present the couple on the stage . . . Azteca is now booking "El Senor Alcalde" and "La China Hilaria" . . . Nuptial rites for Rebecca Garza and Robert Gallegos were solemnized April 4.

Among callers at the Latin-American Exchange to book product were Gene Burris of the Ross, Sabinal, and Dave Smason, Karnes Theatre, Karnes City . . . Seen at "What a Life" the other night: Searcy A. Lacey, Texas-Valley Film Service; Miss Peggy Alston, local debutant; James Williamson, The Light, *and Mary Louise Walliser,* Evening News.

Mary Jayne Carter has been added to the cast of the educational pictures now being produced here by Premier. Taylor Byars of Dallas is cameraman for the series . . . Jack Farr has opened the El Osa at Kennedy . . . A de la Garza recently reopened the Juarez in Poteet. The house was formerly known as the Avon . . . Seen at the Carlos Rojas-Maria Magnon wedding were Alfred Rodriguez, William Lansing and Frank Dove.

B. Frank Willie, 61, father of Raymond B. Willie, Interstate district manager of Dallas, died in a local hospital, April 4. He was employed by Interstate here for several years. Funeral services were conducted in Fort Worth . . . Herman Pure has been promoted to assistant manager and treasurer at the State and D. L. Baker has been upped to chief of service.

The four surburban houses now have two new inducements as regular features. They include "Egg Nest" and "Toy Talkies" . . . A San Antonian, Alfred W. Rohde jr., now in the marine corps in San Diego, is planning to attend the "March of Time" motion picture school at New York City this month. Al already is in the advanced class as a picture-snapper.

Jimmy Lederer, Paramount Newsreel cameraman, while taking shots of the "Spinach Festival" in Crystal City, was injured by an ape in one of the shows. His camera was broken and three stitches were taken in Lederer's arm. A cameraman was sent from San Antonio to finish the job.

Sells Forney House

DALLAS—R. I. (Rip) Condron, who has owned and operated the Star at Forney, about 18 miles east of here, for the past year, has sold the house to Dr. W. H. Freye of Sulphur, Okla. Condron plans to return to the Rio Grande Valley, where he formerly operated a theatre.

O'Donnell a "Pioneer"

NEW YORK — R. J. O'Donnell, general manager of Interstate, is now a member of Picture Pioneers, organization of men in the industry 25 years or more.

Congressman Flails Neely in Atlanta

ATLANTA—The Neely bill would severely restrict creative Hollywood and curb the abilities of one of America's "greatest sources of education," thinks Congressman Luther Patrick of Birmingham, Ala., who was here this week discussing the measure with various members of the trade.

In the opinion of Patrick, the bill would prove disadvantageous to both the public and exhibitors in the way of increased admission prices which, he claims, would necessarily follow increased prices for product. He added small towns operators especially stand to lose if the bill is successful.

Have Government Film

DALLAS—Texas Film Company is handling the physical distribution of "Housing in Our Time," a film sponsored by the United States Housing Authority. The picture runs 13 minutes and shows the progress in the eradication of slums and erection of good housing.

Rinehart Story to Krims

HOLLYWOOD — "One Hour of Glory," which Warner will make from a story by Mary Roberts Rinehart, will be adapted by Milton Krims.

Walnut Springs to Abbott

WALNUT SPRINGS, TEX.—Jack Abbott is the new owner of the Walnut Springs Theatre here.

DALLAS

(Continued from page 66)

throat operation in a local hospital and is now reported doing nicely.

Charley Hefley, former Dallas exhibitor, has been in town scouting around, and indicates he may be back between now and fall in some new theatre venture. He now sells popcorn at the Santa Anita track. Formerly, he operated two theatres in Oak Cliff.

Mrs. Besa Short, Interstate's short subjects expert and wife of Paul Short, the National Screen district manager, is back on the job after a brief stay of minor importance in a Dallas hospital.

Jack K. Adams was on the Row the other day looking fit as a fiddle. He says he never felt better. He indicated a full time return soon to his Dallas exchange for active duty . . . Victor Cornelius of Eastland dropped over Wednesday for a brief visit.

San Antonio theatre men are following an example of Fort Worth showmen in staging a golf tournament this week for the benefit of Variety. Several Dallas golfers planned to tee off in the Alamo City.

Dixie Doin's

By "AL" HENDERSON

Your correspondent spent last week rambling around Mississippi and Louisiana and garnered a few notes among the trade as follows:

At Jackson, Miss., visited Ralph Oldknow, formerly a projectionist for many years at Atlanta, who constructed a drive-in theatre at Jackson, Miss., last fall and operated for a short time before closing for the winter. He reopened March 25 with accommodations for 68 cars, is operating full time and calls his business the "Silver Slipper."

When I stopped by to see Laurence Lampo of the Avalon at Jeanerette, La., was greeted by a wide smile and was informed that Laurence had become the father of a baby girl, born March 28, and named Linda. Congratulations.

I must look like a sinner, for when I called around to say hello to Sam Pasqua, Pasqua Theatre at Gonzales, La., he presented me with a brand new Bible. My sincere thanks, Sam, the gift was much appreciated.

M. L. Ferrara, city manager for Dixie Theatres at Abbeville, La., tells me that L. R. LeBlanc jr. has replaced Ed Boyle as manager of the new Rex there.

Met that hard working RKO peddler, Roy Pfeiffer, on the territory and he told me that Dave Lyons, operating the Opera House at Crowley, La., is seriously ill and not expected to recover. Lyons is one of the oldest exhibitors in the southern states. We hope he comes through O. K.

Walter Woodward will replace Thornton Cox, RKO salesman who has been transferred to Charlotte. Woodward comes to RKO from Western Electric.

Saw Don Stafford, city manager at Hammond, La., for his stepfather, Slim Higganbotham, and took a peek at the rebuilt Rex which opened March 23, with Norman Samaha as manager. The Rex is a thoroughly modern house seating 325 down and 100 in the balcony. Don is redecorating the front of the Columbia which is the A house.

The new Pic just completed by Ernest Drake at Ponchatoula, La., opened March 6. This theatre seats 574 on the main floor and 174 in the balcony, and is thoroughly modern. Ernest is getting his boat and tackle ready for the summer fishing. Hope you get the big ones, Ernest.

A. L. Royal, who formerly operated theatres at Hattiesburg, Purvis and Lumberton, Miss., is constructing a new theatre at Gulfport, Miss., in competition to Saenger. He expects to open May 15 and will have a seating capacity of 534. It will be known as the Royal.

Morris Melz of the Arcadia at Ferriday, La., is installing new equipment and enlarging the theatre to add more seats.

Charlie Phillips who has the Palace at Jonesville, La., is the publisher of the town's newspaper, the Jonesville *Booster*. Charlie has only been in the business about three years but likes it, so he says.

Milton Guidry who has theatres at Abbeville, Erath and Delcambria, La., has joined with C. C. Meyer and his brother in the erection of a new theatre at Biloxi, Miss., to be known as the Meyer. The house will be open about June 1 and will seat 400 downstairs and 150 in the balcony. "Snake" Richardson, New Orleans exchange manager for Universal, and myself were the guests of Mr. and Mrs. Guidry at a frog leg supper at their home in Erath and believe me, folks, I enjoyed a rare treat and I believe that I can speak for "Snake" also. My sincere thanks for the hospitality.

Max Connant of Newton, Miss., when seen in New Orleans recently, tells me that he has opened his new theatre at Bay Springs, Miss., which will be managed by E. G. Bingham. The house will be named the Lyric. Good luck, Max.

Bill Jenkins of the Realart at DeRidder, La., has acquired the theatre at Kuntz, Tex.

The Louve-Bodin Amusement Co., Ed H. Peterman, president, opened their new Teche March 23 at Franklin, La. The house is very beautiful and will seat 196 in the balcony and 604 on the main floor. Thos. B. Shannon is the manager.

Seen around the territory were: "Snake" Richardson of Universal; M. E. Ferrara, Dixie, at Abbeville, La.; Vinton Thibeaux, who has the colored Fun at Lafayette, La.; Max Connant on New Orleans Row booking; S. C. Whithead, Strand, Jena, La.; Tom Maine, city manager for Southern Amusement Co. at Lafayette; J. P. Turregaro, managing Saenger's Paramount at Alexandria, and his assistant, Glen Mason; Ira Olroyd of the Dixie at Morgan City; Vic Maurin of the Fox at Houma; Julius Scharff, Essanee at New Iberia.

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ARKANSAS

CLAUDE MEADORS has leased a building in Alma to Cliff Dunn, who will open a theatre there, April 13 . . . George W. Baxley, representative of Films Incorporated of New York, was in Jonesboro making 16mm films of schools.

The Palace Theatre Club, composed of employes of the Booneville house, enjoyed a supper at Yates, which was followed by entertainment . . . The New at Lake Village, owned by C. H. McCroskey, has had installed new projection and lighting. More than $1,000 was spent for the new equipment.

Mr. and Mrs. E. H. Felty of Hughes Springs, Tex., have taken over the Wa-Kea at Waldo. Chester Connor, who formerly managed the house, has been transferred to Brookhaven, Miss., where he will have charge of a house owned by the same company. Hughes Springs is the home office of Watts-Keasler Theatre Enterprises, which owns 14 theatres.

Waldron's remodeled theatre, the Scott, which is under the K. Lee Williams banner, has opened with Gerry Doig as manager. Improvements were made including new projection, seats, marquee and sound.

Recent Little Rock visitors: J. F. Norman; Don Landers, Radio, Harrisburg; Ralph Van Meter, Judd, Judsonia; W. F. Sonneman, Palace, Fayetteville; Mr. and Mrs. Ernest Austin, New, Rison; Carl Christian, Des Arc; E. M. Ray, Ola; E. W. Savage, Palace, Booneville; Bob Roberts, Ritz, Bald Knob; W. A. Malin, Lura, Augusta; Ray Wilson, New, DeWitt.

K. K. King of Searcy and B. F. Busby of Republic attended the world's premiere of "The Dark Command" in Lawrence, Kas. Busby will attend the Variety convention in Dallas . . . G. W. Jones has remodeled his theatre at Lonoke . . . Jack Arnold, who is handling the Louis-Godoy fight picture, reports he is still booking the film in various parts of the state. He is also preparing to handle the Dempsey-Willard picture.

The Dixie Theatre building at Huntsville, which was destroyed by fire about two months ago, has been reconstructed and Carl Presley, owner, was to reopen it April 12 . . . An Arkansas delegation will go to Memphis for the formal opening of the Malco-Orpheum.

Legal Notice to Theatres and Managers

From this, the 8th day of April, 1940, hence, Jack White and Associates will not be responsible to any person or concern for any agreement or contract made with Jim Payton. Mr. Payton is no longer the agent or representative of my concern.

JACK WHITE AND ASSOCIATES
By Jack White, Dallas, Tex.

Floyd Clark, Veteran Hazen Exhibitor, Dies

HAZEN, ARK.—Floyd L. Clark, aged 60, who had been in the film business here for 30 years, died April 7. He was owner of the Cozy at the time of his death. Surviving are his widow; his mother, Mrs. Ona Clark, Pine Bluff; a son, Harold Clark of Hazen; two sisters, Mrs. R. B. Hutson and Mrs. R. A. Willis, Pine Bluff; and a brother, F. E. Clark, of Kalamazoo, Mich.

New House in Decatur For Mion & Murray

ATLANTA—Mion & Murray, operators of the Rialto and other local houses, have the lease on a new theatre planned in downtown Decatur.

Work will be started immediately, according to present plans, with completion set for July 1. Norman F. Stambaugh is architect.

Reports Seat Deals

HICKORY, N. C.—The Southern Desk Co. here reports that deals have been closed for seats in the following houses: Center, Wometco unit in Miami; a new theatre by Biscayne Blvd. Theatre Corp., Miami; a new house for the Martin circuit in Valdosta, and the new theatre being erected in Birmingham by Waters Theatre Corp.

Convention in June

CHARLOTTE—The Theatre Owners Ass'n of the Carolinas have selected Myrtle Beach for their annual convention this summer, June 9, 10 and 11. More than 300 are expected to attend. Headquarters will be at the Ocean Forest Hotel.

Builds in Gulfport

GULFPORT, MISS.—A. L. Royal, who has under construction a 400-seat colored house here, also has started work on a 550-seat theatre, to be known as the Royal.

No Longer With White

DALLAS—Jack White, who has the "Lone Ranger" dolls and other giveaway tieins for theatres, was about town the past several days in between swings over the territory. He says Jim Payton is no longer with his organization.

Adapts Own Original

HOLLYWOOD — F. Scott Fitzgerald is adapting his own original, "Babylon Revisited," for Producer Lester Cowan at Columbia.



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CHARLOTTE

THE Colonial at Kannapolis, which was practically destroyed by fire some time ago, has been rebuilt and opened April 8. Morris Le Gendre owns the Colonial and S. D. Trincher is business manager.

The Cashiers Club, with membership composed of the cashiers of the various theatres in Charlotte, held their get-together meeting for the month with Mrs. Ruby Thomas, assisted by Mildred Glenham. Louise Lambe is president of the club.

Miss Sarah Jamison, cashier at the Imperial, was married March 25 to Marion Aldred, who is with the Duke Power Co.

The Forest, at Wake Forest, has been remodeled. It is owned and operated by H. P. Howell of Smithfield.

Worth Stewart of Dunn, official of a North Carolina theatre chain, has announced the purchase of the Lyric at Lillington.

A charter has been granted the Stoneville Theatre Co. at Stoneville.

The Strand at Walhalla, S. C., has recently installed new sound and projection equipment by the National Theatre Supply Co. The installation was supervised by the Sound Engineering Service Co. of Charlotte. The Strand is owned and operated by A. C. Phillips.

Sparks Will Build New House in Tallahassee

JACKSONVILLE—Plans are announced for the construction of a new Sparks Theatre in Tallahassee, Fla. Property was purchased some time ago for $35,000 as the site of the new theatre.

Plans for the house were drawn up by Roy A. Benjamin, local architect, and work will start at once. The theatre will seat 1,200 and will be air conditioned.

Sparks' Florida group of houses number approximately 110.

Karl Hoblitzelle Visits In Rio Grande Area

DALLAS — Karl Hoblitzelle, Interstate president, spent a week in the Rio Grande section, looking over circuit properties and making personal visits with a number of exhibitors. He was officially unaccompanied and made the trip by auto with Lonnie Perkins, of the Mirror Theatre.

Name M. A. Lightman Jr. Manager of New Malco

MEMPHIS—M. A. Lightman jr., son of the Memphis theatre man, will manage the Orpheum for the Lightman circuit on its reopening April 19 as the New Malco. He has been actively associated with his father's company for four years, working in the office here and in Jackson, Tenn., and Helena, Ark. Eric Landeau will be his assistant.

Juvenile Admission Chances Brighten

MONTREAL—Satisfaction is expressed in motion picture circles in Montreal over the proposed letting down of the bars in so far as juveniles are concerned. The present Quebec legislature, which reconvened on April 2, after a lengthy Easter recess, is to consider bringing down legislation to enable minors, up to 16 years of age, to attend motion pictures that have been approved by a censorship board. It is understood the personnel of this board has not yet been named, but it is predicted that when chosen, all classes of public opinion will be found represented thereon.

It is understood provincial theatrical industries of all kinds are solidly back of the proposed legislation.

Dominion Election Clip Is Deleted From Newsreel

TORONTO—In accordance with the permanent policy of the Ontario board of moving picture censors to keep politics from the theatre screens of the Province, an important deletion was made in current newsreels in the cutting of a clip dealing with the recent victory of the Liberal Party in the Dominion elections. Incidentally, Premier M. F. Hepburn of Ontario is at odds with Prime Minister Mackenzie King of the Canadian government although both are staunch Liberals and the censor board policy, adopted months ago prior to the Provincial elections in which Hepburn himself was directly involved, is apparently being carefully enforced.

During the height of the recent federal election campaign, a sensation was caused when Premier Hepburn, as chairman of the Provincial Film Appeal Board, withheld the license for the March of Time "Canada at War" on the ground that it was political propaganda. With the election over, this film has been released in Ontario but the newsreel clip referring to the Mackenzie King success has been cut.

Marrs Estate Leases House At Moose Jaw to F-P

MOOSE JAW, SASK.—Famous Players Canadian Corp. has leased the Orpheum here for a three-year period from the Marrs Estate and will proceed immediately with extensive renovations to the front and interior of the building under direction of V. Armand, in charge of construction for the company.

Harry Marrs, owner of the Orpheum and operator for many years, died recently. The house was given over to vaudeville at one time and in its day was the city's leading showhouse.

The Orpheum will be managed by Les Pugsley, currently house manager at the Lyceum in Port Arthur, which post he held for six years.

Famous Players also operate the Capitol in Moose Jaw.

Just a Community Benefactor

Toronto — The height of something or other developed the other day when a store proprietor in Toronto, offering silverware premiums, asked a neighborhood theatre, also featuring silverware giveaways, to run a trailer announcing the store's gift offer.

Prospect of Added Taxes Facing F-P

TORONTO—Additional taxation is expected this year by Famous Players Canadian Corp., according to President N. L. Nathanson who, at the annual meeting of the company in Toronto, pointed out that increased expenditure under this heading in 1939 amounted to $40,000 for federal and provincial levies. About $38,000 of this amount was represented by increase in corporation tax. The 20th annual financial statement and other reports for the past year were adopted by the shareholders.

Regarding prospects for the current year Nathanson declared that the situation was encouraging. Complete figures for the first quarter of 1940 were not yet available but they were favorable.

The following were re-elected: N. L. Nathanson, president; J. J. Fitzgibbons, vice-president; directors, Barney Balaban, Paramount president; Hon. F. B. McCurdy, A. E. Dyment, Major A. P. Holt, Hon. W. D. Ross, Thomas J. Bragg, R. W. Bolstad and Y. Frank Freeman. Hon. W. D. Ross is a former lieutenant-governor of Ontario.

T. J. Bragg is secretary-treasurer of the corporation and Bolstad is comptroller, other officers including N. G. Barrow and F. J. Justin, assistant secretaries. As previously announced, the company showed a net profit of $904,324 during the past year.

Early Closing Bylaw Still A Toronto Experiment

TORONTO—The Toronto city council continues to juggle with the early closing bylaw affecting various types of retail shops, the latest move being the adoption of a new measure changing the closing hour from 7 p. m. to 8:30 p. m., the new law becoming effective April 9. The previous bylaw went into effect March 1 but was the subject of continued debate until the latest revision was made.

Early closing had the effect of stimulating theatre business because of the opportunity provided for shopkeepers and sales clerks to attend evening performances which was out of the question when stores kept open until 11 p. m. or later. Theatre managers were afraid that the whole bylaw would be pigeonholed because of the city hall arguments but the new act still gives time for theatre patronage and everybody is happy—or are they?

Recommends Lottery Laws Be Amended

TORONTO—The amendment of the criminal statutes covering the operation of lotteries has been recommended by Hon. Gordon D. Conant, attorney-general for Ontario, who has jurisdiction over law enforcement.

The present code breeds hypocrisy, according to Conant, and does not meet modern conditions. He declared: "I dislike very much having laws on our statute books which are not enforced. At the same time the enforcement of laws creating what might be called statutory offenses is most difficult and brings down the censure of a large proportion of our people."

Conant declared that the law could be amended with safety although abuses must be prevented so that rackets may not thrive on any modification of the law. He cited the giving away of articles as an example of a violation of the lottery law but such schemes were conducted fairly by estimable citizens.

The declaration has led to the belief that games of chance will be permissible under the revised statutes and this would enable theatres to put on stunts which are now contrary to the letter of the law. The much-delayed Foto-Nite test case is still before the court but is not likely to come up for hearing until some time in May. Any law revision cannot be put into effect until after the next session of the Dominion Parliament which does not open until next month.

Holiday Observances Not Subject to Rationing

TORONTO—War or no war, Canadians are assured of their legal holidays which occur at the normal rate of approximately one per month throughout the year.

The Toronto city council has adopted a motion providing for the general observance of Monday, August 5, as Civic Holiday in accordance with custom for years. The local decision is the cue for practically all other municipalities to follow suit. May 24 will be observed as a holiday to commemorate Queen Victoria's Birthday; July 1 is the Dominion's National Holiday commemorating the Confederation of the Provinces; Labor Day falls on September 9 while Thanksgiving Day will be observed October 7 and Monday, November 11, will be observed as Armistice Day which some hopefuls wanted to regard as the Anniversary of Perpetual Peace.

Product Announcement

TORONTO—With the removal of Sovereign Film Distributors, Ltd., to a suite of new offices in the film exchange building, announcement is made that the company now has 109 program units, consisting of features and shorts with a minimum running time of 90 minutes, for release throughout Canada to 16mm circuits playing theatreless towns as well as military camps, hospitals, schools and other institutions.

TORONTO

THE WIDOW of the late C. T. Ross, proprietor of the Royal, Bowmanville, Ont., will "carry on" with the operation of the theatre although she has three children. Mrs. Ross called at several film offices in Toronto the other day when she made known her plan. Incidentally, the funeral of Tom Ross, which was held under Masonic auspices, was one of the largest ever held for a theatreman in Canada. He was one of the organizers of the Allied Exhibitors of Ontario.

Immediately following the annual meeting of Famous Players Canadian Corp., J. J. Fitzgibbons, vice-president; Mrs. Fitzgibbons and daughter, Helen, left Toronto by automobile for a four weeks vacation at Hot Springs, Ark. . . . Now on a delayed winter vacation is Ben Geldsaeler, director of bookings for Famous Players theatres across Canada. Whereabouts unknown until he returns.

Back from winter vacations—Henry L. Nathanson, general manager, Regal Films, Ltd.; H. Freedman, proprietor of the Circle, Toronto, and the Center, St. Catharines; George Lester, owner of the King, Toronto; Harry Firestone, Toronto and Brantford theatre owner; Sam Ulster of the Toronto Embassy, all of whom spent some weeks in Florida. Returned from California are N. A. Taylor, general manager, 20th Century Theatres, and Mrs. Taylor, and Harry Alexander of the Independent Theatres Association of Ontario and proprietor of the Lansdowne. Simon Meretsky, owner of a group of Windsor, Ont. theatres, has also returned from Hot Springs, Ark.

Casualty list of the Toronto film corps—Clarence Robson, eastern division supervisor of Famous Players' chain, ill at his Toronto home after a business trip to the Maritime Provinces; Al Sanderson, treasurer of Associated Theatres, recovering from an operation for appendicitis which was performed in St. Joseph's Hospital, Toronto; R. S. Roddick, district manager of Famous Players, under continued doctor's care at Halifax with L. M. Graburn from head office remaining at the Atlantic seaport to look after his duties; Frank Fisher, Toronto branch manager of Empire-Universal Films, on the ailing list and away from his office for a week.

Callers at Toronto Filmrow following the clearing of snow-jammed highways: L. H. Vicary, owner of the Opera House and Princess, Orillia; Harland Rankin, stunt-creating proprietor of the Plaza, Tilbury; Abe Rappaport of the Hollywood, Campbellford, who wondered why everybody should be worrying about snowdrifts; Howard Hager, presiding over the Regal at Hagersville; G. Garrette, aggressive manager of the Geneva, Orillia; S. Merlin, owner of the Uptown, Orangeville, and Mrs. Ross, who has succeeded her late husband as proprietor of the Royal, Bowmanville. Merlin was enthusiastic about the appearance of his remodeled theatre at Orangeville which has a new floor, new seats and many other improvements.

A prominent visitor in Toronto was George Rotsky, general supervisor of Famous Players and Consolidated Theatres in Montreal. Rotsky, a veteran showman, was previously manager of the Palace, Montreal, for many years and made his start with the Allens when their chain expanded to that city. His last visit was at the time of the Famous Players managers' conference last July.

George Law, veteran Toronto film man and previously in the theatre business at Winnipeg, has been appointed manager of the new Biltmore which was opened at Oshawa on April 11 by Henry Falk and associates. For several years Law has been chief booker of Associated Theatres in Ontario. He is a brother of Harry Law of the Warner exchange.

The Royal Canadian Navy now has a press agent, no less. It has been divulged from official sources that John Farrow, former RKO director in Hollywood and husband of Maureen O'Sullivan, who was recently appointed sub-lieutenant in the R. C. N., will be in charge of publicity for the Naval Service following a tour of duty in coastal patrol work.

Manager George Stroud of the Palace, Hamilton, and dean of theatremen in that city, has been enduring a lively session with workmen scrambling all over the structure for the remodeling of the front and lobby and general improvements. Manager Dan Krendal has also supervised a face-lifting at the Capitol, Hamilton . . . Lloyd M. Mills of the Elgin, Ottawa, was the host of 750 orphans and other children at a special performance under the auspices of the Lions Club, this being the first treat of this kind by the club, of which Mills is a member. Candy was distributed. Mills has also held over "Rebecca" for a second week.

Al Sedgwick, manager of the Belsize here, reported that the installation of an air-conditioning system has been completed and smoking is now permitted in the balcony for an additional admission charge. Sedgwick has also started a silverware giveaway for the first time . . . D'Arcy Marsh, with the Canadian Broadcasting Cop. for the past two and a half years, has resigned to accept an appointment to the scenario department of Associated Screen News, Ltd., and will work on Canadian Cameo short subjects which are distributed by Empire-Universal Films.

David S. Rubin, manager of the Westdale, Hamilton, pulled a good one on Sam Collis of the Andre Theatre, Caledonia, who is shortly to be married. The boys arranged a stag party which was held April 10 at the Royal Connaught and Rubin got out a quarter-sheet poster in the form of a proclamation to advertise the gathering, the announcement being pasted up in conspicuous places so that the general public would know all. Even the Toronto film exchanges received copies of the printed poster.

H. M. Masters, general manager of United Artists Corp., made an air trip to Vancouver, B. C., for a tour of the western branches of the company . . . Bud Thompson has been promoted to district sales manager of Dominion Sound Equipments, Ltd., following the removal of the sales and service headquarters to the attractive two-story building at 287 Victoria Street, which was originally occupied by 20th Century-Fox Films, Ltd. H. Goldin has been announced as district service manager.

General Victor D. Odlum, associated with President N. L. Nathanson of Famous Players Canadian Corp., on the board of governors of the Canadian Broadcasting Corp., has been appointed commander of the Second Division of the Canadian Active Force for duty in England and France. Odlum, 60 years of age, is a former newspaperman and is a veteran of the South African and First Great Wars.

Spencer Tracy has sent two personally autographed photographs to Col. R. C. Merrick of Toronto as a gift to the officers' mess of the Queen's York Rangers which was originally the First American Regiment commanded by Major Rogers whose role Tracy portrayed in "Northwest Passage." The latter recently played Loew's when the unit paraded for a screening.

The bowling league of Empire-Universal Films, Ltd., wound up its season amid much festivity and the presentation of various prizes. The reward for the season's high single went to Charles Faith with a score of 332 but there were other marks which were not so high.

"Edison" Canadian Bow Made Stratford Event

STRATFORD, ONT.—This city went "Hollywood" for the Canadian premiere of "Young Tom Edison" at the Majestic, a 1,200-seat house of the Allen chain, when a special old-time train was run from Sarnia to Stratford and a plaque in honor of the inventor was unveiled in the local station of the Canadian National Railways. Other features included a civic reception and dinner attended by relatives and friends of Edison, film executives and railway officials, the selection of Stratford being due to the fact that the inventor spent two years of his life there as a telegraph operator of the old Buffalo & Lake Huron Railway. Incidentally, Samuel Edison, father of Thomas, lived in nearby Vienna, Ont., before he moved to Ohio where Tom, the youngest of a family of four, was born, according to local records.

Among the guests of honor at the premiere were 90-year-old John Lauder of Corunna, Ont., who was associated with Edison when he lived in Stratford; Mrs. LeFroy Schreiber of Sarnia, a half-sister of Thomas Edison, and Mr. and Mrs. H. W. Beattie of Cleveland. Mrs. Beattie was a sister-in-law of Edison. Incidentally, Lauder attended the Edison celebration at Port Huron, Mich., when the picture had its world premiere several weeks ago. Following the dinner, a parade was held to the theatre for the first performance.

Team Oberon and Brent

HOLLYWOOD — Merle Oberon and George Brent will be co-starred in Warner's "The Constant Nymph," which Casey Robinson and Robert Blees are adapting from Margaret Kennedy's original.

MONTREAL

SUNNY DAYS are here again and the boys on Filmrow are shining up their golf clubs, but the roads still are far from tempting to motorists, and visitors are scarce. Amongst familiar figures whom bad roads could not discourage were W. O'Regan of the Laurier, Hull, and Ambrose Nolan of the Pix, Aylmer.

Something of a festival air prevailed around Filmrow following the first round of the Filmrow Bowling League playoffs, as a result of Mickey Isman, manager of Empire-Universal, achieving a local record by bowling 266 *in one string. The boys felt that was worth celebrating.*

The first round of the playoffs resulted: Regal beat Empire-Universal; United Amusements beat Columbia; Suburbans beat United Artists; Warner beat Consolidated. In the second round United Amusements meet Regal, and Suburbans bowl Warners.

Archie Cohen, Columbia salesman, is on a business trip to Gaspe . . . Alterations costing $35,000 *will be made to Ottawa's old Family Theatre on Queen Street to permit of new stores and offices.*

"Pinocchio" secured many department store tieups for its opening at Loew's. A special performance for children was given Saturday morning. The added attraction suited to the mentality of Catholic children was "The Vatican of Pius XII," a March of Time production.

French films depicting the Allies' war aims will be distributed in the Province of Quebec through cooperation between the French and British ministries of information . . . Associated Screen News has production units at work on sound pictures on the Pacific coast, in Ontario and in Quebec. Roy Tash, ASN cameraman, filmed air force and military activities at Camp Borden.

Larry Stevens, manager of the Snowdon, had an inspiration when he brought "A Girl Must Live," British comedy, to that house. It filled the theatre for a week . . . "Atlantic Patrol" was first of the monthly series of Canadian-produced war films released by the war supply board. Others will be "Privates' Lives," showing the soldiers in their recreation hours overseas, and "Women at Work," picturing the war effort of Canadian women.

That the "movies" are forging ahead of the legitimate drama is the view of Walter O'Hearn, Montreal Herald commentator, who remarks: "The emergence of 'Rebecca' and 'Northwest Passage' serve to remind us that some remarkable films are being made. The 'Movies' are emerging from a welter of commercial drivel as the liveliest and most vigorous of the theatrical arts. Of stage plays of the past season, I can think of few which compare in vigor or quality with 'Grapes of Wrath,' 'Dr. Ehrlich's Magic Bullet,' the films above mentioned, or 'Pinocchio'."

Antonio Capandridis, who operates the Cameo, missed $10 cash and motion picture apparatus valued at $125, following a visit paid by burglars who sawed a hole in the back door of the theatre.

Assures Production In France Secure

MONTREAL—J. M. de Roussy, commercial director of France Films, Montreal, announces France Films has received information from its Paris office that eight new films have been started, and that the French government has appointed an official to see that the motion picture industry be kept going on a satisfactory production basis during the time of the war.

Mr. de Roussy added that France Films has in its vaults in Montreal sufficient films for exhibition until the spring of 1942.

From the Paris office of the company comes the news that plans are being laid for the early production of the new film, entitled: "Chantant Quand Meme." This picture will be a collaboration of the two countries, France and Britain, and will deal with the life of the present day Allied soldier on leave.

Speaking of distribution of France Films, de Roussy mentioned that western distribution will be under the management of H. J. Allen of Toronto. Allen, formerly with Grand National Films, will distribute throughout the west a certain number of French films which, although in French dialogue, will have superimposed English titles.

While France Films is having a certain demand for its films from the United States, only the 16mm reels are being released, it is learned from the office here. Canadian business is reported by France Films to be very satisfactory, with the outlook promising for an active summer season in French pictures.

Hepburn Defers Release Of "Primrose Path"

TORONTO—"Primrose Path" was privately viewed by Premier M. F. Hepburn and members of the Ontario Cabinet after it had been examined by the Ontario censor board and the result was, according to Hepburn, that "the film may be released in Ontario later," the license being temporarily withheld on the instructions of the Premier.

At the Ontario office of RKO Distributing Corp., it was stated that no bookings were being entered for the feature, awaiting the final decision of the government. This picture, as well as "Strange Cargo," had been banned by the police department in Detroit.

In the meantime, "Strange Cargo" has been approved by the Ontario board and an official of Regal Films, Ltd., declared that this picture was "being booked all over the Province."

Canadian War Effort Will Be Picturized Monthly

REGINA, SASK.—Information has been received here from Ottawa that a series of Canadian-produced monthly films depicting the Dominion at war will be started April 11 under the title of "Canada in Action." These will be in addition to the films produced by The March of Time.

WINNIPEG

PLEASANT news to the industry was the promotion of Don Gauld, manager of the Metropolitan here, to supervisor of suburban theatres in Toronto. Gauld's many friends here attended a farewell gathering in the form of a luncheon, one of the largest of its kind ever held here, at which they expressed their pleasure at his good fortune and extended their best wishes for his future progress. F. H. Kershaw was chairman of the gathering, which presented Gauld with a fitted traveling bag. The Metropolitan staff added their own token of affection and goodwill in the form of Gladstone bag. Gauld's long experience in film circles makes him eminently fitted for the position which he is now assuming, and Toronto's gain is Winnipeg's loss.

An intensive campaign in connection with the Canadian premiere here of "My Son, My Son" was carried through by Harold Bishop at the Capitol. Twenty-four sheets were posted one week in advance of the showing of the film and also during its run. The film was screened for critics of the dailies, representatives of literary societies, and theatrical organizations. Bishop arranged for reviews to break one day in advance of his opener in the Free Press *and the day following the opener in the* Tribune.

"His Girl Friday" is being held a second week at the Garrick by Sim Rost . . . At the Tivoli, the British film, "A Girl Must Live" is in its third successful week . . . Helmer Jernberg, formerly of the Rio, is now managing the Orpheum. Leno Toraldo, who formerly managed the Orpheum, is now at the Roxy . . . R. W. Bolstad, comptroller of Famous Players, and Haskell Masters, general manager of United Artists, both flew into the city during the week.

Ottawa Film Society Ends Winter Screening Series

OTTAWA—The National Film Society of Ottawa has completed its series of performances for the winter season with the holding of a screening in the auditorium of the Canadian Government Museum, Ottawa, the feature of which was the British picture "The Edge of the World." The two shorts were "Transfer of Power," depicting the advance of industrial machinery, and "Cloth of Kings," a Universal release dealing with the flax industry. This was the sixth meeting of the society for the 1939-40 season.

The organization will shortly hold its annual meeting when plans for the next 12 months will be considered in the light of the war and announcements will be made regarding the winners in the film production contest among members for the past year.

"The Edge of the World" had previously been presented at a local theatre for a regular engagement while "Cloth of Kings" had also had theatrical release. This fact indicated a difficulty in securing pictures from foreign sources because of the European War.

CALGARY

WALT DISNEY'S "Pinocchio" closed this week after a good nine-day run at the Capitol. Played capacity business for seven days with strong opposition from hockey playoffs and four-day visit of the ex-Dumbells.

Vernon Skorey, branch manager of 20th-Fox and his salesman, Frank Scott, left to attend the sales convention at the Drake in Chicago.

With the finish of the hockey season, boxoffices have returned to normal and are holding up well this week despite a heavy snowfall. Snow is a spring fall without low temperatures or high winds.

Bronzed and looking fit after his sojourn in Florida, Glen Peacock, who operates the Isis and Gary here, returned from a two months trip.

F-P Niagara House Will Embody Indian Design

TORONTO—The first theatre of period architecture to be constructed by Famous Players Canadian Corp. is the new Seneca which is under way at Niagara Falls, Ont., with an opening date scheduled for July. The theatre will embody Indian tribal characteristics throughout, not only in the building design but in the furnishings, such as carpets and drapes, and wall decorations. Considerable research work was done in securing details of the proper atmosphere before the plans were drawn and it is expected that the house, which will seat 1,000, will be a work of art in keeping with the beauty of the Niagara scenery.

The Seneca has been designed, it is pointed out, as a showplace for the gateway to the Dominion from New York state and consideration is already being given to an appropriate dedication.



PINOCCHIO, MADE IN JAPAN

How the Montreal Gazette *views current events in China.*

Price-Cutting Enters The Giveaway Field

TORONTO—"The Battle of the Books" is the added feature of the theatre business in Toronto and the current spice of life is causing the tongues to waggle. The issue in the Book Night situation has developed into a price war and there is apparently more competition over the cost and quality of the encyclopedias, ranging from five to 15 volumes, than over the matter of what is being presented in the form of entertainment.

The Associated circuit came out first with the book offer at 49 cents per volume with every adult admission. Then the B&F group brought out a bigger and better book at 39 cents, to be followed by the Exhibitors Booking Association, representing the independents, with a less costly offer. Premier Theatres, operated by the Allens, joined the free-for-all by giving volumes at "Only 25 cents—Why pay more?" One result has been that the theatre sections of the evening newspapers look like book pages.

The 14 theatres of the B&F circuit are affiliated with the Famous Players' chain.

MARITIMES

A J. MASON of the Capitol, Springhill, N. S., spent a few days in Saint John to act on the arbitration board of the Maritime film board of trade.

Ronald T. Hogan, manager of the Capitol, St. John's, Newfoundland, died in a hospital recently following an operation. A brother, Patrick J. Hogan, branch manager for Paramount at Saint John, N. B., was with him during his illness.

Joseph Fitzpatrick, shipper at Maritime Film Co. and Mrs. Fitzpatrick are being congratulated on the birth of their second son on April 5 at St. Joseph's Hospital, Saint John.

Percy R. Fielding, manager of the Capitol, Bridgewater, N. S., was in Saint John for a short time, conferring with his head office, the F. G. Spencer Co., Ltd.

E. A. Whelpley, branch manager of RKO Distributing Corp., has returned from Montreal where he attended the Ned Depinet Drive meeting at the exchange.

Lloyd Dunbar, head usher at the Empire, Saint John, and Mrs. Dunbar, who were married recently, have returned from their honeymoon.

The Film Girls' Patriotic Club sponsored a variety concert at the Seamen's Institute, Saint John, on April 1 for over 100 seamen who were in port at the time. At the close of the entertainment, refreshments were served by members of the club.

C. C. Curran of Dominion Sound Equipments, Ltd., Halifax, N. S., visited Saint John recently . . . Theatremen seen on Filmrow included Earl D. Nesbitt of the Star, Edmundston, N. B.; Carl Nelson of the Community, Parrsboro, N. S. and Bill Danson of the Strand, Sussex, N. B.

WINDSOR

J J. FITZGIBBONS made a fleeting visit to the five F-P houses here on his stopover en route to Hot Springs, Ark., where Simon Meretsky's chauffeur is driving him.

The new 750-seat Park Theatre under way here will be a little late with its opening. The present date is May 15.

The Tivoli lost both jack pots in one week. $195.00 went out on Bank Roll Night and $45.00 on Quiz Night.

Ontario Educators Spur Motion Picture Use

TORONTO — The Ontario Educational Ass'n, made up of teachers and school trustees throughout the province, have made a definite move for the adoption of pictures for visual instructional purposes with the suggested cooperation of the Canadian government motion picture bureau in the organization of a central moving picture exchange for the distribution of appropriate pictures.

A leader in the move is Dr. MacGregor Easson, chief inspector of Ottawa public schools, who, in introducing the subject before the association, declared that the moving picture was a desirable piece of elementary school equipment which would be good propaganda for those who would be the citizens of tomorrow. A difficulty, he pointed out, was that there was an insufficient number of films dealing with life in Canada.

Films Playing Important Educative Role in War

OTTAWA—This is a motion picture war, believe it or not. It has been brought out, with the approval of the censors, that films are playing a highly important role in the training of Canadian troops and the Canadian government motion picture bureau is just as important a military unit as a field battery or a tank battalion. The Department of National Defense has prepared a film library of 75 subjects, ranging from one to 12 reels, prints of which are available in each of the training centers across the Dominion. Some of these pictures have been produced by the bureau but the majority are from master negatives supplied by the British War Office and the bureau has reduced these to 16mm width.

Fire Destroys Lyceum At Imperial, Sask.

IMPERIAL, SASK.—Fire, which threatened to wipe out the entire business section of this town, destroyed the Lyceum Theatre, a landmark since 1917, and caused a loss estimated at more than $11,000.

The Lyceum was built in 1917 and was owned by W. Montgomery. It is said no insurance was carried on the building.

Teamed on "Wyoming"

HOLLYWOOD—"Wyoming," in which Metro will star Wallace Beery, will be adapted by Jack Jevne and Hugo Butler.

Paramount (3931) **80 Minutes** **Rel. Apr. 26, '40**

A boy's love for his dog has inspired countless stories, songs and films. It is doubtful, however, that the popular theme has ever been treated more understandingly and entertainingly than in this feature about a thoroughbred canine and an equally thoroughbred youngster, the latter part being entrusted to the capable young hands of Young Billy Lee. Jack Moss' initial production effort, the picture is heavily laden with revenue potentialities. True, in its first showings, it will require considerable merchandising to overcome the obvious lack of established names in the cast, and, perhaps, to offer some explanation of its title. Once launched, however, the word-of-mouth praise, certain to be engendered by its refreshingly natural backgrounds and its wide human appeal, should stimulate patronage. Stuart Heisler's direction adds much to the photoplay's excellence.

Billy Lee, Cordell Hickman, Helene Millard, Richard Lane, Lester Matthews, Snowflake, Promise, the Dog.

The Biscuit Eater F Drama

Hal Roach-UA (——) **78 Minutes** **Rel. Apr. 5, '40**

Reminiscent of "The Lost World," this picture deals with the cliff dwellers, who are divided into the rock and shell clans, and their fight for existence. There are a number of interesting shots of pre-historic animals. In addition, there is a volcanic eruption which is well handled. Conrad Nagel relates the story to a group of visitors who come upon his cave. It is the supposed history of the two clans, separated by a forest infested with the pre-historic creatures. One tribe lives in continued dissension, while the other goes about its daily existence serenely. Victor Mature becomes an outcast, is taken into the other group where he falls in love with Carole Landis, who brings the factions together. This is a tough one to figure. Produced and directed by Hal Roach. D. W. Griffith assisted on production.

Victor Mature, Lon Chaney jr., Carole Landis, John Hubbard.

One Million B. C. F Fantasy

20th Century-Fox (——) **65 Minutes** **Rel. ————**

In the absence of Pa Jones, conveniently scripted out of the picture and into a sanitarium—an expediency resorted to because of Jed Prouty's contractual difficulties with the studio—the remainder of this veteran screen family manages to deliver the same brand of wholesome, all-purpose entertainment as of yore. The story incorporates a substantial quota of comedy, drama and human interest and the production can safely be marked down as a reliable entry in the series. The family discovers that, through the failure of a building-and-loan concern, it has been wiped out financially, while Pa's health has been broken. Liquidating everything, Ma and the kids trek to California, where, through a combination of luck, grit and hard work, they start afresh. Otto Brower directed.

Spring Byington, Ken Howell, George Ernest, June Carlson, Florence Roberts, John Qualen, Chick Chandler.

On Their Own F Comedy Drama

Warner Bros. (——) **100 Minutes** **Rel. ————**

Compellingly human drama, albeit a trifle long in the telling, this is marked by an air of utter reality seldom seen in screen entertainment. Film is a neat and convincing re-make of an early talker which, in turn, was based upon a Pulitzer Prize play by Maxwell Anderson, a distinguished parentage that accounts in large measure for its qualities of excellence. Audiences of every type should be intrigued by it and young married couples especially should receive a substantial measure of enjoyment in viewing it. The cast, headed by John Garfield, Anne Shirley and Claude Rains, is first-rate, as is Vincent Sherman's direction. It is a simple enough story. Garfield, who wants to go to the Philippines, is tricked into marrying Miss Shirley. Lack of money separates them, but finally they are reunited.

John Garfield, Anne Shirley, Claude Rains, Roscoe Karns, Lee Patrick, Dennie Moore, Berton Churchill.

Saturday's Children F Drama

RKO Radio (027) **60 Minutes** **Rel. Apr. 26, '40**

Lightweight backstage farce, this carries a substantial enough load of laughs to warrant consideration for most situations, despite a thin story line and a number of weaknesses in motivation. Alan Mowbray runs away with the comedy honors, topping a generally acceptable cast which also finds Donald MacBride carding plenty of chuckles. The picture marks Howard Benedict's debut into production ranks and also is a first for Director Frank Woodruff, imported from the radio field. Barbara Read, fledgling playwright, submits a manuscript to Mowbray and MacBride, stage producers, who regard it as so atrocious that they buy it—in order to frighten their only star, Helen Vinson, into signing a new five-year contract. To their amazement, however, she raves over it—and it turns out to be a hit.

Barbara Read, Alan Mowbray, Donald MacBride, Helen Vinson, Leona Maricle, Tom Kennedy, J. M. Kerrigan.

Curtain Call F Comedy

20th Century-Fox (037) **67 Minutes** **Rel. Mar. 29, '40**

The activities of the girls who live at Sherrington House range from romance to involvement in murder. They are all worldly wise, or seem to be. Not for one moment will the audience be led to believe that such an institution exists for other purposes than to make a low voltage film. Poorly acted and haphazardly directed, but, nevertheless sumptuously mounted, the film concerns itself with a blonde, man-crazy girl who finds herself involved with a gangster. He knocks off a road-house proprietor, getting himself mortally wounded in the process. The blonde bulldozes a doctor acquaintance into treating him. He dies. She involves the rest of the cast in the death. Eventually this works out plausibly. Joan Davis helps with a few moments of bright comedy.

Lynn Bari, Mary Ruth Hughes, Joan Davis, Henry Wilcoxon, Robert Lowery.

Free, Blonde and 21 F Melodrama

Warner Bros. (——) **98 Minutes** **Rel. Apr. 20, '40**

Pointing strongly toward capturing the interest of feminine audiences, the boxoffice strength of this re-make of "One Way Passage" depends on how well it succeeds in its objective. It ought to. As it stands, without having seen the original, it is a dramatic vehicle of a love predestined by events to an unhappy ending. The tragedy of doom hanging over the romance of Merle Oberon and George Brent carries with it considerable emotional appeal. The action takes place on a boat returning to San Francisco from China. Brent is an escaped prisoner on his way to San Quentin and death, in the custody of Pat O'Brien, a police officer; Miss Oberon has an incurable heart ailment. Both learn, without disclosing it, the other's fate. The theme is somewhat similar to Edmund Goulding's great directorial effort, "Dark Victory."

Merle Oberon, George Brent, Geraldine Fitzgerald, Pat O'Brien, Binnie Barnes, Frank McHugh, Eric Blore.

'Til We Meet Again F Drama

Republic (901) **92 Minutes** **Rel. Apr. 15, '40**

For sheer rip-snortin' action, spectacle, excitement and suspense this super-western with a historical background can stand up for comparison, and with every assurance of a favorable verdict, with any of the several others of its class which have proven so popular and profitable during recent seasons. Further, it displays so high a level of production, story, cast and direction excellence that it easily earns the designation of being the biggest and best ever made by Republic. That it will be a solid audience hit and a top grosser seems beyond doubt. With sweeping strokes and at a breath-taking clip it deals with the looting of Kansas during the early days of the Civil War by guerilla organizations while through this panoramic theme is woven a romantic story of three persons caught in its mad maelstrom. Raoul Walsh's direction is distinguished.

Claire Trevor, John Wayne, Walter Pidgeon, Roy Rogers, George Hayes, Porter Hall, Marjorie Main.

The Dark Command F Historical Drama

RKO Radio (033) **59 Minutes** **Rel. Apr. 5, '40**

To that gallery of westerns that give entertainment, action and a plausible story "Bullet Code" must be added. Here, as in other first rate productions, there is narrative coherence, skillful production, a clever plot, humor and the reliable gunplay. Here also are fisticuffs of the first order, supplied by George O'Brien. The performers handle their lines and act their parts expertly. Thinking he has accidentally killed a cowboy, O'Brien sets out to tell his purported victim's family. Arriving, he finds that a land grabber is dogging their footsteps with murder as his weapon. However, in good style, O'Brien sets the tangled mess straight, rounds up the culprits and delivers them into the sheriff's hands. It's well told and highly satisfactory. Directed by David Howard.

George O'Brien, Virginia Vale, Slim Whitaker, Howard Hickman, Robert Stanton.

Bullet Code F Western

SELLING ANGLES: **"On Their Own"**

The Jones Family's plunge into real estate offers numerous exploitation possibilities. Tie in with a realtor on "before-and-after" stills of the bungalow court which the Joneses renovate. Urge civic authorities to stage a "better homes" week in which your theatre and local merchants offer prizes for the best renovating jobs. Offer special inducements to bring about entire families for the show. Offer prizes for the largest families attending the showing, as well as a special prize for the largest family of Joneses.

CATCHLINES:

The Joneses Are Broke . . . But Full of Fun . . . So Watch Them Put Old Man Gloom on the Run.

Flat Broke . . . But Full of Fun . . . America's Favorite Family Is in a Jam Again. L

SELLING ANGLES: **"Free, Blonde and 21"**

First-day business should be the goal in the exploitation of this one. The cast is fairly well known and a few members are capable players, regrettably connected here with something that their talents rise above. Miss Davis is the only one who will give value for money exchanged. Work up a contest in your locality for the most beautiful blonde. Offer prizes for the best 100-word essay on "Do Gentlemen Prefer Them Free, Blonde and 21?" Have blondes and brunettes picket the theatre with copy supplied in the pressbook.

CATCHLINES:

They Share Stockings, Lipstick and Frocks . . . But Not Their Men.

A Good Little Sport or a Good Little Girl? . . . That's the Drama at This Hotel for Women.

SELLING ANGLES: **"Bullet Code"**

Where the exhibitor has a sure-fire line of exploitation for a western, he should use it without stinting. This one rates the effort. O'Brien is the type of cowboy that kids dream about. Give away his photograph. Tie in with sporting goods stores along physique-building lines. Plaster the lobby with still enlargements. Display saddles, chaps and other cowboy accoutrements. Get the newsstands that handle the western pulp fiction to plant handbills in the magazines.

CATCHLINES:

Riding, Fighting and Shooting . . . Your Favorite Western Player Is Coming Again.

Cheating Cheaters . . . Making Fools of Hard Hombres . . . He Saved the Ranch by Fair and Funny Methods.

SELLING ANGLES: **"One Million B. C."**

Decorating the marquee with replicas of pre-historic animals used in the picture should make an interesting exhibit. Contact organizations interested in pre-historic work for whatever data you may be able to display in the theatre and lobby. History teachers should be invited to attend, and window cards should be posted in all schools. Essays should not be overlooked. Newspapers should cooperate with stories and pictures, particularly if you can get a local authority on the subject to comment or be interviewed by newspapers after he has viewed the film. Ballyhoo trucks with animal replicas are among other tieup naturals.

CATCHLINES:

The Story of the Rock and Shell Clan of Pre-Historic Days.

Pre-Historic Animals in a Fight to Live.

Thrills and Action Among the Cliff Dwellers.

SELLING ANGLES: **"Curtain Call"**

In the absence of powerful star names, exploitation and advertising must be concentrated on Barbara Read, Alan Mowbray and the "every-minute-a-laugh" angle. If there is an amateur little theatre group in the neighborhood, invite its members to the first-night showing. As an added attraction, one of the little theatre's productions might be presented on the stage in conjunction with the picture. Stills showing Alan Mowbray with a shotgun can be planted with sporting goods supply stores.

CATCHLINES:

She Wrote a Harrowing Tragedy in Three Acts . . . Which Turned Out to Be Broadway's Greatest Laugh Hit.

They Thought Her Play Would Be a Sure-Fire Failure . . . But It Disappointed Them—By Making Money.

SELLING ANGLES: **"The Dark Command"**

The Claire Trevor-John Wayne team, seen previously in "Stagecoach" and "Allegheny Uprising," should dominate the marquee and advertising credits. List Walter Pidgeon and Roy Rogers in support. The Civil War background and re-enactment of the pillaging of Lawrence, Kas., suggests contests for students of local history classes, as well as a lobby display of Civil War relics, the search for which can be built into a first-class exploitation stunt.

CATCHLINES:

A Flaming Chapter in Our Country's Growth . . . When Brother Fought Brother . . . And Souls Were Seared With Hate.

The Story of Cantrell . . . Most Notorious Figure of His Time . . . And of the Woman Who Loved Him.

SELLING ANGLES: **"The Biscuit Eater"**

A story about dogs suggests almost innumerable exploitation stunts. Stage a "mongrel pet show" for your juvenile patrons, awarding blue ribbons to unpedigreed dogs only. Have the kids stage a street parade, before the show, with their pets. If there is a trained hunting dog around town, persuade his master to allow him to go through his paces in a demonstration on the theatre stage. Blow up the cover of the "Saturday Evening Post," in which the story appeared, for a lobby centerpiece.

CATCHLINES:

A No-Good Dog and a Couple of Kids . . . In a Story That Will Make You Glad You're Alive.

A Story of Kids and Dogs in the Deep South . . . That's the Surprise Hit of the Season.

SELLING ANGLES: **"Saturday's Children"**

John Garfield, Anne Shirley and Claude Rains are the names for the marquee. Invite all those who can establish that they were born on Saturday to see the picture as your guests. Set up a special two-for-one admission rate for young married couples and secure the reactions of a few of them for use in advertising copy. It might be advisable to cite the fact that the original story, a Pulitzer Prize winning play, was written by Maxwell Anderson. Stills showing Garfield and Miss Shirley bowling can be planted with local bowling alleys.

CATCHLINES:

They Might Be You . . . This Young Couple . . . Who Lost Happiness and Found It Again.

She Tricked Him Into Marriage . . . Destroyed His Ambitions . . . Then Re-Built Them Again.

SELLING ANGLES: **"'Til We Meet Again"**

Star values here are strong and should be widely utilized. Large cutouts of the leading players should adorn the lobby well in advance of picture. Arrangements should be made with the more reputable bars to feature "Paradise" cocktails which figure so prominently in the story. Tieups can be made with travel agencies featuring trips to Honolulu. The romantic angles should be heavily underlined in all publicity.

CATCHLINES:

A Love as Eternal as Time Itself.

Their Love, Doomed by the Fates, Defied the Future.

Short Subject Reviews

Aristocrats of Fashion

Al Bondy-New York 10 *Mins.*

This is a commercial short available free to first run, key city theatres. It was sponsored by a rayon manufacturer—The American Bemberg Co.—and in Technicolor, displays John Powers models who act out a sketch in which are shown the various and colorful costumes made from this material. The comment is good, the advertising plugs many and the appeal to feminine audiences unlimited. It endeavors to be informal and girlish, but advertising is a trifle too much in evidence.

The Singing Dude

Vitaphone 18 *Mins.*

The shortest musical horse opera in Technicolor on record. Dennis Morgan, running away from the sheriff, sings himself into the good graces of the B Bar X ranch. The local sheriff is suspicious. Morgan rides for the salvation of the ranch and the whole affair winds up with a song. The color is good. The action is regulation girl-boy-horse. Fuzzy Knight plays stooge, Lucile Fairbanks the romantic interest. Fair to middlin'.

International Revels

Universal 17½ *Mins.*

The usual international brand of variety entertainment is offered here without any particular distinction or deviation from the night club setting and type of presentation. Representatives from Hawaii, Russia, Italy, Spain, France and the American Indian do their third-rate stuff, singing dancing, etc.

Cross Country Detours

Vitaphone (Merrie Melody) 7 *Mins.*

Along about the middle of this cartoon a sign is shown in which the management excuses itself for the responsibility of the gags that are pulled. Such stuff is needless. This Technicolor item has plenty of fresh humor and should easily have the audience roaring. It is a comic tour of the national parks and works in "unnatural" history as it describes various places. It should hit audiences like a shot in the arm.

Flycasting

RKO Pathe (Sportscope) 9 *Mins.*

This is a particularly good sporting reel to attract all the Waltonians interested in seeing how it is done on the grand scale. The accompanying narrative makes it comprehensible to all. Big fish are caught by experts using first rate equipment in the places that most fishermen dream about. As a final sporting gesture a big trout is released after putting up a game fight. Definitely worth while.

No Parking

Vitaphone (Variety) 10 *Mins.*

The Grouch Club, in session, takes up the case of a dumb bunny who fell for the line of chatter given him by a friend when he was about to get a ticket for parking in a restricted area. It costs him more than paying the fine ever would have. And the police make him out to be a dangerous criminal. It's told with humorous relief that relies heavily on standard situations.

Excursions in Science No. 6

Al Bondy-G. E. 10 *Mins.*

Laboratory experiments which later are applied to practical use are interesting as they are detailed here. Among the problems attempted and executed are the preparation of delicate springs from fused quartz and the steps in the manufacture of sodium lamps for highway illumination. The last mentioned is particularly interesting. It is worth while and may be had free upon application to the distributor in New York.

Men Wanted

Vitaphone (Color Parade) 10 *Mins.*

This subject could easily run twice the length in which it is presented here and still be engrossing. It deals with the cities, industries, people and the like of Alaska. The emphasis in the narration is on how little man has penetrated the country. It is handsomely and interestingly filmed in color.

Information Please No. 8

RKO Pathe 10 *Mins.*

Ruth Gordon is the featured guest in this number. Kieran, Levant and Adams are also on hand as Fadiman pops the questions. Everyone concerned has a high old time which the audience will equally share. The queries range from wine-tasting to identifying an actor in the pose of a famous painting.

Tom Thumb Jr.

Universal 7½ *Mins.*

A first rate cartoon in every respect, this should give full satisfaction to children and adults. Its theme is the familiar Tom Thumb story and it concerns his escapades from such pursuers as a cat, a mousetrap, a family of geese and canned sardines. Well done and entertaining.

Pilgrim Porky

Vitaphone (Looney Tune) 7 *Mins.*

A parody on the crossing of the Mayflower, "Pilgrim Porky" has plenty of humor although there is evidence of a strain on the imagination for cartoon gags. The ship crosses with all sorts of ludicrous happenings. Good fun.

Romance in Rhythm

Vitaphone (Melody Master) 10 *Mins.*

Here is modern music played expertly and pleasantly by Carl Hoff and his orchestra. The vocals and novelty numbers are put over in good style by The Kidoodlers, the Three Randalls and Barry McKinley.

NEWSREELS

TUESDAY, APRIL 2

Movietone News, No. 59

Former Finnish foreign minister explains country's surrender; new French cabinet in Paris; Hull reports to Roosevelt on European situation; Duke and Duchess of Windsor visit French air force; King George on war rounds; Queen Elizabeth encourages women farm workers; Anthony Eden at Aldershot; "Mauretania" passes through Panama Canal; Italian-built ship for Sweden launched; Boys Club holds little sister contest; J. Edgar Hoover, Attorney General Jackson graduate G-Men; Queen Wilhelmina and Princess Juliana visit Holland flower show; Finnish minister to U. S. marries English girl in Virginia; Notre Dame football practice; London ping pong fans; Australian police high jinks.

News of the Day, No. 257

Spring floods in Pennsylvania; new French cabinet; French artillery in action; New Zealand troops in Egypt; Finnish foreign minister explains country's surrender; G-Men graduate; Finnish envoy weds; Boys Club contest; track meet at Garden; Notre Dame football workout.

RKO Pathe News, No. 74

Finnish surrender; Welles returns; LaGuardia dedicates seaplane base; new French cabinet; floods in Pennsylvania; British troops bathe; billiard champs demonstrate shots; track meet at Garden.

Paramount News, No. 62

Floods in Pennsylvania; pickets arrested after police clash in New York; Finnish envoy marries; tornado in Louisiana; Windsors visit French air force; Boys Club contest; Finland after war; Louis-Paychek bout; Notre Dame football team; track meet at Garden.

Universal Newsreel, No. 863

Finland at peace; French cabinet; Windsors visit French air force; floods; Welles returns; new seaplane base opens; G-Men graduate; Finnish envoy marries; Boys Club contest; Notre Dame footballers; track meet at Garden.

THURSDAY, APRIL 4

Movietone News, No. 60

Fleet sails for secret Pacific maneuvers; test torpedo boat in New Orleans; prepare San Francisco fair for opening; Farley hails prize-winning Tennessee mule; geese in Iowa; Chicago dog show; army plane over Grand Canyon; Kentucky Derby candidates; championship diving at Del Monte; juvenile boxing bouts.

News of the Day, No. 258

U. S. fleet sails for maneuvers; Army Day; Bob Hope in census sketch; French Foreign Legion off to war; Churchill assumes British war direction; Swedish flyers rescue icebound crew; kids boxing.

RKO Pathe News, No. 75

Start of census taking; fleet off to war games; torpedo boat trials on Lake Ponchartrain; Roosevelt and Dewey win Wisconsin primaries; Foreign Legion off to la guerre; coast fair prepares for opening; collegiate swim meet at Yale.

Paramount News, No. 63

Coast fair prepares for opening; test torpedo boat; fleet off to war games; Dewey, Roosevelt win Wisconsin primaries; Farley attends mule auction in Tennessee; badminton in Seattle; pari-mutuel betting adopted in New York; census taking in Washington, Colorado, south, California, etc.

Universal Newsreel, No. 864

Census; army planes over Grand Canyon; fleet sails for war games; floods in Pennsylvania; Foreign Legion off to war; test new torpedo boat; groom coast fair for opening; mule auction in Tennessee; Chicago dog show; girl diver in Del Monte exhibition; juvenile boxers.

"REBECCA" FORGING TOWARD "WIND'S" NICHE

AVERAGE IS 100%

BOSTON

Fenway—**Three Cheers for the Irish** (FN); **Double Alibi** (Univ) 70
Keith's Memorial—**Pinocchio** (RKO), 2nd wk.; **Ma! He's Making Eyes at Me** (Univ)..... 95
Loew's Orpheum—**Rebecca** (UA), 2nd wk.; **Outside the Three Mile Limit** (Col).....155
Loew's State—Same as Orpheum 150
Metropolitan—**Virginia City** (WB); **Calling Philo Vance** (WB) 130
Paramount—Same as Fenway 75

CHARLOTTE

Carolina—**Rebecca** (UA) 110
Imperial—**The Light That Failed** (Para't).... 80
State—**Showdown** (Para't) 120

CHICAGO

Apollo—**Of Mice and Men** (UA), 3rd wk.....100
Chicago—**Seventeen** (Para't), plus Orrin Tucker, Bonnie Baker on stage 135
Garrick—**Road to Singapore** (Para't), 3rd loop wk. 100
Oriental—**Gone With the Wind** (M-G-M), 11th wk. 200
Palace—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), 3rd wk. 90
Roosevelt—**I Take This Woman** (M-G-M).....100
State-Lake—**Slightly Honorable** (UA), plus stage show 90
United Artists—**Young Tom Edison** (M-G-M), 2nd wk. 90
Woods—Same as Oriental 250

CINCINNATI

Albee—**Pinocchio** (RKO), 2nd wk., held.....120
Capitol—**Virginia City** (WB), 2nd wk.....120
Keith's—**Sidewalks of London** (Para't).....120
Lyric—**Seventeen** (Para't) 110
Palace—**Road to Singapore** (Para't), held.....130
Shubert—**Dr. Ehrlich's Magic Bullet** (FN), held 110

CLEVELAND

Allen—**The House of Seven Gables** (Univ).... 90
Hippodrome—**Virginia City** (WB), 2nd wk..... 85
Palace—**The Man From Dakota** (M-G-M), plus Jimmy Fidler stage show 115
State—**Rebecca** (UA), 2nd wk. 120
Stillman—**Gone With the Wind** (M-G-M), 10th wk. 375

DALLAS

Capitol—**Isle of Destiny** (RKO), 1st part..... 85
Capitol—**Men Without Souls** (Col), 2nd part... 90
Capitol—**Village Barn Dance** (Rep), 3rd part.. 80
Majestic—**Pinocchio** (RKO) 135
Palace—**Too Many Husbands** (Col).....125
Rialto—**Man From Dakota** (M-G-M), 1st half..125
Rialto—**Ma! He's Making Eyes at Me** (Univ), 2nd half 110
Tower—**Rebecca** (UA), 2nd wk. 135

DENVER

Aladdin—**The Blue Bird** (20th-Fox); **Blondie on a Budget** (Col), after wk. at the Denver..100
Broadway—**Northwest Passage** (M-G-M); **Married and in Love** (RKO), 2nd wk. after a wk. at the Orpheum 120
Denham—**Adventure in Diamonds** (Para't); Jimmie Lunceford band 125
Denver—**Virginia City** (WB); **A Chump at Oxford** (UA) 135
Orpheum—**Pinocchio** (RKO), 2nd wk.; **Escape to Paradise** (RKO) 95
Paramount—**Congo Maisie** (M-G-M); **Bad Little Angel** (M-G-M) 125
Rialto—**Dr. Ehrlich's Magic Bullet** (FN), after a wk. at each the Denver and Aladdin; **Honeymoon Deferred** (Univ) 120

DETROIT

Adams—**Abe Lincoln in Illinois** (RKO), after wk. at Michigan; **Rancho Grande** (Rep).....100
Cinema—**Louise** (Mayer and Burstyn), 2nd wk.. 80
Fox—**My Little Chickadee** (Univ); **Free, Blonde and 21** (20th-Fox) 115
Michigan—**Virginia City** (WB); **The Farmer's Daughter** (Para't) 110
Palms-State—**Swiss Family Robinson** (RKO); **Road to Singapore** (Para't), after wk. at Michigan 90
United Artists—**Gone With the Wind** (M-G-M), 10th wk., first half 275
United Artists—**Northwest Passage** (M-G-M), 2nd half 150
Wilson—**Gone With the Wind** (M-G-M), 10th wk. 225

INDIANAPOLIS

Alamo—**Hidden Enemy** (Mono); **Pioneers of the West** (Rep) 75
Apollo—**Pinocchio** (RKO); **Ma! He's Making Eyes at Me** (Univ), 2nd wk.....110
Circle—**Seventeen** (Para't); **The Farmer's Daughter** (Para't) 105
Indiana—**Road to Singapore** (Para't); **Women Without Names** (Para't) 125
Loew's—**Rebecca** (UA); **Men Without Souls** (Col) 150
Lyric—**Shooting High** (20th-Fox), plus stage show with Edgar Kennedy in person. 80

Top Hits of the Week

GONE WITH THE WIND—
Cleveland 375
Pittsburgh 300
Detroit 275
Chicago 200
Philadelphia 165
REBECCA—
Providence 200
Los Angeles, Philadelphia.....175
Boston 155
IT'S A DATE—
Pittsburgh 200
PINOCCHIO—
Providence 200
ROAD TO SINGAPORE—
Providence 185

EXTENDED RUNS

Gone With the Wind, 17th wk., New York; 11th wk., Chicago, Philadelphia; 10th wk., Cleveland, Detroit; 9th wk., Pittsburgh.

Road to Singapore, 4th wk., New York; 3rd wk., Chicago, Los Angeles, Seattle.

Grapes of Wrath, 4th wk., Pittsburgh.

Three Week Runs: Earl of Chicago, Primrose Path, New York; Pinocchio, Of Mice and Men, Chicago; Strange Cargo, Seattle.

KANSAS CITY

Esquire—**The Blue Bird** (20th-Fox)..... 90
Midland—**Strange Cargo** (M-G-M); **The Ghost Comes Home** (M-G-M) 110
Newman—**Road to Singapore** (Para't), holdover 120
Orpheum—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), holdover..... 95
Tower—**Mutiny in the Big House** (Mono), plus stage show 95
Uptown—Same as Esquire 85

LOS ANGELES

Chinese—**House Across the Bay** (UA), **Earl of Chicago** (M-G-M) 110
Downtown—**Virginia City** (WB), 2nd wk..... 80
Four Star—**Rebecca** (UA) 175
Hillstreet—**Too Many Husbands** (Col), 2nd wk.; **Beware, Spooks!** (Col) 100
Hollywood—Same as Downtown 80
Pantages—**Too Many Husbands** (Col), 2nd wk.; **Five Little Peppers at Home** (Col).....100
Paramount—**Road to Singapore** (Para't), 3rd wk., plus stage show 85
State—Same as Chinese 130

MILWAUKEE

Palace—**Road to Singapore** (Para't); **Sidewalks of London** (Para't), 2nd wk.....100
Riverside—**Five Little Peppers at Home** (Col), plus **Wayne King** on stage 175
Strand—**The Farmer's Daughter** (Para't); **Tillie's Punctured Romance** (Para't), reissue..110
Warner—**It's a Date** (Univ); **Three Cheers for the Irish** (FN) 140
Wisconsin—**Strange Cargo** (M-G-M); **The Ghost Comes Home** (M-G-M) 130

MINNEAPOLIS

Aster—**Invisible Man Returns** (Univ); **Marines Fly High** (RKO) 90
Century—**Road to Singapore** (Para't), 3rd wk..100
Esquire—**Birth of a Nation** (SR) 150
Gopher—**Congo Maisie** (M-G-M) 100
Orpheum—**Pinocchio** (RKO), 2nd wk..... 80
State—**Virginia City** (WB) 125
World—**Sidewalks of London** (Para't), 2nd wk..100

NEW HAVEN

College—**Strange Cargo** (M-G-M); **Slightly Honorable** (UA), 2nd wk. 145
Loew-Poli—**Young Tom Edison** (M-G-M); **The Man Who Wouldn't Talk** (20th-Fox).....105
Paramount—**Road to Singapore** (Para't); **Parole Fixer** (Para't), 2nd wk. 100
Roger Sherman—**Virginia City** (WB); **Honeymoon Deferred** (Univ), 2nd wk. 90

FOR WEEK PRECEDING

College—**Earl of Chicago** (M-G-M); **Rancho Grande** (Rep) 65
Loew-Poli—**Strange Cargo** (M-G-M); **Slightly Honorable** (UA) 105
Paramount—**Road to Singapore** (Para't); **Parole Fixer** (Para't) 150
Roger Sherman—**Virginia City** (WB); **Honeymoon Deferred** (Univ) 110

NEW ORLEANS

Center—**Meet Dr. Christian** (RKO) 90
Globe—**He Married His Wife** (20th-Fox)..... 95
Lafayette—**Forgotten Girls** (Rep) 125
Liberty—**House of Seven Gables** (Univ).....100
Orpheum—**Pinocchio** (RKO), 2nd wk.....125
Saenger—**Virginia City** (WB) 150
State—**Rebecca** (UA) 150
Tudor—**Earl of Chicago** (M-G-M).....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 16th roadshow wk. 195
Capitol—**Broadway Melody of 1940** (M-G-M)..135
Criterion—**Earl of Chicago** (M-G-M), 3rd wk...150
Globe—**Human Monster** (Mono), 2nd wk.....100
Paramount—**Road to Singapore** (Para't), 3rd wk. plus stage show 155
Radio City Music Hall—**Rebecca** (UA), plus stage show 150
Rivoli—**It's a Date** (Univ), 2nd wk.....120
Roxy—**Primrose Path** (RKO), 2nd wk., plus stage show 120
Strand—**Virginia City** (WB), 2nd wk., plus stage show 120

OMAHA

Brandeis—**Too Many Husbands** (Col); **Men Without Souls** (Col) 125
Omaha—**Strange Cargo** (M-G-M); **The Ghost Comes Home** (M-G-M) 110
Orpheum—**Virginia City** (WB); **A Chump at Oxford** (UA) 125

PHILADELPHIA

Aldine—**The Blue Bird** (20th-Fox) 65
Boyd—**Rebecca** (UA) 175
Earle—**Gone With the Wind** (M-G-M), 11th wk. 165
Fox—**Road to Singapore** (Para't), 2nd wk.....115
Karlton—**Strange Cargo** (M-G-M), 2nd run, 2nd wk. 120
Keith's—**House Across the Bay** (UA), 2nd run. 80
Stanley—**Virginia City** (WB), 2nd wk.....100
Stanton—**My Little Chickadee** (Univ), 2nd wk..110

PITTSBURGH

Alvin—**It's a Date** (Univ) 200
Barry—**Village Barn Dance** (Rep); **Fire Over England** (UA), reissue 110
Fulton—**A Child Is Born** (WB) 120
Penn—**Virginia City** (WB) 125
Ritz—**Dr. Ehrlich's Magic Bullet** (FN), 2nd d. t. wk. 70
Senator—**Grapes of Wrath** (20th-Fox), 4th d. t. wk. 80
Stanley—**Pinocchio** (RKO) 90
Warner—**Gone With the Wind** (M-G-M), 9th wk. 300

PORTLAND, ORE.

Broadway—**Virginia City** (WB); **A Chump at Oxford** (UA), 2nd wk.....120
Liberty—**Primrose Path** (RKO); **The Saint's Double Trouble** (RKO) 110
Mayfair—**Strange Cargo** (M-G-M); **The Ghost Comes Home** (M-G-M), 2nd wk., after 2 wks. at United Artists 100
Orpheum—**Rancho Grande** (Rep); **Man From Montreal** (Univ) 110
Paramount—**Abe Lincoln in Illinois** (RKO); **Blondie on a Budget** (Col) 100
United Artists—**It's a Date** (Univ); **Zanzibar** (Univ), 2nd wk. 100

PROVIDENCE

Albee—**Pinocchio** (RKO); **Millionaire Playboy** (RKO) 200
Carlton—**Man From Dakota** (M-G-M); **Men Without Souls** (Col), 2nd wk. 40
Fays—**Shooting High** (20th-Fox), plus stage show 100
Majestic—**Virginia City** (WB) 150
State—**Rebecca** (UA); **Little Orvie** (RKO).....200
Strand—**Road to Singapore** (Para't); **Range War** (Para't) 185

SALT LAKE CITY

Capitol—**Green Hell** (Univ), plus stage show..100
Centre—**Road to Singapore** (Para't).....105
Rialto—**Pinocchio** (RKO), 2nd wk.....135
Roxy—**Flight at Midnight** (Rep); **Secret Four** (Mono), plus vaudeville 115
Studio—**Young Tom Edison** (M-G-M), 2nd wk..125
Utah—**Dr. Ehrlich's Magic Bullet** (FN); **Brother Rat and a Baby** (WB).....105

SEATTLE

Blue Mouse—**Strange Cargo** (M-G-M); **Free, Blonde and 21** (20th-Fox), 3rd wk..... 90
Fifth Avenue—**Star Dust** (20th-Fox); **Women Without Names** (Para't) 90
Liberty—**Rebecca** (UA), 3rd wk. 90
Music Box—**Road to Singapore** (Para't); **Oh Johnny, How You Can Love** 3rd wk..... 90
Orpheum—**Adventure in Diamonds** (Para't); **Viva Cisco Kid** (20th-Fox) 90
Palomar—**Virginia City** (WB) 100
Paramount—**Pinocchio** (RKO); **Little Orvie** (RKO), 2nd wk. 120

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Beware, Spooks!
Pleased on a double bill. While Joe E. Brown is not considered boxoffice any more, the younger set and kids like his dumb antics and will turn out to see him. Fri., Sat. Weather: Fair. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Golden Boy
Very nice but felt Barbara Stanwyck was miscast. Before you got through, you couldn't make up your mind either! Admission: 25-10. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Mr. Smith Goes to Washington
Played late, but still fair boxoffice. When Frank Capra makes a picture it means something. Audience reaction very favorable Attendance a little over Saturday-Sunday average Weather: Fair. Admission: 25-10. Small town patronage. Population: 876. Capacity: 165.—Walter J. Buchholtz, New Haven, New Haven, Mo.

First National

Smashing the Money Ring
Good picture of its type. Too many like this one and people won't get out. Business way off in spite of special price of 15 cents. Thursday. Weather: Cold. Rural patronage. Population: 1,300. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

We Are Not Alone
Good acting but it isn't entertainment. Sun., Mon. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Metro-Goldwyn-Mayer

Another Thin Man
This did not draw as well as I expected, although it was a nice program picture. Bill Powell and Myrna Loy combination always pleases 100 per cent though. Sun., Mon., Tues. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

At the Circus
More circus acts and less Marx Brothers would have been more interesting. I thought the trailer was misleading. Sun., Mon. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Babes in Arms
A swell picture. It ended too soon. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Babes in Arms
Good picture; however, too many spots in it where interest is not maintained for patrons. Mickey and Judy have quite a few admirers around here. Drew average. Sun., Mon. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,300. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Congo Maisie
Fair program picture. 'Nuf said. Attendance fair. Wed., Thurs. Weather: Cool. Admission: 25-10. Small town patronage. Population: 876. Capacity: 165.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Dancing Co-Ed
Played on a double bill with "Henry Goes Arizona." Both fine. Everyone who had seen Lana (Turner) before, came back for more—and Artie Shaw's band is well liked here. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Lady of the Tropics
Consider this one a weak sister. Not much interest shown. Business poor. Wed., Thurs. Weather: Fair. Admission: 35-15. Small town and rural patronage. Population: 2,500. Capacity: 500.—Beatty & Johnston, Capitol, Red Deer, Alberta, Canada.

Ninotchka
Most people were skeptical of this one, but they needn't have been, for it was a good picture. Goes to prove that Garbo is very attractive when she smiles. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Secret of Dr. Kildare
The best one of the present series which were all good. Business above average for mid-week showing, audience seemed to enjoy it a lot. Wed., Thurs. Weather: Snow and wet. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Paramount

Cat and the Canary, The
This is a perennial favorite and this team (Bob Hope-Paulette Goddard) got over good. Bob Hope helped this old story a lot. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Cat and the Canary, The
Very spooky and went over fair with my audience. Will not break any boxoffice records, but then they do not allocate it that way. I was more than satisfied with it during Holy week. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Disputed Passage
Those who read the story were well pleased. Many thought title misleading. Had an idea it would be like "Northwest Passage." Admission: 25-10. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Law of the Pampas
Used on a Friday one day along with a Style show with live models. Business good with no complaints and no comments. I think that it is no better or no worse than previous Hopalong Cassidys and just above the average western. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

RKO Radio

Bachelor Mother
A honey of a show. An outstanding boxoffice attraction. It's a real comedy that brought the laughs from start until the fadeout. Play this one by all means. Sun., Mon. Weather: Good. Admission: 15-10. General patronage. Population: 18,000. Capacity: 378.—Edelsteen Amusement Co., Homer, Hibbing, Minn.

That's Right, You're Wrong
This picture drew very well and the music especially pleased. Kay Kyser not any more of a star than Rudy Vallee and like him belongs on the radio. OK in single doses. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

That's Right, You're Wrong
A picture that will satisfy the Kyser fans, but apart from them it is just another picture and will not stand up to the publicity given it by its producers. Fri., Sat. Weather: Cold. Admission: 35-15. General patronage. Population: 750. Capacity: 320.—John E. Moore, Star, Coronation, Alta.

Republic

Jeepers Creepers
This is an ideal small town picture. They really ate it up. I wish they would make more like this one. Fri., Sat. Weather: Cold. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Mountain Rhythm
Another good western. Gene Autry usually brings them in for small towns. Fri., Sat. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Rovin' Tumbleweeds
Autry means rolling dollars in the till. We run Autry about once a month and he never fails to draw whatever the opposition. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

South of the Border
One of the biggest boxoffice naturals for the past three years. We opened a Saturday midnight show and we had a good turnout. Held it over for an extra day and played to three days outstanding business. Sun., Mon., Tues. Weather: Good. Admission: 20-15. General patronage. Population: 18,000. Capacity: 378.—Edelsteen Amusement Co., Homer, Hibbing, Minn.

20th Century-Fox

Charlie Chan in City of Darkness
About average Chan picture. Don't believe it quite as good as previous ones. However, still worth running, especially if population likes detective stories—and who doesn't? Tues., Wed. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,300. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Chicken Wagon Family
Why doesn't Fox give Jane some support by giving her better pictures for a change? That's all she needs, as she is a better boxoffice attraction than Shirley Temple here. Sat., Sun. Weather: Cold. Admission: 35-10. Rural patronage. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

Drums Along the Mohawk
A mighty fine picture. Drew above average crowd in spite of ground covered with three feet of snow. Nothing but praise from patrons. Color swell; we need more like this. Sun., Mon. Admission: 30-10. Rural patronage. Population: 1,300. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

United Artists

Four Feathers
Real good business on this. Opinions we found on it very different. We found the story rather difficult to follow as English pictures have poor sound. It's hard to get their dialogue. Mon., Tues. Weather: Mild. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

King of the Turf
Good show but no boxoffice draw. These horse race pictures do not seem to draw here. No boxoffice stars. Thursday. Weather: Cold. Admission: 15-10. General patronage. Population: 18,000. Capacity: 378.—Edelsteen Amusement Co., Homer, Hibbing, Minn.

Universal

Charlie McCarthy, Detective
Everyone likes "C. Mc," especially the kids. Did a fair business during "spring fever" weather when it takes plenty to draw them inside. Sun., Mon., Tues. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Destry Rides Again
Ran this picture five days and did over average business. This is really a good western. James Stewart has good style all of his own. Sorta reminds you of Will Rogers. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

First Love
Deanna Durbin has never been popular with us. But we did real well with this one. We had our annual spring fashion show and did SRO business. Sat., Sun. Weather: Rain. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Warner Bros.

Brother Rat and a Baby
"Brother Rat and a Baby" is a pleasing picture and assures an entertaining evening for your patrons. The child, Peter B. Good, is particularly appealing. Attendance a little above mid-week average. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 876. Capacity: 165.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Brother Rat and a Baby
A nice follow-up picture, although did not have the zip the first one had. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

And BOXOFFICE Seconds This Exhibitor's Idea

In his latest correspondence to BOXOFFICE in which he reports on a number of pictures for the Exhibitor Has His Say department, Walter J. Buchholtz, who operates the New Haven, New Haven, Mo., includes a message for exhibitors.

"Why don't more exhibitors take the time to report how pictures did for them to this column? If the exhibitors will read picture reviews carefully and leave the 'duds' alone, the industry will be helped wonderfully. The customers don't like rotten shows."

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Artists to Pick Queen of American Colleges

New York—Five prominent artists and illustrators will judge Paramount's All-American College Queen contest, now under way in colleges throughout the nation.

From the 48 girls (one from each state) chosen by McClelland Barclay, Russell Patterson, Jaro Fabry, Dean Cornwell and Armando, 12 will be selected by readers of "Movie" and "Radio Guide" to attend the world premiere of "Those Were the Days" at Galesburg, Ill., on May 21. Knox College will be the host.

Ear-Eye Catching Stunt For "On Dress Parade"

DETROIT—Ear and eye-catching was the exploitation stunt used by Gil Green, manager of the Annex, for "On Dress Parade."

At the end of the regular feature, the operator silenced the equipment as the first frames of the trailer for the forthcoming "On Dress Parade" were started. Two girls, appearing on the stage, went into a tap routine audible throughout the house. Their tapping led directly into the trailer.

Novelty of the stunt was enough to arouse interest in itself, but it had even a better psychological effect. Those about to leave the house at this point sat down again and saw the trailer through. They apparently expected some sort of stage show when they saw the dancers.

Many-Sided Campaign for "Pinocchio" in Philly

PHILADELPHIA—A mechanical man dressed as "Pinocchio," who rode around town on a donkey, started off a many-sided campaign for the Disney film arranged by Al Reh, Stanley, and the Warner publicity office. Stunts included:

Forty thousand leaflets distributed through Parkway Baking Co.; 50,000 photographs distributed through music stores and schools; banners on 60 United News trucks; picture books in United Cigar stores; children's coloring contest sponsored by the *Daily News;* 100,000 leaflets placed at subway stores, in a cooperative limerick contest; radio contest on WIP and plugs on other stations; study guides distributed at schools; displays at every Free Library branch building, and tieups with Gillette Razor Co., General Foods, Kate Smith's program and Duco paint stores.

And, a special screening for critics, to which they were asked to bring their kids —to get the youngsters' reaction.

Spin for "Date"

NEW HAVEN—John Hesse held up traffic in the Roger Sherman lobby here with this attention-getter: A six-foot wheel, bearing the days of the month, was mounted, and patrons were invited to spin for April 10, opening day of "It's a Date." Guest tickets were the prizes. The wheel had to be stopped for parts of the day to get the crowds moving.





Novelty in Poster—

How the Roxy in New York posterized "My Little Chickadee." The display is three-dimensional and made entirely of paper from dime-store materials.

Educational, Moral Value Of "Blue Bird" Stressed

HARRISONBURG, VA.—A direct mail campaign to leading ministers and educators emphasizing the educational and moral value of "The Blue Bird" proved an effective part of the exploitation used by Manager Jack W. Fretwell of the State.

In the letters to the principals, an essay contest was outlined with tickets provided for the winning essays. Three thousand heralds were used and paid for by ads sold to local merchants, carrying theatre and playdate credits.

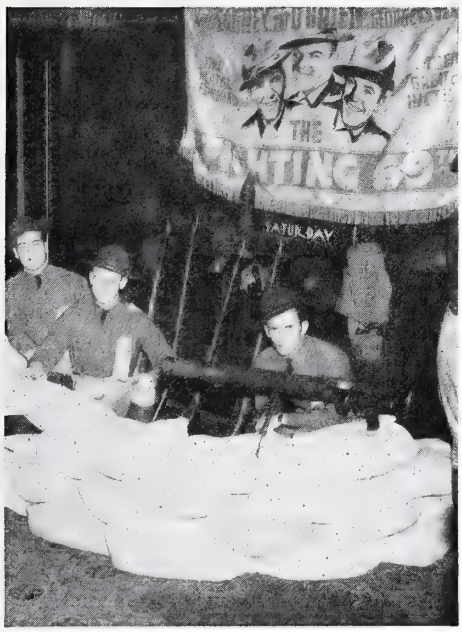
A special 40x60 lobby display emphasized the New York premiere and popular prices. Show cards and heralds were distributed throughout the county. A special six-sheet was posted on the side of the theatre a month in advance.

Martin Caracofe assisted Manager Fretwell.

Two Saddled Saw Horses In Window for "Destry"

SLATER, MO.—For "Destry Rides Again," Harold Sachse of the Kiva employed an empty window near the theatre in which he placed two saddled saw horses. A three-sheet cutout in the background carried the title, cast and playdate. A card between the saddles read, "Saddle up your troubles by seeing James Stewart and Marlene Dietrich clean up Bottle Neck in 'Destry Rides Again'."

Sachse had the local newspaper print up 500 cards, given at each break, that carried a safety pin at the top: "Just in case you cast aside all restraint and laugh off all your buttons, take this pin with you when you see, etc."



For the Fighters—

How Jack Truitt of the Electric Theatre, Kansas City, Kas., tied up with the Boy Scouts for an effective lobby display on "The Fighting 69th" which, incidentally, established a new Sunday record for the house.

By Dignifying His Show, He Offsets Competition

SYRACUSE, N. Y.—Facing strong opposition, Manager Gene Curtis of the Paramount strengthened his show, consisting of "Sidewalks of London" and "Women Without Names," by calling the bill Academy Award Week" and adding two award-winning shorts, "The Ugly Duckling" and "Sons of Liberty."

Throughout the week the campaign emphasized Vivien Leigh's work in "Gone With the Wind" and the fact she received the Academy award. For two weeks in advance, a large display of cutout letters sold this as a four-unit award show. Large gold-painted "Oscars" were used with the display. A special trailer on the same theme also was used.

Window displays were secured in a pet shop with baby ducks, the London Tie Shop and London Luggage Shop. Special reader interest in the newspapers was percolated "for the first time in history."

It Gets the Idea Across, Anyway

Chester, Pa.—Charles Crowley of the State put this in the papers under "Personals":

"The gent who laughed his pants off at Garbo in 'Ninotchka' last night may have same by calling at the State Theatre."

Another stunt was planting capsules in all drug stores with note inserted stating that "for a good laugh see . . ." and so on. His newspaper ads were teasers; entire copy was "Garbo laughs," and the ads increased in size from day to day until opening night.

Para't Making Sectional Awards for "Cyclops"

CHICAGO—Paramount plans a new-type national exploitation contest for its "Dr. Cyclops," whereby there will be sectional winners in every territory.

The winners in the various exchange areas, according to Allen Usher, district manager, and Jim Donohue, branch manager, will be awarded round-trip all-expense tours to the Paramount lot. Details will be announced later, with Carl Krueger, studio publicist, here for the next few weeks to work with circuit and independent exhibitor heads on their participation in the contest.

An Effect of Bigness in Display for "Cyclops"

DETROIT—Patrons of the Palms-State are confronted by an array of gigantic pencils, rulers, pens and books (each over six feet high) in the lobby as advance plugs for "Dr. Cyclops."

Display card points out: "This is the way normal articles of everyday use would appear if they were the Doctor's victims." A six-foot telephone and a three-foot inkwell help to carry out the general effect. Surmounting the display is a massive cutout of the "Doctor" with lighted green eyes. Manager Don Kuhn is responsible for it all.

Furnishes Towels to Dry Their Tears of Laughter

MANHATTAN, KAS.—For "My Little Chickadee," Barnes Perdue of the Carlton had a bunch of paper towels cut in half, and the remainders were mimeographed: "Save This Towel, you'll need it to wipe away the tears of laughter when you see West-Fields in 'My Little Chickadee'." These were distributed house-to-house the Saturday before opening.

NUGGETS

HERE is what Charles H. Ryan, who edits the Warner exploitation bulletin for Chicago, has to say about advertising:

"In advertising, you will find by experience that nothing but the truth will pay you. Try to make your offerings sound and attractive by sticking to what you honestly believe to be the truth about them. If you are truthful in your statements, you will gain your patrons' confidence, and they will believe what they read in your advertising."

●

Charles Pincus, manager of the Centre, Salt Lake City, Utah, discovered an old prairie schooner which was used in the 1850's on the trails between Salt Lake City and Omaha and used it as part of his campaign for "Virginia City." The wagon was bannered and driven through the street, calling attention to the show.

●

Paramount has made a tieup with Jefferson Machamer and the McNaught syndicate whereby Machamer's daily cartoon strip and Sunday feature will carry a three weeks' continuity revolving around Bob Hope and Paulette Goddard who appear in "The Ghost Breakers."

●

Six hundred young art students participated in the coloring contest on "Northwest Passage" conducted by the Stamford, Stamford, Conn., in cooperation with the local press and the board of education.

●

Trick newspaper copy was used by Fox's Strand in Milwaukee to advertise "The Farmer's Daughter" and "Tillie's Punctured Romance," an oldie. Half of the copy appeared upside down with the explanatory box, "Any way you look at it, this is the greatest comedy show of the year!"

TIME'S A WASTIN'!

. . . Pack them thar shootin' irons, pardner, an git agoin'!

NATIONAL CONVENTION

DALLAS, TEX., APR. 18-19-20

★ ★ ★

VARIETY CLUBS OF AMERICA



PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Blazing Six-Shooters..1205..(61) .....Apr. 4
Western. Co-owners of a ranch manage to outwit scheming real estate manipulators. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Blondie on a Budget..1014..(70).....Feb. 29
Comedy. Financial and domestic woes follow Blondie's decision to budget the Bumstead income. Penny Singleton, Arthur Lake. Director: Arthur Strayer.

Bullets for Rustlers..1204..(56).....Mar. 5
Western. A gang of rustlers are rounded up in time to save the life of the hero who masqueraded as one of them. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Convicted Woman..1034..(66) .....Jan. 31
Drama. An innocent girl, imprisoned, exposes the maladministration prevailing, through a newspaperman. Rochelle Hudson, Frieda Inescort, June Lang, Glenn Ford. Director: Nick Grinde.

Devil Is an Empress, The..(73).....Dec. 1
Drama. (In French). Portrays imperial intrigue during the reign of Catherine II, the rebellion of Poland, and the love of an Austrian Baron for the children of a former love. Francoise Rosay, Conrad Veidt.

Five Little Peppers at Home..1020..(60)....Feb. 8
Comedy. A mine cave-in reveals the rich copper vein for which all had been searching. Edith Fellows, Clarence Kolb. Director: Charles Barton.

Fugitive at Large..1026..(66) .....Dec. 7
Drama. A gangster, resembling a construction engineer, frames the latter in a payroll robbery, sending him to prison. Jack Holt, Patricia Ellis. Director: Lewis D. Collins.

His Girl Friday..1003..(92) .....Jan. 18
Comedy Drama. A star girl reporter uncovers important factors that win a condemned man a reprieve. Cary Grant, Rosalind Russell, Ralph Bellamy, John Qualen, Gene Lockhart. Director: Howard Hawks.

Lone Wolf Strikes, The..1019..(65).....Jan. 26
Mystery Drama. The Lone Wolf emerges from retirement to pursue a gang who have stolen a friend's pearl necklace. Warren William, Joan Perry, Eric Blore, Robert Wilcox, Astrid Allwyn. Director: Sidney Salkow.

Men Without Souls..1035..(62) .....Mar. 16
Melodrama. A parson who believes in rehabilitation becomes chaplain of a prison noted for brutality. John Litel, Rochelle Hudson, Barton MacLane. Director: Nick Grinde.

Music in My Heart..1018..(70) .....Jan. 10
Musical. A romance blooms when a young man, about to be deported, comes into the life of a girl just as she is about to marry a wealthy publisher. Tony Martin, Rita Hayworth, Alan Mowbray, Eric Blore, Andre Kostelanetz. Director: Joseph Santley.

My Son Is Guilty..33..(63) .....Dec. 28
Drama. An ex-convict gets a job in the police broadcasting station, but uses the job as a screen to carry on his gangster activities. Bruce Cabot, Jacqueline Wells, Harry Carey. Director: Charles Barton.

Outside the 3-Mile Limit..1027..(64).....Mar. 7
Melodrama. Counterfeiters are traced to a gambling ship. Jack Holt, Harry Carey, Sig Rumann. Director: Lewis D. Collins.

Pioneers of the Frontier..1212..(58).....Feb. 1
Western. The hero and his girl confound the gang trying to steal her property and dominate the settlers. Bill Elliott, Linda Winters. Director: Sam Nelson.

Taming of the West..1211..(54).....Dec. 7
Western. Law and order come to a prairie town. Bill Elliott, Iris Meredith. Director: Norman Deming.

Too Many Husbands..1004..(84) .....Mar. 21
Comedy Drama. A man thought drowned, returns to find his wife married to his best friend. Jean Arthur, Melvyn Douglas, Fred MacMurray. Director: Wesley Ruggles.

Two Fisted Rangers..1203..(61) .....Jan. 4
Western. The Sons of the Pioneers are planted as saloon entertainers to get evidence for the solution of two murders. Charles Starrett, Iris Meredith, Kenneth MacDonald. Director: Joseph H. Lewis.

First National

Castle on the Hudson..459..(77).....Feb. 17
Melodrama. A gangster doesn't let down a warden who believes in the honor system. John Garfield, Ann Sheridan, Burgess Meredith, Pat O'Brien. Director: Anatole Litvak.

Dr. Ehrlich's Magic Bullet..457..(101).....Mar. 2
Drama. A doctor's heart-breaking efforts and ultimate success in finding a cure for syphilis. Edward G. Robinson, Ruth Gordon. Director: William Dieterle.

Fighting 69th, The..451..(85) .....Jan. 27
Drama. A story of redemption on the battlefields of the World War. James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn. Director: William Keighley.

Four Wives..453..(110) .....Dec. 25
Drama. The "Four Daughters" become four wives, and the story depicts the family matters that concern each. Claude Rains, Jeffrey Lynn, Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page. Director: Michael Curtiz.

King of the Lumberjacks..(59).....Apr. 13
Outdoor Melodrama. A lumber crew boss marries a girl he befriends, discovers she loves another, and when about to kill them, relents and grants her a divorce. John Payne, Gloria Dickson, Stanley Fields. Director: William Clemens.

Mad Empress, The..481..(72) .....Dec. 16
Drama. The story of the sword-wrought and short-lived Mexican Empire from the standpoint of the tragically destined emperor and empress. Medea Novara, Lionel Atwill, Conrad Nagel. Director: Miguel C. Torres.

Private Detective..471..(55) .....Dec. 9
Comedy Melodrama. Sleuths and an amateur uncover a crooked lawyer's skullduggery activities. Dick Foran, Jane Wyman, Maxie Rosenbloom. Director: Noel Smith.

Return of Dr. X, The..464..(62).....Dec. 2
Mystery Drama. A supposed formula for synthetic blood returns the executed doctor to life, only to develop a mania for killing. Humphrey Bogart, Rosemary Lane, Wayne Morris. Director: Vincent Sherman.

Three Cheers for the Irish..465..(100)....Mar. 16
Comedy Drama. A veteran policeman forgives his daughter's marriage to a rookie, his successor, when the twins are born. Thomas Mitchell, Priscilla Lane, Dennis Morgan. Director: Lloyd Bacon.

Metro-Goldwyn-Mayer

And One Was Beautiful..32..(70).....Apr. 5
Melodrama. Released from prison after covering up for the girl he courted, the suitor marries the girl's less glamorous, but more honest sister. Robert Cummings, Laraine Day, Jean Muir. Director: Robert B. Sinclair.

Balalaika..17..(102) .....Dec. 29
Drama with Music. A cossack officer falls in love with a cafe singer, unaware that she is on the side of the revolutionists. Nelson Eddy, Ilona Massey, Charlie Ruggles, Frank Morgan, C. Aubrey Smith. Director: Reinhold Schunzel.

Broadway Melody of 1940..21..(100).....Feb. 9
Musical. A dancing team makes a bid for big time recognition. Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan. Director: Norman Taurog.

Congo Maisie..19..(70) .....Jan. 19
Comedy Drama. A girl and a young doctor, each escaping from something, are stranded and find romance and rehabilitation in the Congos. Ann Sothern, John Carroll, Rita Johnson. Director: H. C. Potter.

Dr. Kildare's Strange Case..30..(76).....Apr. 12
Drama. The treatment of a patient who is losing his mind, by administering insulin shock treatment. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

Earl of Chicago..18..(85) .....Jan. 5
Comedy Melodrama. A Chicago gangster inherits an English estate and goes to England to live, taking his lawyer along with him. Tragedy ensues when the latter tries to settle an old score with the gangster. Robert Montgomery, Edward Arnold, Reginald Owen, Gladys Blake. Director: Richard Thorpe.

Florian..29..(91) .....Mar. 29
Drama. Common ground in their love for a horse unites a groom and a duchess, after revolution in Austria, in New York. Robert Young, Helen Gilbert. Director: Edwin L. Marin.

Ghost Comes Home, The..27..(76).....Mar. 8
Comedy. Thought drowned, a man returning to his village triumphs over his wife and the townsmen who previously dominated him. Frank Morgan, Billie Burke, Ann Rutherford. Director: William Thiele.

Henry Goes Arizona..2..(67) .....Dec. 8
Comedy. Inheriting his murdered brother's ranch, the heir arrives in time to save an innocent man and expose the guilty one. Frank Morgan, George Murphy, Ann Morriss. Director: Edwin L. Marin.

I Take This Woman..26..(97) .....Feb. 2
Romantic Drama. A clinic doctor saves a girl from suicide and marries her although knowing she is still in love with another. Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor. Director: W. S. Van Dyke.

Joe and Ethel Turp Call on the President 14..(69) .....Dec. 1
Comedy Drama. A young couple see the president in behalf of a mailman dismissed from the service. Ann Sothern, William Gargan, Lewis Stone, Walter Brennan. Director: Robert Sinclair.

Judge Hardy and Son..16..(90) .....Dec. 22
Comedy. In which the irrepressible Andy tries to earn money for dates, but forgets his personal financial troubles when a crisis strikes the family. Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden. Director: George B. Seitz.

Lambeth Walk..22..(66) .....Jan. 26
Comedy. A Cockney inherits a title and nearly loses his girl friend while submitting to an "improvement" program. Lupino Lane, Sally Gray. Director: Albert de Courville.

Man From Dakota..24..(91) .....Feb. 16
Drama. An escaping prisoner of war sacrifices his life that his co-refugee and a girl may escape. Wallace Beery, Dolores Del Rio, John Howard. Director: Leslie Fenton.

Nick Carter, Master Detective..15..(60)..Dec. 15
Drama. The super sleuth salvages stolen airplane plans from foreign agents. Walter Pidgeon, Rita Johnson, Henry Hull, Donald Meek. Director: Jacques Tourner.

◎Northwest Passage..25..(115) .....Feb. 23
Drama. Stirring saga of bravery and hardships of early colonists. Spencer Tracy, Robert Young, Ruth Hussey. Director: King Vidor.

Shop Around the Corner..20..(100).....Jan. 12
Drama. A young man falls in love with an anonymous correspondent, and when they arrange to meet, learns she works in the same shop with him. Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut. Director: Ernst Lubitsch.

Strange Cargo..23..(113) .....Mar. 1
Drama. A desperado couple escape from a penal isle and encounter a spiritual influence. Joan Crawford, Clark Gable, Melvyn Douglas. Director: Frank Borzage.

◎Young Tom Edison..28..(82) .....Mar. 16
Biog. Comedy-Drama. The boyhood life of the great inventor in Port Huron, Mich. Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler. Director: Norman Taurog.

Monogram

Chasing Trouble..3917..(64) .....Jan. 30
Comedy Drama. A delivery boy cupid, who is an amateur graphologist, gets in and out of various exciting situations, including a spy ring and a murder. Frankie Darro, Marjorie Reynolds. Director: Howard Bretherton.

Cheyenne Kid, The..3962..(51).....Feb. 20
Western. Trapped by a disgruntled foreman whom he succeeded, a cowboy is helped by his girl and his pal. Jack Randell, Louise Stanley. Director: Raymond K. Johnson.

Covered Wagon Trails..3963..(53).....Apr. 10
Western. The cattlemen are convinced that settlers will not interfere with their business. Jack Randall. Director: Raymond Johnson.

Danger Ahead..3939..(56) .....Jan. 10
Action Drama. A robber gang's tieup with a trucking concern is exposed. James Newill, Dorothea Kent. Director: Ralph Staub.

East Side Kids..3924..(62) .....Feb. 10
Melodrama. Slum-raised children thwart a gang of counterfeiters. Vince Barnett, Dennis Moore. Director: Bob Hill.

Fatal Hour, The (Formerly Mr. Wong at Headquarters)..3909..(65) .....Jan. 15
Melodrama. Several murders and a profusion of clues give a smart girl reporter the opportunity to match wits with a group of slippery knaves. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Gentleman From Arizona..3912..(73).....Dec. 25
Drama. After the race horse, owned by his girl's father, is poisoned, the hero rides his own horse to victory in the sweepstakes, wins the girl and a job as foreman on her father's ranch. J. Farrell MacDonald, Joan Barclay, John King. Director: Earl Haley.

Hidden Enemy..3922..(63) .....Jan. 20
Melodrama. Newspaperman loses his job protecting a girl he thinks a spy. All is cleared when it develops she works with the G-Men. Warren Hull, Kay Linaker. Director: Howard Bretherton.

Human Monster, The..3916..(73).....Mar. 9
Melodrama. An insurance head, concealing himself as administrator of a home for the blind, kills various persons after having them insured. Bela Lugosi. Director: Walter Summers.

Lucky Texan, The..Reissue..(56).....Dec. 10
Western. "Lucky" returns to the West from college, in time to save a prospector and his daughter from two villians. John Wayne, George Hayes, Barbara Sheldon. Director: R. N. Bradbury.

Midnight Limited..3921..(61) .....Mar. 20
Melodrama. A series of robberies and murder on the Montreal-New York line are solved. John King, Marjorie Reynolds. Director: Howard Bretherton.

Murder on the Yukon..3940..(57).....Feb. 25
Western. A miser's death leads to the uncovering of a counterfeit ring. James Newill, Polly Ann Young. Director: Louis Gasnier.

Pioneer Days..3961..(53) .....Jan. 25
Western. Apprehension of express agent killers also leads to restoration of a stolen saloon to the heroine. Jack Randall, June Wilkins. Director: Harry Webb.

Rhythm of the Rio Grande..3953..(53).....Mar. 2
Western. Ranch fires are traced to an owner who wants his neighbors' lands. Tex Ritter, Susan Dale. Director: Al Herman.

Secret Four, The (Formerly Four Just Men) 3924..(79) .....Jan. 15
War Melodrama. An English-produced picture. Four men uncover a conspiracy to destroy Great Britain. Hugh Sinclair, Griffith Jones, Francis L. Sullivan, Frank Lawton, Anna Lee. Director: Walter Ford.

Son of the Navy..3902..(72).....Mar. 30
Comedy-Drama. A runaway orphan finds a sailor and a girl to adopt him. James Dunn, Jean Parker. Director: William Nigh.

Tomboy..(..) .....Apr. 5
Comedy-Drama. A mean uncle makes amends when his nephew tackles two tramps, saving his uncle from harm and retrieving his money. Jackie Moran, Marcia Mae Jones, Grant Withers. Director: Robert McGowan.

West of the Divide..Reissue..(55).....Dec. 10
Western. A cowboy tracks down his father's murderer and brings to justice a gang of cattle rustlers. John Wayne, George Hayes, Virginia Brown. Director: R. N. Bradbury.

Westbound Stage..3952..(56) .....Dec. 15
Outdoor Musical. Tex captures the gang responsible for his brother's death. Tex Ritter, Muriel Evans, Reed Howes. Director: Spencer Bennett.

Yukon Flight..3938..(58) .....Dec. 5
Action Drama. A plane crash exposes the theft of gold shipments. James Newill, Louise Stanley, Dave O'Brien, Karl Hackett. Director: Ralph Staub.

Paramount

Adventure in Diamonds..3928..(80).....Apr. 5
Melodrama. Diamond thieves who smuggle the gems out of South African mines are apprehended. George Brent, Isa Miranda. Director: George Fitzmaurice.

All Women Have Secrets..3914..(70).....Dec. 15
Drama. Problems that stem from student marriages. Virginia Dale, Joseph Allen jr., Jean Cagney, Peter Hayes. Director: Kurt Neumann.

Dr. Cyclops..3929..(79) .....Apr. 12
Melodrama. A mad scientist reduces living beings to diminutive proportions. Albert Dekker, Janice Logan. Director: Ernest Schoedsack.

Emergency Squad..3917..(58) .....Jan. 5
Action Drama. A girl reporter solves the mysterious accidents in a municipal tunnel project. William Henry, Louise Campbell, Richard Denning. Director: Edward Dmytryk.

Farmer's Daughter, The..3927..(60).....Mar. 29
Comedy. A summer theatre on her father's farm brings Martha romance, and when the star goes temperamental, success on the stage. Martha Raye, Charlie Ruggles, Gertrude Michael. Director: James Hogan.

Geronimo!..3918..(90) .....Jan. 12
Outdoor Drama. Historical version of the marauding Apache chief who terrorized the Southwest for many years after the Civil War, and his ultimate capture by the army. Preston Foster, Ellen Drew. Director: Paul H. Sloane.

Great Victor Herbert, The..3916..(92)...Dec. 29
Drama. Story of the life of the composer, bringing to the screen his famous, semi-classical melodies. Allan Jones, Mary Martin, Walter Connolly. Director: Andrew L. Stone.

Gulliver's Travels..3915..(74) .....Dec. 22
Technicolor Cartoon. Feature-length, fantasy cartoon, adapted from the Jonathan Swift classic. Singing Voices: Jessica Dragonette, Lanny Ross. Director: Dave Fleischer.

Knights of the Range..3923..(68).....Feb. 23
Western. Disgusted with his activities, a rustler joins the side of law and order, outwitting his old gang. Russell Hayden, Victor Jory, Jean Parker. Director: Lesley Selander.

Light That Failed, The..3921..(97).....Feb. 9
Drama. An artist, back from war in Egypt, struggles for fame and love, achieving the former as he goes blind. Ronald Colman, Walter Huston, Ida Lupino. Director: William A. Wellman.

Llano Kid..3913..(69) .....Dec. 8
Western with Music. Starting to impersonate the missing heir of a Mexican land-baron, the deceiver turns on his partner-in-crime. Tito Guizar, Alan Mowbray, Gale Sondergaard. Director: E. D. Venturini.

Night of Nights, The..3912..(87).....Dec. 1
Drama. A heartbroken playwright triumphs in a play of his own, when he meets his daughter after 20 years. A fatal heart attack follows his triumph. Pat O'Brien, Olympe Bradna, Roland Young. Director: Lewis Milestone.

Parole Fixer..3920..(64) .....Feb. 2
Melodrama. FBI work in rounding up criminals who are loosed by shyster lawyers and crooked parole boards. William Henry, Virginia Dale, Robert Paige. Director: Robert Florey.

Remember the Night..3919..(86).....Jan. 19
Drama. The assistant district attorney prosecutes the girl he loves who happens to be a jewel thief. Barbara Stanwyck, Fred MacMurray. Director: Mitchell Leisen.

Road to Singapore..3926..(84) .....Mar. 22
Comedy with Music. Two confirmed bachelors flee marriage and work but fall in love with the same girl on a South Sea island. Bing Crosby, Bob Hope, Dorothy Lamour. Director: Victor Schertzinger.

Santa Fe Marshal..3956..(68) .....Jan. 26
Western. The leader of a robber gang is exposed by a marshal who conceals his identity as a medicine show participant. William Boyd, Russell Hayden, Marjorie Rambeau. Director: Lesley Selander.

Seventeen..3924..(78) .....Mar. 1
Comedy. An adolescent's hectic courtship, financial troubles and his tragic defeat when the vamp leaves with another man. Jackie Cooper, Betty Field. Director: Louis King.

Showdown, The..3957..(64) .....Mar. 8
Western. A pal's cargo of race horses is saved from the bad men. William Boyd, Russell Hayden. Director: Howard Bretherton.

Sidewalks of London..3922..(84).....Feb. 16
Drama. The lives of London's "buskers," sidewalk entertainers. Charles Laughton, Vivien Leigh. Director: Tim Whelan.

Women Without Names..3925..(62).....Mar. 15
Melodrama. A bride breaks jail in time to free her unjustly accused husband from a murder charge. Ellen Drew, Robert Paige. Director: Robert Florey.

Republic

Days of Jesse James..953..(61).....Dec. 20
Western. Further adventures of Jesse James, and how a peace officer aids a railroad detective in cleaning up a frontier town. Roy Rogers, George Hayes, Pauline Moore. Director: Joseph Kane.

Forgotten Girls..920..(67) .....Mar. 15
Drama. Circumstances force a girl to escape prison, which she almost preferred to her former squalid life. A reporter enters her life and all is squared. Louise Platt, Donald Woods. Director: Phil Rosen.

Ghost Valley Raiders..991..(57) .....Mar. 26
Western. The man responsible for repeated stagecoach robberies is discovered. Donald Barry, Lona Andre. Director: George Sherman.

Heroes of the Saddle..963..(56) .....Jan. 10
Western. The three mesquiteers rescue the daughter of their pal who was killed, and other inmates from a mis-run orphanage. Robert Livingston, Raymond Hatton, Duncan Renaldo. Director: William Witney.

Hi-Yo, Silver..129..(65) .....Apr. 10
Western. The lone ranger frees a small town of an outlaw's rule. Lee Powell, Herman Briggs, Chief Thundercloud, Lynn Roberts. Directors: William Whitney, John English.

Money to Burn..917..(66) .....Jan. 4
Comedy. Pa Higgins as an advertising agency employe and Ma with a contest mania. Ma gets Pa fired so she can enter a contest promoted by his agency. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Pioneers of the West..964..(56).....Mar. 10
Western. The Three Mesquiteers rescue a wagon train from Indian attack; later save the group's land, and finally save their proceeds, realized by a cattle sale. Director: Les Orlebeck.

Rancho Grande..942..(66) .....Mar. 22
Western. The foreman trustee of a ranch saves it from a lawyer's clutches by bringing irrigation. Gene Autry, Smiley Burnette, June Storey. Director: Frank McDonald.

South of the Border..941..(70).....Dec. 15
Western. Federal agents quell an uprising in Mexico. Gene Autry, Smiley Burnette, Mary Lee. Director: George Sherman.

Thou Shalt Not Kill..916..(64).....Dec. 27
Drama. An innocent lad awaits the death penalty, while a priest, unable to violate the sanctity of the confessional, uses his influence to get the real killer to confess. Charles Bickford, Owen Davis jr., Doris Day, Paul Guilfoyle. Director: John H. Auer.

Village Barn Dance..919..(74).....Jan. 30
Musical Comedy Drama. The small-town girl is won by the handsome newcomer who also succeeds in regenerating the village skinflint. Richard Cromwell, Doris Day. Director: Frank MacDonald.

Wolf of New York, The..918..(69).....Jan. 26
Melodrama. A criminal lawyer becomes D. A. when a person he befriended is executed, though innocent. As D. A. he rounds up the guilty ones. Edmund Lowe, Rose Hobart, James Stephenson. Director: William McGann.

RKO Radio

A Bill of Divorcement..025..(74).....Apr. 12
Drama. The issues precipitated by divorce and hereditary insanity are met by a refined English family. Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Director: John Farrow.

Bullet Code..083..(59) .....Apr. 5
Western. A cattleman's efforts to make amends for a crime he thinks he committed but of which is innocent. George O'Brien, Virginia Vale. Director: David Howard.

Courageous Dr. Christian..030..(67).....Apr. 5
Drama. A doctor wins proper housing quarters for squatters only when an epidemic threatens the entire town. Jean Hersholt, Dorothy Lovett. Director: Bernard Vorhaus.

Escape to Paradise..945..(60) .....Dec. 22
Drama with Music. A highly imaginative South American youngster aids in furthering a romance between a tourist and the daughter of a ranchero. Bobby Breen, Kent Taylor, Marcia Shelton. Director: Erle Kenton.

Hunchback of Notre Dame, The..015..(114).Dec. 29
Drama. Medieval horror melodrama of the gypsy girl who is saved from a Paris mob by the Hunchback. Charles Laughton, Sir Cedric Hardwicke, Maureen O'Hara. Director: William Dieterle.

Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

Isle of Destiny..017..(83) .....**Mar. 8**
Drama. An aviatrix, compelled to fly contraband, is wrecked on an island and saved by her Marine brother, stationed nearby. William Gargan, Wallace Ford, June Lang. Director: Elmer Clifton.

Legion of the Lawless..082..(59).....**Jan. 5**
Western. A western lawyer rides into a frontier settlement in time to prevent a crooked element from gaining control of the town and selling out to the railroad. George O'Brien, Virginia Vale, Norman Willis. Director: David Howard.

Little Orvie..020..(66) .....**Mar. 1**
Comedy. An eight-year-old runs away when his parents deny him a dog for a pet. John Sheffield, Ernest Truex, Dorothy Tree. Director: Ray McCarey.

Marines Fly High..018..(68) .....**Feb. 2**
Action Drama. Marines, trapped in a Central American village, are rescued by one of their number. Richard Dix, Chester Morris, Lucille Ball, Steffi Duna. Director: Ben Stoloff.

Mexican Spitfire..016..(67) .....**Jan. 12**
Comedy. A hilarious mixup occurs when a friend impersonates a visiting English lord to help save a contract for the spitfire's husband. Lupe Velez, Leon Errol, Donald Woods. Director: Leslie Goodwins.

Married and in Love..014..(60).....**Jan. 19**
Drama. A professor, married to a plain wife, meets his old college love and is forced to decide between the two women. Alan Marshal, Barbara Read, Patric Knowles, Helen Vinson. Director: John Farrow.

Millionaire Playboy..022..(64) .....**Mar. 15**
Comedy. A tendency to hiccough in the presence of a pretty girl is cured for a millionaire when he is surrounded with beauties. Joe Penner, Linda Hayes. Director: Leslie Goodwins.

©Pinocchio..091..(80) .....**Feb. 23**
Feature Cartoon. The wooden puppet, after numberless adventures, is rewarded with a soul and life. Produced by Walt Disney.

Primrose Path..023..(95) .....**Mar. 22**
Drama. A girl-bride tries to escape the influence of an easy-moraled mother. Ginger Rogers, Joel McCrea, Marjorie Rambeau. Director: Gregory LaCava.

Reno..008..(73) .....**Dec. 1**
Drama. How a young lawyer put Reno on the map. Richard Dix, Gail Patrick. Director: John Farrow.

Saint's Double Trouble, The..021..(67)....**Jan. 26**
Melodrama. The Saint rounds up his double who had taken to diamond smuggling, embellished with murder. George Sanders, Helene Whitney, Bela Lugosi. Director: Jack Hively.

Swiss Family Robinson..019..(93).....**Feb. 16**
Adventure Drama. A family wrecked on an uninhabited island find peace thereon and decline to leave when the opportunity to do so appears. Thomas Mitchell, Edna Best, Freddie Bartholomew. Director: Edward Ludwig.

Vigil in the Night..007..(94).....**Feb. 9**
Drama. A study of British hospitals, with a story of one sister paying for the other's fatal mistake. Carole Lombard, Brian Aherne, Ann Shirley. Director: George Stevens.

20th Century-Fox

Barricade..026..(71) .....**Dec. 8**
Melodrama. A girl and a newspaperman battle death when caught in the U. S. consulate during the invasion of China.

Blue Bird, The..025..(83) .....**Mar. 22**
Fantasy. The blue bird of happiness is pursued through past and future, only to be found at home. Shirley Temple. Director: Walter Lang.

Charlie Chan in Panama..035..(68).....**Mar. 1**
Melodrama. Chan foils an attempt to blow up the Panama Canal. Sidney Toler, Jean Rogers. Director: Norman Foster.

Charlie Chan in the City of Darkness 021..(74) .....**Dec. 1**
Mystery Melodrama. Murder during a Paris blackout engages Chan's attention. Sidney Toler, Lynn Bari, Harold Huber. Director: Herbert I. Leeds.

Cisco Kid and the Lady, The..012..(74)...**Dec. 29**
Outdoor Drama. O. Henry's mythical caballero and badman, saves a baby and a gold mine. Cesar Romero, Marjorie Weaver, Robert Barrat. Director: Herbert I. Leeds.

City of Chance..027..(56).....**Jan. 12**
Drama. A Texas girl, star reporter on a metropolitan newspaper, is assigned to expose a gambling establishment, only to learn the owner is her girlhood sweetheart. Lynn Bari, C. Aubrey Smith, Donald Woods. Director: Ricardo Cortez.

Everything Happens at Night..029..(77)..Dec. 22
Comedy Drama. Intrigue and romance take to skiis in this story of a political refugee in Switzerland hounded by two American reporters who make love to his daughter. Sonja Henie, Ray Milland, Robert Cummings. Director: Irving Cummings.

Free, Blonde and 21..037..(67).....**Mar. 29**
Drama. A fellow doctor exposes an unscrupulous young woman as a gangster's pal before his friend falls in love with her. Lynn Bari, Henry Wilcoxon. Director: Ricardo Cortez.

Grapes of Wrath, The..040..(128).....**Mar. 15**
Drama. The story of California's half-million migratory workers. Henry Fonda, Jane Darwell. Director: John Ford.

He Married His Wife..023..(83) .....**Jan. 19**
Drama. A divorced husband tries to marry his ex-wife off to a former admirer to save himself alimony, but realizes he still loves his wife and marries her himself. Joel McCrea, Nancy Kelly, Roland Young. Director: Roy Del Ruth.

High School..028..(74) .....**Jan. 26**
Comedy. The cocky daughter of a wealthy rancher is reformed by her schoolmates. Jane Withers, Joe Brown jr. Director: George Nicholls jr.

Honeymoon's Over, The..024..(70).....**Dec. 15**
Comedy Drama. Tribulations of newlyweds who do not choose friends wisely. Stuart Erwin, Marjorie Weaver. Director: Eugene Forde.

Inspector Hornleigh on a Holiday..022..(77)..Dec. 1
Comedy Melodrama. Inspector Hornleigh and his aide investigate an insurance racket involving the disappearance of corpses from a London hospital. Gordon Harker, Alastair Sim, Linden Travers. Director: Walter Forde.

Little Old New York..031..(100).....**Feb. 9**
Historical Melodrama. The daughter of his backer keeps her father interested in Robert Fulton's invention of the steamboat. When it is a success a lover's tangle is straightened out. Richard Greene, Alice Faye, Fred MacMurray, Brenda Joyce. Director: Henry King.

Man Who Wouldn't Talk..1030..(74).....**Feb. 2**
Drama. A man avenges his unjust court martial by the murder of a noted financier who framed an espionage charge against him. Lloyd Nolan, Jean Rogers. Director: David Burton.

Star Dust..036..(85) .....**Apr. 5**
Comedy-Drama. A talent scout's discovery and development of a film star. Linda Darnell, John Payne. Director: Walter Lang.

©Swanee River..017..(84) .....**Jan. 5**
Musical Drama. Based on the life of Stephen Foster; introduces his songs and shows in sequence how each was conceived and written. Don Ameche, Andrea Leeds, Al Jolson. Director: Sidney Lanfield.

They Came by Night..033..(73).....**Feb. 23**
Melodrama. A band of high-powered jewel thieves meet their nemesis when they endeavor to make an appraiser one of their number. Will Fyffe. Director: Harry Lachman.

Viva Cisco Kid..039..(65) .....**Apr. 12**
Outdoor Drama. Father of a beautiful girl is rescued from a gang of bad men. Cesar Romero, Chris-Pin Martin, Jean Rogers. Director: Norman Foster.

Young as You Feel..032..(58).....**Feb. 16**
Comedy. Pa Jones tries retiring but finds it hard to enjoy himself and is glad to get back his drug store. Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason. Director: Malcolm St. Clair.

United Artists

A Chump at Oxford..(63) .....**Feb. 16**
Comedy. Two street cleaners are rewarded for apprehending a bank robber by being sent to college from where they are glad to get back to their jobs. Laurel and Hardy. Director: Alfred Goulding.

House Across the Bay..(74).....**Mar. 1**
Melodrama. An underworld biggie's wife has him imprisoned to save him from death at the hands of rivals. Joan Bennett, George Raft, Walter Pidgeon, Gladys George. Director: Archie Mayo.

Lion Has Wings, The..(76).....**Jan. 19**
Propaganda. The British raid on the Kiel canal highlights this depiction of the Royal Air Force's war activities. Merle Oberon, Ralph Richardson. Directors: Michael Powell, Brian Desmond Hurst, Adrian Brunel.

My Son, My Son..(115) .....**Mar. 22**
Drama. The depths of a love with which he but toyed, awaken a wastrel to redeeming himself. Madeleine Carroll, Brian Aherne, Louis Hayward. Director: Charles Vidor.

Of Mice and Men..(104) .....**Jan. 12**
Drama. A social study focused on a dim-witted Samson, who occasions grief for the one friend who understands him. Burgess Meredith, Betty Field, Lon Chaney jr., Charles Bickford. Director: Lewis Milestone.

One Million B. C...(78) .....**Apr. 5**
Fantasy. Two prehistoric tribes, faced by a monster, their common enemy, discover the value of cooperation. The story is told flashback by a scientist, deciphering cave carvings. Victor Mature, Lon Chaney jr. Director: Hal Roach.

©Over the Moon..(78) .....**Mar. 29**
Comedy. Sudden wealth takes the heiress from her fiance, but the mad whirl is not satisfying and she returns to him. Merle Oberon, Rex Harrison. Director: Thornton Freeland.

Raffles (71) .....**Dec. 29**
Comedy Melodrama. The story of a man who couldn't resist stealing jewels and who gloried in outwitting the police. David Niven, Olivia de Havilland, Dudley Digges, Lionel Pape. Director: Sam Wood.

Rebecca..(127) .....**Apr. 12**
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Slightly Honorable (formerly Send Another Coffin)..**(83)** .....**Dec. 22**
Melodrama. A lawyer starts a one-man crusade against a racketeering highway bill, and clears up the case when he solves the murder of a big politician. Pat O'Brien, Ruth Terry, Claire Dodd, Edward Arnold. Director: Tay Garnett.

Universal

Charlie McCarthy, Detective..4011..(77)....**Dec. 22**
Comedy. Bergen and McCarthy are invited to entertain guests at the home of a millionaire publisher, but find themselves with a murder mystery on their hands. Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Robert Cummings, Constance Moore. Director: Frank Tuttle.

Danger on Wheels..4055..(60) .....**Feb. 2**
Action Drama. A racing driver wins the girl when he proves the value of her father's new motor on the track. Richard Arlen, Andy Devine, Peggy Moran. Director: Christy Cabanne.

Destry Rides Again..4002....(94).....**Dec. 29**
Action Drama. A saloon entertainer sacrifices her life to help the man representing the law. Marlene Dietrich, James Stewart, Brian Donlevy. Director: George Marshall.

Double Alibi..4034..(60) .....**Mar. 1**
Mystery Melodrama. A reporter, blamed for three killings, clears himself and traps the real culprit. Wayne Morris, Margaret Lindsay, William Gargan. Director: Philip Rosen.

Framed..4032..(60) .....**Feb. 23**
Melodrama. A newspaperman's girl frees him from a false murder charge. Frank Albertson, Jerome Cowan, Constance Moore. Director: Harold Schuster.

Green Hell..4041..(87) .....**Jan. 26**
Drama. The thrilling experiences of an expedition party along the Amazon which faces hostile natives. Douglas Fairbanks jr., Joan Bennett, John Howard, Alan Hale. Director: James Whale.

Half a Sinner..4040..(61) .....**Apr. 5**
Comedy Romance. A school teacher, driving off in someone else's car picks up a hitch-hiker and her adventures begin. Heather Angel, John King. Director: Al Christie.

Honeymoon Deferred..4038..(59) .....**Feb. 16**
Comedy Drama. An insurance detective solves the mysterious death of the head of his company. Edmund Lowe, Margaret Lindsay, Elisabeth Risdon. Director: Lew Landers.

House of Seven Gables..4013..(89).....**Apr. 12**
Drama. A money-mad man is caught in the same trap he set for another. Margaret Lindsay, George Sanders, Vincent Price. Director: Joe May.

Invisible Man Returns, The..4009..(81)....**Jan. 12**
Mystery Melodrama. A fantastic tale of an innocent man, sentenced to hang, who is rendered invisible by a doctor and escapes prison to seek the real murderer. Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton. Director: Joe May.

It's a Date..4001..(102) .....**Mar. 22**
Comedy with Music. Feigning a love affair saves a coveted role in a play for Deanna when her mother was reaching for the part. Deanna Durbin, Kay Francis, Walter Pidgeon. Director: Walter Seiter.

Laugh It Off..4026..(63) .....**Dec. 1**
Musical. A show by a group of down-and-out showgirls saves a gambling friend's night club, ruined by a raid. Constance Moore, Johnny Downs, Cecil Cunningham, Edgar Kennedy. Director: Albert S. Rogell.

Ma! He's Making Eyes at Me..4022..(61)..Mar. 15
Comedy. A fashion publicist falls in love with show girl he built up, and was about to marry off to another. Tom Brown, Constance Moore. Director: Harold Schuster.

Man From Montreal..4054..(60) .....**Dec. 8**
Action Drama. Hi-jackers frame a fur trapper but the Mounties save the day. Richard Arlen, Andy Devine, Kay Sutton. Director: Christy Cabanne.

Missing Evidence..4028..(64) .....**Dec. 15**
Melodrama. A counterfeit ring dealing in lottery tickets is smashed. Preston Foster, Irene Hervey, Chick Chandler. Director: Phil Rosen.

My Little Chickadee..4004..(84) .....**Feb. 9**
Comedy. A series of evictions from towns out west ends for the heroine when she gets the bandits to return the loot gathered in coach holdups. Mae West, W. C. Fields, Joseph Calleia. Director: Edward Cline.

Oh, Johnny, How You Can Love..4021..(63) Jan. 5
Drama. A romance that started on a highway is continued after the young couple escape captivity by bandits. Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek. Director: Charles Lamont.

Riders of Pasco Basin..4062..(57) .....**Apr. 5**
Western. The ranchers money, gathered for a crooked irrigation project, is retrieved. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

West of Carson City (formerly Galloping Kid) **4061..(55)** .....**Jan. 19**
Western. Law and order are restored to a western town after a crooked gambler and his gang are captured. Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran. Director: Ray Taylor.

Witness Vanishes, The..4027..(66) .....**Sept. 22**
Melodrama. A publisher avenges himself on four who railroaded him to an insane asylum. Edmund Lowe, Wendy Barrie, Barlowe Borland. Director: Otis Garrett.

Zanzibar..4025..(69) .....**Mar. 8**
Drama. A shipboard acquaintance saves a woman explorer and helps her obtain the relic she was commissioned to get. Lola Lane, James Craig, Eduardo Ciannelli. Director: Harold Schuster.

Warner Bros.

British Intelligence..416..(60) .....**Jan. 20**
Melodrama. A spy story climaxed by bombs and an air raid. Margaret Lindsay, Boris Karloff. Director: William Clemens.

Brother Rat and a Baby..406..(87).....**Jan. 13**
Comedy. A pal only succeeds in muddling the chances his friend has of heading the college football team. Priscilla Lane, Jane Bryan, Jane Wyman, Wayne Morris. Director: Ray Enright.

Calling Philo Vance..420..(62) .....**Feb. 3**
Mystery Drama. The stealing of airplane plans by foreign agents is uncovered. James Stephenson, Margot Stevenson. Director: William Clemens.

Granny Get Your Gun..421..(60).....**Feb. 10**
Comedy Drama. A pioneer tracks down the guilty gambler when her grand-daughter is hauled into court on a murder charge. May Robson, Harry Davenport, Margot Stevenson. Director: George Amy.

Invisible Stripes..408..(75) .....**Dec. 30**
Melodrama. An ex-convict tries to make things easier for his younger brother, but gets shot when he double crosses his gang to save the boy from prison. George Raft, Jane Bryan, Humphrey Bogart, William Holden. Director: Lloyd Bacon.

It All Came True..407..(97).....**Apr. 6**
Comedy-Drama. The son and daughter of partners who run a boarding house fall in love and the boarders remove the temporary obstacles. Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, ZaSu Pitts. Director: Lew Seiler.

Virginia City..404..(120) .....**Mar. 23**
Historical Western. Opposing Civil War officers vie for military objectives and for a western belle. Errol Flynn, Miriam Hopkins, Randolph Scott. Director: Michael Curtiz.

State Rights

American Gang Busters (A)..(60)..Times Pictures
Documentary. Assorted clips tracing the careers of such criminals as Clyde Barrow, John Dillinger, Machine Gun Kelly, Pretty Boy Floyd, Bruno Hauptmann, Alvin Karpis. 4-40

Bad Boy..(66) .....**Gateway**
Melodrama. A small town boy becomes a big time racketeer only to meet the fate of all racketeers. Johnny Downs, Rosalind Keith, Helen MacKellar. Director: Herbert Mayer. 1-40

Black Eyes..(72) .....**Alliance**
Drama. A waiter rears his daughter to believe that he is a business man, so she can be brought up in luxury. Mary Maguire, Otto Kruger, Walter Rilla. Director: Herbert Brenon. 1-40

Death Rides the Range..(58).....**Colony**
Western. Investigating an expedition that is masking espionage activities, Maynard and his pals also clean up a range war and save a helium supply. Ken Maynard, Fay McKenzie. Director: Sam Newfield. 2-40

Face Behind the Scar, The..(71).....**Alliance**
Mystery Drama. An innocent fugitive returns but is hounded by the man who married his fiancee. Justice ultimately prevails. Griffith Jones, Rosalyn Boulter. 4-40

Fight for Life, The..(69).....**U. S. Film Service**
Documentary Drama. A young doctor develops into a skilled obstetrician and queries the world on the ills and vile conditions in which maternal welfare still exists. Pare Lorentz produced. 4-40

Flaming Lead..(57) .....**Colony**
Western. Aid comes to a girl ranch owner who is combating rustlers. Ken Maynard, Eleanor Stewart. Director: Sam Newfield. 12-39

Goose Step..(90).....**Oct. 15..P-D-C**
Drama. A brave German organizes anti-Nazi forces. Roland Drew, Steffi Duna. Director: Sherman Scott. 12-39

Headleys at Home, The..(60).....**Standard**
Comedy Drama. A hired impersonator turns out to be a bank robber, embarrassing friend wife to no end. Grant Mitchell, Evelyn Venable, Benny Rubin. Director: Chris Beute. 11-39

Hell's Angels..reissue..(100) .....**Astor**
Action Drama. Air battles in the World War intersperse the romance. Ben Lyon, James Hall, Jean Harlow. 2-40

Horrors of War (A)..(51) .....**Merit Pictures**
Drama. Several war scenes accenting the ravages. 4-40

Ireland's Border Line..(65).....**Regal**
Comedy. An itinerant encounters a man and woman crook somewhere between northern and southern Ireland. Jimmy O'Dea, Myrette Morven. Director: Harry O'Donovan. 12-39

Invisible Killer, The..(61) .....**Nov. 14..P-D-C**
Drama. The town's leading reformer faces a murder charge. Grace Bradley, Roland Drew, Alex Callam, Frank Coletti. Director: Sherman Scott. 12-39

Keep Punching..(81)..M-C Pictures.....**Dec. 15**
All-Negro Drama. A lad seeking a fighting career in the big city, meets an old friend. The "friend" tries to poison his drink but someone else gets the drink and the lad wins. Henry Armstrong, Mae Johnson, Willie Bryant, Canada Lee. Director: John Clein. 1-40

Killers of the Wild..(58) .....**Times**
Outdoor Drama. Story of a group of people who live outdoors. Joan Valeria, James Bush. 4-40

Lost on the Western Front..(62).....**World**
Melodrama. A soldier foregoes the intention to kill his successful and unscrupulous rival in love. Paul Cavanagh, Marcelle Chantal. 3-40

Mercy Plane..(58) .....**P-D-C**
Drama. The pilot who was to fly the "Mercy Plane" which was stolen, sends out a false S. O. S. to trap the man suspected of stealing planes and selling them to a foreign government. James Dunn, Frances Gifford, William Pawley. Director: Richard Harlan. 1-40

Mill on the Floss, The..(80).....**Standard**
Drama. Tragedy follows the antagonism between two families. Geraldine Fitzgerald, Frank Lawton. Director: Tim Whelan. 12-39

Mystery in Swing..(76).....**International**
All-Nego Melodrama. A reporter finds the girl who kills the swing band leader. Monte Hawley, Marguerite Whitten. Director: Arthur Dreifuss. 3-40

North Sea Patrol..(65) .....**Alliance Films**
Drama. The Royal Navy waylays a band of spys through the commander of a destroyer. Geoffrey Toone, Judy Kelly, Clifford Evans. 2-40

One Dark Night..(Negro)..(81).....**Sack**
Comedy with Music. The lazy head of a family leaves after a dispute, but discovers a mine out west and returns to establish himself in a night club. Manton Moreland, Betty Treadville. Director: Leo C. Popkin. 1-40

One Night in Paris..(74) .....**Alliance**
British Mystery Drama. A French producer is murdered on the opening night of his play. The murder is solved before the play closes. John Lodge, Judy Kelly, Hugh Williams. Director: Walter Summers. 1-40

Outsider, The (A)..(90) .....**Alliance**
Drama. Blocked by the medical profession, the inventor of a machine eventually cures a crippled girl. George Sanders, Mary Maguire. 4-40

Phantom Rancher..(61) .....**Colony**
Western. Maynard has to pose as a phantom rider to bring help to the farmers in a valley near his ranch. Ken Maynard, Dorothy Short. 4-40

Pocomania..(65) .....**Dec. 1..Lenwal**
All-Negro Drama. Filmed on the island of Jamaica, the plot deals with a jealous girl, who uses voodooism to gain control of land left to her sister by their father. Sisterly love reunites the two. Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington. Director: Arthur Leonard. 1-40

Riders of the Sage..(53).....**Metropolitan**
Western. A range war, with the sheep men trying to rout the cattle men. Bob Steele, Claire Rochelle, Ralph Hoopes. 1-40

Second Bureau..(60) .....**Film Alliance**
Spy Drama. A German girl spy trails a French spy agent. They fall in love, admit their identities, and plan to resign and marry. But the girl is shot as a traitor. Marta Labarr, Charles Oliver. Director: W. Victor Hanbury. 1-40

Son of Ingagi..(66) .....**Sack**
All-Negro Melodrama. A laboratory-created monster kills his woman doctor captor and several others before the place is burned down. Alfred Grant, Daisy Bufford. Director: Richard C. Kahn. 4-40

Songs and Saddles..(67) .....**Alexander**
Western. A cowboy hides his friend, a ranch owner, and then rounds up the gang who believe their attempt to kill the rancher was successful. Gene Austin, Lynne Berkley. Director: Harry Fraser. 1-40

Spies of the Air..(78) .....**Alliance**
Mystery Drama. The British Intelligence, by the process of elimination, uncovers the traitor who has been stealing aeronautic plans. Barry K. Barnes, Roger Livesey, Joan Marion, Basil Radford. Director: David MacDonald. 1-40

Straight Shooter..(54) .....**Principal**
Western. Concealed bonds are recovered for the heroine. Tim McCoy, Julie Sheldon. Director: Sam Newfield. 1-40

Straight to Heaven..(56) .....**Domino**
All-Negro Drama. A chemist uncovers a canned goods racket in Harlem, but is framed by the guilty parties and sent to jail. His wife and lawyer friend continue the crusade until the head mobster is exposed. Nina Mae McKinney, Jackie Ward, Stanley Harrison, Percy Verwayne, Lionel Monagas. Director: Arthur Leonard. 1-40

Trigger Fingers..(55) .....**Victory**
Western. A G-man tracks down the rustlers. Tim McCoy, Ben Corbett, Joyce Bryant. 1-40

Two's Company..(68).....**Times Pictures**
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Vengeance of the Deep..(70).....**Astor**
Drama. Two men on a South Sea island forgetting the same girl, meet a new girl with whom they fall in love anew. Lloyd Hughes, Shirley Ann Richards. 3-40

Foreign Dialogue

Baker's Wife, The..French..(97).....**B. W. Inc.**
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Between Two Worlds..Italian..(78).....**Esperia**
Drama. A woman torn between two loves. Isa Miranda, Vasa Prihoda. 3-40

Boys' School..(90)..(Foreign Dialogue)..Columbia
French Melodrama. A kaleidoscope of kiddish pranks in a middle-class French boys' school, in which one of the lads inadvertently learns that the educational director is involved with a gang of counterfeiters. Aime Clarion, Eric von Stroheim, Michael Simon. Director: Christian Jaque. 1-40

Citadel of Silence, The..(French) (91) .....**Film Alliance**
Drama. A Polish patriot marries a Russian prison commandant to be near her imprisoned lover and later to inspire mutiny. Annabella, Pierre Renoir. Director: Marcel L'Herbier. 2-40

Claudine (A)..(French)..(82) .....**French M. P.**
Comedy Drama. The hopeless love of a 16-year-old schoolgirl for an older man. Blanchette Brunoy, Max Dearly. 4-40

Entente Cordiale..(French)..(90).....**Concord**
Drama. The alliance between two traditional enemies, England and France, that came at the turn of the century. Victor Francen, Gaby Morlay. Director: Marcel L'Herbier. 1-40

Friendship (Italian)..(74) .....**Esperia**
Comedy. A gay bachelor thinks he's in love with his friend's wife; so does his friend; and so does the wife, until she breaks up the friendship —then returning to her husband. Mario Besozzi, Elsa Merlini. 4-40

Golden Key, The..(70)..(Russian) Amkino .....**Dec. 25**
Russian Fantasy. Tolstoy's adaptation of the Pinocchio yarn, about a poor musician who fashions a puppet from a block of wood. It comes to life and gets involved in a series of fairy tale complications. A. Shagin, S. Martinson, G. Uvarov. 1-40

Great Light, The (Italian)..(80) .....**Esperia**
Drama. The religious atmosphere of a shrine

dissuades a man from avenging himself upon one who had railroaded him for a crime he did not commit. Amedeo Nazzari, Leda Gloria. 4-40

Human Beast, The..French..(78).....Juno Films
Melodrama. Study of a man driven to acts for which he was no longer responsible. Jean Gabin, Simone Simon. Director: Jean Renoir. 3-40

I Condottieri..Italian..(89).....Esperia
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Katia..(French)..(78).....Mayer-Burstyn
Drama. A marriage of love for Alexander II of Russia nearly alters his country's course, when assassination ends all. Danielle Darrieux, John Loder. Director: Maurice Tourneur. 2-40

L'Alibi..(82)..(Foreign Dialogue).....Columbia
French Melodrama. (English subtitles). A girl, stacked up against the persistent forces of the law, confesses to the falsity of a "perfect alibi." Eric von Stroheim, Jany Holt, Louis Jouvet. Director: Pierre Chenal. 1-40

La Inmaculada..(95)..(Spanish).....UA
Drama in Spanish. Produced by Atalaya Films for the Latin market. A girl, married to one man, loves another. When the husband finds she loves some one else, he kills himself. In the meantime her lover marries another girl. Fortunio Bonanova, Andrea Palma. Director: Louis Gasnier. 1-40

Last Desire..French..(80).....Transatlantic
Drama. The love of an old man for a young woman. Raimu, Jacqueline Delubac, Pierre Brasseur. 3-40

Life of Giuseppe Verdi, The (Italian) (115).....Esperia
Drama with Music. Biography of the opera composer. Gaby Morlay, Fosco Giachetti. Director: Carmine Gallone. 4-40

Life of Tchaikowsky, The (Es War Eine Rauschende Ballnacht)..(93).....UFA-Carl Froelich..Nov. 1939
Music Drama. The composer's struggle for recognition. English sub-titles. Zarah Leander, Aribert Wascher, Hans Stowe. 12-39

Life on the Hortobagy..Hungarian..(78)..Eureka
Semi-Documentary. Life among the horse and cattle breeders on the plains of Central Hungary. Native cast. 3-40

Louise..(French)..(72).....Mayer-Burstyn
Music Drama. In the period of 1900 a girl runs off to Paris with a composer. The opera integrates the story. Grace Moore, Georges Thill. 2-40

Love in Old Naples..(Italian)..(99).....Esperia
Musical Drama. A story of unrequited love and the dutiful attention of relatives. Emma Grammatica, Vittorio De Sica. 2-40

Motel the Operator..Yiddish..(86).....Cinema
Drama. A lost son, as a lawyer, defends his father against a murder charge. Chaim Tauber, Yetta Zwerling. Director: Joseph Seiden. 3-40

Overture to Glory..Yiddish..(87).....G&L
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Shors..(Russian)..(92).....Amkino
Historical Drama. The idealism that spurred the conquest of the Ukraine in 1917-19. Director: Alexander Dovzhenko. 2-40

Skeleton on Horseback..Czech..(78).....Mindlin
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

SOS Mediterranean..French..(81).....Vedis
Drama. Three nations, through their naval officers, run down the smuggler of a poisonous gas. Pierre Fresnay. 3-40

Tevya..(Yiddish)..(93).....Maymon
Drama. Daughter of a Jewish family in old Russia, married out of her religion, returns as the family is about to be expelled from the town, and with them leaves for a new life. Maurice Schwartz, Miriam Riselle. 2-40

That They May Live (J'Accuse) (78).....Mayer-Burstyn
Drama. Fantasy of dead comrades aiding a war veteran to fight for peace. Victor Francen. Director: Abel Gance. 12-39

They Wanted Peace..Russian..(73).....Amkino
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvili, Tamara Markarova. 3-40

Ultimatum..French..(73).....Hoffberg
Drama. Events that befall an Austro-Serbian couple when the World War breaks out. Eric Von Stroheim. Director: Robert Wiene. 3-40

We Two..(Swedish)..(89).....Scandinavian
Drama. A husband becomes involved in a flirtation with his friend's wife, but when his wife has a baby, happiness wipes clean the slate. Sture Lagerwall, Signe Hasso. 1-40

We Were Seven Widows..Italian..(80)....Esperia
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonio Gandusio, Nino Taranto. 3-40

ALPHABETICAL GUIDE TO FEATURES

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A Bill of Divorcement....RKO
A Chump at Oxford.....UA
Adventure in Diamonds.....Para
All Women Have Secrets...Para
American Gang Busters.....SR
And One Was Beautiful..M-G-M

B

Bad Boy .....SR
Baker's Wife .....Foreign
Balalaika .....M-G-M
Barricade 20th-Fox
Between Two Worlds.....Foreign
Black Eyes .....SR
Blazing Six-Shooters .....Col
Blondie on a Budget.....Col
Blue Bird, The.....20th-Fox
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Broadway Melody of 1940.M-G-M
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C

Calling Philo Vance.....WB
Castle on the Hudson.....FN
Charlie Chan in Panama 20th-Fox
Charlie Chan in the City of Darkness 20th-Fox
Charlie McCarthy, Detective..Univ
Chasing Trouble .....Mono
Cheyenne Kid, The.....Mono
Cisco Kid and the Lady.20th-Fox
Citadel of Silence.....Foreign
City of Chance.....20th-Fox
Claudine .....Foreign
Congo Maisie .....M-G-M
Convicted Woman .....Col
Courageous Dr. Christian...RKO
Covered Wagon Trails.....Mono

D

Danger Ahead .....Mono
Danger on Wheels.....Univ
Days of Jesse James.....Rep
Death Rides the Range.....SR
Destry Rides Again.....Univ
Devil Is an Empress.....Col
Dr. Cyclops .....Para
Dr. Ehrlich's Magic Bullet...FN
Dr. Kildare's Strange Case M-G-M
Double Alibi .....Univ

E

Earl of Chicago.....M-G-M
East Side Kids .....Mono
Emergency Squad .....Para
Entente Cordiale .....Foreign
Everything Happens at Night 20th-Fox

F

Face Behind the Scar, The...SR
Farmer's Daughter.....Para
Fatal Hour, The.....Mono
Fight for Life .....SR
Fighting 69th, The.....FN
Five Little Peppers at Home .....Col
Flaming Lead .....SR
Florian .....M-G-M
Forgotten Girls .....Rep
Four Wives .....FN
Framed .....Univ
Free, Blonde and 21....20th-Fox
Friendship .....Foreign
Fugitive at Large.....Col

G

Gentleman From Arizona..Mono
Geronimo! .....Para
Ghost Comes Home.....M-G-M
Ghost Valley Raiders.....Rep
Golden Key .....Foreign
Goose Step .....SR
Granny Get Your Gun.....WB
Grapes of Wrath.....20th-Fox
Great Light, The.....Foreign
Great Victor Herbert.....Para
Green Hell .....Univ
Gulliver's Travels .....Para

H

Half a Sinner .....Univ
He Married His Wife..20th-Fox
Headleys at Home.....SR
Hell's Angels .....SR
Henry Goes Arizona.....M-G-M
Heroes of the Saddle.....Rep
Hidden Enemy .....Mono
High School 20th-Fox
His Girl Friday .....Col
Hi-Yo, Silver .....Rep
Honeymoon Deferred .....Univ
Honeymoon's Over 20th-Fox
Horrors of War .....SR
House Across the Bay.....UA
House of Seven Gables.....Univ
Human Beast .....Foreign
Human Monster, The.....Mono
Hunchback of Notre Dame..RKO

I

I Condottieri .....Foreign
I Take This Woman.....M-G-M
Inspector Hornleigh on Holiday 20th-Fox
Invisible Killer .....SR
Invisible Man Returns.....Univ
Invisible Stripes .....WB
Ireland's Border Line.....SR
Isle of Destiny .....RKO
It All Came True.....WB
It's a Date .....Univ

J

Joe and Ethel Turp Call on the President .....M-G-M
Judge Hardy and Son....M-G-M

K

Katia .....Foreign
Keep Punching .....SR
Killers of the Wild.....SR
King of the Lumberjacks.....FN
Knights of the Range.....Para

L

L'Alibi .....Foreign
La Inmaculada .....Foreign
Lambeth Walk .....M-G-M
Last Desire .....Foreign
Laugh It Off .....Univ
Legion of the Lawless.....RKO
Life of Giuseppe Verdi....Foreign
Life of Tchaikowsky, The..Foreign
Life on the Hortobagy...Foreign
Light That Failed, The....Para
Lion Has Wings, The.....UA
Little Old New York....20th-Fox
Little Orvie .....RKO
Llano Kid, The.....Para
Lone Wolf Strikes, The.....Col
Lost on the Western Front....SR
Louise .....Foreign
Love in Old Naples.....Foreign
Lucky Texan, The.....Mono

M

Ma! He's Making Eyes at Me .....Univ
Mad Empress, The.....FN
Man From Dakota.....M-G-M
Man From Montreal.....Univ
Man Who Wouldn't Talk 20th-Fox
Marines Fly High.....RKO
Men Without Souls.....Col
Mercy Plane .....SR
Mexican Spitfire .....RKO
Midnight Limited .....Mono
Mill on the Floss .....SR
Millionaire Playboy .....RKO
Missing Evidence .....Univ
Money to Burn.....Rep
Motel the Operator.....Foreign
Murder on the Yukon.....Mono
Music in My Heart.....Col
My Little Chickadee.....Univ
My Son Is Guilty.....Col
My Son, My Son.....UA
Mystery in Swing.....SR

N

Nick Carter, Master Detective .....M-G-M
Night of Nights, The.....Para
North Sea Patrol .....SR
Northwest Passage .....M-G-M

O

Of Mice and Men .....UA
Oh, Johnny, How You Can Love .....Univ
One Dark Night.....SR
One Million B. C. .....UA
One Night in Paris.....SR
Outside the 3-Mile Limit.....Col
Outsider, The .....SR
Over the Moon .....UA
Overture to Glory.....Foreign

P

Parole Fixer .....Para
Phantom Rancher .....SR
Pinocchio .....RKO
Pioneer Days .....Mono
Pioneers of the Frontier.....Col
Pioneers of the West.....Rep
Pocomania .....SR
Primrose Path .....RKO

R

Raffles .....UA
Rancho Grande .....Rep
Rebecca .....UA
Remember the Night.....Para
Reno .....RKO
Return of Dr. X.....FN
Riders of Pasco Basin.....Univ
Rhythm of the Rio Grande..Mono
Riders of the Sage.....SR
Road to Singapore .....Para

S

Saint's Double Trouble, The .....RKO
Santa Fe Marshal.....Para
Second Bureau .....SR
Seventeen .....Para
Shop Around the Corner.M-G-M
Shors .....Foreign
Showdown .....Para
Sidewalks of London.....Para
Skeleton on Horseback....Foreign
Slightly Honorable .....UA
Songs and Saddles.....SR
Son of Ingagi .....SR
Son of the Navy.....Mono
SOS Mediterranean .....Foreign
South of the Border.....Rep
Spies of the Air.....SR
Star Dust 20th-Fox
Straight Shooter .....SR
Straight to Heaven.....SR
Strange Cargo .....M-G-M
Swanee River 20th-Fox
Swiss Family Robinson.....RKO

T

Tevya .....Foreign
That They May Live.....Foreign
They Came by Night....20th-Fox
Thou Shalt Not Kill.....Rep
They Wanted Peace.....Foreign
Three Cheers for the Irish....FN
Tomboy .....Mono
Too Many Husbands .....Col
Trigger Fingers .....SR
Two's Company .....SR

U

Ultimatum .....Foreign

V

Vengeance of the Deep.....SR
Vigil in the Night.....RKO
Village Barn Dance.....Rep
Virginia City .....WB
Viva Cisco Kid.....20th-Fox

W

We Two .....Foreign
We Were Seven Widows..Foreign
West of Carson City.....Univ
West of the Divide.....Mono
Westbound Stage .....Mono
Witness Vanishes, The.....Univ
Women Without Names.....Para

Y

Yukon Flight .....Mono
Young As You Feel.....20th-Fox
Young Tom Edison.....M-G-M

Z

Zanzibar .....Univ

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WANTED—Small town theatre to equip at least expense. Long term payments, small amount down. B-1229, BOXOFFICE, 4804 East 9th St., Kansas City, Mo. 4-20

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The Doctor Takes a Wife

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EDMUND GWENN • GEORGES METAXA

Screen play by George Seaton and Ken Englund
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A COLUMBIA PICTURE

The Pulse of the Motion Picture Industry

BOXOFFICE

APRIL 20, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION

ON THE MERIT OF TENACITY

See Page 3





M-G-M's GREATEST TRANS-CONTINENTAL TOUR!

"20 MULE TEAM"

is on its way across America!

WALLACE BEERY



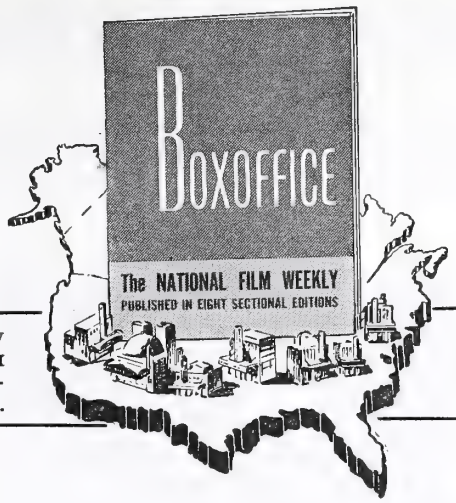
Star of M-G-M's dramatic thriller "20 MULE TEAM" launched this amazing promotion triumph in Los Angeles this week!



Greater than M-G-M's world-famed "Trackless Train"! Greater than M-G-M's sensational Travelling Motion Picture Studio! M-G-M once more electrifies the industry with another nationwide showmanship scoop!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 22

April 20, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

ON THE MERIT OF TENACITY

THAT old sage, the man who takes his hair down, was on the telephone. "Got anything special to do?" he was asking.

No, we had nothing on tap beyond the usual routine which long since had become a time-consuming monster anyway.

"Let's meet somewhere. I'd like to talk things over," was the prelude to what developed later. And so we did, in a quiet corner of the bar comfortably set behind a Scotch and soda and away he went.

"That stuff of yours. You know, about the fifth stab at self-sufficiency in the domestic market. I'm glad you're hammering away at it and I hope the lack of visible response won't make you give up," was his opener.

We hurried in with, "Not a chance. The situation, if anything, has become more pressing what with Norway and Denmark in the Nazi orbit and Sweden, a thriving market, the next in line of danger."

"That's swell. Tenacity has merit. Sometimes it can even be a virtue, but it doesn't matter how it's catalogued in this case so long as you hang on. I wanted to make certain you weren't wavering and, if you were, to try do something about it. But that's not all. I think you will be interested to learn that in one direction at least there is reason to believe your suggestion is taking root. Now, mind you, this hasn't come about because executive vision has opened up suddenly. My slant is it's traceable to deliberation born of desperation, or something close to it.

"That cuts no ice. I agree with you one of the difficult things to understand about this business is why nothing much happens to it, or about it, until it finds itself facing some sort of an economic firing squad. Then everyone gets busy, works on trade practice codes and promises to behave. Some fellows even fall all over themselves in their anxiety to sign consent decrees. Wonderful industry this, and a little tough to understand from time to time.

"However. The point is the self-sufficiency note, sound and necessary, seems to be seeping through some of the brains which should have figured it for themselves, and acted. You know, too, that if one company makes the readjustment, or moves in the direction of readjustment, the others are quite apt to follow. The carbon system in this business never fails.

"Frankly, I don't understand what some of the master minds can be thinking of. Discounting the hooey which has already crept into shot-in-the-arm publicity on Hollywood budgets for next season, it's a cinch costs for '40-41 will duplicate this year's, if they don't zoom higher. I don't know how the money is to be returned and I would venture to predict no one else does for that matter. The future, once more, seems to be rigged up on a beautiful program of wishful thinking and the kind of luck horseshoes are supposed to bring. It's all right, I suppose, but I'd hardly call it a proper formula to operate a $1,000,000,000 or more business.

"They insist it cannot be done, but they don't even try it. They look at 'Gone With the Wind' and its once-in-a-lifetime performance and imagine fondly it can be repeated every month. Boy, what a rude awakening is on the way! They think advanced admissions are now a trade practice because one extraordinary show got them. You'll be able to hear the teeth gnashing from the rock-bound coast of Maine, etc., if some of the geniuses persist in trying. It isn't in the cards.

"I note Spyros Skouras told the Fox convention it ought to be a case of higher admissions and longer playing time. Joe Schenck suggested that when the war broke out, but you ought to remember how the theatremen around the country threw it back in Joe's lap when they asked for better product to make longer runs possible. You ought to remember it. You reported it.

"They've got the answer right in their own hands, but they'll have to put the right and the left on closer speaking terms before either one recognizes it's attached to the same body.

"You said this was a time to play it conservatively. By that, I gather you mean as conservatively as this sort of an uncertain business can be. For my money, you happen to be right on this approach, even though I have disagreed with you on some others.

"They have a market here that can stand developing, but someone has to take the time out to do the job. It won't automatically deposit itself on anyone's doorstep. Hollywood will have to make up its own mind, or be told, the total picture doesn't glitter as alluringly as it used to and that a revision downward is inevitable. It's a timeless place; no one need worry about its survival."

We listened.

We nodded our head.

In fact, we yessed almost to death the man who took his hair down once more.

He said a whole editorial full.

Kann

ALLIED FOR DECREE, PLUS DIVORCEMENT AND SANS COMPULSORY BLOCK BUYS, MYERS STATES

Also Reiterates Stand on Trade Practice Code To Halt "Abuses"

WASHINGTON—Allied would go for a consent decree, provided distributors agreed to divest themselves of theatres, compulsory block booking is removed and a code of fair trade practices covering general complaints and those "abuses" set forth in the government's suit were adopted.

In view of the Neely theatre divorcement bill and Allied's long-standing platform providing for exactly such a proposal, considerable speculation has been rampant over exactly what the organization's attitude toward current approaches on a possible settlement of the all-industry suit might be.

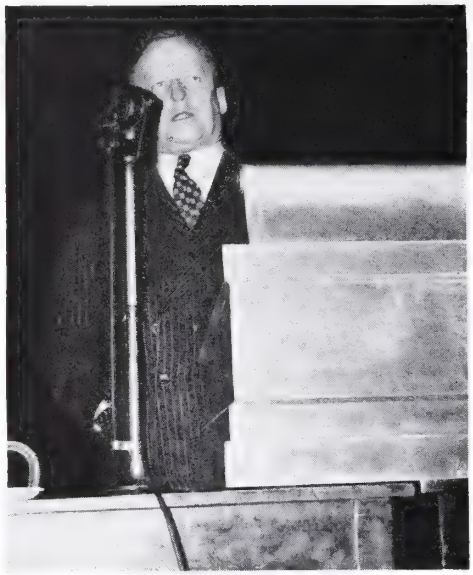
BOXOFFICE, therefore, asked Abram F. Myers this question:

"In your Boston speech late in January of last year, you urged inclusion of a trade practice code in a consent decree. Do you still favor the consent decree as a settlement method?"

To this, Myers replies:

"The statement read to Boston exhibitors was an outline of the ideal program for 1939. I presumed to say what I would do if I were in authority. I not only outlined a consent decree covering trade practices and block booking, but also divorcement. Inasmuch as you have mentioned only the former, I wish you would print all three points, as follows:

"First—I would, in cooperation with the department of justice, devise a plan whereby the producer-distributors could dispose of their theatre holdings gradually over a period of years so as to lessen the shock of the operation and enable the companies



to realize a fair price for their properties.

"I then outlined a method for accomplishing this and proceeded as follows:

" 'Next, I would take immediate and substantial action to meet the objections of the public to compulsory block booking and blind selling.'

"Finally 'I would work out with the independent exhibitors a code of fair trade practices which would cover not only the customary complaints, but which would also provide against the other abuses set forth in the government's suit . . . This code I would endeavor to have included in a consent decree in the government's suit so that, in the future, the producer-distributors would be protected against the demands of the so-called independent chains for preferential treatment.'

"The three points, taken together, are as sound today as when uttered."

What Myers Also Said Before Boston Group

BOSTON—Abram F. Myers' address to which he refers in the Washington dispatch was printed and circulated among members attending the annual convention of Independent Exhibitors, Inc., Allied's New England affiliate, early in 1939.

In discussing a plan for theatre divorcement, he also remarked:

"This sort of thing has been accomplished many times under dissolution decrees, the commonest procedure being to issue to stockholders of the parent company negotiable certificates of beneficial interest in the stock of the subsidiary, convertible for actual shares by any holder who files an affidavit that he is not interested directly or indirectly in the parent company, such stock being trusteed during the process of conversion."

On a method of eliminating, or curtailing, compulsory block booking his observations were:

" . . . I would give serious consideration to the Allied proposal to the distributors' negotiating committee [a reference to trade practice deliberations] that they identify as many pictures as possible and then grant a larger cancellation privilege for undesignated pictures, so that the economic urge will be against, not for, blind selling. And I would fire the first lawyer or industry politician who tried to clutter up the commitment with trick clauses designed to defeat the operation."

On arbitration to which Myers made recent reference in a statement to BOXOFFICE, he stated a year ago January:

"I would join in setting up a fair and effective arbitration machinery for interpreting and applying the provisions of the code in the first instance. If the procedure is fair and is honestly administered, I would have confidence that few, if any, cases would be carried beyond this stage and that litigation would be reduced to a minimum."

May Ask Joseph Schenck Dismissal From Suit

NEW YORK—Unless there is a last-minute switch in plans, a motion will be presented to Judge Henry Goddard on April 27 seeking dismissal of Joseph M. Schenck as a defendant in the key government suit on the ground there "has been absolutely no evidence of any sort of wrong doing" on the part of the 20th Century-Fox board chairman as it bears on alleged conspiracy.

The motion will be submitted by John Caskey of Dwight, Harris, Koegel and Caskey, and will point out no specific acts of alleged conspiracy are contained either in the government's original petition, in its bill of particulars and subsequent supplemental bills that would link Schenck to the acts charged against 20th Century-Fox.

The April 27 action might also be designed to vitiate the subpoena duces tecum that is understood to have been served upon Schenck in Hollywood.

All's Not Lost, But It May Be

NEW YORK—It's not out of the running yet. Not by a long shot, but original proponents of a consent decree to close out the all-industry suit continue to experience much trouble among themselves in arriving at an accord.

The turn in the course of events last week made the eastern, and final, edition of BOXOFFICE, which reported:

"If weekend reports from the inside are to be credited, the negotiations for the consent decree that would settle the all-industry suit, either are on the rocks or approaching them. The difficulty reputedly traces to the inability of the interested parties to get together on language into which the principles must be reduced before a final draft becomes possible for consideration of the decree proponents as well as the commerce and justice departments. It is probably inadvisable to draw the conclusion that negotiations have collapsed, or even face collapse, but the best informed opinion inclines to view either as a possibility that cannot be discounted."

This approach, it was learned during the week, continues to prevail. But it takes on further credence through an off-the-record statement made by an individual who, by all the signs, is, or ought to be, in full possession of the facts. He says:

"The principals concerned with settlement talks are so far apart on what they are willing to concede, plus the fact that the department of justice has its own ideas, that it doesn't look as if they'll be able to consolidate their views.

"I look for a trial."

KUYKENDALL AGAINST INTERFERENCE BY GOV'T; SAYS SELF-REGULATION IS THE ROAD TO PEACE

Discounts Consent Decree Efficacy; Sees No Neely Letup Trailing Accord

BOXOFFICE *telegraphed E. L. Kuykendall, president of the MPTOA, for his reactions to the negotiations looking toward a consent decree. His point of view, based on news stories which have already appeared in this publication, follows:*

By E. L. KUYKENDALL

COLUMBUS, MISS.—I preface any of my statements with a reiteration of my belief that we, as an industry, should and could iron out our differences if there were a sincerity of purpose on the part of all concerned.

There should be no governmental regulation.

There would not be any governmental regulation if we made a realistic approach to the problems involved. MPTOA has consistently, over a period of years, pleaded for fair trade practices so that the independent, or smaller, theatre owner might have a reasonable feeling of security in this rapidly expanding industry.

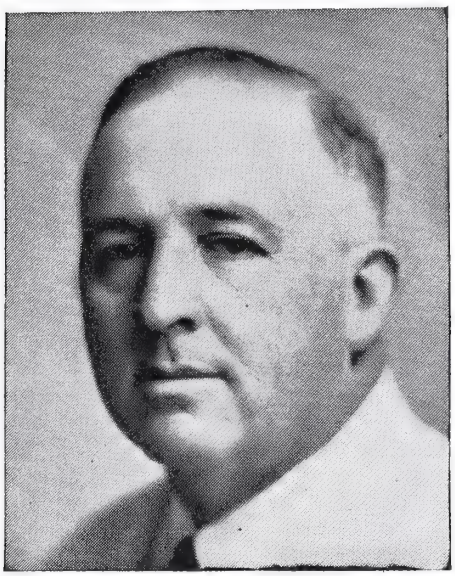
MPTOA has a complete appreciation of how that exhibitor, who has been unfairly treated by powerful, over aggressive theatre operators, feels. We know he has reached the stage of favoring any regulation, or law, whether he would benefit by it or not since he has little to lose anyway. But, in many instances, he has allowed a temporary cloud to blind his vision and he will eventually learn he will suffer most if such legislation as the Neely bill is enacted.

Sees No Neely Letup

Firstly, I do not believe that the working out of a consent decree will remove pressure on the part of the Neely bill sponsors. They are bitterly determined for legislation that will tend to regulate this industry.

The meetings between distributor and governmental agencies still have not gone much beyond the formulative stage as to the consent decree proposals of the department of commerce. But, if there must be policing by the government, it is my opinion the department of commerce is the proper agency. There are complicated mechanics involved because this is a muchly complicated industry. A national blanket that will cover all situations and localities is almost an impossibility. Therefore, I doubt seriously whether a consent decree that would be acceptable to all factions can be worked out.

On the other hand, I do know a trade agreement satisfactory to a vast majority can, and will, eventually be worked out. But there must be a sincerity of purpose on the part of all who enter into it and in this we have been sadly lacking. However, the consent decree is probably the first serious effort to cure some of the ills of our



industry and cannot but be of material assistance in bringing about something constructive, whether those constructive measures work out in their entirety or not.

I note that divorcement has become a more or less secondary issue in the discussions. This kind of legislation has always struck me as the wrong approach. No good could come of it, for the independent theatre owner would still be there and common sense tells us he would continue to operate.

The main issue seems to be an effort to restrain chain expansion of the over aggressive type so as to prevent such chains from taking unfair and destructive advantages. This, naturally, becomes highly controversial, for, when it comes to defining what is unfair, many entangling issues crop up. These issues, of course, vary in different localities. Yet, it can be worked out and the approach as outlined in BOXOFFICE seems reasonable.

No "Wide Open" Field

In my opinion there can never be complete free and open competition in this business as defined by the general acceptance of this term. The mechanics of our industry naturally prohibit it. It would bring about a very definite cheapening of production and exhibition and take us back many years, if we survived at all. Of course, the consent decree, or any other legislation, cannot make a success out of a poor business man and he cannot be taken care of by legislation. His only hope is in keeping step with our rapidly growing business.

A consent decree, a Neely bill or any other regulation or legislation will fall far short of bringing peace unless it fairly and sincerely treats with the following problems which are the fundamentals but do not cover them all.

1.—The right of the exhibitor to reject unsuitable pictures, for whatever reason. In other words, cancellation.

2.—Conciliation — arbitration. Local boards, fairly set up with authority to settle disputes. The boards to be evenly balanced as to representation. One national board will not suffice.

3.—Restriction on the powerful buyer that would prohibit unfair advantages over the independent, or smaller, exhibitor.

4.—Reasonable restrictions as to ruthless expansion of circuits or any individuals that unfairly destroy the investment of the so-called small exhibitor. I do not mean by this the curbing of fair and reasonable development of business, based on ability and initiative.

5.—Clearance. Definitely important and a sore spot of the industry. Clearance has been badly abused in many places and is the cause of many lawsuits.

Of course and in addition to these, there are many vital and complicated angles, involving the buying and selling of pictures, such as the forcing of shorts, newsreels, reissues and others as covered in our MPTOA ten-point program and fairly well covered in the defunct code, but covered well in the right of the exhibitor to reject unsuitable pictures for any cause.

In my personal opinion, one so-called national exhibitor group will never accept any kind of consent decree, regardless of its nature. But it is my hope that there will eventually come out of all this turmoil and hatreds something definitely right and constructive so that we may be saved from the present situation which is destroying us.

And, finally, the exhibitor must have a fairer break. He is not permitted to retain sufficient of his boxoffice receipts, but, of course, this cannot be cured by a consent decree. Rather must it come out of a fairer selling attitude.

Lists Five Fundamentals Says Any Form of Rule Imposed Must Include

Kuykendall Warns of Special Tax Legislation

NEW YORK—The menace of special tax burdens, despite the fact that most state legislatures do not meet this year in regular sessions and congress is deferring the tax question until next year, is "becoming very ominous," Ed Kuykendall, MPTOA president, states in a bulletin. He urges a well-organized front against discriminatory levies on theatres.

Observing pending developments in legislation and litigation may become "top-heavy" to exhibitors who are not prepared "to weather the storm if and when it breaks," Kuykendall suggests operators analyze their position to determine "exactly where it is strong and where it is weak, what you can afford to pay for attractions, and what its possibilities are in the way of admission prices and additional patronage."

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
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SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 7716.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

PETE HARRISON, a Radio City neighbor, enters upon a fine-line discussion of "would" and "might" in seeking to break down our argument, pretty well-defined by this time, that the Neely bill is dangerous because it suggests the possibility of censorship rising in unknown directions from unknown sources. The synopsis provision, of course, is the key to this approach.

Pete thinks that argument hollow. He also maintains Abram Myers, recently invited to make answer, which he did, shattered this front beyond all repair. This being our own space in which the typewriter wanders at random, but never dodges the responsibility for what comes out, Harrison won't mind if we stand once more where we stood twice, or more, before.

For, no conclusive argument has hit this desk to persuade it to alter its conviction.

It might be asserted, in fact it has, this conviction is whacky. Anyway, it belongs to us and a number of others appear to share it. They are not, by the way, necessarily distributors or opponents of the bill.

Pete rests his case on his own assumption that he knows, blow by blow, what "would happen" under Neely enactment and he appears to believe any reflection over what "might happen" is unimportant. Assuming his premise to be correct, nevertheless he overlooks unseen and unexpected—and even unplanned—upsurges which very frequently accompany new and untried legislation. This is where the "might happen" comes in. This is why now is the time to endeavor to figure out the future, dispassionately and without partisanship. Before enactment, not after.

Letter Box

Jack O'Connell, Toledo exhibitor, recently took a poke at Harry Goldberg, publicity impresario for the Warner circuit, on the latter's observations anent independent production and the Neely bill. Now, in what may be the last word, up comes Goldberg with:

> "He [O'Connell] is firing in the wrong direction. He has no fight with me, but with the people in favor of the Neely bill. They invented the argument that the passage of the bill will improve independent production. Mr. O'Connell agrees with me that the Neely bill will have no effect on independent production.
>
> "Refuting the claim that the bill would improve independent pictures, I cited the evidence that, since the advent of sound, none of the pioneering and improvement in quality has been done by the independents.
>
> "Clarifying his other point—I didn't say that independents couldn't make better pictures, or couldn't pioneer. I merely said they hadn't and didn't. And how would the Neely bill change their policies?
>
> "The statement that the bill will improve the quality of independent production was invented to persuade law makers, women's clubs and various other public associations interested in better movies to favor the bill. I am glad to know that Mr. O'Connell agrees with me that the Neely bill would have no such effect on independent production."

Get Off Where?

According to calculations reached around the Hays office, and so reported which was a couple of weeks ago, the average boxoffice dollar cuts up into these hunks:

Film rentals, 35 per cent; payroll, 25; real estate, taxes and insurance, 19; advertising, eight; light, heat, maintenance and repairs, five, and miscellaneous, including extra attractions, eight.

A fine array of figures and they've been attracting attention, too. There is William A. London of Associated Theatres, Detroit, who wants to know:

"Assuming that you did not print this article merely to fill your space and assuming further that it was meant for business people to read, I am quite puzzled with the following question. Your breakdown accounts for full 100 per cent of the receipts. Now, my question is, where is the exhibitor's profit?"

There is, also, Eddie Grainger, general manager of the Mort Shea circuit which grosses a tidy $4,000,000 a year. He's after an answer to the same query, of interest to him, to London and countless other theatremen, as well might be imagined.

Answers the source of the breakdown:

"The profit item is included under 'Miscellaneous.'"

Rebuts Grainger:

"That's damned nice of them. It also conveys a pretty good idea of how much of a net the distributor thinks the exhibitor rates."

20th-Fox's Selling To Stay Flexible

NEW YORK—Twentieth Century-Fox's sales formula for the new season retains the flexibility which has characterized the company's policy during previous years, according to Herman Wobber, general sales manager.

"We are following the same flexible policy," Wobber stated on his return from the Chicago convention. He added selling of the 1940-41 lineup already is under way.

Last year, it is understood, top percentage sought was 40 per cent. Six to eight pictures are included in this bracket, depending on the territory. Present plans call for no special productions to be made that will necessitate separate contracts.

While the top bracket group will be flexible, the other groups will more or less follow this year's setup of ten, 16 and 16, designated in each section; but still with percentage figures based upon the possibilities of each situation.

With the budget increased by $2,000,000 over the current one, the company will seek higher rentals to make up for the added negative costs, it is reported.

Stating the industry is beset with more problems than ever before in its history, Wobber says it is time for the exhibitor to realize his responsibilities. Is he getting the most out of a picture and is he using enough showmanship? he asks.

"The problem of admission prices around the country should be analyzed more carefully," Wobber believes. "I understand there are only approximately 100 theatres which charge over 40 cents admission as compared to the approximate 2,000 which did so before the admission tax went into effect in 1932. Maybe that is the answer to what ails the industry," he added.

"Exhibs Must Help"—Schenck; "Higher Prices Need"—Skouras

CHICAGO—Joseph M. Schenck again emphasized the need for exhibitors to help the producers pay the freight during these changing times in his talk before the 20th Century-Fox conventioneers.

"With the foreign situation as it is today," he said, "the producers are faced with getting practically all of their revenue return on their pictures in this country now. Exhibitors must be sympathetic to the producers' problems by giving the proper terms and playing time on the top pictures; and it, of course, behooves the producers to turn out such big pictures that will deserve extra playing time and extra revenue return."

Spyros Skouras told the conventioneers it is necessary for exhibitors to strive toward a goal of higher admission prices and longer runs.

At the same time, he added definitely it is necessary for producers to supply the quality that will warrant such added playing time and greater admission prices.

Plan Big Ad Campaign

CHICAGO—Charles E. McCarthy, director of 20th Century-Fox advertising and publicity, told the convention the company will spend about $2,700,000 on advertising in 1940-41. Most of this will be in newspapers.

The biggest single picture campaign lined up to date will be that for "Lillian Russell," which will include newspapers, fan and general magazines, and radio.

New 20th-Fox Pacts Will Cover One Sheet

Chicago — Twentieth Century-Fox's 1940-41 contract forms will be printed all on one sheet, although each group of pictures will be a separate and distinct contract as before, Felix Jenkins, general counsel, said while here.

"This is being done to facilitate matters," said Jenkins, "and there will be no forcing of shorts or news whatever. The four contracts to be printed on the one sheet will be the feature contract, reissues contract (if any), newsreel, and short subjects."

Washington Asking Who'll Trail Neely

WASHINGTON—With Senator Matthew M. Neely in the race for the governorship of West Virginia, independent exhibitors next year will have to get a new advocate in Congress.

While the Senator's term in Washington does not expire for another two years, and, therefore, he will still be a member of the Senate if defeated in the gubernatorial race—the odds are heavy that he will not be defeated.

Since there is little likelihood of either the block-booking or divorce bill being enacted by Congress this year, those measures will be left hanging in mid-air if the Senator quits Washington. Since this is the final session of the 76th Congress, barring a special meeting called by President Roosevelt, the film bills and all other pending measures die upon adjournment.

There is considerable doubt as to the identity of Senator Neely's successor as Congressional defender of the independent exhibitors. The only candidate who can be considered active is Congressman Lyle H. Boren of Oklahoma, now serving his second term in the House, who has talked considerably of what he thought should be done with the industry and a year ago drafted a bill for its regulation, but has never introduced and fought for motion picture legislation.

In the Senate there appears to be no one who aspires to take up the fight where the West Virginia Senator will leave off. In both the 75th and 76th Congresses, Neely has been the only member of that body to introduce film control legislation.

Several members of the House have introduced block booking measures, but in the past year or two have made no active fight for their enactment. Representative Andrew Edmiston of West Virginia sponsored the Neely bill in the lower body, and similar measures were introduced last year by Representatives Francis D. Culkin and Emanuel Celler of New York.

On the basis of past performance, therefore, there is no active heavyweight contender for the crown.

Little New in U. S. Answer to Majors

NEW YORK—A further answer to interrogatories filed by the government in its key suit totals 195 pages, covers the same ground outlined in its first answer which ran 310 pages and varies from it in that it now cites the alleged facts attributed to each individual earlier named as a possessor of those facts.

A breakdown reveals 219 names of individuals in 36 key cities presumably having information of first run monopoly, a list of 28 independent producers who claim they could not get outlets for their product, a list of 289 persons allegedly familiar with first run monopoly, another of 132 instances claiming enforced block booking and 28 examples of defendants claimed to have entered contracts between themselves without binding obligation. Included as well is a list of alleged pools, refusals to modify contracts and information purporting to demonstrate a decline in production.

The answer is verified by Paul Williams, government prosecutor, and the facts are declared to have been drawn largely from sub-committee hearings on interstate commerce in the United States senate.

Six Additional Executives Undergo Pre-Examination

NEW YORK—Sidney R. Kent, Joseph Bernhard, George J. Schaefer, William Sussman, William J. Kupper and William C. Gehring, the latter three eastern, western and central division managers, respectively, for 20th Century-Fox, this week completed pre-trial examinations before John Wright in the government's key suit.

This leaves Nate Blumberg, Jules Levy, Harry and Jack Warner, Darryl F. Zanuck, Herman Wobber, Nicholas M. Schenck, Louis B. Mayer and C. C. Moskowitz yet to appear. Although this group was to have completed examinations before May 1, the original date for the trial, it is known no concern is felt at the department of justice if the examinations carry over to next month.

More Trade Figures Named As Material Witnesses

NEW YORK—Indicating the government intends pursuing its preparations for trial, Judge Henry W. Goddard has signed an order for issuance of subpoenas ad testificandum for Charles Chaplin, Samuel Goldwyn, Joseph M. Schenck, Darryl F. Zanuck, Louis B. Mayer and E. V. Richards. They are to be instructed to appear as material witnesses.

Television Station for Dumont Is Planned

NEW YORK—Dumont, television company in which Paramount has a half interest, expects to open a television station capable of transmitting pictures from 200 to 800-line definition by September 1, according to Paul Raibourn, who is treasurer of Allen G. Dumont Laboratories and a Paramount executive. The FCC granted the license April 13.

In Pittsburgh, Penn. and Memphis, Tenn.,
And spots like New York, too—
The boys are sitting pretty—
Man, how



It All Ca

THEY ALL COME THROUGH

BECAUSE WARN
makes 'em that way
SHOWMANSH



ANN SHERIDAN
in Louis Bromfield's
'IT ALL CAME TRUE'
with **JEFFREY LYNN**
HUMPHREY BOGART
ZASU PITTS • UNA O'CONNOR
JESSIE BUSLEY • JOHN LITEL
Directed by **Lewis Seiler**
Screen Play by Michael Fessier & Lawrence Kimble • A Warner Bros.-First Nat'l Picture

e True

Still piling up extended time . . . still topping "Dodge City" records . . . still the ace action picture of the year!

"VIRGINIA CITY"



ERROL FLYNN • MIRIAM HOPKINS
in
'VIRGINIA CITY'
with
RANDOLPH SCOTT • HUMPHREY BOGART
FRANK McHUGH • ALAN HALE • GUINN
'BIG BOY' WILLIAMS • Directed by **Michael Curtiz**
Original Screen Play by Robert Buckner • Music by Max Steiner
A Warner Bros.-First National Picture

THIS CAME THROUGH!

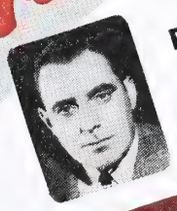


The stars and romance of "Wuthering Heights" . . . the stars and thrills of "The Fighting 69th" . . . who could ask for anything more?



'TIL WE MEET AGAIN

MERLE OBERON
GEORGE BRENT
in
'TIL WE MEET AGAIN'
with
PAT O'BRIEN • GERALDINE FITZGERALD
BINNIE BARNES • FRANK McHUGH
Directed by **Edmund Goulding**
Screen Play by Warren Duff • From an Original Story by Robert Lord • A Warner Bros.-First National Picture



THIS IS COMIN' THROUGH!

JACK L. WARNER
In Charge of Production

HAL B. WALLIS
Executive Producer

The little man who's always there . . .
when you need him most!



Monogram Plans 50, Hikes Its Budgets, Increases Quotas

DALLAS—Dividing its 1940-41 schedule almost evenly between features and westerns, Monogram will release 50 films next season. The former group will include 26 and the outdoor series, 24.

According to W. Ray Johnston, president of the company who is serving as chairman of the franchise holders' convention at the Baker Sunday and Monday, budgets for 14 features in the top bracket are to be increased 50 per cent while the cost of the remaining 12 of the top 26 will be hiked 30 per cent.

Peak budgets for this company are slated to go to "The Pioneers," an early American story based on the novel by James Fenimore Cooper; "The Ape," a Broadway play to star Boris Karloff and written by Adam Hull Shirk; "Land of the Sky Blue Water" which will include a song of that title as well as "At Dawning" by Charles Wakefield Cadman and "The King and the Cowboy," described as a "Graustarkian romance of a boy king."

Other properties include:

"Under Northern Skies" and "Land of the Long Shadows" by Jack London.

"Dollar Chasers," *Saturday Evening Post* story by Earl Derr Biggers.

"Her Father's Daughter" by Gene Stratton Porter.

"Freckles Comes Home," designed as a sequel to "Freckles" by Gene Stratton Porter.

"The Old Swimmin' Hole," suggested by the James Whitcomb Riley poem. Co-starred will be Marcia Mae Jones and Jackie Moran. They also will appear in "Sweet Sixteen" and "Day Dreams."

"College Sweetheart," *Woman's Home Companion* story by Leona Dalrymple.

"I Cover the Town," "You're Out of Luck," "The Sky's the Limit" and "My Home Town" with Frankie Darro.

"Boys of the City" and "That Gang of Mine" with the East Side Kids.

"While Frisco Sleeps," "Million Dollar Mystery," "Phantom of Chinatown" and "Alias Jimmy Hogan," all writted by Wiley. They appeared in *Collier's* with James Lee as the central character.

"One Glorious Adventure" by Dorothy Reid and Betty Burbridge.

"Orphans of the North," a Norman Dawn production.

Tex Ritter will star in a series of eight musical westerns, Fred Scott in a second series of eight and a new team made up of John King and Ray Corrigan in a third. They will be billed as "The Two Pals." This is the series George W. Weeks will make.

Johnston states the new sales quota has been fixed at $9,225,000, or an increase of $375,000. He declares the new objective represents more than a $3,000,000 lift since 1937 when the reorganized Monogram held its first convention.

Conventioneers will include W. Ray Johnston, president; Scott R. Dunlap, vice-president in charge of production; Edward Finney, associate producer; Ralph Bettinson, foreign representative; Charles Bigelow, assistant production head; Ernest Hickson, technical director; Howard Stubbins, president, Monogram of California; Mel Hulling, west coast district manager, and William Peirce, studio publicity director. Chiefly from the west, they will be augmented by Tex Ritter, Fred Scott, Martin Spellman, Ray Corrigan and Marjorie Reynolds.

Included in those who journeyed from New York are Edward A. Golden, general sales manager; Steve Broidy and Ben Welansky, Boston; Harry Berkson, Albany; George West and Harry Thomas, New York; Louis S. Lifton, director of advertising and publicity; Lloyd Lind, John Harrington, manager of accessories and prints; Norton V. Richey, foreign manager, and Edward G. Schieber, assistant treasurer.

The franchise holders' delegation will include John Mangham, Atlanta; Forrest Judd, Des Moines; Nate Schultz, Cleveland; Ed Blumenthal, John Franconi, Dallas; Lon Fidler, Denver; William Hurlbut, Detroit; Gilbert Nathanson, Minneapolis; Carr Scott, Oklahoma City, and Sol J. Francis, Omaha.

Two Monograms Downtown During Dallas Convention

DALLAS—Two Monogram releases are playing downtown here as the company's convention is under way at the Baker. "Son of the Navy" is at the Rialto and "Pals of the Silver Sage" at the Capitol.



Running the Convention—

W. Ray Johnston, president of Monogram, and chairman of the franchise holders' convention now under way at Dallas.

M-G-M May Forego Nat'l Convention

CHICAGO—There is a possibility that M-G-M may not have a national sales convention this year at which all salesmen will attend, but that instead a group of district confabs may be held to discuss the 1940-41 product with home office and studio executives, William F. Rodgers, general sales manager, said here this week.

The sales chief added that M-G-M to date has sold more theatres than all last season, or any one season thus far.

Rodgers said that with two-day dates now being taken for "Gone With the Wind," the general 70 per cent rental deal will still hold for those contracts. He added that in some situations where exhibitors and M-G-M cannot get together on house expenses to be figured on the 70-30 split, the guarantee of profits is not being written in. However, wherever exhibitors ask for the guarantee and produce "expense figures" satisfactory to M-G-M, they will be granted the guarantee for two-day runs the same as was done for the longer runs, he said.



Men Who Play an Important Part in the Affairs of Monogram—

Left to right, Scott R. Dunlap, vice-president in charge of production; Edward A. Golden, general sales manager; Thomas P. Loach, treasurer; Edward Schieber, assistant treasurer; Lloyd Lind, assistant to Golden, and Louis S. Lifton, director of advertising and publicity.



From a 1928 Photo—

Portrait of the late Gabriel L. Hess, autographed by him for Jack Levin of the Copyright Protection Bureau.

No Replacement for Hess Seen; Staff Will Assume His Duties

NEW YORK—The expectancy is that the post of general attorney of the Hays association, made vacant by the sudden death of Gabriel L. Hess, will remain unfilled for the time being at least, while the duties of that office are absorbed by other members of the staff.

Hess, for years in his late post, died early Sunday morning at his home at 33 East 70th St. following two years of indifferent health. The immediate cause was coronary thrombosis. Hess, that evening, had listened to the Toscanini broadcast, was preparing to retire when the attack came. He died with his wife, the former Linda Watkins, at his side and before a doctor could reach him. Services were held privately from his home Tuesday and the remains cremated.

Hess was 59 years old. Born in New York City, he was a graduate of City College. He served as secretary to a state supreme court justice and later became interested in theatrical law. In 1916, he became general counsel of Paramount Distributing Corp., three years later assuming a similar post with the original Goldwyn Pictures Corp. In 1924, approximately with formation of the MPPDA, he joined the organization as its general attorney.

Additionally, Hess was the general attorney of the Copyright Protection Bureau, in association with Edward A. Sargoy and Joseph L. Stein. This fact-finding bureau, financed by major distributors, has Jack H. Levin as its general manager.

In comment, Will H. Hays issued the following statement: "Gabriel Hess was a gentle man. He had courage and understanding; he had faith and had charity. Brilliant in intellect, rockbound in integrity, splendid in his loyalties, he was one who dwelt in the inner places of the hearts of those who knew him. For 16 years general attorney of this association, Gabriel Hess always was far more than a member of our official family here. He was my counsellor and my deeply loved friend."

Aside from Mrs. Hess, survivors are two sons, Thomas B., an undergraduate at Yale, and Adam, who is seven; and a daughter, Mrs. Elizabeth Hess Wolff.

Air Giveaway Opinion Exhibitor Setback

WASHINGTON—The "Pot O' Gold" program and other radio features of similar character do not violate the lottery provisions of the communications act, in the opinion of the department of justice.

This bad news for exhibitors, who had hoped to secure the banning of radio prize programs which they complained were costing them $1,000,000 a week in admissions, was conveyed to the federal communications commission in a letter from Assistant Attorney General O. John Rogge.

Six weeks of study of the problem laid before it by the FCC on February 19, resulted in a decision April 10 that the "Pot O' Gold," "Mead's Bakery" and other programs of like nature were not in violation of the law.

"After a thorough examination of the material submitted and a careful consideration of the facts presented, the department has concluded that prospective action under Section 316 of the communications act of 1934 in these two matters should not be instituted," Rogge said.

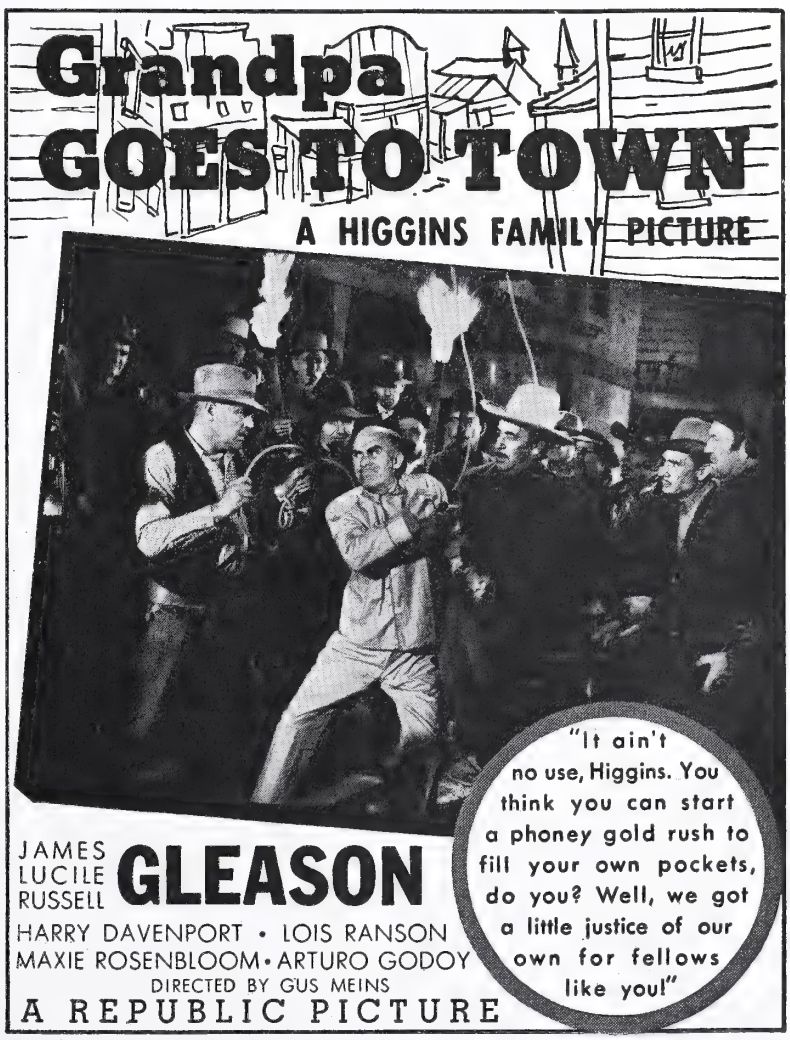
Complaints against the Tums program began to reach the communications commission at the turn of the year. During January, also, members of congress received letters from exhibitor constituents, asking their aid, and demand was made in the House that the FCC take the matter up at once. The commission studied the complaints and decided they were a subject for the department of justice.

No Convention Rush

NEW YORK—Paramount has no immediate plans for a sales convention, Neil F. Agnew, general sales manager, informs BOXOFFICE. He is back on the job after a vacation in Mexico with his wife. Asked whether the sales conclave would be held later than usual, Agnew was of the opinion there was "no rush."

Westway Theatre Corp. to Appeal Clearance Rule

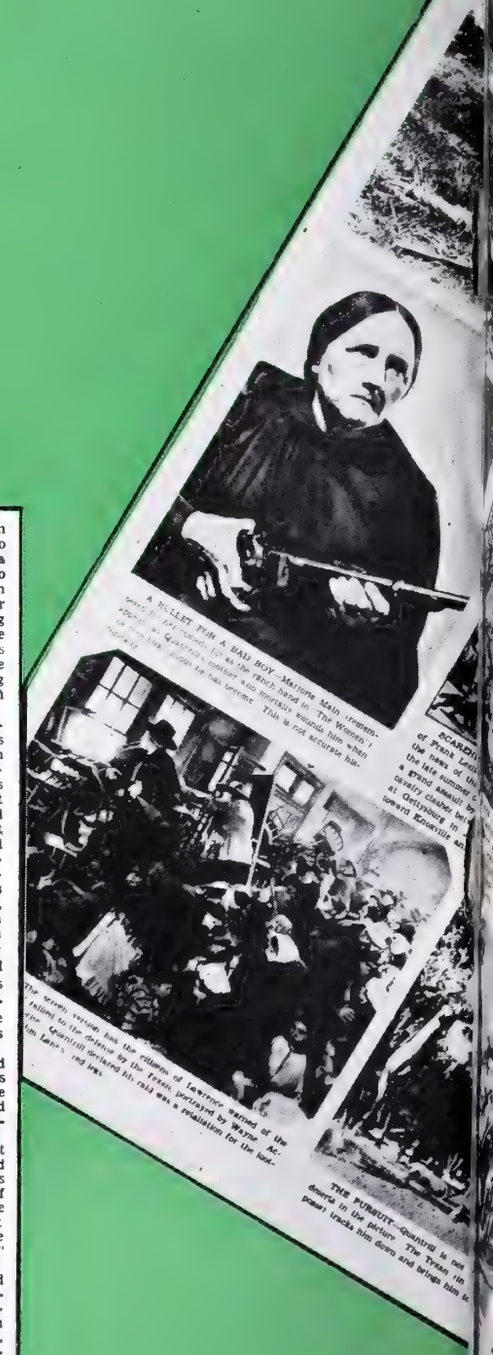
BALTIMORE — Attorneys for Westway Theatre Corp. have filed notice of appeal from the decision of Judge W. Calvin Chesnut in favor of major distributors in the anti-trust suit involving clearance.





John C. Moffitt says:

"THE BIGGEST STUDIOS IN HOLLYWOOD WOULD BE PROUD TO HAVE IT ON THEIR PRODUCTION LIST."



A BULLET FOR A BAD BOY—Marjorie Main (remembering her part in "The Women") is the ranch hand in "The Women" who, when Quantrill (Walter Pidgeon) is at the ranch, tries to shoot him when he is not looking. Quantrill, quicker and more deadly, wounds him when he turns around. This is not accurate, however.

SCARLET—Frank Lawton, the news of the death of his father, the late Admiral [illegible], a grand admiral in the cavalry classic being filmed at Gettysburg, is on his way toward Knoxville on

The worst version has the citizens of Lawrence warned of the raid by the defense by the Texan, portrayed by Wayne Morrison. Quantrill, spurred his raid was a retaliation for the loot- [illegible] Lane's [illegible] and [illegible].

THE PURSUIT—Quantrill is not dissuade in the picture. The Texan, in pursuit tracks him down and brings him to

THE KANSAS CITY TIMES. FRIDAY, APRIL 5, 1940.

Big Premiere Is Major Triumph For a Small Film Company

Success of Showing of "The Dark Command" at Lawrence Justifies Expenditure of Tremendous Effort by Republic Pictures, The Star's Film Editor Finds —High Caliber in All Its Phases.

By John C Moffitt
(The Star's Motion Picture Editor.)

LAWRENCE, KAS., April 4.—The eyes of Hollywood were turned on Lawrence tonight to see the climax of a gallant story of infant motion picture company fighting its way up from "poverty row" to claim recognition in a high pressure and ruthlessly competitive industry. The name of the company was Republic Pictures and the production basket in which it had placed most of its assets was "The Dark Command." One could not say the executives of Republic had placed all of their eggs in one basket for "egg" is a term of derision in the show business and no eggs are laid in this picture.

It and the company came through with colors flying.

Though here on the Missouri-Kansas border where history has its many partisan interpreters there may be some difference of opinion concerning the historic accuracy of the film, there can be little debate over its caliber as a money maker and as a piece of entertainment. Full of action, smartly paced, with many deftly drawn characterizations, the film lacked only technicolor to be the equal of "Dodge City." Its story is better constructed and freer from hokum than that of "Virginia City," touted as the year's most sumptuous western. Theater men from Missouri and Kansas were unanimous in pronouncing it a "showman's picture" which is simply a trade name of a popular success.

Director Not Present.

Unfortunately the man who was responsible for the triumph was not here. This was the director, Raoul Walsh, who in this tale of violence and hard-riding repeats the success of the "Roaring Twenties" which was one of the big hits of last year. The casting of a new James Cagney film kept him from being in Lawrence.

Probably the most important commercial element in the new film is the emergence of John Wayne as an actor of sureness and character. Mr Wayne, like Gary Cooper before him, has been known through many films as a good-looking leading man who could ride horseback. As such, he satisfied in "Stage Coach," "The Big Trail" and many other outdoor films. But not until last night at Lawrence had anyone suspected that John Wayne could make his mark as an actor. He portrays a rangy Texan who ambles into pre-Civil war Lawrence amicably ignorant and honestly shrewd. Soon he is running for town marshal, flouting the brilliant schoolteacher Quantrill (or Cantrell, as the picture calls him), and walking up to the belle of the town with the bland announcement that he is going to marry her.

This calls for smooth work as a light comedian. The feminine chuckles that greeted his courtship scenes last night were spontaneous and continuous. They meant that John Wayne has become more than an action star for little boy audiences on Saturday afternoons. The scene of his proposal to Claire Trevor before the Lawrence bank is as good as the celebrated front porch scene between Jim Cagney and Priscilla Lane in "Roaring Twenties" which inspired so much fan mail last summer.

Shows New Quality.

In his handling of the love scenes, Mr Walsh again shows that he has developed a new quality in his direction that was lacking in his most brilliant successes in the past. "The Cockeyed World" and "The Big Parade." The tone of his work is still lusty in its humor and swift in its melodrama but he has learned how to temper all this to please the women in his audiences.

Claire Trevor does some laudable trouping as the southern girl who loves the wandering Texan but who is persuaded by Quantrill to become his wife. Her vivacity is particularly commendable when one knows that she suffered an almost fatal illness during the shooting of the film. Porter Hall, an actor Kansas City has been fond of since the days when he used to play the Shubert with Robert Mantell's Shakespearean company is salty as her father, a Scottish banker with Confederate sympathies.

But the part on which all eyes were focused last night was Walter Pidgeon's characterization of Quantrill. M. G. M., the studio to whom Mr Pidgeon is under contract took a big gamble when it lent him to little Republic for a picture. Its courage will be rewarded by having their property increased in value as the part moves the actor another long step toward the first rank of stardom. The Quantrill he portrays is a brilliant man with a restless driving ambition that must be satisfied. The criminal strain in his blood is at first very lightly hinted at as he tries to make his way on the frontier by means of education and peaceful arguments. But when the Texan, who can neither read nor write, defeats him in the race for town marshal, he throws learning to the flames and becomes a blood drunk egotist. It is an interpretation that might easily have gone "hammy" but the actor keeps his character on the border line between sanity and brilliance so skilfully that he always is plausible and even wryly sympathetic.

The sweeping night shots of him leading his guerrilla band down on Lawrence are thrillingly photographed as is the battle that precedes the burning of the town. Departing from history the movie lets the Texan rally the townsmen to their own defense, which may pain the historical societies but which will produce much more whistling in the gallery. The fire is spectacular, particularly the shots of the guerrilla's driving a flaming wagon pell-mell into the barricades of the defenders.

Scene Brings Gasps.

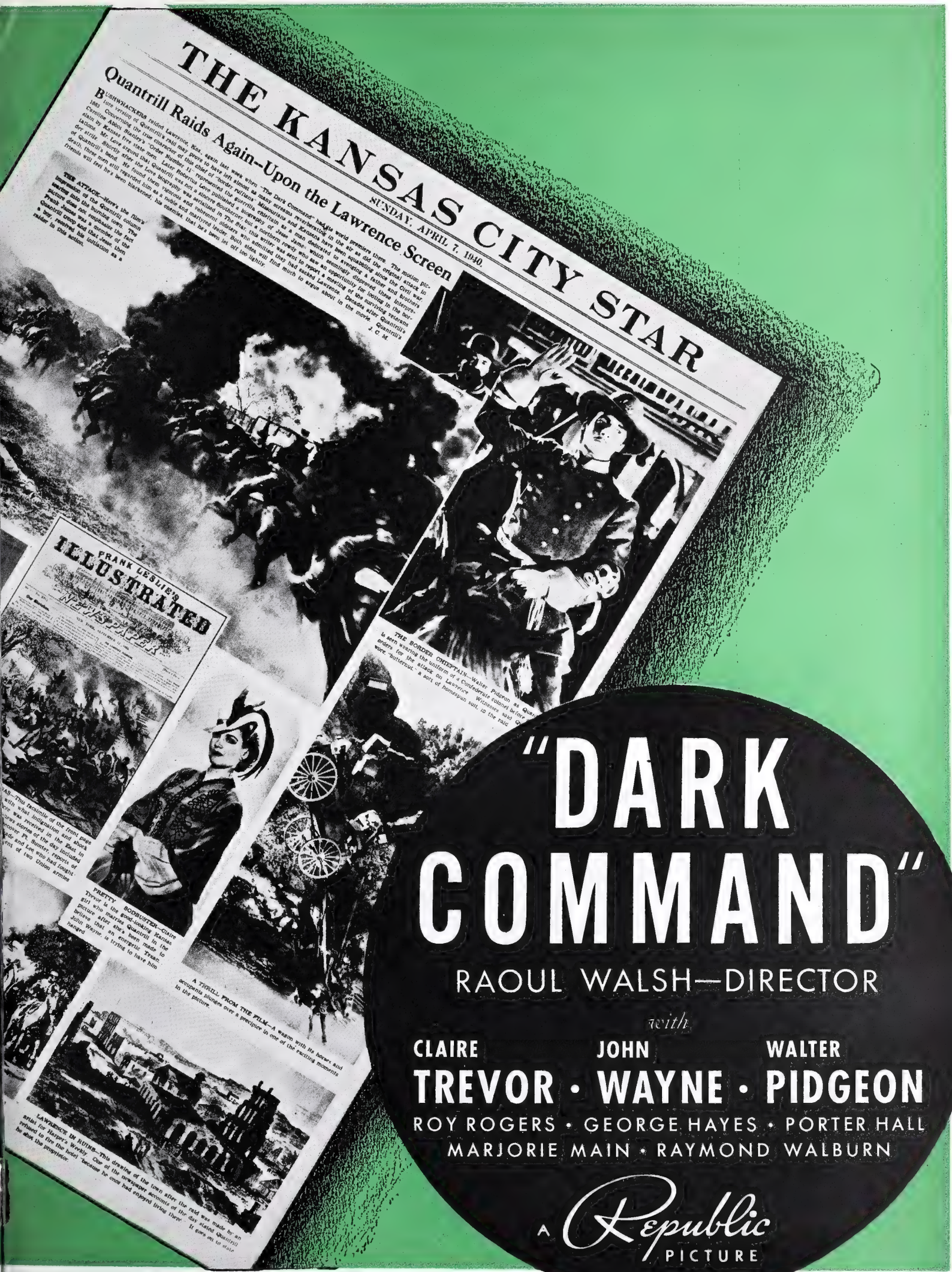
Another shot that brings gasps from the audience is one in which Quantrill's victims in their flight to escape him drive a wagon and a team of horses off a high cliff into the river. The cliff is higher than any around here but it makes for thrills. Mr Walsh, remembering the criticism launched against "Jesse James," is careful to place his cameras in a way that proves the horses were uninjured. Trick diving horses from a circus were used in making the shot.

George "Gabby" Hayes, the bewhiskered old-timer who proved his popularity every time he stepped in front of a Lawrence crowd yesterday has a diverting comedy part as Wayne's pal, a backwoods dentist and barber who seems in need of all his own services. He was a great favorite with the customers at all three of the theaters where the picture showed. Roy Rogers, the singing cowboy appears as Miss Trevor's brother and does a smooth job, though his fans among the high school girls wished he'd been given a chance to warble a few notes. The only bad performance is Raymond Walburn's portrayal of a pompous town politician. This with its henning and hawing is exactly like every other part Mr Walburn has played on the screen.

The battle scenes are crowded and the settings are first class. There's nothing cheap about the film. The biggest studios in Hollywood would be proud to have it on their production list.

Before concluding the review, it might not be amiss to say a word about the city of Lawrence. This reviewer has attended a number of movie premieres, including the one staked for "Man About Town," at Waukegan, Ill., last summer and the celebrated "Gone With the Wind" opening at Atlanta.

Not one of them has been handled as smoothly, as efficiently, or as entertainingly as the one that Lawrence staged today. It was an elaborate affair embracing a parade, a ball, and a pageant in which buildings were burned and horses charged through smoke and flame. Yet there was no confusion and no hard feelings. The stars were examined by thronging thousands but there was no sign of bad taste or the snatching of buttons and jewelry by souvenir hunters. The stars were much impressed. They came to Lawrence to advertise Hollywood. But they'll go back to Hollywood advertising Lawrence—for a good time and a job well done.


THE KANSAS CITY STAR
SUNDAY, APRIL 7, 1940.
Quantrill Raids Again—Upon the Lawrence Screen
FRANK LESLIE'S
ILLUSTRATED
NEWSPAPER
"DARK COMMAND"
RAOUL WALSH—DIRECTOR
with
CLAIRE TREVOR • JOHN WAYNE • WALTER PIDGEON
ROY ROGERS • GEORGE HAYES • PORTER HALL
MARJORIE MAIN • RAYMOND WALBURN
A Republic PICTURE

It Will Long Be Remembered, Will That Roundup in Dallas

By V. W. CRISP

DALLAS—The world premiere and the one and only showing of the sixth annual three-day convention of Variety Clubs of America got under way here in the "City of the Hour" played the big half of the week here.

Easterners, and even those from the west coast, were knocked off their equilibrium by the rousing welcome of real cowboys from show business in Texas. The old Deadwood Stagecoach of Buffalo Bill days and forty-fives on hips in saddles furnished part of the color.

All delegates and guests were met at their respective trains, airports and caravans, and brought through waiting traffic to Variety headquarters in the Adolphus Hotel, whence they went to reservations at the Baker and other hostelries. At every corner laymen craned their necks for glimpses of the Hollywood delegation.

After brief warming-up exercises in hotel lobbies and Variety clubrooms where east met west, club moguls retired for a short business session.

Having only a few hours before performing their duties as official greeters, J. B. Underwood for distribution executives; Bill O'Donnell for producers and directors; Jake Lutzer for the stars; Lloyd Rust for circuit executives; John Franconi for state and federal officials; Ray Beall, Charlie Meeker, Jack Chalman for trade journals and press, began rounding up the gang for a sightseeing tour of Greater Dallas. Meyer Rachofsky was personally in charge of this tour.

Variety's national officers led this parade in private cars. Chartered busses transported the other members. Freeman Memorial Clinic, pride of Tent No. 17, and the estate of C. Andrade, III, were the highlights.

A trifle weary from this slower mode of travel, the barkers were guests of Universal at a cocktail party in the enlarged Variety clubrooms. Thus, the first day was finished off in further fraternizing.

Friday was featured with a triple show in the form of the Twilight Jamboree, Frontier Frolic and Mexican Fiesta, all in front and within the portals of Dallas Athletic Club.

Grub in the style of the pioneering wide open spaces was served from the same kind of chuck wagons, and cowhands schooled in this kind of catering dished it out. John Guthrie's Wild West Show and Indian Congress furnished the atmosphere as pedestrians looked on beyond the roped off areas at either end of the block.

The Hardin-Simmons Cowboy Band furnished the music and let 'em have it with cowboy drills of the type they dispensed at Madison Square Garden and abroad. The all-famous bull fiddle act on horseback was the band's headliner. Radio artists from Oklahoma City, San Antonio and local stations rounded out the program.

The Frolic was pulled off after 6:30 on the entire second floor of the club. Here barkers found a typical frontier dance hall and saloon. The food, high spot of the entire epicurean offering, consisted of barbecued venison, broiled cabrito chops, mountain oysters, tamales, and chili con carne.

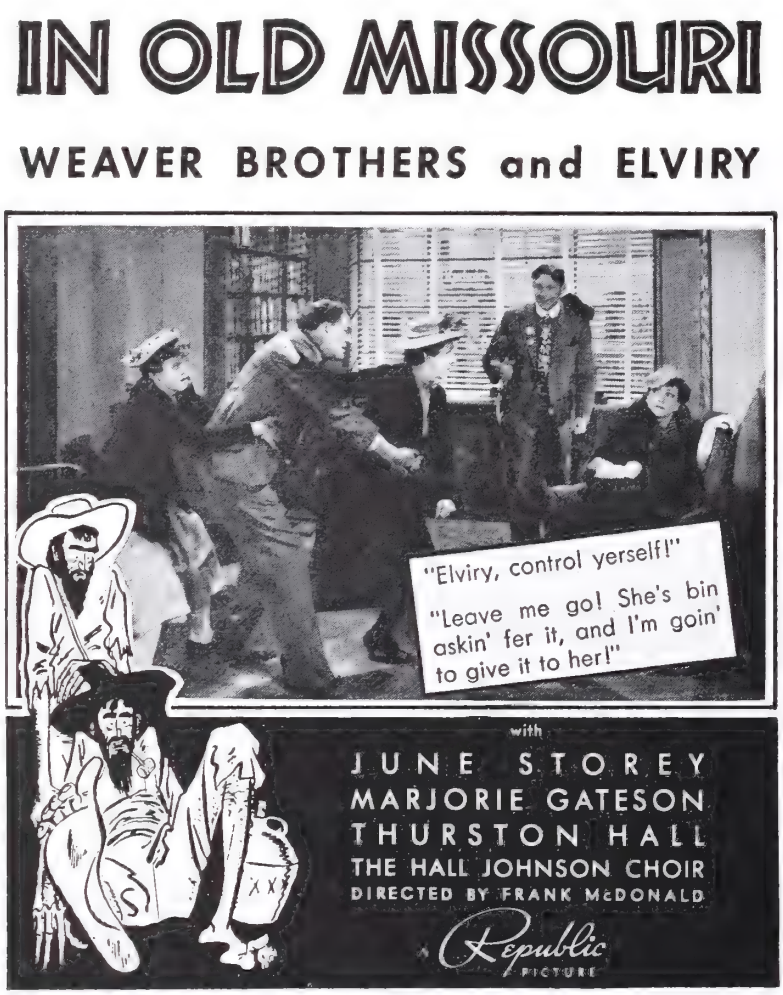
Up on the third floor, guests found themselves in old Mexico for the Fiesta at 7 p. m. Here senoras and senoritas indulged in music and dancing shared with them by the barkers and their friends. More food was provided in this event, typically Mexican. And so it went, on and on throughout the night.

Saturday, the final day, got under way with a golf tournament at Brook Hollow Golf Club. At 1 p. m., an extended parade passed through the downtown area, but the chief noise, of course, was the formal dinner at night in the Crystal Ballroom of the Baker Hotel. Its highlight was the presentation of the National Humanitarian Award for 1939 to Martha Berry of Mt. Berry, Ga., by John A. Harris, national chief barker. A film depicting activities of various Variety tents around the country also was shown.

While Variety visitors went from event to event, it was interesting to note that some of them found time to drop by exhibits on the first floor of the Adolphus. Here they saw the booths of National Theatre Supply and a number of companies which cooperated with National in putting on the display, including Advance Manufacturing Co., J. E. McCauley Mfg. Co., Goldberg Bros., E. J. Vallen, Inc., Hertner Electric Co. and Walker American Screen Co.

Other displays were by RCA, American Desk Mfg. Co., Royal Metal Mfg. Co., International Projector Corp., Universal Building Products Co., Texlite, Inc., American Seating Co., Alexander Smith Carpet Co., King Scenic Co., International Seating Co. and Burch Popcorn Machine Co. J. I. Roberts was chairman of the committee in charge of all displays.

On police duty throughout the entire convention were five stalwarts from Tent No. 17 designated by Sheriff (Smoot) Schmidt to "preserve order." The deputies, 45's and all, were Franconi, Underwood, Lutzer, O'Donnell and Rust, who were made full-fledged deputies of Dallas county for the event.



Atlas Asks 100,000 Shares Of RKO Common as Fee

NEW YORK—The Atlas Corp., proponents of RKO's plan of reorganization, have requested 100,000 shares of RKO common as its compensation for putting through the plan.

In addition, Atlas wants $875,037 as disbursements for actual out-of-pocket expenses. Since RKO common is listed at approximately $3 a share, Atlas seeks $1,175,037 as full payment. A hearing on this request, as well as all the others, is expected within a fortnight.

SMPE in Four-Day Meeting at Shore

ATLANTIC CITY, N. J.—With its expert eyes turned toward an appraisal of new developments in motion picture technology and an awareness of recent strides in television and frequency modulation broadcasting, the spring convention of the SMPE is under way at the Haddon Hall.

Forty-six pages and lectures, many of them accompanied by demonstrations, are scheduled for presentation during the nine planned sessions for which about 250 delegates from all sections of the country are on hand. E. A. Williford, SMPE president, will preside at the forty-sixth semi-annual banquet and dance, slated for the Rutland Room Wednesday evening. W. C. Kunzmann, convention vice-president, is back in his old role as generalissimo of the program. There will be no election of officers and no Progress Medal award, both of these ceremonies going over to the fall session in accordance with custom.

The convention is in charge of these committees:

Reception and Local Arrangements—Harry Blumberg, chairman; M. C. Batsel, A. B. Freeman, C. A. Seubert, C. W. Treen, E. O. Wilschke, W. J. Charles, M. Lewis, W. Conner, E. W. Kellogg, H. Walters, F. B. Evans and L. Ratener.

Registration and Information—W. C. Kunzmann, chairman; E. R. Geib, J. Frank jr., F. Hohmeister.

Hotel and Transportation—E. O. Wilschke, chairman; S. Abrams, C. Cohen, F. J. Bettelli, C. A. Seubert, B. Blumberg, C. Presgrave, J. Defrenes, H. J. Maire and G. L. Dimmick.

Publicity—Julius Haber, chairman; Sylvan Harris, James J. Finn, P. A. McGuire and F. H. Richardson.

Papers—J. I. Crabtree, editorial vice-president; Sylvan Harris, chairman, papers committee; L. A. Aicholtz, chairman, west coast papers committee; P. Arnold, C. N. Batsel, L. N. Busch, O. O. Ceccarini, G. A. Chambers, A. A. Cook, L. J. J. Didiee, A. C. Downes, R. E. Farnham, C. Faulkner, C. Flannagan, L. D. Grignon, E. W. Kellogg, G. E. Matthews, R. F. Mitchell, W. A. Mueller, W. H. Offenhauser, F. H. Richardson, W. H. Robinson, C. R. Sawyer, J. Stewart, H. G. Tasker, R. Townsend, C. K. Wilson and I. D. Wratten.



It's His Gavel—

E. A. Williford, president of the SMPE, who is presiding at the organization's spring convention now under way in Atlantic City.

Convention Projection—H. Griffin, chairman; M. C. Batsel, M. Lewis, C. W. Treen, Harry Blumberg, H. Walters, F. Hohmeister, E. O. Wilschke, W. J. Charles and A. B. Freeman.

Banquet and Dance—M. C. Batsel, chairman; Harry Blumberg, W. J. Charles, E. O. Wilschke, E. W. Kellogg, H. Walters, Oscar F. Neu, B. Blumberg, A. B. Freeman and C. W. Treen.

Ladies' Reception—Mrs. Oscar F. Neu, hostess, assisted by Mrs. M. C. Batsel, Mrs. H. Blumberg, Mrs. A. B. Freeman, Mrs. E. O. Wilschke, Mrs. C. W. Treen and Mrs. B. Blumberg.

The program, subject to minor changes, follows:

MONDAY, APRIL 22

9:00 a. m.—Viking Room; Registration.

9:30 a. m.—Viking Room; General and Business Session.—Report of the convention arrangements committee; W. C. Kunzmann, chairman. Report of the membership and subscription committee; E. R. Geib, chairman. Welcome by the president, E. A. Williford. Society business. Report of the progress committee; J. G. Frayne, chairman. "Partial Deafness and Hearing-Aid Design;" W. C. Beasley, National Institute of Health, U. S. Public Health Service, Bethesda, Md. "Color Theories and the Inter-Society Color Council;" H. P. Gage, Corning Glass Works, Corning, N. Y. (Demonstration.)

12:30 p. m.—Benjamin West Room; Informal get-together luncheon; E. A. Williford, chairman. Address of welcome by the mayor of Atlantic City. Speaker: F. F. Joyce, RCA Manufacturing Co., Camden, N. J., "The General Outlook for Television." Greetings from the SMPE Pacific Coast section; L. L. Ryder, chairman.

2:00 p. m.—Viking Room; Sound Session. Audience Noise as a Limitation to the Permissible Volume Range of Dialog in Sound Motion Pictures; W. A. Mueller, Warner Studios, Burbank, Calif. "The Control of Sound in Theatres and Preview Rooms;" C. C. Potwin, Electrical Research Products, Inc., New York. "Current Practices in Blooping Sound-Films;" W. H. Offenhauser, the Berndt-Maurer Corp., New York. "Investigation of the Influence of the Negative and Positive Materials on Ground-Noise;" O. Sandvik and W. K. Grimwood, Eastman Kodak Co., Rochester. "Filtering Factors of the Magnetic Drive;" E. W. Kellogg, RCA Manufacturing Co., Camden, N. J.

8:00 p. m.—Viking Room; Lecture. "The Science of Seeing;" Matthew Luckiesh, director, Lighting Research Laboratory, General Electric Co., Cleveland.

TUESDAY, APRIL 23

9:30 a. m.—Viking Room; General Session.—"Photographic Tone Reproduction—Theory and Practice;" L. A. Jones, Eastman Kodak Co., Rochester. "Tone Reproduction in Television;" I. G. Maloff, RCA Manufacturing Co., Camden, N. J. "Frequency Modulation;" E. H. Armstrong, Columbia University, New York.

2:00 p. m.—Viking Room; Sixteen-mm Session.—"Direct 16mm Production;" L. Thompson, The Calvin Co., Kansas City. (Demonstration). "Commercial Motion Picture Production with 16mm Equipment;" J. A. Maurer, the Berndt-Maurer Corp., New York. (Demonstration). "Professional 16mm Recording Equipment;" D. R. Canady, Canady Sound Appliance Co., Cleveland. (Demonstration). "Sixteen-mm Equipment and Practice in Commercial Film Production;" J. F. Clemenger and F. C. Wood, Sound Masters, Inc., New York. (Demonstration). "Laboratory Production of 16-mm Film;" E. A. Bertram, DeLuxe Laboratories, New York. "A High-Intensity Carbon Arc for Projection of 16-mm Film;" D. B. Joy and W. W. Lozier, National Carbon Co., Fostoria, Ohio.

8:00 p. m.—Viking Room; Television Session.—"Television Pick-up of the Pasadena Rose Tournament Parade;" H. R. Lubcke, Don Lee Broad-

(Continued on next page)

46 Papers, Lectures Make Up Programs



Eastern Engineers Are Dinner Hosts for Western Engineers—

Which is a way of saying that the SMPE board took cognizance of the presence in the east of a number of studio engineers by giving them a dinner at the Pennsylvania. Standing, left to right, are Sylvan Harris, editor of the SMPE Journal; *J. Frank jr., secretary; D. E. Hyndman, engineering vice-president; G. Friedl jr.; R. O. Strock, treasurer; P. J. Larsen, chairman, Atlantic coast section; A. S. Dickinson, financial vice-president; T. E. Shea, president, Erpi; D. C. Collins, Erpi; A. N. Goldsmith, member of the board, and T. K. Stevenson, vice-president, Erpi.*

Seated, left to right, are E. I. Sponable, 20th Century-Fox; C. W. Smith, Erpi, Hollywood; Ben Brown, Universal studios; J. B. Livadary, Columbia; L. L. Ryder, Paramount; E. A. Williford, SMPE president; E. H. Hansen, 20th Century-Fox; Douglas Shearer, M-G-M; K. F. Morgan, Erpi, Hollywood, and S. K. Wolf, past president of SMPE.

Allied's Keynoter Again Legislation

CHICAGO—Four major topics have been set up for discussion during the national Allied convention at the Morrison Hotel here June 19 to 21. They are the two Neely bills—block-booking and theatre divorcement; the government case in New York and its ramifications, and a general legislative discussion.

Col. H. A. Cole, national president, and Jack Kirsch, president of the Illinois unit and convention chairman, conferred on the program plans during Cole's recent stopover visit en route to Texas. Kirsch expects Abram F. Myers, general counsel, here shortly to discuss further detailed plans for topics to be aired.

Equipment dealers have been invited to display their merchandise in a large exhibit hall that will be open for the visiting exhibitors and their friends, adjoining the convention hall proper.

Allied Transportation Committee Named

CHICAGO—Allied's committee to handle convention transportation is composed of the following: Seth D. Perkins and James C. Quinn, California, Arizona and Nevada; Al Schuman and Lawrence C. Caplan, Connecticut; Van Nomikos, Richard Salkin, E. E. Alger, Charles House and Edward Grossman, Illinois; Roy Harrold and Don R. Rossiter, Indiana; Leo F. Wolcott and Charles Peterson, Iowa; Frank Hornig and Mrs. Helen Diering, Maryland; Frank Lydon and Arthur K. Howard, Massachusetts; Ray Branch and Miss Pearl M. Sprott, Michigan; W. A. Steffes and Ben Ashe, Minnesota; Lee W. Newberry and Harry Lowenstein, New Jersey; Martin G. Smith and P. J. Wood, Ohio; Orville Von Gulker and George Sumner, Oklahoma; M. A. Rosenberg and Fred J. Herrington, western Pennsylvania; S. E. Samuelson and E. B. Gregory, eastern Pennsylvania; Dean Nash and Charles Lee Hyde, South Dakota; Col. H. A. Cole and A. W. Lilly, Texas; Charles H. Olive and W. J. Gingell, Washington, D. C.; Richard D. Marks jr. and Garland West, West Virginia, and W. L. Ainsworth and Harry Perlewitz, Wisconsin.

A One-Fifth Interest Is Universal's in Exchange

NEW YORK—Universal's investment in the Big U exchange in this city is $30,000. This is a 20 per cent interest for which it holds 50 shares.

Investments in capital stocks of subsidiaries in foreign countries (not consolidated at cost) amount to $991,002. The company also owns 75 shares in Capital Theatre, Zurich, Switzerland, now in liquidation. The shares cost $1,672. In Filmag, another Switzerland unit in liquidation, the company's investment is 40 shares and $31,672.

Pathe Stockholders Will Elect

NEW YORK—Election of directors will be the main business before Pathe stockholders at their annual meeting April 30.



Television, His Talk—

Thomas F. Joyce, vice-president and advertising director of RCA Manufacturing Co., who will discuss "The General Outlook for Television" at the opening day's session of the SMPE convention.

SMPE in Four-Day Session at Shore

(Continued from preceding page)

casting System, Los Angeles. "Remote Control Television Lighting;" W. C. Eddy, National Broadcasting Co., New York. (Demonstration). "RCA Portable Television Pick-up Equipment;" G. L. Beers, RCA Manufacturing Co., Camden, N. J.; O. H. Schade, RCA Radiotron Corp.; Harrison, N. J.; and R. E. Shelby, National Broadcasting Co., New York. "Quality in Television Pictures;" P. C. Goldmark and J. N. Dyer Columbia Broadcasting System, New York. "A New Method of Synchronization for Television Systems;" T. T. Goldsmith, R. L. Campbell and S. W. Stanton, Allen B. DuMont Laboratories, Passaic, N. J.

WEDNESDAY, APRIL 24

9:30 a. m.—Viking Room; Projection Session.—"Advancement in Projection Practice;" F. H. Richardson, Quigley Publishing Co., New York. "Defects in Motion Picture Projection and Their Correction;" I. Gordon, Akron, O. (Demonstration). "A Personal Safety Factor for Projection Practice;" T. P. Hover, Lima, O. "New Lenses for Motion Picture Projection;" W. B. Rayton, Bausch & Lomb Optical Co., Rochester, N. Y. "Projection Supervision, Its Problems and Its Importance;" H. Rubin, Paramount Theatres Service Corp., New York. "The Projectionist's Interest in Auditorium Viewing Conditions;" B. Schlanger, New York. "Progress in Projection Lighting;" W. C. Kalb, National Carbon Co., Cleveland. "Products of Combustion of the Carbon Arc;" A. C. Downes, National Carbon Co., Cleveland. "A New Negative Carbon for Low-Amperage High-Intensity Arcs;" D. B. Joy, W. W. Lozier and R. W. Simon, National Carbon Co., Fostoria, O. (Demonstration). "Records for the Projection Room;" J. R. Prater, Palouse, Wash. "The Cyclex System of Motion Picture Projection;" C. S. Ashcraft, Ashcraft Manufacturing Co., Long Island City, N. Y.

7:30 p. m.—Rutland Room; Forty-sixth Semi-annual Banquet and Dance.—Alex Bartha and His Steel Pier Orchestra; dancing and entertainment.

THURSDAY, APRIL 25

9:30 a. m.—Viking Room; General Session.—"The Use of Fluorescent Phenomena in the Motion Picture Field;" T. T. Baker, New York. "The Theory of Three-Color Reproduction in Motion Picture Photography;" J. B. Engl, Mt. Vernon, N. Y. "A Modern Studio Laboratory;" G. M. Best and F. R. Gage, Warner Studios, Burbank, Calif. "Chemical Analysis of Photographic Developers and Fixing Baths;" R. B. Atkinson and V. C. Shaner, Eastman Kodak Co., Hollywood. "Mathematical Expression of Developer Behavior;" J. R. Alburger, RCA Manufacturing Co., Camden, N. J. "Speed Up Your Lens Systems;" W. Miller, Paramount Pictures, Inc., Hollywood. (Demonstration). "Recording and Reproducing Square Waves;" D. R. Canady, Canady Sound Appliance Co., Cleveland.

2:00 p. m.—Viking Room; General Session.—Optimum Load Impedance for Feedback Amplifier;" B. F. Miller, Warner Bros. First National Studios, Burbank. "Transmission Measurements;" G. Farley, Electrical Research Products, Hollywood. "The Effects of Ultraviolet Light on Variable-Density Recording and Printing;" J. G. Frayne and V. Pagliarulo, Electrical Research Products, Hollywood. "A Precision Integrating Sphere Densitometer;" J. G. Frayne and G. R. Crane, Electrical Research Products, Hollywood. "Motion Picture Theatre Developments;" M. Rettinger, RCA Manufacturing Co., Hollywood. "Silent Variable-Speed Treadmill;" J. Robbins, Paramount Pictures, Inc., Hollywood.

Adjournment of the Convention.

Erpi May Re-Enter The Selling Field

NEW YORK—The exploitation and sale of Bell Telephone Laboratories' newly developed stereophonic recording will continue to be handled by Erpi until the industry's demands for the equipment reach a point where Erpi's two licensees would take over. In other words, although Motiograph and General Theatres Equipment have been licensed to sell Erpi patented sound equipment, and Altec has taken over its theatre servicing contracts, "our company has in no way restricted itself from re-entering the selling field," an Erpi spokesman declares.

Erpi's deal with Motiograph and GTE gives them the selling rights to any Western Electric equipment, and the two companies are expected to enter the picture when the demand justifies such a move, it is said. Meanwhile, Erpi has set a price of about $30,000 on stereophonic recording equipment, and is selling, billing and exploiting it unaided.

Name Band Cost Causes Early Circuit Stage Fade

CHICAGO—Due to the high cost of name bands and special stage attractions, vaudeville units in the Mort Singer circuit that normally drop the flesh policy for the summer in June will do it in May this year, Singer states. Houses that use stage shows, either on a permanent basis or occasionally, are the Cedar Rapids, Cedar Rapids; Orpheum, Davenport; Orpheum, Sioux City; Orpheum, Waterloo, all in Iowa, and the Orpheum, Minneapolis. Singer operates in partnership with RKO in the midwest.

Robert Schless Expected Here the Last of April

NEW YORK—Robert Schless, United Kingdom and continental manager of Warner, is expected here for home office talks at the end of April. The visit is the first Schless will have made since he was placed in charge of Great Britain and Europe last summer. At that time the First National and Warner sales staffs in England were merged under Schless with Max Milder becoming general sales manager.

Zanuck on 1940-41: 'It's Sink or Swim'

CHICAGO—"It's sink or swim for the coming season and we on the 20th Century-Fox lot definitely believe in a rosy future for the industry," is Darryl F. Zanuck's comment concerning his 1940-41 plans. He was here for the concluding session of the 20th Century-Fox convention and was the principal speaker along with chairman of the board, Joseph M. Schenck.

"In spite of everything that is going on in this world about us," Zanuck said in an interview with BOXOFFICE, "we are going the limit. We are spending $2,000,000 more next year, with the result that our 1940-41 budget will approximate $28,000,000, or slightly better. Not only that, but we are planning four more pretentious productions in the million-dollar class than last year."

First Is "Brigham Young"

Zanuck, who flew here by special TWA plane and returned the same way to the coast, along with Schenck, William Goetz, his executive assistant, and Harry Brand, studio publicity chief, said that for the first time in the history of the company, 20 pictures of the 26 he will undertake himself will be in the million dollar class. "By that I mean," he said, "that the average cost of the 20 will be in the neighborhood of a million dollars each."

The first of these is "Brigham Young," which went on location Monday. "We are going to shoot the works on this one," he said, "and when we are finished exhibitors will have a new marquee name in Dean Jagger, Broadway star, who is playing the title role."

The production chieftain told the convention a new property just planned, and also for the million dollar class, will be "Brooklyn Bridge," with an imposing cast to include Alice Faye, Tyrone Power, Don Ameche, Henry Fonda, Linda Darnell and Edward Arnold.

Zanuck is counting on big things for "Lillian Russell," the current Faye-Ameche-Fonda vehicle, which has a definite running time of two hours and 20 minutes. This is the longest picture produced by Zanuck to date.

Zanuck Remembers Headline Values

Chicago—Darryl F. Zanuck may be a producer, but he hasn't forgotten the value of publicity.

Informed during the 20th Century-Fox convention that a large 40x60 color blowup of Tyrone Power had disappeared from the convention floor after a girls' group meeting, he quickly called Harry Brand, studio publicity head, and told him:

"Swell story here. It should make all the papers. Imagine a bunch of girls coming in and swiping such a large blowup of Power as we had in the convention hall."

Zanuck Direct Hand on Eighteen "Dreadnaughts"

NEW YORK—The 18 "dreadnaughts" to be handled directly by Darryl F. Zanuck for 20th-Fox next season are these:

"Brigham Young," "The Great Commandment," "Brooklyn Bridge," "Down to the Sea in Ships," "Western Union," "The Californian," "One Man Army," "Down Argentine Way," "The Return of Frank James," "How Green Was My Valley," "Song of the Islands," "Down on the Wabash," "Khyber Pass," "Fifth Avenue," "Brothers," "The Great Profile," "I Married a Nazi" and "Red Cross Nurse."

The four British-made releases will be selected from "Gestapo" with Margaret Lockwood, "The Girl Is News" with Miss Lockwood and Barry K. Barnes, "Rob Roy" with her, Michael Redgrave and Will Fyffe, "Tramp Steamer" with Fyffe, "Libre Belgique," "Mademoiselle from Picadilly," a musical; "Hangman's House" and an Inspector Hornleigh story.

Terry Recalls Cartoon Start 25 Years Ago

CHICAGO—During Paul Terry's talk on Terry-Toons at the 20th Century-Fox convention here, he recounted some of his experiences during his 25 years of producing cartoon films. He mentioned his first was "Little Herman" and, when all the conventioneers chuckled thinking he was alluding to Sales Manager Herman Wobber, he hastily corrected them and said that the reference was to Herman the Great, the magician.

He did recount that it was the same Herman Wobber, who 25 years ago suggested that Terry take his cartoon idea to New York. When he arrived in Gotham, he tried to sell it to Lewis J. Selznick, father of David O. and Myron. Selznick took one look and offered Terry $1.00 a foot.

"Why that's no more than the raw stock cost me," lamented Terry to Selznick.

And Terry laughingly recalled Selznick's crack: "Yes, I know, but the film isn't worth as much now as when it was raw stock."

From that one-man organization, the Terry-Toon company has grown to where it now employes over 100 people, Terry told the convention. He said Technicolor will be used more and more in the shorts field this year and that, while he has set 13 of his 26 for color, more may be used.

Sees Fox War Coverage Aided by Pooling Knell

CHICAGO—Movietone News expects to present the best European war coverage now that a new plan of individual use of stories made has been arranged, Truman H. Talley, Movietone News producer, told the 20th Century-Fox convention.

He explained the former plan of compulsory pooling of all news shots has been done away with, and that, henceforth, all newsreels will be permitted to use their own shots exclusively, after passed by censors.

Releases to Nov. 1 Now Set by 20th-Fox

Chicago — Marked as tentative, 20th-Fox, as early as this, has designated release dates on 13 of the new lineup. The program is designed to start with "Great Profile," August 2; "Street of Memories," August 9; "Brigham Young," August 16; "The Brat," August 23, and "I Married a Nazi," August 30.

September releases: "Pier 13," the 3rd; "The Return of Frank James," 13th; "Cisco Kid," 20th and "Public Deb No. 1," 27th.

October releases: "Charlie Chan in the Wax Museum," 4th; "Down Argentine Way," 11th; a Wurtzel production, 18th and "The Great Commandment," 25th.

448 Employes Split $21,000 in Prizes

CHICAGO—Four hundred and forty-eight 20th Century-Fox employes in 16 exchanges split $21,000 in prizes growing out of the Kent drive for 1939-40. Harry G. Ballance was given a special award for outstanding work among district managers.

In the national division, Lester Sturm, Detroit, was first, and received three weeks salary for all employes; Sam Wheeler, Washington, second, two weeks salary for all employes, and Paul Wilson, Atlanta; J. M. Ballentine, San Francisco; B. B. Reingold, St. Louis, and John Dillon, Los Angeles.

In the international division: E. V. Laindaiche, New Orleans, first, three weeks salary for all employes; C. L. Walker, Salt Lake City, second, two weeks salary for all employes, and H. J. Bailey, Toronto; B. A. Simon, New Haven; C. W. Clark, Oklahoma City, and M. A. Grassgreen, Albany.

Short subjects and newsreel awards went to Ira Cohn, Pittsburgh; Charles Powers, Portland, Ore.; Phil Longdon, Charlotte, and Sam Gross, Philadelphia.

Wobber Sees Record 20th-Fox Account List

CHICAGO—Twentieth Century-Fox will have the biggest account list in its history by the end of this season, with some 12,000 exhibitors playing its product, Herman Wobber, general sales manager, told BOXOFFICE, as the company's convention came to a close here.

"Right now," he said, "we have in the neighborhood of 11,500 accounts. But, by the time the men close up the season, we should hit 12,000, which will probably be as big as any company has ever done."

20th-Fox Will Not Renew Deal With Cosmopolitan

CHICAGO—Before boarding a plane for California, Joseph M. Schenck, chairman of the board of 20th Century-Fox, said his company would not renew a deal with Cosmopolitan Pictures, Hearst film organization. It is understood Cosmopolitan may suspend production.

Cheery on Foreign, Despite War Clouds

CHICAGO—Despite continued darkening war clouds, Walter J. Hutchinson, director of overseas distribution, struck an optimistic note in his talk before the 20th Century-Fox convention. This weekend he was to convey the same message of hope in the future to the South and Central American sales force in a convention at Havana.

Hutchinson's optimism stems from his feeling that "this war has pretty well established the fact that American motion pictures are no longer a luxury. They are a commodity the whole world, whether at war or peace, wants, a commodity for which the whole world will pay some price."

He explained that in currencies of the various foreign countries, 20th Century-Fox is doing better than ever before, but because of the vast drop in exchange, totals in American dollars are about comparable to 1934-35. Where 10 top films in 1936-37 would have yielded about $900,000 in American dollars, the same foreign grosses at today's rates of exchanges could only be converted into about $600,000. It is estimated the foreign department is still producing about $450,000 worth of business weekly.

Hutchinson related a number of interesting sidelights on the company's foreign business. Among them, these:

"The Rains Came" was the company's biggest foreign grosser since "Cavalcade" and is now in its fifth big week in Paris. "The Grapes of Wrath," just entering foreign distribution, is playing the British Odeon circuit on 50 per cent rental. Other top pictures foreign-wise were "Stanley and Livingstone," "Drums Along the Mohawk," "Hollywood Cavalcade," "Hotel for Women," the Sherlock Holmes pictures, and the British-produced, "Shipyard Sally."

The war has caused foreign managers to use their wits in getting pictures to theatres. In London, a $10,000 bomb-proof underground shelter was constructed to house film vaults and a refuge for the workers. A boat was hired in Stockholm and film stored there so that in case hostilities broke out the boat could go out to sea and protect the film.

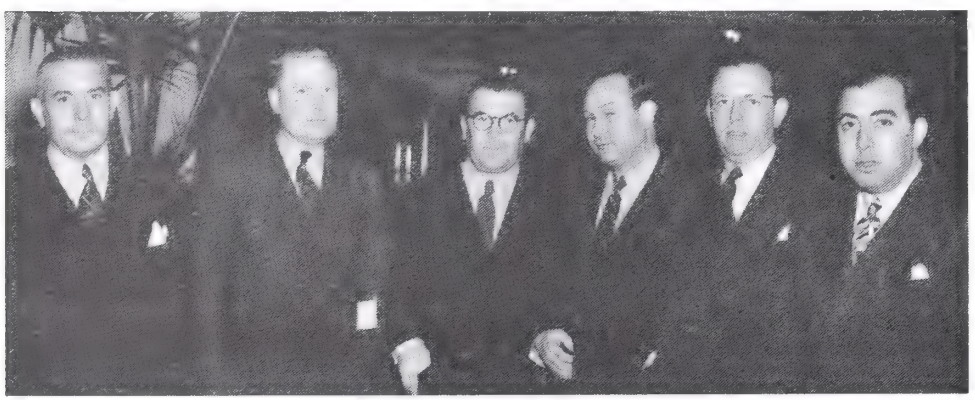
Out of about 500,000 feet of film shipped weekly since the outbreak of the war only about 18,000 to 20,000 feet has been lost by sinkings.

In China, business is 100 per cent over last year, in Chinese dollars, while Hutchinson reported Japanese business so great, he termed it "fantastic."

In revenue returns, the English market, despite the war, is still the greatest; the Central American market next, and the South American countries third. The expansion in business in South America that was anticipated did not materialize, he added, because South America's best customers did not have the money to buy and because these potential customers did not have the means of transporting the goods.

Hutchinson will go to Paris and London the middle of May, not so much to hold conventions as to study wartime distribution plans for Europe.





—Photos by Cosmo-Sileo

From the Convention Photo Album—

Above it's a case of the three Bills, all of them sales managers at 20th Century-Fox. In order, they are William J. Kupper, handling the west; William Sussman, the east and William C. Gehring, the central states.

Below is the National Theatres group, photographed on the scene in Chicago. Here they are: Spyros Skouras, William T. Powers, George Skouras, Milton Hossfeld, Ed Zabel and Aubrey Schenck.

Hutchinson Relying On 'Need' for Films

Planes to Central America For 20th-Fox Meeting

NEW YORK—Walter J. Hutchinson, director of foreign distribution, planes down to Havana Wednesday to attend the 20th Century-Fox Caribbean and Central American sales parley which will be held over the weekend. Hutchinson will outline production plans for the new season.

A trip to Europe is next on Hutchinson's itinerary. He plans to embark around May 15 on either the *Manhattan* or the *Rex*. While abroad, the 20th-Fox executive will make a first-hand survey of conditions and attend various sales meetings in key European centers and London.

Several changes in the Latin-American setup are disclosed. S. Chiesa, formerly manager of Peru, is now in charge of Colombia. Chiesa replaces J. Day who will receive a new assignment at the sales convention. E. D. Cohen, manager of Ecuador, goes to Venezuela, and his place will be taken by K. B. Knust, who has been serving as assistant to W. W. Sullivan of Panama.

A number of foreign managers, according to Hutchinson, are slated to arrive here for combination vacation furloughs and home office conferences during the year. D. B. Lederman of the Philippines, S. S. Horen of Argentina, W. B. Morgan of France, R. A. Kreier, assistant European manager, and Otto Bolle of South Africa, are those expected.

Col. Cole Has No Comment On Divorcement Bill

CHICAGO—During a stopover, Col. H. A. Cole, president of national Allied, had "no comment" to make on the Neely theatre divorcement bill. Cole said he was here primarily to check over plans for the Allied convention set for June 19-21 at the Morrison. Specifically on the bill, he remarked laughingly:

"Well, you know, I'll first have to read the bill myself before I can comment on it. I just learned of its introduction into the senate by Neely by wire myself."

Para't Shorts Department Duties May Go to Two

NEW YORK—Duties of the late Louis Diamond, head of Paramount short subjects department, may be split between two men in the future, although this has not been finally determined, it is learned. Meanwhile, Dick Murray, former assistant to Diamond, is supervising most activities, while Russell Holman continues to handle eastern production.

Delays Trial; Rules Must Start June 3

NEW YORK—The all-industry suit goes to trial June 3, Senior Judge Knox ruled in federal court Friday, saying, "There will be no further adjournment under any circumstances. You must all be prepared to start trial by that time."

Thurman Arnold and Paul Williams, for the government, argued against adjournment. The majors' counsel sought and won the delay on the ground of insufficient time to prepare, asserting the last information supplied by the government was made available April 16, but that the defendants were entitled to 60 days beyond.

The government's supplemental answer to distributors' interrogatories discloses a "serious weakness" in allegations bearing on production, in the opinion of major counsel. The claim, of course, is that the defendants enjoy a monopoly in production and in distribution to a degree which prevents the successful marketing of independent production.

To Producers in Making Point

To demonstrate this contention, the supplemental answer lists 28 independent producers, who presumably have information to prove the government's assertions. They are:

I. E. Chadwick, Louis Weiss, Harry S. Webb, A. W. Hackel, Arthur Alexander, Clifford Sanforth, Henry (or Harry) Spitz, John N. Hicks, R. N. Like, Leslie Simmons, Emanuel Cohen, Fred Futter, Nat Levine, Maury Cohen, Carl Leserman (as of the time he was vice-president and general manager of Grand National), Samuel Katzman, Boris Petroff, Harold Lewis, Russell Mack, Phil Goldstone, E. B. Derr, Edward J. Peskay (as of the time he was vice-president in charge of Grand National distribution), Leo J. McCarthy, Sol Lesser, Toby Anguish, Richard A. Rowland, Spencer Bennet, and B. Reeves Eason.

The answer also includes names of other persons not hitherto mentioned. In the list of 219 individuals in 36 key cities who allegedly have information on first run monopoly appears Robert H. Hexter, Point Breeze Theatre, Philadelphia. He may testify on clearances asked, or given, Warner over non-affiliates.

New names claimed to possess information of monopoly in first runs include Ed H. Cerf, Rivoli, Columbia, Ga., who alleges attempts were made to take his theatre from him; C. C. Dunsmoor, Capitol, Marshalltown, Ia., who is said to have sold his house to RKO because of deprivation of product; Ely F. Seff, allegedly compelled to sell his Rapid and Loop theatres in Rapid City, S. D. to Paramount for the same reason; J. Tom Arthur, Cecil, Mason City, Ia., allegedly forced out by Paramount; W. B. McDonald, Olympia, Wash., where he now operates the Avalon but who is said to have closed the Viking because of lack of product and Harry Friedman, Lansdowne, Pa., who appears to have a story on clearances extended affiliated houses over his Lansdowne theatre.

Says Gov't Rejects Decree Bid

New York—The department of justice has rejected a consent decree settlement of the all-industry suit proposed in conferences between major representatives and the department of commerce because it regards the proposal to end block booking and blind selling as insufficient and because the plan discussed makes no provision for theatre divorcement, according to a Washington dispatch to the "Wall Street Journal."

After a hearing in Federal Judge Knox's chambers, Thurman Arnold stated he was slated to appear before a Senate committee in Washington Monday to explain why the action had not gone to trial until now. Asked what the chances for an out-of-court settlement were, he declared he was not prepared to make a statement on what the terms would be if submitted to him, but expressed as a personal belief the opinion the suit will not be settled. He said the commerce department talks with the majors are continuing, but described them as "talk, talk, talk and a lot of procrastination."

Renew With Zanuck After a Challenge

NEW YORK—The proposition to grant Darryl F. Zanuck, vice-president in charge of production, an option to purchase 100,000 shares of common was approved at the annual meeting of the 20th Century-Fox stockholders. Included in the authorization is a five-year extension of Zanuck's contract from August 22, 1942 to March 31, 1947.

Present officers and directors were unanimously re-elected at the meeting which witnessed a verbal clash between S. R. Kent, president, and Milton R. Weinberger, a stockholder, who attacked the option and criticized the large salaries paid by the company.

In defense, Kent said Zanuck was "the most valuable asset the company had." Furthermore, he stated, in the four-and-a-half years Zanuck has been with the company, "we made $26,037,000 in profits, excluding National Theatres. During this period we made $3,906,000 from National Theatres. We payed out $18,855,000 in dividends. We payed $5,100,000 off the funded debt and increased our fixed assets by $7,000,000."

Emphasizing his point, Kent continued, "In the four-and-a-half years previous to the time Zanuck joined the company, we lost $6,511,000."

Kent declared Zanuck can go out and make three dollars to the one he is making now through 20th-Fox. He said he knew other people had approached Zanuck and offered him more money. Zanuck makes better pictures cheaper than anyone else, Kent affirmed. He also added he did not know anyone who worked harder.

Weinberger, who is an attorney for the Shuberts, had claimed the $833,000 paid executive officers "too much."

Refuting the charge, Kent compared 20th Century-Fox with other companies which pay as much as $8,000,000 in salaries to its executive officers. He disclosed he had turned back $52,000 of his salary several weeks ago.

In a brief appraisal of the foreign situation, Kent estimated the company did 35 per cent of its business abroad. England, he said, returned 65 per cent of the foreign dollar. The company had done $1,000,000 in Italy and also in Spain at one time. He ventured the opinion that Spain might return to its former peak in five years. The company continues to operate in Germany, but is getting no money from there. Czechoslovakia, Poland and a part of Finland are considered gone. The company is intensifying its efforts in other markets to recoup its losses, Kent added.

There were represented at the meeting 811,393 shares of preferred and 1,058,699 of common, out of a total of 925,020 shares of preferred and 1,741,922 shares of common. Total vote for the option for Zanuck was 1,718,649 for it and 32,174 against.

Returned to their posts were these directors: H. Donald Campbell, Chase National Bank; John R. Dillon, Hayden, Stone and Co.; Wilfred J. Eadie, 20th Century-

(Continued on page 18-A)



Data Before Flight—

Darryl Zanuck stops to read accounts of the 20th Century-Fox convention in Chicago in a convention copy of BOXOFFICE *as he boards the chartered TWA Skysleeper for his return to Hollywood. Appearing well pleased with the results of the enthusiastic convention are, Joseph M. Schenck, center, and William Goetz, executive assistant to Zanuck, as they prepare to return to production activities. The plane they were on flew non-stop from Chicago all the way to Albuquerque, N. M., stopping briefly there before going on to Los Angeles.*

Numbers Don't Fix The Buy-Bernhard

NEW YORK—If the Warner circuit owned all theatres in and around Philadelphia, there is no certainty it could buy film more effectively than at present. This is the opinion of Joseph Bernhard, general manager of the chain. During his pre-trial examination before Assistant Attorney General John L. Wright in the government's key suit his answer to the theoretical question above drew the answer: "It is purely guesswork."

The six-hour examination was not without incident of a serio-comic nature. Bernhard had answered most of Wright's questions pertaining to the circuit's operations in Philadelphia when, out of the blue, there appeared Harry Shapiro, Philadelphia attorney, and his client, Eugene Mori, operator of the Landis, Vineland, N. J.

The two out-of-towners said that they had consulted Wright previously and understood the hearing would be open to the public. Since Mori has a suit pending against the Warner circuit, which goes to trial May 6, Shapiro thought he "might find something to help my case." Robert W. Perkins, head Warner counsel, objected rather strenuously to their presence and was joined by legal representatives of Loew's and 20th Century-Fox.

Wright joined by saying he did not have the power to exclude the two men. Perkins observed Shapiro has brought three suits against Warner, while Shapiro countered with "no, only two." There was a verbal shuffle regarding who stood on proper legal grounds while the examination stood still. Suddenly, Bernhard, who had been looking on not without amusement, bellowed: "Say, I'm the witness." This broke the deadlock, with Shapiro seeking and presenting law reference book that showed he had a right to be present.

Wright dwelt at length with pooling arrangements entered into by the Warner circuit, as well as acquisitions. He wanted to know particularly what factors entered into the circuit's decision to build and acquire theatres, especially in the Philadelphia area. Bernhard said these factors usually were the growth of neighborhoods and the desirability of providing seats for new residents.

He declared the purpose in acquiring the Fox was for a "second, or continued run;" also that the house "was offered to us at very good terms, on a percentage basis, and we thought we'd make money." The deal also made possible the elimination of a stage show in the city, since Warner's Earle also had a combination film-flesh policy. Prior to the Fox deal the Warner houses did not exhibit 20th Century-Fox product, but after the deal that company's films were shown at Warner units, Bernhard stated.

Wright wanted to know if the witness "ever discussed the possibility" of buying films for a limited number of houses instead of the entire circuit. The witness said he recalled one instance where the circuit did not buy Fox product for all units. "Why?" Wright asked. "Because we just didn't get together on terms," was the reply. "Did Vitagraph get together with Fox theatres that season?" Wright wanted to know. "I think so," was Bernhard's answer.

The witness denied there was "any special reason" for 18 Warner neighborhood units in Philadelphia getting a blanket deal on film rentals. "It is only a matter of bargaining," he asserted.

Wright went into Warner circuit pools in Newark, Orange, East Orange, Belleville, Bloomfield, Hackensack, Jersey City, Elizabeth, Montclair, Brooklyn, Albany, Jamestown and other local situations. He wanted to know what prompted Warner to enter into these deals. Bernhard's reply in each instance was, in effect, that there were advantages in reduced expenses and more flexible booking. In a reverse sense, Bernhard testified that certain pools were never renewed because they proved to be unprofitable. "I make a lot of mistakes," he declared.

Ross Federal Now One Decade Old

New York—Ross Federal Service is currently observing its tenth anniversary. The checking service was formed in Chicago on April 15, 1930 as the Federal Theatre Accounting Company. Two years later, headquarters were transferred to New York, the present base of operations.

Decrease in Print Supply Advised by Sidney Kent

NEW YORK—Sidney R. Kent, 20th Century-Fox president, has advised Herman Wobber, in charge of distribution, and the company's three division managers that prints will have to be "materially reduced" in number. The cut will be among that classification of product which "is returning the least profit."

This was revealed during Kent's pre-trial examination before Assistant Attorney General John L. Wright in the government's key suit. He said the action was motivated by economic reasons, such as the European war and the cost of prints, which he said has been constantly increasing in the past few years.

"The tendency of constantly putting out more prints must go the other way," he asserted. "We have been increasing the number of prints steadily. It is getting to the point where it may break our backs. The economic load is getting too heavy if we are to accommodate all the people who want prints at the same time."

No Pre-Set Policy On Theatres-Kent

NEW YORK—The affiliated circuits did not sit down with a map and cut it up by collusion to determine among themselves how the country should be divided up, Sidney R. Kent, 20th Century-Fox and National Theatres president, stated during his pre-trial examination in the all-industry suit. He was being questioned by John L. Wright, assistant attorney general.

The remark came up after Wright asked the witness whether he ever discussed areas in which theatres should be taken during his affiliation with Paramount in 1920. Kent's answer was there was no policy as to what areas in which theatres should be acquired. "Each circuit has an historical background of how it came into being; just the evolution of the business. The wars between competing companies, the growth of the business, money had a lot to do with it—I can take you on a Cook's tour of the country and show you how this happened."

Wright invited Kent to take a theoretical tour to Philadelphia. What led to the building of the Fox there? The theatre was erected as a first run, Kent declared, because the late Jules Mastbaum told William Fox he would not pay his price for film. "I believe Fox made a grave error in building that house with the type of product he had at the time," the witness added.

Wright took Kent over the historical background leading up to the introduction

(Continued on page 18-B)

RKO Studies Plans On K-A-O Stock Buy

RKO is reported to have under consideration several plans of internal financing designed to provide between $3,000,000 and $4,000,000 for the purchase of the M. J. Meehan majority holdings of Keith-Albee-Orphe[um] C[orp.] preferred issu[e] represent abo[ut] The RKO reor[ganization] poses[ ] reorg[anization] without the approva[l] RKO preferred stockholders. This is viewed as the reason why

MOTION PICTURE DAILY
MONDAY, APRIL 15, 1940

ATLAS, ACTING FOR RKO, REVIVES EFFORTS TO BUY K-A-O CONTROL FROM MEEHAN GROUP

BOXOFFICE :: February 24, 1940

Speaking of News Coverage—

Headlines that again pointed the way. The possibility that RKO, through Atlas, may arrange to buy control of K-A-O was reported in BOXOFFICE *almost two months ahead of the story reproduced in the upper right corner. However, the current move by K-A-O to buy up 3,000 shares of its own preferred at $100 a share is not seen "as having the slightest connection" with the other eventuality, according to those familiar with the situation. K-A-O's plan is described as nothing more than "3,000 fewer shares to play with, should the corporation ultimately want to retire its stock."*

MORE THAN SPECIAL ABILITY

TRADITIONAL Eastman uniformity backs up each film's special ability. That's why cameramen place utmost confidence in the three Eastman negative films — Plus-X, Super-XX, and Background-X. This reliability has made them the raw-film favorites of the industry. Eastman Kodak Co., Rochester, N. Y.

J. E. BRULATOUR, INC., ***Distributors***

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PLUS-X
for general studio use

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for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

BROADWAY

COLONEL EDWARD A. SCHILLER, operating head of the Loew circuit up to his retirement from business a few years ago, found his first visit to New York in three years a thrill. He handclasped, lunched and dined around the town, trying to cover as many of his friends as he could and left for Hollywood late in the week, regretting he hadn't completed that pleasant job. Schiller came on from Florida where he tried the fishing and made the round trip journey with Harry Rapf, M-G-M producer . . . Fraidele Oysher will star in "The Cantor's Daughter," new Yiddish film planned by Ludwig Landy. Production is slated to get going in June.

Emanuel Silverstone, whose one-week trip to the coast lengthened into three, has returned . . . L. Jack Schlaifer, UA's western sales manager, gets back Monday from a Hot Springs vacation . . . Mary Elder, receptionist in the Loew's foreign department, has resigned to greet the visitor important. Virginia Brown replaces her . . . Jack Shea of Feiber & Shea returned to the home office Friday after an Ohio trip. E. C. Grainger is due in Monday from the Buckeye state. Enrique Baez, UA's Brazilian manager, is on his way up for home office conferences . . . J. H. Seidelman, Universal's foreign manager, has his passport ready in case he decides to fly to Europe . . . Betty Goldsmith, secretary to James Mulvey, went down to see the cherry blossoms blossom in Washington . . . A sprained ankle put Major F. L. Herron of the Hays office on the sidelines during the week.

Those present at the Warwick dinner for J. J. O'Connor included: J. B. Anderson, Al Arnstein, Jerry Baker, George Baldwin, Warren Bartlett, Joe Becker, John Berger, Arthur Brown, Jas. M. Brennan, David Canavan, John A. Cassidy, Jas. Conklin, Ray Conner, Wm. Cook, Harold Daly, N. E. Depinet, James Dolan, Jos. Di Lorenzo, George Dunn, Mike Edelstein, H. R. Emde, W. B. England, Max Fellerman, Lou Friedman, C. S. Fretz, Arthur Gilgar, Irving Gold, Jos. Goldberg, Leon Goldberg, Louis Goldberg, Larry Greib, Pat Grosso, Emil Groth, Walter Grove.

Maurice Harris, John Hearns, Herb Heintz, John Heinz, Harold Heller, Fred Herkowitz, Raymond Hodgdon, Henri Horton, Frank Howard, Wm. Howard, Henry Josephick, Wm. Kane, Leon Kelmer, Malcolm Kingsberg, Lee Koken, Rudy Kramer, Morty Kresner, David Levin, Max Levine, Dave Lustig, Harry Lyons, James McCann, C. B. McDonald, O. R. McMahon, Harry Mandel, Wm. J. Merrill, Fred Meyers, Max Mink, Harry Mosley, H. E. Newcomb, Millard Ochs, Chas. Oelreich, Jas. O'Donnell, Richard C. Patterson jr., Matty Polon, M. G. Poller.

John Redmond, Phil Reisman, A. E. Reoch, Ken Rockwell, Marty Rosen, Sam Rydell, George J. Schaefer, S. A. Schwartz, H. Scholl, Hal Seroy, Baker Shelton, Max Sloven, A. W. Smith jr., Cresson E. Smith,

(Continued on page 18-A)





—Metropolitan Photos

His Associates at RKO Give John J. O'Connor a Party—

It appears the RKO circuit has just concluded an O'Connor Month, so named in honor of the vice-president who runs it. With this significant foundation, O'Connor's associates built a dinner for him at the Warwick and this photographic file is about it. Upper right finds Senator J. Henry Walters, S. Barret McCormick and Fred Meyers in the middle of something or other. Below, on the stage, is a rare scene. Five district managers are endeavoring to sing a parody on "Oh, Johnny, How You Can Love." They are James A. Brennan, Russell Emde, Sol Schwartz, Lou Goldberg and Charles B. McDonald, as their respective theatre managers will soon recognize.

The page-wide panel reveals Ned E. Depinet, then the guest of honor, then Malcolm Kingsberg, and lastly, George J. Schaefer at various junctures of their speech making.

Deny De Luxe Lab's Plea for a Review

NEW YORK—Most important court news of the week was the denial by Federal Judge Henry Warren Goddard of an application by De Luxe Laboratories to review appointment of William Stephen Brown as trustee of Educational Film Corp. of America. Brown was appointed as a disinterested outsider when Referee John E. Joyce denied De Luxe's $2,660 claim the right to vote. De Luxe claimed the referee had no right to do this and asked appointment of Harry G. Fromberg, trustee of Grand National. A similar application by Fromberg to void the appointment of James A. Davidson as trustee of Educational Pictures was postponed.

Paramount is seeking permission of the supreme court to consolidate seven applications from 1933-1940 to reduce tax assessments by the city on property located at 331-337 West 44th St.

A reduction of $340,000 from the assessment of $1,720,000 to $1,380,000 is sought.

Harry A. Wembridge has applied to the supreme court for a writ of attachment on the New York property of Spectrum Pictures Corp. and Charles C. Burr, based on his suit for $3,000 for alleged failure to pay bills due last December.

Columbia Profit Soars Latter Half of 1939

NEW YORK—Columbia's profit for the six months to December 30, 1939 rose to $215,582 from the $34,596 reported in the same period in 1938. The current figure is after deduction of an extraordinary reserve of $100,000 and after deduction of the loss of $104,751 for the September quarter.

The company paid $250,000 on its debentures March 15 in anticipation of the April 30 due date, thereby reducing its total debentures outstanding to $1,000,000. Allocation of negative costs against England has been reduced from 25 to 20 per cent so that the United States now meets 75 per cent, England 20 and other foreign markets, five.

RKO Will Premiere "Irene" In Portland and Seattle

NEW YORK—RKO joins the parade of special out-of-town pre-release premieres with a dual opening of "Irene" at the Paramount, Portland, and Fifth Avenue, Seattle, April 23 and 24, respectively, according to plans laid out by Ned E. Depinet.

The event will be featured by the personal appearance of Anna Neagle, who stars, and Herbert Wilcox, who produced. An elaborate presentation is being planned by S. Barret McCormick, director of advertising and publicity.

Ampa Meeting April 25

NEW YORK—Ampa's first meeting under the regime of Leon J. Bamberger will be held at Jack Dempsey's April 25. New committees will be announced.

BROADWAY

(Continued from page 18)

Ed Sniderman, Eugene Spencer, Sam Taub, Maj. L. E. Thompson, Robert Ungerfeld, Sen. J. Henry Walters, Emanual Waxberg, Ansel Weinstein, Harry Weiss, Sigurd Wexo, Dave Whyte, Thomas Wright and J. S. Yeransian.

It's a seven-and-a-half-pound son at the Ray Largos of Hollis, L. I., and RKO's still department . . . Arthur Treacher and Bela Lugosi are a pair of contrasts in the Ed Sullivan unit at Loew's State . . . Harry Gold has bought a new Mercury for his daughter, Gloria . . . Neil F. Agnew is back from a vacation in Mexico. Thumbnail description of how he enjoyed it: "Everything's swell, especially the climate, but the grub is lousy" . . . Pat Reis was in Washington with her hubby over last weekend . . . Phil Engel, Warner exploiteer, is back from Buffalo and the campaign on "It All Came True" . . . Sam Schneider of Freres Warner, is back from a two weeks business trip to the coast. Ditto Norman H. Moray, short subjects sales head, from the same destination and a trip to all branches . . . Adolph Zukor, in company with Jack Levin and friends, attracting a major share of attention in the crowded Savoy-Plaza dining room.

Oscar A. Doob is back from his slight foray into the middle west . . . John Murphy of Joe Vogel's office, also at Loew's, has a flying trip to Boston, Syracuse, Rochester and Toronto behind him . . . Regina Crewe is handling a special publicity campaign for Clarence Brown in connection with the impending Broadway opening of his latest, "Edison, the Man." Miss Crewe came recently from Hollywood to her permanent New York headquarters . . . Joan Crawford is in town from the coast. Stays about two weeks. Destined to frequent "21" often . . . Richard de Rochemont, European director of The March of Time, is back in Paris after a trip here . . . Volney L. White is Paul Terry's latest cartoon director. He supplements Mannie Davis, Connie Rasinski and Edwin Donnelly in the New Rochelle studio.

Alvaro Reyes, Paramount's branch manager at Bogota, Colombia—and, please, not Columbia—is here on company and personal business. He expects to enter his son and daughter in an American college before returning . . . Charlie Stern, UA's eastern district manager, has that operation in his memory book now; he's back at his desk . . . Humphrey Bogart may come east for a vacation after he finishes "Brother Orchid" . . . Picture Pioneers have shifted the date of their "spring conference." It is now May 2, but the place continues to be the Waldorf . . . Toni Noviska, Polish ballerina, is aboard the Conte di Savoia, *bound for New York and a try at films. There should be no surprise if she gets an early "break" and ends up as the lead in "Flotsam," first for UA from Dave Loew and Al Lewin.*

Funeral services for the late Gabriel L. Hess were private and confined to business associates and close friends. Those who attended included Will H. Hays, Carl E. Milliken, J. Robert Rubin, Sidney Braunberg, David Decker, Leopold Friedman, Austin C. Keough, Louis Phillips, Louis and Mrs. Nizer, Howard Levinson, Robert W. Perkins, Richard E. Dwight, Benjamin Pepper, Jack H. Levin, Joseph L. Stein, Dirrelle Chaney, Grace Anderson, Elsa Warncke, J. B. McCullough, Harold Groves, Courtland Smith, Harry Long, Arthur S. Dickinson, Francis S. Harmon, Walter Trumbull, Charles C. Pettijohn, Edward A. Sargoy, Sidney Schreiber, Mrs. T. E. Drazin, David Palfreyman, George Borthwick, Kenneth Clark, John Landers, Arthur H. De Bra, Roy Norr, Eric Stone and F. W. Du Vall.

Phil Reisman took a look on the map and decided these RKO foreign men will attend the forthcoming sales convention in New York May 27-30: Reginald Armour, European general manager, as reported; Gus Schaefer, district manager, Caribbean countries; Max Gomez, manager for Mexico; F. S. Gulbransen, manager for Panama, and Pedro Saenz, manager for Cuba. Ned Seckler, foreign department representative at the studio, also will be present. The home office delegation: Ben Y. Cammack, R. K. Hawkinson, B. D. Lion, Mike Hoffay, Alfred Frank, Harry Ehrreich, Eddie Ugast and Arthur Rossum . . . Bob Wolff and his New York bunch continued to lead in the Depinet Drive at the close of the 11th week. Buffalo and Boston were second and third, respectively.

E. W. Aaron's vacation in Florida was confined mostly to recuperating on the hotel roof from a back dislocation suffered while driving . . . Leonard Picker, Columbia attorney, has bought a piano for his new home in Lawrence, L. I., where he and his family moved from New Jersey the other Thursday . . . Lester J. Sack, manager of Sack Amusement Enterprises' local exchange, went to Dallas for home office conferences and the Variety Club convention. He met Saul Goldman, Chicago manager, en route . . . "Cartoons have come a long way in the last 25 years," says Paul Terry. And he ought to know. Because he is rounding out 25 years as a screen animator.

Renew Zanuck Contract After a Challenge

(Continued from page 15)

Fox; Daniel O. Hastings, Wilmington, Del.; Felix A. Jenkins, 20th Century-Fox; Kent; W. C. Michel, 20th Century-Fox; William P. Philips; Hermann G. Place, Chase National Bank; Seton Porter, National Distillers Products Corp.; Joseph M. Schenck, and Sydney Towell, 20th Century-Fox.

The directors met, as per custom, immediately thereafter and re-elected the officers who are Schenck, chairman of the board; Kent, president; Michel, executive vice-president; Zanuck and William Goetz, vice-presidents; Sydney Towell, treasurer; Eadie, comptroller and assistant treasurer; Jenkins, secretary; John P. Edmondson, J. Harold Lang, George F. Watson jr., assistant secretaries, and Read B. Simonson, assistant treasurer.

"In the Hit Class"

Hollywood—"Irene" still has her sweet little Alice Blue gown, but in every other respect she has gone completely modern in RKO's screen version of the perennial favorite. Nor has the vehicle lost anything through the transition. Quite to the contrary, because Producer-Director Herbert Wilcox, starting with a mere nucleus of the successful musical comedy, has built thereon as lavish and scintillating a funfest as has come off the Hollywood assembly lines in many a month. Anna Neagle appears in the title role, and, while many fans may consider her a bit old for the part, the feature has so many unquestionable entertainment assets that, as a whole, it must register in the hit class. Musical backgrounds, gorgeous Technicolor sequences, bright dialogue and a superior supporting cast are but a few of the photoplay's finer points.—SPEAR.

REVIEW FLASHES

CAPTAIN MOONLIGHT (Atlas)—This operetta, dating from Waterloo, is probably the most boresome import package to come from England in some time. John Garrick, Winifred Shotter, John Stuart.

SO THIS IS LONDON (20th-Fox)—This is recommended where past performances of English comedies have had favorable audience reaction. Robert Hare, Alfred Dya Draton, George Sanders.

TEAR GAS SQUAD (WB)—Should register with average audiences as fair exchange for the price of a ticket. A service film pleasantly veered toward Irish participation in law enforcement, done in lighter vein and not neglecting the boy-meets-girl romance. Dennis Morgan, Gloria Dickson. Directed by Terry Morse.

TOMBOY (Mono)—An unpretentious, well performed Monogram product that will fill the bill. Theme is a sort of puppy love romance between Marcia Mae Jones and Jackie Moran.

TWO GIRLS ON BROADWAY (M-G-M)—Mirthful and melodic comedy drama into which Metro injected sufficient production values and cast so that a slightly stereotyped story will be overlooked by those who are shopping for a parcel of light, diverting entertainment, which order the feature is amply qualified to fill. Lana Turner and George Murphy debut as a new dancing team with promising effect, while competent Joan Blondell contributes most of the dramatics. Jack Cummings produced; S. Sylvan Simon directed.

YOUNG BUFFALO BILL (Rep)—A tale of the early west, when the government was looking into Spanish land grants, this, starting off with a song, goes on to combine everything that the audience would want in the way of western entertainment. Roy Rogers, George Hayes, Pauline Moore. Directed by Joe Kane.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Irving Trust Report to Judge Bondy May 14

NEW YORK—Federal Judge William O. Bondy has set May 14 as a date for a hearing on allowances in Irving Trust, RKO trustee's petition for approval of its final report and its discharge.

Amounts applied for total $2,434,698 with $955,392 already paid out during receivership and reorganization. Of this, $693,392 was paid during the reorganization, and $585,000 of that to Irving Trust and William J. Donovan, attorney for Irving Trust. Atlas seeks the largest amount in fees, asking $875,037 in disbursements, and 100,000 shares of RKO common valued at $300,000 for its services in effecting reorganization.

Ten Money-Making Stars Are Heralded by ITOA

NEW YORK—The ITOA is heralding the "promising few stars we have, along with the men who are turning them into gold at the boxoffice," with a list of the 10 best money-drawing players at member theatres. About a year ago the organization published the names of players characterized as "boxoffice poison."

The list of "10 leading star" for 1939, in the order of their purported boxoffice worth to the ITOA, follows: Clark Gable, Bette Davis, Mickey Rooney, Ginger Rogers, Deanna Durbin, Tyrone Power, Spencer Tracy, Myrna Loy, James Stewart and Jean Arthur.

The producers named are Joe Pasternak and David O. Selznick.

Julius Levine Heads New American Pictures Corp.

NEW YORK—Julius W. Levine is president of the newly-formed American Pictures Corp. which, by its own announcement, will produce "topflight, high budget pictures for major release." Offices have been opened in the RKO Building. Their first film will be "The Life of Samuel Gompers."

Louis Davidson Joins Warner Publicists

NEW YORK—Louis Davidson, formerly of 20th Century-Fox, has joined the Warner publicity department where he will handle newspaper contracts under Mitchell Rawson. He replaces John Harkins, granted a leave of absence.

No Pre-Set Policy On Theatres–Kent

(Continued from page 16)

of percentage selling. The witness said the practice began in the early 1920's and that he was largely responsible. He said he was the author of an article advocating such a procedure as "the only answer to the problem" of the day and for his effort he was "rudely attacked" by exhibitors. However, he gave as testimony to the efficacy of his theory the increase in his company's business from 5,500 accounts in 1932 to 10,000 in 1936. "Percentage brought us the accounts; it didn't chase them away," he declared.

It was at this point he revealed 75 per cent of 20th Century-Fox's product for 1940-41 will be sold on percentage—"we'd try to sell it all that way, but due to the double bill situation many independent operators can't buy that way."

Washington 20th-Fox-Loew Franchise Ending Soon

NEW YORK—Twentieth Century-Fox's 10-year, first-run franchise with Loew's Palace, Capitol and Columbia in Washington expires in two years, William Sussman, the distributor's eastern division manager, stated in his pre-trial examination before Assistant Attorney General John L. Wright in the government's all-industry suit.

Wright's interrogation centered mainly on the company's first run accounts in key cities and whether there were negotiations between 20th Century-Fox and opposition first runs for product where the company already had an established account.

In Washington, the company only "occasionally" sold a picture to the Earle, the witness said. In Buffalo, where Shea theatres are first run, a deal was "requested" by Dipson-Basil for the Century. Proctor's in Newark, operated by the Skouras circuit, is the company's first run there. There have never been other negotiations in Baltimore, where the New has been first run for seven years, Sussman said.

He denied there had ever been discussions with an RKO representative relative to the company's setup in Albany, where Si Fabian has a two-thirds split and Warner one-third. The Warner circuit is first run in Philadelphia, he said, and has been for four years. Prior to that time the Fox was first run. RKO's Albee in Brooklyn, first run there since 1933, operates under a franchise, terms of which are negotiated each year, he stated. The Roxy is first run in Manhattan, although individual picture deals are sometimes set at other Broadway houses.

Kent Rewrote His Own Pact With 20th-Fox

NEW YORK—Defending salaries paid to 20th Century-Fox executive officers, S. R. Kent, president, at the annual stockholders meeting disclosed this: He had torn up his contract calling for over $300,000 annually and voluntarily reduced the amount to $178,000 two years after he had joined the company in 1932.

Screen Publicists Guild Elects Its Officers

NEW YORK—Membership of the Screen Publicists and Advertising Guild, eastern organization of home office publicity workers, has elected its executive officers and ratified its constitution. A majority representation is claimed for all companies except one.

Negotiations are now going on with the coast Screen Publicists' Guild. A working agreement is expected to be concluded shortly with each guild retaining its own autonomy.

RKO Foreign Shift

NEW YORK—Changes in the personnel of RKO's Far East division have Richard D. Spierman, formerly manager in Japan, going to India in place of Norman M. Durant, resigned. Charles Julian takes over in Japan.

BALTIMORE

H TED ROUTSON, publicity chief at the Hippodrome, had Mayor Jackson issue a proclamation urging Baltimoreans to see "Abe Lincoln in Illinois" . . . Report that Mac Weinberg, manager of the Little, will take the fatal step soon . . . Mickey Hendricks of the Bill Hick's circuit really goes in for jam sessions. He's taking lessons twice a week now.

In Dallas for the Variety convention were Bernie Seaman, Hippodrome manager; Eddie Sherwood, Joe Grant and J. L. Rome . . . Sam Soltz, Howard, is feeling much better these days, spending an hour or two downtown every day . . . Mac Cluster, Cluster, after a heart attack, was rushed to Sinai Hospital where he must stay two weeks . . . Lou Youckell, Capitol Printing Co., says there is a "false" rumor around about him managing the new Highland when it opens . . . Mr. Silverblatt, Cameo, expects to be a papa soon . . . Johnny Dunn had bad car luck. His new one hit a railroad switch. Damage was $261.

Walter Huston is appearing at Ford's . . . Bill Saxon, Loew's Century, has a contest to find the "perfect son" in conjunction with "My Son, My Son" . . . Moe Cohen has renamed his Main the "Clover" which stands out at night on a large new Neon sign . . . A 20th Century-Fox crew has arrived in Baltimore to start production on "Maryland," to be done in Technicolor.

Bill Hicks, Hampden, has new RCA sound . . . Lou "Fixer Dugan" Cohen, is up off his sick bed . . . Charles Colby, manager of the Clover, married Miss June Duval . . . Jerry Cohen, Plaza, is still knocking them off at the track . . . Buddy Silverberg, Park, is sporting a new Plymouth . . . Jack Dauses is back from Cumberland . . . Rodney Collier, Warner-Stanley, and H. A. Blum, Little, will be glad when their block on Howard Street is repaved. It has been torn up for nearly two weeks now.

PHILADELPHIA

FIVE Variety Clubbers hied themselves off by train to the national convention at Dallas. They were William McAvoy, E. O. Wilchke, William J. Clark, Jack Beresin and Jay Emanuel. Earle Sweigert waited a few days, then left by plane. But it was on account of business, not snobbishness . . . Many industryites attended the dinner for Councilman Thomas Stokley, who has long been friendly to the film trade. Sweigert was on the dais. Lewen Pizor and Sid Samuelson represented the rival exhibitor organizations . . . Willis Kent was in town with "Mad Youth," to arrange for distribution . . . George P. Aarons, UMPTO secretary, is back from Cleveland after two weeks of litigation in behalf of Berlo Vending.

Jerry Harrison, former manager of the Studio, has concocted an ingenious war game for kids and is trying to interest a financial backer . . . Herman Gluckman, Republic, was in from New York to confer with local Branch Manager Max Gillis . . . A. M. Ellis' Tower, Camden, is priding itself on the big-name attractions it's getting, such as Four Mills Brothers and Dave Apollon . . . Charles Segall, Apollo, is reported gaining at Mt. Sinai Hospital . . . Simon Libros, National Penn, also is on the recovery road, at home . . . The street was glad to see Charlie Dutkin, former manager of the Girard, back after a prolonged illness.

The Anthony Wayne is being turned over to the pony show committee for a swanky benefit for the Chester County Hospital. Included among the films is one taken of the 1940 Grand National Sweepstakes at Aintree . . . Sam Cohen, who recently was transferred from William Goldman's 56th to the Hippodrome, Pottstown, is back doing business at the old place. Warner Club members are brushing up on the elements of salesmanship, to get rid of a stack of raffle books in connection with the coming dance.

Frank Sculli, Metro booker, is back at work after parking his tonsils in a surgeon's office . . . Peg Barker is also back on the job; she got over a five-week battle with the scarlet fever bug . . . Pauline Brody has returned from vacation . . . Metroites are saving up lumps of sugar and shiny red apples to greet the 20-mule team on its way here to exploit the new Wallace Beery picture. Arrival is set for May 18, if the mules don't lose any horseshoes on the way, or something . . . Norman "Nooky" Beckett, cigar store magnate, apprehended a young lawbreaker who was pilfering the grosses at the newsstand.

"Gone" is scheduled to blow out of the Earle next Thursday. It opens May 8 in three Warner neighborhoods, the Uptown, Colonial and 69th, for four-day runs. According to Warner informants, more than 700,000 persons—more than one-third of Philadelphia's population—saw it at the Earle and Boyd . . . Roscoe Faunce, Ocean City exhibitor, was a visitor to the street. Also Mort Lewis, Apollo, Atlantic City; Henry Sork, Rio, Reading; Harry Chertcoff, Lancaster chain head.

F. L. Rodgers, chief accountant at Paramount, is talking again, after his vocal cords got over a three-day strike . . . Rose Clapper, Paramount's head inspectress, is back after a long illness . . . Florence Weiner is announcing victory over that ol' demon cold bug . . . Ralph Garman, head booker, avers "Road to Singapore" is getting the heaviest bookings of all the Bing Crosbys . . . Reba Margolis won a couple of ducats for the Press Photographers' ball in an office raffle . . . George Beattie, Scranton manager, and Charlie Malley, booker, are up late nights checking over the territory.

Denny Walsh, 20th-Fox's intrepid photographer, was downed suddenly by appendicitis . . . Sid Samuelson, Allied, and Lewen Pizor, UMPTO, are working hard on the United Charities Campaign. Earle Sweigert is heading the film division. His other aides are J. Ellis Shipman, Warner; Al B. Blofson and Oscar Neufeld . . . Blofson, Showmen's Club star, announces the survey for new quarters has narrowed down to several Vine Street locations.

Tom Lazarick, Ritz, Tacony, took over the Castle April 15 . . . D. M. Morris' Capitol, Reading, closed indefinitely . . . Joseph B. Rickman has taken over the Rio, Chester . . . Circus comes to town May 20 . . . Benjamin Glatz, Metro, marked a birthday on the 18th. James Winters, Columbia, has his on the 23rd . . . Nancy Rielly, Columbia, wound up another year of married life on the 16th . . . Sol Getzow, Ogontz, got together a business men's club to sponsor an award of bicycles at Saturday matinees.

Henry Eytinge, Grange, got up an unusual giveaway—a pair of shoes to a boy and a girl at a kiddie matinee . . . Bill Israel, Earle, shows he's a real homemaker by doing over the furniture in his rest rooms . . . Harry Orlow, Levoy, Millville, arranged a fashion show with the aid of six local clothing merchants. Madelyn Love England, stage instructress, agreed to act as commentator.

Eight Philly Warner Drive Winners to Split $1,000

PHILADELPHIA—Managers in Dave (Skip) Weshner's district are the winners in the Warner fifth annual manager's parade. One thousand dollars will be divided among Maurice Gable, Boyd; Ray Robbins, Karlton; Jack Goldman, Keith's; Bill Isreal, Earle; Al Reh, Stanley; Elmer Hollander, Stanton; Harry Torrante, Aldine, and Harold Seidenberg, Fox.

First of Two Universal Meetings for May 11

NEW YORK—First of the two Universal sales meetings will be held at Atlantic City, May 11. The second will be set when William A. Scully, general sales manager, returns from Dallas, Monday. From present indications, it will be held a week later at the Drake, Chicago.

WASHINGTON

J. R. GRAINGER, general sales manager of Republic, visited with Sam and Jake Flax, local franchise holders . . . George Dembow, National Screen's general sales manager, paid a visit to Art Jacobson, manager of the local branch . . . Sam Wheeler, zone manager of the Will Rogers Memorial Fund, advised all branch managers that memorial week has been postponed to the week of April 25 . . . Incidentally, birthday greetings to Miriam Hirsch, who is convalescing at the Rogers Memorial Hospital.

The local Universal branch is resting in second place in the current "Bill Scully Testimonial Drive" while pressing the leader for top honors . . . Salesman Barney Frank is vacationing on Long Island . . . F. J. A. McCarthy, eastern sales manager, dropped in for a tete-a-tete with Bernie Kreisler while en route to New York from Miami . . . Frances Henderson has resigned to accept a position with Uncle Sam, with Mrs. Gladys Robertson of Pittsburgh joining the staff.

Nat Levy, RKO district manager, visited with Bob Folliard, branch manager, following which Bob headed for Roanoke, Richmond and surrounding situations . . . Mrs. A. E. Lichtman added another candle to that cake April 15 . . . Fred Rohrs, UA branch manager, has returned from his vacation jaunt to Omaha and Kansas City, Mo. The news that "Rebecca" is enjoying extended runs from coast to coast remained to be the "welcome home" glad tidings . . . Charles Stern, UA district manager, is convalescing at Atlantic City . . . Visiting the Row: John Caldwell, Appomattox; H. Wilcher, Occquan; Chas. and Sam Roth, Harrisonburg; Bill Henderson, Baltimore; Leon Back, Baltimore.

Metro flashes: Buddy Hall's coat of tan is a swell accent for a rhumba ensemble . . . Ida Barezofsky visited with her parents in Freeland, Pa., over the weekend . . . Mrs. Rudy Berger's mother is convalescing nicely following a recent illness . . . Al Burks, exploiteer from the Charlotte exchange, is pinchhitting in the absence of Carlton Duffus . . . Mr. and Mrs. William I. Levine, while honeymooning in the nation's capital, paid a visit to the local exchange. Bill is in Metro's home office contract department.

Columbia's Chick Wingfield kibitzed over the teacups with Don Terry, Columbia star, now appearing in the stage presentation of "Margin for Error" . . . Irving Hanover, Columbia auditor, bid adios and headed for the Charlotte exchange . . . Clark Film's Estelle Tabb is back at her desk following an illness . . . Ike Weiner of Hollywood, Md., is contemplating building a new house in Waldorf, Md.

Marsh Gollner of the Arcade, Salisbury, is vacationing on the coast . . . Frank Boucher, Schine district manager, has returned from a home office visit in Gloversville . . . Carter Barron, Loew's eastern division manager, is en route to the Everglades with his son "Cracker" for a three-week sunfest . . . Sidney Lust, chief barker of the Variety Club, together with Abe Lichtman, past chief barker, and Sam Galanty, club treasurer, attended the Variety Club convention in Dallas.

Leo Stearns Winner of Cocalis Circuit Drive

NEW YORK—Leo Stearns of the Pilgrim was first prize winner in the 13-week J. J. Thompson drive for Cocalis circuit managers. Second place went to Gus Bouzis, Rosedale, and third money to J. Bonney, Beach. The special exploitation award winner was Herman Slepian, Pelham. Fred Unger, York, won the merchandising tieup award. Ben Friedman, Ward, Joe Cannon, Crest, shared the maintenance and service award. All theatres are in the Bronx. A consolation prize of one week's salary went to the other managers.

The Winnahs!

PERTH AMBOY, N. J.—Julius Daniels and Samuel Greenfield, managers of Walter Reade's Strand and Ditmas, respectively, are the winners in a "Ninotchka" advertising contest sponsored by Loew's among the 19 first-run units of the circuit. Second award went to LeRoy Blumenheim, manager of the Strand, Plainfield.

One Cent a Foot Reduction Offered by Technicolor

HOLLYWOOD—Technicolor announces a cost reduction of one cent per foot of film effective Aug. 1, 1940. The reduction is applicable to all photography and printing, excluding only commercial films.

The price cut will mean a reduction of approximately $35,000 in color photography cost of the average length feature film.

RICHMOND

THE leading Colonials in the Midnight Duckpin League took two games from the Grand last Monday, in spite of a high set of 374 rolled by Bob Overcash plus Williams' 348. Keith Caudle rolled 341 for the Colonials. Ober Boyd's 334 led the way to Brook-vue's odd game win over the State, and Carillon dropped two to Park. There are only five more weeks left in the second half of the race . . . "Rebecca" moved over to the Colonial for a second week after lining 'em up at Loew's . . . Tom Jones, oldest stagehand in town and a charter union member, celebrated his 73rd birthday.

Otto Wells, former general manager of the Wells Amusement Co., died at Ocean View, April 13. At the time of his death, he was general manager of Ocean View Park . . . Another old timer, W. Henry Baker, former local theatre organist, died in Baltimore, March 31 . . . Ladies of the staff at the home office of Neighborhood Theatres attended a shower given for Mrs. Walter Broadwell, poster artist for the company . . . Father Hubbard will lecture here at the Mosque next week for the benefit of the Sisters of the Poor. His travel films are distributed by Fox and have been shown locally at a number of theatres.

Otis Kyger, former relief manager here for Wilmer & Vincent and now managing the State in Reading, brought his wife here for medical attention.

ALBANY

CLAYTON EASTMAN, Paramount manager, was at the home office in New York. Joe Unger and Milt Kusell, general sales manager and district manager, respectively, did not come here as was thought likely . . . Ernie Dodd is making spring renovations at the Palace, Lake Placid. Seats are being recovered, lobby repainted and general sprucing up done . . . Mrs. Inez Ferguson, Copake, Copake, returned from a trip to Florida . . . Mike Kallett is back at the helm in Oneida, bronzed and brisk, after a long vacation in Florida. Sid, youngster of Kallett brothers, had charge of headquarter's operations during Mike's absence. Another brother, Joe, is general manager of Kallett theatres in Rome.

Ankling exchanges were: Frank Williams, Benton circuit booker; Henry Frieder and Henry Grossman, Hudson exhibitors; Ollie Mallory, Starr, Corinth; Jerry La Rocque, Fairyland, Warrensburg; Bill Wilson, associated with his brother, Charley, in Bijou, Troy; Leonard Rosenthal, State, Troy; John Gardner, Gardner circuit, Schenectady; George Thornton, Orpheum, Saugerties; Allen Sirrine, Port Henry and Mineville; Phil Baroudi, Happy Hour, North Creek . . . Mary Hawkins again on job at Republic after three months in Los Angeles with her mother who is ill.

Irma Armm, daughter of Jack, Columbia salesman, and Benjamin Silberg, Albany pharmacist, have chosen May 26 as the day for a life union . . . Jack Walsh, Metro exploiteer, assisted Talent Scout Ben Jacobson in handling more than 600 boys (some with their mothers) who stormed the De Witt Clinton hotel to win a screen test for role of "Jody" in "The Yearling." Two days later, Felix Feist, M-G-M director, visited Albany with Ed Ruby, cameraman; Lou Tomla, assistant, and Edward Fenton, sound technician, to make "takes" of two small town boys and a Schenectady lad chosen by Jacobson as prospects. Feist spent hours rehearsing the boys. Stunt, to which the *Times-Union* lent hefty space and art publicity, is being promoted nationwide.

A. F. Baldwin, sales promotion man from New York office, visited O. E. Williams, local manager of National Screen Supply Co. Incidentally, exchange salesman report that the Family, Utica, which National Screen did over for Larry Carkey, is a beauty. It is a 700-seater . . . Frank Crowningshield, Empire Theatre Supply Co., is recovered from an attack of influenza. Empire recently installed new booth equipment for Harry Lamont's Vanderbilt, Greenville . . . Alice Smith, Warner-Vitagraph, back and pleasant as ever, after a week's illness.

Phil Baroudi will close his North Creek theatre April 30 and keep it dark six weeks or more while it is being converted from an upstairs to a downstairs house. A general overhauling and modernizing job is to be done . . . New theatre which two New York territory exhibitors are building in Ellenville, Catskill Mountain village, will open May 15. It will be opposition to Jimmy Spadaro's.

Paramount (3932) **82 Minutes** **Rel. May 3, '40**

Cash customers in droves should climb into their saddles and burn up the trail to the theatre where this delightful concoction of streamlined yippee is showing. Jack Benny and his radio playmates—Rochester, Phil Harris, Andy Devine, Dennis Day and even Carmichael, the polar bear—go western in a subtly satirized hoss opera which packs more laughs than lassos, more swing than six-guns. Producer-Director Mark Sandrich didn't spare the horses in his extremely effective efforts to see that the vehicle which carries his troupe of competent mummers into the great open spaces was lavishly equipped with every device necessary to assure an entertaining and profitable feature. Without question it is Benny's best effort in front of the cameras. The story serves merely to space the laughs and the elaborate production numbers.

Jack Benny, Ellen Drew, Andy Devine, Phil Harris, Dennis Day, Rochester, Virginia Dale, Lillian Cornell.

Buck Benny Rides Again F

Comedy

Warner Bros. (——) **69 Minutes** **Rel. Apr. 29, '40**

In "An Angel From Texas," the country bumpkin comes to town and makes suckers out of the city slickers. Yes, again. But this time he is Eddie Albert and his girl is Rosemary Lane. Their portrayals are supplemented by such other likeable and youthful players as Jane Wyman, Wayne Morris, Ronald Reagan and Ruth Terry. Altogether they make it a merry farce about show business that travels along familiar lines. The accent is on humor, heightened from time to time by the rewriting of a number of standard comedy situations which manage however to get over with a certain freshness. It tells how Albert, inveigled into financing a dubious production, eventually comes out ahead to the tune of $100,000 on an initial investment of $20,000. Ray Enright directed.

Eddie Albert, Rosemary Lane, Wayne Morris, Ronald Reagan, Jane Wyman.

An Angel From Texas F

Comedy

Monogram (3953) **53 Minutes** **Rel. Mar. 2, '40**

Tuneful Tex Ritter goes hunting for a Texas wrongdoer in this one, flanked by a new crony, Frank Mitchell, of the late famous vaude-film team, Mitchell & Durant. Ritter sings three songs, "Rhythm of the Rio Grande" (fair), Mexicali Moon" (okay) and "Pablo, Mexican Bandit" (semi-comedy.) Mitchell gets one chance to shine in the picture, doing his comedy acrobatics in a saloon. Ritter's job is to unravel a mysterious disappearance of a friend, as well as investigate many nefarious activities by outlaws near the Texas border which are being blamed on Mike Rodriguez, who couldn't possibly keep busy enough to do all the things he's charged with. Most frequently remembered characters by the scenarist are Suzan Dale, the girl; Warner Richmond, Martin Garralaga, and Forrest Taylor. As is customery in Ritter pictures, it proceeds very slowly.

Tex Ritter, Suzan Dale, Warner Richmond, Martin Garralaga, Frank Mitchell, Mike Rodriguez, Julian Duval.

Rhythm on Rio Grande F

Western

M-G-M (34) **87 Minutes** **Rel. Apr. 26, '40**

Sterling comedy with an alleviating filigree of heart tugs which should go far toward re-establishing Eddie Cantor as a screen favorite, and which introduces "Chum," a grand baby, whose chubby fingers will reach out and take a strangle hold on the affections of picture fans. There is every ingredient to earn the picture rating as a solid hit—a super-abundance of laughs, an occasional tear and a bevy of young pulchritude which will delight the male customers. The vehicle for Eddie Cantor's first great dramatic role was wisely selected. While the story may be adjudged slightly far-fetched in some of its development, its inconsistencies will be overlooked because they are so thoroughly outweighed by the solid entertainment values. Busby Berkeley's direction is of highest order.

Eddie Cantor, Rita Johnson, Judith Anderson, Nydia Westman, Baby Quintanilla, Bonita Granville, Ralph Morgan.

Forty Little Mothers F

Comedy

Republic (——) **65 Minutes** **Rel. ————**

Among those who can take their slapstick in broad, obvious doses, this latest chapter in the adventures of the Higgins Family will find its most satisfactory patronage and, booked in those situations, should prove a profitable entry. Producer-Director Gus Meins, whether purposely or not, implanted every corny gag on record into the motivation—along with a few genuinely funny sequences. The Higginses buy a hotel in a western ghost town. Son Sid, not knowing he is witnessing a motion picture production scene, overhears two "miners" make a new "gold strike." The word spreads around and the town booms, but the Higginses soon face the danger of lynching when the crowd finds out the "strike" is a phoney. Then Grandpa steps in and, through an accidental dynamite explosion, uncovers a new and genuinely rich vein.

James Gleason, Lucile Gleason, Russell Gleason, Lois Ranson, Harry Davenport, Maxie Rosenbloom, Arturo Godoy.

Grandpa Goes to Town F

Comedy

Republic (129) **65 Minutes** **Rel. Apr. 10, '40**

Most of the material which has been included in "The Lone Ranger" serial finds its way into this feature under the title of "Hi Yo Silver." The introduction of the activities of the ranger is by way of an old man telling the story to a youngster who asks questions as the action progresses. It is good entertainment for the juveniles and the way is left open at the end to pick up on a sequel of the style of "The Three Mesquiteers." The picture deals with the activities of an unscrupulous outlaw and his band who have things pretty much their own way in a small Texas state until the lone ranger puts a halt to the desperado's machinations. There is no love angle. It is all action, and plenty of it. Produced by Sol C. Siegel and directed by William Whitney and John English.

Lee Powell, Herman Briggs, Chief Thundercloud, Lynn Roberts and Silver.

Hi Yo Silver F

Western

Paramount (3931) **63 Minutes** **Rel. Apr. 19, '40**

One of Zane Grey's best-known sagas of the land where men are men gives Producer Harry Sherman another opportunity to display his talent for turning out western entertainment with all of the tried and true ingredients for popular acceptance. Some magnificent outdoor photography and Noah Beery jr. are the stars of this one, although the list of credits nominally is headed by Victor Jory and Jo Ann Sayers. An overload of dialogue and a dearth of action bogs down the first few reels, but this state of affairs is soon overcome as the plot unwinds to a whirlwind climax. Jory, hard-drinking ranch foreman, is caught squarely in the middle as gunrunners north of the border frame him, and Mexican officials have a price on his head as a filibuster. His love for Miss Sayers, the Bostonian ranch owner, causes him to clean up on the villains. Lesley Selander directed.

Victor Jory, Jo Ann Sayers, Russell Hayden, Noah Beery jr., Morris Ankrum, Tom Tyler, Ruth Rogers.

The Light of Western Stars F

Western

Columbia (——) **73 Minutes** **Rel. Apr. 18, '40**

Boris Karloff's latest is a chiller-diller with enough horror angles to stand a substantial exploitation campaign. The villainy of Karloff is soft-pedaled to some extent. He portrays a scientist who is working on a cancer cure involving a freezing treatment. His intensity for his objective sidetracks him and that is where the dirty work begins. A young scientist, Roger Pryor, who is interested in Karloff's experiments, stumbles upon his secret laboratory and finds Karloff and four others who have been frozen for ten years. Following directions, Pryor revives all successfully. When the formula is destroyed, Karloff experiments on the men. The formula is rediscovered, but Karloff is killed by the police. Jo Ann Sayers, a likely looking actress, adds the only feminine touch as the nurse. Naturally, most of it is preposterous but stands up well enough under Nick Grinde's direction.

Boris Karloff, Roger Pryor, Jo Ann Sayers, Stanley Brown, John Dilson, Hal Taliaferro.

The Man With Nine Lives F

Melodrama

Mayer-Burstyn (——) **70 Minutes** **Rel. ————**

Grim and realistic, but in every respect sincere, this documentary recounts the recent past of Poland, Danzig, England and France in terms of the horrors of war and its devastation. In the first two, it is invasion; in the others, it is preparation for conflict and the atmosphere and activities of nations at war. Fredric March delivers the narration from a script by James Hilton. The film has fine possibilities, although much of what is shown and spoken is of argumentative caliber. The camera poked into every segment of the events which led to the present armed state. Sometimes it almost seems to be too much for the squeamish. There is no cast; it is the story of people murdered and their property destroyed. It is the old story of nations at war and the delusions of the common man.

Lights Out in Europe A

Documentary

SELLING ANGLES: **"Rhythm on the Rio Grande"**

Selling, of course, must be loaded on Tex Ritter, whose name and singing have become very familiar to those who attend unreeling of western pictures as regular entertainment fodder. Tex has three pretty good tunes this time around, most of them available at the cheaper record counters as waxed by him, thereby offering a sideline tieup. Might rig up a p. a. system in a truck, kick off a few spins while touring the town, as a street bally. Usual lobby clutter of western regalia will help with proper atmosphere. In some situations, Frank Mitchell, once a celebrated comic character of stage and screen, might be recalled to good effect.

CATCHLINES:

Tex Ritter, the Dis-arming Buckaroo! . . . The Ladies With His Guitar, the Border Ruffians With His Guns!

Down Texas Way, Tex Ritter Gives Range Plunderers the Hot Foot!

SELLING ANGLES: **"Hi Yo Silver"**

This one is a natural for tieups, what with the national radio program on "The Lone Ranger" and on hats and toys for which the children go in a big way. Hats, toy pistols, badges and cowboy equipment are available to all exhibitors who want to give the youngsters a little something to remember the ranger by. Contests for the best rider among your neighborhood children, roping contests and essays are among other stunts which are bound to muster the interest of the ranger fans. Comic strips distributed to boys and girls also will create a lot of attention.

CATCHLINES:

An Outlaw's Region Topples When the Ranger Rides.

A Ranger's Guns and Fists Speak for Justice and Law.

Ride to Adventure in the Wide Outdoors.

SELLING ANGLES: **"Lights Out in Europe"**

To overcome any reluctance on the part of his patrons who might not wish to see brutality and haphazard killing, the exhibitor might concentrate on selling the names of Fredric March, James Hilton and Werner Janssen. Respectively they handle narration, the script and the music. Enlargements from the more compelling scenes of the picture could be placed advantageously about the theatre front. Tieup with bookstores handling such popular works as "Inside Europe," "Personal History," "Not Peace But a Sword" and numerous other works on the European situation.

CATCHLINES:

Uncompromising . . . Unrelenting . . . This Is the Story of the Last Days of Peaceful Europe . . . And What Followed.

SELLING ANGLES: **"An Angel From Texas"**

The exhibitor might concentrate a goodly portion of his exploitation on the increasingly popular talents of Miss Wyman, Morris and Albert as a team of gay young people who can deliver what it takes. The story from which the film was made is a play by that old maestro, George S. Kaufman. That should have potency wherever a Broadway column penetrates. This is the sort of film that neighborhood house audiences will find to be to their pleasant satisfaction. Plug the names in any case.

CATCHLINES:

He Came, He Puzzled, He Bought . . . He Had a Merry Time of It . . . You Will, Too.

He Ran 20 Grand Into Five Times That Much . . . You'll Roll in the Aisles Watching Him Do It.

SELLING ANGLES: **"Grandpa Goes to Town"**

Bill this as the fastest and funniest in the "Higgins Family" series. The presence of Maxie Rosenbloom and Arturo Godoy in the cast suggests special exploitation among the sporting fraternity—particularly as Rosenbloom and Godoy stage an exhibition match. Prepare throwaways as "stock certificates" in the "Higgins Family Gold Mine," payable in entertainment. Stills showing the dilapidated hotel which the Higginses purchase can be tied in to better-housing campaigns sponsored by local realtors.

CATCHLINES:

They Splurged in Ghost-Town Real Estate . . . Then Had to Go Out and Find a Gold Mine to Make the Investment Pay.

The Hilarious Higginses Strike a Rich Vein in Hilarious Entertainment as They Put New Life Into an Old Ghost Town.

SELLING ANGLES: **"The Man With Nine Lives"**

The medical theme injected into the script deals with "frozen sleep" as a cure for cancer. The local feature editor should be sold the idea of interviewing a prominent doctor on the subject. A display for the theatre front which should stop traffic is having a dummy frozen in a cake of ice. The copy should read: "Karloff Brings 'Em Back Alive." A collection of teaser heralds on whether Karloff is a benefactor to humanity or a monster should stir up plenty of curiosity.

CATCHLINES:

Is He a Humanity-Saving Hero or Man-Killing Fiend?

Karloff Brings 'Em Back Alive.

SELLING ANGLES: **"Buck Benny Rides Again"**

Cutout, life-sized portraits of Benny and his gang—Andy Devine, Phil Harris, Rochester, Dennis Day and Carmichael, the polar bear—will make an attractive and eye-catching lobby display. Dress attendants as cowhands and have a masked rider, placarded as "Buck Benny," ride through the streets. Secure exchange cooperation in arranging Jell-O tieups with grocers. Distribute inexpensive "Buck Benny" cowboy hats to juvenile patrons.

CATCHLINES:

The Closest He'd Ever Gotten to a Horse Was on a Merry-Go-Round . . . Until "Buck" Benny Hit the Wild, Wild West.

Jack Benny . . . The Backstage Buckaroo . . . In a Roaring, Rugged, Ridiculous Saga of the West That Never Was.

SELLING ANGLES: **"Forty Little Mothers"**

An eye-catching lobby display can be set up by creating a large colored portrait head of Eddie Cantor to which a small motor can be attached in such a way that his eyes roll around. Cantor's name should get the marquee and advertising play. Title can be worked into a number of tieups. Arrange a special "mothers and children" matinee at which the first 40 mothers on hand receive admission free. Work the fathers into it with the reliable "diaper-pinning" contest on the stage.

CATCHLINES:

It's That Favorite Star of Screen, Radio and the Stage . . . Eddie Cantor . . . In His Most Human, Lovable Role.

There's Trouble Ahead . . . When Eddie Cantor Tries to Take Care of a Baby . . . And Teach School at the Same Time.

SELLING ANGLES: **"The Light of Western Stars"**

Zane Grey's name on the marquee will carry as much weight as any of the players. As a lobby center-piece construct a large compo-board facsimile of a book studded with stills illustrating scenes from the picture. Spell out the title over the marquee in rope letters. Arrange for tieups on this and other Zane Grey novels with bookstores and the public library. Dress theatre attendants as cowpunchers and employ the other exploitation stunts suggested by the western locale.

CATCHLINES:

Millions Have Read This Zane Grey Novel . . . Now It Comes to the Screen as Superb Outdoor Entertainment.

Meet Gene Stewart . . . Hard-Drinking, Hard-Riding Cowboy . . . Who Rode the Trail to Vengeance for a Frame-Up.

: SHORT SUBJECTS :

Terry and the Pirates

(15-Chapter Serial)

Columbia *First episode—29 Mins.*

The comedy, color, adventure and characterizations are absent in this serial version of the popular cartoon strip. Instead it had been given standard serial treatment that has grown too familiar by now. The story, which has been running in newspapers for years, here is made to concern Terry Lee's quest for his father, a scientist, along with Pat Ryan. The parts are played by William Tracy and Granville Owen. Neither does justice. The scene is a jungle in Asia. Animals, wild and human, run about. Cliche after cliche is paraded in the continuity. Dick Curtis, villain of countless westerns, here is a Chinese counterpart with a phoney accent.

Unveiling Algeria

Columbia (Columbia Tour) 10 *Mins.*

Some travel shorts are just that. Others have a corny title, like this one, but are produced by a man who knows how to do them properly. Andre De La Varre is responsible here and for that audiences should rejoice. He covers the country and its chief city in good style and fine photographic compositions. This particular short has had a feature film for advance publicity. Audiences will easily and satisfactorily connect them both. Worthwhile.

Folies Parisienne

Universal (Musical) 18 *Mins.*

What amateur night looks like with a phoney French flavoring. Leading personality is Vyola Vonn, singer whose main asset is her looks. The other acts include Harry Stafford and the Notables Quartet; Sterner sisters, a dancing team; a pair of Apache dancers, and a chorus of can-can dancers.

The Berth of a Queen

Columbia (Cinescope) 11 *Mins.*

The construction, launching and sudden appearance in New York of the English liner, *Queen Elizabeth* is documented here. It was made in England. The editing is dull, the documentary technique entirely absent. It's like a lengthy overlong clip in a newsreel which grows tiresome when viewed too long. A little imagination in the making would have helped no end.

America's Youth—1940

(March of Time, No. 9, Vol. VI)

RKO 19 *Mins.*

An attempt to bring the story of what is happening to the youth in America is the latest March of Time release. It has none of the alert and hard-hitting qualities of former issues. Athough presenting a cross-section of American youth compiled from the files of the American Youth Commission, the composite picture is spoiled by a muddled and evasive approach. Little concern is expressed over the fact that there are approximately four million young men and women between 18 and 25 out of jobs, but the content is so pointed that it claims American youths are receiving greater opportunities for all the qualities necessary for good citizenship. Maybe so, but the subject encompasses a field with too many debatable aspects to be clearly and successfully condensed into a two-reeler.





AL. TEC

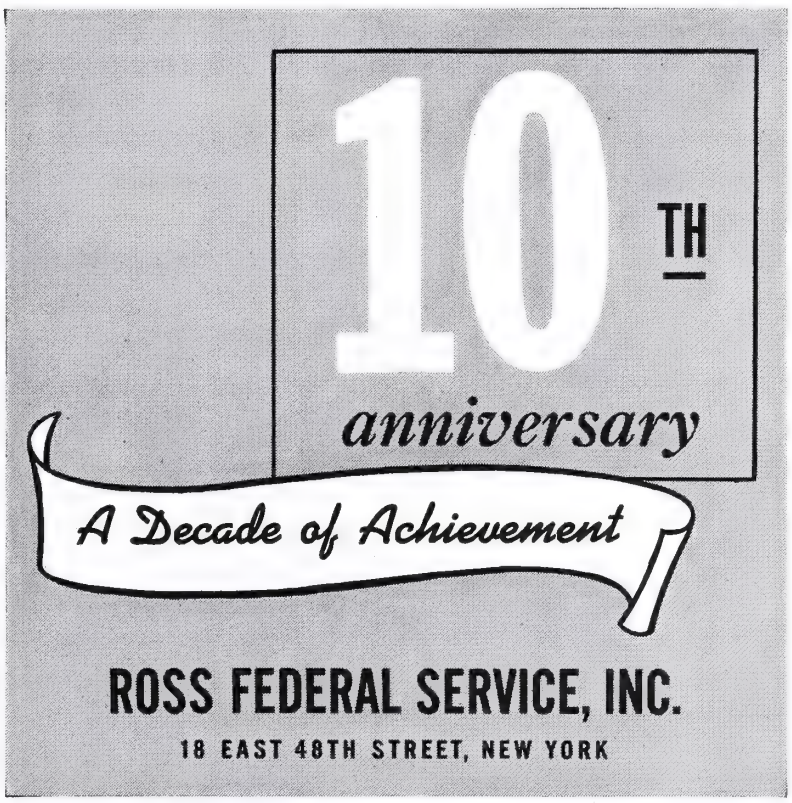
Al. Tec *says*

There are worries that *nobody* can take off an exhibitor's shoulders. Choice of product, for example, and exploitation. Those are the essentials of showmanship. But *technical* problems are worries that *can* be delegated. Delegate problems of sound, of projection room repairs and replacements, to the leading service organization of your industry: namely, Altec.

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EXTENDED RUNS

Gone With the Wind, 18th wk., New York; 12th wk., Chicago, Philadelphia; 11th wk., Detroit.

Human Beast, 8th wk., New York.

Baker's Wife, 7th wk., New York.

Grapes of Wrath, 5th wk., Pittsburgh.

Pinocchio, 3rd wk., Boston, Chicago, Cincinnati, Salt Lake City, Seattle.

Rebecca, 3rd wk., Cleveland, New York.

Road to Singapore, 3rd wk., Kansas City.

Virginia City, 3rd wk., Los Angeles, Philadelphia.

BOSTON

Fenway—**Road to Singapore** (Para't); **Women Without Names** (Para't) 110
Keith's Memorial—**Pinocchio** (RKO), 3rd wk.; **Courageous Dr. Christian** (RKO) 40
Loew's Orpheum—**Broadway Melody of 1940** (M-G-M); **Blondie on a Budget** (Col)..... 80
Loew's State—Same as Orpheum 75
Metropolitan—**Grapes of Wrath** (20th-Fox); **Farmer's Daughter** (Para't) 65
Paramount—Same as Fenway 110

CHARLOTTE

Carolina—**It All Came True** (WB), 1st half.. 90
Carolina—**Too Many Husbands** (Col), 2nd half.100
Imperial—**Swiss Family Robinson** (RKO), 1st half 80
Imperial—**Farmer's Daughter** (Para't), 2nd half 90
State—**Man From Montreal** (Univ), 1st half..100
State—**Bullet Code** (RKO), 2nd half.....100

CHICAGO

Apollo—**Story of Dr. Ehrlich's Magic Bullet** (FN), 2nd wk. 100
Chicago—**Too Many Husbands** (Col), plus stage show 120
Garrick—**Young Tom Edison** (M-G-M), 3rd loop wk. 90
Oriental—**Gone With the Wind** (M-G-M), 12th wk. 200
Palace—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO), 3rd wk. 80
Roosevelt—**I Take This Woman** (M-G-M), 2nd wk. 85
State-Lake—**British Intelligence** (WB), plus stage show 85
United Artists—**Rebecca** (UA), held 2nd wk....160
Woods—Same as Oriental 250

CINCINNATI

Albee—**It's a Date** (Univ) 130
Capitol—**Road to Singapore** (Para't), 2nd wk...130
Keith's—**Adventure in Diamonds** (Para't).....110
Lyric—**Pinocchio** (RKO), 3rd wk. 110
Palace—**Primrose Path** (RKO) 130
Shubert—**Dr. Ehrlich's Magic Bullet** (FN), 2nd wk. 110

CLEVELAND

Allen—**Virginia City** (WB), 3rd wk.....100
Hippodrome—**Pinocchio** (RKO) 125
Palace—**Three Cheers for the Irish** (FN), plus **Horace Heidt** on stage.....155
State—**The Road to Singapore** (Para't).....120
Stillman—**Rebecca** (UA), 3rd wk. 150

DALLAS

Capitol—**Zanzibar** (Univ), 1st half 95
Capitol—**Black Friday** (Univ), 2nd half..... 95
Majestic—**Northwest Passage** (M-G-M).....150
Palace—**Abe Lincoln in Illinois** (RKO)..... 85
Rialto—**A Chump at Oxford** (UA, 1st half..... 90
Rialto—**Castle on the Hudson** (FN), 2nd half..110
Tower—**Pinocchio** (RKO), 2nd wk.....100

DENVER

Aladdin—**Virginia City** (WB); **A Chump at Oxford** (UA), after a week at the Denver....125
Broadway—**Pinocchio** (RKO), after two weeks at the Orpheum, and **Courageous Dr. Christian** (RKO), after a week at the Orpheum...100
Denham—**French Without Tears** (Para't), stage show. 210
Denver—**Too Many Husbands** (Col); **Charlie Chan in Panama** (20th-Fox).....125
Orpheum—**Strange Cargo** (M-G-M); **Henry Goes Arizona** (M-G-M).....130
Paramount—**Castle on the Hudson** (FN); **Return of Dr. X** (FN).....125
Rialto—**Shooting High** (20th-Fox); **Son of the Navy** (Mono) 100

DETROIT

Adams—**My Little Chickadee** (Univ), after wk. at Fox; **Men Without Souls** (Col)..... 95
Cinema—**Katia, the Uncrowned Queen** (Zwicker Films); **Tales From the Vienna Woods** (Burstyn & Mayer) 90
Fox—**Too Many Husbands** (Col); **Viva Cisco Kid** (20th-Fox) 85
Michigan—**Rebecca** (UA); **Granny Get Your Gun** (WB) 110
Palms-State—**Virginia City** (WB); **The Farmer's Daughter** (Para't), after wk. at Michigan.100
United Artists—**Northwest Passage** (M-G-M), 2nd. wk. 125
Wilson—**Gone With the Wind** (M-G-M), 11th wk. 225

INDIANAPOLIS

Alamo—**The Human Monster** (Mono); **Pioneers of the Frontier** (Col) 120
Apollo—**Virginia City** (WB); **Calling Philo Vance** (WB), return booking, 2nd wk..... 80
Circle—**Road to Singapore** (Para't); **Women Without Names** (Para't), 2nd wk.....100
Indiana—**Primrose Path** (RKO); **The Saint's Double Trouble** (RKO) 80
Loew's—**Rebecca** (UA); **Men Without Souls** (Col), 2nd wk. 90
Lyric—**Free, Blonde and 21** (20th-Fox), plus Guy Lombardo orchestra on stage.....115

KANSAS CITY

Esquire—**Star Dust** (20th-Fox) 95
Midland—**Young Tom Edison** (M-G-M); **Men Without Souls** (Col) 85
Newman—**Road to Singapore** (Para't), 3rd wk.. 75
Orpheum—**Primrose Path** (RKO); **Danger on Wheels** (Univ) 140
Tower—**Ma! He's Making Eyes at Me** (Univ), plus stage show 105

LOS ANGELES

Chinese—**Star Dust** (20th-Fox); **Slightly Honorable** (UA) 115
Downtown—**Virginia City** (WB), five days of 3rd wk. 95
Downtown—**It All Came True** (WB), **King of the Lumberjacks** (WB), first two days.....110
Four Star—**Rebecca** (UA), 2nd wk.....110
Hillstreet—**Vigil in the Night** (RKO); **Ma! He's Making Eyes at Me** (Univ).....125
Hollywood—Same as Downtown..... 95
Pantages—Same as Hillstreet.....125
Paramount—**Dr. Cyclops** (Para), stage show...140
State—Same as Chinese.....125

MILWAUKEE

Palace—**The Blue Bird** (20th-Fox); **Charlie Chan in Panama** (20th-Fox) 120
Riverside—**Thou Shalt Not Kill** (Rep), plus stage show 90
Strand—**It's a Date** (Univ); **City of Chance** (20th-Fox) 105
Warner—**It All Came True** (WB); **The House Across the Bay** (UA) 135
Wisconsin—**Strange Cargo** (M-G-M), 2nd wk.; **And One Was Beautiful** (M-G-M).....100

MINNEAPOLIS

Aster—**Isle of Destiny** (RKO); **Ma! He's Making Eyes at Me** (Univ) 85
Century—**Virginia City** (WB), 2nd wk..... 90
Esquire—**Forbidden Music** (SR) 40
Gopher—**Man From Dakota** (M-G-M) 90
Orpheum—**I Take This Woman** (M-G-M)..... 90
State—**His Girl Friday** (Col) 125
World—**Of Mice and Men** (UA) 100

NEW HAVEN

College—**Young Tom Edison** (M-G-M); **The Man Who Wouldn't Talk** (20th-Fox), 2nd wk.....100
Loew-Poli—**Rebecca** (UA); **The Lone Wolf Strikes** (Col) 150
Paramount—**House of Seven Gables** (Univ); **Black Friday** (Univ) 115
Roger Sherman—**Pinocchio** (RKO); **Millionaire Playboy** (RKO) 165

NEW ORLEANS

Center—**Escape to Paradise** (RKO)..... 90
Globe—**Brother Rat and a Baby** (WB)..... 85
Liberty—**Pinocchio** (RKO) 100
Orpheum—**Too Many Husbands** (Col).....150
Saenger—**Road to Singapore** (Para't).....150
State—**Rebecca** (UA), 2nd wk. 125
Tudor—**Virginia City** (WB), 2nd run.....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 17th roadshow wk. 185
Capitol—**Broadway Melody of 1940** (M-G-M), 2nd wk. 100
Criterion—**Adventure in Diamonds** (Para't)...125
Globe—**Outside the Three-Mile Limit** (Col).... 80
Paramount—**Road to Singapore** (Para't), 4th wk., plus stage show 100
Radio City Music Hall—**Rebecca** (UA), 2nd wk., plus stage show 150
Rivoli—**It's a Date** (Univ), 3rd wk.....100
Roxy—**Primrose Path** (RKO), 3rd wk., plus stage show 120
Strand—**It All Came True** (WB), plus stage show 120

OMAHA

Brandeis—**Abe Lincoln in Illinois** (RKO); **The Saint's Double Trouble** (RKO) 150
Omaha—**Young Tom Edison** (M-G-M); **Earl of Chicago** (M-G-M) 140
Orpheum—**Of Mice and Men** (UA); **Farmer's Daughter** (Para't) 110

PHILADELPHIA

Aldine—**Sidewalks of London** (Para't)..... 70
Boyd—**Rebecca** (UA), 2nd wk. 175
Earle—**Gone With the Wind** (M-G-M), 12th wk. 170
Fox—**It's a Date** (Univ) 140
Karlton—**House of Seven Gables** (Univ).....100
Keith's—**The Blue Bird** (20th-Fox), 2nd run.. 70
Stanley—**Virginia City** (WB), 3rd wk. 120
Stanton—**Slightly Honorable** (UA) 110

PITTSBURGH

Alvin—**It's a Date** (Univ), 2nd wk..... 90
Barry—**Human Monster** (Mono); **Hidden Enemy** (Mono) 85
Fulton—**A Child Is Born** (WB), 2nd wk.....100
Penn—**Rebecca** (UA) 135
Ritz—**Pinocchio** (RKO), 2nd d. t. wk.....140
Senator—**Grapes of Wrath** (20th-Fox), 5th d. t. wk. 40
Stanley—**Broadway Melody of 1940** (M-G-M).. 80
Warner—**Virginia City** (WB), plus Joe Louis vs. Johnny Paychek fight picture, 2nd d. t. wk. 125

PORTLAND, ORE.

Broadway—**Rebecca** (UA) 150
Liberty—**Primrose Path** (RKO); **The Saint's Double Trouble** (RKO), 2nd wk..... 90
Mayfair—**Slightly Honorable** (UA); **World's Fair Follies** on stage .....Big
Orpheum—**Escape to Paradise** (RKO); **Forgotten Girls** (Rep) 90
Paramount—**Too Many Husbands** (Col); **Man Who Wouldn't Talk** (20th-Fox) 110
United Artists—**Dr. Ehrlich's Magic Bullet** (FN); **Three Cheers for the Irish** (FN)..... 75

SALT LAKE CITY

Capitol—**Shooting High** (20th-Fox) vaude.....100
Centre—**Rebecca** (UA) 155
Paramount—**Abe Lincoln in Illinois** (RKO), stage show (film's cast).....185
Rialto—**Pinocchio** (RKO) 3rd wk.....125
Roxy—**Silver on the Sage** (Para't); **Thanks for the Memory** (Para't) 115
Studio—**Young Tom Edison** (M-G-M), 2nd wk..115
Utah—**Of Mice and Men** (UA); **The Amazing Mr. Williams** (Col) 110

SEATTLE

Blue Mouse—**Pinocchio** (RKO), 3rd wk.....110
Fifth Avenue—**My Son, My Son** (UA) 110
Liberty—**Rebecca** (UA), 4th wk. 90
Music Box—**Abe Lincoln in Illinois** (RKO)....120
Orpheum—**House of Seven Gables** (Univ); **Black Friday** (Univ) 90
Palomar—**It All Came True** (WB), plus stage show 90
Paramount—**It's a Date** (Univ); **Millionaire Playboy** (RKO) 120

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Philbrick in Charge At Central Casting

First concrete step toward the reorganization of Central Casting Corp., which move was authorized by the producers association with the appointment of a special committee two weeks ago, has been taken with the disclosure that Howard R. Philbrick, former state director of motor vehicles, has been named general manager of the casting office, beginning his new duties immediately.

Philbrick, who replaces Campbell MacCulloch, has not yet indicated along what lines the reorganization is to be plotted. His appointment, attaches of the Hays office declared, met with the full approval of the Screen Actors Guild's executive committee, which will supply Philbrick with data in the form of a comprehensive economic survey of the overcrowded extra field.

Meantime the producers association, in an official statement announcing the appointment, cautioned that Philbrick is not expected to "solve overnight the problem on which the energies of the industry have been concentrated for several years," and urged extras not to anticipate that the reorganization "will mean all the work that is wanted for all those who want it."

"The reorganization and the employment of Mr. Philbrick," this announcement declared, "have not changed the mathematical problem of trying to spread approximately 900 average daily jobs among more than 7,000 persons."

Reorganization of Central Casting was ordered shortly after the SAG has filed a lengthy report with the producers association containing specific information as to favoritism, job-buying and other charges lodged by a number of extras. Almost simultaneously it was disclosed that Southern California authorities had begun an investigation into the alleged infiltration of hoodlums and other "undesirables" into the ranks of film extras.

Production of "Episode" Is Entrusted to Blanke

Production reins on Warner's "Episode," starring Olivia De Havilland and George Brent, have been handed to Henry Blanke. Story preparations were handled under the supervision of William Jacobs, associate in the Bryan Foy unit. Kurt Bernhardt is directing.

Roosevelt-Bronston in Merger; Other Independents Active

In a rapid-fire shuffle of corporate structures that followed a week of negotiations, James Roosevelt, president of Globe Productions, and Samuel Bronston, president of the newly-organized Samuel Bronston Productions, have merged the facilities, personnel and properties of their respective organizations to produce for United Artists release.

The features for UA will be made under the Bronston banner, while Roosevelt's Globe activities will be confined to the manufacture of 16mm shorts for the Mills Novelty Co.'s automatic slot machine projectors. As Roosevelt holds the UA releasing contract, all Bronston-made films will be distributed as James Roosevelt productions. The official personnel setup lists Bronston as president; Roosevelt as chairman of the board; Edward H. Schwab, chairman of the executive committee; Frank Perry, vice-president; William O'Connor, secretary and member of the board; and John J. Bergen, member of the board. J. F. T. O'Connor will handle the company's legal affairs and publicity will be handled by Hal Hall. Henry Henigson, associate producer in Globe Productions, continues in a similar capacity with the new company.

The unit assumes Globe's feature production schedule, with "The Bat" slated to start June 15 and "Pot O' Gold," based on the Horace Heidt radio program, to follow.

Roosevelt pointed out in the announcement that the merger will bring about a considerable financial saving through the establishment of greater capital assets for Globe. Bronston currently is in New York discussing final details with his board of directors.

New Independent Unit

A new independent unit has been incorporated by Jean Arthur, Frank Ross and Norman Krasna for the purpose of producing at least one, and possibly two, features starring the actress in stories written by Krasna. First to go before the cameras, probably in June, will be "The Richest Man in the World," with Ross—Miss Arthur's husband and at one time an associate producer for Hal Roach—in charge of production. The enterprise is designed on a profit-sharing basis and will not conflict with Miss Arthur's Columbia contract, which permits her to make outside pictures. Ross is now in the east lining up a major release.

Alexander Korda has signed Russell Birdwell to function as publicity-advertising-exploitation director for his United Artists production unit, Birdwell to begin functioning immediately on Korda's "The Thief of Bagdad," cleanup sequences on which are to be filmed here. Majority of the film was shot in England. Birdwell's company last year handled a special campaign on Korda's "Four Feathers."

A major release is expected to be secured within a few days by Boris Morros' new National Pictures, Inc., for its first production, "Second Chorus," which will star Paul Whiteman. Sig Herzig and Frank Cavett are collaborating on the script.

Producers Releasing Corp. has opened three new exchanges—one each in Chicago, Milwaukee and Minneapolis—to raise its total to 20 branches throughout the country. PRC will release the output of Sigmund Neufeld Productions.

Earnings of "Extras" in March Hit Year's High

Tying into the substantial increase in production activity noted during the past several weeks, the earnings and placements for extra players in March hit a new high for the year, registering gains for the third successive month, according to figures compiled by Central Casting and released by the Screen Actors Guild.

Earnings for March totaled approximately $218,675, as compared to $173,735 for February, or a gain of nearly $45,000. Placements for the month came to 18,783, while work calls in February amounted to 15,438—a daily March average of 723, while the average daily placement in February was 594. Likewise the average daily wage in March showed a gain over the February figure, standing at $11.64 as compared to $11.25 for the preceding month.

Frederic Ullman, former general manager of Pathe Newsreel, has reported to RKO Radio to begin his new duties as an associate producer in the Lee Marcus unit.

A change in the status of Bernard Vorhaus has been made at Republic. Formerly listed as a director, Vorhaus has been given a producer-director contract, with "False Witness" designated as his first assignment.

Boom Crowding 3-Year Mark; Spurt May Last All Summer

The boom is on—and in earnest.

Already within a notch of shattering a three-year record, with 48 films now in production as compared to a period in 1937 when 49 were before the cameras, Hollywood's major plants seem certain to uncork another spurt that will keep the wheels of industry turning at full speed for the balance of the summer—with no time out for food or water.

That such will be the case became even more apparent through the announcement by President George Schaefer, in New York, that a $10,000,000 budget had been set aside for the making of 13 RKO Radio films before the end of September—exclusive of any outside deals and exclusive also of the product to be turned out in the program division by Lee Marcus. The top-bracketers will include "They Knew What They Wanted," "Photo Finish," "Too Many Girls," "Passport to Life," "Kitty Foyle," "Sister Carrie" and "Two on an Island." The plant currently is busier than it has been for the past year and a half.

Also in the forefront with wide-open schedules are 20th Century-Fox, Warner and Paramount. On the Westwood studio's early calendar are "I Married a Nazi," "The Great Commandment," "The Return of Frank James," "Down Argentine Way" and "The Great Profile." Warner lists ten to send into work before June 1, including "City for Conquest," "Honeymoon for Three," "This Man Reuter," "No Time for Comedy" and "The Letter." Paramount will launch four by the middle of May, including such vehicles as "Victory," "Ghost Music" and "Dancing on a Dime."

To a lesser degree other lots are also contributing their share toward keeping the boom times rolling. Metro will start "The Yearling" May 1. Monogram's next will be the big-budgeted "Rip Van Winkle." Universal will make its bid with "Spring Parade," starring Deanna Durbin, and rolling May 10. For United Artists, Hal Roach will gun "Captain Caution;" Walter Wanger lists "So Gallantly Gleaming" and "Dynasty of Death;" and Edward Small has "The Son of Monte Cristo" shaped up for an early start.

Setting a mark not equalled for nearly three years, the sensational production climb begun two weeks ago has culminated in a new high mark of 48 features in work—with almost every company showing a gain in activity over the pace established during recent weeks. Listed as new starts were a record total of 23 pictures.

Columbia is filming six—three of them newcomers to the cameras, including "Five Little Peppers Abroad," "Singapore" and "Keep 'Em Alive," the latter a Larry Darmour production. Five are on M-G-M's sound stages, three of them making their debuts. These are "Old Lady 31," "To Own the World" and "I Love You Again." The score was balanced by the completion of three others—"Susan and God," "The Mortal Storm" and "Pride and Prejudice." Monogram gunned an untitled Frankie Darro starrer, and completed "Rider From Nowhere," to emerge with one in production.

Three hit the starting marker at Paramount—the long-delayed "A Night at Earl Carroll's," "Rangers of Fortune" and "Texas Rangers Ride Again." The studio is filming a total of five. RKO Radio is shooting six, among them such new starters as "Millionaires in Prison," "Have It Your Own Way" and "Cross-Country Romance." Simultaneously, camera work on "Tom Brown's School Days" was completed. Republic started rolling "Wagons Westward" and "Rocky Mountain Rangers," and completed "Gaucho Serenade" to wind up with three in work.

Seven features are crowding 20th Century-Fox's stages. Getting under way were "Brigham Young," "Pier 13" and "Street of Memories." For United Artists, through Walter Wanger Productions, the Argosy Corp. launched "The Long Voyage Home," raising UA's total to three. Universal gunned "Arizona Cyclone" and "Hot Steel" and completed "The Bad Man From Butte" to hit a seasonal high of seven in work. "Episode" and "They Drive by Night" rolled at the Warner plant.

Fine Arts Getting Strung Out; Two Ready to Shoot

Perfection of its production and distribution setups is being completed by Franklyn Warner's Fine Arts Pictures, with two features set to go before the cameras immediately and three others in preparatory stages.

Meantime the FA directorate has approved and signed contracts for the establishment of 31 sales offices, with exchanges located in Albany, Atlanta, Boston, Buffalo, Cleveland, Charlotte, Chicago, Cincinnati, Dallas, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, Oklahoma City, Omaha, New Haven, New Orleans, New York, Pittsburgh, Philadelphia, Portland, San Francisco, Seattle, Salt Lake City, St. Louis and Washington, D. C.

Slated to hit the sound stages are "Red Gardenias," which Otis Garrett will direct, and "Flying Heels," to be piloted by Nate Watt.

Added to the FA staff are Maurice Conn, in charge of the western division, and F. Paul Sylos, engaged as art director. Warner has also signed contracts for the exclusive use of Western Electric recording on his product, and is negotiating with Frederick Feher for the production by the latter of a series of 12 musical shorts in color.

Produces "Dance in Havana"

Joseph Sanford will produce "They Dance in Havana" for Universal from a script by Stanley Roberts.

John Cromwell Instructs Students at U. S. C.



Here is Director John Cromwell (at the right) rehearsing two cinematography students of the University of Southern California preparatory to re-filming a scene from his RKO Radio picture, "Abe Lincoln in Illinois." As a result of the demonstration, in which students handled all equipment, including cameras and lights, Cromwell has accepted an invitation to deliver a series of lectures at the university.

During the initial session Cromwell declared that the film industry is slipshod in its method of recruiting and training talent, pointing out that other major industries train honor college graduates and train them for key positions and asserting that motion picture executives must follow this practice if films are to progress.

Shown here with Cromwell are Leslie Shaw, as Abe Lincoln, and Nancy Thompson as Mary Todd. U. S. C. is the only college in the nation which offers a degree in cinematography.

Directory by 20th-Fox on 1,200 Story Properties

Although every studio has some sort of index to the story properties it has on hand, 20th Century-Fox is believed to be the first to compile a single-volume directory of its literary purchases, a tome now in preparation which will devote one page to each of more than 1,200 stories reposing on the studio's shelves.

Attaches explain the directory, when completed, can be used as a handy reference whenever the question of plagiarism arises; will provide a quickly available means of selecting and identifying stories of every type; and will give the studio a concise knowledge of its literary properties for use in possible sales and trades to other companies.

The work of compiling the reference book is in the hands of Lawrence Arnold, who formerly functioned as 20th Century-Fox's European story scout, with Alice Kenyon as his assistant.

"Swimmin' Hole" to Monogram

Added to Monogram's 1940-41 lineup as a special is "The Old Swimmin' Hole," based upon a poem by James Whitcomb Riley, in which Jackie Moran and Marcia Mae Jones will be co-starred.

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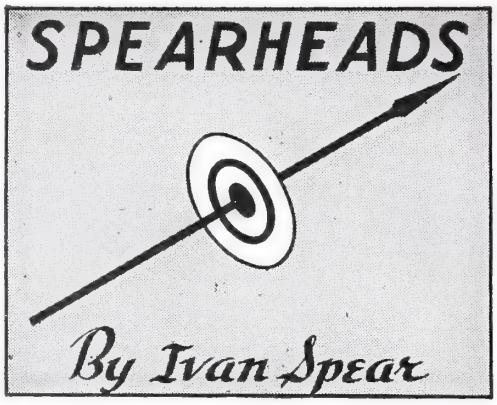
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EASTMAN NEGATIVE FILMS



THE GOSSIP columns inform that Liz Whitney is in Reno securing a divorce. LOP I-told-you-so's and insists that Liz is the recipient of a settlement including three million dollars and a farm in Virginia. Previous reports stated that the social registerite was eager to appear in pictures; sufficiently eager, in fact, to finance her own camera debut.

If she is still of such a mind when she returns from the Nevada divorce capital—and assuming the three million potatoes are still intact—she'll probably have no trouble in finding plenty of takers. Then, when the smoke clears away, Liz should still have the farm in Virginia.

→

Food for Thought Dept.:

In what studio attaches called a disagreement over salary, Producer Harlan Thompson and Paramount were unable to come to terms on a new deal for Thompson, who, consequently, left the studio.

Currently the company's biggest boxoffice smash is "The Road to Singapore," hailed by critics and public alike. It was produced by Harlan Thompson.

→

Sob-sister-columnist sheds an inky, crocodile tear over the prospect of Greta Garbo and Sonja Henie losing the bulk of their respective fortunes through the involving of the Scandinavian nations in the European war; amplifying her perturbance by reporting that la Garbo has always sent most of her money to her native Sweden for investment in Swedish real estate and bonds, while a goodly share of the plump Sonja's savings found their way to Oslo.

It is to be very much feared that such sympathies will not be shared by most Americans—both within and without the industry—who believe that American institutions offer a splendid place for the investment of American-earned dollars with the ultimate economic benefits being enjoyed by the Americans who make it possible for screen stars to have surplus funds to invest.

→

Cary (Whirling Dervish) Grant is reported to have attended the William and Mary College prom at Williamsburg, Va., where he was shooting scenes for "Tree of Liberty" and within an hour danced with practically 700 co-eds.

Which calculates to one co-ed every 5.1 seconds, a new high in speed—or publicity exaggeration—even for Hollywood.

→

And, incidentally, it is no longer "The Tree of Liberty" but "The Howards of Virginia," which title change does little to solve the perennial mystery of why producers will pay important money for the motion picture rights to a best-seller, much of the value of which is in the title, and then deliberately throw away that ready-made reader interest by filming it under another name.

→

Because William (Hopalong Cassidy) Boyd was suffering from a serious case of poison oak it was necessary to postpone the production of "Three Men From Texas."

Tough on Bill, but not nearly so tough as a case of poison boxoffice from which he apparently is immune, judging by the reception his pictures receive.

→

The Marathon Street praise boys are boasting about the "sensational new romantic team that was created at Paramount when that cute Kentucky gal, Una Merkel, was signed to play opposite Bob Burns in 'Comin' Round the Mountain'."

And, no more alienation of affection suits, please.

→

Following "Young Tom Edison" and "Edison, the Man," Metro will further pursue its current urge for making biographical stories by filming "The Life of Henry Ford."

So, at long last, a breathless public may learn something about early-day Fords besides funny stories.

Cons, Cowhands, Cantor, Chorines

The marked improvement in product which has been a heralded feature of spring film-making activities strongly manifested itself in the week's preview agendum, with four out of seven pictures deserving unqualified recognition as top flight entertainment with roseate prospects as regards their boxoffice futures.

Of the quartette, 20th Century-Fox's "Johnny Apollo" wins this vote as the best. An engrossing and suspense-laden melodrama with an underworld and prison theme, it compares favorably with anything of its kind ever filmed. An extremely effective cast, in which Tyrone Power, Dorothy Lamour and Edward Arnold are standouts, finds in a masterfully wrought screenplay by Philip Dunne and Rowland Brown, based upon an original by Samuel G. Engel and Hal Long, a medium ideally suited to its bountiful collective talents. Henry Hathaway's steady-handed direction makes the most of every scene, marking the film with an air of intense reality, while Producer Harry Joe Brown rates superlatives for the manner in which he marshaled his forces and supervised the picture's making.

A worthy challenger is Paramount's "Buck Benny Rides Again"—a showman's picture from title to fadeout. Subtle satire of the western formula, it rounds up a carload of laughs, songs and downright hilarity. The streamlined screenplay was constructed by William Morrow and Edmund Beloin—Benny's radio writers—from a story by Arthur Stringer, which was adapted by Zion Myers. Under Mark Sandrich's astute production and direction, Benny makes what is easily his most engaging and satisfactory appearance before Hollywood's cameras to date, aided and abetted by his well-known radio playmates, Rochester, Phil Harris, Andy Devine, Dennis Day and Carmichael—the polar bear. Nothing was overlooked in its making that would assure its acceptance as an entertaining and profitable feature.

Metro had two entries in the top brackets. The first, "Forty Little Mothers," is an adroit blend of sterling comedy and heart-tugging pathos, distinguished on at least two counts—first, it should go far toward re-establishing Eddie Cantor as a screen favorite; second, it introduces a picture-stealing infant, by name Baby Quintanilla, who will almost certainly ease his way into the hearts of the picture-going public. Further, the feature boasts an array of young pulchritude which is going to exert plenty of appeal for the male customers. The screenplay by Dorothy Yost and Ernest Pagano, while slightly farfetched in certain of its developments, neglects none of the ingredients which combine to earn the picture rating as a solid hit. Busby Berkeley's direction adds considerably to the general entertainment value. Production was in the capable hands of Harry Rapf.

The other contribution from Leo's lair, "Two Girls on Broadway," is amply qualified to satisfy theatre patrons who are seeking light, diverting entertainment. A promising new dancing team, George Murphy and Lana Turner, makes its debut herein, while the production values injected by Jack Cummings more than compensate for the slightly care-worn plot whipped up by Joseph Fields and Jerome Chodorov from an original story by Edmund Goulding. It can be considered ideal summer-weather fare and should be exploited accordingly. S. Sylvan Simon keyed his direction to a spirited pace.

* * *

Among the programmers, and by an unusual coincidence, the business of going to town assumed an important position. There was Republic's "Grandpa Goes to Town" and "Mr. Washington Goes to Town," initial offering from Producer-Director Jed Buell's newly formed Dixie National Pictures, Inc., (without puns anent the "Inc.")

Billed as the first all-Negro comedy feature ever made, Buell's vehicle contains every tried and true gag situation since the days when Mack Sennett's buffoons were tossing pies at each other. Made principally for consumption in houses catering to the Negro trade, it will be a laugh smash in those situations if the uproarious reception it received at a preview in one of those spots can be used as

an accurate yardstick. At the same time there is no logical reason why white audiences in all but the de luxe houses should not find it amusing fare. The competent colored cast cavorts with enthusiasm through the script turned out by Walter Weems and Lex Neal, from an original by Weems, considerable of which is downright funny. Buell both produced and directed.

Whether he did so purposely or not cannot be determined, but Producer-Director Gus Meins implanted every corny gag on the books in "Grandpa Goes to Town," newest in the Higgins Family series. It is slapstick in broad, obvious doses, and will find its most satisfactory reception among audiences who can best take their humor in this fashion. Nevertheless, Jack Townley's original screenplay contains some genuinely amusing sequences. An added attraction for the sport-minded element is the appearance of Auturo Godoy, South American heavyweight, who disports himself in front of the cameras with surprising poise and assurance.

* * *

While Jack Benny was satirizing his sagebrush contribution to the Paramount lineup, Harry Sherman, following his usual production bent, elected to play it straight and added the week's only unadulterated spurs and saddles offering, "The Light of Western Stars." One of the best-known of Zane Grey's outdoor novels, it musters all of the elements which Sherman well knows must go into the making of western entertainment—magnificent photography, the usual hard-riding and hard-fighting heroics and a whirlwind climax. The screenplay by Norman Houston is burdened, during the first few reels, with an overload of dialogue and a resultant dearth of action, but soon overcomes that handicap. Lesley Selander, who directed, excelled in his outdoor sequences.

Presidential Primaries Talks on HLDA Slate

Sidetracking, for the moment, international developments, the Hollywood League for Democratic Action has scheduled an open forum meeting for April 21 at which the ramifications of the coming presidential primaries are to be discussed and analyzed.

Representatives of four Democratic and one Republican slate will be on hand, having accepted the HLDA's invitation to appear and present their views on the dual questions of civil liberties and peace. Speaking for the slate headed by Lieut.-Gov. Ellis Patterson will be Sam Houston Allan, member of the state legislature.

The forum follows a meeting of members of the Patterson slate in Fresno at which two HLDA representatives—Mrs. J. Edward Bromberg and Mrs. Charles Page—attended to aid in formulating that portion of the platform concerning the peace and civil liberties questions. HLDA spokesmen pointed out, however, that neither Mrs. Bromberg nor Mrs. Page attended as political emissaries.

"Letter" to Wyler

Warner has signed William Wyler to direct "The Letter," forthcoming Bette Davis vehicle.

Hollywood Personnelities

Barnstormers

—Metro

EDDIE BUZZELL, who will direct the Marx Brothers in "Go West," will join the road try-out unit in Chicago, May 10, to check over the gag material.

—Republic

SMILEY BURNETTE pulls out for brief p. a. tour in Pacific Northwest, opening in Vancouver, B. C., with stopovers scheduled in Spokane, Tacoma, Everett, Wenatchee and Yakima.

—Selznick International

HATTIE MCDANIEL set for 12-week p. a. tour, opening at the Strand Theatre in Long Beach and continuing eastward.

Cleffers

—National Pictures, Inc.

JOHNNY MERCER set to write lyrics and act as musical advisor on "Second Chorus," initial Boris Morros production under his new corporate setup.

—Paramount

ARTHUR FRANKLIN set as musical advisor on "Ghost Music."

Two tunes are completed for "A Night at Earl Carroll's." VICTOR YOUNG and NED WASHINGTON wrote one, while FRANK LOESSER and FREDERICK HOLLANDER penned the other.

VICTOR YOUNG begins recording score for "The Way of All Flesh."

VICTOR YOUNG writing background music for "A Date With Destiny." SIGMUND KRUMGOLD will score.

—Warner

MAX STEINER to address Ebell Club April 21, at which time the composer will demonstrate the scoring of motion pictures.

Meggers

—Paramount

MITCHELL LEISEN to "Arise, My Love," a Claudette Colbert starrer, which has been placed ahead of "La Polonaise" on Leisen's schedule.

—Universal

CHRISTY CABANNE to "Hot Steel," next in the Richard Arlen-Andy Devine action series.

RAY TAYLOR to "Arizona Cyclone," next Johnny Mack Brown western.

—Warner

LLOYD BACON replaces WILLIAM K. HOWARD on "The Life of Knute Rockne." Howard withdrew after a disagreement with company executives concerning the story treatment and production handling, declaring he felt Rockne's life "as a picture imposes upon all of those making it an obligation far removed from formula."

WILLIAM KEIGHLEY to "Honeymoon for Three," from the stage play by George Haight and Alan Scott.

WILLIAM WYLER to "The Letter," forthcoming Bette Davis vehicle, on an outside commitment from his Samuel Goldwyn contract.

Options

—Metro

JUDITH ANDERSON given long-term acting contract. Her next assignment will be in "Escape."

MARC CONNELLY, writer, held for another term.

HARRY RUSKIN given new writing ticket.

—Paramount

ALBERT DEKKER given extension on acting contract.

STUART HEISLER, director, given long-term contract. His first for the company was "The Biscuit Eater," a Jack Moss production.

—Republic

ONA MUNSON signs three-picture acting contract. Her first assignment is in "Wagons Westward."

—Harry Sherman

THE KING'S MEN, vocal quartette, signed to appear in six "Hopalong Cassidy" westerns for Paramount release.

—20th Century-Fox

TRAVIS BANTON given new one-year contract as head of costume designing department.

ARLEEN WHELAN held for another term. She is currently in "Young People."

—Warner

MILDRED COLES and SUZANNE CARNAHAN, Little Theatre actresses, given term contracts.

Scripters

—Columbia

ART ARTHUR and ROBERT HARARI to "A Girl's Best Friend Is Wall Street" for Producer Charles R. Rogers.

CHARLES BRANDON JONES to "Chain Gang."

JOHN BRIGHT to "I'm for Rent," which Wallace MacDonald will produce.

ABEN KANDEL completes "Singapore" for production by Sam Bischoff.

—Samuel Goldwyn

CECIL ROBERTS, British novelist, to "MacIntosh," a story by W. Somerset Maugham.

—Metro

HUGO BUTLER completes "Wyoming," forthcoming Wallace Beery starrer.

—Sigmund Neufeld Productions

WILLIAM LIVELY to "Wolf Cry," a Jack London story.

—Paramount

CLIFFORD GOLDSMITH to the third in the "Henry Aldrich" series.

HARRY TUGEND to "Kiss the Boys Goodbye," from the play by Clare Boothe, in which Mary Martin will be starred. It is a satire on Hollywood's hectic search for a Scarlett O'Hara.

—RKO Radio

CHARLES ROBERTS to "Look Out Below," co-featuring Leon Erroll and Lupe Velez. The Lee Marcus unit will produce.

—Hal Roach

BERNE GILER to an untitled original us-

(Continued on next page)

Johnston Leads Men Of Mono. to Dallas

Following the arrival from New York of President W. Ray Johnston, a contingent of Monogram's coast executives pulled out for Dallas, Tex., to attend the annual convention of the company's franchise holders there April 21 and 22. Included in the party, which was headed by Johnston, were Scott R. Dunlap, production head; Ed Finney, associate producer; Bill Peirce, studio publicity director; Ralph Bettinson, foreign representative; Charles Bigelow, Dunlap's assistant, and Ernest Hickson, technical director.

Upon checking in from the east, Johnston declared he would return here from Dallas next week to work with Dunlap in lining up the 1940-41 program of 50 pictures—to be broken down into 24 westerns and 26 action and dramatic features. During a month's stay he will attend a regional sales convention in San Francisco.

Although they had originally intended continuing on to New York for homeoffice conferences, Darryl Zanuck, Joseph M. Schenck and William Goetz altered their plans and have returned to 20th Century-Fox after attending the company's national sales convention in Chicago. Zanuck delivered the keynote speech at the conclave.

Both Walt and Roy Disney have checked in from New York, where they conferred with President George Schaefer of RKO Radio and huddled with their financial representatives concerning the new Disney stock issue.

Also back in town are Producer-Director Frank Lloyd and his "Howards of Virginia" troupe, which has been filming key shots on location at Williamsburg, Va.

William Orr, Metro homeoffice executive, arrived at the Culver City studio to confer with executives there on plans for summer and fall production. Accompanied by Mrs. Orr, he will spend another week here.

Into "Hired Wife" Lead

Universal has borrowed Rosalind Russell from M-G-M for the top role in "Hired Wife," which William A. Seiter will produce and direct. Also signed for the cast are Brian Aherne and Virginia Bruce.

"Porky" Hobnobs With Leon Schlesinger

For the first time in animated cartoon history, its creators claim, a pen-and-ink character, through trick photography and processing, is made to appear as though he is shaking hands and otherwise hobnobbing with genuine, flesh-and-blood people on the screen.

The character is "Porky, the Pig," who cavorts with Producer Leon Schlesinger—appearing in the film via a motion-picture clip — in Schlesinger's latest Looney-Tune, "You Ought to Be in Pictures." The reel will be shipped to the Warner distribution offices next week.

Hollywood Personnelities

(Continued from preceding page)

ing the "Topper" characters created by Thorne Smith.

—20th Century-Fox

MICHAEL BLANKFORT to "Highway 66," a semi-sequel to "The Grapes of Wrath," which Fred Kohlmar will produce.

FRANCES HYLAND to "Breach of Discipline." Story has a hospital background.

HERBERT I. LEEDS to team with WILLIAM BRENT on an untitled original dealing with Hollywood's Studio Club.

MAURICE RAPF to "Heil Jenny," a story by Jane Eberle, for the Sol Wurtzel production unit.

—Universal

ARTHUR HORMAN to "Slightly Tempted," a Manny Seff original.

LARRY RHINE and BEN CHAPMAN to "The Leather Pushers," set as a Richard Arlen-Andy Devine co-starrer.

STANLEY ROBERTS to "They Dance in Havana." Joseph Sanford will produce.

—Warner

JACK HENLEY to "The Lady and the Lug," two-reel comedy co-featuring Elsa Maxwell and Maxie Rosenbloom.

STEPHEN MOREHOUSE AVERY completes "Four Mothers," a sequel to "Four Wives."

TOM REED to "Edgar Allan Poe."

ROBERT ROSSEN to "City for Conquest," a James Cagney vehicle.

ROBERT ROSSEN and CHARLES KAUFMAN complete "Fiesta in Manhattan," forthcoming John Garfield starrer.

Story Buys

—Alexander Korda

"The Labyrinthine Ways," a novel by Graham Greene.

—RKO Radio

"My Pretty Maid," by Alice Duer Miller, as an Anna Neagle starrer. Herbert Wilcox will produce from a script by the author.

—Republic

"False Witness," by Irving Stone. Ring Lardner jr. and Ian McClellan Hunter are writing a screen treatment.

—20th Century-Fox

"The Man With a Shovel," by Dalton Trumbo. Walter Morosco and Ralph Dietrich will co-produce.

"Owners Up," by Ray Chanslor and Thomas Langan. Chanslor will script the racetrack story.

"Schoolmates," by Lee Katz, as a vehicle for Shirley Temple. Katz has been signed to write the screenplay.

—Universal

"Streets of Cairo," by Alex Gottlieb. The author will write the script.

Technically

—Columbia

NORMAN DEMING replaces CLIFF BROUGHTON as first assistant to Producer-Director Wesley Ruggles on "Arizona." Broughton will draw another assignment.

—Metro

JEROME BRESLER, unit production manager, completing arrangements in the Kettleman oil fields near Bakersfield for location scenes on "Boom Town."

CHARLES LAWTON to photograph "Gold Rush Maisie," with RED GOLDEN as assistant director and DAVE FRIEDMAN as unit production manager.

OLIVER MARSH photographing tests of supporting players for "Escape," the Norma Shearer-Robert Taylor vehicle.

LEN SMITH to photograph "One Came Home."

PAUL VOGEL, cameraman, and DAVE MILLER, test director, left for Sacramento to test a number of boys for the principal role in "The Yearling."

—Sigmund Neufeld Productions

PAUL PALMENTOLA appointed technical director on forthcoming productions.

—Paramount

MEL EPSTEIN named assistant director on "Dancing on a Dime."

GEORGE HIPPARD to assist Director Sam Wood on "Rangers of Fortune."

ROBERT ODELL set as art director on "Mystery Ship."

EDDIE PRINZ rehearsing dance routines for "A Night at Earl Carroll's."

HARRY SCOTT set as assistant director on "Texas Rangers Ride Again."

THEODOR SPARKUHL photographing "Rangers of Fortune" for Director Sam Wood.

—RKO Radio

JOSEPH AUGUST to handle cameras on "Have It Your Own Way."

GENE LEWIS set as dialogue director on "Have It Your Own Way."

JACK MCKENZIE directing photography on "Thousand Dollar Marriage."

SAM RUMAN named assistant director on "Highway to Romance."

HARRY WILDE to photograph "Millionaires in Prison."

—Harry Sherman-Paramount

RUSSELL HARLAN to photograph "Three Men From Texas," forthcoming "Hopalong Cassidy" western starring William Boyd.

—20th Century-Fox

SPENCER BENNETT directing second unit of "Street of Memories," a Lucien Hubbard production.

—Warner

JIMMIE GIBBONS editing "Flight Angels."

WILLIAM GUTHRIE, location manager, heads camera unit which will go to South Bend, Ind., to film key shots for "The Life of Knute Rockne."

HOWARD HILL treks to Grand Canyon to lay plans for filming a short dealing with the dwarf horses there. Errol Flynn will be associated with Hill in the production.

Warner Signs Kaufman, Hart to Two-Picture Pact

A two-picture writer-producer-director deal has been set for George Kaufman and Moss Hart with Warner. First vehicle for the stage writing team will be their current "The Man Who Came to Dinner," to be followed by an as yet unselected original. The playwrights will work for a flat sum plus a percentage of the gross.

Cinémarks

Recuperated from an attack of laryngitis, Ann Ronell has checked out of Cedars of Lebanon Hospital to resume work on a screen story, on which she is collaborating with Alice Duer Miller.

*

Dore Schary has returned from Washington where he spent some time doing research for a forthcoming M-G-M writing assignment.

*

To appear opposite Helen Hayes in a radio broadcast and for a two-week vacation, Donald Woods has pulled out for New York. His getaway was expedited when the "No Exit" company at Universal worked overtime so that Woods could complete his role in the picture.

*

Death from a heart attack came to Joseph Jefferson O'Neill, 54, for the past five years a member of the Warner studio publicity department. A native of Philadelphia, he at one time was public relations counsel for Henry Ford and served in the same capacity for the MPPDA at the time of its inception.

*

A New York vacation is being planned by Director Michael Curtiz when he winds up his current Warner assignment next week. He will spend four weeks in the east.

*

John Hilliard of M-G-M's sound department is scheduled to give a lecture and demonstration to students of the University of Southern California's cinematography class in a studio projection room April 22.

*

A paper on the newly-developed Paramount silent generator was presented by Joseph Robbins, head of the studio's mechanical department, before the Southern California section of the Society of Automotive Engineers. The new generator won Robbins a plaque from the Academy of Motion Picture Arts and Sciences.

*

On the heels of his lecture and film-making demonstration to cinematography students at the University of Southern California, Director John Cromwell was elected to membership in Delta Kappa Alpha, national honorary cinema fraternity, by the U. S. C. chapter. He is the first megaphonist to become a member of the group.

Exploitation Batteries Behind New Product

The big guns of exploitation, with which studio publicists have been firing salvos against the boxoffice blues with almost no letdown during the season, are currently being manned by Paramount in behalf of "Buck Benny Rides Again," which is to be given its elaborate world premiere April 24 at the Paramount in New York. Meantime, moving up to the firing line are Metro and RKO Radio—the former to unleash a barrage in support of "Edison, the Man," the latter to lay the ground work for the debut of "Irene" and "My Favorite Wife."

Jack Benny planed east, accompanied by Dennis Day, Bill Morrow and Ed Beloin, and was tendered a reception in Chicago en route to New York by a delegation from the radio-screen comic's home town, Waukegan, Ill. Following Benny to Gotham were Eddie (Rochester) Anderson, Mary Livingstone, Phil Harris, Mary Boland and other members of the picture and radio troupe. All of them will be on hand when the picture makes its bow.

"Irene" made its debut at a press preview at the Pantages here. For the occasion, attended by Star Anna Neagle, Producer Herbert Wilcox, Executive Producer Harry Edington and scores of other Hollywood notables, studio publicists arranged for 30 name orchestras to play the eight song numbers featured in the picture over their respective radio programs, while Miss Neagle, prior to the preview, appeared as guest star on Bing Crosby's radio show. A dual premiere of the picture is being planned—one for Portland April 23, the other for Seattle April 24—with Wilcox and Miss Neagle attending both performances.

The "Irene" stunt will be followed shortly thereafter by the introduction of "My Favorite Wife," starring Irene Dunne, in four day-date premieres in as many key cities, east, west, north and south.

M-G-M is pondering a mid-May premiere of "Edison, the Man," in West Orange, N. J., following receipt of a petition signed by 35,000 citizens of that community asking that the screening be held there.

Unusual Quiet Marks Studio Labor Scene

Perhaps because the current production boom is keeping them too occupied to delve into their inter-jurisdictional troubles and difficulties with the producers, Hollywood's labor organizations at present are remaining unusually quiet.

Various IATSE locals are engaged in selecting delegates to the forthcoming IA convention in Louisville, June 3-8, at which a new international president will be selected. Representatives, numbering a total of about 40, are being chosen by the laborers, laboratory workers, electricians, projectionists, costumers, photographers and other IA units.

The painters have submitted demands to the producers requesting that the latter either submit proof of revenue losses or begin negotiations on new working conditions for the craft within ten days. Herbert Sorrell, painters' business manager, pointed out that the group has already offered to trade back its recently-acquired ten per cent wage increase in exchange for more satisfactory working conditions, but that the producers have not yet made a reply to the offer.

Upon the refusal of the Scenic Artists Association to agree to a consent election, the National Labor Relations Board here petitioned its Washington headquarters to order a hearing on the request of the motion picture painters for such an election. Painters and the SAA both contend they represent a majority of the craft. The NLRB also received a petition from the Screen Office Employes Guild, which seeks certification as bargaining agent for white-collar workers at ten studios. The SOEG contends that producers have refused to open negotiations, although the unit claims its 1,700 membership is a clear-cut majority. Named in the petition were Columbia, Samuel Goldwyn, Metro, RKO Radio, Republic, Hal Roach, Selznick International, 20th Century-Fox, Universal and Walter Wanger. The office workers want a five-day, 40-hour week and other concessions.

The Screen Writers Guild's executive board met to discuss plans for reopening negotiations with the producers, four studios having already agreed to resume parleys relative to a Guild shop for writers. A questionnaire is being mailed SWG members asking for suggestions as to revisions in the demands originally filed more than two years ago. A general membership meeting will be called when the questionnaires have been returned and their contents tabulated.

Action on the proposed autonomy plan for extras will be taken by the Screen Actors Guild directorate at a meeting called for April 22. If the plan, calling for the "B" players to be given their independence and a separate charter, is approved, it will be submitted to the "B" council and then to the "B" membership for a general vote.

Other labor developments:

Assistant cutters have asked the Society of Motion Picture Film Editors to request producers to give them a fixed weekly salary and a 40-hour week guarantee. The assistants' present contract with producers expires May 1. The group also desires that a clause be inserted in their agreement making it compulsory for an assistant to be assigned to every picture budgeted at more than $10,000.

The Screen Cartoonists Guild is now clarifying clauses of the contract it is now negotiating with M-G-M, the studio having finally agreed to recognize the craft. It seeks a five-day, 40-hour week and improved working conditions.

Universal Signs Seiter to Produce "Hired Wife"

Universal has signed William A. Seiter to a one-picture deal under which he will produce "Hired Wife" as a top-budgeted entry on the company's 1940-41 program. Screenplay is being written by Gladys Lehman and Richard Connell.

Directs "Arizona Cyclone"

Ray Taylor will direct "Arizona Cyclone," next Johnny Mack Brown western for Universal.





Visitors to Warner—

It's Eugene A. Robbins of the Smithfield circuit in Smithfield, Utah, on the left, posing with Ann Sheridan on the set of "Torrid Zone," and Mrs. Jenne Dodge (seated), on the right, with a group of friends chatting with Donald Crisp on the "Brother Orchid" set. Mrs. Dodge operates the Mission Theatre in Ventura, Cal.

Doesn't Know of UA Interest in FWC

NEW YORK—If the UA Theatre Circuit has an interest in certain Fox West Coast units, it is news to William Kupper, western division manager for 20th Century-Fox. He so testified in the pre-trial examination before Assistant Attorney General John L. Wright in the government's all-industry suit.

Pressed on the point by Wright, he said he had "no such knowledge." He also declared at no time has he had any discussions with Joseph M. Schenck in respect to distribution. Neither had he discussed any deals he consummated in Los Angeles with William Phillips, head of the UA circuit.

"Would it come as a surprise to you if I told you that Joseph Schenck has an interest in United Artists theatres?" Wright asked. "Very much so," replied Kupper.

Wright wanted to know if Kupper had ever been asked to negotiate a first run deal in Salt Lake City other than with Harry David, who has had 20th Century-Fox product for the past ten years. Harry Arthur wanted to buy one picture five years ago, Kupper declared, but nothing came of it.

The witness added he never sold a Fox unit in Salt Lake City and "never discussed the situation in that city with a Paramount representative."

Neither has he discussed the first run situation in San Francisco with Loew or Paramount, he said in reply to a question. His company's first run outlet there is FWC and there has never been negotiations for a deal with another first run account, he said.

Twentieth Century-Fox's first run account in Seattle for the past seven years has been Evergreen State Amusement Corp., and the same circuit in Portland, Kupper stated. Spyros Skouras and J. J. Sullivan negotiated the deals for the circuit with Kupper and Herman Wobber, 20th Century-Fox sales manager, the witness added.

Wright wanted particularly to know why Skouras negotiated the first run deal for Fox-Greater Theatres in Denver. Kupper said this was not so; in fact, that discussions with Skouras were only of a general character and that the final deal is negotiated for the theatre individually.

Paralysis Fund Shows Increase Over 1939

LOS ANGELES—Representing a substantial increase over the amount collected in 1939, a total of $108,012 has been turned over to Joseph M. Schenck, general chairman of the 1940 infantile paralysis drive, by independent and circuit operators who participated in the campaign last February.

Collections were presented to Schenck by Charles P. Skouras, president of Fox West Coast, and R. H. Poole, secretary of the Independent Theatre Owners of Southern California and Arizona, with both Skouras and Poole paying tribute to Schenck for the manner in which he conducted the drive.

Of the total, FWC's Southern California and Arizona division contributed $38,-561.93; FWC's northern California and Montana unit, $18,401; northern independent houses, $18,634.97, and southern California-Arizona independents, $32,414. Additional contributions were made by the Warner circuit and the theatre chain operated by Sherrill Cohen.

"Hot Steel" to Cabanne

HOLLYWOOD—Christy Cabanne is directing "Hot Steel" for Universal. Film is one of the Richard Arlen-Andy Devine action series.

Finalize West Coast PCCITO Meet Plans

LOS ANGELES—With the name of Darryl F. Zanuck, studio head for 20th Century-Fox, added to the list of speakers as the principal representative of the industry's production phase, the arrangements committee for the forthcoming Pacific Coast Conference of Independent Theatre Owners' annual convention, to be held here May 8-9-10, has virtually completed its plans for the gathering.

Zanuck joins a retinue of speakers including Ed Kuykendall, president of the Motion Picture Theatre Owners of America, and such sales executives as Abe Montague, Columbia; W. F. Rodgers, Metro; Herman Wobber, 20th Century-Fox; Neil Agnew, Paramount; Ned Depinet, RKO Radio; J. R. Grainger, Republic; Gradwell Sears, Warner; William Scully, Universal, and L. J. Schlaifer, United Artists. The pressure of other business forced another invited speaker, H. A. Cole, president of Allied States, to decline the invitation extended by R. H. Poole, PCCITO executive secretary.

Zanuck will address the conventioneers at the Ambassador Hotel on production techniques and problems and the value of coordinating the industry's three principal branches—production, distribution and exhibition. He and the other speakers will be supplemented by such PCCITO executives as Poole, Hugh Bruen, A. West Johnson, Bob White, Jack Y. Berman and Rotus Harvey.

Topics to be discussed will range from "The Government in Our Business" to "Double Bills," "Legislation" and "Zoning and Clearance." Individual problems and questions will be threshed out in a series of open forums.

Several Metroites Roll Up Service Records

LOS ANGELES—Jack Cooper, booker at the M-G-M exchange here, will celebrate his ninth year with the company on April 27. With his three colleagues, the aggregate service to Leo has passed the 37 mark. It's like this: Parker J. Valpey, 14½ years; Gordon Wilson, 11½, and Howard Perretz, 2½.

It's 16 for One and 15 for Another in Portland

PORTLAND—There seems to be a service marathon between M-G-M bookers Andrew S. McCarl jr. and Ralph A. Amacher. McCarl has more than 16 years with the company, while Amacher rounds out his 15th year October 5.

Hoss in Vanguard

LOS ANGELES—No small portion of the effort that has placed the local Universal exchange out in front in the current Al O'Keefe sales drive, which ends May 4, belongs to Salesman Lon Hoss. Hoss has earned a 100 per cent rating for the city, having been assigned 110 theatres, all of which he sold.

LOS ANGELES

WE. (DOC) BANFORD, Metro exchange manager in Chicago, was the guest of Pete Smith and Fred Quimby, of Metro's shorts department, at a studio luncheon . . . Howard Stubbins, Monogram franchise holder, was in San Francisco and Seattle looking over exchange operations.

Jules Levy of the Premier Pictures exchange in Seattle dropped in for a visit at the local office . . . Remodeling on the Republic exchange has finally been completed . . . Vera Pavlow, formerly with Monogram, is now at the Warner exchange as secretary to Mrs. Betsy Bogart, bookkeeper . . . A dinner-dance will be held May 24 by the recently-formed Los Angeles Motion Picture Club, of which Ken McKaig, United Artists salesman, is president . . . Sam Decker and Ben Peskay have purchased the York Theatre on Whittier Blvd., the new owners reopening it April 12. House was formerly operated by Dave Cantor.

That was such a sensational farewell party thrown for Gladys Bronsey and Pearl Gogel at Ed Collins' apartment that Ed is now looking for a new place to live. Ed, of the M-G-M exchange, says the landlady was a killjoy . . . Death of the executive who was to make his new connection possible has cancelled the plans of Eddie Cruea, Monogram booker, to go to the Panama Canal Zone for the American Tobacco Co. He stays on at Monogram.

Completing his recuperation at home is Jack Jacobs, Metro salesman, who was discharged from St. Vincent's Hospital recently . . . Jenne Dodge, Mission Theatre, Ventura, a visitor . . . Milton H. Cohn has been appointed San Francisco branch manager for Film Alliance by Harry Stern, west coast head. Cohn was formerly with Paramount in the Rocky Mountain area, as well as with United Artists . . . Marty Weiser, Warner exploiteer, pulled out for San Francisco for a few days.

In from a selling trip to Imperial Valley and the mountain region thereabouts is Martin J. E. McCarthy of Monogram's sales staff.

Al O'Keefe, Universal's western district manager, in from San Francisco . . . M. Gottlieb, Universal exchange manager in Chicago, vacationing here for a couple of weeks . . . Ira Darnell, house manager at the Pantages in Hollywood, has checked out of St. Vincent's Hospital after an appendectomy.

Visiting the local B. F. Shearer branch is D. O. Selby, Shearer's financial representative, who headquarters in San Francisco. He'll spend two weeks here . . . Bill Kohler, of Astor Pictures, is back on the job, after an appendectomy performed at the Soldiers' Home Hospital in Sawtelle . . . Expected to be up and around soon is Jerome Safron, Columbia's western district manager, who underwent a tonsillotomy at Cedars of Lebanon Hospital . . . H. W. Dodge, district manager

(Continued on next page)

TWO IMPORTANT DECISIONS

SPECIAL SESSIONS COURT RULES

SCREENO

"The Game That Cannot Be Controlled"

LEGAL!

MOTION PICTURE DAILY

Wednesday, March 13, 1940

Exhibitor Free As Court Voids Guilt of Lottery

First Conviction in Local Area Is Defeated

Special Sessions Court in Brooklyn yesterday voided the conviction of James May, former manager of the Atlantic Theatre, Brooklyn, on charges of operating a lottery at the theatre, and acquitted him.

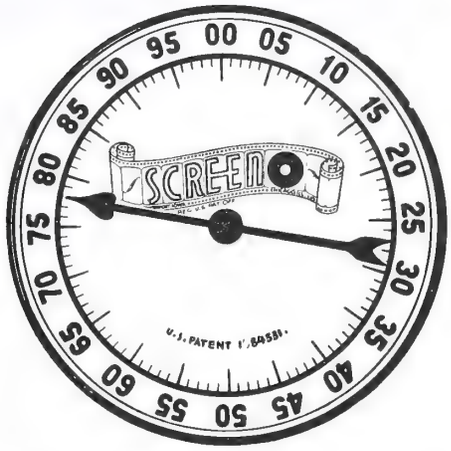
May was fined $500 and sentenced to 30 days in jail last July after a hearing in Special Sessions in which Judge Bayes found that the manner in which Screeno was conducted was a lottery. The conviction was appealed to the Supreme Court Appellate Division and remanded for a new trial.

This was the first conviction of its

THE NAME

KEEN-O

Cannot be used for Games Trade Mark Interference of



As per the following decision:

In the United States Patent Office Before the Examiner of (trade-mark) Interferences.

MARKSTEIN	)	
VS.	)	Opposition
KEEN-O CORP., Inc.	)	No. 19360

On April 19, 1939, J. S. Markstein, General Manager of SCREENO AMUSEMENT CO., filed an Opposition Complaint (No. 19360) in the United States Patent Office, Washington, D. C., through his patent attorney.

Said Opposition was published October 17, 1939, and was set for hearing January 6th, 1940.

The Complaint requested a decision sustaining that the Opposition was not entitled to the registration of the name KEEN-O for which it had made application.

The Final Decree was rendered by the United States Patent Office through its Examiner of Interferences on February 24th, 1940, denying to the KEEN-O Corporation the right of registration. This hearing concluded the prosecution in favor of SCREENO AMUSEMENT COMPANY of Chicago.

EXHIBITORS!

Be on your Guard. Watch out for INFRINGERS of SCREENO Patents, trademark and copyright. SCREENO was the first screen attraction. Delighted millions and still continues to do so. The widest known and most fascinating theatre games ever devised. PAYS OFF EVERY NIGHT TO BOTH AUDIENCES AND EXHIBITORS

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191 Golden Gate Avenue,
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William West
1418 North Gordon St.,
HOLLYWOOD, CAL.

Western States Screeno Co.
1407 Davenport St.,
OMAHA, NEBRASKA

HOME OFFICE:
Screeno Amusement Co.
325 West Huron St.
CHICAGO



Parleying in Chicago—

Short Subject Sales Manager William J. Clark (right), poses with George M. Ballentine, San Francisco manager and William J. Kupper, western division manager, at the convention held in Chicago by 20th-Fox.

SAN FRANCISCO

BUSINESS in both first run and suburban houses was away off this week and the concensus was that several factors contributed to the drop at the boxoffice. First and foremost, however, was the date the local citizens had with the state income tax collector on April 15. As one exhibitor put it, the patron has to lay cash on the line for his taxes—there are no charge accounts at the City Hall! The warm spring weather sent thousands to the beaches and kept the people in the open and out of the theatres.

Joe Mealy, to let the populace in Lodi and vicinity know about the run of "Grapes of Wrath" at his theatre in Lodi, decked out a dilapidated Dodge with an assortment of furniture that even the Joads wouldn't claim and had two of the boys working at his theatre drive into Lodi and seek relief at the local SRA office. The boys were about to receive aid when they were recognized. The resultant publicity in the newspapers drew capacity crowds to the theatre.

Max Ratner, RKO booker, is on the sick list . . . Rene Portier is opening a new house in Brisbane in the very near future . . . Universal held the first sales meeting of the year this week with the boys and Barney Rose getting together for discussion on various issues . . . Clifford C. Fischer returned to town to begin work on this year's version of the "Folies Bergere" which was the second biggest money maker at the 1939 Fair. The cast of the '40 Folies will be here next week for rehearsals . . . Vesta Murphy, Warner inspectress, was struck by an automobile and obliged to spend a few days at home.

A pre-convention tea and get-together will be held at the Empire Hotel on Wednesday, April 24, for all independent exhibitors and their wives. The affair, sponsored by the PCCITO, is for the purpose of acquainting the exhibitors of northern California and Nevada with each other so that when they go to Los Angeles for the big convention on May 8, 9 and 10 the ice will already have been broken. Mrs. Rotus Harvey and Mrs. Ben Levin are co-chairmen of the affair and all exhibitors and their wives are invited to attend.

The Municipal Auditorium was crammed with femininity last Monday when tryouts were held for Billy Rose's Aquacade. This was only one of the tryout spots as the entire Pacific Coast is being scanned to find the guys and gals to fill the bill. Forty-eight girl dancers, 48 girl swimmers, 24 showgirls, 24 boy swimmers, and 24 boy singers are needed to produce the show. Final selections will be made next week.

Tiger Thompson, Orpheum publicity chief, headed a party of local newspaper people to Tucson to view the "Arizona" shooting. The bill was footed by Columbia.

There were quite a number of Hollywood's finest in town last week to catch the premiere showing of "Romeo & Juliet" with Vivien Leigh and Laurence Olivier. The play was supposed to go eastward but both stars had to return to Hollywood for retakes on their latest respective pictures . . . Clyde Church, former owner of the Portero, was back in town for a few days before continuing his vacation in the north. He is expected back soon.

Marty Weiser, assistant exploitation manager at Warner, was a visitor this week and found our fair city a great place in which to practice his hobby of candid camera work.

Carl Milton has taken over the booking of 16 features to be issued under the Alliance name . . . Visitors to the Row: Tom Belessis, Roxy, Stockton; George Smith, Willats, Willats; Mrs. R. Pollock, Playhouse, Calistoga; Dan Tocchinni, Sebastapol, Livermore.

"The Hollywood Show," the movie concession to be operated at the Golden Gate Exposition by Neil Hamilton and F. Herrick Herrick, was signed and sealed this week. Hamilton has been working on the deal for some time now and the Fair visitors will see how movies are made—at so much per.

B. F. SHEARER COMPANY
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LOS ANGELES

Organize Fight on Daylight Saving

LOS ANGELES—To map plans for combatting the proposed daylight savings legislation, which will be submitted to a vote in California's general elections next September, independent and circuit operators hereabouts have been invited to a preliminary campaign meeting by Charles P. Skouras, Fox West Coast president, April 22.

Spokesmen for Skouras, as well as other theatre operators throughout the area, contend that the daylight savings plan would wreak untold havoc on the theatre-going habits of the general public—principally because potential customers prefer waiting until dark before going into the theatres. The extra hour of daylight, therefore, in their opinion would tend to discourage attendance in favor of outdoor recreation such as motoring, swimming and sporting events.

A similar battle against daylight savings was waged by exhibitors in 1930, when the measure was defeated. The plan has lain dormant since that time until recently.

: LOS ANGELES :

(Continued from preceding page)

for Altec Service, pulled out for San Francisco on business.

Harry Martin, a Chicago theatre operator, was a guest at the Warner plant as a highlight of his vacation here.

Mike Levinson has booked "White Zombie," to which he has the distribution rights, into the New Rialto, San Francisco, for a three-day run beginning April 23 . . . Ralph Carmichael, M-G-M office manager, is basking in the sun at Palm Springs on a two-week holiday.

A two-carat diamond is being displayed on that certain finger by Millie Levinson, bookkeeper for the Acorn Press. The bauble was given her by Paul Chernoff, brother of Helen Chernoff of 20th Century-Fox's contract department . . . R. A. Calderon, district manager for Azteca Films, pulled out on a business trip to El Paso. He'll be away for several weeks.

Booking visitors included Frank Ullman, who operates the Aztec in Calexico and the Broadway in El Centro; and Ben Aranda, Brawley Theatre, Eureka . . . Don Thompson, of the United Detroit Theatres Corp., Detroit, was a guest on the Warner lot.

Deny "Keen-O" Listing

WASHINGTON—The examiner of interferences of the U. S. patent office has denied the Keen-O Corporation, Inc., of California, right to registration of the name "Keen-O." The decision was rendered after opposition to the name was filed by the Screeno Amusement Co. of Chicago, which claimed the other name was a violation of its trademark rights.

Seth Perkins Adding More Drive-In Units

LOS ANGELES—With the filing of incorporation papers at Sacramento, plans to construct drive-in theatres in Bakersfield, Fresno and possibly other cities in the San Joaquin Valley area have been disclosed by Seth Perkins, a pioneer in the drive-in theatre movement hereabouts.

Associated with Perkins in the new company are N. H. (Jack) Brower, for 20 years a branch and district manager for Warner, whose association with that company was terminated recently; Chester A. Black, Robert E. Power, G. E. Arbogast, Milan Medigovich and A. G. Fickensen.

Perkins currently operates the San-Val Drive-In in Burbank and the Pico Drive-In in West Los Angeles. Black is in active management of the latter house.

20th-Fox L. A. Delegates Back From Chicago Meet

LOS ANGELES—Back at the old stand and ready to begin plugging the 52-picture lineup which was announced at 20th Century-Fox's Chicago sales convention April 12-14, is the delegation which attended from the local office. The party included Jack N. Dillon, exchange manager; B. F. Robison and W. T. Wall, salesmen, and Morris Sudmin, head booker. They checked in from the Windy City, April 16.

Darryl F. Zanuck, Joseph M. Schenck and William Goetz, who comprised the studio's representation at the conclave, continued on to New York for home office conferences.

: *Special Dispensation* :

SEATTLE—Frank L. Newman, president of Evergreen Theatres, caught a scene in "Star Dust" showing Sid Grauman planting the footprints of lovely Linda Darnell in the soft concrete of the theatre forecourt. Knowing Grauman very well, Newman sat down and sent a telegram reading: "Have just seen your stellar performance in 'Star Dust' stop your future in pictures is assured stop would you consider personal appearance in Seattle stop can give you good booking." Mr. Newman smiled to himself as he visioned Grauman's crimson visage upon noting the contents of the message. Boom! A wire came back, not from Grauman, but Myron Selznick, reading: "Sid Grauman turned your wire over to me stop okay one week in Seattle. Salary L-K-E stop can furnish clean photos for lobby. Grauman carries stand-in if you give extra shows we do not consider 'Gone With the Wind' competition if playing your town stop hard to handle and very independent. Suggest you close quickly. signed Myron Selznick." The wire did not worry Frank for he is used to surprises, but he doesn't know whether to accept or reject for the L-K-E salary code has him stopped. He does not know what he would be paying.

SEATTLE

THE next few days will see the opening of the baseball season in this burg. With Seattle having a championship team last season, the games being played at night, and this being one of the strongest ball towns in the west, the theatre owner is going to find some 14,000 of his customers draping the ball park every evening. Seats reserved for the opening game have been sold out for days.

More than 350 friends of the John Danzes were their guests at the reception honoring their son Fred and his bride. The couple, married March 15, had left Seattle immediately after the surprise ceremony for Phoenix, Ariz. The bride is the former Selma Gold. Her parents in Phoenix entertained with a similar reception for the couple whose honeymoon was spent in California and Arizona. Fred is supervisor of theatres for his dad, who is president of Sterling Theatres.

Smiley Burnette, singing comedian of the Gene Autry pictures, is in this neck of the woods making personal appearances and getting acquainted with his public . . . Murray Peck has gone to Spokane to join the forces of Fox-Evergreen theatres. Joe Rosenfield, city manager, announces that Murray will work on special ideas and emcee various stage attractions.

The laugh of the week was the birthday of Roy Peacock, Seattle branch manager for B. F. Shearer. A western union messenger arrived at the office and asked for Roy. When ushered into his presence, the boy ascertained if it was Roy and upon being told it was, the youngster said "Okay, you asked for it," then he unfolded the message and between blushes and with a husky voice he sang a beautiful birthday greeting from Mrs. Peacock. The youngster barely got the last note out then was off like a shot, leaving Roy howling with laughter.

Edgar Mercy will be stationed in Ellensburg for a spell. He will take over the operation of the theatre there, one in the Mercy chain, while Joe Kendall, the local manager, goes to the hospital for an operation . . . Ford Bratcher, former exhibitor in Lewiston, Ida., is in town en route from New York to Los Angeles. Ford and Burton Jones have the world rights to a picture and are doing sensational business with it.

Pete Constanti announces that he will open his new Roxy in Aberdeen within the next ten days . . . A proposed rodeo, scheduled for the civic stadium, met rebuff when Mayor Arthur B. Langlie vetoed an ordinance authorizing the show. Certain clubs in town laid claim that the rodeo was cruel to animals . . . A lone robber held up Marvin Iles, cashier at the Repertory Playhouse and escaped with an undetermined amount.

Roy Johnson, no relation to the other Johnsons in the theatre business around here, has opened the Gem in Hoquiam . . . Lightning, the seven-year-old white cat at the Liberty, was gifted with a Mousie House this week and is having the time of her nine lives with it.

L. J. McGinley back from a trip through eastern Washington with William Taylor of New York, one of the stockholders of Universal Pictures . . . Jules Levy of Premier Pictures off to Los Angeles by auto, while Marty Powell and his family followed by train . . . Muriel Parker, of the Metro office, flew out for Calgary, Canada, to be bridesmaid for her sister . . . Lloyd Lamb has taken over the management of the Hilton Twins and is busy booking them in this territory.

Art Aaronson, district manager for National Screen and its combined enterprises, is here from Los Angeles conferring with Jack Flannery, local branch manager. Also attending a special meeting with Aaronson were Don Beckman of Western Poster, recently added to National Screen, Herb Cass from Portland and salesmen from the territory . . . Bjarne Moe back from Tekoa where he was awarded contracts for the new theatre to be built by Rex Havel.

Jane Held, once a member of the Metro office staff, here from Chicago on a visit and lunching on the Row with many friends . . . George Blair building a new home in West Seattle . . . Herndon Edmond, Jean Spear, Hap Frederick and Jimmy Brooks to Chicago to attend the 20th Century-Fox annual sales meeting . . . Dorothy Mercy in the hospital for a rest and observation.

Roy and Adelaide Cooper and their children due in from San Francisco for a visit with the Al Blooms and the Jimmy O'Neals . . . Howard Stubbins of Monogram in from California for a few days. Also here is Bill Duggan, formerly with Monogram in San Francisco . . . Gladness Gollofon and Sylvia O'Neal both on the sick list . . . Mr. and Mrs. Gus Bergstrom in from Republic, Wash. . . . The Paramount has been selected in Seattle as the spot to hold the finals to determine Seattle's most beautiful girl.

Visitors this week include Ben Fish, division manager for United Artists who came in from New York. He and Pete Higgins, local manager, took a trip to Portland; Ray Ackles from and to Spokane; Bill Evans from Centralia and Chehalis with Fred Conrad, manager at Montesano of the late Cecil Gwinn's theatre. Evans is handling the job formerly held by Cecil; Harold Miller from Aberdeen; Sammy Seigel over to Vancouver, B. C.; Mickey De Leo from Port Townsend.

"DO YOU REMEMBER PONZI"

The promoter who had them begging for Blue Sky? He sold millions of dollars worth, because a few were baited with 10% annual dividends.

BURCH SUPER SHOWMAN

popcorn machines, even down an alley, will pay better dividends. And in your theatre, Mr. Exhibitor, is the best popcorn location in any town.

POPCORN SMITH

BOX 284 — SEATTLE

PORTLAND

NEARLY 15,000 fans—the biggest opening day crowd in Portland history—greeted the Portland Beavers under their new manager, Johnny Frederick, when they opened against the San Francisco Seals here Tuesday afternoon. The box-office success resulted from an intensive campaign by baseball and civic minded citizens under the leadership of Mayor Joe Carson.

Foster Blake, formerly salesman for the Universal branch here and later transferred to Los Angeles, was back for a vacation, returning Friday . . . The Civic Theatre presentation of "The Good Fairy" drew a nice attendance of Filmrow people, who arrived en masse Monday night . . . West Johnson of Eugene, Ross Nelson of Independence and Bill Ripley of Longview were in last week booking.

Two one-handed drummers met at the Clover Club the other night when Everett Conway, who has performed on the Orpheum and Capitol stages this season, got together with Merton Cooke of Salem . . . Duke Ellington played a one-night stand at the Rose City Wednesday, his first Portland visit since 1937 . . . Ellison-White has booked Orson Welles for a "lecture-recital" in the Civic Auditorium May 4.

Herb Owen announces that the Labor Temple boxing show will be a regular Friday night event . . . Ted Gamble, chairman of the 1940 Rose Festival, has announced the largest show of roses in the 52-year history of the Rose Society has been lined up for the occasion . . . And the Scandinavian societies are going ahead with plans for their spring festival, scheduled for mid-May.

Smiley Burnette, Republic western star, and Gene Autry's comedy relief, was in town last week, en route with a troupe of musicians for a series of personal appearances in up-state houses. Jimmy Sheffield, chief of the Portland-Republic branch office, was host to the visitors, who were accompanied by Eddie Walton, Seattle sales manager.

Second Newsreel House in Hollywood Opening May 1

HOLLYWOOD—The News-View Newsreel Theatre, second such house to be located on Hollywood Blvd., will begin operation May 1, according to officials of Tele-View Theatres, Inc., its owners and operators. Its policy will comprise a one-hour show of newsreels, rushed here via air express, supplemented by major first-run short subjects.

Theatre was constructed at a cost of $100,000, and incorporates such features as "black light" illumination, steel-pressed push-back seats, new 1940 RCA projection equipment and the latest air-cooling and unit-heating equipment. Projection booth has been so constructed as to provide for television instruments if and when that medium becomes sufficiently advanced for theatre projection.

The Tele-View Newsreel Theatre, owned by the same company and also located on Hollywood Blvd., has been in operation for nearly two years.

REVIEW FLASHES

TEAR GAS SQUAD (WB)—Should register with average audiences as fair exchange for the price of a ticket. A service film pleasantly veered toward Irish participation in law enforcement, done in lighter vein and not neglecting the boy-meets-girl romance. Dennis Morgan, Gloria Dickson. Directed by Terry Morse.

TWO GIRLS ON BROADWAY (M-G-M)—Mirthful and melodic comedy drama into which Metro injected sufficient production values and cast so that a slightly stereotyped story will be overlooked by those who are shopping for a parcel of light, diverting entertainment, which order the feature is amply qualified to fill. Lana Turner and George Murphy debut as a new dancing team with promising effect, while competent Joan Blondell contributes most of the dramatics. Jack Cummings produced; S. Sylvan Simon directed.

YOUNG BUFFALO BILL (Rep)—A tale of the early west, when the government was looking into Spanish land grants, this, starting off with a song, goes on to combine everything that the audience would want in the way of western entertainment. Roy Rogers, George Hayes, Pauline Moore. Directed by Joe Kane.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Little Improvement Noted by Theatres

LOS ANGELES—While independent exhibitors are characteristically reticent about divulging the actual figures on attendance and profits during the first three months of 1940 as compared to the previous year, what limited disclosures could be obtained indicate that theatre patronage in Southern California for the year's first quarter showed little tendency toward an upswing.

This despite the fact that the Fox West Coast circuit, according to a report compiled by George Topper of the financial department, showed an increase in gross revenue of 6.84 per cent over the first 13 weeks of 1939. While Topper refused to disclose the actual dollars-and-cents figures, he pointed out that only FWC, of all the operating divisions of National Theatres, showed a gross gain, while the decrease over the entire chain was 5.64 per cent. During the first five weeks of 1940, Topper said, FWC's gross was 4.38 per cent under the similar 1939 period, the jump coming during the next eight weeks.

Most independent showmen who will comment at all paint a gloomy picture of their present business conditions, insisting that neither patronage nor profits have increased over 1939. One exhibitor, who requested that his name be withheld, explained the FWC increase as being traceable directly to the fact that the circuit booked Metro's "Gone With the Wind" early in the year at advanced prices and chalked up new attendance records in every showing. This showman contended the circuit skimmed the cream in the "GWTW" bookings and opined that when the film slips down into the independent brackets the bulk of its profit potentialities will be gone.

SALT LAKE

SALES tax collections for the past fiscal year in Utah show an increase of approximately $1,000,000 over last year.

"Dark Command" and "Grandpa Goes to Town" are two Republic films that have been previewed here recently by the trade.

The services of about 50 local boys and girls will be utilized for a revue—Salt Lake City Follies—to be presented at the Roxy here . . . Allegiance Night, offering $50.00 in prize money, is a big hit at the Roxy, reports Manager Andy Floor.

Among visitors to the Row are Owen Wallace of Idaho Falls, Ida., and H. W. Knutson of Livingston, Mont. . . . Hunting business in the territory is Branch Manager G. S. Pinnell of Sheffield-Republic. Back from a like quest is F. H. Smith, Paramount branch manager.

A spelling bee, with $200 in cash prizes, is proving a strong attraction for Manager Alderson of the Capitol . . . Services for James Moroni Cummings, 43, prominent in photography research, were held here a few days ago.

Fred Glass finished first in the Fox Intermountain drive which ended Easter. Ray Davis' northern district came in second . . . Bob Garland, recovered from his injury in an automobile accident last fall, is film buyer in the Fox Denver office.

Ted Kerkmeyer of Helena, Mont., has been promoted to city manager for Fox. Bill Fowers of Ogden, goes to Wilma, Missoula. Arney Eichenlaub is transferred from Missoula to the Denver territory and Sterling Way takes over the helm of the Marlow at Helena. Jack McGee succeeds Sterling Way at Laramie, leaving the managership of the Strand, Rawlins, Wyo., vacant for the present.

Harry Stern Representing Cosmetic Giveaway Agent

LOS ANGELES—Harry Stern, local distributing agent for Film Alliance, has been named representative in this territory for George Alderman, theatre contact man for the Constance Bennett cosmetics line, used in theatre giveaways. Alderman has just returned from a trip through the Denver and San Francisco territories, during which he sold more than 50 accounts, including the Golden West, Blumenfield, Yeager, Block-Hills and J. H. Cooper independent chains; the Fox West Coast houses around San Francisco, and FWC's Arizona circuit.

Opinion Foreshadows Ruling for "Nation"

CHICAGO—A motion picture remains essentially the same over a span of years, whether sound on film or sound on record is added to the original negative, in the opinion of Judge Donald McKinlay, presiding judge of superior court of Cook county. The judge gave his opinion verbally in the current court proceedings over D. W. Griffith's "Birth of a Nation."

The current court session is over whether the original injunction granted distributors of the film in 1917 in Chicago restraining the police department from interfering with its exhibition, should be negated and the film consequently banned again. Judge McKinlay will rule on this point April 23.

The city has contended that with the addition of a sound track and effects, including shouting besides the original music score, the film becomes one that holds the Negroes up to "derision, contempt, ridicule and obloquy," and that the chief of the censor bureau, Lieut. Harry Costello, was within his rights in halting the showing of the sound-on-film version.

Distributors of the film contend this is a violation of their injunction and, therefore, Lieutenant Costello is in contempt of court.

Meanwhile, the National Association for Advancement of the Colored People has asked dismissal of the original injunction, because a state statute was placed on the Illinois legislative books a few months after the issuance of the injunction in 1917 that does not permit showing any picture that "holds up for derision, contempt, ridicule or obloquy, any race, or religion."

Judge McKinlay, meanwhile, permitted the use of the sound-on-film print of "Birth of a Nation" pending his decision next Tuesday. The film finished a seven-week run this week at the Sonotone.

Plans Poster Exchanges In Midwestern Area

CHICAGO—Frank Fisher, operator of the independent Wisconsin Poster Service in Milwaukee, says he will open several independent poster exchanges in the middle west, in competition to Advertising Accessories, Inc. Fisher did not sell out his Milwaukee exchange during the recent acquisition of practically all independent poster companies by AA.

Fisher opens the first of his new exchanges here in Chicago this week. In about three to four-week intervals regularly thereafter, he plans to launch exchanges in Detroit, St. Louis, Minneapolis and Indianapolis, successively.

Associated with Fisher in the venture is Leonard Katz of Chicago.

Army Theatre Contracts Soon

JEFFERSON BARRACKS, Mo.—Construction and equipment contracts will be awarded soon for the new $15,000 theatre to be erected at this army post. Contracts were let by the Army Motion Picture Service, Washington, D. C.

Sell Allied Convention At Variety Gathering

Chicago—Jack Kirsch, president of Allied of Illinois, and Dick Sachsel became press agents this week.

Both, while attending the national Variety convention in Dallas, did some ambassadoring for the national Allied gathering to be held here June 19 to 21.

Neely Divorce Bill Is "News" to Cole

CHICAGO—Col. H. A. Cole, president of National Allied, had "no comment" to make on the introduction of a divorcement bill by Senator Neely, during a stopover here.

Cole said he was here primarily to go over plans for the national convention, set for June 19-21 at the Morrison Hotel. When asked what he, as head of Allied, thought about the bill, he laughingly replied:

"Well, you know, I'll first have to read the bill myself before I can comment on it. I just learned of its introduction into the senate by Neely by wire myself."

Wives of Allied Men Make Convention Arrangements

CHICAGO—Wives of Allied members are taking an active interest in the forthcoming national Allied convention, June 19 to 21, and are arranging special features for wives of all visiting members. The women met this week at the Covenant Club in the first of a series of luncheon get-togethers, at which Mrs. Jack Kirsch, general chairman, announced the following committees:

Entertainment—Mrs. Jack Kirsch, chairman; Mrs. Harry Goldson and Mrs. Nate Wolf.

Luncheon—Mrs. Elmer Benesch, chairman; Mrs. Joe Weiss, Mrs. Herb Ettelson, Mrs. Nate Joseph and Mrs. M. Kaplan.

Reception—Mrs. Abe Feder, chairman; Mrs. Beatrice Saperstein, Mrs. John Semadalis, Mrs. Ben Lasker, Mrs. Sam Trinz, Mrs. M. B. Lang, Mrs. Harry Solomon, Mrs. I. Sevin, Mrs. Morris Zimmerman and Mrs. Ludwig Sussman.

Sightseeing—Mrs. Jack Rose, chairman; Mrs. Lou Harrison, Mrs. Jack Rubin and Mrs. Al Goldson.

Bob Hope Is Booked for P. A. in Windy City

CHICAGO—Bob Hope is due for a week's run at the Chicago, May 10. Following him in person will be the Marx Bros.' new unit, which is out on the road testing gags for their new M-G-M picture.

B&K is planning to use several big names during the late spring and early summer months at both the Chicago and State-Lake, their loop vaude houses. Booked at present is Glenn Miller's orchestra for early in June.

Demand Enforcement Of Ban on Bingo

MILWAUKEE—With local law enforcement officials sidestepping the Bingo issue, despite the fact that Mr. and Mrs. Edward Zrimsek, operators of the Bahn Frei Hall here, have decided to withdraw their appeal from a circuit court decision to the United States supreme court, exhibitor leaders have demanded of Police Chief Joseph T. Kluchesky that the law, holding the game a lottery, be enforced and that playing of Bingo be banned.

Exhibitor leaders have pointed out to the police chief that the state supreme court has ruled the game to be a lottery and that law enforcement officials in Manitowoc, Madison and several other Wisconsin municipalities have issued orders that the game be discontinued. They have requested similar enforcement in Milwaukee and to that end B. J. Miller, film attorney, brought action April 13 against Zrimsek, who has continued to play the game despite the high court's ruling.

Charles W. Trampe, head of Film Service, Inc., and local exhibitor, first secured a circuit court injunction against the Zrimseks. They, in turn, appealed the decision to the state supreme court, which sustained the lower court. Counsel for the Zrimseks then announced an appeal would be carried to the United States supreme court, but this was finally dropped because of the cost involved.

Harry Perlewitz, business manager of the ITPA of Wisconsin, has declared that the exhibitors will extend their efforts to the utmost to secure enforcement of the law.

Indianapolis Apollo Will Revert to Lease Owners

INDIANAPOLIS—The Apollo closed Thursday night, the lease on the theatre held by the Greater Indianapolis Amusement Co. expiring May 28, when the house will revert to Charles M. Olson and associates.

Kenneth Collins, manager of the Apollo and Indiana, said the theatre was leased from Olson in 1928 by the Fourth Avenue Amusement Co. of Louisville, and later was subleased to Greater Indianapolis Amusement Co., which also operates the Indiana and Circle.

William A. Brennan, who is associated with Olson and Gene Marks in the ownership of the Apollo, said that the owners "have definite plans in mind which will be announced later."

The Apollo was one of the first houses in the country to be fully equipped for talking pictures and did a landoffice business in the early days of Vitaphone. It also was home to the pictures of Will Rogers, Janet Gaynor and Charles Farrell and other outstanding stars of the early sound era.

With the Apollo closed, the Indiana, which usually closes during the summer months, is expected to remain open throughout the season.

Rosy Outlook for the Future Marks 20th-Fox Convention

By GENE RICH

CHICAGO—"It's sink or swim for the coming season and we on the 20th Century-Fox lot definitely believe in a rosy future for the industry," is Darryl F. Zanuck's comment concerning his 1940-41 plans. He was here for the concluding session of the 20th Century-Fox convention and was the principal speaker along with chairman of the board, Joseph M. Schenck.

"In spite of everything that is going on in this world about us," Zanuck said in an interview with BOXOFFICE, "we are going the limit. We are spending $2,000,000 more next year, with the result that our 1940-41 budget will approximate $28,000,000, or slightly better. Not only that, but we are planning four more pretentious productions in the million-dollar class than last year."

Zanuck, who flew here by special TWA plane and returned the same way to the coast, along with Schenck, William Goetz, his executive assistant, and Harry Brand, studio publicity chief, said that for the first time in the history of the company, 20 pictures of the 26 he will undertake himself will be in the million dollar class. "By that I mean," he said, "that the average cost of the 20 will be in the neighborhood of a million dollars each."

The first of these is "Brigham Young," which went on location Monday. "We are going to shoot the works on this one," he said, "and when we are finished exhibitors will have a new marquee name in Dean Jagger, Broadway star, who is playing the title role."

The production chieftain told the convention a new property just planned, and also for the million dollar class, will be "Brooklyn Bridge," with an imposing cast to include Alice Faye, Tyrone Power, Don Ameche, Henry Fonda, Linda Darnell and Edward Arnold.

Zanuck is counting on big things for "Lillian Russell," the current Faye-Ameche-Fonda vehicle, which has a definite running time of two hours and 20 minutes. This is the longest picture produced by Zanuck to date.

Besides Jagger, Zanuck promised salesmen that new personalities he is grooming are John Payne, playing the lead opposite Brenda Joyce in "Maryland," and two young feminine players, Ann Baxter and Jean Turner, neither of whom has yet had any prominent roles.

Wobber Sees Record 20th-Fox Account List

CHICAGO—Twentieth Century-Fox will have the biggest account list in its history by the end of this season, with some 12,000 exhibitors playing its product, Herman Wobber, general sales manager, told BOXOFFICE, as the company's convention came to a close here.

"Right now," he said, "we have in the neighborhood of 11,500 accounts. But, by the time the men close up the season, we should hit 12,000, which will probably be as big as any company has ever done."



At Fox Convention—

An interlude: Clyde Eckhardt, Chicago 20th-Fox manager (center), busily engaged in lunch with Austin Interrante, Pittsburgh salesman (left), and Tom Bailey, northeastern district manager, Boston.

Kent Drive Enriches Foxites by $21,000

CHICAGO—Four hundred and forty-eight 20th Century-Fox employes in 16 exchanges split $21,000 in prizes growing out of the Kent drive for 1939-40. Harry G. Ballance was given a special award for outstanding work among district managers.

In the national division, Lester Sturm, Detroit, was first, and received three weeks salary for all employes; Sam Wheeler, Washington, second, two weeks salary for all employes, and Paul Wilson, Atlanta; J. M. Ballentine, San Francisco; B. B. Reingold, St. Louis, and John Dillon, Los Angeles.

In the international division: E. V. Laindaiche, New Orleans, first, three weeks salary for all employes; C. L. Walker, Salt Lake City, second, two weeks salary for all employes, and H. J. Bailey, Toronto; B. A. Simon, New Haven; C. W. Clark, Oklahoma City, and M. A. Grassgreen, Albany.

Short subjects and newsreel awards went to Ira Cohn, Pittsburgh; Charles Powers, Portland, Ore.; Phil Longdon, Charlotte, and Sam Gross, Philadelphia.

Sees "Best" News Coverage

CHICAGO—Movietone News expects to present the best European war coverage now that a new plan of individual use of stories made has been arranged, Truman H. Talley, Movietone News producer, told the 20th Century-Fox convention.

He explained the former plan of compulsory pooling of all news shots has been done away with, and that, henceforth, all newsreels will be permitted to use their own shots exclusively, after passed by censors.

Four Major Topics For Allied Meet

CHICAGO—Four major topics have been set up for discussion during the national Allied convention at the Morrison Hotel here June 19 to 21. They are the two Neely bills—block-booking and theatre divorcement; the government case in New York and its ramifications, and a general legislative discussion.

Col. H. A. Cole, national president, and Jack Kirsch, president of the Illinois unit and convention chairman, conferred on the program plans during Cole's recent stopover visit en route to Texas. Kirsch expects Abram F. Myers, general counsel, here shortly to discuss further detailed plans for topics to be aired.

Equipment dealers have been invited to display their merchandise in a large exhibit hall that will be open for the visiting exhibitors and their friends, adjoining the convention hall proper.

Allied Transportation Committee Named

CHICAGO—Allied's committee to handle convention transportation is composed of the following: Seth D. Perkins and James C. Quinn, California, Arizona and Nevada; Al Schuman and Lawrence C. Caplan, Connecticut; Van Nomikos, Richard Salkin, E. E. Alger, Charles House and Edward Grossman, Illinois; Roy Harrold and Don R. Rossiter, Indiana; Leo F. Wolcott and Charles Peterson, Iowa; Frank Hornig and Mrs. Helen Diering, Maryland; Frank Lydon and Arthur K. Howard, Massachusetts; Ray Branch and Miss Pearl M. Sprott, Michigan; W. A. Steffes and Ben Ashe, Minnesota; Lee W. Newberry and Harry Lowenstein, New Jersey; Martin G. Smith and P. J. Wood, Ohio; Orville Von Gulker and George Sumner, Oklahoma; M. A. Rosenberg and Fred J. Herrington, western Pennsylvania; S. E. Samuelson and E. B. Gregory, eastern Pennsylvania; Dean Nash and Charles Lee Hyde, South Dakota; Col. H. A. Cole and A. W. Lilly, Texas; Charles H. Olive and W. J. Gingell, Washington, D. C.; Richard D. Marks jr. and Garland West, West Virginia, and W. L. Ainsworth and Harry Perlewitz, Wisconsin.

Releases to Nov. 1 Now Set by 20th-Fox

Chicago — Marked as tentative, 20th-Fox, as early as this, has designated release dates on 13 of the new lineup. The program is designed to start with "Great Profile," August 2; "Streets of Memories," August 9; "Brigham Young," August 16; "The Brat," August 23, and "I Married a Nazi," August 30.

September releases: "Pier 13," the 3rd; "The Return of Frank James," 13th; "Cisco Kid," 20th and "Public Deb No. 1," 27th.

October releases: "Charlie Chan in the Wax Museum," 4th; "Down Argentine Way," 11th; a Wurtzel production, 18th and "The Great Commandment," 25th.

: On the Lighter Side :

By GENE RICH

CHICAGO—All of the 20th Century-Fox conventioneers had the evenings to themselves, with no itinerary set. So some of the boys explored the Windy City, others lolled about the Drake Hotel lobby reminiscing and swapping yarns, while there were the inevitable friendly games nightly among the boys that get together convention after convention.

Roger Ferri, editor of *Dynamo*, was so busy getting out that special edition, that at one time he was actually accused of using both typewriters in his room at once.

The publicity crew kept things humming, with plenty of cooperation extended the trade press, under the direction of Chief C. E. McCarthy . . . Rodney Bush, exploitation head, celebrated his birthday on Sunday during the convention . . . Eddie Solomon, new aide to Bush, just recruited from the B&K publicity department in Chicago, celebrated his first convention.

Speaking about conventions, Jerry Murphy, Washington salesman, was attending his 25th successive Fox convention.

B&K Theatres furnished the conventioneers with the customary passes to all their loop houses, and also ran an ad on the amusement pages of the Chicago dailies welcoming the convention, in which many of Darryl Zanuck's outstanding productions of the current year were mentioned.

Lou Shanfield, head of the art section of the advertising and publicity department, did a grand job of decorating the convention room, aided by Ed Hollander, who arrived ahead of the conventioneers, to get things ready. Missed, was Jerry Novat, poster art director, who handled the job last year. He couldn't make it due to a serious operation which kept him in New York.

Eddie Bergman, Cleveland salesman, had Martin Moskowitz, assistant to Herman Wobber, worried one night. Moskowitz entered the Drake lobby to find Bergman "staggering" all over the place, with clusters of salesman "worrying" over the Clevelander's "condition." After a couple minutes during which Moskowitz couldn't just decide what to do, Bergman stepped out of character and back to his normal, sober self.

Art Knapp and Eddie Wescott, Detroit salesmen, won most of the shekels in the games played by the Motor City crowd as they came over on the Michigan Central Mercury for the confab.

Felix Jenkins, general counsel, spoke to the boys on the new contracts, explaining every detail. He ended up by explaining he couldn't show them actual copies because they hadn't come from the printers when the New York group left for the convention.

Glen Norris, Washington salesman, made us feel swell when we overheard him telling his co-salesman, Freddie Klein, that he used to take a lot of trade papers, but now he takes only BOXOFFICE, "because that covers the field so well."

Incidentally, Klein extended himself trying to get into the "Rats' Club," by buying all the boys a drink. But he was blackballed. Reason: He has one unsold possibility . . . The members of the club all Hundred Per-Centers, are: Glen Norris and Sam Diamond, Washington; W. G. Humphries and Howard Smith, Philadelphia, and Clarence Kellenberg, Pittsburgh sales manager. Smith celebrated his birthday during the convention.

Clyde Eckhardt, Chicago branch manager, and one of the company's veterans, was up to his usual "doodling," at the various sessions. He's getting so expert someone suggested he offer them to the Chicago Museum of Art. Incidentally, this was Eckhardt's 26th convention with the company.

Joe Cohan, Washington office manager, struck a serious note for a moment, reflecting on the European war situation. Joe was reminiscing for many of the boys about his experiences as a member of the "Fighting 69th" (not a Warner plug). He is secretary of the Washington, D. C., chapter of the Rainbow Division.

Lew Lehr, Movietone News humor editor, had the boys worried when he got up to talk. He walked up to the platform with a huge volume supposedly bulging with reference page markers, letting them think they were in for at least a two-or-three-hour session.

A special screening was held Saturday morning at the H. & E. Balaban Esquire. There the conventioneers saw the test shots of Dean Jagger, recently signed Broadway star, who will play the title role in "Brigham Young," first 1940-41 release; some scenes from the picture itself; a reel of "Maryland," with Brenda Joyce, John Payne, Hattie McDaniel, and Walter Brennan.

Individual pow-wows between salesmen and branch managers, together with district managers, were held Sunday morning, prior to the big session of the week, when Joseph M. Schenck and Darryl F. Zanuck spoke.

Zanuck Remembers Headline Values

Chicago—Darryl F. Zanuck may be a producer, but he hasn't forgotten the value of publicity.

Informed during the 20th Century-Fox convention that a large 40x60 color blowup of Tyrone Power had disappeared from the convention floor after a girls' group meeting, he quickly called Harry Brand, studio publicity head, and told him:

"Swell story here. It should make all the papers. Imagine a bunch of girls coming in and swiping such a large blowup of Power as we had in the convention hall."

Spyros Skouras was renewing old acquaintances here. One day he had lunch with Leo Spitz, former RKO president; then had dinner the next night with Jimmy Coston, zone manager for Warner Theatres. Skouras, untiring, was even among those who met Darryl Zanuck when he arrived at 8 a. m. Sunday from the west coast at the Chicago airport.

Among those who met the Zanuck-Schenck special plane were Charles E. McCarthy, advertising and publicity director; Rodney Bush, exploitation head, and the TWA press crew of William Westlake and Millie Anderson, both armed with photographers to record the event.

Most of the conventioneers were gone by Sunday night. Those remaining over were Zanuck, Schenck, Kent and Harry Brand for Monday conferences.

Lew Lehr got a laugh with this "Broadway Confucius Say:" "When Stalin and Hitler meet, two heels click."

Herndon Edmond, Seattle manager, went east for a visit with friends in Maryland, before returning home.



"Buck" Meets the Boys in Chicago—

Jack Benny, en route to New York for the premiere of "Buck Benny Rides Again," lunched with B&K and Paramount heads in Chicago with the above, left to right, results: William Hollander, B&K publicity chief; Jim Donohue, Paramount branch manager; Benny; Mancell Talcott, mayor of Waukegan, Ill., boyhood friend of Benny; Dave Balaban, B&K district manager, and Harry Hamburg, Paramount's Chicago sales manager.

Indianapolis Barkers Aid Medical Center

INDIANAPOLIS—Marc J. Wolf, head of the Indiana Tent No. 10 Variety Club, announced this week the establishment of a convalescent serum center and probably an experimental blood bank for Indiana and purchase of equipment to help train underprivileged school children. The club will buy the equipment for the school children and will give the money for the serum center to the Indiana University medical center.

The club is planning a charity show to be given in May for raising funds. Wolf, in a statement issued at a meeting of members of the Variety Club, representatives of the board of school commissioners, and the Indiana University medical center, said, "All money raised in this effort will be used to help two very worthy causes. We intend to buy equipment to help train underprivileged school children better. This equipment will be located mainly in a central unit at the Indianapolis school board's Meridian and Ohio streets building. Other equipment will be placed in various schools throughout the city as our means permit.

"We also intend to use part of the money, at the request of some of our leading physicians, representing the Indiana University medical center at Indianapolis, to establish a convalescent serum center and probably an experimental blood bank for the state of Indiana. A blood bank keeps all types of blood on hand, available to all Indiana doctors for use when transfusions are needed."

Date of the Variety Club show will be announced later, but it was said an elaborate stage show is being planned, providing at least two hours of topnotch entertainment. It will be given at midnight on the stage of the Lyric. The theatre and staff services are being donated for the big show by Charles M. Olson.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

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CHICAGO

RALPH PACKARD, formerly with Photoplay Advertising Co., has taken office space in the Film Chauffeur office, in the same building where Photoplay formerly was, to clean up all old accounts of the company.

Irving Mack and his wife are attending the Variety Club annual convention in Dallas. Also attending are Saul Goldman and his wife.

Mrs. Sam Clark, wife of the Warner exploiteer formerly in Chicago, flew out to Los Angeles where he is now stationed, due to his serious illness from pneumonia. Latest report is he is improving.

In and out on the Santa Fe Chief: King Vidor, New York bound, and ditto George Kaufman; with Cary Grant, returning to the west coast.

Dave Balaban, B&K district manager, is back from Hollywood Beach, Fla. While there he saw Ben Shlyen, publisher of BOXOFFICE.

Walter Immerman, B&K general manager, was in Green Bay, Wis., over the weekend for a smelt run.

Lou Abramson is so busy these days with the forthcoming Allied convention, that he's eating his lunch at his desk . . . Incidentally, the appealing new assistant to Beth Morganstern, working on the convention, is Eleanor Harris.

Roy Rogers, Republic's cowboy star, played the Warner circuit Paramount in Hammond Sunday.

Terre Haute Theatres Aid In Americanism Program

TERRE HAUTE—Members of the Terre Haute Theatres Ass'n are cooperating in another Americanism Program to be held April 22 and 23 in the Idaho and Swan theatres, operated by William Reinking.

The program is being sponsored by the local chapter of B'nai B'rith, and students from Woodrow Wilson Laboratory and eight Junior High Schools will be entertained.

When the first show of this kind was held in February, they were only able to take care of the seniors of the schools, but with the cooperation of the various principals and the local school board, more students will participate in this program. There will be five-minute speakers on the Bill of Rights at all performances.

Frank Reimer Will Manage Quimby Ft. Wayne Houses

INDIANAPOLIS—Frank Reimer, salesman for Warner Bros. here, has resigned to take over the management of the Quimby Theatres, in Fort Wayne, operators of the Emboyd, Jefferson, Palace, Paramount and Riley, which are headed by Mrs. Helen Quimby of Fort Wayne.

Reimer has been connected with Warner 11 years, two years in the Chicago office as cashier and nine years with the Indianapolis branch. He took over his new post Monday.

Deems Theatre a First Aid to More Business

INDIANAPOLIS—Albert Haring, professor of marketing of the Indiana University school of business, in his nine-point program to restore and maintain healthy business conditions, believes that stimulation of business in the smaller towns and county seats will in no way detract from volume of trade in the larger centers. Among the first factors in his program for the small town if it wants to step ahead as a trading center are: It must maintain a good theatre; at least one good eating place; parking facilities; displays of seasonable goods in show windows; maintenance of a good newspaper with emphasis on local news; good lights for streets and stores; cleanliness (including liberal use of paint and colors); maintenance of a reasonable stock of merchandise in a price and quality range suitable to the community, and, above all, for merchants to keep any promise made to a customer.

Haring's theory is that all aggressive business activities tend to increase the desire for consumption and, as a result, the total volume of business in the state is increased.

"Lion Has Wings" Picketed By a "Neutrality" Group

ST. LOUIS—Members of the St. Louis Chapter of Draftable Men, ostensibly organized to maintain the neutrality of the United States, have been picketing five theatres here and in St. Louis county which have been showing the British-made "The Lion Has Wings," depicting English strength in the air.

The theatres picketed include the Ritz, Uptown and Norside, in St. Louis, and the Esquire, Richmond Heights and Varsity, University City.

The pickets, charging the film is "British propaganda," distribute handbills in the form of invitations to "see the film to which the signatures of Neville Chamberlain and Winston Churchill were forged." At the Ritz, one of the pickets wore a top hat and carried an umbrella, impersonating Chamberlain.

The League plans to picket other theatres in the vicinity that show the film.

Indianapolis Luncheon Meet Sells "Edison"

INDIANAPOLIS—As part of the exploitation for "Young Tom Edison," currently at Loew's here, a luncheon meeting with a group of citizens was arranged by Wade W. Willman, manager of the M-G-M office; Harold Marshall, publicity director, and Ward Farrar, manager of Loew's.

A. G. Dudley, superintendent of the Western Union, addressed the group, describing Edison's experiences during his stay in Indianapolis. Other speakers included Wallace O. Lee, Russell Campbell, who represented Mayor Reginald Sullivan; W. T. Thayer of the General Electric Co.; Lt. Gov. Henry F. Schricker and O. K. Van Ausdall of the Ediphone Co. Mrs. David Ross, president of the Indiana Indorsers of Photoplays, and Mrs. Charles D. Vawter of the Indianapolis Council of Women also were present.

Lee Goldberg to Observe 25th Anniversary Soon

INDIANAPOLIS—Lee L. Goldberg, president of Big Feature Rights Corp., controlling independent exchanges at Indianapolis, Cincinnati and Cleveland, will celebrate his 25th year in the motion picture and theatre business this coming June. Goldberg started in Louisville as resident manager with the B. F. Keith theatre circuit, later opening a small exchange in Louisville. A few years later, he blossomed forth with a big time exchange, when, with Col. Fred Levy, he acquired the franchise for First National Pictures and Educational Comedies for the territories of Kentucky and Tennessee.

Columbia Pictures at that time were being franchised and Goldberg secured the distributing rights for Indiana, opening an exchange here. There was continued business expansion, and a large number of theatres were acquired throughout Kentucky and Indiana. Later these houses became part of the Warner Theatre circuit, with Goldberg appointed southern division manager. Through the many years and changes Goldberg never divorced himself from his film exchanges, and after Columbia had set up its own exchange system, First National had been absorbed by Warner, and Educational Comedies had gone to Fox distribution, he resigned from his executive capacity with Warner to devote all his time to the operation of his three film exchanges.

His exchanges for the new season of 1940-41 will distribute the product of Producers Distributing Corp. and Franklyn Warner's Fine Arts Productions. Sam H. Abrams is sales manager and Joseph W. Bohn is office manager of the Indianapolis exchange.

B&K's 1939 Net $60,000 Above Profit of 1938

CHICAGO—B&K net profit for 1939 was almost $60,000 over that of the previous year, netting $4.69 per share of common, Barney Balaban, president, reported at the annual stockholders' meeting here, April 16. The total 1939 net was $1,329,964.15. For 1938, it was $1,270,400.89. This net is for all B&K, Great States and subsidiary houses in Illinois, Indiana and Ohio.

All five directors were re-elected, including Barney Balaban, John Balaban, Y. Frank Freeman, Austin C. Keough and Elmer C. Upton. The annual directors' meeting, at which officers are elected, will be held some time in May.

Theatre Partial Victor in Damage Suit by Two

MILWAUKEE—The Avalon was a partial victor in a $10,500 damage suit brought by Charlotte and Eric Goike, when a circuit court jury brought in a finding of no negligence on the part of the theatre management.

Mrs. Goike charged she had suffered a spine injury in a fall at the theatre Dec. 13, 1937, when her heel caught in a hole in the carpet. She sued for $10,000 and her husband sued for $500 for medical expenses.

INDIANAPOLIS

GEORGE LANDIS, manager of the local 20th Century-Fox office, was in Chicago at the Drake Hotel attending his company's sales convention. He was accompanied by J. R. Neger, sales manager; H. L. Hancock, G. J. Black and T. O. McCleaster, salesmen, and K. L. Dotterer, booker.

W. H. Trunick, RCA salesman, announces installation of new equipment in the Kent at Kentland, Ind., operated by Dallas Cannon; in the Indiana, South Bend, operated by Lou Cochovety, and in the Lake, Valparaiso, operated by Justin O. Shauer.

Along Filmrow: Harry Kornblum, Rosedale, Evansville; E. R. Crouch, Fairmount, Fairmount; Joe Bertotti, Columbia, Clinton; T. N. Luckett, Dream, French Lick; D. G. Steinkamp, English, English; Nick Paikos, Diana, Tipton; Dallas E. Cannon, Kent, Kentland; Harold V. Neese, Beverly, Brazil; A. H. Kaufman, Fountain, Terre Haute; Harry Van Noy, Paramount, Anderson; Joe W. Schilling, Auditorium, Columbus; Joe Finneran, Elwood, Elwood; Ferd Nessel, State, Anderson; Mrs. Ethel Luckett, Indiana, Scottsburg; Merril Moore, Palace, Kokomo; William Studebaker, Logan, Logansport; Mrs. H. Palmer Long, Hippodrome, Sheridan; Roy Harrold, Princess, Rushville; C. C. Wallace, Brown, Thorntown; Nat Blank, Orpheum, Terre Haute; Mrs. Janet Prewitt, Prewitt, Plainfield; L. T. Moore, Orpheum, Mitchell.

Artists of the Greater Olympia circus appearing this week in the Coliseum at the State Fairgrounds, presented their acts for patients of the James Whitcomb Riley Hospital for Children Friday morning . . . The Indiana board of agriculture this week announced that Paul Whiteman and his band have been engaged to provide music for the horse show at the state fair.

Leonard Sowar and wife left Saturday for a ten-day vacation through the south and expect to end up at the Variety Club convention in Dallas April 18. Sowar is city manager for the Theatrical Managers, Inc., houses at Muncie.

Mrs. Knute Rockne of South Bend, widow of the football coach, is in Hollywood to see the start of the film, "The Life of Knute Rockne." She never had been on a film set before and was pleasantly surprised to find sets erected exactly as various parts of Notre Dame University. She remarked that Pat O'Brien, who portrays Rockne in the film, was amazingly like Rockne in his makeup.

Long-Termer to Heisler

HOLLYWOOD—Stuart Heisler, whose first directorial effort for Paramount was "The Biscuit Eater," has been handed a long-term pact by that studio.

Republic and NSS Are Co-Champions

CHICAGO—More than 60 members and friends of the Chicago Motion Picture Bowling League attended the annual banquet at Harry's New York Bar, during which officers for the next year were named. They are: Henry Porter, president; Howard DeTamble, secretary; and Christ Otto, renamed treasurer. Porter succeeds Frank Nardi, while DeTamble succeeds Chinn, who has been transferred by National Screen from Chicago to Milwaukee.

Co-champion cups were presented to Irving Mandel, Republic sponsor, and Morton Van Pragg, National Screen sponsor. The winning team members were: National Screen, Percy Barr, captain; Wilbur Boehm, Chris and Jim Chinn, Louis Mathieu, Clare Keim and George Libera; Republic, Frank Nardi, captain; Max Dreifuss, Jim Booth, Ben Eisenberg, Ben Schedel and Jack Kirsch, who lead the individual bowlers.

While the league recognized the co-champions, Republic accepted the National Screen challenge to roll off the tie, which was to have been held this week. The losers will fete the winners at a special dinner, time and place to be set by the winners.

Christ (Shorty) Otto was presented with a sportsmanship plaque for his "untiring efforts in settling all league disputes amicably." Jack Kirsch was presented with a trophy for the individual scoring lead.

The final standings:

	Won	Lost
National Screen	46	38
Republic	46	38
Film Carriers	45	39
20th Century-Fox	44	40
Photoplay	41	43
Universal	40	44
Paramount	39	45
Warner Bros.	34	50

The top bowlers:

	Games	Avg.
Kirsch, J.	66	183.0
Keim, C.	84	177.23
Knaffle, J.	84	175.81
Dreifuss, M.	81	174.56
Fahey, M.	69	173.46
Boehm, W.	84	173.15
Fischer, A.	78	172.29
Busch, H.	78	172.18
Ogren, M.	84	172.12
Klass, B.	84	171.72
Canavan, M.	66	169.43
Hanzelin, F.	81	167.68

High team and high individual scores:

First high team game, Photoplay, 981; second high team game, Universal, 979; first high team series, Photoplay, 2,719; second high team series, Republic, 2,702.

First high individual game, Keim, 276; second high individual game, Vrouvas, 264; first high individual series, Fischer, 651; second high individual series, Keim, 636.

A Novel to Alex Korda

HOLLYWOOD—"The Labyrinthine Ways," a novel by Graham Greene, has been purchased by Alexander Korda.

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Three Moves Are Open to Save Bioff From Jail

CHICAGO—Three moves were open to attorneys for Willie Bioff, Hollywood labor leader, in their attempt to win his freedom from Bridewell prison where on Monday he began serving an 18-year-old sentence for pandering.

Two of these were petitions for pardons, one to Gov. Henry Horner and the other to the state pardon board, on the grounds that Bioff has become rehabilitated since sentence was passed in 1922. The third was a petition for a writ of habeas corpus to the Illinois supreme court, which has twice refused to permit Bioff to remain at liberty on $5,000 bail pending their review of the case. However, the supreme court is not expected to rule on the case until October, by which time Bioff will have served the ancient six-month term.

With Bioff in jail and expected to be given routine clerical duties, it is understood his union associates on the west coast have threatened to compel studio executives to confer with the labor chief by telephone in his jail cell on future labor arbitration.

Bioff has contended that the studios, Communists and CIO are responsible for resurrection of the sentence against him.

Grand in St. Louis Will Stay Open This Summer

ST. LOUIS—The Grand on Market St. near Sixth will remain open all summer and switch from straight burlesque to a film-flesh policy. Arthur Clamage of Wolverine Amusement Co., Detroit, which has a lease on the theatre, was here last week ironing out details for the installation of an air conditioning system. Sam Reider will manage the Grand.

The Hirst circuit's Garrick, a block north and a burlesque rival of the Grand, was to close over the weekend for the summer. Jack Beck, manager, will be shifted to Atlantic City to take over the Globe, also a Hirst house.

Defendant Hearings On in Suit Over Attorney Fees

ST. LOUIS—Defendant hearings started April 15 in the suit brought by Fanchon & Marco for the return of $42,200 in fees paid to John S. Leahy, Lambert E. Waltner and Harold F. Hecker, St. Louis attorneys.

Harry C. Arthur jr. was the star of six plaintiff witnesses heard by Circuit Judge Ward. He was on the witness stand on 16 different court days. Final witness for the plaintiff was Marco Wolff, who represents the Marco end of the theatrical firm.

A Repeat Robbery

INDIANAPOLIS—The Vogue Theatre here was the victim of a holdup perpetrated by a youthful bandit, who, the cashier was certain, was the same one who robbed the theatre last October. The bandit, flourishing a gun, seized one handful of bills and fled. Loss was not determined.



Meet "Mickey"—

Harry Mandel, Warner Chicago booker, is a candid camera enthusiast. He also is a proud papa, so he had mama snap this photo of himself and 14-month-old Michael (Mickey) Dennis Mandel.

MILWAUKEE

FOX'S Wisconsin has raised its admission prices for "Northwest Passage" from 25-35-50 cents to 35-40-60 cents . . . The Pabst has closed its German language film season. The flickers have been shown on weekends during the winter.

H. J. Mirisch's Oriental and Tower theatres are offering 64-page comic magazines free to kids attending the Saturday matinee shows . . . Louis Orlove, M-G-M exploiteer, who has been purchasing Wisconsin animals for filming of "The Yearling," was made the subject of a recent feature story in the Milwaukee Journal's *green sheet.*

Wisconsin's first drive-in theatre is slated for opening May 10 in Brookfield . . . Earl W. Fischer, manager of the Alamo, has been elected president of the newly organized South Sixteenth Street Business Men's Ass'n.

Harold J. Perlman, former manager of Fox's Palace here, has been named manager of the Granada in Racine . . . Francis B. Schlax, manager of Standard's Bay in Green Bay, has offered his testimonial to Harvester cigars in newspaper advertising.

Herbert Graefe, manager of the Badger in Merrill, gave his personal endorsement to "Virginia City" when the flicker played the house . . . Russ Leddy, manager of Fox's Orpheum in Green Bay, provided the entertainment at the regular meeting of Sullivan post, No. 11, American Legion.

The Capitol in Madison is being fitted with a new triangular canopy . . . H. G. Ernst is planning the erection of an addition to his Grand in Hayward.

An addition to the Shorewood Theatre Bldg. in Shorewood will necessitate a new theatre entrance and canopy for the house, according to present plans . . . A. C. Berkholtz is renovating his Rivoli at Two Rivers, including redecorating of the auditorium and the installation of more comfortable seats.

Bill Anson has been making personal appearances on Saturdays at Warner's Rialto in Racine in connection with the playing of "Musico" at the house . . . William Exton staged a special spring matinee for kids last Saturday with free marbles and kites.

No Release Set Yet for Kline-Steinbeck Film

CHICAGO—The documentary film on Mexican peon life, to be produced jointly by Novelist John Steinbeck and Producer-Director Herbert Kline, has no release set as yet, Kline said during a stopover here. He was here in connection with his latest picture, "Lights Out in Europe," being handled by Look-Ampix Productions.

Kline said he and Steinbeck plan to make the film first and then arrange for distribution. This may be either through a major company or through Look-Ampix. There also is a possibility of it being road-shown in key cities.

The Mexican film will get under way about May 1, with completion set for around September 1. Kline said that while he has not discussed the story as yet with Steinbeck, it is his understanding that it will deal with the Mexican peons in the same manner that Steinbeck's "Grapes of Wrath" dealt with migratory workers in California.

Working with Steinbeck and Kline on the production will be Rosa Kline, the producer's wife, and Alexander Hackenschmid, cameraman, who also photographed "Lights Out in Europe."

Four Chicago Bookers With Metro Total of 43 Years

CHICAGO—Service, and lots of it, seems to be the keynote of the four M-G-M bookers here to their employer. In other words, the quartette has rounded out an aggregate of 43 years, to-wit: Edna Frank, 19; Arthur O'Toole, 11; Walter Bennin, 10, and Harry A. Hopkins, three.

Ten Years on July 1

INDIANAPOLIS—On July 1, William Schwartz, booker at the M-G-M exchange, will have rounded out ten years with the company. His partner, Donald S. MacLeod, whose dad recently rounded out a quarter of a century at the home office, is well into his 12th year here.

Many Film Folk Attend Rites for Max Slott

CHICAGO—An unusually large number of Filmrowites attended the funeral here for Max Slott, well-known exhibitor, who died from complications resulting after an operation. Slott formerly was with Warner in Milwaukee.

Pallbearers were Henri Elman, Johnny Mednikow, Jimmy Coston, Jack Shumow, George Weinberg and Jack Rose.

Filmrow was shocked to hear that three days after the funeral, the father of Max, Morris Slott, 72 years old, died from grief over his son's death. He was buried Tuesday. Reported seriously ill from the shock of the two deaths in the family this week, was the elder Mrs. Slott.

A Business Career for Lester Retchin's Son

CHICAGO—Lester Retchin of the Howard, whose son Sheldon is doing well as a salesman for Warner in the San Francisco territory, has received word that his youngster son, Norman, is embarking on a business executive career. Norman has been chosen one of two young men from the forthcoming June graduating class of the University of Pennsylvania to join the executive offices of the Abramson & Strauss Co., New York.

Sheldon, the Warner salesman who was picked by Grad Sears for the post, is also a Pennsylvania graduate.

Ben Hecht Planning Film Similar to "Scoundrel"

CHICAGO—Ben Hecht is planning to produce another picture on the order of Noel Coward's "The Scoundrel," he told reporters at Chicago city airport during a stopover en route to Hollywood. His backer is Dr. William Szcheley, and the film will be titled "Before I Die."

Thomas Mitchell is the only cast member chosen thus far.

"Mystradrama" Is Getting Wisconsin Playing Time

MILWAUKEE—"Mystradrama," a combination of the "The House of Seven Gables" and "Black Friday," has been getting a play in many Wisconsin theatres including the Lyric at Stevens Point, the Parkway, Madison; Rex, Beloit, and Gateway, Kenosha. In former towns it was advertised as "A great double world premiere," and the public was urged to "see these two hit pictures before even Hollywood sees them!"

Says Too Many Shows Are Detrimental to Children

SHEBOYGAN, WIS. — Indiscriminate and too frequent visits to movies often is detrimental to children, Adelbert Peck, principal of the Siefert School, Milwaukee, declared in an address here before the Better Films Council on "Motion Pictures —A Contributing Factor in Education and Culture Today."

ATOI Unit Meets

INDIANAPOLIS—The local members of Associated Theatre Owners of Indiana will hold a meeting at noon Wednesday at the Variety Club. Earl W. Bell, regional vice-president, will preside.

Fenoglio Installs Sound

BRIDGEPORT, ILL.—James Fenoglio, manager of the Capitol here, has installed new RCA sound in the house.

Briton to Adapt "MacIntosh"

HOLLYWOOD—Sam Goldwyn has signed Cecil Roberts, British novelist, to adapt W. Somerset Maugham's "MacIntosh."

Express Their Thanks With Cocoanuts

Chicago—Grateful to Steve Cokins of the Parkway in Chicago for affording theatre entertainment to their children on Saturdays and Sundays while the parents were enjoying Florida sunshine, a group of his patrons brought him a load of cocoanuts from the southern resort state. Steve decorated the boxoffice with them.

ST. LOUIS

A RESOLUTION commending the *Post-Dispatch* for "distinguished service to the community and to organize labor" has been passed by Local No. 8 of the Typographical Union . . . Loew's ran the first colored newspaper ad for a film ever used here to plug "Northwest Passage" . . . Paul Muni comes to the American next for one week, starting April 22.

The William Morris Agency has inked a pact with James E. Darst, manager of the Municipal Auditorium, to produce a new type of variety show next fall for the firemen's pension fund . . . Frank Lloyd, producer and director, while here recently en route to Williamsburg, W. Va., to shoot some background material for his next film, expressed the hope dual bills would soon be replaced by two-hour shows.

The Chesterton Club of the Church of the Resurrection Parish will present a stage version of "Cowboy From Brooklyn" in the St. Louis University auditorium, April 21 . . . The performance of "Manon," which was to open the spring season of St. Louis Grand Opera Ass'n at Municipal Opera House on April 13, was postponed because of the illness of Grace Moore, who sings in the title role. It has been reset for April 29.

A safe containing about $1,500 *was carried away from the headquarters of the Brotherhood of Electrical Workers. The strongbox weighed about* 750 *pounds. The money, representing dues collections, was insured . . . Forest Park Highlands, local amusement park, opens its* 44*th consecutive season May* 5.

Two more pictures received their first runs in St. Louis at houses that usually are in the second-run classifications. They were "Sidewalks of London," which opened at Ritz, Norside, Esquire, Varsity and Uptown, and "Zenobia," which was the second feature at all but the Esquire, which substituted shorts instead . . . Fanchon & Marco effected a tieup with KWK under which the 13 neighborhood theatres in the St. Louis Amusement fleet which show the "Green Hornet" serial, have been carrying a trailer about the Green Hornet air programs on KWK and, in turn, the radio station twice weekly has been carrying spot announcements about the film shows.

Roy Rogers Chicago Visitor

CHICAGO—Roy Rogers, Republic's barnstorming cowboy, who is touring the company's exchanges, was a local visitor.

"Rebecca" Leads Parade In the Chicago Loop

CHICAGO—"Rebecca" was still leading the parade in the loop this week. In its second week at the United Artists, the picture was experiencing holdouts in rainy and fair weather.

Warner's "Virginia City" was doing okay at the Chicago, with the other houses doing average. Universal's "It's a Date," at the Palace, had one of the best openings the theatre has experienced since it dropped vaudeville, and was due for a second week.

In the neighborhoods, M-G-M's "Northwest Passage," coupled with "Congo Maisie," hit the B&K big three—Tivoli, Uptown and Marbro—and did capacity business, while in the first-week houses, Warner's "Fighting 69th" was doing well.

Fair Circuit Announces Its Indiana Routings

INDIANAPOLIS—Theatremen in Indiana are again looking forward with trepidation to the coming season of fairs, carnivals and circuses since the southeastern Indiana fair circuit announced its routing as follows:

Washington, July 4; Anderson, July 1-2-3-4-5-6; Franklin, July 7-8-9-10-11-12; Columbus, July 14-15-16-17-18-19-20; Lawrenceburg, July 22-23-24-25-26-27; North Vernon, July 22-23-24-25-26; Muncie, July 28-29-30-31, August 1-2; Osgood, July 30-31, August 1-2-3; Shelbyville, August 4-5-6-7-8-9; Connersville, August 12-13-14-15-16; Corydon, August 19-20-21-22-23, and Converse, September 8-9-10-11-12-13.

Section for "Edison"

APPLETON, WIS.—The Rio here promoted a special three-page newspaper section in connection with the showing of "Young Tom Edison" with 50 free tickets to persons whose names appeared in the merchants' advertisements.

Opening Delayed

DUNKIRK, IND.—Opening of the new 500-seat Main Theatre here, which was to be on April 11, has been delayed a few days. Walters & Scheidler, operators of two houses in Hartford City and of the Rex here, will operate the Main.

Chinn to Milwaukee

MILWAUKEE—Chris Chinn, formerly with National Screen Service in Chicago, has been transferred to the company's Milwaukee offices as cashier in charge of Advertising Accessories and National Screen Accessories.

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Outstate Trade Showings Started by Tom Gilliam

CHICAGO—Feeling that exhibitors in small outstate towns of the territory are the "forgotten men" when it comes to screening product, Tom Gilliam, Warner branch manager, has devised a plan of showing the company's bigger features regularly in various sections of the state.

The first such screening was held recently at the Princess, Leroy, Ill., operated by John Freiburg, with out-state Warner salesmen Harry Goldman and R. C. Herman in charge. In addition to Freiburg, among those there were J. Kratz, Lyric, Monticello; J. Fenstermaker, Bement, Bement; Ralph French, Colonial, Colfax; Russell Meyers, Delavan, Delavan; John Kendall, Kendall, Farmer City, and Arthur Nelson, Clintonia, Clinton, representing the McCollum circuit. All of the exhibitors were accompanied by their wives.

"It All Came True," starring Ann Sheridan, and the Warner patriotic short, "Teddy Roosevelt and the Rough Riders," were screened in the forenoon. Following luncheon, "Virginia City" was shown.

Anderson Plans Morris House

MORRIS, ILL.—F. W. Anderson of the Anderson circuit, has announced plans for a 500-seat house to be ready for opening here about September 1.

New Sound at Galena

GALENA, ILL.—The New Stanley has installed RCA sound equipment.

: Facts for "Nation" :

CHICAGO—It made a good story, and Fritz Blocki, publicist for Jones, Linick & Schaefer, saw to it all the papers had it.

The story dealt with the showing of "The Birth of a Nation" at the La Salle in the loop. Blocki dug up the following sidelights from Aaron Jones sr.:

That J-L-S played the film originally at their Illinois for a 19-week run, following it with 37 weeks more at the J-L-S Colonial, about 25 years ago.

That J-L-S is also showing "Gone With the Wind," which the critics continue to compare with "The Birth of a Nation," at their Oriental, which, incidentally, is on the site of the former Colonial.

Selznick to Films as "Sterling to Silver"

Chicago—The "Tribune's" Mae Tinee, in reviewing "Rebecca," paid high tribute to David O. Selznick, the producer.

"The name of David Selznick is becoming to movies what 'sterling' is to silver," she wrote. Still further she added: "'Rebecca' is, in its way, as remarkable a film as 'Gone With the Wind,' and Fontaine (Joan Fontaine, who plays the feminine lead) as great as Leigh!"

Other local critics similarly praised the film. It is currently at the United Artists.

Gehring Testifies Balaban Aloof From Product Deal

NEW YORK—Barney Balaban, B&K president, never took part in negotiations for first-run deals between 20th Century-Fox and the Chicago circuit, William C. Gehring, the distributor's central division manager, testified in his pre-trial examination before Assistant Attorney General John L. Wright in the government's key suit. Asked whether there had ever been other first-run negotiations while B&K's deal was in effect, the witness said: "We had requests about once a year from John Jones but we never made a deal with him; we stayed with our customer."

Gehring's testimony was largely concerned with his company's first run accounts in key cities in his territory. There is a split of product between the Harry Katz-Fred Dolle group of three units and Charles Olson's Lyric in Indianapolis, he said. The "top group" goes to the Indiana, Circle and Apollo, with "second choice" to the Lyric, a combination vaudeville-film operation.

Detroit's setup has the National Theatres' Fox and the Balaban Brothers' Adams in a split, he stated. In answer to a direct question by Wright, Gehring declared Spyros Skouras does not participate in deals with the Fox, which the distributor has had as a first run for about four years.

The first run account in Milwaukee is Wisconsin Operating Co.'s Strand, operated by Harold Fitzgerald, and is part of the distributor's Fox West Coast deal, the witness stated.

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Minneapolis Variety Ball Assures Milk Fund Sum

MINNEAPOLIS—A substantial amount was realized from the Twin City Variety Club grand ball at the Hotel Nicollet for the Minneapolis milk fund which the organization is underwriting. More than 350 people attended the affair which was one of the largest and most elaborate of its kind ever given by the organization.

An orchestra comprising 30 musicians, many of them members of the Minneapolis Symphony, provided the dance music. Dancing continued until an early hour of the morning and a sumptuous repast was served at midnight.

The Milk Fund furnishes milk for poor and underprivileged families. The Twin City Variety club selected it from among numerous applicants for its permanent charitable undertaking.

Leon Dizon Is Covering No. Dakota for Warner

MINNEAPOLIS—Leon Dizon has arrived from Omaha to join the Warner sales staff and is starting out in the North Dakota territory.

The territory has been covered by Myron Adcock who moves to South Dakota to handle the section formerly Tommy Charack's, now Los Angeles city salesman.

Dizon was a member of the Warner sales staff in Omaha for a number of years.

Davenport Catholic Clergy Boycotts "Strange Cargo"

DAVENPORT, IA.—Following the lead of the Legion of Decency, Davenport's Catholic clergy last week called on parishoners to boycott "Strange Cargo."

They said the Clark Gable-Joan Crawford film was blacklisted because of the "ugly sex angle" and the subject of religious controversy.

Protestant ministers questioned denied planning any action on the film.

Harry Dryer Sells Loop House to Art Stevens

MINNEAPOLIS—Harry Dryer has sold his Savoy, loop sure-seater, to Art Stevens, St. Paul, who never has been engaged in the show business before. A previous deal with Bennie Berger fell through.

Dryer will remodel the house, installing a new canopy and front for his tenant.

Going Still Icy

MINNEAPOLIS—Film salesmen still have been encountering snow and icy roads in northern Minnesota and in North Dakota up to this week. As a result, going for the boys has been extremely tough.

Another Branch Cooled

DES MOINES — The Monogram offices here will be air conditioned, according to F. E. Judd, manager. Contract has been signed with Mill Refrigerator Co.

Esquire Got 20th-Fox Just Before Opening

NEW YORK—There were "no arrangements" discussed for 20th Century-Fox product before the Esquire was built in Kansas City, but a deal was made just before the house opened, William J. Kupper, western division manager, testified during his examination before trial in the government's key suit. He was interrogated by John L. Wright, assistant attorney general.

The distributor's original first run deal with E. C. Rhoden's Fox Midwest Circuit ten years ago was first discussed with Spyros Skouras, Kupper said. During the intervening period there have been no other negotiations for a first-run deal with another exhibitor there, he added.

F&M in St. Louis has a first-run contract covering the Fox, Ambassador and St. Louis, Kupper testified. This has obtained for the past seven or eight years. In the interim, Kupper never negotiated with another first run account, he stated.

No Singer Participation in Minn. Amuse.-20th-Fox Deal

NEW YORK—Mort Singer, RKO's partner in the midwest, never participated in 20th Century-Fox's negotiations five years ago that led to a first run deal with John Friedl's Minnesota Amusement Co. in Minneapolis, William C. Gehring, the distributor's central division manager, declared in his pre-trial examination in the government suit.

The same circuit holds a first-run deal for the Rialto and Paramount in St. Paul, the witness said, adding he believes these two units are pooled with RKO's Palace and Orpheum in that city.

A. H. Blank's Tri-States circuit has a first run deal for the distributor's product in Des Moines and Omaha. Both pacts have been in effect for about six years, the witness stated.

Currently Adapting "Poe"

HOLLYWOOD—Tom Reed is currently preparing the script of Warner's "Edgar Allen Poe."

Seeks U. S. Support In Fight on Ascap

LINCOLN—Consigned to the grave of unconstitutionality by Judges A. K. Gardiner, J. A. Donohoe and T. C. Munger in a three-judge federal court hearing last fall, the anti-Ascap struggle may walk again if Attorney General Walter Johnson's plans to take it to the U. S. supreme court materialize.

Johnson just returned here ahead of the primary election, after spending some time in Washington presenting the merits of the case to the department of justice and others, in the hope of raising enough finances to bankroll the high court struggle. That he got some promise of assistance was evidenced in his insistence of possibility that the case would be reopened, because it is reported that his own office hasn't enough currency to bank the scrap.

The appeal, if made to the supreme court, must be filed prior to July 1, in order to be within the 90-day allowance period which is given after rehearing is denied. William Hotz, Johnson's assignee as special defender for the state, appealed for a new trial on the grounds that the court had taken the wrong slant on the Nebraska law, but he was turned down without memorandum from the judges.

Johnson is in an unusual light in this litigation, because, as a legislator in 1937, he refused to vote for the measure, believing at that time it was too inclusive and couldn't make the grade if tested in court. The next year he was elected to the post of attorney general, litigation was started by Ascap to test the measure, and Johnson was cast in the role of protector.

Although he voted neither way in the legislature, he never denied the measure's intentions had merit, and his desire to see the law go up to the U. S. supreme court for test is said to be not so much because he believes it will be held constitutional by the big bench, but that in the opinion the way will probably be indicated for future legislation and how far it can go.



A Convention Interlude—

Three midwesterners attending the 20th Century-Fox sales parley in Chicago are, left to right, George W. Fuller, Kansas City manager; Stanley J. Mayer, Des Moines manager, and District Manager Ward E. Scott of Kansas City.

Clinton Grows Noisy In Bid for Premiere

CLINTON, IA.—While mum is still the official word on the site of the "Lillian Russell" premiere as this is written, Clinton is becoming increasingly noisy in its bid for the first showing of the picture.

The town's latest message to Darryl F. Zanuck was a board 9x4 feet with the message burned into it. The message, signed by Richard N. Howes, mayor of Clinton, reads:

"It is the burning desire of our citizens that you hold the premiere of 'Lillian Russell' in the birthplace of our memorable actress."

In Des Moines, Gov. George Wilson did his bit by posing for five newsreel shots with three Clinton girls presenting him a petition asking his aid. Specifically, the petition asked the governor's aid in getting Iowa "to set the nation at large and Hollywood in particular an example by abandoning the skinny malnourished feminine model."

The petition by the Clinton Business and Professional Women's Club suggests that America's women should follow the example of the healthy, curved Lillian Russell "so that farmers can begin selling their foodstuffs again and the maladjusted economic machine will take on new life."

The Clinton girls, two of whom were in gay nineties costume, were Jeanette Hansen, Jean Mortensen and Winifred Owens.

The Clinton premiere barrage hit the *R&T* only to discover a syndicated color page on "Lillian Russell" already slated May 5.

In Iowa City, Artist Grant Wood helped keep the ball rolling by coming out with a flat statement in favor of the buxom belles of the nineties as better models than the "streamlined-sirens of the underfed forties." Delta Upsilon fraternity members joined the fun and backed up Grant Wood. They picked Jean Ludwig, Ottawa, Ill., Tri-Delt as their curvesome ideal and netted plenty of publicity for the stunt and the film when their house was picketed by streamlined gals in streamlined shorts.

Latest word from the Iowa City front has Clinton students on the campus forming a "Lillian Russell" club to combat Grant Wood's slight on today's belles, and sponsoring a "Belle of the Forties" contest to prove their point. The university collegians are now voting for the "Belle of the Forties." The three girls getting the most votes will be judged by Alice Faye, Don Ameche and Henry Fonda to get a winner. Miss Faye, Ameche and Fonda are in the "Lillian Russell" film, of course.

Meanwhile, the film trade press was being bombarded with letters opposing any change in the title of the picture.

"To change the name 'Lillian Russell' to 'Glamour Girl of the Nineties' or some such meaningless label is as absurd as calling a picture about George Washington's life 'The Little Hatchet'," said one such letter. "Lillian Russell in real life never had a failure. Don't let Hollywood add one to her grand history at this late date."

This letter was signed by Andrew Hall, Gyro Club president; V. J. Maxheim, Kiwanis' president; Ralph P. Baker, Lyons' president; Frank G. Hann, junior chamber of commerce president; W. C. Wagner, chamber of commerce president, and C. S. Allen, Rotary president.

Minneapolis Barkers Strive for Record

MINNEAPOLIS—Headed by Ben Blotcky, chief barker, 26 members of the industry in the Northwest, Twin City Variety club members, headed for the clubs' national convention at Dallas this week. The belief here is that it will be the largest single party attending the gathering from so far a distance and, as such, will be very much in the running for a prize to be awarded for that distinction.

In addition to Blotcky, the Minneapolis members of the party were Bill Elson, Eddie Ruben, Abe A. Kaplan, Lowell Kaplan, Sidney and Bill Volk, Irving Gillman, Charlie Rubenstein, Frank Woskie, W. L. Hamilton, Bennie Berger, George Granstrom, Max Torodor, Harry Dickerman and Paul Albrecht, all Twin City exhibitors, excepting Blotcky, who is Paramount manager; J. L. Stern, Bill Cameron, George Turner, Maitland Frosch and Charlie Weiner, representing the distributing branch, and Don Buckley, Irwin Wagner and Lowell Smoots, out-of-town exhibitors. Also among those present were L. W. Cohn of affiliated industries and Mike Manus, Variety club steward. Ill health prevented W. A. Steffes from making the trip.

The Twin City delegation had two private cars attached to the Rock Island train leaving Minneapolis at 10:40 p. m. Tuesday. They spent four hours in Kansas City Wednesday and were entertained at the Variety Club there before departing for Dallas where they arrived Thursday morning. On Thursday night the boys had their own big blowout—a gala birthday party for Abe Kaplan, with the latter going 50-50 on the not inconsiderable cost with the rest of the gang. The party was due back in Minneapolis early Monday evening.

OMAHA

R. L. ANDRESS, exhibitor-farmer at Ponca, Neb., broke his ankle but we haven't been able to get the details. He's improving, which is the main thing . . . Dick Devries, exhibitor at Correctionville, Ia., is the proud poppa of a seven-pound son . . . Gordon Halloran, 20th-Fox salesman, has a wedding anniversary soon.

Will the anonymous contributor to this column please make himself or herself known so that the proper recognition may be given? Thanks for the items . . . Arva Burris, exhibitor at Crete, Neb., has a birthday this week . . . The same for Leon Dizon, peddler at the Warner layout.

Lynn Farnol, United Artists exploitation hotshot, was in town to see Don McLucas . . . Carl Reese is plugging "In Old Missouri" . . . B. A. Tomte's mother died recently in Minneapolis . . . Berger was in an auto crash recently and suffered a cut head and wrenched shoulder.

Eddie Shafton, Filmrow attorney, sent his $10 convention fee to the National Variety Club conclave in Dallas by express, a package of 1,000 pennies. Our scouts tell us the Texas boys reported three of the pennies were slugs . . . Elmer Huhnke is going top-notch at the Minne Lusa in North Omaha, which he took over recently. At the opening, the lobby looked like a floral shop, proving Elmer is plenty popular.

Representing the Omaha area at the premiere in Lawrence, Kas., were Milt Overman of the Goldberg circuit, Omaha; Howard Federer, Lincoln, and Carl Reese and Harry Lefholtz of the Republic exchange . . . Joe Scott's mother has been very ill in Baltimore . . . Robert Lee, Lee Roy Theatre, Wallace, Neb., will be 18 years old this week.

D. L. Kisor is the new exhibitor at Alta, Ia. The theatre is the Roxy, which received a complete overhaul job by Bob Ballantyne of Scott-Ballantyne Co. . . . Roy Bott, exhibitor-mayor of Hooper, Neb., was on Filmrow but didn't have his golf clubs . . . Also Frank Good, Iowana, Red Oak, Ia.

Henry Peterson, Grand, Genoa, Neb., will be 55 years old this week . . . Harold Hall, exhibitor at Elkader, Ia., will soon have a wedding anniversary. It will be his 21st . . . Woodrow B. Simek, exhibitor at Ashland, Neb., a visitor to Davenport street . . . Also Francis Pace, Malvern, Ia.

The following went to Dallas for the convention: Morris Cohn, chief barker; Sam Epstein, Sol Francis, Walt Green, Eddie Shafton, Hymie Novitsky, Meyer Stern, Jack Riggs of Central City, Neb., and Mons Thompson of St. Paul, Neb. . . . Green sent a series of banners to the convention which said: "Please meet our little boys!"

Lloyd Scobell has opened his new Elbs Theatre at Wagner, S. D. The name comes from the first letter of his wife's name, his own name, his son's name, and their last name. The new house seats 675 patrons and was built by Western Theatre Supply, headed by Frank Almeron Van Husan . . . Also present at the Elbs opening besides Van were Sherm Fitch and Al Hill, both former Omaha boys now in Sioux Falls, S. D.

Carl Ernst is reported to have sold the theatre at Avoca, Ia., but we couldn't get the details before press time . . . Dick Kehrberg has installed new projection equipment in his Iowa and Star theatres at Sheldon, Ia.

The Omaha delegation at the Fox sales meeting in Chicago included (nicknames and all): Joe "Daddy" Scott, Harold "Ditto" Ironfield, Harry "Old Man" Levy, Gordon "Kewpie" Halloran and Rube "Roll 'Em" Wagle. The nicknames were not supplied by BOXOFFICE! . . . Sam Stern of Capitol Pictures always takes his son, Skippy, for an auto ride every morning.

KAYCEE

WHY WORRY about money? wonders Tom Edwards of Eldon, Mo. "If a man gets it, he's a grafter. If he keeps it, he's a capitalist; if he spends it, he's a playboy. If he doesn't get it, he's a failure. If he doesn't try to get it, he lacks ambition. If he gets it without working for it, he's a parasite or a termite. If he works hard for it, he's a sucker. If he winds up with it, all his friends help him spent it, and he has to start all over. What's the use!"

On the Row: Jess DeLong, Mankato, Mankato, Kas.; Al Brown, New Franklin, New Franklin, Mo.; Mrs. Kate Blair, Blair, Belleville, Kas.; Bill Blair, Blair, Osborne, Kas.; Lee Sproule, Rex, Newton, Kas.; F. L. "Doc" Lowe and Mrs. Lowe, in from Sterling and other western Kansas spots (Mrs. Lowe's mother is seriously ill at Trinity Hospital); Warren Weber, Stafford, Ellinwood, St. John, Burlington, and Howard, Kas.; G. W. Owen, Seymour, Seymour, Mo.; Hugh Gardner, Orpheum and Fotoshow, Neosho, Mo.; Paul Oetting, Lyric, Concordia, Mo.; Tom Edwards, Ozark, Eldon, Mo.; Joe Lenski, Cozy, Pittsburg, Kas.

Glen W. Dickinson jr. and Paul Kelly, who manages the Mission Acres Theatre, will handle the booking for the Dickinson, Olathe, Kas.; Macon, Macon, Mo., and the Mission house for Glen W. Dickinson. Dickinson recently sold the balance of his circuit to H. J. Griffith Theatres, Inc.

Carl Shalit, district manager for Columbia, was in from Detroit this week . . . W. W. "Woody" Walker, booker at Metro, is the proud papa of a fine young lady named Nancy Lee. The event occurred April 15 at St. Joseph's Hospital, and everyone is doing fine, including Dad. It is the Walker's first.

Don Woods of Warner was really in his element Wednesday when the boys came in from Minneapolis on their way to Dallas. Don used to work in Minneapolis and it was "old home week" for him at Variety Club.

"He Who Laughs . . . Lasts," quips Tom Edwards of the Ozark, Eldon, Mo., in promoting "Road to Singapore," and it's a good quip, borrowed or original . . . Incidentally, Tom capitalized on the census by holding a contest on the exact population of Eldon—giving passes from six months down to one show, for prizes.

William Levy, formerly connected with the film business here, and brother of the late Joe Levy, died April 13. The funeral was held April 17.

Add Bob Withers and Homer Blackwell to that list of local boys that went to Dallas and the Variety Club convention. Practically all of those who were only tentatively planning to go—went. The last minute attraction was strong . . . The Palace, D. Donnici's house, is being remodeled, and is closed for the process.

The big news of the week is the announcement of the engagement of John Scott, head booker at Republic Midwest, and Helen Elsie Green. John has been on Filmrow 10 years, five with Republic.

From William R. Moore of J. T. Ghosen's Uptown, Sedalia, Mo., Ben Marcus last week received a letter, one of the sort a branch manager doesn't mind getting, which said, among other things, that "we ran 'Blondie on a Budget' on a Sunday-Monday and Tuesday date. On Sunday, we did capacity business with full houses on both matinee and night shows. Monday, normally just average, was very good, and Tuesday was better than usual. If the 'Blondie' series continues to improve, we predict it will become the best drawing series on the screen."

Universal does not plan to replace Salesman Bill Warner, who resigned last week, for some time . . . Ben Adams, salesman for Warner Bros., who resigned last week, will not be replaced.

H. E. Porta of the Community Theatre, Humansville, Mo., has our apologies, herewith. It seems we have been calling him H. A. Porta for a long time.

Builds in Gibbon

GIBBON, MINN.—George R. Lyman, who formerly was located at Waverly, Minn., is building a new theatre here.

Harmonica Players Draw Many Kaycee Barkers

KANSAS CITY—One of the largest luncheon crowds in the history of Variety Club attended Monday, April 15, to be entertained by Art Perry's harmonica players. Guests at the luncheon included Joe T. Ghosen, Sedalia, Mo.; Charles Thomas, his brother, Sweet Springs.; Dick Wright, Springfield, Mo.; Jay Wooten, Hutchinson, Kas.; Don Widlund, Detroit, of the Jam Handy Corp.; Howard Kinser, 20th-Fox salesman.

The next luncheon, April 29, will see the finals of the barber shop quartet contest, and there will be several groups appear in a burst of effort for the old milk bucket. Jay Means, chief barker, deponed.

Another Saturday night party will be held May 18. Jerry Zigmond of the Newman is in charge.

Variety furnished a free buffet luncheon to members and to the Minneapolis contingent to Dallas that arrived here Wednesday noon to catch the Dallas special Wednesday evening.

To Remodel Granada

INDEPENDENCE, MO.—The Granada, Associated Theatres unit, is to be remodeled and re-equipped at a cost of approximately $50,000, beginning May 1, according to J. A. Becker, manager of the group. The house will get a new front and will be widened 50 feet, which will add 400 seats.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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DES MOINES

PLEASE excuse us a minute . . . we wanta preen our feathers . . . we're used to scooping the other trade publications, but this is different . . . we scooped everybody but the parents when we announced the birth of the Charles Leach infant several issues back. Robert, Chuck's brother over at RKO, said he read in BOXOFFICE, with amazement, that he was an uncle, and that he carried the news home to the astounded grandparents of the newest little Leach.

This reminds us of something . . . here's an open letter to Robert Leach's pretty girl friend, Clover Winslow: Do you know that Robert is secretly chagrined by your prowess as a ping-pong player? We know you thought it just nice clean fun when you continued to beat him at the game even after he'd bought a special paddle and you'd started playing with your left hand . . . but you know how men are . . . they've been told that they're superior creatures so long that they believe it . . . with Cupid's best interests at heart, we recommend letting Bob win a few points next time you play.

Joe Rogatnick of Universal will be most surprised when he reads this mild item after what Tim Evans claimed over the phone we were going to write . . . Tim is probably about the mildest mannered booker on the Row . . . Jack de Waal has been here from the NY RKO office for about two weeks. Jack has recently completed three years in France for the company.

By the time you're reading this, Lou Levy will be the big duke over at Universal and Jere Spandau will be IT in Albany, N. Y. . . . Don West ought to make a little more noise about the fact that last year he saw 459 features. You oughta hear Barney Oldfield of Lincoln brag about his 500 and some, Don . . . We saw the McKechneay family unload out of that big blue job of theirs in front of the Greenwood Pharmacy Sunday. Nice-looking car and a better looking family, McKechneay!

Most of the exploitation angles seem to be getting hauled out of the sack around here. Warner's Monroe Rubinger, writing to say he plans a New York junket, signs his plunge into the literati of epistolary "'Til We Meet Again," while anyone making an appointment with Joe Rogatnick up at Universal gets the standing reply: "It's a Date" . . . Speed Lambert was in town telling everybody he'd been working like "Twenty-Mule Team" . . . Emil Franke sold McNerney Drug, next to the Orpheum, an idea, too. They've been handing out gingersnaps with all drinks there. The cookies are wrapped in a container, telling the customer, "If you think this cookie is snappy, see Ginger Rogers and Joel McCrea in 'Primrose Path'."

A rapid check on Jeanette MacDonald's visit here reveals that Tony Galento, in town at the same time, gave far more autographs than Jeanette, chiefly because he was available and eager to give 'em, while Jeanette wasn't around much and apparently awed the fans when she was. Wonder why she preferred to borrow an iron and have her maid press her things rather than utilize the hotel service . . . Another topic worthy of curiosity is how come none of the film short subjects outfits has discovered the Bollhoefer family's bird blind at Colfax, Ia. Bollhoefer was down at the R&T *last week showing 16mm color films he had taken of the birds which visit his establishment summer and winter. He had some good detail in shots taken with a six-inch lens.*

We understand that Lou Elman practices day and night all the year around just so he can win that A. H. Blank annual golf driving contest. If you want to see Lou fume, just mention that ventriloquist who stood beside Lou while he called him out on High Street and offered him 60 per cent for "Snow White" last year . . . Gretchen Kelleher was fooled too. She came rushing back into the RKO offices shouting excitedly for a ladder to rescue the voice from the roof . . . Thelma Washburn was another who answered the fake call to her own embarrassment.

The Burton Jerrels were the only Filmrowers we saw at the Cornelia Otis Skinner one-woman show . . . Bing Miller is holding the fort at Columbia as booker until another one has been located; then Bing goes on the road . . . G. Ralph Branton and Joe Deatch are back from NY . . . Bert Thomas was getting around the other day trying to snag some space on

(Continued on page 48)

....AW, SHUCKS!.....

From the Tall Corn—By RENE CLAYTON

LEO WOLCOTT, eminent exhibitor of Eldora, is being accused of having more golf tournament dates in his book than play dates for the Grand . . . and Leo doesn't deny it. The Wolcott heir got a raised eyebrow from pappy last time on the Row, because he enthusiastically expressed a desire to see a pic his dad was dickering for at the moment . . . the Wolcotts returned April 11 from a trip to the coast.

S'pose Ye Olde Brewmaster Roy Lepovitz of Madrid will stir up a fine bath of that famous Lepovitz wine one of these days now. You see Mary, one of those five lovely daughters of his, is being married to Richard W. Glenn of DM, April 24 . . . Lew Lepovitz will have to look around for a new cashier for the Iowa in Lee Township.

Jack Bauma of the Rialto in Pocahontas is another addict of the little white pill who had that fairaway look in his eye when he hit the Row last week.

Guess we never mentioned that Lee Henry of the Stuart in Stuart has one of the handsomest youngsters we have ever seen. Takes its good looks from Lee's pretty dark-haired wife.

Max Facter of the Pioneer circuit entertained a group of Filmrowers at a luncheon the other day . . . Jack Frost, former Universal booker, is now operating a circuit for J. D. Peck.

Cliff Niles is kicking his heels together over the "Primrose Path." Grosses at the Niles in Anamosa best in 12 months, Cliff brags.

Alton Smith and Chuck Parrish, who used to operate Murray and Afton duo, now solo with Smith at Murray and Parrish at Afton. Smith was making the rounds here last week.

Wayne Dutton of Manchester, who is known as "The Northerner" because he's always telling the Row down here how they do things "up North," handles the ivories with the expertness that comes only with long practice . . . and we don't mean at the piano.

Bob Malek of Gladbrook and Independence is a former Chicagoan, we understand . . . Bob was on the Row last week . . . Exploiteer Lambert was visiting Bob the same week.

L. E. Palmer made his annual visit to DM from his Iris in Postville last week . . . John Waller of Osceola renewed his contacts here too.

Nate Sandler, popular and fascinating exhibitor at Missouri Valley and Northwood, has been taking notes for persons unknown on the Omaha Republic exchange . . . Nate says he's getting burned up by people stopping him and saying "Unnerstan ya hadda fire . . . "

Arthur Meredith of Sigourney has purchased the Harris-Avoca theatre at Avoca. It formerly was operated by Carl Ernst.

Marquee news: Construction has been started at Sibley, Ia., on a $5,000 cement block building for the Tri-State Neon Co.

When Tim Evans said he'd heard that the Norwegians had nothing but small shot guns with which to shoot at the Nazis, Wes Mansfield of Tama said he didn't know those things were used for anything these days but to ring wedding bells with a bang.

Lionel Wasson conducted a meeting of Central States managers in Fort Dodge, April 11 . . . Central States has been booking "Abe Lincoln" and "Blue Bird" together as a double feature with great success.

Hayden Peterson is still at it. Now he's showing "Children of Loneliness," at the State in DM for the edification of Lee Township.

Maybe Abe Frankle will have more time for his Casino in DM, now that he has dropped his interest in Riverview Park.

MINNEAPOLIS

APPROXIMATELY 25 of the territory's exhibitor, mostly from the Twin Cities, Twin City Variety club members, are in Dallas this week undoubtedly having the time of their lives at the Variety clubs' national convention. The boys had been looking forward to this treat for some time and it's a cinch that all their high hopes have been realized. Much of the credit for the success of the local jaunt must be credited to Bill Elson who handled the arrangements so efficiently. Bill had a reunion with his brother in Dallas and took the wife along. Abe Kaplan celebrated his birthday with a gala party in Dallas Thursday night and, according to reports drifting hither, it was some affair.

Jay Haas, Advertising Accessories' home office representative, a visitor . . . Phil Dunas, Columbia district manager, dropped in . . . W. H. Workman, M-G-M branch manager, went through the Mayo clinic at Rochester, Minn., for a health check-up. Likewise, Gus Baer of the Baer independent circuit, Brainerd, Minn., who hasn't been feeling so well . . . The Warner exchange here now is first in its district in the Sears drive . . . At the last minute, Rud Lohrenz, Warner district manager, was forced to call off his planned trip to the Variety club convention at Dallas, press of business necessitating this. Paul Mans, George Granstrom and "Bruzz" Rubel were others who dropped out at the last minute.

Out-of-town exhibitors visiting Filmrow included Al Inman, Fairfax, Minn.; Clarence Kaake, Duluth; H. A. Stubfors, Washburn, Wis.; "Doc" Holger, Independence, Wis.; Andy Sieverson, Osakis, Minn.; A. E. Ellison, Paynesville, Minn.; Ray Hiller, Marshall, Minn.; P. R. King, Adrian, Minn.; Harvey Thorpe, Crosby, Minn.; A. R. Krueger, Glenwood City, Wis.; Charles Lyon, Aitken, Minn.; George W. Jenkins, Cold Springs, Minn.; Carl Blakslee, Medford, Wis.; J. M. Rostvold, Harmony, Minn.; Tony Paulson, Clear Lake and Harmony, Minn.; Lyle Webster, Rice Lake, Wis.; Jack Heywood, New Richmond, Wis., and Don Buckley, Redwood Falls, Minn.

Bill Lansburg, Paramount studio publicity department representative, here working on "Dr. Cyclops," underlined for the Gopher . . . Excelsior Amusement Park opens May 17 . . . LeRoy Miller, Universal branch manager, visiting northern Minnesota accounts . . . Lake Minnetonka, 21 miles from Minneapolis, will have quite a "film colony" this summer. As usual, Gene Meredith of Warner and Fred Finnegan of RKO will have cottages. They'll be joined by Bill Evidon of Columbia, just back from a honeymoon in Chicago . . . That was quite a stag the boys threw for Bill before his marriage. Lowell Kaplan of the Welworth circuit arranged it and did a fine job. Billy Elson made a swell master of ceremonies and drew a lot of laughs. Ask Billy about that gift presented to him.

Evaune Palmer of the RKO office staff back on the job following recovery from a finger infection . . . Following the completion of its season the Film Bowling League will have a buffet supper get-together at the Uptown Bowling center on May 10. Various awards will be made and plans for next season discussed . . . Salesmen in northern Minnesota still encountering snow and icy roads . . . Monogram's newest drive is called "The Spirit of Independence" and, as soon as he returns from the Variety clubs' convention and his company's sales gathering in Dallas Charlie Weiner says he'll get into the thick of it.

Universal's sure-fire hit, "It's a Date," the newest Deanna Durbin offering, goes into the St. Paul Paramount April 26 and into the Minneapolis State May 3 . . . Paramount screened "Buck Benny Rides Again" and those who saw it called it "terrific" . . . The former Paradise night club is being turned into a pool parlor . . . Don O'Neill, assistant Minnesota Amusement company booker, is the father of a six-pound girl—his first child.

Mel Evidon, Columbia branch manager at Des Moines, came up for brother Bill's wedding . . . Gordon Greene, general manager for the Benz theatre interests, is back from a business trip to New York and Chicago . . . Ben Spewak took over Irving Gillman's theatre site at Chisholm, Minn., and is talking about building a $100,000 showhouse . . . As a reward for his faithful service, Mike Manus, Twin City Variety club steward, was treated to a trip to the convention at Dallas and accompanied the local delegation.

Lynn Farnol, United Artists home office exploiteer, here in interest of "One Million B. C." . . . Terry Turner, RKO publicity director, dropped in from New York . . . Joe Paster, Chicago independent exhibitor, came up for the Twin City Variety Club ball.

War Concern Hurts Northwest Business

MINNEAPOLIS—Part of the blame for a sudden and severe slump in theatre business over the territory is being blamed on war developments.

A considerable portion of the Northwest public is of Scandinavian origin and, with the Nazi invasion of Denmark and Norway, theatregoing apparently is being being adversely affected, many potential customers being worried about the fate of friends and relatives back home and in no mood for entertainment seeking.

Moreover, exhibitors point out, interest in the development is intense throughout the section and many prefer to remain at home and listen to radio news reports instead of going to the theatre.

Despite the slump, however, there still is at least one holdover here every week.

A New Wrinkle

DES MOINES—E. T. McMurray, Des Moines contractor, is giving away new homes with movies now. He's taking pictures of the construction of his latest house out on Beaver Ave., and says that when it's completed he'll present the film to the buyer.

New Chair Sales

KANSAS CITY — New sales of theatre chairs reported by the Oklahoma Theatre Supply Co. include 650 to C. Gregg for the Liberty at Caney, Kas.; 450 to J. S. Garrett for the new Garrett he is erecting at West Plains, Mo., and 550 to William Jewell College at Liberty, Mo.



LINCOLN

LAST Minute Stuff Before Leaving for Hollywood: Conductor of this stint for the next two weeks will be Glenn Trump, so be nice to him . . . Carl Rose, in York, could drop him a letter, for instance, thereby puncturing the rumor that he's been bound and gagged out there . . . Ray Holtz, the Fairbury fisherman, might give him the dope on how to catch minnow-sized fish and keep one jump ahead of the game warden . . . Orville Rennie, in Hastings, should have told by now, but didn't, how his home town, local talent opry came out early this month . . . Howard Federer and Bob Huffman, if they'll talk, might tell the reason for J. H. Cooper and L. L. Dent being in town the same weekend.

R. E. Falkinburg, Lexington: A hometowner of yours, Ray Mayer, is doing okay in a New York show called "The Weak Link." He insists he is not playing the title role.

Idea for May: Dear Editor—How about conducting a beauty contest among the Nebraska theatre managers—not featuring the managers, but the girls who sell tickets to their theatres and are the first of the front of the house help by which the customer is put in the mood to enjoy himself?

Holy cats! The day Lincoln's BOXOFFICE *leaves for Hollywood, with his frau, breaks news under Hollywood dateline that the automobile racing Barney Oldfield was sued for divorce by his wife, whom he married in* 1925. *So, tain't the* BOXOFFICE *Barney.*

Happiest face in weeks: That on Otto Siegel, of Universal, who, after a long dry spell, had Universal pictures playing at every house in Lincoln, except one, in the same week, and most of them doing very well.

Remember, address all mail for the next week to Glenn Trump, Nebraska State Journal, *Lincoln, and he'll see your whims into* BOXOFFICE.

Scenarist Is Sought on Check Passing Charge

MINNEAPOLIS—Jerome (Bob) Odlum, author of the novels, "Each Dawn I Die" and "Dust Be My Destiny," from which the successful films of the same name were adapted, and a former member of the Warner scenario staff at Hollywood, is being sought by the police on a municipal court charge of checking on a bank without funds.

Odlum is charged with passing a check at a local drug store. The Hollywood branch of the California National Bank returned it "no account."

It had been reported here that Odlum went to New York to arrange for the publication of a new novel and to join the Paramount scenario department. He served three years in Stillwater, Minn., prison for forgery and made his prison experiences the basis for his two novels.

Tri-States Putting Accent on Ballyhoo

DES MOINES—Evert Cummings, A. G. Stolte and Joe Kinsky, district managers for Tri-States, were personally surveying houses in Kinsky's Mississippi River territory this week as part of the circuit's campaign for more efficient exploitation of all pictures in their theatres.

The district managers meet here Tuesday, spend three days surveying one of their territories, return to their home bailiwicks for the weekend, then meet the following Tuesday to start out on another survey tour. This program, designed to bring all of the circuit's houses into closer contact with exploitation at headquarters, and to spur added individual exploiting, is an outgrowth of G. Ralph Branton's recent trip to Hollywood.

Last week the district chieftains assembled their suggestions in Cummings' Omaha area. Stolte's central district is slated for a complete survey soon.

Branton, general manager of Tri-States, called the firm's managers together on his return from the coast recently, and called for a revival of picture salesmanship. Contending that reliance on big name stars and on studio exploitation to sell a picture was building costs at the production end, Branton visualized continued activity by exhibitors correlating new stars and good stories as a solution that would lead to profits without ready made boxoffice pictures.

In an effort to further such activity, the chain's district managers are preparing a manual containing a score of exploitation stunts. Each town is to carry through six of these (or six original ideas) during the next year.

Having started the selling campaign rolling, Branton plans to keep it in motion by a personal visit to every town in the Tri-States circuit during the next few months.

Weber Invites Trade to Burlington Opening

KANSAS CITY—Here this week, Warren Weber issued an invitation to Filmrow and exhibitors in this territory to attend the formal opening, which will be informal enough, of the new Plaza at Burlington, Kas., April 24. A. J. Simmons, who is Weber's partner in the new theatre, will be on hand with Weber to act as host. Simmons is moving to Burlington to operate the Plaza. With Weber he also has the Plaza at Howard, Kas.

The affair next Wednesday will include a buffet supper and other appropriate refreshment, Weber said, and the two theatremen will be glad to see members of the industry.

The new 400-seat house is modern throughout, air conditioned, etc., and was built at a cost of about $25,000.

Main Attraction!

MINNEAPOLIS—Some of the local neighborhood houses are playing up gifts far above screen attractions in their newspaper ads.

DES MOINES

(Continued from page 46)

"Dark Command." Bert told us that his seven-year-old Phyllis was just getting over the measles. Note to Bert: Our five-year-old Mitzi busted out with the things the next day.

Art Thiele did a nice clean dirty trick the other day. Art scoured the front of Des Moines Theatre Supply to a fare-ye-well and right over to the middle of Republic's adjoining door . . . then he put a "before" sign on DM Theatre and an "after" sign on Republic . . . they tell me Art's been in fine fettle lately because his High-Low-Jack-and-the-G a m e activities have been so successful . . . Bert Rabb is trading the Fox poster room for Hollywood . . . Stan Mayer, Hershey Bar Harry Gottlieb, Abe Reigelman and Eddie Jacobs were stroking their beards and looking wise at the Fox convention April 11-14 in Chicago.

There's a new and uninvestigated project on the Row . . . the Grant Advertising Display Co. . . . We'll pay 'em a visit one of these days and let you all know what nice people we know they're going to be (note to Ed: Subscription possibility?) . . . Ray Copeland is still without that new car. Must not be any car salesmen like they have on Filmrow . . . On the other hand, Francis Kappler of the Iowa Film Depot has a new blue Nash that looks like quite a bill of goods.

A Republican convention almost foiled the attempt of BOXOFFICE & Co. to have lunch with United Artist's Bernie (Rebecca) Evans . . . but we finally succeeded and got back to work only 20 minutes late. Bernie was next encountered at the midnight showing of "Rebecca" where Harry Holdsberg had a long and impressive-looking line gathered out front. Harry says he'd like to gain some weight (which has nothing to do with "Rebecca" as you can see) but nothing he eats seems to do the trick.

Charles Levy, S. Barret McCormick and Ken Clayton are all invloved in some business concerning elephants, peanuts, official consciences, double functions and we don't know what else . . . sounds like a three-ring circus to us . . . Did we ever tell you Levy, how peeved we were with you because you didn't let us in on your newest blessed event when we were in NY? Now be careful what excuse you give, because you couldn't help but have known it when we were there.

That was Tri-States' own DD (Dorothy Day) you saw scuttling out of Hayden Peterson's State where she'd been sent to look at "Children of Loneliness" . . . With this to the left of them and "Primrose Path" to the right of them, Tri-States felt very pure with their "My Little Chickadee" bill . . . Since the A. H. Blank outfit is the big name in the DM entertainment field, citizens are wont to pour their complaints into the civic-minded ear of G. Ralph Branton, who sees to it that he can listen and reply intelligently. Incidentally, G. Ralph in a blue-green slip-over sweater was looking very youngish and all ready to make the most of his jaunt to Dallas for the Variety convention.

A Hope Disney Remains "Childish and Simple"

DES MOINES—It's getting so you can't tell the theatre page from the financial page from the editorial page from the comics here. At any rate, the Sunday *Register* took up the problem of Mickey Mouse, Walt Disney and Wall Street in the following fashion on its editorial page:

FROM MICKEY MOUSE TO WALL STREET

"Mickey Mouse is headed for Wall Street and Donald Duck will be playing around with Standard Oil, U. S. Steel and American Can. Papers of the Walter Disney Productions Corp. have been filed with the SEC for listing on the stock exchange, so as to let the public in on the ground floor with Dopey.

"You may presently hear people discussing Snow White from the standpoint of long and short pull, or asking whether she's up an eighth or down a quarter.

"To think of Disney has been to think of a world of fantasy. It is going to be hard to associate him with the bid and asked quotations, quarterly reports, intangible assets, depreciation, and all that sort of stuff. When you see his characters on the screen henceforth, you may be laughing at a corporate asset.

"Disney has achieved every distinction except a denunciation from Secretary Ickes. To millions of movie fans he was a sort of Zeus. Now he is to be associated with the net and gross.

"Mickey Mouse has had many things happen to him in his eventful years on the screen, but up to this time he has never been in danger of being split four for one. And poor Pinocchio! May Jiminy Cricket be near to warn him of the dangers of becoming 'Pinocchion 3½s of 1977.'

"Disney, Incorporated, is in the big time now. The public can only hope that Disney himself retains his noncorporate interest in simple and childish things. Except for those things, he would not be on the stock exchange board."

Minny Gayety in Character Even When Going Dark

MINNEAPOLIS—After being opened only two weeks, the Gayety closed its spring stock burlesque season on account of poor business.

The theatre has become famed for its numerous closings and reopenings. Taking cognizance of this, its operators, Harry Hirsch and Harry Katz, have put up kidding signs on the front of the house.

"You're right—closed again," the canopy reads. A large sign over the entrance announces "Confucius Says" with a statement in Chinese following. Cedric Adams, *Star-Journal* columnist, obtained the interpretation for a curious public. It is: "Where were you when we were opened?" The sign has caused much comment and many smiles.

Leisen to Direct Colbert

HOLLYWOOD—Mitchell Leisen will direct "Arise, My Love," Claudette Colbert starrer, for Paramount.



Backs Montague—

Ralph D. Goldberg of the R. D. Goldberg Enterprises, Omaha, gives material support to Joe Jacobs, Columbia manager, in the Abe Montague anniversary drive now under way.

: "Public Demand" Leads :

DES MOINES—The Des Moines *Register* advised its readers, in an editorial, not to expect too much direct leadership from the film industry in the molding of public opinion. "When meeting the demands of 100,000,000 customers, any uplift must be done quietly and tactfully," observed the newspaper. The editorial:

"The film industry believes its major mission is to provide amusement for the masses, and says so openly; but people are always complaining the motion pictures are not educating the public or are not taking the lead in shaping public opinion.

"The last annual report of the Rockefeller foundation discusses the screen as a cultural force. It finds the problem well summed up by a British expert who says: 'The cinema follows public demand. In doing so, it follows public opinion, and it seems almost too much to expect of the present organization of the cinema and of society that the cinema should lead public opinion.'

"Baseball and tennis and golf are everywhere recognized as socially valuable pursuits. To the extent that a sound body conditions a sound mind, outdoor sports contribute to a sound public opinion. But nobody expects the baseball club owners or the country club managers to teach the American people how to think.

"Obviously, the parallel between Hollywood and the American League is not perfect. The films are compelled to work with mental images, and this cannot help creating ideas. This leads on to a distinction between right ideas and wrong ideas, and to the obligation of the moving pictures to put the 'right' ideas into people's heads.

"A very bold Hollywood magnate might be moved to repudiate that obligation in so many words. In practice, the leaders of public opinion always follow more than they lead. They go along with the public and with the times, while biding their chance to do a little modest steering now and then. They very seldom buck the tide successfully.

"It is a very complicated interplay that gives us the final result called public opinion. The films, in their humble way, may be expected to do something in the way of leadership, provided they are not asked to do too much. When meeting the demands of 100,000,000 customers, any uplift must be done quietly and tactfully."

Documentary by Klines Given Sturdy Praise

DES MOINES—Mr. and Mrs. Herbert Kline, producers of "Lights Out in Europe," heard sturdy praise for their latest effort in the documentary film field at a screening in the little Fox here.

Representatives of the Des Moines *Register* and *Tribune*, *Look*, Tri-States Theatres and various civic groups admitted that the film depicting Europe's tumble into war gripped their attention, suggested only slight additional cutting in the early part. They failed to agree on what should be trimmed out, however.

Mr. and Mrs. Kline were en route to New York for the film's premiere in the little Carnegie Theatre. The production is being sponsored in this country by *Look* magazine and American Pictures, Inc.

"Lights Out in Europe," with commentary written by James Hilton and narrated by Fredric March, shows Danzig and Polish areas during the pre-war preparation days and includes a few shots of actual warfare. Pre-war Britain also is pictured. Musical background is by Werner Jansson.

As interesting as the film are Kline's tales of the bombing of Warsaw where his laboratory was within a block of the power plant, but was undamaged.

Kline, a 31-year-old former Davenport, Ia., resident, and his wife produced "Crisis" last year. That documentary film ranked sixth in the national board of review ratings.

In about a month, the Klines plan to go to Mexico with John Steinbeck to "do a sort of 'Grapes of Wrath' thing on the Mexican agrarian problems."

Gardner Cowles jr., *R&T*, and *Look* publisher, staged the screening here. G. Ralph Branton, Joe Deatch, and Dorothy Day were on hand from Tri-States. Ken MacDonald, Ken Clayton and Walter Graham represented the newspapers. From *Look* were Harlan Logan and Mr. and Mrs. Vernon Pope.

Show "Old Mexico"

DES MOINES—Joe L. Fisk of Omaha, general passenger agent of the Missouri Pacific railroad, and W. W. Trimble, Missouri Pacific general agent at Sioux City, Ia., presented a film titled "Old Mexico" at the regular Conopus-Exchange Club meeting in Younkers tearoom here Monday.

Drive to Dallas

DES MOINES—F. E. and Mrs. Judd are driving through to Dallas for the Variety Club convention and the Monogram sales meeting in Dallas following that event.

Even When They Leave the Industry They Still Want to Keep Touch Through BOXOFFICE, *viz-*

Brainerd, Minn.

BOXOFFICE:

As you may glean from this letterhead I am not in show business at present, but am having a hectic romance with "Miss Coal and Potatoes" in this beautiful resort town.

However, I must have my BOXOFFICE, so be sure and change my address. I would appreciate it if you would let my old pals on Film Row know where I am located via your Chicago Chatter Column.

George Laing,
(Former Chicago Exhibitor)

THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry
BOXOFFICE

Wood Seeks Data on First Three Months

COLUMBUS—P. J. Wood, secretary of Independent Theatre Owners of Ohio, via the bulletin route, asks every exhibitor in the state to turn the spotlight on his theatre to find out whether he has operated profitably for the first three months of this year, and if not, why. Wood contends:

Official figures released by the treasurer of the state show an average increase in admissions of 11.6 per cent. For the first three months of 1940, sales tax collections amounted to $10,142,805.07 as compared with $8,916,748.87 for the same period of 1939. This is an increase of 13.6 per cent.

During the same period, collections from the admission tax amounted to $379,829.44 as against $340,043.97 for 1939. This is an increase of 11.6 per cent.

A few of the larger increases listed in the ITO bulletin follows: Automobile dealers, 36.4 per cent; radio and music appliances, 19.8 per cent; jewelry, 16.5 per cent.

As against the statewide increase of 13.6 per cent in sales tax collection, some of the county increases were as follows: Cuyahoga 16 per cent; Franklin, 9.2; Hamilton, 15.8; Lucas, 5.4; Montgomery, 16.8; Summit, 8.5.

All 88 counties of the state show increased sales tax receipts with the exception of Adams, Brown, Fayette, Gallia, Holmes, Noble and Vinton.

Would Gather Data on "GWTW" Business

COLUMBUS—Independent Theatre Owners of Ohio is asking exhibitors in small towns for confidential business statements on "GWTW." The object of this survey "is to prepare a plan for future defense when pictures are offered on similar terms."

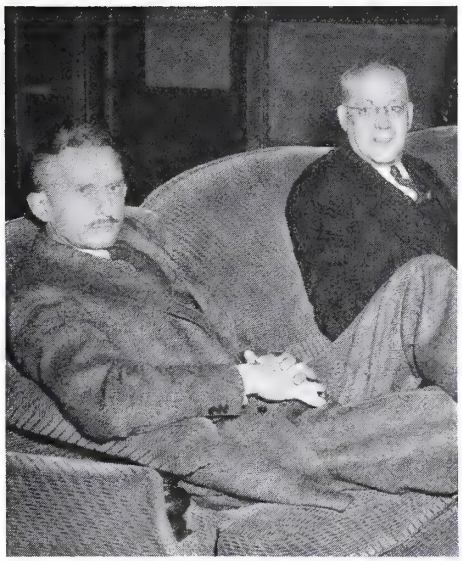
Say Zanesville Theatres, Shea, Exchange Options

ZANESVILLE, OHIO—An exchange of options on each others' theatre holdings is reported to have been completed between the Shea circuit and operators of the four houses of the Zanesville Theatres, Inc., operated by the late Caldwell H. Brown. It is understood that if either party wishes to get out of the town, the other will have the right to acquire the properties.

Shea has one theatre here; the Brown interests have four. Reports here indicate that Shea will exercise its option shortly, E. C. Grainger, head executive, is expected here soon to discuss negotiations, it was said.

John T. Woodward Helms Zanesville Quartet

ZANESVILLE, OHIO—John T. Woodward has been named general manager of the Zanesville Theatres, Inc., succeeding the late Caldwell H. Brown. The company operates four of the city's five theatres.



Conventioneers—

Are George A. Roberts (left), of Cleveland, mideastern district manager for 20th Century-Fox, and William Rowell, Buffalo salesman, at the company's convention in Chicago.

How 20th-Fox Splits Pittsburgh Product

NEW YORK — Twentieth Century-Fox splits its first run product in Pittsburgh two-thirds to John Harris' Alvin and one-third to Shea Theatres Fulton, William Sussman, eastern division manager, stated during his pre-trial examination before Assistant Attorney General John L. Wright in the government's key suit. The arrangement has been in effect six years, the witness added.

The distributor's first run in Cincinnati is the RKO Midwest group, covering the Albee, Palace, Shubert, Lyric, Keith, and Family, and with the Hippodrome, Allan, Palace and Lake in Cleveland. The former deal has been in effect seven years; the latter five, he stated.

Sizeable Contingent From Cleveland to Dallas

CLEVELAND—Variety Club members who left from here by train and plane to attend the national Variety convention in Dallas, includes Nat Wolf, Frank Drew, Duke Clark, Herbert Ochs, Bert Stearn, Dave Spizel, Nate Schultz, F. H. Hathaway, Dave Siegel, Fred Meier, Nat L. Lefton, chief barker of Cleveland Tent No. 6; Al Gregg, D. Leonard Halper, Leo Jones. Charles Albert, Ed Miller and Lou Milder will attend from California where they have been on vacation. They will join the Variety Special of 15 cars out of St. Louis where members from all parts of the country converge.

Nat Wolf and Bert Stearn are delegates of the Cleveland Tent. Wolf and Frank Drew are national officers.

Three-Way Moveover Will Draw Protest

PITTSBURGH—Formal protest of the first-run moveover situation will be made by the AMPTO of W. Pa., according to determination of the membership at a meeting Monday afternoon in exhibitor headquarters.

Some weeks ago "Virginia City" played Loew's Penn for a week and was moved over to the Warner, a practice in vogue for several years. When the same picture was then removed from the Warner and exhibited at the Ritz, as a continuous run, a number of subsequent-run theatre owners and managers registered disapproval. The subject was discussed at a recent local Allied meeting, but no action was taken due to the lateness of the session. Meanwhile, another film, "Rebecca," has moved over from the Penn to the Warner to the Ritz.

This week's meeting was attended by Nathan M. Katz, exhibitor organization counsel, and was presided over by M. A. Rosenberg and Fred J. Herrington, AMPTO officers.

Most exhibitors agreed that the moveover to the Ritz constituted a third-run and that the films in question were being "milked." A number of members were active in discussing the issue and it was finally decided that no drastic action, such as refusing to play these pictures, be taken but that a letter of protest be forwarded to all local film distributing companies, to their home offices and to Senator Neely and other government agencies.

Double-billing of high percentage pictures was again discussed. Independent exhibitors declared it was impossible for them to present the same films as duals. Newspaper displays, showing announcements of first-run and subsequent-run exhibitions of leading photoplays as double-bills, were shown.

President Rosenberg announced that Ira H. Cohn, 20th-Fox branch manager, having returned from his company's sales convention, stated definitely no pictures on the current program of that company would be reduced from 35mm to 16mm films.

Fred J. Herrington, AMPTO secretary, announced that hearings on the new Neely bill (S. 3735), which would divorce producers-distributors from exhibition, would be called at an early date, possibly starting April 22, and that local witnesses were to be called to Washington.

Pekras Sells Four Elyria Houses to Greenwald

ELYRIA, OHIO—John Pekras, owner and operator of the Capitol, Lincoln, Rialto and Rivoli theatres of this city, has sold the houses, effective May 1. The purchasers are Max Greenwald and associates. Greenwald has spent 18 years in the distribution end of the business as Paramount salesmen in Pittsburgh, Cincinnati and Cleveland. He resigned this week from the sales force of the Cleveland Paramount office.

Pekras is retiring from active business.

1928 Year of Record Runs in Detroit

DETROIT—Search of the records for the all-time record run of a motion picture in Detroit disclosed that 1928 was about the year of record big runs, on the average. In addition to the two Jolson pictures, "The Jazz Singer" and "The Singing Fool," record runs of that time were:

"Tenderloin," at the Madison seven weeks.

"Lights of New York," at the State eight weeks.

"Lilac Time," at the Madison six weeks.

"The Lion and the Mouse," at the State five weeks.

None of these was considered a memorable film, according to the recollections of local exhibitors queried, most of whom barely recollected even the titles and could not recall the films themselves, yet they did what would be considered "super-colossal" business in these times.

Perusal of old press files indicates that grosses were way up too, with houses around the 2,000-seat class doing $30,000 to $40,000 business on the better weeks—partly accounted for by higher admission prices at the time, and more consistent fills a day—this was the period when the lobbies were normally used for lines of people waiting to get into the auditorium up till the last show started.

Costs were of course higher, and it was said that film rentals in some cases exceeded today's first-run average grosses.

These films came right at the start of the talking picture era.

Turn to Trade Veterans For Record of Runs

DETROIT—The record-breaking run of "Gone With the Wind" has inspired the search for records of long-lived films of the past, that has aroused the interest of practically every old-timer in the industry locally. In a careful search for authentic information, this correspondent has personally contacted every accessible old-timer known around the city, and a search also has been made through some exchange records and through newspaper files covering the older film runs prior to 1920. The figures presented are, accordingly, believed to be entirely accurate.

An amazing discovery was the almost complete lack of records kept over a period of years in this changing industry. Exchanges in almost no cases had precise records going back even to the earlier days of talking pictures. For this reason, this summary has important local historical value, and includes data, as far as available, on all film runs considered memorable by the old-timers.

Thanks are due to many who contributed valuable data, notably Dave Palfreyman of the Hays Office, Frank Gene, Lloyd Hammond, Harlan Starr, Tom Moule, Mike Schoenherr, Art Knapp, L. H. Gardner, Edgar E. Kirchner, Walter Shafer, Frank J. Downey, Carl Buermele, Moe Dudelson and Max Blumenthal.

"The Passion Play," three-reeler distributed by Pathe, opened, probably on August 11, 1907, as the first attraction at Detroit's first "deluxer," the Royal, operated by John H. Kunsky and Arthur Caille, with Michael Schoenherr, now managing the Strand, as manager, to run 14 weeks for one of the longest of all-time runs, right at the birth of the industry. This was the first local house to play at a dime admission, and after this film it was forced to drop back to a nickel like its competitors. An illustrated song was given between each reel, Schoenherr recalled. A "Professor Sydney Wire of Paris" lectured. The film grossed $24,000 in a 300-seat house, 240,000 paid admissions, when the population of Detroit was about 350,000 (485,000 in 1910). The show, the first multiple-reel attraction, Schoenherr says, ran half an hour on a 9 a. m. to 6 p. m. grind.

"Quo Vadis," distributed by George H. Kleine, ran July 27 to Aug. 24, 1914, four weeks, at the Detroit Opera House, playing two a day, 25 cents to 50 cents. This house formerly played lesser films on a continuous run policy, such as "Pilgrim's Progress."

"Neptune's Daughter" Big

This run of four weeks was called "a new record for photoplays" by the *Free Press* of Aug. 17, 1914.

"Neptune's Daughter," the Annette Kellerman film handled by the late William Elliott who was manager of the State Theatre when he died last year, proved the all-time record holder up to the present, although not one oldtimer casually recollected this run. It opened at 25 cents to 50 cents, at the Detroit Opera House, May 25, 1914, closing September 6, a run of 15 weeks, and returned July 24, 1915, closing August 21, for four more—a total first run (continued) of 19 weeks. In the first eight weeks, some 100,000 people saw the film (Detroit *Free Press*, Aug. 19, 1914.) Incidentally, statements made in print at the time refer to the first run as 16 weeks, but a careful check of opening and closing dates shows this should have been 15.

"Damaged Goods," featuring Richard Bennett, opened Sept. 18, 1915, at 25 cents, nine shows a day, at the Grand Circus Theatre, run by Art Breitmeyer. This was the first picture to play over two weeks "at any regular photoplay house" in Detroit (Detroit *Free Press*, Oct. 31, 1915), as the previous records were at what would today be termed roadshow stands, or in the three-reel stage of the industry. This film ran eight weeks, closing Dec. 11, 1915. It played to 35,000 the first week, 150,000 in five weeks. Incidentally, unique exploitation included the newspaper ad that "At the special request of the general managers of three large automobile companies who want their employes to see this picture," it was held over.

"The Birth of a Nation," top grosser of the industry as a whole, opened at real roadshow prices, 25 cents to $2.00, at the Detroit Opera House, Jan. 3, 1916, but ran only six weeks, closing February 13. "Intolerance" did about equally well.

"Hearts of the World," another Griffith epic, opened June 23, 1918, at the Washington, at 25 cents to $1.50, and moved after two weeks from this 1,700-seater to the Detroit Opera House, to provide greater seating capacity. During the run, the house name was changed to the Campus. The film closed September 21, after a total run of 13 weeks.

"Over the Hill," a Fox release, played eight weeks at the Fox-Washington, grossing $98,000 and playing to 250,000 people.

"The Jazz Singer," Al Jolson's early talking picture, a First National release, ran Dec. 24, 1927, to Feb. 17, 1928, at the Madison—eight weeks—and was revived in July for three weeks.

"The Singing Fool," Jolson's next, set the talking picture record up to the present—15 weeks. It opened at the Adams, Dec. 1, 1928, and closed Mar. 15, 1929.

"Hell's Angels," UA's longest run since "The Birth of a Nation," opened in 1930 for six weeks as a roadshow at the Detroit Opera House (then the Shubert-Detroit), and went right into the United Artists for four more—a total run of 10 weeks.

"Snow White," RKO release, setting the record of recent years, opened day-and-date for the first time in local show history, and ran two weeks at the Madison and six at the United Artists, a total of eight weeks.

Other films that had long runs but not, according to available information, in the 12-week or more class, were "Mickey," "The Big Parade," "The Freshman" and perhaps one other Harold Lloyd film. In some cases these were subsequent runs.

"Tillie's Punctured Romance" set a six-week house record at the Family, as the first all-film bill in this former vaudeville house, incidentally.

"Gone With the Wind," finally, is setting new records. Opening day and date on Jan. 25, 1940, at the Wilson and United

(Continued on next page)

How Long They Ran —And Where

Detroit—Many films had long runs through the years in Detroit theatres. Here are the record makers, with the number of weeks, the year in which the runs occurred and the theatres they played:

Film	*Weeks*	*Year*	*Theatre*
Gone With the Wind	22	1940	Wilson & United Artists
Neptune's Daughter	19	1914-15	Detroit Opera House
The Singing Fool	15	1928-29	Adams
Passion Play (Pathe)	14	1907	Royal
Hearts of the World	13	1918	Washington and Detroit Opera House

Old Hits Still Pack Power, Says Broder

Detroit—Old films are popular enough to do better business than some well-advertised recent releases, according to Jack Broder, operator of three local houses. Broder recently booked two ancient films, "King Kong" and "The Plainsman" on a double bill at the Time, on the east side, and reported business with these two old-timers far ahead of grosses for the following bill of a current hit.

PITTSBURGH

FLOYD BENDER, Millvale exhibitor, was back on the job this week after honeymooning in the south. At Williamsburg, Va., the young couple viewed shooting of several scenes for Columbia's "The Howards of Virginia," formerly known as "The Tree of Liberty." Floyd reported Joe Skirball, former veteran film man of Pittsburgh, was "on the job" there as assistant to Frank Lloyd, director . . . Sympathy to Mr. and Mrs. David Kimelman on the death of Harry Broude, Mrs. Kimelman's brother-in-law . . . Warner circuit managers, announced in the campaign for exploitation and gross as winners of trips to the Variety Club convention, were Dick Brown, Rowland, Wilkinsburg, for the main line; Lou Fordan, Memorial, McKeesport, for the southern territory; Al Singer, Strand, Oakland, for the city area; and Pat Notaro, Columbia, Sharon, for the northern territory. Harris circuit winners of trips to Dallas were Morty Henderson, William Penn, north side, city, and Earle Bailey, manager at Warren, Ohio . . . Several of the local film men were unable to make the Dallas trip, having received instructions from their home offices to remain on the job here.

Martin Terner's American Theatrical Valance Co. has redecorated the McKee, city . . . Les Coleman, Paramount playdate auditor, was working on the local books this week . . . Dave Fineman of the Regent Square is moving into his new home on Marlborough Road, Squirrel Hill . . . The more than half million dollars collected on the chain store and theatre tax, which was ruled unconstitutional last summer, may not be refunded for another year, according to a report of the state revenue department . . . Joe Lissauer, booker for the Skirball circuit, was a visitor from Cleveland, with Mannie Greenwald. Mannie reported that Bela Lugosi stopped in at the Barry the other day to pay his respects . . . Too much exposure is holding up Paramount's "Typhoon" and to date no censor seal has been issued.

First returned conventioneers are the 20th-Fox boys who were all smiles this week—thus does the selling season officially open. Mark Goldman and Ben Welansky are attending the Variety Club convention at Dallas and remaining there for their annual Monogram sales meeting . . . George S. Otte, Wheeling showman, has been fooling the Filmrow crowd with his "Florida" tan. Just artificial health lamp tan, says George, who seriously complains regarding the boxoffice dent suffered in exhibition of other than "A" pictures as classified by the Legion of Decency . . . We previewed Republic's new accessory and shipping quarters this week in the former GN exchange room; Republic's office will remain at the corner of the Blvd. of the Allies and Van Braam St. . . . Lester Krieger, Vitagraph manager at Philadelphia, visited here with his father, Louis Krieger, Alliance distributor.

William J. Lewis, veteran Sun-Telegraph *drama editor, is seriously ill at his home in Craftmont . . . Gene Autry, who appears in person for ten days at the rodeo in The Gardens, starting April 24, was on the screen of two downtown theatres this week, in "Rancho Grande" at the Barry, and in "Shooting High" at the*

(Continued on page 58)

1928 Year of Record Runs for Detroit

(Continued from preceding page)

Artists. Policy was three shows a day (two a day for the first two weeks at the Wilson), at the usual 75 cents to $1.50 scale. It closed March 30 at the United Artists—nine and one-half weeks, and was tentatively slated to close April 13 at the Wilson—10 weeks, or a total of 19½ weeks, breaking the record of "Neptune's Daughter" a quarter century ago by one-half week. It is probable that further bookings will increase the run of "GWTW."

But—motion pictures, talking or silent, have a long way to go to catch up with legitimate stage runs—"Abie's Irish Rose" opened in August, 1925, at the Garrick to stay 28 weeks, and "Broadway" opened in April, 1927, at the same house to stay 22 weeks.

Republic Pictures

WITH PRIDE

Presents

DARK COMMAND

RAOUL WALSH, *Director*

A Drama of Undying Love

with

Claire Trevor **John Wayne** **Walter Pidgeon**

Our Key Runs Now Set As Follows:

Harris Alvin	Pittsburgh	Week May 16
Colonial	Erie	Week May 3
Capitol	Wheeling	Week Apr. 28
Strand	Altoona	Week May 17
Heihle	Parkersburg	Week May 12
Liberty	McKeesport	Week May 30
State	Johnstown	(coming)

GENE AUTRY
in person
At The Rodeo
10 Big Days
April 24 - May 3
The Gardens
Pittsburgh

—Be Sure To Follow In—

REPUBLIC PICTURES CORP. OF PITTSBURGH

1701 Blvd. of the Allies ATlantic 4858

CLEVELAND

GEORGE LEFKO, RKO branch manager is throwing out his chest this week because three of the town's five downtown first-runs are playing RKO pictures. There's "Abe Lincoln in Illinois" at the Palace, "Primrose Path" at the Hippodrome and "Pinocchio" at the Allen where it was moved following an initial week at the Hipp. Then, just to make a good story better, the Hipp also showed the latest March of Time release and at the Palace there was a Pathe news.

Jeanne Wolcott, daughter of Victor Wolcott, well-known theatreman, has been added to the Vitagraph secretarial family . . . Back from the south with heavy coats of tan to prove it, are Jack Shulman, Abe Schwartz, Max Lefkowich, Frank Poroszinski, Meyer Fine, Sam Stecker, Frank Gross and M. B. Horwitz . . . Loren Solter has installed new RCA sound equipment in his Falls Theatre at Chagrin Falls.

Fred Holzworth, Billy Banks, Louis Swee and Jimmy Kalafat are a foursome who play handball twice a week just to keep their arteries young . . . Warners have bought the two-reeler, "The Life of Seabiscuit," a Monogram release, for all of its houses in the territory. The picture also is playing the Paramount, Toledo and the State, Youngstown, according to the boys in Nate Schultz' Monogram office.

Budd Rogers, president of Alliance Pictures, stopped off here on his cross country tour to visit with Carl Scheuch and Bernard Rubin of Big Feature Rights Exchanges, Inc. Mr. and Mrs. Rogers were on their way to New York after having been on the west coast . . . Harry Reinhart had two busy days last week when Roy Rogers, Republic star, appeared two days at his State Theatre, Canton . . . George Otte of Wheeling, W. Va., was in town booking for the State and American of East Liverpool.

Frank Roberts is pinch hitting as booker of the Alpine circuit for Charles Kosco, reported to be enjoying a vacation in South America. Roberts was in the city booking for the Rex, Steubenville and the Palace, Salineville. Alpine headquarters are at Kingwood, W. Va.

Visitors here and there along Filmrow during the past week included Earl Seitz, Sandusky; B. Raful, Kenmore; the regulars from Akron; Mr. and Mrs. George Ebeck, Mount Gilead . . . Mr. and Mrs. Dave Robbins of Warren have returned from a winter in Florida . . . Harland Fend, on sick leave for a couple of weeks, is back on the job managing the Sherman, Chillicothe.

Jack O'Connell who recently took over the Princess, Sylvania, has re-named the house. It now is called the Town . . . Vic Schram, who has been working in Arizona territory for the past year, is back in town with some new business building plans which he will divulge very shortly.

Miss Virginia Taylor (blonde) succeeds Miss Estelle Schwartz, (brunette) as secretary to Vitagraph branch manager, Ted Mendelssohn . . . Milt Harris of Loew's publicity department asked Mr. and Mrs. Public to state, in 100 words or less, what constitutes a perfect son as just one angle of his campaign on "My Son, My Son" currently playing at Loew's State Theatre. Prizes consisted of $50 in cash and sets of guest tickets.

One of the stormiest days of the year greeted Mrs. Charles Raymond, wife of the newly appointed district manager of Loew's theatres, when she and her two children arrived in town last Thursday. Maybe it reminded them of London where they have been living for the past six years.

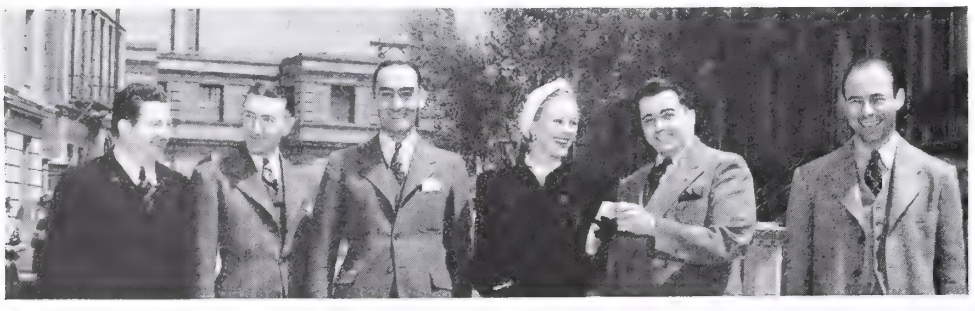
Carl Scheuch and Bernard Rubin who operate the local branch of Big Feature Rights Exchanges, Inc., are out to make a real showing in the forthcoming Big Features drive to be held through May and June to celebrate President Lee Goldberg's 25th anniversary as an independent film distributor.

Harry Lande of Independent Film Service has bought "The Golem" for Ohio-Kentucky distribution . . . Meyer Kaplan will play a first run engagement of "Overture to Glory," Jewish picture with English sub-titles, during the Jewish holidays, the week of April 22.

Annual spring dance of the Film Exchange Employes was a great success, with approximately 250 present. J. K. Johnson made a hit as m. c. introducing Bill McGrew, usher at the Lorain Fulton, and his professional partner in an exhibition of jitterbug dancing. Joe Swee, RKO office manager, and Louis Gross of Johnson & Gross, film transit outfit, were the "front office" representatives at the party.

William Tallman has added his Ceramic Theatre, East Liverpool, to the group of houses serviced by Milt Mooney's Cooperative Theatres of Ohio. Mooney has also contracted to serve the Drive-In theatres at Strassburg and Creston, opening April 19 and May 2, respectively.

Charles Winet, who succeeded Jerry Morrison as local representative for Metro Premiums, closed five deals last week, three for Sunburst and two for kitchen enamel.



Clevelanders in Burbank—

Frank McHugh (left) and Maris Wrixon act as escorts to a group of Warner theatre executives from Cleveland who visited the studio during a vacation trip to southern California. The lineup here: McHugh, Eddie Miller, Lou Milder, Miss Wrixon, M. H. Chakeres and Charles Albert.

Akron Company Will Build Open-Airers

AKRON, OHIO—Starlight Pictures, Inc., has been formed here to build and operate outdoor theatres in the greater Akron area.

Identified with the venture are D. E. Davis, C. C. Lipps and Ethel Young. First new outdoor theatre will be built on Arlington St. in the vicinity of the airport, and is expected to be ready by May 1. A site on West Hill is being considered for the second unit and several others will be constructed in and about the city, according to Davis.

Start Construction on Millersburg House

MILLERSBURG, OHIO—Ground has been broken here for a new 500-seat theatre which is being built by the C. J. Vogel Sons Construction Co. of Wellsville for Mr. and Mrs. Hoy L. Russell who have operated the Opera House in Millersburg since 1925.

The new house, to be called "The Russell" is expected to be ready for opening August 1.

Mr. and Mrs. Russell will retain their Opera House and plan to show action programs there during weekends after the completion of the new house.

Plans for Ebensburg Theatre Are Dropped

EBENSBURG, PA.—Plans for the Strand Theatre Co. of Altoona to remodel a storeroom into a theatre here have been dropped, while progress is reported on the theatre for the Cambria Theatres, Inc., which will replace the Rivoli which was destroyed by fire several months ago.

Associated Circuit Is Renovating Heights

CLEVELAND—Associated circuit, which recently concluded a long term lease from M. B. Horwitz on the Heights Theatre, is spending $25,000 to remodel it. When completed, the house will have new chairs, all new interior decorating, carpets, a new marquee and lobby frames. The ladies' rest room also is being refurnished. The Heights is under the direction of Ray Allison, manager of the Shaker.

CINCINNATI

EARL EVELAND, owner of the Opera House, McConnelsville, was guest speaker at the Malta and McConnelsville Business Men's Ass'n last week, an organization devoted to the betterment of business conditions in the twin cities. Evelang is president of the Rotary Club in McConnelsville, and has the distinction of being a charter member and one of the founders and the only president ever to have served two terms. His address was the highlight of the meeting, and extremely well received.

George Bressler, veteran theatreman, died at his home in Pleasant Ridge, April 9. Bressler was one time manager of Emery Auditorium, where he met Ruth McCabe, actress, whom he married in 1912. He sponsored the Cumminsville Amusement Park for several years and later operated several motion picture houses, including the Queen Anne, Capt. Washington; the American, Bellevue, Ky.; and Liberty, Dayton, Ky., which he retained until his death. Besides his widow, he leaves three sons, one of whom, Woodrow, is associated with M-G-M's local office. Funeral services were held April 12 at SS. Peter & Paul Church, Norwood, with burial in Calvary Cemetery.

Milt Jacobs, Metro representative, confined at Grant's Hospital, Columbus, is reported in the convalescent stage . . . Paramount Bowling team is leading the league at Filmrow with such a substantial margin they have practically clinched the second half of the league tournament. Ross Spencer is captain. However, their opponents have not given up the ship, and Jimmy Brunetti, captain of Warner's team, and Tom McCann, who pilots 20th-Fox, are both tied for second place and will battle it out in the last nine games, still scheduled to be played.

Republic announces "Dark Command" is set for RKO Shubert, first run house, April 26 . . . Bill Onie and his busy staff are moving. Monogram's new offices will be located on the first floor, instead of the fourth, at Filmrow, and at No. 1635, across the street from the present location.

Filmrow is putting on a spring dress of new green paint, gold embossed dados, and is altogether fresh and lovely. Various exchange offices also are undergoing redecoration . . . Harris Bros. have announced plans for construction of the new theatre to be erected at Roselawn, Cincy's newest thriving suburb. The house is to be leased by Virgil Jackson, with Maurice Chase as representative.

Jim Shanklin, Oxford, Oxford, Ohio, and Dave Brown, Cabin Creek, Ky.; Fred Rowlands and Homer Bloss, Columbus, and Orville Wood, Camden, visited the Row this week . . . Incidentally, Orville Wood who operates the Dover and Majestic, has just purchased $7,500 worth of radio equipment, and is qualified to be listed among the best equipped ham short wave operators.

Dave Miller, Universal district manager, visited with the personnel of the local office.

Frank Savage Cops Prize For Top March Business

CLEVELAND—Frank Savage, manager of Warner's Theatre, Youngstown, won the March 1940 Drive to beat the March 1939 business, held by the theatre managers as a surprise for Zone Manager Nat Wolf while he was on vacation, and staged by District Managers Dick Wright, Frank Harpster and Ray Brown. The prize, a camera, was donated by district managers.



FRANK SAVAGE

Although the designated period included a major portion of Lent, Savage won the contest by putting on special exploitation campaigns for each of the four pictures he played during this time. They were "Grapes of Wrath," "Magic Bullet," "Virginia City" and "Northwest Passage."

Testimonial Is Accorded Frank Hensen in Canton

CANTON—Friends of Frank Hensen honored him with a testimonial dinner at the Belden Hotel last week to celebrate his promotion from manager of Loew's Canton to manager of Loew's in Akron where he succeeds Jack Flex, resigned. Approximately 60 attended the dinner, including a big representation from Cleveland.

Charles Raymond, newly appointed Loew division manager, was also present and announced that Orville Crouch, formerly of Cincinnati, has been named manager of Loew's Canton to succeed Hensen.

Twelve Cleveland Houses Tie on "Rancho Grande"

CLEVELAND—The innovation of showing "Rancho Grande" at 12 Cleveland houses simultaneously on a first-run release last week was an outstanding success, according to the 12 exhibitors who participated. A cooperative newspaper ad suggested that patrons see "Rancho Grande" at their favorite theatre. Al Gregg, head of Republic's publicity department, worked out the plan.

Gregg now is planning an extensive publicity campaign for "Dark Command" privately screened here recently.

Announced 'GWTW' Date Is Denied Confirmation

CLEVELAND—Charles Raymond, Loew district manager, announces that "GWTW" has not been booked to play the Park and Granada theatres, as previously announced. The picture just closed a 10-week run at the Loew's Stillman playing to approximately 300,000 people. Raymond further announces that the film will be run in its entire length whenever and wherever it is shown.

Paramount Extends Dekker

HOLLYWOOD—Paramount has extended the acting contract of Albert Dekker.

COLUMBUS

ATTENTION Variety Clubbers, everywhere: Al Taylor, Dixie Theatre, attended the Dallas convention. He is 85! Can you top this?

Johnny Hardgrove, Ohio assistant manager, has been a bachelor for the past three weeks while the missus is in Florida . . . J. Real Neth is on the sick list again . . . Milt Jacobs is out of danger at Grant Hospital, and is on the mend. However, it will be weeks before he's back on the road.

Urban May jr., from Ambridge, Pa., is the new student assistant at the Broad, his first assignment with Loew's . . . The Palace has Blackstone the Magician coming in Friday for a finale of flesh this season . . . Freddie Oestreicher's illness turned out to be a trifle more serious than realized, but he's working now.

Open house was held at the VC for John Garfield and Harry Carey, in town with legit "Heavenly Express." It was a reunion for Carey and Harry Young (Universal). In 1919 Young brought Carey for a series of personal appearances, local one being at the old Pekras Dreamland.

Virgil Jackson is using a "Pot of Plenty" program once weekly at the Uptown and Olentangy. The giveaway, based on the auction idea, is the first locally. Larry Haggard serves as emcee . . . The Shea circuit has acquired the Caldwell Brown theatres in Zanesville.

Could be the spring weather, but Saturday night found many of the old barkers at the Variety Club for the first party in weeks: F. E. Gooding, Bill Ortman, Myron Gessaman, Bob Nelson, L. C. Goldsol and Roy Reichelderfer. Next scheduled event is a cruise party May 5, chairmanned by Leo Yassenoff.

Several Metro Bookers Near Veteran Status

CINCINNATI—When July 6 rolls around Charles J. Weigel jr., local M-G-M booker, will have seen 11 years continuous service with the company. Between himself and three colleagues there's a total of 38 years of service to Leo. Michael M. Berger is down for 15; Thomas C. Smiley, eight, and Robert Cuming jr., four.

Pittsburgh in the Running

PITTSBURGH—On April 30 Max Shabason, local M-G-M booker, will have seen 12 years uninterrupted service with "The Friendly Company." Altogether, the four bookers have rolled up more than 36 years service, i. e.: John Zomnir, 10½; Irving Jacobs, 11, and John Freinstein, three.

FOR SALE—Country home, three acres; 12 miles from Fountain Square. Strictly modern, built 1½ years ago, four bedrooms, three baths, recreation room and every modern convenience.
FREDERIC STRIEF, Box 57, Westwood Station—Phone Mont. 4082
CINCINNATI, OHIO

UDT Reduces Balcony Admission in Nabe

DETROIT—Neighborhood price adjustment was made by United Detroit Theatres at the Cinderella recently, dropping balcony prices for evening shows from 40 to 30 cents. The 40-cent price continues downstairs.

This is not seen as indicative of any general move toward a price change in the city, despite the importance of the Cinderella as a second run house. The move is viewed as one answer to lower price attractions at the newly built subsequent-run Time, and at the same time marks a slight trend, noted in recent months locally, toward reverting to the old practice of establishing a differential price for balcony seats.

Three Houses Are Added To Mich. Coop's Ranks

DETROIT—Cooperative Theatres of Michigan is adding three new member theatres—the Rowena at Fenton, operated by J. C. Peck; the Dawn, Detroit, just acquired by Barney Kilbride, and the Grant, Detroit, operated by Moe Teitel and Saul Korman.

Peck is the only one actually new to Co-op, as Kilbride has long been a member through his other theatres, and Moe Teitel has been a member through the Warfield, and has just become a partner in the Grant with Korman.

Fox May Follow Michigan Lead and Feature Flesh

DETROIT—United Detroit Theatres will bring stage shows to the Michigan, beginning May 3. It is likely the Fox will follow suit.

Straight double film shows will be presented at the Michigan if suitable stage units are not available, according to Earl Hudson, president of the circuit.

Opening bill will feature the Marx Brothers heading a company of 50.

Basements Flooded

DETROIT—Last Sunday's heavy rainstorm again proved the inadequacy of storm sewers in the northwest section by flooding basements throughout the section. Typical flood was at I. J. London's Beacon, where the basement was flooded for some hours. Other theatres in the district are understood to have suffered.

Modernize Old-Timer

CLEVELAND—Work of transforming the 1912 Knickerbocker into a 1940 model has just been completed. Louis Swee is manager of this Associated circuit house.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

Scientific Attitude Is Not Lost

Detroit—A test as to whether people will come out for "just good pictures" will be made by Al Ruttenberg of the Iris here within six weeks, when, what he trusts will be his last giveaway deal, expires.

"Streamlined" Titles Stanley Fisher Urge

DETROIT—Screen titles are still back in the silent film era and need drastic revamping to bring them into the modern talking picture era, according to Stanley Fisher, film salesman, in an exclusive BOXOFFICE interview.

"Screen titles of pictures have about worn themselves out on the screen and are due for streamlining," Fisher said. "Screen credits following them have become to the average showgoer just a string of words, the effect on their senses just about the same as montage. Films should avoid becoming too mechanical, and also steer clear of that off-the-Hollywood-assembly-line pattern.

"The fact that the printed face title with a background of music has been generally accepted in the past as a regular custom, and taken as a matter of course, does not necessarily mean that the movie-going public are allergic to having a title announce itself verbally as it opens on the screen. Anything that progresses outgrows, and inasmuch as spontaneity is the first requirement of a picture, the fact also remains that the title is the foundation of the film.

"Some producers are already looking beyond the obscured title skyline, and are beginning to have title and credits background blend with action and establish the mood of the picture. These visionaries of showmanship are to be congratulated. They believe nothing is impossible, and are proving it by achievement right before our eyes on the screen.

"Names that are hard to pronounce and harder still to remember will benefit by talking titles. Musicals can announce the title by singing the name. Westerns can create the necessary illusion by having the title verbally explode its name. Horror films can employ a trigger-tongued announcer to create the horror. The combinations to fit the various types of films are endless. The slow growth of 'audience mood' may soak into the mind more quickly, and cause the picture-goer to pay off in enthusiasm as to the worth of the film.

"Hollywood deals daily with emotion, and those behind the scenes know that the title is all-important in selling the film to the public. The staggering fact is, not that the picture titles don't talk, but that they have waited so long to do so."

Canton Legit Folds

CANTON, OHIO—The Grand, former legit house which has been playing burlesque and dramatic stock, has closed for the summer.

Detroit's WWJ May Drop Pot O' Gold Air Show

DETROIT—The Pot O' Gold program, objective of attack by exhibitor groups led by Cooperative Theatres of Michigan, may go off the air in this territory about May 2, according to notice sent NBC by Station WWJ here. The station's action was originally based on the theory that the program might be considered a lottery, but a spokesman for WWJ told BOXOFFICE that since the department of justice has advanced an opinion that it was not to be construed as a lottery, this did not seem to apply.

Some changes are to be made in the style of the program, probably the abandonment of the telephone call idea, on April 28, and WWJ's final decision will be reserved until details of the changes are known.

Precedent Set by UDT With Two Dual Bill Holdovers

DETROIT—Two double bill holdovers set some kind of a new record for United Detroit Theatres. "Rebecca" and "Granny Get Your Gun" stayed for a second week at the Michigan. The combo of "Virginia City" and "The Farmer's Daughter," which moved intact from the Michigan to the Palms-State a week ago, stayed for a third week at the latter house. In addition, UDT held "Northwest Passage" for a third week at the UA.

"Gone With the Wind" is completing 22 weeks, equalling the run of "Broadway," second longest run ever played by any theatre attraction in Detroit, a dozen years ago.

Wolf Spots 'Tobacco Road' Into Five Ohio Houses

CLEVELAND—Nat Wolf, Warner zone manager, has spot-booked "Tobacco Road" into five houses in the territory. The stage play had such a tremendous advance sale for tickets at the Madison, Mansfield, that an extra matinee was offered. Other towns in which this stage classic is doing one-night stands are the Palace, Lorain; Ohio, Lima; Sixth Street, Coshocton and LaRoy, Portmouth. Top price at each engagement is $1.65.

Four "Adults Only" Films Hit Detroit's Screens

DETROIT—Sophisticated films, "for adults only," crowded the town this week, with four houses putting up the "no children admitted" sign. Theatres and films are: Cinema, "Human Beast;" Fine Arts, "Sensation Hunters;" Columbia, "Reefer Madness," and Avenue, "Are You Fit to Marry?"

Sturm on Will Rogers Drive

DETROIT—The annual Will Rogers Drive will get under way for the week starting Thursday, April 25, under the direction of W. Lester Sturm, 20th-Fox branch manager.

DETROIT

MILTON LONDON, making headquarters for his father, Julius D. London, at the Booth, is running the Arcadia "by remote control" . . . Burton London reports the basement of the Beacon flooded in that big rain . . . J. B. Krul, of the New Home, was in St. Francis Hospital with a serious mouth infection following dental extraction.

Lester Sturm, 20th-Fox manager, all recovered from his recent illness, led his crew to the Chicago convention . . . Jack Hurford, manager of the Fox, reports the Mrs. is in good health again and will have a "blessed event" about the end of June . . . Bob Corbin was in New York for UDT.

Barney Kilbride is starting dish giveaways at the Alhambra . . . Andy Smith, eastern sales manager for RKO, here on a special visit . . . Terry Turner, RKO, also dropped in on a tour of the country . . . Bill Blum, RKO exploiteer, here working on "Pinocchio," had a special screening for newspaper editors and their children at the UDT projection room—first special screening on record for youngsters . . . Carl Krueger of Paramount in town, working on "Dr. Cyclops" at the Palms-State.

Sol Renick, UA exploiteer, another visitor, on "Rebecca" and "My Son, My Son" . . . Jack Saxe, Variety Dough Guy, was selling baseball tickets in midwinter . . . Roy Brosius, manager of Bill Schulte's Bagley, has some plans for redecorating and new projection, as soon as the fires are out . . . James Bukiwale and Severina Danswski are planning a new front for the Seville, with reseating to follow.

Mrs. Ida Klatt, widow of a pioneer Detroit exhibitor, who still owns the Delray and Seville theatre properties, is on the job every day . . . Clifford H. White of the Beechwood and Wade Allen of the Fine Arts are the only two bowlers in both the Film League and the Nightingales.

Julius C. Fischer makes his headquarters out at the Rogers . . . Arthur Cowden is no longer with the house . . . George W. Carr, International seatman, has moved to Collingwood Ave. . . . Freddie Musser, 10-year-old Detroiter, was auditioned by Darryl Zanuck and Gregory Ratoff . . . Walt Disney and Ben Sharpsteen, director of "Pinocchio," with their wives, were in town Friday . . . William B. Stout, their host here, was the inspirer of the Disney "Ferdinand."

Bill Napier of the Virginia qualifies as a downtown chauffeur . . . Jim West of Burriss Studios confides he gets that suntan at the barber's, not a Texas souvenir . . . Harold Robinson was off to Lansing and Cincinnati on different trips in his first week home from Florida . . . John Dembeck, M-G-M booker, has an elaborate collection of phonograph records as his hobby . . . Thomas J. Sullivan, manager of the Grande, is thinking of putting in stage shows—first time since 1932.

Louis Spann, former operator of the Medbury, which has been closed, now is managing the Visger in Ecorse for F. Cochrane . . . Anthony Dubiel has installed new lighting and carpeting in his Graystone.

Dallas Sullivan, able assistant manager of the Grande, finds his friends very punctilious about calling on him . . . George A. Ranshaw has left Tatu and Petriks' Nortown, to manage the Circle in Dearborn for Joseph Stoia . . . Louis Allegretti, ex-manager of the Circle, is managing the new Cameo for George Flucksa . . . Twin Joseph Allegretti remains manager of Joseph Stoia's Midway in Dearborn.

Harry Danzig, manager of the Delray for Saul Korman, has bought a new Plymouth . . . Barney Hoyt reports a lineup around the block at the Lasky for Book Night—right through the Thursday snowstorm . . . Elton Samuels has finished redecorating at the Imperial—he's manager for Mike Chargot—and will close the nearby Chopin, all-Polish house, April 27, for the summer.

Art Black, Chargot circuit booker, still has his arm in a partial cast, but has been on the job daily . . . Tom McGuire, Co-op publicist, has his broken wing free again . . . New Drive-In Theatre, a $75,000 500-car house at Schaefer and Eight Mile Roads, is slated to open Friday . . . Bill Robinson, son of Variety's chief barker, will marry Betty Ann Lang, June 8, in Gesu Church; they're building on Pinecrest Drive . . . Ben Wachnansky was reported sick last week.

When George Jessel was married at the Book-Cadillac here to Lois Andrews, Tony Nader and Frank Barabaro were among the few guests present.

Roy Rogers made personal appearances at Wisper & Wetsman's Harper and Eastown . . . Jane Fermann is the cashier at the Madison we've been hearing about from Walter Mayor . . . Louis Switzer, former manager of the Madison, is reported in the electrical business.

Joseph Newell, assistant manager of the Adams, is in charge, while boss Charlie Perry is off to Joplin and Dallas . . . Cyril Varndan, formerly with UDT, is new chief of staff at the Adams.

Bill Carlson is doing some first-class carpenter work right in his own home . . .

Ray Schreiber Books Stars' Stand-ins

Detroit—Ray Schreiber offered an unusual film-angled stage attraction at the Colonial, in the Hollywood Doubles. Seven stand-ins for the regular film stars were booked by Schreiber—Howard Bruce (Edward Arnold), Virginia Rendel (Mae West), Ralph Goodwin (James Cagney), Winnie Leighton (Dorothy Lamour), Ray Janis (Groucho Marx), Eddie Hogan (Ray Bolger), and Linda Lee Hill (Ginger Rogers).

Howard Bruce is manager of the show. Unique addition was a scene from "The Primrose Path," barred from the city by the action of the police censor.

Mrs. Max Blumenthal has recovered from a bad cold.

Brenda is the name Irving Belinsky decided to give that new daughter of his . . . Mrs. Jack Krass, owner of the Coliseum, gets along great with the youngsters at Saturday matinees.

Peter Tzinis is "on his own" managing Joe Portell's Greenwood, with the boss in Florida . . . Mac Krim is back from Florida. That makes two Krims in town at the same time, for once.

Mrs. Jim West is back from the south and on the job again after an 11-month illness . . . Sam Ackerman of the East Side is in Hollywood, Fla. Son Al is running the house.

WOLVERINE DOINGS:

Mrs. Florence M. Harding, 71, who formerly played in legitimate productions under Cecil B. DeMille sr., father of the film producer, died Saturday at her home at Coldwater.

Doc Tiffany, former Michigan exhibitor, is reported planning to build a new theatre in Mackinaw City. Right now, he's in Florida . . . Jack Thompson of Paramount claims the longest route traveled by any Michigan salesman.

Bruce Harrison, manager of Jeff Williams' Roseville, is the father of an eight and a half-pound girl, Jean . . . Jeff Williams, incidentally, is completing some remodeling at Roseville.

Richard Spangler, Utica exhibitor, is deciding whether he or his dog should go on a diet . . . Alyce Cornell, manager of the Gatewood, Grand Rapids, is very much interested in the Civic Players.

Maxie Gealer of the Rialto arranged for all 14 Flint theatres to use special trailers for Refugee Relief Week, April 20-27 . . . Pete Simon made the trailers.

Leo Robinson of the Fulton, Grand Rapids, was in town, his first trip in two years, we hear.

Tent Drama Due

DETROIT—The first dramatic tent show to play the Detroit territory in years is slated to open about May 5 for an 18-20 week run, under sponsorship of the Veterans of Foreign Wars. Final decision is dependent upon okay of the city council.

"Schoolmates" for Shirley

HOLLYWOOD—Lee Katz is adapting his own original, "Schoolmates," as a vehicle for Shirley Temple.

I FIX YOUR SEATS
Recover—Rebuild—Repair
Plenty of Satisfied Customers
SERVICE SEATING CO.
John Heidt 497 Prentis Ave., Detroit
Phone Temple 1-2959

PITTSBURGH

(Continued from page 53)

Senator. Members of the trade here will give the No. 1 Cowboy a great sendoff upon his return to this city . . . "Mammy" Hattie McDaniel, who received an Academy Award for her performance in "GWTW," will appear on the Stanley stage for the week of May 10; later attractions will include Glenn Gray and Jan Savitt . . . Instead of being double-billed at the Warner, "Abe Lincoln in Illinois" will be featured at the Fulton with Joe Penner in "Millionaire Playboy" . . . It's not too late to help the Will Rogers National Theatre Week, April 25-May 2. Do your part!

Rudy Navari has returned from his vacation in Florida . . . Art England is back at his Filmrow office after a three-month vacation in "the sunshine land." Art will devote considerable of his time to the management of the Roxy, Clearfield, which he and his brother Mort have just acquired from Tony Colose . . . Reports here have it that Johnny Harris is retiring as national chief barker of the Variety Clubs at the convention now in session at Dallas . . . New Stanley date for Wayne King's orchestra is May 24, the week following Guy Lombardo . . . George C. Davis, the circuit exhibitor, who hasn't been around in a month of Sundays, paid a visit to the celluloid colony last Friday. He's got several things in the air.

Friends in the trade presented a pair of leather bags to Charlie Kurtzman at a dinner here prior to his departure for Boston where he will serve as divisional manager for Loew's New England, Canadian and New York district. Kurtzman's successor as manager of Loew's Penn here is Martin C. Burnett, who is now meeting members of the local industry . . . The Archie Finemans have been "honeymooning" in New York celebrating their 20th anniversary . . . District Attorney E. C. Moon of Mercer county has placed a ban on all pinball machines. His action will remove at least 200 machines . . . Jim Alexander is letting no stone unturned in exploiting the appearance of Gene Autry for ten days at the rodeo in The Gardens opening April 24.

Budd Rogers, veteran film executive and vice-president and general manager of Alliance Films Corp., en route from the west coast to New York, was here on business the other day with Louis Krieger, local Alliance distributor . . . Kennywood Park has opened for Sundays only until May 17 when the daily season begins . . . Dark this week, the Nixon relights the week of April 22 for Clare Boothe's "Margin for Error." The legit house enjoyed its best "non-musical" week of the season with Katharine Hepburn in "The Philadelphia Story," in which she will mark her return to the screen . . . Harris enterprises still wants the world premiere of "The Story of Lillian Russell" and has requested a May 30, Memorial Day opening date.

The LeRoy Hoon heir has been named Thomas Austen Hoon, reports proud papa of the Vitagraph exchange, and Granddad Walter Thomas of Acme Distributing Co. Mother, the former Mary Jane Thomas of Republic, and baby are doing well . . . Joe Fleshin, the "Lucky" representative in West Virginia, spent the weekend here with the Lew Leftons . . . Danny Davis has sold his Pula-Bloka-Gold game to Chris Wagner for the Paramount, Connellsville, Pa., A. B. Crissman for the Lyric, Glenville, W. Va., and Bob Wilson for the Wilson, Miami, W. Va. . . . George Mead, General Register's sales manager, was here on business the other day.

Mr. and Mrs. Samuel Fineberg substituted as host and hostess at the April 12 Variety Club party and a large turnout did honor to the popular couple . . . Thousand-dollar-a-week Harry Kalmine and John Harris have been named as directors of the Dapper Dan Club, and I. Elmer Ecker has been elected as president of the organization which now plans to establish branches throughout the country . . . Sympathy to Sam DeFazio, whose father, Anthony DeFazio, 82, died last week . . . James M. Totman of WB's publicity staff addressed Monday's meeting of the evening division of the motion picture group, Allegheny County Federation of Women's Clubs in the William Penn Hotel.

Frank Barr, manager of Leon Reichblum's State, Wilkinsburg, reports "Wahoo" is now played on Tuesdays and Thursdays and a $25 door prize is offered on Fridays . . . More than a dozen local neighborhood theatres have been lined up for the Sun-Telegraph's *spring cooking schools, first of the new series having opened April 18 at the Kenyon . . . Mort and Art England have taken on the Standard American Encyclopedia theatre deal . . . Bill Naidenoff, the theatre decorator, has purchased a new car.*

"Ode to Scarlett"

DEFIANCE, OHIO—Windstruck by the Scarlett O'Hara portrayed by Vivien Leigh for "Gone With the Wind," E. E. Bair of the Defiance Amusement Co. contributes the following observation:

Miss Scarlett, gay, vivacious—but bold,
The pride of her daddy and the TARA household,
A psychiatrist's dream, if there ever was one,
Spoiled, petted and pampered like a favorite son.

Ambitious and selfish to gain every whim,
Chips fell where they may—when she came in,
Melanie, Ashley and all the rest,
Were pawns in her quest to get—the best.

Then SIEGE set in to exact its price,
She toppled down from all that was nice;
Sherman's right, when he said "War is Hell"
But it didn't dampen the fire of this belle.

Over the ashes and embers of the Dear Old South,
Her oath was to fight—and feed every mouth,
One cannot discount this feminine trait,
To fight bravely on—to inevitable fate.

A New Horizon then arose
After four long years of restless repose,
A great new dawning—came over this girl,
To lighten her burden from a terrible whirl.

Rhett Butler now seemed to understand
What she meant by each countermand,
He seemed to know what her emotions meant,
That smile on her face, was the smile of content.

Ona Munson for Three

HOLLYWOOD—Republic has signed Ona Munson to a three-picture acting pact. Her first assignment is in "Wagons Westward."

Acquires "False Witness"

HOLLYWOOD—"False Witness," story by Irving Stone, has been purchased by Republic. Ring Lardner jr. and Ian Hunter will apply the screen treatment.

"None Better Ever"

PITTSBURGH—The *Press* column "How Time Flies," reporting the news of 25 years ago, made this startling statement (as taken from the files):

"Ground has been broken for a new motion picture theatre in Penn Ave. between Frankstown Ave. and the Pennsylvania Railroad. The playhouse will be called the Liberty and will seat 2,000 people. None better will ever be built!"

The Liberty is in the news again after a quarter of a century, William D. Davis, former operator, having been subpoenaed as one of the first witnesses in the government's anti-trust suit.

Perry Nathan Pittsburgh Manager of NSS and AA

PITTSBURGH—Announcement is made of the appointment of Perry Nathan as local manager for Nathan Screen Service and Advertising Accessories, Inc. He has been on duty here as a special representative for several months.

Advertising Accessories, which absorbed Independent Display Co., will retain all employes of that company, according to Nathan.

Assisting Nathan in the accessories line, is John Scott, who reported here several months ago when AA absorbed the advertising departments of Paramount and RKO.

Circuit Shows Deference in Charles Essick's Memory

CLEVELAND—The offices of the Scoville, Essick and Reif circuit in the Film Bldg. were closed Thursday afternoon out of respect for Charles Essick, 87, father of Perce E. Essick who died last week after an illness of several months.

Prior to his retirement from business several years ago, the elder Essick was manager of the Madison Theatre, one of the theatres in the circuit in which his son is an owner. In addition to Perce, he is survived by his wife, two daughters, Mrs. Gertrude Essick and Mrs. Daise Fickensher; ten grandchildren and four great grandchildren.

Bowling Banquet May 4

PITTSBURGH — The Filmrow Bowling League banquet has been dated for Saturday evening, May 4, in the East Room of the Roosevelt Hotel. George Ball and Joe Gins are handling the arrangements. Other members of the committee are Art Levy, Peter Quiter and Joe Pemberton.

Installs Seating

CLEVELAND—Frank Boyd couldn't go to the Variety convention because he was supervising installation of new chairs in the remodeled Heights Theatre recently acquired by the Associated Circuit.

Adapts Yarn for Cagney

HOLLYWOOD—Warner's "City for Conquest," to star James Cagney, is being adapted by Robert Rossen.

See Editorial Opinion Behind Neely Foes

BOSTON—The major interests are seeking public reinforcement in their battle against the Neely bill. Newspaper editorial columns, implicatively procured because of the advertising argument, are being effectively used in the campaign.

"This Neely bill is another notch in the ever mounting system of government intrusion which logically leads to government control," the Cambridge *Sentinel* recently editorialized.

"Well intentioned as is this Neely bill," the suburban Boston paper continued, in part, "it is mischievous in that the act complicates film distributing, creates costly and superfluous methods, passing the charges along to the people who now get their entertainment fill of an infinite variety of motion pictures within the reach of all."

Said a recent issue of the *Arlington News*, which came out against the Neely bill, "On the surface this looks like a good legislation, but already there are indications that this is just another measure to regulate business by politicians who know nothing about it . . . Police power now controls motion picture theatres and protects the public against undesirable films. There seems no need for passage of the Neely bill."

Editorialized the *Portland-Press Herald* at Portland, Me.: "It is a price-control bill. It would require the wholesale distributor to sell a single picture to the exhibitor (the retailer) at the same price they would be charged for the same picture as part of a group purchase. This could result only in money penalties upon exhibitors with not only no advantage to the public but actually with a disadvantage of higher admittance prices."

The one-column editorial of the Maine daily was reproduced in full in the Quincy *Patriot Ledger* and treated there as a local writing.

The Boston *Evening Transcript*, in an article by Dramatic Editor John K. Hutchens said, in part: "Even a layman can see that the Neely bill as it stands is a faulty and actually dangerous one, and the grounds on which it is being urged are generally untenable, and in some respects primarily misleading."

Hutchens continued, "The exhibitor already has far greater liberty in choosing his programs than the Neely bill implies. He can cancel ten per cent and more of the films for which he has contracted, and he can cancel by mutual agreement with the producing company. Block booking, in short, is not 'compulsory.'

"In fact, judging by the large percentage of good pictures that exhibitors have cancelled in favor of gangster melodramas, etc., block booking would seem to uphold the steady higher quality which the films have achieved."

The *Transcript* article drew a rebuttal from Stephen P. Cabot, honorary vice-president of the Motion Picture Research Council. Cabot, summing his remarks, said, "Film entertainment is highly educative—it is one of the greatest educational forces of today. It is the function of the community to exercise its own control over the education of its children. This is the democratic way. On the other hand, distant centralized control by a commercial monopoly involving the education, culture, and moral welfare of our children is un-American and fraught with great dangers."

Store-Room Services Vista Unfolds

Bridgeport—Height of something or other is the experience of a local exhibitor, much harassed by competition of church Bingo games surrounding him, who reports that parents frequently left tiny tots in the warm theatre lobby during the winter evenings while they attended these games. It was sometimes necessary to close up the theatre before the parents returned for their sleepy charges.

Exchange Employes Study Labor Contract Terms

NEW HAVEN—Local B-41 of exchange employes under IATSE met at the Hotel Garde to review the wage and hour terms set forth in the contracts agreed upon last December but just received in the territory. Jack Mullen presided and pointed out to the 35 members present the wage increases recorded in some instances, holiday provisions, and other new features, effective until December, 1941. Robert Hoffman, 20th-Fox head shipper, was elected acting business agent for the union to succeed Katherine Fitzgerald, no longer employed in the district. Nominations will be made at the May meeting of the union, with elections following in June.

Sunday Afternoon Shows Are Declared Illegal

FRANKLIN, N. H. — Sunday afternoon shows are illegal here, even when arranged as benefit performances, it has been ruled by City Solicitor George A. Kidder.

The city council received a request to permit films on Sunday afternoons at the Polish Home for the benefit of the Polish Relief Fund, and referred the matter to the city prosecutor for an opinion.

Solicitor Kidder pointed out that present laws prohibit film shows before 6 p. m. on the Sabbath, and benefit shows could not be held before that hour without violating the regulations.

Search for "Jody"

SPRINGFIELD, MASS. — With over 500 youngsters interviewed in a single day and many of them tested, M-G-M's search for a New England boy to play the role of "Jody" in "The Yearling" got under way last week in Worcester, Springfield and Hartford.

Dorothy Parker Assigned

HOLLYWOOD—Dorothy Parker and Alan Campbell are doing the script of "Singapore" for Columbia. Miriam Hopkins will be starred.

Ayers Due to Answer Millett Suit Queries

BOSTON—At a United States district court hearing last week on a petition brought by George S. Ryan seeking to require Norman J. Ayers to answer questions propounded to him regarding Middlebury, Vt., attorneys representing the local Warner exchange manager stated that they would produce Ayers "at a convenient time" to answer the interrogations.

George S. Ryan, attorney in the anti-trust suits of C. F. Millett, operator of the State in Bridgton, Me., and the Millinocket Theatre, Inc., operating concern of Frank LePage at Millinocket, Me., filed the petition when Ayers, upon advice of Attorney Stuart H. Aarons of Vitagraph, Inc., "refused to answer certain interrogatories . . . related to Middlebury, Vt., and announced his intention of continuing to refuse to answer any other interrogations relating to that situation, particularly along the lines of testimony given in his deposition in the Gorham matter."

"The evidence given by Mr. Ayers and the exhibits marked for identification in connection with his deposition," Ryan stated, in his federal court petition, "disclosed that each season the defendant Vitagraph negotiated with the defendant Kurson and made contracts with him for the entire Graphic circuit at one time, these negotiations and contracts included not only Millinocket and Bridgton but also Middlebury, Vt.; that the size and the 'buying power' of the circuit were important factors in the negotiations; and that the defendant refused to negotiate with the competing exhibitors in those localities, except for some films of poor quality that would be rejected by the defendant Kurson.

"The evidence given by other witnesses and the exhibits marked for identification in connection with their depositions showed the same procedure in the negotiation of contracts between the defendant distributors and Kurson; that Kurson had insisted that certain distributors refuse to license any films to any competitors, and that they had agreed with him not to license films to said competitors; that he had made threats not to buy any films for any places where his circuit operated theatres from certain distributors if they licensed any films to his competitors; that because of an expected or threatened government investigation he had given permission to distributors to license his competitors films which he had not contracted for, and second-run films which he had first exhibited in the localities where he had competition."

Newell Kurson, Graphic Theatre circuit executive and son of Sam Kurson who founded the chain, is, incidentally, one of the prospective witnesses named by the department of justice in the government equity suit.

Drama Holds Out 8 Days

WATERBURY, CONN.—Joseph Solly's dramatic stock venture at the old Jacques Theatre lasted eight days. On the final night the boxoffice take was below $20.

Council's Publication Rises to Prominence

NEW HAVEN—On May 7, 1935, the New Haven Council of Theatre Patrons published the first issue of *Theatre News*, weekly motion picture review for New Haven and other towns in New Haven county. This organization, whose strong feeling that more impartial information should be available for moviegoers had dictated the inauguration of the weekly, was them fortified with exactly $325, donated by two friends, to carry on its publishing venture. No attempt had been made to secure subscribers or advertising at that time. As *Theatre News* celebrates its fifth anniversary this year, and issues a special anniversary number which will find its way into 10,000 homes, it counts a circulation of almost 3,000, many regular advertisers, and, though at first viewed with suspicion generally, it now has the approval of educators, students, theatre people, and scores of moviegoers in all walks of life.

Dr. Mark May Chosen Head

Some time after, convinced of the value of the periodical, several officers of the Council of Theatre Patrons formed a corporation to handle its publication. Dr. Mark A. May, executive director of the Yale Institute of Human Relations, who had been president of the council, became president of the Theatre Patrons corporation. Dr. May is a director of the American Film Center, a member of the Motion Picture Project of the American Council on Education, and serves on the Advisory Committee of the MPPDA, on the use of motion pictures in education. Mrs. Wilder Tileston, the Penetrix of *Theatre News*, whose motion picture column, "Talking It Over," has delighted countless readers for its originality and keenness of criticism and charm of style, was also an officer of the Council, and became an officer of the corporation, as did Jack Schaefer, capable editor of the weekly, who holds the post of editor of the New Haven *Journal-Courier*.

The publication has gradually increased in size and scope to include all entertainment features in these parts, such as legit shows, summer theatres, concerts, exhibits, etc., although its emphasis remains on motion pictures. In January, 1939, a national service, "The Movies . . . and the people who make them," was inaugurated, with special articles by outstanding authorities on the American and foreign picture scene. This weekly service now has subscribers in 40 states here, as well as in England, Holland, and India. It is used by schools, libraries, educators, theatres, and moviegoers generally.

Among the features in the special anniversary issue will be an article by Dr. William Lyon Phelps, Yale litterateur, and others to be announced.

Fishmans Close Winchester

NEW HAVEN—Fishman Theatres report the 400-seat Winchester here closed indefinitely. The house has been operating recently on a reduced three-a-week schedule.

Apparently Leo Keeps Them Satisfied

Boston—A total of 58 years uninterrupted service to M-G-M is the record rung up by the five bookers in the local exchange. The breakdown goes like this: Charles F. Repec, 20 years; Nathan Oberman, 14; Albert C. Wheeler, 11½; Thomas F. Farrell, nine, and Matthew F. Donohue, three and a half.

Gift Nights Are Not New, Garvie Reveals

HARTFORD—Dish and book nights, which have been popular in some local theatres, are not new, according to Billy S. Garvie, of the Hartford *Times* and somewhat of a local historian.

Garvie has found that gift shows filled the local Roberts Opera House, now defunct, back in the 80's.

The Fakir of Ava, a magician, offered not only a piano, but a melodon, sewing machine, 25 barrels of flour, 10 tons of coal, and 50 hams as well.

Sig Rubini, conjurer, gave away a $125 horse, parlor and bedroom sets, boxes of laundry soap, sacks of flour, cigars, bacon and $100 in gold.

Pitkin Testimonial Dinner Plans Are Taking Shape

NEW HAVEN—Plans for a gala testimonial dinner at Racebrook Country Club in honor of Barney Pitkin, RKO manager's 20th anniversary on Meadow Street, are daily taking form, and a tentative date of May 7 has been set for the event. Thomas Donaldson, Metro manager here, has been appointed chairman of the dinner, with Morris Joseph, Universal manager, as secretary, and Hugh Maguire, RKO booking manager, as treasurer. Invitations have gone out to the trade, and a large turnout is expected in celebration of the anniversary of this manager, who has himself acted as chairman of most of the film district's dinners here.

Assisting the chairmen is a large committee, including Herbert MacIntyre, Larry Gardiner, Ross Cropper, Ben Simon, Lou Wechsler, Tim O'Toole, Edward G. Ruff, Roger Mahan, Nat Furst, Samuel Seletsky, John Pavone, I. Levine, William Canelli, B. E. Hoffman, Arthur H. Lockwood, Edward Peskay, Harold Eskin, J. B. Fishman, George Wilkinson, Peter Perakos, Lou Gordon, Irving C. Jacocks jr., Harry F. Shaw, Donald Jacocks, Irwin Wheeler, Samuel Rosen, A. M. Schuman, Maurice Shulman, Herman Levy, Martin H. Keleher, William Pine, Maurice Bailey, Daniel Finn, John Evers, Leo Ricci, Lou Anger, Morris Haddleman, Henry Needles, James McCarthy, Walter Lloyd, Ranny Maller, John Hesse.

Small Assigns Tim Whelan

HOLLYWOOD — Producer Edward Small has assigned Tim Whelan to direct "My Official Wife," based on a story by Ernest Vajda.

Educator Points Way To Film Appreciation

NEW HAVEN—"The best films, it is felt, should be publicized and emphasized; the poor ignored," advises Donald A. Eldridge, director of audiovisual education in the New Haven schools, in a pamphlet depicting a motion picture appreciation program, which is being sent to all schools. The paragraphs on related activities and theatre cooperation further state, "The endorsement of good taste and intelligence seems likely to produce more lasting benefits than any mandatory censorship . . . In other words, the approach should be constructive, if the students are to gain the maximum value from the appreciation program. At the same time, this is the only basis upon which the exhibitors—the people who run the theatres and have to make their living at it—can be expected legitimately to cooperate with the schools. If the work of the schools is to be fully constructive, it must concentrate on encouraging, not discouraging, these exhibitors."

"Much depends upon this relationship between the schools, who deal with students, and the theatre people, who deal in films. The latter want to cooperate chiefly because they realize that anything which calls attention to the movies is good for their business. They make no secret of this fact. They realize also, however, that they have the power to make a great contribution to the educational system. The two can coordinate their efforts with great mutual benefit simply by understanding each other's problems, resources, and objectives."

Special rates for groups of students accompanied by a teacher, distribution of study guides, and screenings for teachers are especially lauded.

Moving Pictures Should Move, Reminds Critic

NEW HAVEN—"The motion picture has its own and most rigorous technique," says Sidney Howard in *Theatre News*, "which is best described by saying that a moving photograph must move and keep moving. In other words, its story, to be well told, must be continuously in action. What the characters think and feel on the screen must be expressed by doing, and only strong and clear thoughts and emotions can be expected to pierce through a medium which, even in color, lacks the reality of the flesh and blood of the stage on the one hand and of the novelist's personal spell on the other . . . It has been said that the dialogue scenes of pictures should be written as though each were a full-rate cable for every word of which the writer has to pay out of his own pocket. Length hangs like doom over any picture."

Get "Fiesta in Manhattan"

HOLLYWOOD—Warner's "Fiesta in Manhattan" will be adapted by Robert Rossen and Charles Kaufman from an original by the latter. John Garfield will be starred.

BOSTON

HY TEICH, head of the film district Four Star Press, has been made an honorary member of the Kappa Tau Alpha, national journalism fraternity. Teich was formally inducted at a Fox and Hounds initiation last Saturday.

James Craig, former chief of service at Keith's Memorial, has been transferred in similar capacity to the RKO Boston . . . Ben Domingo, city manager, has brought Joseph Mansfield from the Boston to the Memorial, also as chief of Service, in the swap.

Warren Nichols, operator of the Gem in Peterboro, was down from New Hampshire . . . Harry Asher, independent distributor, was in New York on business last week . . . Leila Ernst, who came on from Hollywood to join the cast of "Too Many Girls," was due in town this week . . . Bert Jones has been in this territory on "Assassin of Youth."

Dorothy Hamlin, secretary to Manager Fred Greenway of Loew's State for the past three years and relief secretary during that time to H. M. Addison, former division manager now with the Schine circuit, has joined Baldwin & Co., local brokerage firm.

Charles Kurtzman, new northeastern divisional manager for Loew's, Inc., was presented with luggage at a farewell banquet given him in Pittsburgh on the eve of his departure from the post of manager of Loew's Penn.

Leon Task, operator of the State in Milford and Keith's in Campello, has a particular peeve. It's having his name misspelled, "Trask" . . . Ben Gold, manager of the Colonial in Nashua, is using a book giveaway . . . Irving Anshen of the Master Motion Picture Co. contributed an article, "So This Is Boston," to a recent issue of "This Week in Boston" . . . E. M. Loew planned to open his auto theatre in Lynn on Thursday.

William McLaughlin, operator of the Stoneham in Stoneham, is using Lucky Night on Friday and Wednesdays at the suburban house. He gives away books to bolster the Saturday take . . . Arthur K. Howard, business manager of the Independent Exhibitors, Inc., had the film district office of the Allied affiliate renovated last week.

Tony Zinn, manager of the RKO Boston, is convalescing following an operation . . . Mary Hildegarde Healey, recently with M-G-M and formerly Boston advertising manager for the Keith's Memorial, was to have been married Patriot's Day at Boston College.

William Powell, with Paramount interests for the past dozen years, has taken over the management of the eight Massachusetts theatres of Herman Rifkin . . . William Kelly, Universal branch manager, has been vacationing in Florida . . . John Dervin, UA branch manager, still has some Florida tan . . . Leo Bonoff, Connecticut theatre operator, has been in Florida.

Joe Marquis, manager of the Egyptian in Brighton, broke local newspapers by posing, a la J. P. Morgan, with a group of Hermines Midgets . . . The midgets, following the Egyptian Theatre booking, had a return engagement in the Jamaica in Jamaica.

Herb Elwes, local Photophone sales representative located in the Metropolitan Bldg., Boston, has placed new sound equipment in the new Tower, Fred Van Doren house at Waterbury, Conn. . . . The Whitney, tentatively scheduled to open on May 10, has also been outfitted. The latter house is to be operated by the Baileys of New Haven.

David Shapiro, head of Wholesome Film Service, Inc., was in the film district, continuing to convalesce from a recent serious illness . . . George Carter, manager of the Winchester in Winchester, has been on the mend . . . Harry Browning, M&P advertising manager, has had a bit of a cold.

Mary E. McGoldrich has turned back operation of the Enfield in Enfield, N. H., to C. Shannon, who had transferred his interest to her some months ago . . . George Laby now is managing the Victory in Holyoke . . . Dave Perkins, manager of the Strand in Holyoke, was M. C. at a testimonial tendered Laby . . . Tom McNulty, operator of the Warwick in Marblehead, is, despite reports to the contrary, enjoying good health.

Bob Gordon supervised installation of new booth equipment at the Braintree in Braintree, Arthur Lockwood and Louis Gordon house . . . Charles Fish of Capitol Theatre Supply installed new equipment at the Broadway in Somerville, Arthur Viano house . . . William H. McLaughlin is planning routine rejuvenation at the Stoneham in Stoneham . . . Mary Trainor, veteran Columbia employe, has been ill at Beth Israel . . . Robert Portle dispensed ginger ale to exploit "Ten Nights in a Barroom" at the Plaza in Worcester . . . Joe and Al Longo hired a stilt walker for Loew's State and Orpheum ballyhoo on "Broadway Melody."

A. Phifield has taken back operation of the Park in South Berwick, Me., from G. Gebrow . . . Tom DiMaura and James Guarino opened the Drive-In Theatre in Weymouth last Saturday . . . The Wrayham Auto Theatre is operating . . . DiMaura and Guarino plan to open the Drive-In in Shrewsbury today . . . The pair have set no date for possible reopening of the Drive-In at Saugus.

Joe DiPesa of Loew's, Inc., planted a four-day contest in the Boston Traveler, *based on the identifications of Gable-Crawford stills. Forty prizes in all were awarded to exploit "Strange Cargo" . . . Mel Morrison, manager of the Strand in Dover, N. H., tied in with New Hampshire State College for a lobby electrical exhibition to exploit "Young Tom Edison" . . . Jim O'Laughlin, manager of the Strand in Amesbury, exploited Harry Segal's "Mill on the Floss" with scholastic tieins . . . Walter Gillis, booker for Cameo Screen Attractions, Inc., has been seriously ill at his home with a spine infection.*

John Markle, manager of the Coolidge Corner in Brookline, has been writing a column for the *Citizen Press,* local newspaper . . . A cooking school has been set by Max and Joseph Levenson for the Brookline Theatre in Brookline . . . Joe Marquis has been holding a cooking school at the Egyptian in Brighton . . . The final session in a cooking school promotion has been held at the Jamaica, M&P Theatres Corp. house in the Boston suburb of the same name.

Martin Weinstein has had new booth equipment installed at Keith's in Fairhaven . . . The Independent Theatre Supply Co. has installed new booth equipment at Cushing Academy at Ashburndale . . . Phil Bloomberg, operator of a group of Salem theatres, plans to lease the Empire for summer legit.

Sam Davidson of Cameo has the New England distribution rights of a new one-reel gratis short, sans advertising, showing Quebec scenes. Helen Mysco has booked the film solidly through April . . . H. H. Moloney, manager of the Poli in Worcester, procured tintypes from a photographer for "Young Tom Edison" exploitation . . . Mike Kavanaugh has been here in advance of "Dr. Cyclops."

Jack Goldstein, former national exploitation manager for UA, plans to resume publication of "This Week in Hyannis," in the Cape Cod summer resort for the vacation season . . . Don Mitchell, manager of the Paramount in Newton, has been running a cooking school . . . Michael J. Hurney, part owner of the Tower in Lowell, has acquired a new home in Quincy.

Frank Bosketti, operator of the Premier and Star in Lawrence, was in town . . . Ellen Drew was to have been in town this week . . . Meyer Gruber, former manager of First Division locally, and recently in the premium business, was in the district . . . Theodora Lytle, secretary to Arthur K. Howard of the Independent Exhibitors, is hunting the owner of a lost overcoat button.

No date has been set for the reopening of Parish Hall at St. Agatha, Me. The house was closed recently because of poor business . . . Equipment has been removed from the Central in Apponaug, R. I. . . . The Playhouse at Friendship, Me., continues dark . . . Reginald Morse of the Morse and Rothenberg circuit has signed for a new dish deal for Adams, Mass. . . .

(Continued on page 65)

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
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NEW HAVEN

CONNECTICUT construction scene: Opening of the new 900-seat modern, air-conditioned Whitney Theatre by Maurice Bailey expected this week. Ground has been broken for the new Westville village theatre of the Westville Theater Corp., of which Maurice and Sam Bailey are principals . . . The 600-seat Tower, Waterbury, now looks like a May 1 opening, according to Frederick Van Doren . . . Construction of the new 800-seat Warner Bristol again is delayed about three weeks, while plans are completed and estimates received. A. M. Schuman and associates also are delaying the new Black Rock, pending completion of plans and arrangements . . . Lou Anger is working on his new Bridgeport house negotiations . . . Rocco Longo of the Community, Oakville, reported considering new theatre plans. Several renovations are also being considered.

Fred Van Doren of the Hamilton, Waterbury, plans to spend most of his time at the new Tower, when completed, with Burton Van Doren and Everett Harris keeping tabs on the Hamilton . . . "GWTW" goes into Joe Reed's Bantam April 28 *to* 30.

Irving C. Jacocks jr. of the Branford has been named a director of the Branford Trust Co. Jacocks is on an automobile tour and was last heard from when he stopped in Arizona . . . Angelo Tomasino, who assists his father, Michael Tomasino, at the White Way and Victory, receiving glowing tribute for his adaptation of "The Warrior's Husband" and direction of the Dixwell Players in the piece for the recent drama tournament. The group won first prize of $20 and a cup, with an additional $5 prize for the best comedy. Max Tabackman offers to back the production on Broadway if Angelo can sign Rochester for the lead.

Busy Monday on Meadow Street: Mr. and Mrs. C. Hess of Moosup and Groton in for an infrequent visit . . . Tom Martell of Fort Wright, New London non-theatrical, which runs films three-a-week, was in for his monthly visit . . . Pete Perakos and son in from New Britain . . . John Sirica of the Strand, Thompsonville, Maurice and Joseph Shulman of Hartford and Windsor, and A. M. Schuman of Bridgeport . . . Mike Sirica is back at his Waterbury theatre after a siege of the grippe. He claims his bowling defeat at the hands of Henry Germaine was due to the oncoming grippe, and challenges Henry to a return match.

Henry Bruening, UA shipper, gave Meadow Street a little noon-hour excitement when his car was side-swiped and fender smashed by another car . . . Evelyn Mott is the newcomer to the Warner exchange secretarial staff . . . George Freeman, Poli, Springfield manager, has returned to his home after his operation in New York but will not be back on the job for several weeks. Same applies to Cy Barrett, Warner theatre department executive . . . B. E. Hoffman, one of the Warner chiefs, is active chairman of the United Palestine Appeal.

Sidney Lax, Columbia head shipper, is back at work after a recent operation . . . Sam Rosen is off on a 10*-day vacation in Miami by car . . . Wedding bells rang for Al Davis, Metro ad sales manager, and Helen Pollock on April* 20. *Pep Club members presented the couple with a gift . . . Lou Ginsberg, UA salesman, and Rita Baum nuptials were at the St. Moritz, New York, on April* 21. *After a two weeks' honeymoon trip, the newlyweds will take an apartment in New Haven.*

Frank Henson, who has been promoted from Loew's Canton to Akron, was former manager of the Bijou here . . . Steve Panora of Willimantic and Stafford Springs is waiting for the end of the war to visit his brother, who is a doctor in Athens . . . Helen Elder, Charlotte McGuigan of the Poli division staff and Mr. and Mrs. Ernie Gaw, of Aetna Cleaning, drove to Harrisburg for the weekend to visit with Billy Elder, recently transferred from the Bijou to Loew's, Harrisburg, as manager . . . Dave Kauffman of the Poli division art staff, is preparing for spring by refinishing his golf clubs . . . Jim Memery's spring song is young Jim.

William Hutchins attended the funeral services of M. B. Carroll, treasurer of National Theatre Supply Co., in New York last week . . . John Hesse had a New York holiday recently . . . Lou Cohen, subbing at the Poli, Springfield, is getting lonesome for his family and theatre in Hartford. Matt Saunders, of the Poli, Bridgeport, took a busman's holiday and visited the Poli office on his day off this week . . . Loew-Poli managers held a meeting on spring and summer campaigns and decorations Monday, with Harry F. Shaw and Lou Brown presiding.

Ben Jacobson and Felix Feist, on their much-publicized quest for a boy of 11 to act "Jody" in the coming production of "The Yearling," made screen tests in Springfield, Hartford, and Worcester . . . Adolph Johnson has sold his encyclopedia deal to the Parkway, Bridgeport and Plymouth, Leominster . . . Standing room last night of the week at the Loew-Poli, New Haven . . . Nat Rubin contacted Catholic priests in the city on the new March of Time release on the Vatican.

Campaign counts: Warner exchange was first in the Sears Drive with one week to go . . . Universal ranks third in the Bill Scully campaign which ends May 4 *. . . Columbians are first in the eastern division and* 11*th in the country . . . Republic's "Rancho Grande" is playing all the Warner A houses.*

Plenty of Harmony In the Business

Boston—It's a true story. A checker, working locally, recently had the urge to spend a weekend with the home folks, so the theatre manager offered to help out and dutifully forwarded daily reports to the distributor during the checker's absence.

Aaronson Finds Industry Customers Among Best

BOSTON—Sol Aaronson, of the Commercial Manufacturing Co. of Boston which annually dispenses thousands of dollars worth of artificial leather for theatre seat coverings, cannot see why a large part of the motion picture business is carried out on a C. O. D. basis.

Aaronson supplies artificial leather to some ten different trades, including the novelty field, pocketbooks, automobile, upholstery, etc. His losses in some of these latter brackets have gone as high as five per cent. Aaronson told BOXOFFICE last week that during the many years he has dealt with the motion picture trade, he has lost less than one-tenth of one per cent.

New Hampshire Out After Summer Tourist Trade

CONCORD, N. H.—Theatre men are expected to get their share of increased summer business as the result of a large state advertising program arranged under the direction of Donald D. Tuttle, state publicity director.

Due to unfavorable foreign travel conditions and improved economic conditions in this country, Director Tuttle anticipates the greatest influx of vacationists in several years. Five leading metropolitan newspapers and five nationally circulated magazines will carry Granite State advertising.

Hub American Legion Post Plans Boat Trip May 18

BOSTON—The Theatrical Post of American Legion has set its annual Boston-New York boat trip for May 18. Primary plans for the exodus were laid last week by special meeting at which Joseph Kantor, Al Kenney, Harry Aaronson, and Ben Johnson were among those present.

William H. McLaughlin, Stoneham exhibitor who heads the Post, went ahead with further details this week.

Segal Spots Two Imperial Films in Hub First-Run

BOSTON—Harry Segal, Imperial Picture's head, has set two local first runs at the RKO Boston. "Lost on the Western Front" played the house last week, while Ben Domingo was to have opened Thursday with "North Sea Patrol." Segal spotted the New England premiere of "Ten Nights in a Barroom" at Loew's Poli in Worcester last week. He set "Outsider" to open last Friday at Loew's State in Providence.

Teich Addresses Students

BOSTON—Hy Teich of the Four Star Program Co., film district printing establishment, lectured on layout and design at the first forum of high school and academy newspaper students at Boston University department of journalism recently. Teich is slated to speak before the seniors of the Boston University school of journalism on Vocational Day, April 25, regarding opportunities in job printing plants.

SPRINGFIELD

GOOD NEWS! Loew-Poli manager, George E. Freeman, who is now convalescing at New York's Mount Sinai Hospital, is expected back soon, according to Lou Cohen, manager of the Loew-Poli Palace in Hartford, who has been filling in for him . . . Broadway Theatre sponsors "Amateur Night" on Fridays . . . Harold H. Maloney, manager of the Loew-Poli, Worcester, hosted some 90 youngsters from the orphanage at a showing of "Young Tom Edison."

Anticipating good business for "Primrose Path," Manager Ed Smith of the Paramount brought in the film a day ahead of schedule . . . Loew-Poli visitors in Springfield were Division Manager Harry F. Shaw, Publicist Lou Brown and Elliot Kronish . . . Maurice Lawler, former employe at the E. M. Loew's Court Square, is now chief of service at the WB's Capitol.

Manager Harold H. Maloney of the Loew-Poli, Worcester, was a Springfield visitor, accompanied by the Mrs. . . . Emil Morceau, chief operator at the E. M. Loew's Court Square, was in New York . . . Ditto, Jack Foxe, Loew-Poli assistant manager . . . Robert Mayo of the Paramount was married to M. McGovern last week.

Spring renovation at the E. M. Loew's Court Square included a new stage floor in addition to revamping of the emergency lighting . . . New employe at the Paramount is Carl White, former E. M. Loew's Court Square doorman . . . Robert E. White, a native of this city and now chief announcer and night manager of WBZ, Boston, has reportedly just finished his first screen role as a family physician in "The Open Door," which is slated for an early release.

The "Forward Springfield" exhibit of 72 local business concerns came to a close last fortnight at the Auditorium. Total attendance for the three-and-a-half days was 37,642 . . . Assistant Manager Earl Whitford of E. M. Loew's Court Square reported capacity business during the p. a. of Pat Rooney.

Namesake Inn Provides a Tie for "Seven Gables"

BRIDGEPORT, CONN. — Manager Morris Rosenthal has a natural tieup with the Seven Gables Inn, a Boston Post road night club, for "The House of Seven Gables." A street bally with a mechanical man was also effective. Manager Rosenthal also received an endorsement of the picture from the superintendent of schools.

Offers Cut Outs

BOSTON—Jack Riff of the Film Post Service is offering New England exhibitors a new series of screen process cut outs, available in such sizes as 30x40, 40x60, 24x60 and 24x82. Riff may be contacted at 12 Winchester Street in the Boston Film district or by telephone at DEVonshire 7711.

March of Time Crew Excites New London

NEW LONDON, CONN.—Localities who at first thought they were witnessing the filming of a motion picture fire scene outside a New London mill, were, in reality, seeing unfolded a practical joke which cost its devisers about $1,000. The stunt was reported and pictured in the press as a scene from The March of Time's new motion picture, "The Ramparts We Watch," but had, it seems, nothing to do with the film.

The tale, as reported by the Bridgeport *Herald*, is this. Roy E. Larsen, president of Time, Inc., which owns The March of Time along with *Time*, *Life* and *Fortune* magazines, was expected here with a group of motion picture and publishing executives to inspect the local studio. His companions included John Wood, comptroller of Time, Inc., C. D. Jackson of *Time*, and Ned E. Depinet, vice-president of RKO Distributing Corp.

Relaxing for a moment after the strain of shooting the picture day and night for two weeks, Louis De Rochemont, the producer, decided to play a practical joke on the visitors by making them believe all their work had gone up in flames just as the picture was finished. Hiring some fire trucks, firemen and policemen, he laid out elaborate plans for the "fire." And when the New York film and magazine executives came into town, they were greeted by a junior executive of Time, Inc., who phoned the studio as soon as the party started for the place. Three minutes later, 40 smoke pots were lighted on the roof of the studio. Firemen began racing up and down ladders, and the police made quite a show of holding back the crowds that gathered.

By the time the visitors' car reached the top of the hill above the studio, great clouds of smoke were billowing forth from the roof. A police car blocked the executives' path, so the latter had to go down another street. As they stepped from their car, an actor who had been brought up from New York for a part, reportedly cried out, "If you fellows are extras in this picture, you might as well go back. I've been waiting four weeks for a bit part. I got a job today, and now look! The damn place is burning down."

Going into the studio expecting to find half of the interior ablaze, the executives found instead a party in progress all in their honor. Even the principals used in the early scenes of "The Ramparts We Watch" had been brought back in from New York and put into costume for the occasion.

The city of New London got $40 for the use of the fire trucks, each fireman was paid $5 and the policemen got "special duty" pay.

All Voluntary

BRIDGEPORT, CONN.—Tomp, whose column appears in the Torrington *Register*, gets quite a kick out of that censored advertising material sent out by Warner on "Virginia City."

According to his column, "Read It or Not," Tomp finds the placard "all very striking and appropriate—but alas, the sinister head of censorship seems to stick out from it.

" 'Virginia City,' the placard informs us, was where 'Mark Twain won his spurs' and where 'the town demimondaine was a member of the volunteer fire department.'

"It's all right there in the second statement—the one about the demimondaine and the volunteer fire department—that evidence creeps out.

"As originally placarded, the 'town's loveliest demimondaine' was proclaimed a 'sweetheart' of the Volunteer and 'member' substituted.

"Rather a nice distinction, if you ask us—and one which still leaves room for a bit of explanation on the part of the volunteer firemen."

NEW HAMPSHIRE

IN RECENT Brewster Academy alumni notes in the Wolfeboro newspaper, Evelyn Sanborn Sands, daughter of Ansel N. Sanborn, Carroll county theatre chain owner, received mention. She has been a member of the Gilchrist department store's office staff in Boston since 1935.

All forms of gambling, especially Beano and other games staged to aid church budgets, were opposed at the 111th annual New Hampshire Methodist Conference in Colebrook. The opposition also covered pari-mutuel betting at the Rockingham Park racetrack in Salem.

"The Ninth State," New Hampshire's color film, was shown at a recent meeting of nearly 150 road agents and selectmen in Manchester.

Musicians in Keene and vicinity have organized as Local No. 634 of AFL. Charles MacDonald is president; Walter White, vice-president; Richard Donovan, recording secretary; Mason Schutzman, financial secretary-treasurer, and Fay Metcalf, sergeant-at-arms.

The stage of the State in Manchester, New Hampshire's largest cinema house, was booked for five mornings, April 15 to 19, as the scene of the annual Spring Cooking School sponsored by the Manchester Electric Appliance League and the local newspapers. The theatre, with 2,500 seating capacity, was jammed for the event.

Back to New London to Complete "Ramparts"

NEW LONDON, CONN.—A March of Time camera crew has returned to New London to complete shooting on the company's first full-length feature, "The Ramparts We Watch."

In addition to the film shooting in the local vicinity, much material for the film has been gathered during the past year by production units in the Caribbean, Panama, Hawaii, Guam, and along the Atlantic and Pacific coasts.

HARTFORD

THE stock company at the Jacques, Waterbury, which opened last fortnight, has already closed . . . Manager Bill Flanaghan's Lyric was repainted inside . . . With the baseball season almost here, reports have it several theatres about town are planning baseball teams . . . Manager Lou Cohen, Loew's-Poli, Springfield, was in Hartford last Friday . . . Paul Whiteman's orchestra played without its leader, who was ill, during its appearance on the boards at the State. Radio Singer Connie Boswell took over the spot.

Manager Bernard M. Levy, Proven Pictures, was in Boston last Monday . . . The new stage drapes at the E. M. Loew's look nice . . . Regards are in order for Rockie Matarese, stage manager at the State, and Rubin Lewis of the Loew's Poli Palace stage staff. Both had birthdays on April 5 . . . Riverside Amusement Park in Springfield has reopened . . . Manager Jack A. Simons, Loew's Poli, sent out Louie Konior, usher, in quest of some Rebeccas on Hartford's main stem on the opening day of "Rebecca." To all women whom he found with first names of Rebecca, he gave away free passes to see the show . . . Meyer Aaron is a new part-time usher at the Loew's Poli Palace . . . Manager George E. Landers, E. M. Loew's, was in Boston last Tuesday.

Bert MacKenzie of the Loew's Poli Boston office was in Hartford the other day searching for a youngster to play "Jody" in M-G-M's forthcoming production of "The Yearling" . . . Sam Harris, one of the owners of the State, is now comfortably settled in his new home . . . Ed Sullivan, the second Hollywood columnist to hit Hartford in six months, appeared on the boards of the State with a troupe including a half dozen filmsters . . . Sidney Meister and Elihu Brocks are new ushers at Loew's Poli . . . E. M. Loew's is forming a baseball team composed of house employes. Oscar Cappuccio, according to present plans, will be captain. Any theatre in metropolitan Hartford with a baseball team is invited to phone Hartford 5-6789 and arrange for games . . . Eddie Cantor was in town for a day, doing a p. a. at the State . . . State's publicist, Rudy Frank, was in New York the other day.

Jimmy Randazzio, E. M. Loew's usher, is ill . . . Bill Marsh, former usher at Loew's Poli, is now working in the accounting department of Hamilton Aircraft . . . Elsie Knox (nee Elsie Kornbrath of Hartford) appears in "Free, Blonde and 21," in support of Lynn Bari. Localites are hoping that the former Hartford High School student makes as big a name in the motion picture industry as those other Nutmeg Staters—Katharine Hepburn of Hartford, Rosalind Russell of Waterbury, and Arline Judge of Bridgeport . . . Lou Cohen is expected back in a few days from Springfield, after having filled in for George Freeman, manager of the Loew's Poli in that Bay State City, who was ill at the Mount Sinai Hospital, New York.

Oscar Cappuccio, member of the maintenance staff at E. M. Loew's, reports his son, Joseph, is quite a jitterbug . . . Mrs. Agnes Tucker, Loew's Poli matron, is back on the job after an illness that kept her in bed for some time . . . Manager Bill Flanaghan of the Lyric reports the theatre's marquee and boxoffice have been painted . . . Manager Walter B. Lloyd, M&P's Allyn, reports "Typhoon" is due at that theatre soon.

Observes Mrs. M. Oakley Christoph on the customs and habits of a few metropolitan Hartford theatremen: "Did you know that:—Ted Martin and Sam Harris of the State Theatre are professional men who gave up medicine for the theatre?—And aren't sorry . . . That Frank Morin of the Regal Theatre has been in the business 15 years . . . So has Hugh Campbell of the Central, but to get his years of service, you've got to add seven . . . That George Landers is a yachting enthusiast? . . . That Walter Lloyd lets nothing get him down—maybe that's because Marj, his wife, is also that way . . . That Dave Sugarman of the Colonial goes off the deep end about his son if he can tie you down to listen?—" . . . Reviewing films for the Newsdaily, *Hartford's new tabloid, is Miss Arline B. Boucher, former member of the motion picture department at the Hartord* Times . . . *WB's district manager, Henry Needles, was ill.*

Hub Cinema Club Forges Ahead to Prominence

BOSTON—The Boston Cinema Club, with a present membership of 58, has become one of the most influential film district organizations, socially and charitably.

Sam Berg, 20th-Fox head booker, is president of the fraternity of exchange and circuit office managers and bookers. William Cuddy, RKO booker and one of the principal organizers of the group, is first vice-president. Frank Wolf, National Screen Service office manager, is second vice-president. Treasurer and secretary respectively are Dave Grover and Harry Smith, both RKO bookers.

The executive committee is composed of Charles Repec, M-G-M head booker and original president of the group, Harry Schlar of Paramount, Tom Fermoyle of M&P, and Berg, Cuddy, Smith, and Grover.

The Cinema Club membership includes: Louis Bechman and Joseph Carroll of United Artists; Abe Barry, Henry Greenberg and Walter Silverman of Columbia.

William Alperin and Samuel Richmond of the Fred E. Lieberman circuit; Samuel Berg, Stanley Farrington, Sig Horowitz, and Norbert E. Murray of 20th-Fox; John Brown, William L. Hughes, Bud Lewis, Edward Maloney, and Harry Schlar of Paramount; Max Burlone, George Hershenson, George Levy, and Frank J. Wolf of National Screen Service; Jerry Callahan, Walter G. Dyer, Leo E. Griffin, William Murphy, and Harry J. Martin of Universal.

William J. Cuddy, David W. Grover, Cyril F. McGerigle, and Harry P. Smith of RKO; Matt Donahue, Thomas Farrell, Nathan Oberman, Charles Repec, and Al Wheeler of M-G-M; Edward W. Feldman, J. Warren Gates, Bert Jacocks, William M. Kumins, Eli Leavitt, and Robert Levine of Warner Bros.

Thomas Fermoyle, G. N. Govan, and Dan Seletsky of M&P; Nat Levin and Thomas F. O'Brien of Monogram; Theodore Fleisher of Interstate, Walter G. Gillis of Cameo, John A. Glazier of Western Mass. Theatres, Larry Herman of the Ralph Snider circuit.

Herbert Higgins of Higgins Booking Service, Samuel Levine of Northeastern Pictures, William J. Mulcahy of Maine & New Hampshire Theatres circuit, John F. Rice, formerly of National Screen, Julian S. Rifkin of the Rifkin circuit, John M. Shea of the M. A. Shea circuit, Charles D. Wilson of Republic Pictures, and Harold E. Young, independent booker.

BRIDGEPORT

C. C. BARRETT, Warner district manager, is back at his home in Norwalk after a long siege of pneumonia.

"Rebecca" moved from the Loew-Poli to the Majestic for a second week, marking the first time in years the Majestic has dropped a picture to handle a Loew-Poli holdover.

William Elder stopped off here to say a few goodbyes on his way to his new post as manager for Loew's in Harrisburg.

On or off the sick list: Rose Bartelini, Warner cashier, convalescing from appendicitis operation . . . Lillian Yanott, American cashier, and "Sandy" Miller, Strand cashier, both back on deck after colds . . . Lawrence DeMott, stage manager of Stamford at Stamford, recovering from auto accident injuries.

Mrs. Lucy Flack of the Capitol, Milford, will play a benefit for the Women's Auxiliary of St. Peter's Church in May.

Samuel Haddleman of the Capitol will visit Washington in May . . . Ronald Smith is set to fly to Hollywood . . . Robert Schwartz of the Playhouse, Thomaston, expects to look over Montreal.

Manager Michael Carroll of the American spends his spare time sudying catalogues and planting hints in preparation for that rose garden he is planning for his new home.

The Strand Amusement bowling team is nearly ready to call it a season and sit down to its annual bowling. At present, Dominick Dellarrocco, manager of the Strand, is leading his teammates with a total pinfall of 7,808 for 72 games rolled.

Mickey Lucas has resigned as usher at the Hippodrome and has been succeeded by Frank Knap . . . Mrs. Reene Marvin is substituting in the Warner boxoffice . . . Lee Ains has resigned as doorman at the Loew-Poli . . . Joseph Staneoko has resigned as doorman at the American to study welding and has been succeeded by his twin brother, Leo . . . Still another Staneoko brother, Frank, has joined the American staff as substitute usher . . . Lois Wilson, Avon, Stamford, cashier, is a year older, but she keeps the total a secret . . . Tony Tragonesse has succeeded Roy Platt as usher at the American.

The Drive-In Theatre, Milford, apparently is all through, a court order to vacate having been issued.

Segal's Contract Breach Action Is Dismissed

BOSTON—The breach of contract suit brought by Harry Segal, former Massachusetts general sales manager for Standard Pictures Distributing Corp., was "dismissed without prejudice" last week by a New York superior court. Defendants in the $32,400 action, based on an alleged three-year contract, were Standard Pictures Distributing Corp. and George Leganes. Justice S. H. Hoffstader based his action on the grounds that the bill of complaint did not state "a cause of action."

Personnel Shifts Made In Goldstein Circuit

SPRINGFIELD, MASS.—Personnel changes in the local Goldstein Bros. circuit follow: William Powell, former manager of the Paramount and more recently in charge of the Victory in Holyoke, has resigned; George Labbe, formerly manager of the Calvin, Northampton, has returned to the Victory, Holyoke; Gerald Germaine, who was assisting Manager Edward Smith at the Paramount, has been assigned to the Northampton Calvin.

Move to Foreclose

WEST HAVEN, CONN. — Foreclosure proceedings against the Forest Theatre Corp., operating the Forest here, have been filed by Arnold Gordon, trustee, in the New Haven superior court. The action, foreclosing the first mortgage, is returnable this month.

BOSTON

(Continued from page 61)

Richard Sears, Universal newsreel man, and Mrs. Sears celebrated their 28th anniversary.

Walter Dyer, Universal booker, has been vacationing following extended illness . . . Herb MacIntyre and Charles Michalson, RKO executives, were in town recently in behalf of the current RKO sales drive . . . Barney Pitkin and Hugh Maguire of the RKO office were up from New Haven.

Ed Brady has been booking flesh at the Randolph in Randolph . . . James Cagney has gone to the coast from Martha's Vineyard . . . John Twigg joined the Universal booking department with absorption of poster distribution by National Screen Service . . . Matt Moriarty, film district union head, has been acting as head shipper at Universal . . . William Benjamin is covering New Hampshire and Vermont for National Screen Service.

Paul Cuddy, son of William Cuddy of RKO, has been convalescing following an operation at Boston City Hospital for an intestinal obstruction . . . Mary Connors of the M&P Theatres Corp. home office has been ill . . . Frank Clements, manager of the Strand in Brockton, has been multiplying theatre business by giving out multiple bunnies . . . Roy E. Heffner of Bank Night has been in northern New England on business.

Sal DiManno, assistant to Fred Greenway at Loew's State for the past year, left for New York and a new Loew's, Inc., assignment . . . Among those seeing DiManno off were Greenway, George McGunnigle, who replaced DiManno; Emil Weretelnyk, Loew's Orpheum treasurer; Dorothy Mack, Dorothy Hamlin, former secretary to Fred Greenway; Vincent Dunfey, present chief of service at Loew's State, and Joseph Cabral, State staff employe.

Censor's Bulletin Lists Thirty-Two Uncut Films

BOSTON — Thirty-two motion pictures were passed last week without a cut, except for one deletion in a Universal newsreel, per the bureau of Sunday censorship's official weekly bulletin of approved films. Among the okayed motion pictures were Paramount's "Typhoon," M-G-M's "And One was Beautiful," and 20th-Fox's "The Seven Seas."

Twenty-four vaudeville acts were issued Sunday licenses. Helene Denizon's routine was disapproved for Sunday showings, while five other acts, including Hermine's Midgets, were given Sunday permits following mandatory modifications.

Burlesque Yields

BRIDGEPORT, CONN.—Burlesque has folded at the Lyric and Al Smith has taken over the theatre for a season of road attractions. The show, in a pre-Broadway showing of "Blackbirds of 1940," did good business. Shows will play week stands at the house.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE**..... **LOCATION**.....

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
MT351 Structural Glass
MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
MT354 Wood Veneers

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The MODERN THEATRE
Room 334 — 332 S. Michigan Ave.
Chicago, Ill. 4-20-40

Please obtain for me free descriptive literature on the following items. (List Key Numbers Below).

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.....

.....

Remarks: .....

.....

Name .....

Theatre .....

City ..... State .....

Who They Are, and Whence They Came

DALLAS—Advance registrations were made by the following:

A

Joe Ackerman ..... Dallas
J. B. Adams ..... Marlin, Tex.
Jack H. Adams ..... Dallas
Jack K. Adams ..... Dallas
Sam Abend ..... Kansas City
Leo Abernathy ..... Pittsburgh
Neil F. Agnew ..... New York
Brownie Akers ..... Oklahoma City
Charles Albert ..... Cleveland
Ben Almond ..... Grove City, Ohio
Judge James Anderson ..... Kansas City
W. O. Anderson ..... Atlanta
Joseph C. Ansell ..... St. Louis
Louis K. Ansell ..... St. Louis
A. Eddie Ashkins ..... St. Louis
E. R. Ashkins ..... St. Louis
Nat. T. Ashkins ..... St. Louis
Edward Auger ..... Camden, N. J.
Gene Autry ..... Hollywood
Roy M. Avey ..... Atlanta

B

Charles Baker ..... Brady, Tex.
George Baker ..... Kansas City
"Peck" Baker ..... Kansas City
Wm. Baker ..... Minneapolis
Harry Ballance ..... Atlanta
Harry Barfield ..... Atlanta
R. J. Barnes ..... Atlanta
Ray Beall ..... Dallas
H. R. Beiersdorf ..... Dallas
Dr. L. G. Beinhauer ..... Pittsburgh
Irving Belinsky ..... Detroit
E. Bennett ..... Dayton, Ohio
M. H. Bennett ..... Big Springs, Tex.
Bennie Berger ..... Minneapolis
Nathan Berger ..... St. Louis
C. A. Berns ..... New York
Richard R. Biechele ..... Kansas City
Morton Bigger ..... Dallas
C. J. Riggs ..... Central City, Neb.
Lou G. Bissinger ..... Dallas
A. H. Blank ..... Des Moines
Raymond Blank ..... Des Moines
Ben Blotcky ..... Minneapolis
N. B. Blount ..... New Orleans
Henry Blum ..... Dallas
C. M. Bolen ..... Atlanta
Damon Bostick ..... Dallas
L. B. Bottshall ..... Dallas
W. M. Brenner ..... New York
G. Ralph Branton ..... Des Moines
Arthur Brashear ..... Dallas
Cle Bratton ..... Council Grove, Kas.
Fred A. Bredehoff ..... Kansas City
Wayne D. Brenkert ..... Detroit
Jimmie Briant ..... New Orleans
Jimmie Brink ..... Covington, Ky.
J. A. (Jack) Brown ..... Dallas
H. E. Brownfield ..... Dallas
Don Buckley ..... Redwood Falls, Minn.
Herman Buckspan ..... Dallas
Carl Buermele ..... Detroit
Cliff Burtt ..... St. Louis
Curtis Butler ..... Indianapolis

C

H. A. Calloway ..... Indianapolis
W. P. Cameron ..... Minneapolis
G. A. Campbell ..... Clovis, N. M.
Grover Campbell ..... Denton, Tex.
William Carlson ..... Detroit
G. L. Carrington ..... New York
Frank Carvey ..... Dallas
Charles Casanave ..... New York
R. E. Chadwick ..... New Orleans
Mike Chakeres ..... Springfield, Ohio
Jack Chalman ..... Dallas
Karl Chalman ..... Atlanta
Eph Charninsky ..... San Antonio
Hyman Charninsky ..... Dallas
Louie Charninsky ..... Dallas
J. O. Cherry ..... Dallas
W. J. Chesher ..... Littlefield, Tex.
Duke Clark ..... Cleveland
Tom Clemmons ..... Beaumont, Tex.
T. R. Clemmons ..... Dallas
Ray Clouse ..... Hickory, N. C.
Ira H. Cohn ..... Pittsburgh
Lou Cohen ..... Detroit
L. W. Cohen ..... Minneapolis
M. S. Cohen ..... Council Bluffs, Ia.
Sam Cohen ..... Pittsburgh
Mart Cole ..... Rosenberg, Tex.
E. B. Coleman ..... Dallas
Fred Coleman ..... East Point, Ga.
Ed Collins ..... San Antonio
E. E. Collins ..... Rochester, N. Y.
Roy G. Colvin ..... St. Louis
Tom J. Connors ..... New York
L. W. Conrow ..... New York
R. H. Conway ..... Memphis
Jack Corgan ..... Dallas
Moon Corker ..... Atlanta
R. F. Cornes ..... Farmersville, Tex.
Audrey Cox ..... Lamesa, Tex.
Lon Cox ..... Kansas City







As Dallas Set Stage For the Convention

Upper left, bigwigs of Tent 17 call it a job well done after checking over the work of the committees. They are, left to right, R. J. O'Donnell, Paul Short and R. E. Griffith. Upper right, satisfied with the job, Duke Evans and Ray Beall watch the souvenir program roll off the press. Center, the boys, all deputy sheriffs of Dallas county, left to right: Bill O'Donnell, Jake Lutzer, Jack Underwood, Lloyd Rust, John Franconi. The real sheriff does the deputizing. Right: R. E. Griffith, right, points proudly to the sentiments of Tent 17 and the city of Dallas, which R. I. Payne echoes heartily.



R. A. Crawford ..... Dallas
J. E. Cribble ..... Dallas
L. N. Crim ..... Kilgore, Tex.
Dr. C. P. Crosby ..... St. Louis
Charles E. Cross ..... Cleveland
J. B. Cunningham ..... Liberty, Tex.

D

H. A. Daniels ..... Seguin, Tex.
Mrs. H. A. Daniels ..... Seguin, Tex.
Bart Dattola ..... New Kensington, Pa.
Art Davis ..... Tulsa
Don Davis ..... Kansas City
Riley P. Davis ..... Atlanta
T. L. Davis ..... Atlanta
Willis J. Davis ..... Atlanta
Dick Day ..... Dallas
Weille Day ..... Houston
Arthur Decker ..... Dallas
George Dembow ..... New York
Sam Dembow ..... New York
Ned E. Depinet ..... New York
Harry Dickerman ..... Minneapolis
D. A. Dickson ..... Dallas
J. F. Donahue ..... Tyler, Tex.
Charles E. Doty ..... Cleveland
Don C. Douglas ..... Littlefield, Tex.
Connie Dreher ..... Dallas
Frank Drew ..... Cleveland
Sol Dreyfuss ..... Dallas
A. Morgan Duke ..... Dallas
Harold Dudleson ..... Cincinnati
Roy Dunnick ..... Kansas City

E

Elmer Ecker ..... Pittsburgh
Hudson Edwards ..... Savannah, Ga.
Tom Edwards ..... Kansas City
H. Ellison ..... Kansas City
Irving Eliscu ..... San Antonio
William Elson ..... Minneapolis
Art England ..... Pittsburgh
Mort England ..... Pittsburgh
Arthur Esburg ..... Albuquerque, N. M.
C. E. Esterly ..... Kansas City
Bat Euler ..... Dallas
Duke Evans ..... Dallas
John Ezell ..... Atlanta
John Ezell jr. ..... Atlanta

F

Simon Falis ..... Atlanta
John E. Feeney ..... Tulsa
Harry Feinstein ..... Pittsburgh

(Continued on next page)

Who They Are, and Whence They Came

(Continued from preceding page)

Archie Fineman ..... Pittsburgh
Reube Finkelstein ..... Kansas City
A. Fiore ..... Atlanta
Frank Fischer ..... Milwaukee
J. J. Fitzgibbons ..... Toronto
Mrs. J. J. Fitzgibbons ..... Toronto
Joe Flint ..... San Antonio
E. E. Fogelson ..... Dallas
Frank P. Fonvielle ..... Oklahoma City
R. H. Ford ..... Atlanta
J. C. Foster ..... Odessa, Tex.
Melville D. Franck ..... Columbus, Ohio
M. F. Frosch ..... Minneapolis
Arthur Frudenfeld ..... Cincinnati

G

R. C. Garbade ..... Yoakum, Tex.
Pat Garyn ..... Dallas
B. C. Gibson ..... Dallas
Atticus J. Gill ..... Okmulgee, Okla.
X. R. Gill ..... Dallas
Irving Gillman ..... Minneapolis
Lou Goldberg ..... New York
Eddie Golden ..... New York
Leonard H. Goldenson ..... New York
Mack Goldman ..... Pittsburgh
Saul Goldman ..... Chicago
L. C. Goldson ..... Columbus, Ohio
Harry Goldstein ..... Cleveland
Julius Gordon ..... Beaumont, Tex.
Harry Graham ..... Atlanta
J. R. Grainger ..... New York
Joseph C. Grant ..... Baltimore
George Granstrom ..... St. Paul
Fred Greenberg ..... Indianapolis
Leo Greenberger ..... Cleveland
Walter E. Greene ..... Omaha, Neb.
Mrs. Walter E. Greene ..... Omaha, Neb.
Charles E. Gregory ..... Kansas City
Herb Griffin ..... New York
Wm. R. Griffin ..... Atlanta
H. J. Griffith ..... Kansas City
L. C. Griffith ..... Oklahoma City
Dr. C. P. Grosby ..... St. Louis
Dave Groskind ..... Memphis
Louis Gross ..... Cleveland
J. S. Groves ..... Houston
J. H. Gruben ..... Dallas
O. G. Gryder ..... Atlanta
John Guthrie ..... Muskogee, Okla.

H

Jack Haley ..... Detroit
Henry Hall ..... Beeville, Tex.
Mrs. Henry Hall ..... Beeville, Tex.
D. Leonard Halper ..... Cleveland
W. L. Hamilton ..... Minneapolis
Hal Hancock ..... Dallas
Stanley W. Hand ..... New York
W. B. Hardin ..... Dallas
E. R. Hardwick ..... Clovis, N. M
E. L. Harris ..... Kansas City
John H. Harris ..... Pittsburgh
Sam Harris ..... Dallas
J. G. Harrison ..... Atlanta
Bob Hartman ..... Chicago
Mrs. Bob Hartman ..... Chicago
G. W. Harttmann ..... Kansas City
John R. Haven ..... Dallas
Fred Heaton ..... Indianapolis
Frank Hensler ..... Kansas City
Roy Hill ..... Dallas
B. W. Hirsh ..... Memphis
S. J. Hodge ..... Stanford, Tex.
Earl Holden ..... Atlanta
Howard Hodge ..... Chicago
Lou Holleb ..... Minneapolis
Tom Hoosier ..... Minneapolis
Neal Houston ..... Dallas
John Howard ..... Detroit
Torrence Hudgins ..... Dallas
Johnnie Hudspeth ..... Greenville, Tex.
J. C. Hunter ..... Tulsa
Wm. B. Hurlbut ..... Detroit
Frank Huss ..... Cincinnati
Harry Hynes sr. ..... St. Louis

I

Ralph Iula ..... Indianapolis

J

Mack Jackson ..... Alexander City, Ala.
Virgil A. Jackson ..... Columbus, Ohio
Edward Jacobs ..... Baltimore
Dan W. James ..... Oklahoma City
E. E. Jameson ..... Kansas City
William K. Jenkins ..... Atlanta
Rae Jett ..... Atlanta
Ed Johnson ..... Cleveland
W. Ray Johnston ..... New York
C. V. Jones ..... Dallas
Finton H. Jones ..... Kansas City
Leo T. Jones ..... Upper Sandusky, Ohio
B. H. Jordan ..... Memphis
Miss Enid Justin ..... Nocona, Tex.

K

Marvin Kahn ..... Houston
Abner Kaiman ..... Baltimore
Ben Kalmenson ..... New York
Harry Kalmine ..... Pittsburgh
A. A. Kaplan ..... Minneapolis
Lowell Kaplan ..... Minneapolis
Abe Kaufman ..... Terre Haute, Ind.
C. C. Kellenberg ..... Pittsburgh
Wm. M. Kemp ..... Atlanta
J. J. Kennedy ..... Indianapolis
R. M. Kennedy ..... Birmingham, Ala.
Charles E. Kessnich ..... Atlanta
Paul A. King ..... Atlanta
Ralph Kinsler ..... Cincinnati
Ed E. Kirchner ..... Detroit
I. G. Klaus ..... Baltimore
Chas. Knickerbocker ..... Kansas City
Tony Koegel ..... Columbus, Ohio
Joe Koelling ..... Norwood, Ohio
C. C. Koontz ..... Union City, Ind.
Louis Kraus ..... Philadelphia
Jack Kreindler ..... New York
Mac Krim ..... Detroit
W. J. Kupper ..... New York
Ed Kuykendall ..... Columbus, Miss.

L

Lorna Lane ..... Dallas
Arthur Landes ..... Indianapolis

Martha Berry, Humanitarian



DALLAS—Martha Berry, founder and director of the Berry Schools at Mount Berry, Ga., is the recipient of the second annual Humanitarian Award given by the Variety Clubs of America, a citation for the "most outstanding achievements for human welfare within the year 1939." The first of these awards was given last year to Father Flanagan of Boys Town, Neb.

The Berry Schools, with an enrollment of 1,200 and a waiting list of 5,000, were established 38 years ago when Miss Berry opened a school for poor boys and girls of the southern mountain regions. Now there are 125 buildings on a campus of 25,000 acres, the world's largest.

Miss Berry, now over 70 years old, still is active in the work. She has won the support of many prominent philantrophists.

Other nominations for the award included former President Herbert Hoover, Secretary of State Cordell Hull; J. Edgar Hoover, head of the federal bureau of investigation; United States Senator James J. Davis (Republican, Pennsylvania); Myron C. Taylor, President Roosevelt's special ambassador to the Vatican; Edward (Spike) Howard of Philadelphia, who gave his blood for infantile paralysis victims; Homer Folks, chairman of the White House Conference on Child Welfare, and A. A. D. Rahn, former imperial potentate, Nobles of the Mystic Shrine.

Nation's Barkers to Annual Convention

S. Landrum ..... Beaumont, Tex.
C. J. Latta ..... Pittsburgh
G. R. Layton ..... Childress, Tex.
W. B. Ledbemer ..... Dallas
Louis Leffler ..... Tulsa
Nat Lefton ..... Cleveland
H. S. Leon ..... Haskell, Tex.
Carl Leserman ..... New York
Charles P. Lester ..... Atlanta
H. W. Leuthstrom ..... Dallas
Al Lever ..... Houston
George LeVine ..... Milwaukee
C. E. Lewis ..... New York
W. W. Lewis ..... Dallas
Ralph LiBeau ..... Kansas City
Ike Libson ..... Cincinnati
M. A. Lightman ..... Memphis
Maj. "Pawnee Bill" Lillie ..... Tulsa
A. W. Lilly ..... Greenville, Tex.
Clarence E. Linz ..... Dallas
M. Loewenstein ..... Oklahoma City
J. C. Long ..... Bay City, Tex.
Owen B. Looney ..... Kansas City
Joseph E. Luckett ..... Dallas
C. F. Luft ..... Columbus, Ohio
J. F. Luft ..... Columbus, Ohio
J. H. Lutzer ..... Dallas

M

W. P. MacAvoy jr. ..... Philadelphia
L. A. Macbeth ..... Dallas
C. W. A. MacCormack ..... Dallas
Irving Mack ..... Chicago
Lester Mays ..... Dallas
Mrs. Irving Mack ..... Chicago
Earl Mann ..... Atlanta
Paul Mans ..... Minneapolis
H. I. Mansfield ..... Memphis
D. L. Mark ..... Columbus, Ohio
Roy Martin ..... Columbus, Ga.
L. J. Mason ..... McAllen, Tex.
C. W. "Red" Massey ..... Worthington, Ind.
A. L. Matreci ..... St. Louis
Bert Maxwell ..... Brady, Tex.
Glen McClain ..... Dallas
L. W. McClintock ..... Dallas
R. L. McCoy ..... Atlanta
Joe McElroy ..... Dallas
W. G. McKinney ..... Kansas City
W. S. McLemore jr. ..... Plano, Tex.
B. R. McLendon ..... Atlanta, Tex.
Fred Meier ..... Cleveland
Rube Melcher ..... Kansas City
Allen Merriam ..... Dallas
Cem Merritt ..... Windsor, Ontario
Frank V. Merritt ..... Birmingham, Ala.
Harold Mertons ..... Cincinnati
Paul P. Middleton ..... Dallas
Beverly Miller ..... Kansas City
Eddie Miller ..... Cleveland
Eddie Miller ..... Houston
Lou Milder ..... Cleveland
J. S. Misrach ..... Pittsburgh
J. D. Mitchell ..... Houston
Robert Mochrie ..... Atlanta
Abe Montague ..... New York
H. B. Moog ..... Atlanta
Bill Moore ..... Dallas
Sam Moore ..... Dallas
Oscar Morgan ..... New York
T. P. Morgan ..... Dallas
Wm. F. Morgan ..... Dallas
Allan Moritz ..... Cincinnati
Bob Morley ..... Fredonia, Kas.
Fred Morley ..... Dallas
James M. Moroney ..... Dallas
John R. Moroney ..... Dallas
Arthur F. Morrone ..... Pittsburgh
Hap Morse ..... Dallas
Al Mortensen ..... Houston
Collett Munger ..... Atlanta
James W. Murray ..... Hobbs, N. M.
Harry Myers ..... Dallas
William Myers ..... Baltimore

N

Gil Nathanson ..... Minneapolis
Joe Neger ..... Indianapolis
Dr. Robert Neiman ..... Dallas
A. J. Neidenthal ..... Cincinnati
J. B. Nichols ..... Dallas
Carl Niesse ..... Indianapolis
Forest F. Nine ..... Dallas
Herbert Nourse ..... Dallas
H. Novitsky ..... Omaha, Neb.
L. Novy ..... Dallas

O

E. M. O'Connor jr. ..... Dallas
R. J. O'Donnell ..... Dallas
Edw. Oldsmith ..... Dallas
Oscar Olson ..... Milwaukee
Geo. P. O'Rourke ..... Dallas
George O'Rourke ..... Dallas
J. L. O'Rourke ..... Dallas
J. J. Oulahan ..... Cincinnati
Dick Owen ..... Dallas
Hugh Owen ..... Dallas

(Continued on next page)

Who Headed What Committees

DALLAS—Following are the convention chairmen who generaled the various phases:

Executive Control—R. J. O'Donnell, chairman; Paul Short, vice-chairman; John Adams, vice-chairman; Hugh Braly, T. R. Clemmons, Col. H. A. Cole, Mart Cole, Julius M. Gordon, R. E. Griffith, Henry Hall, John H. Harris, Karl Hoblitzelle, Fred Jack, H. S. Leon, J. G. Long, R. I. Payne, Jack Pickens, Mike Rice, Harold Robb, Ed Rowley, Lloyd Rust, Lee Threet, Jack Underwood, W. G. Underwood, Wallace Walthall.

Executive Finance—E. J. Solon; General Arrangements, J. O. Cherry; Entertainment, Paul Short; Publicity and Advertising, Frank Starz; Souvenir Program, Duke Evans; Newsreel, Herman Beiersdorf; Historical Data, Herb Turpie; Gateway Special, John Adams; Registration, B. C. Gibson; Transportation, Hugh Owen; Reservations, Joe Estes; Photographic Highlights, Lafe Pfeifer; Golf Tournament, Burt King; Technical, Elmer Zrenner; Sightseeing, Meyer Rachofsky; Greeters, Harry Sachs; Courtesy Checking, Herb Turpie; Street Parade, Dick Owen; Atmospheric Arrangements, Louie Charninsky; Costume Contest, Walter Henshel; Food and Service, Lynn Stocker; Visitors' Costumes, Raymond Willie; Refreshments, Don Douglas; Money Scrip, Ted De Boer; Games and Equipment, B. H. Bickers.

: Delegates :

DALLAS—Following are the official delegates to the annual convention as designated by the nation's Variety Clubs:

Pittsburgh (Tent 1)—Harry Feinstein, Harry Kalmine. *Columbus* (Tent 2)—Virgil Jackson, Harry Schreiber. *Cincinnati* (Tent 3)—Arthur Frudenfeld, H. J. Wessel. *St. Louis* (Tent 4)—Louis K. Ansell, Ray Colvin. *Detroit* (Tent 5)—William Carlson, Charles Perry. *Cleveland* (Tent 6)—Nat Wolf, Bert M. Stearn. *Buffalo* (Tent 7)—Jacob L. Lavene, Robert T. Murphy. *Kansas City* (Tent 8)—Sam Abend, George Baker. *Indianapolis* (Tent 10)—Curtis Butler, Carl Niesse, Marc J. Wolf. *Washington* (Tent 11)—Sam Galanty, A. E. Lichtman, Edward Fontaine (alternate). *Minneapolis* (Tent 12)—William Elson, Eddie Rubin. *Philadelphia* (Tent 13)—Earle W. Sweigert, Elmer Wilschke. *Milwaukee* (Tent 14)—Frank Fischer, Oscar E. Olson. *Omaha* (Tent 16)—Walter M. Greene, Edward Shafton. *Dallas* (Tent 17)—W. I. Payne, Wallace Walthall, J. B. Underwood (alternate), J. H. Lutzer (alternate). *Dayton* (Tent 18)—Albert Harper, Roy Wells. *Baltimore* (Tent 19)—Joseph Grant, J. Louis Rome. *Memphis* (Tent 20)—Herbert Kohn, M. A. Lightman, J. J. Rogers (alternate). *Atlanta* (Tent 21)—Chas. E. Kessnich, R. B. Wilby. *Oklahoma City* (Tent 22)—Horace Falls, L. C. Griffith.

: Who They Are--Whence They Came :

(Continued from preceding page)

P

Jack Parr ..... Victoria, Tex.
Weldon Parson ..... Houston
Walter Penn ..... Dallas
Earl Penrod ..... Indianapolis
Charles C. Perry ..... Detroit
J. H. Persse ..... Savannah, Ga.
Lafe R. Pfeifer ..... Dallas
Tony Philbin ..... Dallas
Jack W. Pillow ..... Memphis
Harry L. Pollard ..... Houston
Lawrence S. Pollock ..... Dallas
Cliff Porter ..... Beaumont, Tex.
J. W. Potter ..... Dallas
Sam Prager ..... Dallas
Bailey Prichard ..... Memphis
J. R. Prichard ..... Memphis
Jake Pries ..... Atlanta
Dave Prince ..... Atlanta
E. A. Prince ..... Camden, N. J.
Robert C. Pullin ..... Columbus, Ohio
W. C. Pullin sr. ..... Columbus, Ohio
Henry Putzear ..... Milwaukee

R

Meyer J. Rachofsky ..... Dallas
Chas. C. Rader ..... Dallas
Geo. Rainhardt ..... Dallas
W. P. Raoul ..... New York
M. Rappaport ..... Cleveland
D. P. Rathbone ..... Dallas
Oscar Ray ..... Dallas
S. R. Reams ..... Atlanta
Sid Reams ..... Atlanta
Rev. Chas. Redfeen ..... Dallas
E. C. Rhoden ..... Kansas City
Mike Rice ..... Dallas
Tex Ritter ..... Hollywood
H. B. Robb ..... Dallas
J. Y. Robb ..... Big Springs, Tex.
Herman Robbins ..... New York
Ben J. Robins ..... St. Louis
Harold C. Robinson ..... Detroit
Ernest Rogers ..... Atlanta
William F. Rodgers ..... New York
H. P. Rome ..... Baltimore
J. Louis Rome ..... Baltimore
Louis Rosenbaum ..... Florence, Ala.
Theo. Routt ..... Bay City, Tex.
Ed. Rowley ..... Dallas
Alex Rubel ..... Minneapolis
Eddie Ruben ..... Minneapolis
Charles Rubenstein ..... Minneapolis
I. L. Rust ..... Dallas
Lloyd Rust ..... Dallas

S

Alfred N. Sack ..... Dallas
Lester J. Sack ..... Dallas
Morris Schapiro ..... Baltimore
Noah Schechter ..... Miami, Fla.
Julius Schepps ..... Dallas
Otto Schmidt ..... Mason, Tex.
Lt. Robt. Scott ..... Worthington, Ind.
Hon. Smoot Schmidt ..... Dallas
W. G. Van Schmus ..... New York
C. Harry Schreiber ..... Columbus, Ohio
Alex Schreiber ..... Detroit
C. A. Schultz ..... Kansas City
Harold Schwartz ..... Dallas
J. E. Scott ..... Omaha, Neb.
W. E. Scott ..... Kansas City
William A. Scully ..... New York
Gradwell Sears ..... New York
Isadore Segall ..... Dallas
John Servaas ..... Indianapolis
Edward Shafton ..... Omaha, Neb.
Michael N. Shapiro ..... Pittsburgh
J. C. Shapiro ..... Mount Union, Pa.
Elmer Shard ..... Cincinnati
Mark Sheridan ..... Memphis
Eddie Sherwood ..... Baltimore
Ben Shlyen ..... Kansas City
H. B. Shook ..... Camden, N. J.
J. M. Shriner ..... Kansas City
W. B. Shuttee ..... Oklahoma City
Dave Siegel ..... Cleveland
Harry Silvers ..... Hamilton, Ohio
R. L. Smallwood ..... Oxford, Miss.
Mrs. R. L. Smallwood ..... Oxford, Miss.
Cresson E. Smith ..... New York
Leo A. Smith ..... Dallas
John Smith ..... Memphis
Murray Smith ..... Beaumont, Tex.
Ray Smith ..... Milwaukee
Lowell Smoots ..... Minneapolis
H. B. Snook ..... Camden, N. J.
Edward J. Solon jr. ..... Dallas
E. J. Solon ..... Dallas
J. Soltz ..... Pittsburgh
Leonard Sowar ..... Muncie, Ind.
H. T. Spears ..... Atlanta
Dr. Harry M. Spence ..... Farmersville, Tex.
Dave Spigel ..... Cleveland
John Stahl ..... Pittsburgh
Dr. W. J. Stark ..... Indianapolis
F. O. Starz ..... Dallas
Max Stearn ..... Cleveland
W. R. Stebbins ..... Detroit
L. A. Stein ..... Jacksonville, Fla.
Kermit Stengel ..... Nashville, Tenn.
Herman Stenichen ..... Atlanta
Joe Stern ..... Minneapolis
M. L. Stern ..... Omaha, Neb.
C. H. Stewart ..... Waco, Tex.
Lynn Stocker ..... Dallas
Ed Stradley ..... Dallas
Dr. W. K. Strother ..... Dallas
W. A. Stuckert ..... Brenham, Tex.
Earle W. Sweigert ..... Philadelphia
Stanley H. Swift ..... Dallas

T

Ralph Talbot ..... Tulsa
Al Taylor ..... Columbus, Ohio
Harry Taylor ..... Los Angeles
R. G. Taylor ..... Dallas
Milton Thomas ..... Dallas
Moss Thompson ..... Cleveland
Roy D. Thrash ..... Dallas
L. C. Tidball ..... Fort Worth
Elmer Tilton ..... Cleveland
Max Torador ..... Minneapolis
Charles W. Trampe ..... Milwaukee
M. Truog ..... Kansas City
Geo. W. Turner ..... Minneapolis
L. F. Turner ..... Dallas

U

J. B. Underwood ..... Dallas

V

Sidney Volk ..... Minneapolis
Wm. Volk ..... Minneapolis

W

Milton Wade ..... Gainesville, Tex.
Erwin Wagner ..... Chicago
Tommy Wales ..... Boerne, Tex.
P. W. Walker ..... Littlefield, Tex.
Roy L. Walker ..... Lampasas, Tex.
L. O. Wallace ..... Bay City, Tex.
Wallace Walthall ..... Dallas
P. A. Warner ..... Winnsboro, Tex.
N. H. Waters ..... Birmingham, Ala.
J. I. Watkins ..... Oklahoma City
J. E. Watson ..... Dallas
James H. Webb ..... Dallas
Fred W. Wehrenberg ..... St. Louis
Al T. Weiblinger ..... Pittsburgh
Abe Weiner ..... Pittsburgh
C. M. Weiner ..... Minneapolis
Al Weiss ..... McKeesport, Pa.
H. J. Wessel ..... Cincinnati
Frank Wetsman ..... Detroit
R. W. Whipkey ..... Big Springs, Tex.
E. E. Whitaker ..... Atlanta
Maurice White ..... Cincinnati
Tommie White ..... Burnet, Tex.
Don Widlund ..... Detroit
R. F. Wilbern ..... Duncan, Okla.
R. B. Wilby ..... Atlanta
F. D. Wilke ..... Houston
Bill Wilkerson ..... Hollywood
Mrs. Bill Wilkerson ..... Hollywood
Geo. Wiltse ..... Dallas
Harry Willard ..... Detroit
L. J. Williams ..... St. Louis
P. V. Williams ..... Munday, Tex.
Raymond Willie ..... Dallas
Frank Willingham ..... Memphis
Elmer O. Wilschke ..... Philadelphia
Paul Wilson ..... Atlanta
Harold Wineburgh ..... Dallas
H. E. Wirth ..... Bay City, Tex.
Dr. Albert Irwin Wise ..... Pittsburgh
Robert Withers ..... Kansas City
Dr. Sam Wolf ..... Baltimore
M. J. Wolf ..... Indianapolis
Nat Wolf ..... Cleveland
Alvin A. Wolff ..... St. Louis
Ainslie G. Wood jr. ..... Dallas
P. J. Wood ..... Columbus, Ohio
Paul V. Wooley ..... Indianapolis
Wm. H. Workman ..... Minneapolis
Frank Woskie ..... Minneapolis
Red Wright ..... Ft. Worth
Nat Wyse ..... Memphis

Y

Herbert J. Yates ..... New York
T. W. Young ..... Memphis

Z

Rev. T. S. Zachry ..... Dallas
C. J. Zern ..... Dallas
Wm. J. Zeidlik ..... Dallas
Bill Zoellner ..... Oklahoma City

Starrer for Anna Neagle

HOLLYWOOD—RKO has purchased Alice Duer Miller's "My Pretty Maid" as a starring vehicle for Anna Neagle. Herbert Wilcox will produce from a script by the author.

Mailing Addresses Of Chief Barkers

DALLAS—As a reference for delegates and others attending the Variety national convention, here are the mailing addresses of the chief barkers of the nation's tents:

Tent 1—C. J. Latta, Warner Bros. Theatres, Clark Bldg., Pittsburgh, Pa.

Tent 2—C. Harry Schreiber, RKO Palace Theatre, Columbus, Ohio.

Tent 3—Arthur Frudenfeld, 301 Palace Theatre Bldg., Cincinnati, Ohio.

Tent 4—A. L. Matreci, Uptown Theatre, 4938 Delmar Blvd., St. Louis Mo.

Tent 5—Harold C. Robinson, 2310 Cass Ave., Detroit, Mich.

Tent 6—Nat L. Lefton, Republic Pictures Corp., 450 Film Bldg., Cleveland, Ohio.

Tent 7—Robert T. Murphy, Buffalo Theatres, Inc., Buffalo, N. Y.

Tent 8—Jay Means, Oak Park Theatre, 3935 Prospect Ave., Kansas City, Mo.

Tent 10—Marco Wolf, 920 Consolidated Bldg., Indianapolis, Ind.

Tent 11—Sidney Lust, 620 Earle Bldg., Washington, D. C.

Tent 12—Ben Blotcky, 1100 Currie Ave., N., Minneapolis, Minn.

Tent 13—Jay Emanuel, 1225 Vine St., Philadelphia, Pa.

Tent 14—Oscar E. Olson, 744 N. 4th St., Milwaukee, Wis.

Tent 16—M. S. Cohn, Strand Theatre, Omaha, Neb.

Tent 17—R. J. O'Donnell, Interstate Theatre Circuit, Majestic Theatre Bldg., Dallas, Tex.

Tent 18—William A. Keyes, Moraine Hotel, Dayton, Ohio.

Tent 19—J. Louis Rome, Temple Garden Apts., Baltimore, Md.

Tent 20—M. A. Lightman, Malco Theatres, Inc., P. O. Box 2086, Memphis, Tenn.

Tent 21—William K. Jenkins, 660 Peachtree St., N. E., Atlanta, Ga.

Tent 22—L. C. Griffith, Griffith Amusement Co., 11½ N. Lee St., Oklahoma City, Okla.

Variety Roster Bulges With New Memberships

DALLAS—The way they have been getting by the membership committee lately it won't be long now until everybody eligible in amusements will be a barker. Here's the latest list of the Variety Club's new members:

R. L. Jones, Dallas; R. N. Smith, Mission Theatre, Mission; J. H. Adams and L. F. Turner, Adams Film Exchange, Dallas; J. H. Hill, RCA, Dallas; T. J. Hooser, Texas Theatre, Seymour; B. R. McLendon, Tri-State Theatres, Atlanta, Tex.; Gordon E. Youngman, RKO, New York; Sam Kaplan, Brooklyn; Lawrence W. Davel, New York; Patrick Garyn (former member of Tent No. 1), Texas Film Co., Dallas.

Wins Convention Trip

DALLAS—As a reward for his brand of service, Mike Manus, Minneapolis club steward, was treated to a trip to the Variety convention and accompanied the Twin City delegation.

DALLAS

THERE wasn't a handfull of out-of-town exhibitors on the Row early in the week, and the betters gave odds they were holding out for the Variety convention. Cowboys, however, have been showing up on the Row for the past several days. Jack Underwood wore everything but his chaps. Ben Ferguson, who did some cowpunching in earlier days, was typical in a broken-in pair of boots and natural posture of the range. John Franconi and Dutch Cammer got used to their new outfits. Bill Underwood bought the last pair of cow pants in town. Claude Ezell exhibited a pair of elegant spurs he had made in Mexico which were to be presented to the chief barker, John Harris.

J. Don Alexander, president of Alexander Film Co., Colorado Springs, Colo., stopped in over the weekend for a visit with J. A. McInanay, district manager.

Pete Barnes, the Foto-Nite man, paid his Dallas office a brief visit after some days in the Texas territory getting the plan working in a number of theatres, particularly those of Jefferson Amusement Co. where he announced closing of deals recently.

Col. H. A. Cole was complaining he may have to buy a commuter's ticket to Washington. He anticipates another early call to the capital because of the Neely "divorcement" bill.

Harry E. Fulgham, former exchange and circuit booker and now owner of the Ideal in Fort Worth, was over for a day making contacts. Reports still have it that Harry is getting up a suit which will involve his product situation at the time he operated the Joy.

Rubin Frels of Victoria who made history before the NRA grievance board and in the courts, was here Tuesday. His latest effort was legal action against the Griffith, Long and Jefferson interests in state court last year over the Victoria situation. He said he doesn't know what the status of the case is at the present time.

The father of Raymond Willie, assistant to R. J. O'Donnell over at Interstate, died last week in Fort Worth, and funeral services were held there.

Sam Archibald of the Varsity, Fort Worth, was around the Row renewing acquaintances.

No "Soup and Fish" Must for Banquet

Dallas—R. J. O'Donnell, chief barker of Variety here, makes the following announcement in connection with dress for the convention banquet to be held at 8 o'clock, April 20, in the Crystal Ballroom of the Baker Hotel:

"We are anxious for all our friends who might wish to attend the big banquet which, generally speaking, is formal, to know that they are welcome to attend in any type dress."

Mailing Addresses of Tent Secretaries

DALLAS—For the convenience of addressing secretaries of the various Variety clubs over the country, here's the data:

Tent 1—A. T. Weiblinger, Philadelphia Company, 435 6th Ave., Pittsburgh, Pa.

Tent 2—P. J. Wood, 55 E. State St., Columbus, Ohio.

Tent 3—Saul M. Greenberg, 6 E. 4th St., Cincinnati, Ohio.

Tent 4—H. A. Washburn, 3318 Olive St., St. Louis, Mo.

Tent 5—David Newman, 2334 Union Guardian Bldg., Detroit, Mich.

Tent 6—Frank H. Boyd, American Seating Co., 1138 Schoefield Bldg., Cleveland, Ohio.

Tent 7—W. E. J. Martin, 717 Linwood Ave., Buffalo, N. Y.

Tent 8—Arthur H. Cole, Paramount Film Corp., 1800 Wyandotte St., Kansas City, Mo.

Tent 10—Joe Neger, Lyric Theatre Bldg., Indianapolis, Ind.

Tent 11—Nate Golden, Motion Picture Division, Department of Commerce, Washington, D. C.

Tent 12—William H. Workman, 1104 Currie Ave., N., Minneapolis, Minn.

Tent 13—John I. Monroe, 253 N. 8th St., Philadelphia, Pa.

Tent 14—Benjamin J. Miller, 212 W. Wisconsin Ave., Milwaukee, Wis.

Tent 16—Edward Shafton, 580 Insurance Bldg., Omaha, Neb.

Tent 17—Lloyd Rust, Republic Pictures, Dallas, Tex.

Tent 18—Paul F. Christine, Moraine Hotel, Dayton, Ohio.

Tent 19—Joseph L. Young, 4309 Springdale Ave., Baltimore, Md.

Tent 20—Fred Ford, 81 Union Ave., Memphis, Tenn.

Tent 21—E. E. Whitaker, Lucas & Jenkins Theatres, Atlanta, Ga.

Tent 22—B. J. McKenna, Griffith Amusement Co., 11½ N. Lee St., Oklahoma City, Okla.

55 Atlanta Barkers to Variety Convention

ATLANTA—The local delegation, representing Tent No. 21, is headed by Wm. K. Jenkins, chief barker. Other officers of the Atlanta Variety Club to make the trip are Harry G. Ballance, first assistant chief barker; Charles E. Kessnich, second assistant chief barker; R. B. Wilby, dough guy, and E. E. Whitaker, property master.

Directors John Ezell, W. A. Finney, Harold Wilkes, R. L. McCoy, Walter Anderson and Paul Wilson also will be a part of the five-car caravan from Atlanta. Earl Mann, president of the Atlanta Baseball Corp., joined the Atlanta party in Chattanooga, where the Crackers were playing.

Representing the local theatrical employes and musicians are William M. Kemp, business manager of the stagehands; Herman Steinichen, business agent for the musicians, and Jake Pries, operators' executive.

The party left Atlanta at 6:10 p. m. Tuesday in three special cars, a lounge car and special diner from Memphis to Dallas.

Band Leader Is Victor In Golf Tournament

By LESTER KETNER

SAN ANTONIO—It took a band leader to win the San Antonio theatrical golf tournament at Brackenridge Park.

The lucky man was Mack Rogers, whose 60 was okay to cop the theatremen's annual tourney by four strokes. Jake Elder, superintendent of Interstate theatres' maintenance, came in for second place. James Chasey and Malcolm Bailey, the latter assistant manager and treasurer at the Empire, tied up for third place with net 65s.

Ninety-five players took part on the links which was climaxed by a dinner dance held at the Gunter Hotel. Ernest Hauser's orchestra played. Bob O'Donnell, vice-president and general manager of Interstate, made the awards and everyone seemed pleased and enjoyed themselves.

Seven of the 75 prizes won by the golfers are as follows: First, Mack Rogers, $150 radio and S. A. Golf Ass'n trophy; second, Jake Elder, cocktail shaker and trophy; third, Malcolm Bailey, portable radio and trophy; fourth, Jimmy Chasey, golf club and cup; fifth, Frank Weatherford, dozen Hol-Hi Balls and trophy; sixth, Homer Newman, No. 8 iron and trophy, and seventh, Fred Naumann, putter and trophy.

It was reported that $850 was realized from the tourney to aid the crippled children at the Freeman Memorial Clinic at Dallas, sponsored by the Variety Club.

City Manager Eddie Collins was chairman of the tournament, with LeeRoy Handley, chairman of the handicap committee.

Usher Lee Chittwood of the Majestic drew laughs from the spectators for his antics and funny cut-ups on the greens.

Dancing to Ernie Hauser's Majestic orchestra at the Gunter were: Ann Kuykendall, Adkins Lenoir, Joe McDonald, Caroline Garza, Eddie Breamer, Mary Jane Cornelison, Bob May, Helen Jones, Charley Root, and a host of others.

Over 300 attended the banquet held in the downtown hotel.

Cuff Notes From the Links

Playing with Roland Gordon, Arthur Zucht, local dentist, scored a hole in one on No. 18 hole. He borrowed a six-iron, as he broke his own earlier in the day, and used it for the 175-yard shot. The ace in the hole gave Art a gross 77 for the round . . . Walter Grubb, Aztec usher-photographer, was on the scene with his new camera snapping pictures here and there (which appear in this issue) . . . "Buddy" Welker turned in a 72 while Johnny Floore hovered around the 100's . . . Out-of-towners spied on the greens were Carl Garner, Louis Novy, Jack Chalman, Burt King, Frank Starz, Frank Weatherford, Bill O'Donnell, Raymond Willie and others.

Buys Site in Fayetteville

FAYETTEVILLE, TENN. — Cumberland Amusement Co. has purchased a property here on the north side of the public square on which it will build its local second theatre.



—Photos by W. Grubb

At the Santone Golf Tourney—

Top row: John Floore, "Buddy" Welker, Mr. and Mrs. Homer LeTempt and Mr. and Mrs. Lynn Krueger take time out at the 12th hole for refreshments; Herman Sollack (prone) and Lloyd Allsup measure distance to the hole; Jerry O'Donnell holes out on the green. Bottom row, left to right: John Floore, Jack Chalman, Bill O'Donnell, Homer LeTempt and Eddie Collins.

Claimants Appear

CROWLEY, LA.—The Opera House here has been closed owing to litigation as to who really owns the theatre. When Dave Lyons, the owner, was alive it was believed that he had no heirs, but since his death a score of relatives have turned up. The validity of their claims will be decided by the court.

"Silver Dollar Night"

FAYETTEVILLE, TENN.—It's "Silver Dollar Night" on Fridays at the Capitol here. One dollar is given for correct answers to each of a series of questions. Patrons to be questioned are selected by seat number, which is determined by the spin of a wheel. Mrs. Edith Hardin is manager of the Capitol.

Another Enviable NATIONAL Sales Record—!

161

***Simplex* E-7's** The modern projector

88

Simplex 4 Star sound systems

Within the short time of 90 DAYS, the demand for MODERN PROJECTION and SOUND REPRODUCTION has been a demand for the reliable name of SIMPLEX . . .!

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City



At "The Biscuit Eater" Premiere in Georgia—

Top left: A scene of the crowd at the premiere in Albany, Ga., of the Paramount picture which had its locale in Georgia. To the right of that are R. B. Wilby, head of the Wilby-Kincey circuit, and Roy E. Martin, head of the Martin chain of southeastern houses. Below them are Katherine Johnson of the Katherine at Monticello, Fla., and Fred McLendon, Union Springs, Ala.

The first shot in the second row from the top includes, left to right, Y. Frank Freeman jr., Paramount; W. K. Jenkins, Lucas & Jenkins circuit, and Grantland Rice, sports writer. Then A. C. Gortatowsky, operator of the Albany and Ritz in Albany, host to the premiere. Finally, in the same row, are Harold Wilkes, Paramount southern district manager; Clyde Goodson, Atlanta salesman, and Gordon Bradley, Alabama salesman.

Center row, first scene: John Kirby, Paramount Atlanta branch manager; Monroe Goodman, Paramount home office; Roy Martin, Martin circuit; Robert M. Gillham, director of advertising and publicity for Paramount, New York; Oscar Morgan, Paramount southern division manager; Scott Lett, Paramount Charlotte manager, and Harold Wilkes, Paramount southern district manager. Second scene, center row: Luke Stein, Stein circuit; Guy Kennemer, Jacksonville; Gordon Bradley; and Bolivar Hyde, Sparks circuit city manager in St. Petersburg.

First shot in fourth row: L. H. Holloway, Cordele Theatre, Cordele, Ga.; W. E. Griffin, Vienna, Vienna, Ga.; William Ornstein, eastern editor of BOXOFFICE*; W. P. Gammon, Ocilla, Ocilla, Ga., and F. S. Shingler, Richland, Richland, Ga. Second scene, fourth row: E. E. Whittaker, Lucas & Jenkins circuit district manager; Mrs. Collette Munger, daughter, and Mrs. W. K. Jenkins, wife of the circuit executive, who winds up the scene.*

Bottom row: Harold Wilkes; Luke Stein; John Kirby; Bud Chalman, Paramount salesman; Monroe Goodman, and Scott Lett. At the right is one of the feature attractions, the buffet supper for stars, and "The Biscuit Eater," himself.

Money Problem for Louisiana Solons

NEW ORLEANS—The newly-elected state legislature, when it convenes in Baton Rouge in May, will be confronted with the double problem of overcoming a debt of $16,000,000 and of devising ways of bringing in sufficient money to sustain the state treasury on a sound basis.

Word trickling in is that a determined effort already is under way to defeat the constitutional amendment proposed to abolish the sales tax which has been a mainstay of the treasury for several years.

At the last session of the legislature, a bill was introduced to place theatre circuits in the same category with chain stores. Never reported out of committee, it would impose a graduated tax on theatre circuits according to the number of units involved.

Another measure affecting the trade introduced during the last session was one to tax all theatre admissions one cent. New Orleans theatremen now pay a one-cent admission tax for public welfare.

Whether this session will (several in the past have tried) effect legislation compelling the examination of projectionists by a state board, remains to be seen.

It is also reported the convening legislators may act on the censorship board inspired by the late Huey P. Long during the tenure of office of Gov. O. K. Allen. Since Allen failed to grant commissions, the board has remained inactive, but should the act creating it be enforced as constituted, it would cost film exchanges a pretty penny for inspection requirement.—J. W. L.

Week of "Best" Revivals At the Capitol, Austin

AUSTIN—Local film fans will be given their last chance to glimpse "the seven best pictures of 1939" during the Capitol's week of one-day revivals, April 21-27. The list of pictures was taken from a poll conducted by the Austin *American*.

Skipper Bill Hellums arranged the week of revivals. He will make the event an annual affair if the response justifies it.

Pictures to be shown are "Goodbye, Mr. Chips," Sunday; "Dack Victory," Monday; "Pygmalion," Tuesday; "Mr. Smith Goes to Washington," Wednesday; "Juarez," Thursday; "The Women," Friday; and "The Wizard of Oz," Saturday.

Plugs "Pinocchio"

AUSTIN—Manager Mose Macow of the State socked across some free radio publicity on "Pinocchio" by having J. Mabel Clark, popular KNOW woman columnist, interview Peggy Meade, aged 7, and Ruth Lewis, Austin *American-Statesman* amusement editor, on the Disney picture during its run here.

F. A. Green Expands

TIMMONSVILLE, S. C.—F. A. Green, operator of the State, has purchased a part of the Ragsdale property for the location of a two-story brick theatre to be begun immediately.

Jefferson Helm to Julius M. Gordon

NEW YORK—Julius M. Gordon has been named president and executive in charge of operations of Jefferson Amusement Co. and East Texas Theatres, Inc., it is announced here by Barney Balaban, president of Paramount, parent company.

At the same time, Balaban announced that Tom R. Clemmons has been named vice-president and a director of Jefferson.

Building and Openings Hit an Active Streak

SAN ANTONIO—The theatre map in the southwest is taking on some increased activity this season.

A new Corpus Christi neighborhood house now nearing completion is scheduled to open some time this spring.

Jack Farr has just opened the new Bear in Kenedy, Tex.

Senor A. Garza has reopened the Juarez at Poteet.

Texas Drive-In Theatre Co. plans to build a drive-in here on Fredericksburg Road about May 20

Julius Amols reopened the Royal for colored in San Antonio this month

San Antonio's newest Negro house now being constructed by Carl Milentz, is scheduled to open in early June

Rests After Operation

DALLAS—Forrest White, head of Ind-Ex Booking Service, underwent an emergency appendix operation over the weekend. He is resting at Methodist Hospital.

Long Run for "Sex Slaves"

FORT WORTH—"Sex Slaves," formerly titled "Tell Your Children," has played four weeks at Earl Penix's Texas. Prices were raised from 10 to 25 cents.

Conklin Opens in Dallas

DALLAS—C. W. Conklin has established an office on Filmrow. He will distribute Holmes projectors and 16mm films, he said.

Coming . . .

The Greatest Hit of the Year!

THE SENSATION OF ALL ALL-COLORED CAST PICTURES

"MR. WASHINGTON GOES TO TOWN"

A Jed Buell Special

Released Nationally—Dallas - Chicago New York - Los Angeles

Dixie Film Exchange

141 Walton St., N. W., Atlanta, Georgia

Texas Attorney General Finds No Basis for Trust Action

AUSTIN

LOCAL theatre executives who were to attend the national Variety convention in Dallas include Louis Novy, city Interstate manager; Bill Hellums, Capitol; Jesse Melinger, Varsity; Charlie Root, Queen; and Mose Macow, State.

Saturday's midnight preview at the Paramount, "Young Tom Edison," played to a neat gross . . . A special children's morning showing of "Pinocchio" was held at the State Saturday at 9 a. m.

Skipper Gerald Raines of the Texas, which is located across the street from the University of Texas, brought back "Man's Castle" (Columbia) to packed houses Sunday and Monday.

Alonzo Jamison is the new associate amusement editor of The Daily Texan *. . . Austin's three or four-day cold snap really stimulated theatre attendance, according to unofficial reports.*

Seen at the Paramount's Edward Everett Horton stage show, "Springtime for Henry," Thursday night: Louis Novy, Harold Eichenbaum, Dick Waite, Jesse Melinger, Bill Hellums, Charlie Root, Helen Evans, Bobbye Meredith, Dorothy Warren, Alonzo Jamison and Jane Gracy.

Colored Exhibitor Dies

SAN ANTONIO, TEX.—W. H. Leonard, 55, local Negro druggist and owner of the Royal Theatre for colored, is dead here.

DALLAS—Gerald Mann, Texas attorney general who has been investigating records and files of theatre circuits and film exchanges operating in the state, has informed distributor and circuit officials his findings thus far do not warrant any action on anti-trust grounds.

He added, however, this does not necessarily preclude action in the future should a situation develop warranting it.

Mann was to arrive here Saturday as a special guest at the Variety convention.

J. G. Long Circuit Takes The Studio in Ingleside

DALLAS—Distributors received information this week that the J. G. Long circuit has taken over the Studio at Ingleside, operated since it was built about two years ago by Forrest Newberry.

Long, during the past three years, has made rapid strides in increasing the number of theatres under his wing. Ingleside is only six miles from Aransas Pass where Hall Industries has two theatres.

Cole and Threet in Trip To Two Towns in Texas

DALLAS—Col. H. A. Cole and Lee Threet made a joint trip Monday to Overton and College Station. It was intimated an important trade development might originate in Overton at an early date. At College Station, Cole got a first-hand picture of what is going on in the controversy of the student body over their demands that pictures become available on an equal basis with theatres at Bryan.

Cool Today—BUT

HOT Tomorrow

—and tomorrow is just about here

YOU NEED

WASHED AIR COOLING

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Our 12 years experience in handling new cooling installations and remodeling obsolete systems is worth considering.

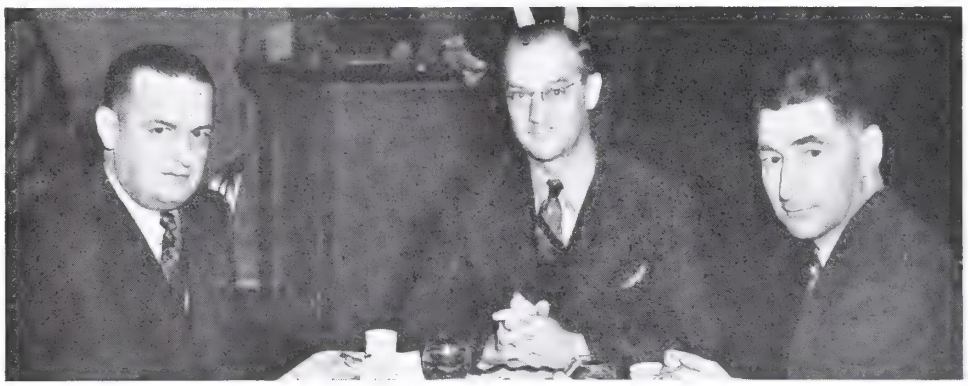
Let us handle your cooling just as we have handled hundreds of satisfactory installations in the southwest.

Act Now—Avoid the Rush

HERBER BROTHERS

210 S. HARWOOD DALLAS, TEXAS





At 20th-Fox Chicago Convention—

At the top: Harry Ballance, right, southern district manager, with two Dallas salesmen, T. Hendrix (left) and T. P. Tidwell. Ballance headquarters in Atlanta. Lower: Paul S. Wilson (left), Atlanta manager; Tom H. Young, Memphis manager, and Irving Baskin, Memphis salesman.

Highlights Along Harwood

By A. JULES BENEDIC

DALLAS—Thoughts while rambling over Harwoodstrasse . . . There is weeping and wailing and gnashing of teeth since Willard Young, private taxi driver, announced a raise in rates effective May 1. Hardest hit will be J. R. (Soda) Reynolds and Leslie Wilkes . . . Gid Howell, once a denizen of deeper Jackson, paid Filmrow one of his rare visits this week. Gid now is a bigwhig in the restaurant business, but has brought no sample meal tickets down on the Row.

A rousing cheer, entirely foreign from the Brooklynesque variety, greeted Charlie Hefley, former Dallas exhib, when he arrived here from California. He's here on some legal business . . . There are two swanky restaurants (adv't.) on the Row proper, and Shoemaker's Barbecue. Some real deals (on paper) are pulled in the latter popular joint, especially by Jerry Stogsdall, Messrs. Reynolds, Diaz Callahan, et al. Not to forget L. C. (Monty) Montgomery, the shirting expert.

Colonel Cole is due at this writing to return from Washington to which point he planed on the government suit matter. The Colonel now rides the ether with all the aplomb of Jack Warner 'phoning the coast from New York . . . Unseen in a long time is Lou Baxley, erstwhile Dallasite now in the throes of opening a new show at Houston.

Just heard from Jamie Preddy, long at The Texas in Austin, who is Interstating now at the Lakewood in Dallas . . . Winter suits placed in moth balls have been resurrected with a return of chill winds . . . Back to Willard Young: This veteran roadshowman, with at least two big hits to his credit, and who has been laying low for these many months, is about to spring out with a new picture that ought to make even the hardboiled chain bookers drool. Details later . . . Over in Fort Worth sex pictures are getting a big play. One has been running for 18 days steadily; two others are embarking on what look to be long runs.

Like a breath of spring, that grandest Roman of them all, Uncle Joe Luckett, contact man for Interstate, breezes along Harwood . . . Who does the hiring at National Screen? If it's Paul Short, it must be the Hollywood influence. There are at least four breath-taking beauties there. One, a blonde, would cause forks to drop in the M-G-M commissary at high noon . . . Roy Thrash, now Texliting, sells bright signs, but no brighter than that well-known Thrashian smile with which he illuminates the Row on occasions . . . M. S. White getting congrats on all sides over his newest Fort Worth suburban.

The whole town has gone Variety. Picture deals are forgotten in the rush to see that the big boys got proper hotel reservations. At this writing it looks like the biggest crowd of many years . . . Raymond F. Smith, well known to the Texas trade, now is architecting on his own hook, with new offices at 607 Melba Theatre Building . . . Joe Philips of Fort Worth, many years an exhibitor there, lately running a restaurant, has forsaken both interests in favor of a state job.

Florine, the young lady who completely captivated Filmrow during her cashiership at Pete the Sap's, now is cigar girl at the Adolphus . . . Prosperity must be returning. One of "the boys," who formerly had to scrap around for one of Shoemaker's specials, nonchalantly changed a dollar the other day . . . Al Henderson of BOXOFFICE is swinging through Central Texas and doing a good job with the few "hold-outs" . . . Metro's boys gathered in L. Bickel's office for a confab this week . . . Hearts and poker swinging back into favor, after a long run of effete bridge foursomes.

Burt King of RCA has bought a shirt. Its rainbow hues ought to make him stick out like a sore thumb at the Variety confab, which he is attending in West Texas garb . . . Proudest papa on Filmrow is Ed Blumenthal, Monogram mogul, whose son, Edwin jr., will carry a portfolio in South Texas for his dad, starting soon after Monogram's Dallas convention.

Texas University Gets Three New Pictures

AUSTIN—The visual instruction bureau of the University of Texas has received three new films, the major one issued by the General Motors Corp. to illustrate the evolution of the wheel and the possibilities of it in the future.

The other two deal with the testing of new army bombing planes, and how fires may be prevented through electrical safety.

Two Reeler on Santone

SAN ANTONIO—"Cross Roads of America" is the title of a two-reel picture of San Antonio now in the course of production by Universal Newsreel cameramen.

Opens Kenedy Oso

KENEDY—J. A. Farr, theatre owner years ago in Karnes City, has opened the El Oso here on a full-time operation basis.

Hold Arleen Whelan

HOLLYWOOD—Twentieth-Fox has held Arleen Whelan for another term. The starlet is currently in "Young People."

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

ATLANTA

A RARE visitor was Mrs. J. R. Cross of the Star, Jamestown, Tenn. . . . F. A. Geisler is opening a new theatre at McCaysville, Ga. . . . Ralph Oldknow, manager and co-owner of the Silver Slipper Drive-In, Jackson, Miss., was in town . . . Gus King, Capitol City Supply Co., will attend the derby in Louisville, and here's a tip. He has his dough on Bimelich.

Steve Manderson has been added to the personnel of the Paramount . . . Tom Branon, Affiliated Producers, is back from New York . . . Johnnie Cummins, office manager and booker at Monogram Southern, spent the weekend in Birmingham . . . G. S. Owen, whose Royal in Opp, Ala., was destroyed by fire some time ago, has reopened after a $30,000 rebuilding program . . . John Mangham, president of Monogram Southern, reports he had a "marvelous time" on Ed Sparks' annual fishing trip.

Larry Waters of National Screen Service, who was transferred to Charlotte, was in town for a short visit . . . U. E. Criek, with Metro in Memphis, a visitor for several days . . . On the sick list was Miss Kate Land of Columbia . . . Filmrow visitors: S. C. Ware, Royce Theatre, Roysston, Ga.; W. B. "Bill" Collins; H. J. Woodward, Strand, Winder, Ga.; Grover Wise, West End, Birmingham; Paul Engler, Famous, Birmingham; Frank Merritt, Birmingham, and Harold Laird, Lam Amusement Co., Rome, Ga.

J. W. Martin, manager of the Hangar Theatre, Hapeville, Ga., says, "You can't keep a good man down." And to prove it, he had his tonsils removed on Saturday morning, and was down on the Row early Monday picking up film . . . R. M. Goldsmith of National Theatre Supply is traveling southern Alabama . . . Aubrey Nesbit, manager of the Park, College Park, and Bill Yarbrough, manager of the Fulton, Hapeville, were on the Row swathed in bandages and adhesive tape. They were in an automobile accident over the weekend . . . Jack Barrett of Accessory Consolidated Service is on a business trip in Florida. He may sneak in a little fishing on the side, he said on leaving.

Walter Brackin came in from Ozark, Ala. . . . Arthur C. Bromberg of Republic Pictures Corp. has returned from New York. He may fly to Hot Springs for a few weeks vacation . . . Johnnie Lawrence of the Rex, Nashville, was in town . . . S. G. McDaniel, Malone, Fla., was in town buying new equipment to replace that destroyed by fire last week . . . Bobby Hanes, shipping clerk at Republic, was thrown from his motorcycle. He suffered a bruised leg . . . Oscar Morgan of the Paramount home office spent several days here.

T. K. Jones, Ritz, Dadeville, Ala., bought a new camera while visiting here . . . George Jones of Republic has a severe case of flu. He hopes to return to work soon, however . . . Mary Brockett, with Crescent in Nashville, was in getting her bookings set . . . The Strand, Uniontown, Ala., destroyed by fire some time ago, will resume operation April 21. New name will be the Neely . . . J. S. Tankersley jr. of Ellijay, Ga., was in the hospital several days with a "strep" throat.

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BIRMINGHAM, ALA.



—William Dunn Studios

They Discuss the Neely Bill—

When Congressman Luther Patrick of Birmingham came to Atlanta to express his view on the Neely bill, the following picture resulted. Seated, left to right, are Joe Abercrombie, manager of the Emory Theatre, Atlanta; Fred Coleman, Fairfax, East Point, Ga., and Congressman Patrick. Standing, same order: A. C. Bromberg, Republic; Jack Barrett, Accessory Consolidated Service; Roy Smith, Orlando Poster Exchange; Riley P. Davis, Theatrical Printing Co., and W. R. Griffith, Strand, Cullman, Ala.

Austin Student Center Begins Film Program

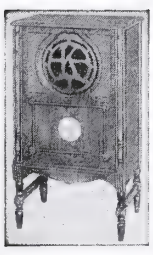
AUSTIN—The Texas Union, student activity center on the University of Texas campus, inaugurated a new feature Monday with a full evening's film entertainment for 10 cents per person. Opening bill included "The Last Outpost," starring Cary Grant and Claude Rains, and two short subjects.

P. A. by Tex Ritter at Ritz Theatre, Austin

AUSTIN—Tex Ritter will make a personal appearance here April 22-25 at E. W. Hegman's Ritz. Hegman is planning a number of publicity stunts in connection with the Ritter engagement, including tie-ups with the University of Texas, of which the cowboy star is an ex-student.

Finishes "Four Mothers"

HOLLYWOOD—Stephen Morehouse Avery has completed the script of "Four Mothers" for Warner. Film is a sequel to "Four Wives," which was a sequel to "Four Daughters."



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Carolina Exhibitors Pick Myrtle Beach

CHARLOTTE—Theatre owners of North and South Carolina will hold their summer convention for 1940 at the Ocean Forest Hotel at Myrtle Beach June 9, 10 and 11, it is announced by H. R. Berry, of Hartsville, S. C., president.

Berry held a conference in Charlotte with Secretary Pauline Griffith, when she reported that a majority of the exhibitors in the Carolinas had voted for Myrtle Beach as the convention city. Heretofore the directors of the body have named convention dates and selected convention cities.

President Berry appointed the program committee as follows: H. H. Everett, Charlotte, chairman; Roy Smart of Charlotte and Ben Strozier of Rock Hill, S. C.

An attendance of over 300 is anticipated, Berry said.

Buys "Streets of Cairo"

HOLLYWOOD—Alex Gottlieb's "Streets of Cairo" has been acquired by Universal, and the author has been signed to write the script.

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MEMPHIS

EXHIBITORS along the Row this past week: W. H. Kaver sr. and jr. of the Von, Booneville, Miss.; Al Wilson, Bay, Red Bay, Ala.; Rufus Hardy and Grady Cook, Joy, Pontotoc, Miss.; Miss Adys Brown and Jimmy Nichols, Gem and Nevada, Prescott, Ark.; W. R. Tutt, Savoy, Clarksdale, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; O. F. Collins, Capitol and Majestic, Paragould, Ark.; S. T. Lyles jr., Ritz, Oxford, Miss.; Joe Applebaum, Roosevelt, Hollandale, Miss.; K. H. Kinney, Hays, Hughes, Ark.; P. E. Morris, Regent and Honey, Indianola, Miss.; Mrs. M. B. Stegar, Palace, Tunica, Miss.; R. H. Taylor, Grand, Truman, Ark.; Charles Collier, Globe, Shaw, Miss.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; C. N. Eudy, Ackerman, Ackerman, Miss.

Gladys McCallum, booker for Steele and Lilbourne, Mo.; C. H. Collier and George Hale, Globe, Drew, Miss.; John Shannon, Shannon and Maxon, Portageville, Mo.; J. F. Wofford, Eupora, Eupora, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; Paul Schaffer, Star, Marked Tree, Ark.; Lyle Richmond, Missouri, Senath, Mo.; J. W. Wofford, Union, Union, Miss.; Otis Taylor, Uptown, Dresden, Tenn.; G. H. Goff, Ritz, Bruceton, Tenn., and Rustic, Parsons, Tenn.; R. X. Williams, Lyric, Oxford, Miss.; Bob Martin, Bells, Tenn.; J. F. Adams, Bruce, Bruce, Miss.; Ben F. Diggs and Harry Shaw, Princess, Paris, Tenn.; Clyde Browning, O. K., Ecru, Miss.; Slim Brewer, Savoy, Clarksdale, Miss.; Gordon Lee Hutchins, Corning, Corning, Ark.; John Mohrstadt, Missouri, Hayti, Mo.; Walter Parham, Holly, Holly Springs, Miss.; R. B. Gooch, Ritz, Selmer, Tenn., and Norman Fair, Fair, Somerville, Tenn.

Tom Young, branch manager at 20th-Fox; Salesmen Nat Wyse and T. I. Baskin, and Mark Sheridan, office manager, attended the company convention in Chicago . . . Hughella Gates is the new cashier at National Theatre Supply . . . Ned Greene of Mayfield, Ky., purchased new carpets for his Legion Theatre . . . L. F. Haven, who operates in Wynne, Marianna, Forrest City and Brinkley, has bought new carpet for Forrest City and Brinkley; new projection equipment for Marianna, and a new cooling system for Wynne as well as carpets . . . John G. Lonsdale jr. of Lonsdale, Ark., expects to complete "The Colony House," a 500-seat theatre there, around June 1.

R. B. Cox, Batesville, Batesville, Miss., is installing a new screen and new projection equipment . . . The reason for Elsie Wagner's smiles these days, is her prize puppy, Tiny-R-Boy-Hi-Hat, won a blue ribbon in the recent dog show here . . . Carriers from eight sub-stations of the Commercial Appeal *were guests of Malco Theatres at a showing of "The Farmer's Daughter" . . . 20th-Fox is the first exchange to start vacations, with the following either now enjoying them or just returned: Jeanette Haliburton, Margaret Jones, Ethel Wolfe, Irving Bryant and Alice Grills.*

W. S. (Shine) Tyson is installing new projection in his Grand at Water Valley, Miss. . . . Sidney Wharton, Pastime and Avalon, Warren, Ark., spent a couple of days in Memphis. This was his first visit in six months . . . Joe E. Brown was due in Jonesboro, Ark., to visit Joe E. Brown jr., who is manager of the Lubbock (Texas) Hubbers, baseball team in training there . . . M. H. Brandon, president of Film Transit, Inc., spent several days in Memphis working out schedules for the opening of their trucking service in West Tennessee . . . A. D. Fielder is installing new cooling equipment in his Steele, Mo., house.

G. W. Haynes, president of Strand Enterprises, has purchased some new equipment for his Strand at Ripley, Tenn. . . . D. A. Smith of the New at Rison, Ark., is installing cooling equipment . . . Harry Moscowitz, head of Loew's construction department, spent several days in Memphis checking on the Palace. Moscowitz was accompanied by M. D. O'Brien, of the projection department, and was joined here by W. A. Finney of Atlanta, southern division manager, in conferences with Col. Cecil Vogel, local Loew manager. Plans for the Palace have not been worked out as yet, but the visiting officials' presence indicates that Loew's will modernize the house for early operation . . . M. J. Pruniski, vice-president of Malco Theatres, took his daughter to New York for a major operation.

Show Aviation Film

AUSTIN—Pan-American Week was observed here with a series of free lectures and entertainment that included the showing of "Flying the Lindbergh Trail," a commercial film furnished by Pan-American Airways.

Medal to McEachern

JACKSON, TENN.—J. R. McEachern, city manager here for Malco, has been awarded a "quartermaster" medal for outstanding exploitation campaigns during the months of January, February and March.



New Film Firm—

The new home of the Dixie Film Exchange in Atlanta, and also headquarters of the Dixie National Film Exchanges. The first and second floors are being used by the local branch, with the top floor devoted to the national company. Teddy Toddy heads the layout.

NEW ORLEANS

WILLIAM CASTAY, owner of the Louisiana Motion Picture Equipment Co., will build a 700-seater on South Claiborne just outside the parish line which will be ready for occupancy before the opening of the regular season . . . The house will be modern in every respect and will book independent films . . . Jack Meredith, a former publicity man for Saenger, now is in the life insurance business.

The Grand at Donaldsonville, La., operated by Sidney Harp is installing new projection lamps and the Fairyland at White Castle, operated by I. M. Gauthier, is getting new sound and projectors.

H. T. Garner advises he is building a new house at Ida, La., which will open in about 60 days. It will be modern in every detail and will use independent films. Ida has a population of approximately 1,000 . . . Investigator Rosen from the department of justice, Washington, is in the city calling on the exchanges asking many questions pertaining to the distribution of product.

Mel Washburn, a former critic on the Item, *is publicity man for RKO's 'Pinocchio" upstate in the New Orleans area . . . Outside of the regulars on the Row this week, R. L. Osborne of the Harlem, Belzoni, Miss., was practically the only new face in town.*

L. M. Ash, manager of the Tudor, is some bowler. Reports current on the Row is that he once rolled 300. A number of times he has rolled 280 . . . A broken pipe in the sprinkler system of the Rio on St. Charles street played hob with the automatic fire alarm.

Miss Jean Cagney, sister of Jimmie, stopped off in New Orleans last week en route to Hollywood from Albany, Ga., where she attended the premiere of "The Biscuit Eater" . . . City Park officially opened May 12, with all the fixings of what might be expected. Free motion pictures will be one of the features.

Early May Opening for Sudekum's Belle Meade

NASHVILLE—The new Belle Meade which Tony Sudekum, president of Crescent Amusement Co., is building "in his own front yard," is scheduled to open early in May. Completion of the ornate front tower is said to be holding up the opening.

There are ten storerooms included in the building, which is a small town in itself. Report is the new theatre's program fare will include vaudeville. The Princess, also owned by Crescent, is the only theatre here now using flesh.

Entertain Horton

AUSTIN—Edward Everett Horton, here for a one-nighter on the Paramount stage, was entertained at a buffet supper in his honor at the Phi Kappa Psi fraternity house. The star of "Springtime for Henry" is himself a member of the fraternity.

Dixie Doin's

By "AL" HENDERSON

WELL here it is, folks, but there isn't much of it since my ramblings were confined to Mississippi this week.

Had the pleasure of meeting Mike Jacobs' son, Marvin, at the Delta, Clarksdale. M. S. Greenblock, managing the Paramount there, is strutting a new green Olds.

Wheatly & Howe, owners of the Strand, an independent house at Hot Springs, have added new cooling equipment.

Doris Thorne, formerly with Frank Glick at Forest, has joined Saenger at Jackson.

Had a short but pleasant visit with Joe Applebaum and the Mrs. at Hollandale. They are very proud of their new Buick.

Dropped by to see Frank Mutz, who manages the Dixie at Yazoo City for Dixie Theatres. They are redecorating the front of the house. Their Yazoo is being completely remodeled and redecorated. It is managed by Miss Clara Schmidt.

Loris Stanton, who manages Malco's Winona at Winona, is redecorating the lobby and front of his house.

Seen about: Frank Marchand of the Paramount at Jackson, and Francis Gatlin of Jackson.

Indecent Exposure Charge Fails in San Antonio

SAN ANTONIO—Interstate City Manager Eddie E. Collins, Count Berni Vici, manager of the recent "Stars Over Broadway" stage-show at the Majestic, and five members of the cast were found not guilty on charges of indecent exposure filed in corporation court here by Rev. Neal Ellis, pastor of Calvary Baptist Church.

Short Time Losses

DALLAS—A record for luck at recovering lost money has been maintained by Mrs. J. V. Carter jr., who operates the Majestic at Comanche. A few days ago a WPA worker returned a purse containing $40 to Mrs. Carter who advertised her loss in the paper. Last year a sum of $130, lost in Ft. Worth, also was recovered.

Seek Revival of FTP

NEW ORLEANS—A revival of the local Federal Theatre Project is being sought by a committee composed of members of the now defunct group. Mayor Maestri has been approached for support.

New Sound for Three

DALLAS—New RCA sound has been ordered for the Florida, Tampa; Earle, Mt. Airy, N. C.; and the Port, Port Arthur, Tex.

Installing New Marquee

PICAYUNE, MISS.—Pick Moseley is installing a new Neon marquee on his Ritz here.

Tells Harm Split-Up Works in Memphis

NEW YORK—On the basis of a 52-picture schedule, 20th Century-Fox's first run product in Memphis is split 26 pictures each between Loew's State and M. A. Lightman's Malco and Strand, William J. Kupper, the distributor's western division manager, testified in pre-trial examination before assistant attorney general John L. Wright in the government's all-industry suit.

This arrangement has been in effect for about five years, the witness declared. It provides for each group of 13 pictures to be alternately submitted to both accounts, with Lightman personally choosing his units' requirements and Joseph R. Vogel. head of Loew's out-of-town theatres, doing the same for the State.

In respect to the distributor's first run deal with Wilby-Kincey in Charlotte, which he said has been in effect for about eight years, Kupper declared, in answer to a direct question, that "no Paramount representative sat in on the deals and I never discussed the deals with a Paramount representative." Mike Kincey negotiated all contracts with Harry Ballance, 20th Century-Fox district manager, he added.

Lucas & Jenkins has first run in Atlanta, Kupper stated. Although Ballance negotiated the deal with William K. Jenkins, Kupper analyzed the terms and then submitted them for acceptance to the late John D. Clark, then 20th Century-Fox sales manager. This was about seven years ago.

The distributor's first run account in New Orleans is Saenger, Kupper said. This has been the setup for the past seven years. He declared at no time has a Paramount representative sat in on deals.

Kupper had the same reply when Wright asked if a Paramount representative had ever sat in on first-run deals with Interstate in Dallas, where the distributor has sold first run to the circuit for about 15 years. Bob O'Donnell of the circuit, Ballance and Herman Biersdorf, Dallas manager, negotiate most deals, although Kupper said he sat in up to three years ago.

Sapulpa Robbery

SAPULPA, OKLA.—A gunman escaped with about $1,000 in the holdup of the Criterion, according to A. A. "Speedy" Moulder, owner-manager.

SANTONE

FROM Crockett, Texas comes news that the Auditorium Theatre, an 800-seat house, was gutted by fire on April 8 . . . Phil Alexander, actor-scriptwriter, is planning that trip to 'Frisco, May 1 . . . Lloyd Allsup, Aztec doorman, who has been on the sick list, is back on duty.

Helen Jepson, screen, radio and stage star, will be guest artist at the Queen's Coronation in the Municipal Auditorium, April 25 . . . The new theatre reporter on KABC is Frank Holloway who hails from Clovis, New Mexico. He succeeds Jerry Fisher who has taken a post with KCMC, Texarkana, Tex.

Tee to Green: Arthur Kumpf, assistant chief of service at the Empire, made a hole-in-one here the other day on the Riverside golf course. Nice going, Artie.

William D. McCabe, formerly connected with motion picture production in Hollywood, has just opened the United Co. Advertising in the Milam Building here. Other members of the staff include Yancey L. Russell and Miss Frances Browne, continuity writers.

Travelers: Jose Calderon, Azteca Films, has returned to Mexico City after a sojourn in the Alamo City . . . Tommy Donahue, employe of the Paramount exchange, Dallas, was in town recently attending a wedding . . . Tureman Hendrix, 20th-Fox salesman, Santone, is back after taking in the New York annual sales confab . . . "Chick" Collins trained out the other day for a visit to Hollywood . . . Beulah Greene, State cashier, spent a portion of her vacation last week in Dallas.

"Rebecca" Is Held Over Three Days in Austin

AUSTIN—Originally booked for four days at the State, "Rebecca" did so well at the boxoffice that it was held over for three more days.

Charles Amos Manager

NASHVILLE—Charles Amos is manager of the Paramount here, and his assistant is Ben Garrett. J. R. Harper, erroneously listed as manager in a recent issue of BOXOFFICE, is a member of the theatre's personnel.

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Date Played..... *Weather*.....

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Town ..... State.....

Population.....

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: NEWS BRIEFS :

ALABAMA

BRANTLEY—A. L. Morgan and Felix Tisdale are operating the Ritz here which they have bought from Fred T. McLendon.

UNIONTOWN—The new Strand being built here by the Neely Theatres, Inc., was expected to be ready by April 18.

FLORIDA

PAHOKEE—Gold and Dobrow, operators in the Lake Okeechobee area, plan a new theatre to replace the old Prince here.

STUART—A group of over 40 theatre managers were brought here April 13 by E. J. Sparks, owner of some 100 Florida theatres, for a four-day fishing venture.

TALLAHASSEE—Site for a 900-seat house has been purchased by E. J. Sparks, president of Tallahassee Enterprises, Inc., operators of the State and Ritz here. Announcement of the purchase was made by A. P. Talley, manager of the company's two houses here.

GEORGIA

SAVANNAH—The local drive-in theatre has reopened.

VALDOSTA—Work is progressing rapidly on the new Negro theatre that is being erected for the Martin Theatres.

MISSISSIPPI

HAZELHURST—W. M. Carmichael is speeding remodeling on a building here which will be converted into a 640-seat theatre.

PICAYUNE—W. L. Mosely will rebuild the Ritz here which was destroyed by fire.

NORTH CAROLINA

BEAUFORT—The Beaufort here is being extensively redecorated.

LAKE LURE—Work is progressing on the new 350-seat theatre here that J. W. Griffin of Forest City is building.

SALISBURY—Mrs. Evelyn Kimball, 25, for several years cashier at the Capitol here, died following prolonged illness.

SOUTH CAROLINA

FLORENCE—The new Carolina has opened here.

HONEA PATH—Mrs. E. E. Higgins is the new manager of the Lyric, owned by C. D. Armistead of Augusta, Ga.

TENNESSEE

MANCHESTER—J. R. Greer is the new manager of the reopened Lyric here. Greer comes from Huntingdon where he was succeeded at the Court Theatre by W. L. Barniza.

MEMPHIS—An enjoinder forbidding the IATSE from picketing W. M. Parham's Royal here, which does not have a union contract, was assailed in the Memphis *Labor Review*, as a denial to "freedom of expression."

New War Measures Will Affect Film Industry

OTTAWA — Formal announcement has been made that the new Canadian Parliament will open its first session Thursday, May 16, when further war measures will be dealt with. These are expected to include new taxation proposals which will directly and indirectly affect the motion picture industry, but the details are being kept a closely guarded secret until they are unfolded on the floor of the House of Commons when they may go into effect automatically.

It is believed some of the measures will bring an upward revision of customs duties on imports, higher postal rates and special direct levies on business including theatre receipts. It will all be a part of the war and little can be done about it except to smooth out possible oppressive points that may not have been taken into account by the politicians.

It is a known fact large companies in the trade in Canada have taken the precaution in their current budgets to establish a reserve fund for taxation contingencies in the belief that new tax laws will be invoked.

Ottawa Fair Is Abandoned For Duration of the War

OTTAWA — Formal announcement has been made by the Central Canada Exhibition Ass'n of the abandonment of the annual Ottawa Fair, one of the largest fall fairs in the Dominion, for the duration of the war, although plans had been made for the holding of the 1940 Fair during the week of August 19 and arrangements made for a number of special attractions.

The cancellation of the exhibition, primarily due to the requirement of the permanent buildings for military purposes, will result in the dropping of a community week in which many outside people visited the Canadian capital with patronage at local theatres as part of their schedule. Special screen features for Exhibition Week had been booked by managers, although there had been a decline in extra patronage for the theatres in recent peace years. If and when the fair is revived, it is expected that new grounds will be secured outside the city limits for an entirely new start.

Adults Posing as Parents Aid Curfew Violations

LONDON, ONT.—Belief that adults attending late shows pose as guardians or parents of children in order to assist the children to get into theatres, was expressed at nearby St. Thomas by theatre managers.

Called into a conference with Rev. A. H. Hone and O. L. Austin, superintendent of the Children's Aid Society, the theatre managers of the city said they are doing their best to discourage children from attending late shows.

As a result of the conference, more determined efforts are to be made in St. Thomas to keep children off the streets at night. The children's protection act prohibits them from loitering in public places after 9 p. m. unless accompanied by parents or guardians.

Quebec Wage Law Is Upheld by Court

MONTREAL—A motion picture operator's wages formed the subject of a test case decided by Judge Joseph Archambault in superior court here when the validity, legality and constitutionality of Article 61, Ordinance No. 4 of the Province of Quebec fair wage board were upheld.

Article 61 has been the subject of argument and contestation for some time, and the judgment establishes that the fair wage board, in enacting the article, did not go beyond the powers bestowed upon it by the legislature. The article came into force as of January 1, 1938, and was to the effect that salaries existing at that time might not be reduced because of rates set in any ordinance.

The case was that of Evanhoe Ruel, a motion picture machine operator, against the Standard Amusement Co., which owns and operates the Park on Church Ave., Verdun. The attorney general intervened because of the attack on the constitutionality of the ordinance invoked by the defendant. Ruel was said to have been getting $25 a week, and this allegedly was reduced to $19 a week in May, 1938, some months after Article 61 of the ordinance came into existence. Ruel admitted he had signed a document accepting such a reduction, but had done so "because of fear of losing my position."

The defendant company said conditions had been very bad, and in order to continue in business the manager had asked his employes to accept wage cuts, and they had agreed. He then challenged the constitutionality of the article. Award of $153 was granted, being the difference in the $19 received, and $25 for a six-month period for which he could sue.

Rotshtein Installs Sound

SELKIRK, MAN.—Nathan Rotshtein of the theatre enterprises bearing his name, has had the J. M. Rice Co. of Winnipeg install new sound in the Roxy here.

: *Still Farther North* :

DAWSON, YUKON—P. J. Allen, manager of the Orpheum here, writes to BOXOFFICE as follows:

"Some time ago you had an item about 'Farthest North Theatre Closes Down.' I intended writing at that time, but decided to check my story first and this is what I found: The theatre referred to was situated on the Yellowknife in N. W. T. and the entire length of the Yellowknife is south of Dawson, so our claim to be the northernmost theatre in the British Empire is still unchallenged.

"On the other hand, Fairbanks, Alaska, has two theatres, one just opened, and Fairbanks is about 30 miles north of us and then I understand there is a summer location somewhere on the lower Yukon, which would be still farther north, but even the latter place would still have to add '—on American continent.' "

Canada Looms Bigger As a Film Market

TORONTO—With the spread of the war in Europe in the invasion of Denmark and Norway by Germany, the prospect of active trouble elsewhere and increasing transportation and communication difficulties for more neutral countries in that continent, Canada has assumed relatively greater importance as a market for both Hollywood and British productions. At the same time, the belief is held in Toronto film trade circles that producers of features and shorts will be even more inclined to make pictures having increased appeal for the North American viewpoint which, of course, includes Canada.

Almost unknowingly there has been a general acceptance of the current themes of Hollywood features on the part of the Canadian public. In other words there has been an entire absence of anything in the nature of anti-British sentiment in U. S. productions and, insofar as feature-length productions are concerned, the censor boards in the Dominion have had little to worry them in what might be termed objectionable propaganda. Pictures having an English setting, such as **"Rebecca," are** proving highly popular in Canada with holdovers being registered, while English films, that are produced in English studios, are attracting more than usual interest because of ties with the Mother Country during the stress of war. A number of the British pictures are having extended runs.

It is believed locally that Hollywood is more appreciative of the British Empire outlets, including Canada, because of the shutting off of European Continental countries and that pictures geared to consumption in the Anglo-American as well as Latin American field will find increasing favor in this Dominion. This is entirely apart for the desire for entertainment during war worry which, if the experience in the last conflict is any criterion, will result in increased theatre business. It is pointed out that when casualty lists became heavy in the last war the people of Canada turned to the theatres for relief and human nature has not changed in the last 25 years.

With respect to newsreels, war scenes reaching the Canadian public are quite tame—in fact some Canadians appear to be disappointed that actual front clips or scenes of horror are not being shown—but the official attitude is that pictures of the gruesome side of warfare would serve no practical purpose when the theatre is designed for entertainment, and that the newspapers and radio are sufficient in revealing the bloody aspects of the struggle.

New Dress for College, Toronto 1,050-Seater

TORONTO—The College, 1,050-seat unit of the Famous Players circuit in the Toronto West End under the management of M. Margolius, has blossomed out in new dress, structural improvements and luxurious seats, the house having been closed for one week for the reconstruction job. There has been no change in policy or prices.

TORONTO

THE rush to "Rebecca" at the Uptown, Toronto, ace house of the Famous Players chain, was so great that Manager Fred Trebilcock was forced to install illuminated "Quiet Please" signs in the foyer and mezzanine floor in an effort to tone down the standees waiting for the next performance. He announced the feature was being held for a third week . . . "Primrose Path," which has been held back by the Ontario censors because it was banned elsewhere, has been reserved by Manager Tom Daley for the big Imperial in downtown Toronto.

Business shaped up so well for "Broadway Melody of 1940" *at Toronto Loew's that it was held over for a second week in spite of the fact that the theatre has quite a number of pictures on its waiting list because of the eight-week run of "Gone With the Wind." Manager Jules Bernstein has reported that projection equipment has been improved, including the installation of new lenses, with a better screening of color films resulting.*

The Palace, Toronto, which has been under the care of Manager Querrie since the theatre opened almost 20 years ago, was packed to the ceiling for the annual theatre night of the West Danforth Businessmen's Ass'n when scores of neighborhood merchants added lucky prizes to a special program. Querrie has long been a leader in the Danforth district.

W. L. Clairmont has been appointed Dominion fire commissioner of the Canadian government in succession to the late J. Grove Smith, who, for a lengthy period, was well known among film executives in the work of fire prevention and insurance supervision and through the Dominion Fire Prevention Ass'n of which Col. John A. Cooper was an officer . . . E. H. Wells, national secretary of the Canadian Film Boards of Trade, has returned to his Toronto office after an official visit in Montreal.

In connection with the inauguration of an air-conditioning plant in the Belsize, Toronto, Manager Al Sedgwick distributed appropriate advertising accessories including book matches which announced the new smoking privilege in the theatre and also a folder describing the equipment in an envelope on which was printed: "This is as important as the air you breathe." The folder contained interesting facts and illustrations of the ventilating system.

At the annual meeting of the Yonge-Bloor Businessmen's Ass'n, which has a membership of 108 *merchants and professional men of the vicinity, Manager Fred Trebilcock of the Uptown was elected a director after being identified with the organization only a few months . . . Considerable interest has been aroused locally in the announcement by Mary Pickford of plans for the production of her first picture in seven years, work to start this summer. Mary is Toronto's first real contribution to the screen, having been born here.*

Intimation has been received that Maureen O'Sullivan, screen star, will visit Toronto in the near future when she will meet her husband, John Farrow, who enlisted as an officer in the Royal Canadian Navy a short time ago . . . A caller on Filmrow was Sam Fingold, proprietor of the Lauder, Mt. Forest, Ont., during a week in which there was still more snow to discourage travel from out-of-town points.

Henry Falk and Manager George Law of the new Biltmore at Oshawa, Ont., threw a nice party for the film representatives to round out the formal opening of the independent house . . . Ray Lewis has launched special exploitation for the Toronto first run at the Avenue of "Break the News" which will serve to bring Maurice Chevalier to local fans again.

William Summerville, son of W. A. Summerville, member of the Ontario legislature and owner of the Prince of Wales Theatre, is chairman in charge of arrangements for a trade parade week in the east end of Toronto commencing April 27 when district stores will put on their best front.

Tallulah Bankhead, playing in "The Little Foxes" for a week at the Royal Alexandra, Toronto, made quite a hit with her forceful comment in support of the British cause in the war, but there was some eyebrow lifting when she declared that she wasn't exactly interested in moving pictures any more although she had once been a film star. "I've never even seen Bette Davis on the screen although she has repeated some of my stage roles for the movies," she said.

Roy Tash, cameraman of Associated Screen News, has been in Toronto following the shooting of scenes at Camp Borden, training center for the Empire Air Training Scheme which is getting under way in the Dominion . . . After a stay with his parents in Toronto, J. Lieberman, president of the Maritime Film Company, has returned to St. John, N. B.

TILBURY

Many western Canada visitors here are returning with new cars.

The Canadian Drill team from Chateau, winners of the national championship, will present their drills in front of the Plaza Theatre here, after which they will be guests of Manager Harold Rankin. The Plaza, incidentally, always is host to Tilbury boys home on leave.

New Sound at Yorkton

YORKTON, SASK.—New sound equipment has been installed in the Princess here, under Nathan Rotshtein operation, by J. M. Rice & Co. of Winnipeg.

Megs Next Bob Burns

HOLLYWOOD—"Comin' Round the Mountain," next Bob Burns starrer for Paramount, will be directed by George Archainbaud for Producer William Thomas.

An O'Brien to Grants

HOLLYWOOD—"Stage to Chino," forthcoming George O'Brien western for RKO, is being scripted by Morton and Arthur Grant.

Holds Back Release of "Primrose Path" in Ont.

TORONTO—According to O. J. Silverthorne, chairman of the Ontario film censor board, the release of "Primrose Path" to theatres in this province has been held back because of a decision that it would be "inadvisable" to issue a license for the showing of the picture immediately after it had been banned by the police censor in Detroit, Mich., a move which had received wide newspaper publicity in Ontario.

It was also pointed out that the viewing of the picture by Premier M. F. Hepburn had not been done in his official capacity as chairman of the censor appeal board, but at the request of the censor board chairman with a view of getting his personal opinion regarding the classification of the feature. A short time ago Hepburn attended a private screening of "The Grapes of Wrath" and he has seen various other pictures in similar manner apart from the official examination by the censor board. It is understood that "Primrose Path" will be released under the regulation which will restrict patronage to adult audiences only.

Second Runs for "Wind" Under Way in Toronto

TORONTO — "Gone With the Wind" opened simultaneous second runs here April 20 at two neighborhood theatres of Famous Players, the Bloor and St. Clair, under special policies. The feature is being shown twice daily with seats reserved at evening performances at $1, and the matinee admission price at 75 cents. Jack Laver, one of the original employes of the Canadian circuit, is the manager of the Bloor, while G. Morrell is in charge of the St. Clair. Following these engagements, the picture will play in Famous Players units in other districts of Toronto.

Previously, "Wind" played the Capitol at Galt, Ont., and has had two runs in Ottawa at the Regent and Avalon, as well as two in Montreal at Loew's and His Majesty's. The Canadian premiere took place at Toronto Loew's where it played eight weeks, closing March 22. In western Canada and the Maritimes, the picture has played a considerable number of first-run situations and is starting its second swing around the big chain.

Merchants Cooperate on Regent's 25th Birthday

OTTAWA—The Regent made a gala occasion of its 25th anniversary with special advertising and additional trimmings in a tieup with 15 local merchants and business firms, details of which were organized by Manager Angelo Stevens.

The screen program for the occasion included "I Take This Woman" and "Honeymoon Deferred" while announcement was made that coming attractions included "The Grapes of Wrath," "Dr. Cyclops" and "Vigil in the Night."

A feature of the anniversary was the publication of full pages in the newspapers containing congratulatory advertisements of commercial enterprises. The theatre is a Famous Players unit.

United Amusement to Play British Films

MONTREAL—British films will be boomed in Montreal under a new policy adopted by United Amusement Corp.

The directors of the corporation, believing that, apart from outstanding hits, there are many British films well worth seeing, have decided to present them for runs of a week or more at the air-conditioned Snowdon Theatre, which is under the management of Larry Stephens.

Encouragement for the new policy was found in the crowded houses which greeted the comedy, "A Girl Must Live," British counterpart of "The Women," now completing its third successful week at the Snowdon. First run will be given to some of the lesser known British films, and second run to important British hits, also at the Snowdon.

The Snowdon, second last of the United Amusement chain to be constructed, and first air-conditioned film theatre in Montreal, is situated in a growing and prosperous suburban district in the northwest of the city, close to an important transfer point of the tramways. It draws its patrons not only from the neighborhood and from other parts of Montreal, but also from Cartierville, suburban town a few miles north on the banks of the Ottawa River, with which there is direct street car communication.

Press Sees "Over There"

MONTREAL—"Over There," a war film showing Canadian troops at Aldershot and at Beaver Club in London, was given its first Canadian showing here at a press preview.

CALGARY

JOE MYERS, manager here of Regal Films, has spent the past ten days in the Holy Cross hospital, with prospects of an extended stay. He is seriously ill from septic poisoning.

Palace Theatre, downtown unit of the Famous Players chain, closed on the 13th for two weeks to undergo interior alterations. The house will be entirely reseated, new carpets installed and new flooring constructed. Vic Armand, superintendent of construction from Toronto head office, is in charge of alterations. The Palace will reopen on April 27. Cost of renovations will run about $30,000.

RCA Photophone sound reproducing equipment was installed this week at the Capitol, unit of the F. P. C. C. circuit.

Late spring snowfalls continue in Alberta, blocking country roads. With temperatures mild, hovering over 30 above, weather has proven no handicap to theatre business in the cities. Calgary theatremen, however, have found the hockey championship games their most serious rival attractions.

MONTREAL

MARCH winds and snow flurries sandwiched into the middle of April have made the trip to Montreal anything but tempting for country exhibitors, with the result that few have been around Filmrow. G. Major of the Bellerive, Valleyfield, was one enthusiast whom icy roads did not deter . . . Associated Screen News camera crews have been kept busy covering the various war activities in Canada. Roy Tash filmed the manufacture and production of the first Bren guns in Toronto. Bob Martin covered tank training at Camp Borden, and Lucien Roy visited the Kananaskis internment camp in British Columbia.

"Gone With the Wind" reappeared in Montreal at His Majesty's, and was simultaneously shown at the Capitol, Quebec . . . Patrons of a Toronto theatre were forced to use the side entrance because a large Newfoundland dog chose to lie down and block the inner door and ushers were afraid to disturb it . . . George Rotsky, J. P. of Consolidated Theatres, is back from a trip to St. Louis . . . Harry Paynter, assistant general manager of Empire-Universal, visited Filmrow offices here. Paynter was Quebec manager for Empire-Universal until a few weeks ago.

Ben Dunning, former president of the Montreal musicians' union, died suddenly a few days ago in his 71st year. Patrons of the old Gaiety remember him well as drummer in the orchestra . . . Frank L. Armstrong, a native of Saint John, New Brunswick, who has been engaged in the industry in the United States, has returned to Canada to join the Montreal staff of Associated Screen News.

Al Jeffreys, manager of United Artists in Montreal, and Tom Dowbiggin, sales manager of Paramount, are real hockey enthusiasts. They journeyed together to Toronto to witness the Allan Cup game between Kirkland Lake Blue Devils and Montreal Royals . . . Wilfrid Cohen, Warner Canadian general manager in Toronto, visited Filmrow . . . Another Toronto visitor to Montreal was Frank O'Byrne, manager of ASN in Toronto, who visited head-office . . . Famous Players will cooperate with F. W. Winter in building a 1,000-seat theatre at Moncton.

Robert "Bob" Lowell, manager of the Maska, St. Hyacinthe, has been transferred to the Grenada at Sherbrooke. Rudy Vallee, namesake of the famous star, manager of the Grenada, Sherbrooke, is taking over the Premier in that city . . . One of the most spectacular theatre fronts seen in Montreal for some time, was that used by John Dufort, manager of the Crystal, to advertise "U-Boat 29." It portrayed a submarine with planes flying over it, and a moving spotlight picking them out. The theatre did splendid business . . . The Imperial has revived "Auction Night" Fridays, and is also running an "Amateur Night" show Mondays.

Members of the Medical Society of Quebec were guests at a special screening of "The Story of Dr. Erhlich's Magic Bullet" prior to its opening at the Empire.

Canadian Pioneers Hold Party May 1

TORONTO—The Canadian Picture Pioneers Club, membership in which is limited to moving picture men of 25 years experience or longer in the film field, will hold its first blowout at the Royal York Hotel Wednesday night, May 1, when the entertainment program will include a number of "acts" by old-timers who once offered vaudeville specialties in their own or other theatres in the early film days. These entertainers will be members of the club which, incidentally, has taken out a government charter with charter membership restricted to 100 persons.

In general charge of arrangements is Clair Hague, Canadian Universal representative, who has supervised the inviting of various veteran film personages from the United States to the originals' banquet. Hague is general chairman but he has also promised to put on an act of his own.

The committee in charge of entertainment comprises Charlie Stephenson of the Allen circuit; A. J. Laurie, who recently started in business for himself after many years with Empire Films, Regal Films and as a theatre manager; Walter Kennedy, exploiteer; Ben Cronk, formerly supervisor with Allen Theatres and head of the Famous Players' art department for past years, and Syd Taube, former exchange executive who operates a chain of theatre candy vending machines.

VICTORIA

FOR THE showing of "Pinocchio" at the Capitol, tieups were arranged with leading grocery and departmental stores featuring "Pinocchio" products. Music stores featured songs from the show. Manager J. M. Robertson found comments of patrons very amusing, as the picture had to stand comparison with "Snow White" and there were many differences of opinion.

The Dominion is featuring a new lobby display which is drawing much favorable comment from patrons, particularly the English people. It consists of a lighted scene of the Houses of Parliament and Westminster Bridge in London, England. Framing the picture are four lighted 11x14's advertising the current pictures. These are mounted on a colorful spring background.

Alec Templeton, brilliant young blind English pianist, was well received at his showing at the Royal Victoria . . . Much publicity was given the personal showing of the "Dumbells" at the Oak Bay. The "Dumbells" created a sensation during the last war as a group of comedians, and their appearance during the present war has been greeted with much enthusiasm especially from those who knew them in the last war. Their arrival in the city was greeted by a parade headed by the local war veterans band. The group plans to go to Europe soon to again entertain troops.

Book Giveaways Invade Theatres in Ottawa

OTTAWA—Books have invaded the Canadian capital as a theatre premium. H. Berlin of the Somerset, a comparatively new neighborhood house, has come out with the offer of an encyclopedia, volumes of which will be available at the Sunday midnight shows and on the first three nights of the week.

Three other Ottawa theatres have been holding Foto-Nites weekly; two have merchandise premiums and one has a weekly quiz stunt for cash prizes. The Capitol and Regent, chain houses, do not indulge in premiums while, among the independent theatres, the Centre and Elgin refrain from giveaways.

Says American and Swiss Made Pictures Possible

TORONTO—In an address on the subject of "Science and You," Dr. J. Allen Harris, discoverer of a chemical element and a Canadian university professor, gave credit to a Swiss scientist and an American chemist for discoveries nearly 100 years ago which led to the development of motion pictures in this period. His talk also touched upon the introduction of safety film with its subsequent advantages. The Swiss was Professor Schoeinbein of the University of Basel, while the American inventor was Maynard.

May Resume Payment of Dividends on Common

MONTREAL — Shareholders of Eastern Theatres, Ltd., were told at the annual meeting in Toronto that resumption of common dividends is possible during the current year. Business for the quarter ended March 31 was much improved over the first quarter of 1939.

No dividend has been paid on the common stock since Dec. 15, 1938, when 50 cents was paid for the year, the same amount as in 1937, previous to which no payments were made since 1933 when $2 was paid.

The Palace in Calgary Being Reconditioned

CALGARY—Vic Armand, superintendent of construction for Famous Players Canadian Corp., is here supervising interior alterations on the Palace. House will reopen April 27.

Alterations amounting to $50,000 will include new cement floor in auditorium, new carpets on aisles, stairways, foyer and mezzanine floor, redecoration of interior and restrooms, new ventilation and sound equipment, and new seats.

"Royal Road to Learning"

MONTREAL—Upholding the use of films, which he termed "a form of royal road to learning" as an aid to instruction in the schools, Dr. W. P. Percival, director of Protestant School education for Quebec, addressed a luncheon of the Kiwanis Club in the Windsor Hotel on "Visual Education in the Protestant Schools of the Province."

Lorne Moore Achieves Best Campaign Award

TORONTO—Lorne Moore, manager of the Grand, Sudbury, Ont., earned the award for the best campaign for the past month among the theatres of the Associated chain with his exploitation on "The Invisible Man Returns." Honorable mention was given Manager Gordon Beavis of the Royal, North Bay, according to announcement by Supervisor Dick Main and J. A. Kudirka, head of the promotion department for the circuit. This was earned by Beavis on his campaign for "Dead End Kids on Dress Parade." Special mention went to Manager Wannie Tyers of the Granada, St. Thomas, for his campaign on "Mr. Smith Goes to Washington."

Featured Laundry Tieup

Lorne Moore's exploitation was featured by a tieup with the Cascade Laundry through which 3,000 door-knob hangers were distributed and special displays arranged, along with the award of 15 laundry and 15 dry cleaning prizes to which the Grand added 20 passes. The prizes were offered in a novel contest in which 500 of the door-knob hangers were numbered with invisible ink as used by the laundry for identification purposes. The laundry installed a red-violet lamp in a demonstration booth in the theatre lobby and the public was invited to bring the door-knob hangers to the theatre to check them for lucky numbers which were visible only under the rays of the lamp. The company provided a girl attendant for the exhibit during the matinee performances while theatre employes looked after the booth at night. Hundreds of persons visited the exhibit each day. The laundry company also paid for a 17-inch display advertisement in the local newspaper and contributed $20 to pay for the hangers and display costs.

A drugstore had a window display for "The Invisible Man Returns" consisting of many containers of brightly colored liquids and an array of prescription utensils with appropriate cards to bring out the idea of a nightmare. A Sudbury news company used theatre banners on the sides of delivery trucks.

Parade of Seamen

For "Dead End Kids on Dress Parade," Manager Beavis at North Bay had a parade of the local boys band members of which were togged out in naval and cadet uniforms, a large banner being carried. For a street ballyhoo, seamen and cadets walked the streets carrying cards and stood on guard in front of the theatre, the second feature on the program being "Torpedo Raider." The theatre front was decorated with pennants.

An excellent stunt consisted of six window displays in each of which was a picture of a different Dead End Kid. Four of these displays were along the main business thoroughfare while two others were in isolated spots. A newspaper advertisement invited the public to bring a list showing where the pictures were located with their character names, the first ten correct answers receiving guest tickets. A special illuminated 6-sheet display was used on the corner of the theatre building.

Manager Tyers at the St. Thomas Granada had a row of glitter letters spelling the title of "Mr. Smith Goes to Washington" along the stage which were illuminated by blue lights during the screening of the trailer in advance of the engagement and had a shadow box in the lobby for two weeks in advance, this box being later placed in a store window. He mailed special invitations to the 80 Smiths residing in St. Thomas and organized three college and church theatre parties during the week. Heralds were placed in parked cars and good use was made of a marquee banner, advertising frames and press-book accessories.

For the engagement of "South of the Border," Tyers had a tieup with dime store in a Gene Autry photo giveaway with each "South of the Border" sundae, plugged the songhit over the public address system and had sheet music and phonograph record displays in two music stores.

Tyers employed a good stunt for "Charlie McCarthy, Detective" in a tieup with chain grocery store with the distribution of small envelopes containing a sprinkling of sawdust which was designated as a sample of the beard of Mortimer Snerd, an envelope being placed in each bag of groceries. Printed on the outside of the sealed envelope was a notice signed by Charlie McCarthy in which information was wanted about Snerd, the playdates at the Granada being mentioned of course.

Tieup by Garrette Sells Forthcoming Attractions

TORONTO—Manager R. Garrette of the Geneva, Orillia, Ont., pulled a nifty stunt in connection with the distribution of card folders on which was printed a schedule of coming attractions for the month in calendar form. In a tieup with a local drugstore, which paid for the cost of an advertisement on the card, three guest tickets were handed out each day for a period to persons who could produce the program folder from their pocket on request from a representative of the theatre. Two of these tickets were awarded on the main business thoroughfare while the third was given in the drugstore when a customer could produce the card. This insured the carrying of the theatre's card to a large degree.

Victoria in Toronto to House a Jewish Show

TORONTO—The Victoria, large downtown house under lease to Famous Players, is being reopened April 24 for an engagement by a Jewish dramatic company headed by Jack Berlin in a presentation of "Der Naketer Emmes," a part of the proceeds of which will be turned over to the Toronto Jewish Old Folks' Home.

The Victoria was once operated by Jerry Shea as a vaudeville-moving picture house in addition to the Hippodrome on City Hall Square which continues to be run by Shea in conjunction with Famous Players. The Victoria, which has been dark for years, is opposite the Tivoli which is the second-run house in the downtown area of the big chain under the management of Leonard Bishop.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

First National

Dr. Ehrlich's Magic Bullet
One of the very best, but like other documentary films, only a few care to see it. I think you owe pictures of this type of the few patrons who will appreciate it as it is certainly a must see from the educational standpoint. Tuesday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800.—Burris and Henly Smith, Imperial, Pocahontas, Ark.

Espionage Agent
Personally I liked this yarn, because anything about war is news, but a lot of people didn't agree with me as far as boxoffice showed. Wed., Thurs. Weather: Rainy. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Espionage Agent
A fine program picture that drew better than expected. Brenda Marshall a truly glamorous find. Let's have more of her. Sat., Sun. Weather: Very cold. Admission: 35-10. Rural patronage. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. Dak.

Metro-Goldwyn-Mayer

Babes in Arms
A good many of our patrons were disappointed in this picture. Too much Rooney. Fri., Sat. Weather: Fair. Admission: 35-15. Small town and rural patronage. Population: 2,500. Capacity: 500. —Beatty & Johnston, Capitol, Red Deer, Alberta, Canada.

Fast and Furious
Ann Sothern is good—especially since she's had some decent stories. This is a real clever little comedy and they'll laugh plenty. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Judge Hardy and Son
Perhaps not quite containing the comedy there was in some of its predecessors, this picture nevertheless is a good show and can be considered up to the high standard set by the Hardy Family series. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 876. Capacity: 165.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Ninotchka
Surprise picture. We have been afraid of Garbo for years, but she is human after all. Good show business, just fair weather, and roads bad. Mon., Tues. Admission: 35-15. Small town and rural patronage. Population: 2,500. Capacity: 500.—Beatty & Johnston, Capitol, Red Deer, Alberta, Canada.

Shop Around the Corner, The
My patrons don't go much for pictures laid in foreign countries, but those who came enjoyed this one. The acting is done very ably, and the story is interesting enough. However, the picture lacks a little boxoffice draw with the run-of-the-mill customers. Business little below Saturday-Sunday average. Weather: Fair. Admission: 25-10. Small town patronage. Population: 876. Capacity: 165.—Walter J. Buchholtz, New Haven, New Haven, Mo.

They All Come Out
The only trouble with this picture is that they don't all come out. It's a glorified "Crime Doesn't Pay." No business. Thurs., Fri. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Thunder Afloat
Wallace Beery seems to still be tops here. Plenty of action in this film which our patrons seem to like. Hope to have more like it. Sun., Mon. Weather: Cold. Admission: 25-10. Rural patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Paramount

Disputed Passage
While not quite as good at the boxoffice as "Honeymoon in Bali" it still does a fair business and gives universal satisfaction. Akim Tamiroff as usual walks away with the acting honors. Miss Dorothy Lamour and John Howard make a very strong supporting cast. Wed., Thurs. Weather: Ice and cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Great Victor Herbert, The
A very high class offering that just got by without registering any additional revenue for Easter. I was somewhat surprised and also disappointed in the business it gathered especially when the weather was against promenading. Personally I did not like it near as good as "The Great Waltz" from Metro some time ago. Sun., Mon. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Honeymoon in Bali
Here is one of the cleverest comedies in a blue moon. Audience liked it and said so. Mon., Tues., Wed. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Rulers of the Sea
Nice sea picture. Better than some highly touted ones. Our patrons like the he-man type. Wed., Thurs. Weather: Rainy. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

RKO Radio

Vigil in the Night
A waste of time all around as far as I personally am concerned. The acting is good but the story starts from nowhere and ends in the same place. Looks to me like RKO is still copy-catting. Metro produces the "Citadel" and it clicks, so RKO has to mimic them with another Cronin story. Ho-Hum. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Republic

Jeepers Creepers
This is splendid for small towns and proves a boxoffice tonic for midweek. You'll smile at the results. Tuesday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800.—Burris and Henly Smith, Imperial, Pocahontas, Ark.

Rovin' Tumbleweeds
Autry always does business. This no exception. Fri., Sat. Weather: Cold. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Village Barn Dance
Not a super colossal picture, but one that drew good for us, considering the bad weather. Seemed to please the audience 100 per cent. Sun., Mon. Weather: Cold, snowy. Admission: 25-10. Rural patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Wyoming Outlaw
This western sure did click at boxoffice in spite of basketball tournament. Had a Three Stooges comedy with it. We think it was the Stooges that drew the business. Fri., Sat. Weather: Fair. Admission: 20-15. General patronage. Population: 18,000. Capacity: 378.—Edelsteen Amusement Co., Homer, Hibbing, Minn.

20th Century-Fox

Charlie Chan in the City of Darkness
This picture is below the usual standard of the other Chan pictures but gets its appeal from its timeliness. It is not strong enough to play a single bill, as I tried it, but will make a nice double bill. Mon., Tues. Weather: Cold. Admission: 35-15. General patronage. Population: 750. Capacity: 320.—John E. Moore, Star, Coronation, Alta.

Drums Along the Mohawk
Good picture and good gross. This feature will make money everywhere shown, but would have grossed more if Colbert had been a little more glamorous. Fonda is always good and you'll remember Edna Mae Oliver for her splendid performance. Lots of suspense, action, drama. Sun., Mon. Admission: 20-10. Rural patronage. Population: 650. Capacity: 250.—Everett Clapp, American, Sidell, Ill.

Drums Along the Mohawk
They came for this and went away satisfied. There was some beautiful photography in it. Sun., Mon. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Frontier Marshal
Played this one late, as rural patronage here goes for westerns. Cesar Romero very good in this one. Blizzard spoiled usual rural crowd. Sat., Sun. Admission: 35-10. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. Dak.

Hollywood Cavalcade
Although every one that saw it liked it, we barely made film rental. Biggest complaint was that Alice Faye did not sing. The silent sequences had the audience in an uproar. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Pack Up Your Troubles
This picture has a few comedy spots, however I don't think it was up to par. Evidently the patrons didn't think so either, as boxoffice was way down. Tues., Wed. Weather: Snow. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Too Busy to Work
A good comedy, but no draw. Fri., Sat. Weather: Cold. Admission: 25-10. Rural patronage. Population: 600. Capacity: 200.—Mrs. M. H. Robertson, Joyo, Coleridge, Neb.

Universal

First Love
A very good Deanna Durbin picture. Played way too late for good grosses, due principally to Universal Pictures Exchanges, Inc., themselves for pulling my dates on it three different times. These dates were the worst I could possibly arrange, right in Holy Week. Sun., Mon. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Lady Vanishes, The
This picture, produced by an English studio, certainly is a surprise. It leaves nothing to be desired as excellent entertainment. Although an excellent picture, it did not for some reason, draw a crowd, and was the worst picture from the B. O. standpoint that we have ever played. Fri., Sat. Weather: Cold. Admission: 35-15. General patronage. Population: 750. Capacity: 320.—John E. Moore, Star, Coronation, Alta.

When Tomorrow Comes
A good show but no draw. Maybe on account of Holy week. Good comment from those who saw it. Wed., Thurs. Weather: Cold. Admission: 15-10. General patronage. Population: 18,000. Capacity: 378.—Edelsteen Amusement Co., Homer, Hibbing, Minn.

United Artists

Four Feathers
This is one of the best shows that we have ever run, both from the entertainment and patron pleasing standpoint. All comments heard were very favorable and several came back to see it the second time. Fri., Sat. Weather: Bad. Admission: 35-15. General patronage. Population: 750. Capacity: 320.—John E. Moore, Star, Coronation, Alta.

Man in the Iron Mask
Another top-notcher from UA. Why don't producers put out all their shows this good? It would certainly help out the poor old boxoffice and clean out some of the cobwebs in the cash drawer. Fri., Sat. Weather: Cold. Admission: 35-15. General patronage. Population: 750. Capacity: 320. —John E. Moore, Star, Coronation, Alta.

Of Mice and Men
Expected too much from this and was disappointed. About 50 per cent will like and 49 per cent of those will be males. Nothing in it whatso-ever to appeal to women. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800.—Burris and Henly Smith, Imperial, Pocahontas, Ark.

Slightly Honorable
No star value and a very confusing plot, but full of wise cracks and will please whoever will come and see it. Certainly not worth the price you'll have to pay for it. Sun., Mon. Weather: Cold. Admission: 25-10. Rural patronage. Population: 1,800.—Burris and Henly Smith, Imperial, Pocahontas, Ark.

Warner Bros.

Dodge City
Another tops from the old releases from Vitagraph. My only wish is that Vitagraph would produce more of this kind instead of the flops which have played from their newer releases. Mon., Tues. Weather: Fair. Admission: 35-15. General patronage. Population: 750. Capacity: 320.—John E. Moore, Star, Coronation, Alta.

Kid Nightingale
Here was a fair story. Got by was all. The small town show has too many pictures to play like this. They should stay on the shelf all the time or show on bargain night. Wed., Thurs. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 200.—Ted Wilson, Rex, Carlisle, Ark.

Pride of the Blue Grass
This picture met with approval from everybody who saw it. In as much as this is a rural population, a picture of this type always takes well. Thursday. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Making It Easy for "Virginia City"

MANHATTAN, KAS.—A big-time campaign made things easy for "Virginia City" at the Carlton here.

Fifteen days in advance Manager Barnes Perdue ran "wanted" slides asking for old guns, relics, etc., reminiscent of pioneer days. Ten days in advance he set up two illuminated shadowboxes in the form of a covered wagon, one on each side of the screen. They carried the cast, title and playdate, and lights were turned on them at the beginning and end of every feature. Perdue also made a 2½x20-foot illuminated shadowbox for the top of the Carlton between Neon panels.

Perdue covered the foyer wall around the entrance doors and the Lobby Shop with a display resembling 1x12 weather beaten boards. Across the top was displayed "Virginia City" in raised cutout compoboard letters.

Employes, a week in advance, wore boots, big hats, loud shirts and guns.

Finally, Perdue built a miniature covered wagon, painted the title, cast and playdate on each side, and had it pulled through the business district by a small boy in cowboy costume. When it was not "rolling," it sat in front of the theatre.

"Dr. Cyclops" Press Book Has Pre-Tested Ideas

NEW YORK—Paramount's finished press book for "Dr. Cyclops" represents a series of publicity and exploitation campaigns pre-tested during pre-release engagements in six key cities.

The managers whose successful campaigns are outlined in the press sheet are Charles Amos, Paramount, Nashville; B. D. Cockrill, Denham, Denver; Jerry Zigmond, Newman, Kansas City; Walter B. Lloyd, Allyn, Hartford; Edward L. Reed, Paramount, Providence and A. N. Notopoulos, Capitol, Altoona. Assisting the managers were the following Paramount exploiteers: Leon Benson, J. Maxwell Joice, Thomas Jefferson, Bud Getschall and Charles Perry.

Among the exploitation ideas used were the "Dr. Cyclops" laboratory display utilizing special lens to reduce humans to 12 inches; a five-day newspaper contest, a whispering campaign, a special scarehead newspaper and oversized furniture for lobby displays.

More Time for Dishes

DETROIT—Because all the ladies who came in the evening to get their dishes could not be accommodated, special matinees have been started on Wednesday and Thursday at the Imperial, according to Elton Samuels, who manages the house for M. J. Chargot. The matinees start at 12:45 p. m. and are announced by trailers between regular shows.

NUGGETS

WISE exploiting of the short, "Teddy, the Rough Rider," by Manager Mose (The Mullet) Macow of the State, Austin, increased business aplenty at his de luxe downtown house. Ads, publicity stories, and one- and two-column newspaper art, got the job done.

●

Through a tieup with the Canada Dry Co., Manager Alec Sayles of the Palace, Albany, N. Y., had the leading newspaper critics invited to appear on the stage and answer questions put to them by the audience as part of a campaign for an "Information Please" subject. A broadcast took place directly from the stage for a half-hour. The stunt was appropriately exploited.

●

Posting latest war bulletins on the theatre front is an effective crowd-stopper used by the Embassy Newsreel on Broadway. Theatre managers can try making tieups with local papers to supply war flashes for outside displays.

●

An old truck loaded with miscellaneous items was used by Manager Marlowe Connor of the Avalon, Chicago, in his campaign on "The Grapes of Wrath." The copy read: "We're Moving Just Like the Joads in 'The Grapes of Wrath' at the Avalon."

●

A little extra effort by theatre managers during the week prior to May 1 which is the customary moving day, can offset some of the slack in patronage. Copy placed conspicuously in the theatre can stress advantages of relaxing at a show after a hectic day or as a place for the children while the home is disarranged.

●

Manager Ben Blumberg of the Lane, Philadelphia, has found a way to keep his younger patrons happy. Blumberg had a bicycle rack constructed which now assures the youngsters of complete protection for their vehicles while they watch the show.

●

As part of his "Young Tom Edison" campaign for the Colonial, Lancaster, Pa., Manager Fred Forry arranged for the planting of an oak tree by Boy Scouts in memory of Thomas A. Edison, with ceremonies taking place in a local park. Forry also had a display of an authentic Edison projector in the windows of the local power and light company.

●

Manager Lou Kusner, Apollo, Martinsburg, W. Va., had his girl ushers dress in Southern evening wear with hoop skirts during the engagement of "Gone With the Wind."

●

Highlight of the "Pinocchio" campaign of Jack A. Simon of the Loew's Poli, Hartford, Conn., was the selling of a block of 3,000 children's tickets to one of the city's leading citizens. The city welfare department was selected as distributing agency.

How One House Cut "Waiting Jitters"

CHICAGO — "Waiting-for-the-feature-to end" jitters, a problem of all house managers, has been solved by Harry and Elmer Balaban at their Esquire on the near north side of Chicago.

An intimate lounge on the second floor of the theatre has been converted into a gallery for the showing of outstanding examples of contemporary art, photography, sculpture, cartooning, and caricature. The Balabans call it the "Little Gallery."

Exhibited here are specimens of modern newspaper cartoons and caricatures. Roy Nelson, sports and show-world cartoonist of the *Daily News*, led off with an exhibit of famous screen and stage personages. Battenfield, political cartoonist of the *Daily Times*, followed with a display of his "sculptured" cartoons. Battenfield employs an interesting technique producing a third dimension illusion. He models his subjects in clay and then photographs the finished product.

The exhibit contains some 40 cartoons borrowed from the *Daily News'* sports feature, "Voice of the Grandstand." Lloyd Lewis, *News'* sports editor, loaned the cartoons.

Special lobby displays, mailing announcements and trailers inform the public of the exhibit and exhibitor.

Anyway, Sheridan Is Freshmen's Choice

PHILADELPHIA—She may be the actress "least likely to succeed" to the boys of Harvard, but to the University of Pennsylvania freshmen, Ann Sheridan is the "ideal date."

At least, that's the verdict engineered by Milt Young, Warner advertising worker, who invited the editors of the *Daily Pennsylvanian*, student paper, for a screening of "It All Came True." The editors then ran a poll among the freshmen; but they accompanied the poll with such torrid raves about Miss Sheridan, that the vote couldn't go any other way. Following Miss Sheridan on the list were Lana Turner, Hedy Lamarr and—no kidding!—Mrs. Eleanor Roosevelt.

The newspapers picked up the story; the *Daily News* carried a picture.

Dog Food National Tieup For "Biscuit Eater"

NEW YORK—Paramount and Ken-L-Ration dog food have worked out a national cooperative advertising and merchandising campaign for exhibitors on "The Biscuit Eater." Billy Lee, juvenile lead, and "Promise," the dog star, will be featured in advertising campaign which gets under way in May. Window displays will be available to merchants who will be informed of the tieup through a direct mail campaign.

"Picture Guide" an Aide to Patrons

DETROIT—Manager Joseph Allegretti of the Midway Theatre here has found the PICTURE GUIDE, a date and record book service furnished to exhibitors by BOXOFFICE, an aide to his patrons as well as the answer to one of his many problems.

Frequently, from his regular patrons, Allegretti receives requests for information regarding pictures which have previously played at the Midway. Without any waste motion, he turns to his up-to-date service which he always keeps near at hand, and provides the inquiring patron with a concise, accurate summary of the picture in question.

In Allegretti's words, this service by BOXOFFICE furnishes "the answer to a problem that bothers many managers."

Educational Emphasis Pulls for "Edison"

COLUMBUS, OHIO—Hammering the educational content of "Young Tom Edison," Loew's Ohio featured a highly subtle campaign, quite different from conventional exploitation, yet very successful. Devised by Manager Russ Bovim, the campaign was comprised of two separate divisions, juvenile and adult.

With an eye on school children business, the theatre, through contacts with the local board of education, advised 500 teachers of the advantages to be derived from seeing "Young Tom Edison." The teachers in turn made announcements in classes, recommending the picture. Showcards were displayed in each of the city schools. For an ideal tieup, the management of the house presented a plaque to the Thomas Edison elementary school.

For the adult trade the many inventions of Thomas Edison were extolled. Window displays were used in cooperation with the local Ediphone Co., using early machines as well as the new models for a vivid layout. In the theatre lobby was a miniature museum of Edison inventions, one of the first talking machines, a replica of the original Ediphone, pictures and photostats.

Through the local Ediphone office, the theatre secured a recording of Edison's voice, timely inasmuch as he talked of the first World War. A high fidelity transcription was made from the disc, and a radio program on WCOL built around the "voice from yesterday." In addition, "inquiring reporters" on both WCOL and WHKC, used one week of educational questions based on the life of Edison.

"Jubilee" for Two

INDEPENDENCE, KAS.—Bill Wagner of the Beldorf put on a "Home Town Jubilee" for the showing of "Rancho Grande" and "Village Barn Dance." He assembled a group of musicians on a hayrack fitted with bales and loose hay, for atmosphere. The rack was pulled through the business section by a tractor the evening before the show equipped with banners proclaiming the "jubilee." Passes paid for the promotion.

Re-Creates Morning Room of Manderly

DETROIT—An authentic re-creation of the morning room of Manderly in the mezzanine of the Michigan, drew hundreds of women to the United Detroit circuit house where they saw the finely made furniture of W. J. Newton's, local exclusive furniture store which cooperated in the tieup for "Rebecca."

The furniture company also ran a three-column, eight-inch ad on the women's page of local papers, inviting the readers to look over the display.

Child Personality Contest Conducted by Lashway

BOSTON—Al Lashway, manager of the Strand in Pawtucket for the M&P Theatres Corp., recently put on a child personality contest at a cost of less than $5. Lashway tied in with a photographer who not only took all contestants' pictures, but paid for newspaper exploitation, for local canvassers and for a screen trailer.

Lashway provided quarters in the Strand where photographic equipment was set up. Resulting pictures, identified by numbers, were displayed in the lobby. Adult patrons were supplied with ballots. The idea was to determine the child with "the best personality."

Lashway timed the exploitation by handing out ballots only upon request after the first ten days. He hypoed interest by compiling a daily chart on results of the voting by regular advertising, and by sending out postcards to parents advising them on the turn of events in the contest.

"Perfect Husband" Angle For "Too Many Husbands"

PHILADELPHIA—An old stunt with a new twist was worked up here by Ev Callow and Milt Young, Warner, and Ed Rosenbaum, Columbia, as a build-up for "Too Many Husbands."

They got the *Record* to run a search for the "Perfect Husband." Wives were invited to write letters of 50 words telling why they think their husbands come closest to being perfect. The *Record* printed a couple of letters every day, paid $2 each, and Warner handed out a couple of ducats. The five best letter-writers and their husbands were dined at a hotel, then argued the merits of their spouses over the radio. Winner and her husband got a weekend in Atlantic City.

The stunt got a lot of laughs because wives are usually quicker to tear papa down than build him up.

Coloring Contest

ALBANY—A coloring contest on Pinocchio characters for girls and boys 12 years of age or younger was successfully promoted by Fabian's Palace in cooperation with *The Times Union*. Each day of the engagement, five dollars was awarded to the youngster who did the best job, either with crayons or water colors, in sketching characters reproduced in black and white by the newspaper.

Toledo Mayor Helps Big "Wind" Bally

TOLEDO—Wally Caldwell, manager of Loew's Valentine, sent his campaign for "Gone With the Wind" off to a good start when he had the mayor proclaim a "GWTW" week the day the film opened.

Opening was in the Hollywood tradition with five spot lights flooding the theatre, a brass band playing southern airs over a loud speaker system, green and red flares burning on specially constructed platforms and the local station airing the highlights.

Theatre representatives covered small towns within a 50-mile radius, calling on mayors and civic leaders to form committees for group buying, which resulted in successful advance sales.

A "GWTW" ball was held at the Commodore Perry Hotel. The event was sponsored by a leading club woman and invitations went out to 300 selected guests.

Downtown streets were decorated with one-sheet muslin banners which were trimmed on the long side of one sheet with fan-shaped American flags and stretched across the streets on a rope to the top of the trolley poles. Bumper cards were placed on an entire taxicab fleet.

During run of film, extra facilities were provided to check 300 coats and hats. NBC chimes were tapped in the lobby and foyer during intermission with announcement of curtain time. Six five-gallon bottles of water mounted on cooler stands, with paper cup holders, were placed in the foyers and mezzanine just prior to intermission and removed immediately after. Through a tieup with a local store, a well-known cologne was sprayed through the lobby and foyer prior to and after all performances.

Two Managers Cooperate On Honeymoon Isle Stunt

ATLANTA, GA.—Theatre Managers Neil McGill of the Imperial, Charlotte, and Billy Pratt of the Paramount, cooperated with successful results in a contest that has two couples going to the famed Honeymoon Island off the west coast of Florida to live in the manner of the "Swiss Family Robinson."

Contestants were chosen on basis of personal attributes. The theatre managers tied in with the Charlotte *News* and Atlanta *Constitution*. Don Prince of Terry Turner's exploitation staff was on hand to aid in getting the press breaks.

'Too Many Husbands' Sold With Girls Picketing

NEW HAVEN—Bob Russell and Nat Rubin's latest idea is selling tickets with pickets. A pretty miss is walking up and down in front of the Poli three days before opening. Her sign says, "This theatre is unfair to single girls. Jean Arthur has 'Too Many Husbands.'" Everybody's laughing except Jake, the regular Poli sandwich man, who's picketing woman picketers.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊛ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 16		[15] Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	[15] O'door Mus. **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	[15] Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	[15] Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		[15] Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		[15] Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	[16] Drama **FN481** **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	[15] Comedy **Al'ance** **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		[22] Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		[22] Tech. Cart. **3915** ◐⊛**Gulliver's Travels** (74) R—Dec. 23	[20] Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	[22] Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	[22] Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	[22] Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	[22] Comedy **4011** **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	[28] Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	[29] Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	[25] Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	[29] Drama **3916** ◐**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	[27] Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	[29] Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	[29] O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	[29] Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	[29] Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	[25] Drama **FN453** **Four Wives** (110) R—Dec. 2 [30] M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	[4] Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6	[10] Act. Drama **3939** **Danger Ahead** (56) R—Mar. 30	[5] Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama **017** ⊛**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		[5] Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	[6] Drama **FA** **The Long Shot** (..) Gordon Jones Marsha Hunt R—Dec. 31, '38
JAN. 13	[10] Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[15] Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	[12] O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	[12] Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	[18] Melodrama **1002** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	[19] Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	[15] M'drama **3909** **Fatal Hour** (65) R—Jan. 13 [20] M'drama **3922** **Hidden Enemy** (63) R—Mar. 30	[19] Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		[19] Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	[19] Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	[19] Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	[19] Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	[20] M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	[15] Drama **Al'ance** **Hidden Menace** (59) **Gertrude** Michael **Otto** Kruger
JAN. 27	[26] Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	[26] Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	[25] Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	[26] Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	[26] Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	[26] Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	[26] Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		[26] Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	[27] Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	[26] Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice** Schwartz **R—Jan. 27**
FEB. 3	[31] Drama **1034** **Convicted Woman** (66) R—Mar. 2 [1] Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	[2] Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	[30] Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	[2] Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	[30] Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	[2] Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	[2] Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		[2] Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	[3] M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	[8] Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	[9] Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	[10] Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	[9] Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		[9] Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	[10] Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		[16] Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		[16] Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		[16] Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	[16] Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	[16] Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	[16] Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	[17] Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form. Years Without Days)**	[15] Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		[23] Drama **25** ⊛**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	[25] Act. Drama **3940** **Murder on the Yukon** (57) James Newill [20] Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	[23] Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		[23] Anim. Cart. **091** ◐⊛**Pinocchio** (80) R—Feb. 3	[23] Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		[23] Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAR. 2	Cowboy on a Budget (73) Penny Singleton R—Mar. 2	**Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	**Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	**Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		**Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	**Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 30	**House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN454 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama 28 **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance **Little Miss Molly** (67) Maureen O'Hara
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **it's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders of Pasco Basin** (57)	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) Jack Randall 15 Action Dr. 3928 **Sky Bandits** (..)	12 M'drama 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (..) Roy Rogers	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (..) Lana Turner Joan Blondell George Murphy	20 Com. Drama **Tomboy** (..) M. Jones-J. Moran 20 Western 3954 **Pals of the Silver Sage** (..); Ritter	19 Western 3931 **Light of Western Stars** (..) Victor Jory Jo Ann Sayres	15 Drama 901 **The Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (..)	19 Drama 031 **Beyond Tomorrow** (83) Charles Winninger Binnie Barnes R—Mar. 30	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 Melodrama **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	16 M'drama Al'ance **The Terror** (..) Wilfrid Lawson
APR. 27	25 Drama **Doctor Takes a Wife** (..) Loretta Young Ray Milland	26 Com. Drama 34 **10 Little Mothers** (87) Eddie Cantor Rita Johnson R—Apr. 20	30 Melodrama **Mysterious Mr. Reeder** (..) Will Fyffe	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical **In Old Missouri** (..) Weaver Bros. & Elviry 22 Western 965 **Covered Wagon Days** (..)	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13 26 Mus. Com. 024 **Irene** (..) Anna Neagle	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 Melodrama **Enemy Agent** (61) Richard Cromwell R—Mar. 30 26 Musical **If I Had My Way** B. Crosby-G. Jean	27 Com. Dr. FN468 **An Angel From Texas** (..) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 **Man From Tumbleweeds** (..) Bill Elliott	3 Action Drama 35 **20 Mule Team** (..) Wallace Beery Leo Carrillo	2 Western **Land of Six Guns** (..) Jack Randall	3 Comedy 3932 **Buck Benny Rides Again** (80) Jack Benny Ellen Drew			3 Comedy 043 **So This Is London** (84) Gracie Fields	3 Comedy **Saps at Sea** (..) Laurel & Hardy	3 Action Drama **Ski Patrol** (..) Luli Deste	4 Melodrama **Tear Gas Squad** (..) Dennis Morgan Gloria Dickson	
MAY 11	9 Drama **Babies for Sale** (..) Rochelle Hudson Glenn Ford	10 Drama 36 **Edison, the Man** (..) Spencer Tracy Rita Johnson	9 Western **Cowboy From Sundown** (..) Tex Ritter	10 Comedy 3933 **Opened by Mistake** (..) Charlie Ruggles Janice Logan			10 M'drama 038 **I Was an Adventuress** (..) Vera Zorina		10 Western **Black Diamonds** (..) Richard Arlen Andy Devine		
MAY 18	16 Melodrama **Island of Doomed Men** (..) Peter Lorre	17 Drama **Waterloo Bridge** (..) Robert Taylor Vivien Leigh	16 Western **Kid From Santa Fe** (..) Jack Randall	17 Drama 3934 **Typhoon** (..) Dorothy Lamour Preston Foster		7 Com. Drama 025 **My Favorite Wife** (..) Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (..) John Hubbard Adolphe Menjou Carol Landis	17 Comedy **Alias the Deacon** (72) Bob Burns Mischa Auer		15 Drama Alliance **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Melodrama **Lone Wolf Meets a Lady** (..) Warren William Jean Muir		23 Com. Drama **Amateur Detective** (..) Frankie Darro	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13			24 Drama 045 **Lillian Russell** (..) Alice Faye Henry Fonda Don Ameche	24 Drama **Our Town** (..) William Holden Martha Scott			
JUNE 1	30 Comedy **Five Little Peppers at School** (..) Edith Fellows Dorothy Peterson								31 Musical **La Conga Nights** (..) Hugh Herbert Constance Moore		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Indicates short of the week.

Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Vallant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9).....Mar. 23
One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
The Blue Danube (7).....Dec. 16
The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory. (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia).Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7)....Mar. 29

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29

RKO Radio

DISNEY CARTOONS (In Technicolor)

Autograph Hound, The (8)..Sept. 1
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (..).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis--1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11).....Feb. 23
No. 8 (10).....Mar. 22

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24
Flycasting (9).....May 3

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7).....Feb. 9
Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
Two Headed Giant (7).....Aug. 11
Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
Life Begins for Andy Panda (8).....Oct. 9
Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (1?) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17).....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18).....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Wise Quack (7).....Aug. 5

NEWSREELS

TUESDAY, APRIL 9

Movietone News, No. 61

Army Day parade; Finns leave ceded land; ice melting on Danube River; British ship, reported sunk, returns; British soldiers marry; French town ruined by shell fire; Pope in peace plea; Chinese puppet government; dowager Queen Mary visits factory; Italian widows honored; Indianapolis table tennis matches; Lew Lehr.

News of the Day, No. 259

Allied war chiefs confer in London; French tractors ready for duty; Finns leave ceded areas; Pope in peace plea; eclipse of sun; Norman Thomas presidential nominee; Army Day maneuvers in California; Long Beach, Cal., beauty contest; horse racing near Paris.

Paramount News, No. 64

Army Day; remove ice in Danube; Pope in peace plea; Finns abandon ceded land; twins hold Texas convention; Socialists nominate Norman Thomas; "Mad Arts" ball in New York; sun eclipse; opening of trout season; Chicago billiard tournament; sweepstakes winner.

RKO Pathe News, No. 76

Army Day maneuvers; Thomas heads Socialist ticket; Finns evacuate ceded areas; candid camera contest; Georgia golf tournament; British ship, reported sunk, returns to port; Indianapolis table tennis.

Universal Newsreel, No. 865

Finns leave ceded area; "Ark Royal" in port; Army Day parade; Pope in Easter rites; rescue mountain climber; beauty contest; "Mad Arts" ball; trout season opens; Hoppe wins billiard title; wrestling in Washington.

THURSDAY, APRIL 11

Movietone News, No. 62

Invasion of Scandinavia; war activities in England, France and western front; summer fashions; trout fishing in Washington; New England A. A. U. bouts; Lew Lehr.

News of the Day, No. 260

Scandinavian invasion; American reaction to strife; Arthur Murray's dancers do "Black Out" dance; cult trains baby for immortality; Vines beats Tilden at tennis; Olympic diver jumps at floating human targets.

Paramount News, No. 65

War in Scandinavia; family sails for Alaska in queer boat; Louisiana tornado; snow survey in Washington; hitch hiking students of University of California.

RKO Pathe News, No. 77

Nazis invade north Europe; N. Y. World's Fair prepares for opening; California students hitch hiking; air line moves; police boxing bouts; religious celebration in Pennsylvania; Canadian wins western ski race.

Universal Newsreel, No. 866

Nazis invade Scandinavia; Philadelphia religious rites; snow survey in northwest; family off for Alaska in unusual boat; students design trick hats; police bouts; intercollegiate rodeo in Arizona; comic bicycles race in England.

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sioux Me (7).....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Keep 'Em Alive—Jack Holt, Vicki Lester, Doris Lloyd, Stanley Fields. Director: Lewis D. Collins. Producer: Larry Darmour. Screenplay: Albert DeMond. **(Starting)**

Babies for Sale—Glenn Ford, Rochelle Hudson, Isabel Jewell, John Qualen, Miles Mander, Joseph Stephani, Selmer Jackson. Director: Charles Barton. Producer: Ralph Cohn. **(Completed)**

METRO

Old Lady 31—Billie Burke, Helen Broderick, Charles Coburn, Marjorie Main, Cecil Cunningham. Director: Robert B. Sinclair. Producer: Frederick Stephani. Original: Rachel Crothers. **(Starting)**

Escape—Norma Shearer, Robert Taylor. Director: Mervyn LeRoy. Producer: Lawrence Weingarten. Original: Ethel Vance. **(Starting)**

Susan and God—Joan Crawford, Fredric March, Bruce Cabot, Rita Quigley, Nigel Bruce. Director: George Cukor. Producer: Hunt Stromberg. Original: Rachel Crothers. **(Completed)**

MONOGRAM

Untitled—Frankie Darro. Director: Robert McGowan. Producer: Grant Withers. Screenplay: Joseph West. **(Starting)**

RKO RADIO

Thousand Dollar Marriage—Dennis O'Keefe, Leon Errol, Walter Catlett, Marjorie Gateson. Director: Leslie Goodwins. Producer: Bert Gilroy. Original: Arthur Beckhard. Screenplay: Charles E. Roberts. **(Starting)**

REPUBLIC

Wagons Westward—Buck Jones, Chester Morris, Ona Munson, Anita Louise, Douglas Fowley, George (Gabby) Hayes. Director: Lew Landers. Producer: Armand Schaefer. **(Starting)**

20TH CENTURY-FOX

Rain or Shine—Robert Sterling, Virginia Gilmore, Don Beddoe, Joan Davis, George Chandler. Director: David Burton. Producer: John Stone. Original: Vina Delmar. **(Completed)**

UNIVERSAL

Arizona Cyclone—Johnny Mack Brown, Bob Baker, Fuzzy Knight. Director: Ray Taylor. Producer: Joseph Sanford. **(Starting)**

Hot Steel—Richard Arlen, Andy Devine. Director: Christy Cabanne. Producer: Ben Pivar. **(Starting)**

South to Karanga—Luli Deste, James Craig, John Sutton, Paul Hurst. Director: Harold Schuster. Producer: Marshall Grant. Screenplay: Edmund L. Hartmann, Stanley Rubin. **(Completed)**

No Exit—Wallace Ford, Donald Woods, Kathryn Adams, Mona Barrie, Marc Lawrence. Director: Charles Lamont. Producer: Burt Kelly. Original: Elizabeth Troy. Screenplay: Clarence Upson Young. **(Completed)**

WARNER-FN

Episode—Olivia de Havilland, George Brent, Eddie Albert, Jane Wyman, William T. Orr. Director: Kurt Bernhardt. Producer: Henry Blanke. **(Starting)**

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—J. P. HARRISON,
Texas Theatre,
Denton, Texas

BOXOFFICE
The Pulse of the Motion Picture Industry

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ..M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... Alias the Deacon.....Univ
3914 All Women Have Secrets.Para
.... Amateur Detective .....Mono
468 An Angel From Texas.....FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

.... Babies for Sale .....Col
17 Balalaika .....M-G-M
031 Beyond Tomorrow .....RKO
3935 Biscuit Eater, The .....Para
.... Black Eyes .....Alliance
.... Black Friday .....Univ
1205 Blazing Six Shooters.....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
3932 Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
965 Covered Wagon Days.....Rep
3963 Covered Wagon Trails....Mono
.... Cowboy From Sundown...Mono
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
4055 Danger on Wheels.....Univ
901 Dark Command, The.....Rep
953 Days of Jesse James.....Rep
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
3929 ◎Dr. Cyclops .....Para
.... Dr. Kildare's Strange Case .....M-G-M
.... Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

18 Earl of Chicago .....M-G-M
3924 East Side Kids .....Mono
36 Edison the Man .....M-G-M
3917 Emergency Squad .....Para
.... Enemy Agent .....Univ
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
.... Five Little Peppers at School .....Col
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
34 40 Little Mothers.....M-G-M
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
922 Grandpa Goes to Town....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Vietor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

4040 Half a Sinner .....Univ
023 He Married His Wife..20th-Fox
009 Here I Am a Stranger..20th-Fox
963 Heroes of the Saddle.....Rep
129 Hi-Yo, Silver .....Rep
3922 Hidden Enemy .....Mono
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
024 Honeymoon's Over ...20th-Fox
.... House Across the Bay.....UA
4013 House of Seven Gables....Univ
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
038 I Was an Adventuress.20th-Fox
.... If I Had My Way.....Univ
.... In Old Missouri .....Rep
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
024 Irene .....RKO
.... Island of Doomed Men.....Col
017 Isle of Destiny .....RKO
407 It All Came True .....WB
4001 It's a Date .....Univ

J

042 Johnny Apollo 20th-Fox
16 Judge Hardy and Son...M-G-M
.... Just Like a Woman...Alliance

K

.... Kid From Santa Fe.....Mono
422 King of the Lumberjacks .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

.... La Conga Nights .....Univ
22 Lambeth Walk .....M-G-M
.... Land of Six Guns.....Mono
082 Legion of the Lawless.....RKO
3931 Light of Western Stars...Para
3921 Light That Failed.....Para
045 Lillian Russell 20th-Fox
.... Lion Has Wings .....UA
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
.... Lone Wolf Meets a Lady..Col
1019 Lone Wolf Strikes.....Col
.... Long Shot .....FA

M

4022 Ma, He's Making Eyes at Me .....Univ
481 Mad Empress .....FN
24 Man From Dakota.....M-G-M
1213 Man From Tumbleweeds....Col
030 Man Who Wouldn't Talk 20th-Fox
.... Man With Nine Lives.....Col
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
1035 Men Without Souls.....Col
016 Mexican Spitfire .....RKO
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
4028 Missing Evidence .....Univ
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA
.... Mysterious Mr. Reeder....Mono

N

324 Nancy Drew, Trouble Shooter .....WB
15 Nick Carter, Master Detective .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
044 On Their Own 20th-Fox
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
.... Our Town .....UA
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
023 Primrose Path .....RKO

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
3953 Rhythm on the Rio Grande .....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
3926 Road to Singapore.....Para

S

021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
3924 Secret Four .....Mono
3924 Seventeen .....Para
041 Shooting High 20th-Fox
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Ski Patrol .....Univ
3928 Sky Bandits .....Mono
.... Slightly Honorable .....UA
043 So This Is London....20th-Fox
3902 Son of the Navy.....Mono
941 South of the Border.....Rep
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

939 Tarzan Finds a Son!....M-G-M
.... Tear Gas Squad.....WB-FN
.... Tevya .....SR
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
465 Three Cheers for the Irish.FN
456 'Til We Meet Again.....FN
328 To the Rescue .....GN
.... Tomboy .....Mono
1004 Too Many Husbands.....Col
.... Turnabout .....UA
35 20-Mule Team .....M-G-M
1203 Two-Fisted Rangers .....Col
33 Two Girls on Broadway.M-G-M
3934 Typhoon .....Para

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
404 Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

.... Waterloo Bridge .....M-G-M
4061 West of Carson City.....Univ
3952 Westbound Stage .....Mono
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
3925 Women Without Names...Para

Y

032 Young as You Feel...20th-Fox
.... Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

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Liberty Theatre

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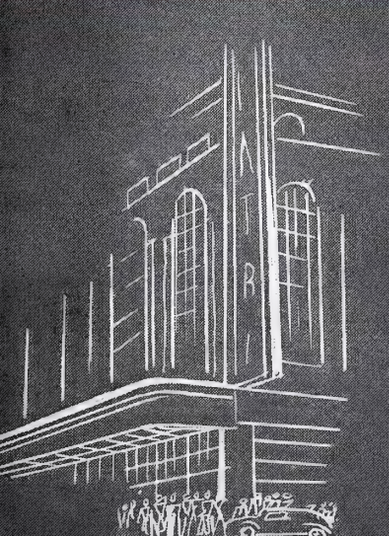
The Pulse of the Motion Picture Industry

BOXOFFICE

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APRIL 27, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy, Per Year $7.50. NATIONAL EDITION



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PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 23

April 27, 1940
Member
Audit Bureau of Circulations

BOXOFFICE
The NATIONAL FILM WEEKLY
PUBLISHED IN EIGHT SECTIONAL EDITIONS

BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

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NOT WRITTEN BY THE EDITOR

TWO WEEKS after war began, this editorial sounding board began to give off vibrations about the need for a self-sufficient market within United States borders. That particular bit of enterprise has been maintained without giving ground, as we were remarking recently, in the face of an indifference ranging from New York to California and a probable suspicion your commentator had nothing else to write about.

But times persist in their habit of changing. Witness how, on occasion, columning becomes easy. For the editor, hereafter for this one time, reverts to the clip-and-paste standard as others fill in the white space between here and the signature cut below which marks this page as finished.

From a press release covering Columbia's six-month financial condition and quoting Harry Cohn:

"During the six-month period ended December 30, 1939, the management considered it advisable to revise the allocation of film costs so that they would be more in line with immediate and anticipated world-wide conditions, and therefore, reduced film costs allocated to England by five per cent which has been added to domestic allocation.

"In line with the desire of the management to maintain a conservative policy, an additional decrease of the film costs allocated to foreign countries amounting to five per cent has been effected January 1, 1940. The percentage of film costs allocated to the United States is now 75 per cent, to the United Kingdom 20 per cent and to other foreign markets, five per cent.

"We are giving special attention to pictures which will help domestic exhibitors to larger boxoffice returns."

A press release from Monogram:

"Dallas—According to W. Ray Johnston, now in Dallas for the annual franchise holders' convention, Monogram's releases for 1940-41 will be designed principally for the U. S. and Latin-American markets.

"Homespun stories will be selected for their appeal to the large and small theatres in the Americas."

A statement by Darryl F. Zanuck:

"None of us knows the full limit of domestic earning possibilities and none of us can rest satisfied until we have raised our weekly domestic revenue to the level where we can continue to put the money we are putting into production and without having to worry about foreign entanglements, enigmas and wars in other lands.

"We've got a grave responsibility—to place ourselves in that position where we are domestically self-sufficient. When we have done that—and we must do that—then and only then we'll last forever with the destiny of our business in our hands."

Studied, serious and, it is well to remember, a public statement from Joseph M. Schenck:

"We don't know when the wheel will turn again, nor where it will stop. We don't know what will happen in foreign countries; we can't rely on what we might hope to get from abroad, be that country at war or out of it.

"There is no way whereby today we can measure any possible income from foreign sources, not only warring nations, but others as well. Developments . . . show that. A nation that seems firmly established as a neutral may be forced to become a participant tomorrow. No one can tell what is going on or what will happen in other lands.

"Therefore, for the future security of our business we cannot place much hope on foreign return.

"We must depend on the domestic return.

"And I think that, in view of what we have found out can happen to world business and particularly our business when foreign countries take up arms or become involved in political upheaval, it is a good thing that we become reconciled to facts—and further develop and capitalize our own domestic market so that we may become self-sufficient.

"When we have reached the point where that is fact, where domestic revenue alone will justify our production expenditures and secure the profit to which we are entitled, then and only then will we be safe."

Kann

ARNOLD ATTACK KEYED TO DIVORCE HEARINGS

SEEN MOVE AIMED TO TIP DEFENSE STRATEGY

Would Divulge Activities In Theatre Field; Slow Trial Start Irking

NEW YORK—Thurman Arnold's blast at the industry keyed to announcement by Senator Neely that hearings on his proposed theatre divorcement bill will be held beginning May 16 are viewed as a hand-washing manouvre seeking to obtain for the department of justice a slant on the strategy planned by the theatre-owning defendants in the conduct of the all-industry suit trial.

This is the analysis subscribed to here by a number of observers familiar with the Washington routine.

This approach appears to lend itself to further substantiation in the light of many of the observations made by the assistant attorney general in charge of anti-trust prosecution. For instance, his appearance before an abbreviated version of the subcommittee of the senate judiciary committee in Washington was marked with irk and impatience over the manner in which the all-industry suit has proceeded to date.

Says New Rules Cause Delay

He admitted the suit "is moving with incredible slowness," offered as an explanation that delay in getting to trial is due to the advantages accruing to the defendants under the new rules of procedure now operative in federal courts. He openly declared the justice department was virtually compelled to try its case in advance and to supply the defendants "a complete statement of everything that has been happening in the motion picture business given to the people who should be more familiar with the business than we are."

It is viewed as obvious, therefore, that the hearings set by Neely will divulge a wholesale defense by producers of their activities in the theatre field out of which it seems entirely feasible the justice department will be in a position to familiarize itself with producer-exhibitor theories of operation for later application when the all-inclusive action goes to trial on its now announced date, June 3.

Arnold on Record for Divorcement Legislation

WASHINGTON—Setting the stage for session-end activity on film legislation, Senator Matthew M. Neely of West Virginia elicited from Assistant Attorney General Thurman Arnold whole-hearted approval of his bill to divorce exhibition from production and distribution.

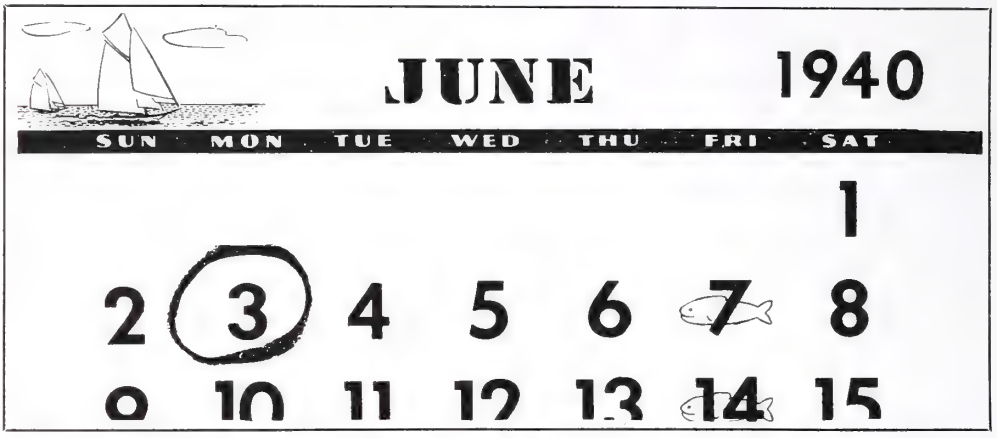
In a surprise move designed to get his divorce bill to the fore, the West Virginia Senator who next month will become an active candidate for the governorship of West Virginia, called Arnold before himself and Senator Van Nuys of Indiana as a subcommittee of the Senate judiciary committee, to explain why the all-industry suit has not yet gone to trial.

Senator Neely made it clear during the session that he was ready to hear testimony on the bill immediately, so that he could report it to the full committee, but acquiesced in a plea by Charles C. Pettijohn, general counsel for the MPPDA, that time be given the companies to prepare their case, and announced that hearings would start on the measure on May 16 "and there would be no delays."

Answering Pettijohn's request for time, Neely snapped out, "this is not before the interstate commerce committee of the House. This is before the judiciary committee of the Senate; we do not wait until people get old on this side of the Capitol." Neely was referring to the delay of the House committee in holding hearings on his block booking bill which, even as he spoke, was before that committee, which tentatively set May 13 as the opening date for hearings.

Arnold told the two Senators that the

(Continued on page 23)



"You Must All Be Prepared . . ."—

So admonished Senior Federal Judge Knox in granting a postponement in the all-industry trial from May 1 to June 3. "There will be no further adjournment under any circumstances," the court intoned. Although admittedly not as active as in their earlier stages, BOXOFFICE *learns authentically negotiations looking toward a possible consent decree have not been abandoned.*

"No Adequate Substitute," Says Allied About Proposed Decree

WASHINGTON—In a letter written by Abram F. Myers to Abe Feller, in charge of the consent decree section of the department of justice, Allied enters its opposition to a decree based on industry-department of commerce negotiations because its board did not feel the proposal "offers an adequate substitute for the relief sought by the government" in its suits.

"The plan not only would leave the producer-distributors in possession of their theatres, but would leave them free to acquire additional theatres during the test period," he said. "This would mark a complete abandonment of the principal objective of the main suit. The chances are extremely remote that after a lapse of several years the department would or could pick up the loose ends and carry the case through to a conclusion.

"So long as the producer-distributors retain their theatre holdings, the independent exhibitors will continue to be regarded as actual or potential competitors rather than as customers. The temptation to discriminate in favor of the affiliated theatres and against the independents will remain. The fact that the government is now prosecuting contempt proceedings against the producer-distributors for violation of consent decrees entered in the past indicates the reaction of these defendants to leniency in law enforcement."

The minimum of relief that should be provided in any settlement, Myers contended, should include a requirement "that the defendants dispose of 50 per cent of their neighborhood and small town theatres in the areas of greatest concentra-

(Continued on page 37)

Arnold Talks, But for Justice Dep't Only

New York—Although Thurman Arnold makes it clear, apparently, that a consent decree is out, it is being pointed out here—cautiously and advisedly—that the assistant attorney general presumably is talking for the department of justice only.

Remarked one highly placed executive, "Even Mr. Arnold has superiors in Washington."

HIGHER ADMISSIONS ILL-ADVISED, KENT SAYS; CALLS SELF-SUFFICIENCY AT HOME "A THEORY"

Sees Unusual Individual Pictures as Possible Source for Boosts

By LEONARD WEISBERG

NEW YORK—The nation's economic condition is such that a general tilt in admission prices at present, or in the immediate future, is not advisable, in the opinion of Sidney R. Kent, 20th Century-Fox president. He registered this viewpoint and others in an interview following his return from his company's sales convention in Chicago.

"I don't think that with 11,000,000 people out of work we could raise theatre prices," he said. "However, it is possible to take an individual picture that possesses unusual quality and get additional money that way. It is well to remember that ours is the only business that sells the worst merchandise for the same price as the best merchandise."

His view is not to be construed as at variance with that of Spyros Skouras, president of National Theatres, who urged increased scales to compensate for foreign losses, Kent declared. In fact, he added, Skouras' theory can be applied to achieve the same results if showmanship, ingenuity and a full consideration of values nets longer playing time. In this respect, Kent decried price-cutting, triple features and giveaways.

Asked if it was not possible for the industry to attempt to determine, by survey or otherwise, what proportion of the country's population is not "movie conscious," as a potential means of seeking a larger audience than exists, Kent replied:

"The industry can't tap the entire population. Perhaps 'Gone With the Wind' came nearer to hitting the rank and file than any other picture of recent years. But the best product only hits certain spheres; to find the personality and story for all classes of minds is not easy. Pictures must appeal to the average person, yet there are probably millions of people in this country who still feel that motion pictures are beneath them."

He is of the opinion, however, that pictures on the 20th Century-Fox lineup for the new season, such as "Lillian Russell," "Brigham Young," "Brooklyn Bridge" and "The Great Commandment" will have sufficient mass appeal to attract a commensurate ratio of the new filmgoers that "Wind" achieved. He said "Lillian Russell" will be sold to play single bill only and will run two hours and 15 minutes. Asked if terms for the picture will be hiked, he replied: "It is already sold; we will respect our contracts."

Painting a more pessimistic outlook for the industry at large than his memory recalled, Kent envisions the next few months as the turning point "in a world picture that is as bad as it can possibly be."

Sees "Last Ditch" Fight

"If the war continues we will face problems as we never have before. But we have no alternative. We must fight to the last ditch. You cannot solve the problem by inferior product. No one in the industry except a few on the executive end wants to cut the size of his pictures," he stated.

A few years ago distributors could count on comfortably close to 100 per cent income from foreign markets; not so at present, he pointed out. How then, in the face of such reduced revenue, can producers contemplate as costly a program as in the past, Kent pondered.

"By the fall of this year we will probably be getting from 25 to 30 per cent less in terms of dollars from abroad. For one thing, we cannot cut quality; this would affect us in the domestic market. It is possible we may have to operate in the red for two years and then hope the foreign business is there again," was his own answer.

Kent is hopeful more pretentious and costly films than ever before "might achieve for us in this market enough revenue to offset our foreign losses." That is one reason for "playing our program up to the hilt," he said. Another is that if the war should suddenly end, although he feels the signposts are not in that direction, his company would be prepared to enter trading with a line of quality pictures. "We simply must bat on quality until the worst is over," is how he put it.

Kent feels, however, that the theory of self-sufficiency, in that schedules could be geared to contemplate a profit from theatres in this country without having to depend upon foreign playing time is not feasible. He said that this particular topic was the subject of a 24-hour discussion in Chicago between himself, Joseph M. Schenck, Darryl F. Zanuck and William Goetz.

"But it can't be done," he asserted. "It is easy to say 'Do this, and do that,' but all your talking won't get it out of the United States. It is up to the heads of the companies to show the way; take cuts before the others. I've done it and so have others down the line. There must be cuts in proportion to the loss of revenue if the industry is to survive. Otherwise we can look for a mess.

"Look at the labor situation," he said. "Under present circumstances we have

(Continued on page 32)

Left "Open Road" in 1923-24

NEW YORK—Sidney R. Kent abandoned theories of selling pictures individually in 1923-24. Here is why, as related during his pre-trial examination in the government suit:

While in charge of distribution for Paramount, he decided to give up block-booking and "go against the field" by selling pictures separately, trade-screened before negotiated. "The open road" move was largely actuated on the premise of Jesse L. Lasky, Paramount producer, then, that to make fewer pictures and make them better would do the trick. The company had previously been selling from 75 to 120 films a year.

"We started out, but didn't get very far," Kent declared. "The practice was given up after four months' trial, because 'the exhibitors wouldn't accept it.' Our customers told us they wanted assurance of a source of supply and would not buy on a single picture basis. These are historical facts and it was a good faith effort.

"Jesse Lasky probably made the worst 52 pictures he ever made in his life during the period," he emphasized.

Grosses Move With Industrial Curves—Kent

New York—Business at theatres is "only stable during high industrial periods," Sidney R. Kent declared at his pre-trial examination in the government suit when asked if the proportion of first run revenue has increased or decreased.

"Trade goes back and forth," he said, "according to industrial conditions. When it is up, first runs boom. When people leave the factories during depressions to go back to farms, subsequents boom."

Sound Has Altered The Picture, He Says

New York—Twentieth Century-Fox received from 65 to 70 per cent of its revenue in the 1925-26 season from 1,250 first run theatres then paying the highest rentals in their respective territories, Sidney R. Kent, president, declared during his pre-trial examination in the government's key suit.

"But sound has changed all that," he said. "It has made the smaller, more intimate type of house more desirable."

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
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Notes to You from Red Kann

IT'S not always serious at those pre-trial examinations in the government's key suit. Fun flashes, on occasion, from whatever executive is making his deposition to John Wright, who carries the title of an assistant to the attorney general of these 48 states, and in reverse. Examples:

Joe Bernhard and his flanking cohorts, composed of Robert W. Perkins, Howard Levinson and Alvin Van Bergh, were awaiting the arrival of Wright in Room 35, Federal Court Building. Scanning the quarters, Bernhard remarked:

"Is this the size of all the courtrooms?"

Perkins assured him it was.

"Hell. You couldn't get all the counsel in here."

●

Another:

Harry Shapiro, counsel for Eugene Mori, operator of the Landis, Vineland, N. J., finally won his way into the room after strenuous objections by Perkins. It appears Shapiro has filed a couple of anti-trust actions against the Warner circuit. Perkins protested on the ground it was on the unfair side, told Wright Shapiro had filed three actions. "That's right," said the Philadelphia lawyer. "I've come to see if I can find anything to help my latest case."

Perkins: "What! Is your case that weak?"

Shapiro: "The truth is we only came in for the races. When we read in the trade papers there was to be a hearing, we thought we'd drop in."

●

About an hour later, Bernhard interrupted the examination long enough to remark:

"Say, Harry. If you run, you can make that fourth race."

●

Lawyers, who have been, and still are, sharply criticized as "amateur politicians" and something else in some directions, are appreciating that crack by Perkins. Having established that Bernhard and the Warner theatre department make their offices on the eighth floor of their general headquarters building, Wright asked where Grad Sears hung his hat. It turned out to be the sixth. "And the law department is on the seventh, right in the middle," Perkins rejoined.

WHEN Sidney R. Kent was testifying, Wright pressed the witness for information on intra-company relations covering distribution and theatres. Declaring there never has been, and is not at present, any swapping of dope, Kent succinctly added this:

"Although we have a distribution and an exhibition arm, each is just as jealous of its prerogatives as it could be. They don't sleep together and scratch each other's back as the government thinks."

●

On the other hand, Kent readily admitted, in reply to a question, that he has had discussions with Spyros Skouras on mutual problems. Wright wanted to know the form those problems took. Kent obliged: "We recently had a conversation on the terms Metro was asking for 'Gone With the Wind.' I didn't know the terms. He told me. When I got my breath back, I wished we had a 'Wind' and could do the same thing."

●

Quite a bit of time was spent by the assistant to the attorney general in an effort to localize the extent to which various company heads aired mutual difficulties. The witness said that, while he sees executives of other companies at the Hays office meetings, the conversations were general in character.

"But don't members of the Hays office have problems in common?" Wright persisted.

"Yes," admitted Kent. "We all have the common problem of selling exhibitors and of getting as much money as possible out of them."

That's about as far as that particular tack in the conversation got.

●

On the day Judge Knox heard the petitions of the government for a May 1 trial date and of the majors' counsel for a postponement, the event drew a carload of lawyers. The tally revealed five for the government and a round two dozen for the defendants. As company attorneys filed into the judge's chambers, an associate remarked,

"I would like Your Honor to take judicial notice of the fact that Thurman Arnold has relieved unemployment at the bar."

"DISGUSTED" BY RULES, HOT OVER "CARTELS," ARNOLD FAVORS NEELY DIVORCEMENT MEASURE

"Particularly Necessary" For Trade, Due to the Delay in Suit Start

(Continued from page 4)

suit "is moving with incredible slowness and I think this is one of the situations where a legislative declaration of the common law can appropriately be passed."

The delay in getting to trial, he explained, is due to the advantages given the companies by the new rules of procedure now in effect in the federal courts which, ironically enough, where designed to speed up the handling of cases. He made it clear that he is disgusted with the rules, under which, he said, the department was practically forced to try its case in advance and furnish the companies with "a complete statement of everything that has been happening in the motion picture business given to the people who should be more familiar with the business than we are."

Asked by Neely whether his divorce bill met with his approval, the government trust-buster declared "that type of legislation is particularly necessary in this case because of the interminable delays which have attended it ever since it was started."

Launches Bitter Attack

Openly resentful of the position in which he found himself, Arnold launched a bitter attack against the integrated companies, asserting them to be a "vertical trust" such as might be found in Germany but distinctly "un-American."

"Such cartels are not justified in any industry and are a plain violation of the anti-trust law," he said.

"Only in the oil industry, he added, are the conditions to be found which prevail in motion pictures. The inevitable result of the vertical trust, in films and in oil, has been "bitterness, mutual suspicion and hatred."

"In the first place," he said, "it excludes the independent producer from the market or lets him come in at the sufferance of competitors. In the second place, the companies which sell to the independents also maintain control of the competing exhibition of the films that they sell, and in this particular case they have seized all the desirable markets and taken all of the best theatres, leaving for the independent only the minor theatres.

"This takes away all bargaining power from the exhibitors and gives them (the companies) control over the public taste."

A major result of such organization, Arnold charged, is extravagance and waste. Reorganization hearings before the securities and exchange commission, he said, have shown the "fantastic" salaries paid company officials, but there is no way to cut those salaries under the present setup.

"No scheme of control is going to work against the integrated system which controls the market for motion pictures from raw material right down to the consumer," he warned.

But, he added, the only remedy other than divorce is public control, in which he did not believe in the case of amusements.

"If you are going to allow this sort of thing to continue, it means regulation, and I do not believe we are ready for public control of amusements," he said. "I am aware of another bill which provides for a measure of public control. I do not think we are ready in this country to say that the amusement business is so essential a monopoly that we have got to allow it to combine and then regulate it like a railroad."

Warns of Independent Chains

Arnold told Neely his bill will not be effective unless it provides also for the breaking up of the circuits which exert monopolistic power in their own particular areas and which also are the targets of some ten government suits.

He quoted to Neely the 1918 statement of Adolph Zukor that the industry would be endangered by producer-theatre activities, and absolved the companies for responsibility for the situation. "If the government is not going to enforce the anti-trust laws we compel these business men to engage in this race for self protection," he explained, adding "it is not a question of blaming the industry, it's a question of the government blaming itself for not providing effective enforcement."

The justice official recommended that Neely drop his requirement that divorce be accomplished within 18 months, pointing out that it would seriously endanger the industry. A much longer period would be required to do the job without disorganization, he said, and while he would not immediately forecast that time, he suggested that provision might be made for dealing with each case individually and with machinery set up that "at least would not interfere with the economies of distribution."

"There are 2,400 theatres which these companies own and I am inclined to think some consideration should be given whether orderly divorce can be accomplished within that time and whether the machinery provided may not be differently stated and in a way in which it would not ruin the industry," he cautioned.

Likening the industry to a political machine, Arnold declared that enforcement of the law will help it "get on its feet and cut expenses" at a time when it is suffering from curtailment of foreign markets.

"But," he warned, "democracy will survive only if industrial democracy survives. The men in the motion picture industry are as competent as any in the world. I want to applaud the advances they have made. The only thing the anti-trust division is trying to do is to free that initiative, and if freed the business will take care of itself."

It might be well to enact the divorce legislation now, he told Neely, because "the trial in New York will last a long time and will be appealed, and during that period the department of justice must keep its ten suits around the country in step with this so they can culminate at the same time. Divorce will be almost impossible unless we can get the monopoly-chains in the bag, and this is going to be a long-drawn-out situation."

Responding to questions by Van Nuys, Arnold declared that the bill would not interfere with the litigation. On the other hand, he admitted that a favorable decision in the New York suit would accomplish what the bill would, but could not say why such a bill has never before been introduced.

Cites Foreign Loss

Explaining that he was not appearing in an official position, Pettijohn, on behalf of the companies, which are members of the MPPDA, warned Neely that the war has created a grave situation in the industry and "if this present war continues, with 25 to 30 per cent of our gross revenue involved in foreign markets, we will not be able to do what we are doing now—give to the people of the United States that quality of pictures which we must maintain in order to live at present admission prices."

During his discussion of the industry suit, Arnold settled the question of a consent decree based on the negotiations with the department of commerce, insofar as the department of justice is concerned.

There will be no such decree, he said, admitting that the department's position was in part a reflection of the attitude of Allied States. In fact, he intimated, there never was a chance that such a settlement

(Continued on page 37)

Says Prominent Film Men Favor DJ Views

Washington—There are many men in prominent positions in the industry who agree fully with the department of justice in its views as to what should be done, Thurman Arnold asserted in his appearance before an abbreviated subcommittee of the senate judiciary committee.

Unfortunately, he added, they are on the boards of the companies under attack and "in a position where they cannot express themselves publicly."

Suggests Longer Period Be Granted for Exit From Exhibition

VIVIEN

LEIGH *and*



LAURENCE OLIVIER

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A COLUMBIA PICTURE

COLUMBIA PICTURES

DIVORCEMENT PROPOSAL AGAIN POSES ISSUE

IF LAW LIMITING AN INDUSTRY CAN HOLD UP

Divorcement Bill Would Face a Court Battle; Precedents Cited

By EARLE A. DYER

WASHINGTON—Introduction of the Neely theatre-divorce bill again has raised the question of constitutionality of legislation limiting the activities of an industry.

Counsel for the distributors are represented as believing that such a measure would be invalid. A second point raised is that it would be an unconstitutional discrimination against a single industry.

Both points are subject to debate, but in the last analysis the U. S. supreme court would decide them—and there are many precedents for a decision holding them legal.

Neither point is new, either in discussion or in litigation. In informal conversations, department of justice attorneys point out that there are definite applicable precedents and express confidence that if a divorce law were enacted it would be upheld in the courts.

Other Cases "Analogous"

Unfortunately, maybe, the North Dakota divorce statute never was the subject of a supreme court opinion. However, it is said, there are other cases more or less analogous to that of motion pictures in which the court has held divorce constitutional, thereby denying also the claim of discrimination.

Probably the most direct of these decisions was that in the so-called packers' case, in which the packing companies were prohibited from operating retail outlets. A clear-cut case of divorce was that of the Lehigh Valley Railroad Co., required to divest itself of coal mines which it owned.

Congress, of course, can enact any sort of legislation it wishes. The test of whether that legislation shall hold is in the courts, and the questions there considered are those of public interest—whether, for instance, the law is designed to curb unfair methods of competition or prevent or break up a monopoly.

It is a foregone conclusion that in fighting a divorce law in the courts, the film companies would be required to meet government charges that through the ownership of theatres they had an unfair advantage over independent competitors and that the ownership of theatres also led to monopolistic situations. In short, the government, in defending such a suit, would raise the same points as in the all-industry case now pending.

In dealing with similar laws in the past, the supreme court has held that Congress has the right to regulate an individual industry, where such regulation is necessary, where the industry is imbued with a public interest. It has, accordingly, affirmed regulation of the railroads, of shipping, of communications, the coal industry and many others; similarly, it has upheld the validity of state laws regulating insurance companies, the oil industry, retail trade, etc.

There is apparently no question of the propriety of Congress enacting legislation applicable only to the film industry; the constitutionality of a divorce law, as seen in Washington, would not depend on that question but on whether conditions in the industry were such that divorce was a logical remedy.

S. 3735

WASHINGTON—*Text of Senator Neely's bill seeking theatre divorcement, read twice and referred to the committee on the judiciary, follows:*

To prohibit producers and distributors of motion picture films engaged in interstate commerce from owning, controlling, managing, operating, or having any interest in motion picture theatres in the United States.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled.

That the condition which exists in the motion picture industry whereby certain producers and distributors of motion picture films (1) produce and distribute in commerce a majority of the quality films available for exhibition, (2) have acquired control of or an interest in a large number of motion picture theatres, known as "affiliated theatres," and (3) are continuing to acquire additional theatres, is contrary to public policy in that it (a) has resulted in granting to affiliated theatres undue preferences; (b) has caused unfair discrimination against independent theatres with respect to the leasing of films in commerce; (c) has enabled such producers and distributors to acquire a virtual monopoly of the first-run theatres in the principal cities and a virtual monopoly of subsequent-run theatres in certain cities and sections; (d) interferes with the freedom and opportunity of independent exhibitors to select and obtain an adequate supply of quality films for exhibition in their theatres; (e) prevents the people of the several states and the local communities thereof from influencing such selection in the best interests of the public; and (f) tends to create a monopoly in the production, distribution and exhibition of films in commerce. The Congress finds and declares that the condition herein described and the methods and practices bringing it about and resulting therefrom adversely affect and constitute a burden upon commerce, and it is the purpose of this Act to eliminate such condition by making it unlawful to engage in such practices.

Section 2.—For the purposes of this Act, unless the context otherwise requires—

(1) The term "motion picture theatre" or "theatre" includes any place in which motion pictures are publicly exhibited and to which an admission price is charged.

(2) The term "motion picture film" or "film" includes all motion picture films (whether copyrighted or uncopyrighted), including positives and negatives, and copies or reproductions thereof, which films contain photoplays or other subjects and are produced for public exhibition.

(3) The term "person" includes one or more individuals, partnerships, associations, corporations, legal representatives, trustees, trustees in bankruptcy, or receivers.

(4) The term "producer" includes any person who engages or contracts to engage in the production of motion picture films for distribution in commerce either directly, or through a controlled or affiliated corporation or by another person under contract or any other arrangement whatsoever.

(5) The term "distributor" includes any person who engages or contracts to engage in the distribution of motion picture films in commerce, whether as seller, lessor, or licensor, and whether the distribution is effected by means of sale, lease, license, contract, or any other type of agreement whereby the film is supplied for public exhibition.

(6) The term "commerce" means between any State, Territory, or the District of Columbia and any place outside thereof; or between points within the same State, Territory, or the District of Columbia, but through any place outside thereof; or within any Territory or the District of Columbia.

For the purpose of this Act (but in no wise limiting the definition of commerce) a person shall be considered to be engaged in commerce if he engages in transactions whereby motion picture films produced in one State are by the producer or a subsidiary or affiliated corporation of such producer shipped to film laboratories and to local exchanges in other States, or are by the producer sold, leased or licensed at the point of production to a distributor and so shipped to film laboratories or local exchanges in other States, and, in either case, are distributed by the local exchanges in the several States to the motion picture theatres in various cities and towns throughout the United States, the films moving from the studios to the laboratories and thence to the exchanges, thereafter circulating from the exchanges to and between the various theatres. Persons normally engaged in such commerce, and films normally in the course of such commerce, shall not be considered out of such commerce through resort being had to any

(Continued on page 35)



..."bound to be a box-office smash"... says FILM DAILY

THE HAPPIEST SHOW

DAILY VARIETY . .

"For sheer entertainment qualities 'Irene' will take its place among the better offerings of the year."

HOLLYWOOD REPORTER . .

"Not only a hit show, but a cleverly conceived revelation of another facet of Anna Neagle's talent."

LOUELLA O. PARSONS, L. A. EXAMINER . .

"The exciting beauty of Anna Neagle is Hollywood's chief topic of conversation . . . 'Irene' is what the doctor ordered in the way of entertainment."

VIRGINIA WRIGHT, L. A. DAILY NEWS . .

"Reveals a radiant new personality . . . Gay, pretty, amusing and altogether refreshing."

PAUL HARRISON, NEA SYNDICATE . .

"Anna Neagle is stunningly beautiful, artful and richly comic."

HARRISON CARROLL, KING FEATURES . .

"Anna Neagle proves herself a delightful comedienne. She is charming, versatile, and a real addition to Hollywood's roster of bright, winning stars."

HEDDA HOPPER, RADIO COMMENTATOR . .

"After seeing 'Irene' I've ordered my Alice Blue Gown."

HAROLD HEFFERNAN, NANA SYNDICATE . .

"Herbert Wilcox's direction of 'Irene' is masterly, and it is refreshing to see Miss Neagle as the young and lovely girl we know her to be."

EDWIN SCHALLERT, L. A. TIMES . .

"Decidedly in the class realm . . . Light-spirited entertainment particularly suited to the season of the year."

Produced and Directed by

HERBERT WILCOX

RKO RADIO PICTURES

Screen Play by Alice Duer Miller
From the Musical Comedy, "Irene"
Book by James H. Montgomery.
Music and Lyrics by Harry Tierney
and Joseph McCarthy



'OU'LL PLAY THIS YEAR!



ANNA NEAGLE ★ RAY MILLAND

IRENE

WITH

ROLAND YOUNG • ALAN MARSHAL

MAY ROBSON • BILLIE BURKE

ARTHUR TREACHER



See Gov't Relying On Gore of Tampa

By BILL ORNSTEIN

ALBANY, GA.—Century Circuit may be the independent circuit on which the government may rely in pushing its anti-trust suit in the Greater New York area, but in the south it is expected B. F. Gore, who operates one theatre in Tampa, will play a vital part in the plaintiff's case. At least, a group of unaffiliated theatremen here for Paramount's world premiere of "The Biscuit Eater" thought so.

It is reported here Gore has managed to secure correspondence and certain contracts from the Sparks' circuit office in Jacksonville. What they contain is not known generally, but it is believed E. J. Sparks and his attorneys are fully aware of the situation and are prepared for whatever developments may come to light.

According to one exhibitor, "Gore will be the government's mainstay in the south." There are other complainants with whom exhibitors profess to be familiar but of them they remark, "Their own records are nothing to brag about. This will come out if the case ever reaches trial."

Down here, the consensus among independent exhibitors is that distributors ought to fight the anti-trust suit to a finish because they feel distributors "will undoubtedly lick the government." Remarks one theatreman, who might be viewed as representative of a substantial cross-sectional opinion, "There's no doubt about it in my mind." This man has been in the business 19 years, has passed through many divergent experiences and says he knows many of the probable witnesses and their case histories.

That FBI men have been active for the past month or more in checking new complaints and contacting exhibitors whose names already have been mentioned is known and frequently mentioned. In one particular case, investigators for the government have checked into details of an anti-trust case decided about 20 years ago. It is understood this litigation involved L. D. Joel, now operating the Casino, Jacksonville, who, two decades ago, had theatres in Lakeland, Spartanburg and Greenville. According to L. A. Stein, his son-in-law, Joel sued S. A. Lynch for $1,000,000 and came out with a $1 verdict in the Jacksonville, Fla., federal district court.

An FBI man recently was in touch with Joel and revived the old action, Stein continues. Joel, according to Stein who himself operates a small circuit of 14 houses in Florida and Georgia, informed the DJ men he was getting along and had no complaints to file against anyone in the business. Whereupon the FBI man operative, continued Stein, had informed Joel he intended introducing facts in connection with the suit, now two decades old.

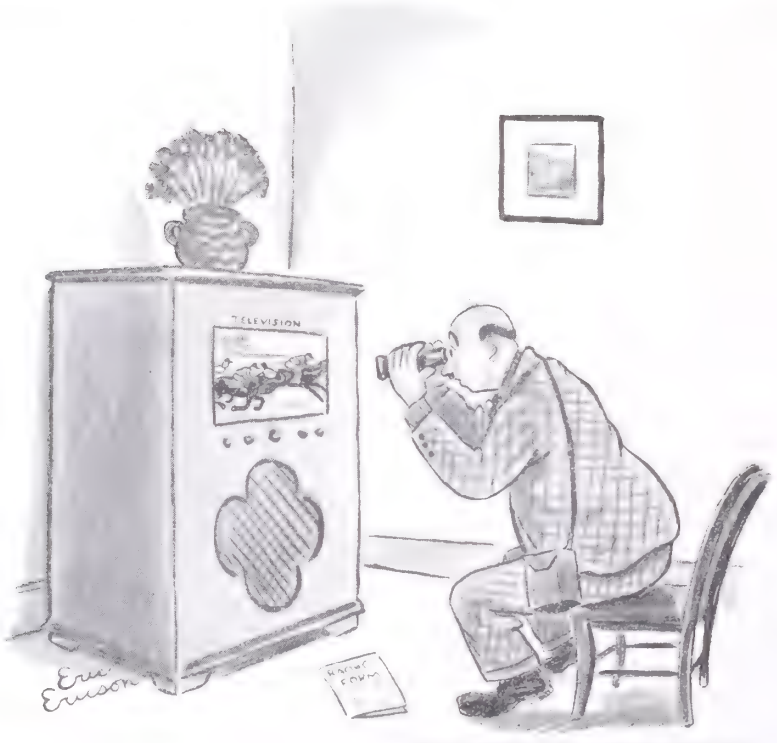
Stein also maintains Joel informed the FBI man he would not appear for the government in the event he was subpoenaed. Despite this reported objection, Joel appears in the government lineup of potential witnesses. About a month ago, the same operative called on him, Stein maintains, although he had never filed a complaint alleging unfair tactics with the department of justice. "I told him," Stein informs BOXOFFICE, "we had no complaint. He began to ask a lot of foolish questions and I told him there was nothing to them. It's the Allied crowd in New Jersey, New England and Philadelphia who are making all the trouble," he alleges. "You know the men I mean, Abram F. Myers and his group."

The block-in-five-or-more plan, discussed as part of a consent decree is viewed with some concern among unaffiliated exhibitors, or those who attended the Paramount premiere, anyway. The consensus demonstrates a belief conditions have changed and have made necessary a reshuffling of the cards. Nevertheless, opinion favors a trial of the suit, if for no other reason than to show, or to prove to the government, that a number of squawkers are "a lot of thieves, chiselers and no good competitors." New elements in industry operation are apparently anticipated. No one appears willing to hazard a guess when this will come about, although the sentiment is this should have been done a long time ago, but sans government threats and suits.

In terms of more specific problems, some southern exhibitors express grave concern over the drive-in theatre and the practice of distributors, majors and independents, in permitting schools and other non-regulation theatres to compete via 16mm films. One theatreman reports he saw a narrow gauge version of "The Rains Came" in Boston before he played it in his own theatre. He states all distributors indulge in the general practice.

Claude Ezell, former partner in Bank Night with Rick Ricketson, is planning a string of drive-in theatres in the south, it is understood.

An Approach on Television



Courtesy Rockefeller Center Magazine

Viewed as Mainstay Of Case in South

No Rush by Others to Cut Number of Prints

NEW YORK—If "gold is where you find it," prints are there to accommodate the business. That, in a nutshell, seems to be sales executives' reaction when asked if they, too, are following 20th Century-Fox in "materially reducing" the numerical outlay. There is general admission the situation would become burdensome if demands by exhibitors for "more and more prints" were met.

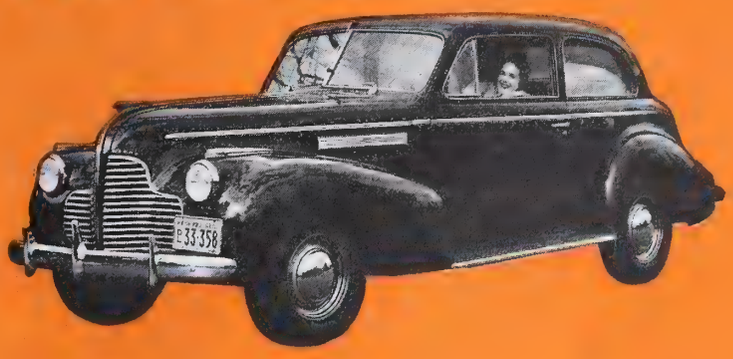
But in virtually every sales quarter the answer is that "scientific systems" have been set up to take care of this. For instance, M-G-M has an A, B and C setup. Each picture, on its merits, falls into a print quota classification. However, if a B quota film does extra business the number of prints jumps to the A quota.

In other words, and this covers the picture, any reasonable number of extra prints will be put out if extra business warrants it, it is said.

Marx Brothers' First Tour in Four Years

JOLIET, ILL.—The Marx Brothers are due at the Rialto, April 29-30, in the first of a series of personal appearances in four years. They want to do some public testing on the comedy of their forthcoming "Go West." The itinerary includes performances at the Paramount, Toledo, May 1-2; the week of May 3 at the Michigan, Detroit, and the week of May 10 at the Chicago, Chicago, where Eddie Buzzell, who will direct, will join the troupe.

THIS *BUICK IS THE BIG PRIZE



for the best exploitation campaign on

THE BIGGEST SHOW SINCE BARNUM!

*the girl does *not* go with the car!

Yes, this 1940 Model Buick is yours . . if you send in the winning exploitation campaign on Hal Roach's production, ONE MILLION, B. C. Here's a picture that challenges all your instinct as a showman . . a picture that should be sold with circus ballyhoo . . a picture in whose selling as a preliminary to smash business, you'll take personal pride. It sent every record hurtling down the ages with this kind of selling at its premiere engagements at Loew's in Louisville and at the California in San Diego. It's your dream of showmanship come true!

HAL ROACH presents

ONE MILLION B.C.

featuring

VICTOR MATURE · CAROLE LANDIS · LON CHANEY Jr.

Directed by HAL ROACH and HAL ROACH, Jr. • Released thru UNITED ARTISTS

JUDGES

SPYROS SKOURAS, *National Theatres*
JOSEPH VOGEL, *Loew's, Inc.*
SAM DEMBOW, *Paramount*
FRED MEYERS, *RKO Theatres*
HAL ROACH
MURRAY SILVERSTONE, *United Artists*

★

Contest starts immediately. All entries must be post-marked not later than midnight, July 1, 1940. In case of ties, duplicate awards will be given. Submit your complete campaign to: **"ONE MILLION B. C." CONTEST United Artists Corporation, 729 Seventh Ave., New York City.**

SEND IN THIS ENTRY BLANK

I want to sign up for the ONE MILLION B. C. Contest

Manager_____

Theatre_____

Town_____

Denies Independents Get Film Leftovers

NEW YORK—The department of justice is "110,000,000 miles away from the facts" if, as one of its representatives inferred, the major distributors close seasonal contracts first with the affiliated circuits and parcel out what is left to independent exhibitors. The long-distance statement came from Sidney R. Kent, 20th Century-Fox president. The inference came from John L. Wright, assistant attorney general, during the pre-trial examination of Kent in the all-industry suit.

The clash of opinions developed at the end of a series of interrogations broken up into two days to accommodate Kent, who was under doctor's orders that confined his examination to two-hour periods. He had finished his direct examination by Wright when John Caskey, of Dwight, Harris, Koegel & Caskey, the distributor's counsel in the suit, launched into a series of questions to bring out "facts" which the department of justice, as Caskey charged, continue to misinterpret in its answers to defendants' interrogatories.

Ten-Point Denial

In the course of Caskey's questioning, Kent unequivocally denied that his company:

(1) Is affiliated with the Skouras circuit in the east.

(2) Is affiliated with Fox Metropolitan Theatres Corp. in this area.

(3) Has any "beneficial interest" in the United Artists theatre circuit.

(4) Has at any time conspired with other defendants in production, distribution or exhibition.

(5) Has conspired with other defendants to monopolize first runs in metropolitan or key cities.

(6) Has conspired with other defendants to monopolize exhibition in all cities in this country where affiliated theatres "operate and exist."

(7) Has entered into a conspiracy with major distributors to "divide the United States among them" to the exclusion of other competition.

(8) Has promised to service affiliated houses as they are built with first-run product.

(9) Has entered into agreement with anyone to the extent, numerically, of feature production or distribution.

(10) Has conspired to restrain the open bidding of feature players, directors, technicians and artisans of all character.

His Own Responsibility

Somewhat in the form of a summation, Caskey asked Kent if any person with 20th Century-Fox, outside of the witness, had any authority to agree to "anything" to which the company might be open on charges of illegal restraint in production, distribution or exhibition. Kent replied that any such responsibility was, and is, his alone.

Caskey then asked if Kent had ever committed such an act. The witness said: "I have not, implied or direct, whispered or written."

During Caskey's interrogation of the witness, Wright objected to the "form" of the attorney's questions, almost without exception. The entire deposition is a matter of record with the court and becomes what is believed to be the first direct, in-person denial of charges contained in the government's original petition.

Kent proved not only a willing witness but one who continually went beyond the scope implied by each of Wright's questions. For instance, during the first day's examination there was much discussion relative to prints—the average run, the cost, turn-over. Kent, relying solely on his memory at the time, was only able to answer in generalities. However, when he appeared for the second session before Wright the next day he brought with him an authentic record of his company's print situation.

This is the way it went on the record: For the 1938-39 season, the last figures available, the company's peak load on any one picture was 376; the lowest, 170; the average, 246.4. Total for the season on all pictures was 12,813. The highest number of exhibitions for a single print was 14,600; the lowest, 5,552. The company's aggregate prints up to April 1, 1940, was 476,641, with an average of 37 exhibitions per print.

Wright wanted to know the purpose of clearance. "To protect revenue," Kent replied. "It is the only manner in which we can get proper revenue for our films. A large portion comes from the first runs. If he didn't have this exclusive privilege, his policy would be destroyed."

"Well," went Wright's next move, "couldn't you get as much revenue if pictures were shown simultaneously at first runs and subsequent runs?"

"The theorists believe so. But there are a great many economic reasons why this is not possible; the producers would be out of business in a short time. Clearance is set up to isolate a run, like an island, and directs attention to that particular engagement. The exhibitor pays a very, very big sum for that privilege. If everyone ran pictures at once, the first run would have to lower his price to the average charged by the 14th run and the 14th run would have to charge the average of the first runs. And the print cost would surely put us out of business."

This led to Kent's observation that cost of prints runs to about $140 each. Certainly, Wright suggested, 20th Century-Fox gets back many times its print costs. Kent said that the average run of prints has been figured thousands of times. "Some pictures are lucky to get back their cost—others get it back many times more. We have to live by an average. If we can increase our profits, we're greedy enough to do it and we would do it."

It was at this point Kent revealed he has informed Herman Wobber, in charge of distribution, the number of prints should be "materially reduced." The move is an "economic necessity," he said. The

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—Photo by Cosmo-Sileo

Checking a Point in Testimony—

Sidney R. Kent, president of 20th Century-Fox, scanning the transcript of evidence after he had completed his deposition in a pre-trial examination in the government suit. To the right is John Caskey of Dwight, Harris, Koegel & Caskey, law firm representing the distributor.

Says Higher Admissions Proposals "Ill-Advised"

(Continued from page 5)

about 60 per cent of our income left. Yet labor wants the same money as when we were getting closer to 100 per cent. The unions don't want to give up a thing. Their attitude is a testimonial to the utter selfishness of part of the industry. We will have to show them figures to more fully reflect what has been told them. They don't believe what we tell them. Even should they be convinced I'm not so sure they'd do anything about it; probably just look out the window."

His final observation on this point, which included the view that "artistic material hasn't gone down, either," was: "The people in the industry, making a living out of it, must make some contribution."

TECHNICOLOR

announces

Price Reduction

OF ONE CENT PER FOOT

effective August 1st, 1940,

on all 35 mm motion picture release prints

exclusive of advertising and industrial subjects

delivered at its Hollywood Plant

for distribution and use in the United States

▼

Technicolor Motion Picture Corporation

Herbert T. Kalmus, President

Denies Independents Get Film Leftovers

(Continued from page 32)

reduction will be among that classification of product returning the least profit, he added.

Wright wanted Kent's views on centralized operation of theatres. The witness said this is like any other theory on which people differ. His opinion is not favorable toward this practice, he admitted. Wright asked what advantages exist in decentralized operation. The witness replied: "The most important thing you can get; manpower, which is none too prolific in this business. Manpower has roots in the ground, like a tree. It builds good will in a community and should be left alone to operate that way. Some people don't agree with me, but it's my humble opinion."

The assistant attorney general was interested in the history of percentage as it applies to sales; its beginning and acceptability. The history of percentage, Kent said, is a progressive one. He had a prominent part in the introduction of the practice, for which he was "rudely attacked," he went on. When first introduced, it called for a guarantee and a split. Exhibitor organizations protested. They said it was not fair to ask for a guarantee. The procedure then was for straight percentage, with a split over a certain figure—usually 50-50. Then came dissatisfaction over the 50-50 split, he related. At present, the practice has evolved to a point where there are few guarantees.

Now "Few Guarantees"

"We put millions into a picture," Kent declared, "and put it into a theatre without a guarantee and gamble on what the public will do." Yet the procedure is regarded as the most desirable of all sales approaches, he admitted. For additional information, he suggested Wright "look at the growth of the industry." Nevertheless, Kent acknowledged many exhibitors will not buy on percentage. One reason, he admits, is that "smaller" pictures are not entitled to a percentage rating. Another, is that it is more profitable for exhibitors to buy flat.

"There is no exact science that any one can evolve regarding percentage selling, and this includes the theorists," he declared. "It is difficult to put an exact rating on a picture, even after it is finished and shown to the public."

Lest there was any doubt in Wright's mind that the practice is unfair, he put into the record that adjustments are made continually to maintain good will. Kent remembered that, when he left Paramount in 1932 as manager of distribution, the company sold about 60 per cent of its program on percentage. By contrast, 20th Century-Fox, with whom he next became associated, was then selling only four or five pictures on percentage and the balance flat.

"I changed that at Fox very quickly," he added. The combination of this move and better quality brought the company from 5,500 accounts to 10,000 in four years. "You see," he smiled, "percentage didn't chase them away."

Here he revealed that 75 per cent of the company's program for 1940-41 will be sold on percentage. The company would like to sell the entire program that way but the dual bill situation makes it impractical for many smaller exhibitors to buy in this manner, he observed.

In answer to a direct question, Kent said the company's subsidiary, National Theatres, and the distribution department "operate entirely on their own." He only enters the picture when disputes arise, and then decides "on what I think is right—each has complete freedom of operation and often doesn't approve of each others' acts."

Wright wanted to know the extent of the witness's activity with Spyros Skouras, National Theatres head. "I see him on an average of once a day when we are both in town. We talk about problems and discuss them as any other department."

"What problems?" he was asked.

"Well, we recently discussed Warner and Metro. Especially the terms on 'Gone With the Wind.' He asked my opinion. I gave it to him. And he went ahead and did as he pleased, anyway."

Says Circuit "Protective"

Wright asked if 20th Century-Fox enjoyed any benefits from its theatre affiliate. Kent replied there is an advantage in exploiting the company's product and a "source of protection" in that a "certain amount of revenue is stabilized."

What benefits do National Theatres derive from its parent company? Wright then asked. The protection of a well-known brand of product, Kent said, and "loyalty that goes beyond mere price, in case another circuit wanted to take its product away."

The assistant attorney general asked if, based on his experience with Paramount, the witness saw any advantages in the affiliation of its circuit with distribution. Any conclusions, the witness observed, would be hypothetical. Yet he was of the opinion that, if Paramount had not met the threat of competing circuits at the time, the company would have gone out of business.

Did the threat that led Paramount to acquire theatres cease to exist by 1935? Wright asked. Not precisely, Kent said. The First National circuit was very active at that period, and then William Fox set out to control the theatre market, he declared. This was in the 1926-1931 period.

"Well," Wright persisted, "there haven't been any similar threats since 1931, have there?"

Kent: "No one has had any money since 1931, outside of Metro."





Join the Vice-Presidential Ranks—

To the left, George F. Dembow. To the right, William B. Brenner. They are now vice-presidents of National Screen Service Corporation by vote of its board. Veteran NSS executives both, Dembow has been general sales manager, now becomes vice-president in charge of sales. Brenner has been general executive, now becomes vice-president in charge of operations.

20th-Fox Almost Cut To 36 for 1940-41

New York—Discussed and reversed several times until the 52 for the new season finally were determined upon, it appears 20th Century-Fox almost decided on 36 of which 24 would have been "A's" and 12 "B's." S. R. Kent, Joseph M. Schenck and Darryl F. Zanuck favored the slash, as reported in BOXOFFICE from Hollywood last fall.

Herman Wobber declares the current schedule, in its final tally, will show 12 pictures which grossed $1,000,000 or more domestically. These include "The Rains Came," "Drums Along the Mohawk," "Stanley and Livingstone," "Swanee River," "Hollywood Cavalcade," "The Grapes of Wrath," "The Blue Bird," "Everything Happens at Night," "Little Old New York," "Maryland" and "Lillian Russell." Several are yet to be released.

S. 3735

(Continued from page 26)

means or device intended to remove persons or transactions from the provisions of this Act. For the purpose of this paragraph, the word "State" includes Territory and the District of Columbia.

Section 3.—It shall be unlawful for any producer or distributor of motion picture films engaged in commerce to own, control, manage, buy or book films, for, or operate, in whole or in part, any motion picture theatre or theatres located in any State, Territory, or the District of Columbia, or to have any interest, direct or indirect, legal or equitable, through stock ownership or otherwise in any such motion picture theatre or theatres.

Section 4.—Every producer or distributor of motion pictures engaged in commerce shall file with the Attorney General within thirty days after this Act becomes effective, and annually thereafter on or before the 15th day of January, an affidavit stating whether such producer or distributor owns, controls, manages, buys, or books films for, or operates in whole or in part, any motion picture theatre or theatres located in any State, Territory, or the District of Columbia, or has any interest, direct or indirect, legal or equitable, through stock ownership or otherwise, in any such motion picture theatre or theatres. If the producer or distributor making any such affidavit has any interest in or connection with any such theatre or theatres, he shall state fully the nature and extent of such interest or connection and shall also state the name and location of the theatre or theatres in question.

Section 5.—The district courts of the United States shall have jurisdiction to prevent and restrain violations of this Act; and it shall be the duty of the several district attorneys of the United States, in their respective districts, under the direction of the Attorney General, to institute civil proceedings to prevent and restrain such violations. Such proceedings may be by way of complaint setting forth the case and praying that such violation shall be enjoined or otherwise prohibited. When the parties complained of have been duly notified of such complaint, the court shall proceed, as soon as may be, to the hearing and determination of the case; and pending such complaint, and before final judgment, the court may at any time make such temporary restraining order or prohibition as shall be just in the premises. The power to prevent and restrain violations of this Act shall include the power to order the divestiture of theatres or interests in theatres held in violation of the Act. Whenever it shall appear to the court before which any such proceeding may be pending that the ends of justice require that other parties should be brought before the court, the court may cause them to be summoned whether they reside in the district in which the court is held or not, and subpoenas to that end may be served in any district by the marshal thereof.

Section 6.—Any person who is a producer or distributor and has any interest in or connection with a theatre or theatres in violation of Section 3 of this Act, or who fails to file the affidavit as and when required by Section 4 of this Act, or who knowingly makes any false statement in such affidavit, shall be guilty of a misdemeanor and upon conviction thereof shall be punished by a fine not exceeding $5,000, or by imprisonment for not exceeding one year, or by both such fine and imprisonment, in the discretion of the court. In the case of a corporation, the violation of this Act shall be deemed to be also that of the individual directors, officers, or agents of such corporation who have authorized, ordered, done or had knowledge of any of the acts or omissions constituting in whole or in part such violation, and upon conviction thereof any such director, officers, or agent shall be punished by fine or imprisonment, or both, as in this section provided.

Section 7.—If any provision of this Act, or the application thereof to any person or circumstances, is held invalid, the remainder of the Act, and the applicability of such provision to other persons or circumstances, shall not be affected thereby.

Section 8.—This Act shall become effective eighteen months after its enactment.

Paramount Set to Hold One National Meeting

NEW YORK—Paramount is tentatively set to hold one national sales convention, probably in Hollywood, the end of May, according to Neil F. Agnew, in charge of distribution. The conclave would be followed by a series of district meetings. Agnew will determine the date and place definitely when he confers with studio executives early next month.

Pathe Is Financing Neufeld for PRC

NEW YORK—Pathe will contribute up to 66 2/3 per cent of the 15 pictures Sigmund Neufeld Productions will make for the newly formed Producers Releasing Corp. The group of 15 is slated for delivery this season and is to be in the $25,000 budget class.

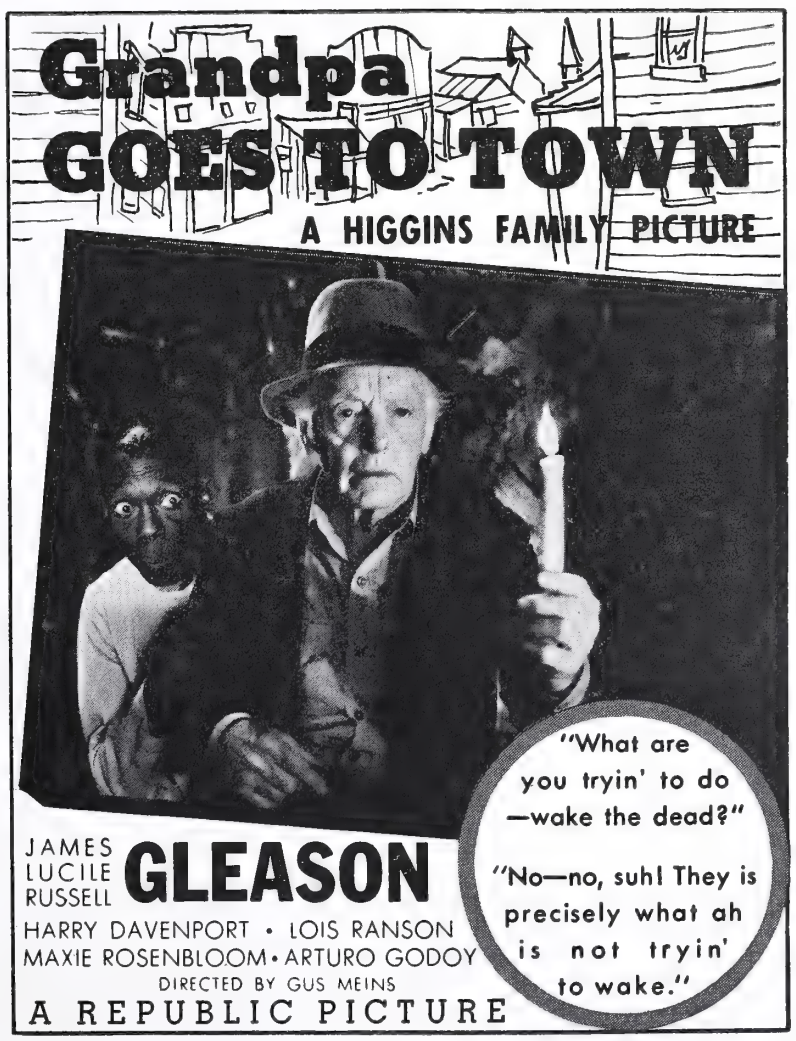
PRC is in no way connected with the defunct Producers Distributing Corp., formerly headed by Ben Judell. Creditors will be taken care of from the income of seven pictures released by the company. Pathe, a preferred creditor, gets first call.

Seventeen franchise holders also are contributing to the home office sums to permit the national company to finance production. Franchises have been set in 18 key cities.

Harry Rathner is president of PRC, in charge of sales. L. Rutstein of Coast Pictures Productions and Harry Asher, Boston exchange operator, are vice-presidents. Bert Kulick is secretary-treasurer.

"Legacy" Deal Near

HOLLYWOOD—A deal is about to be inked for Robert E. Sherwood to produce "Legacy" for Columbia. It is a one picture deal and involves Anatole Litvak to direct and possibly Warner Baxter and Luise Rainer to star.



$300,000 in Bank Loan to Monogram

DALLAS—Delegates to Monogram's national sales convention here were informed the company has secured a $300,000 cash loan for production from Guaranty Trust of New York.

Franchise holders were unanimous in approval of consistent use of local talent in support of western stars, the theory being that there is heightened interest when prominent radio and orchestral talent, well-known in a definite region, is employed in the outdoor dramas.

The sessions were highlighted by an address by Ed Kuykendall, MPTOA president; Bob O'Donnell of Interstate; Jack Kirsch, president of Allied of Illinois, and Mike Rice, counsel for Robb & Rowley. Kuykendall exhorted Monogram to approach its problems with sincerity and an appreciation of the human values involved. He urged a broader view in building future relationships between distributor and exhibitor; that business hatreds and turmoils should be forgotten for the greater good of the industry at large.

Rice observed there exist too many half truths about the industry; so much so that these have warped public opinion and poisoned the public viewpoint. It was his opinion those engaged in its activities should "fight for it," as other industries fight for theirs.

Kirsch pledged the 173 theatres of his organization to the company's support.

On the dais were W. Ray Johnston, Edward A. Golden, Scott R. Dunlap, Tom P. Loach, Ed Schieber, John S. Harrington, George W. Weeks and Edward Finney.

George Burroughs of Guaranty Trust was introduced. The franchise holders adopted a resolution expressing condolences to Johnston on the death of his father, news of which reached the convention while in session.

Monogram Productions Aimed at the Americas

DALLAS—Taking cognizance of a self-sufficiency plan in the home or, at least, neighboring markets, W. Ray Johnston declares Monogram will fashion its 1940-41 program "principally for the United States and Latin-American markets."

"Homespun" stories, he says, will be selected for their potential appeal to large and small theatres in both Americas. Several vehicles will have Spanish and Mexican backgrounds and many of the westerns, comprising half of the total list, are to receive treatment from this angle.

J. B. Johnston, Ray's Father, Dies at 79

WATERLOO, IA.—Burial rites for J. B. Johnston, father of W. Ray Johnston, Monogram president, were conducted here. He was 79. Surviving are his widow, five sons and a daughter.

News of the death reached Johnston at the Monogram franchise holders' convention at Dallas from where he arrived to attend the services.

"Must Live on Domestic Revenue"—Hutchinson

NEW YORK—That film companies, like any others engaged in world trade, will have to live on domestic revenue in order to survive dislocations in international order caused by war is the toscin which Walter J. Hutchinson, foreign sales director of 20th Century-Fox, sounds for the industry.

Hutchinson, who left late in the week to attend a convention in Havana, feels shrinkage of foreign revenues must force the industry to effect an immediate readjustment.

Ace Time for "Russell"

NEW YORK—"Alexander's Ragtime Band" playing time will be sought by 20th Century-Fox for "Lillian Russell."

Exhaustive Experiments Slated for Sonovox

HOLLYWOOD—Walt Disney has elaborate plans in mind for Sonovox, recently invented device that is said to make possible many sound contortions, but thorough experimentation will be exhausted before it is put to practical use. Dick Condon of Disney's eastern office is due here soon to put the device through tests.

Frown on Slot Movies

TORONTO—A two-man committee representing the ITA of Ontario voices formal opposition to any introduction of slot machine films in Canada. A contemplated method of thwarting such plans is seen through impost of a high annual tax.



It's Convention Time Once More—

The upper shot pictorially reports the arrival of a Monogram group at Dallas. In the accepted order are John S. Harrington, manager of the print department; Jack Gruben, Texas salesman; Harry H. Thomas, New York district manager; Steve Broidy, Boston franchise holder; Edward A. Golden, general sales manager; Bill Onie, Cincinnati franchise holder; Ed Schieber, assistant treasurer; George West, St. Louis franchise holder, and Ben Welansky, Boston franchise holder. In the center, John Franconi, who has the Texas territory, greets Thomas. Below, Golden lights the pipe of Lieut. Gov. Coke Stevenson of Texas, who was official greeter of the sales powwows.

Allied Frowning on Offered Settlement

(Continued from page 4)

tion, coupled with a provision against further acquisitions of theatres anywhere save under the most exceptional circumstances.

"The directors recognize that to require the defendants to dispose of a large number of theatres in a short space of time might impose upon them an unnecessary hardship," he said. "Consequently, they see no objection to allowing the process to be spread over a period of years. Neither do they see any objection to allowing the defendants to retain their key city first-run houses in which to exploit their own pictures. It will be recalled that the producer-distributors first entered the field of exhibition through the acquisition of this class of theatres for the alleged reason that they were necessary showcases for the initial display of their productions."

Allied, however, was represented as unalterably opposed to the proposed new selling setup, and would "infinitely prefer" the Neely block booking bill.

"The exhibitors are not interested in breaking down selling to small groups," the letter explained; "what they want is protection against compulsory block booking—the requirement that they shall take pictures they do not want in order to get the pictures they desire.

Small Blocks "No Relief"

"A majority of the directors are of the opinion that breaking down the blocks to groups of from five to eight pictures does not alter the principle of block booking, since the exhibitor quite conceivably might have to take several undesirable pictures in order to get the picture or pictures he wants. It is not likely that the distributors will put their quality pictures in one group and their 'clucks' in another; on the contrary, the probabilities are that they will scatter their best pictures through the groups in such manner as virtually to force the selling of their entire output.

"The exhibitors greatly prefer buying once a year, or as infrequently as possible. They want selectivity, not retail selling."

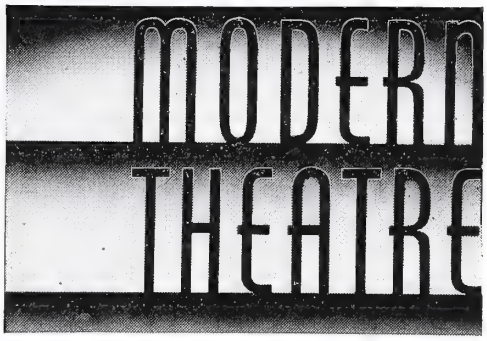
The association, on the whole, approved the general principles of the proposed setup for arbitration, but offered many criticisms of details.

In conclusion, Myers called attention to the fact that there was involved in the situation the question of damages which might be collected by exhibitors.

"In considering the proposals the department should bear in mind that there are 80-odd suits by independent exhibitors against the producer-distributors now pending in the courts," he said. "Congress by Section 5 of the Clayton Act intended that persons injured in their property and business by violations of the Sherman Law should have the aid of judgments and decrees in government proceedings as evidence. The burden of proving combination and conspiracy is usually too great for private litigants to sustain. The section, however, does not apply to consent decrees. Thus under the proposal the defendants not only would escape the fundamental objective of the main suit but would also escape the provisions of Section 5.

"This matter is of such grave importance to our members that the board of directors is impelled to ask that the department abide by its frequently announced determination to insist upon divestiture by the producer-distributors of their theatre holdings. As herein indicated, we are willing that such divestiture be accomplished with as little hardship to the defendants as possible. But for the government completely to abandon its stand on this measure would cause demoralization in the independent ranks."

In this issue . . .



HOUSE APPEAL: *"Fine Theatre Carpeting Becomes a Crowning Glory Underfoot"*

●

SUCCESS: *"Another Epic of Success From Out in the Short-Grass Country"*

●

SOLUTION: *"In These Modern Showplaces There's an Answer to a Problem"*

●

SUGGESTION: *"Stick to Your Guns, Men! —and Don't Be Chasing Rainbows"*

●

SANITATION: *"What Is Your Annual Dust Bill?"*

●

SPEED: *"From Sheer Dilapidation to Complete Redemption in* 18 *Days"*

●

AIR CONDITIONING: *"What About Blowers?—and the Way They're Used and Abused!"*

●

CINE CLINIC: *"A Higher Standard of Projection for Our Smaller Houses"*

●

DECORATION: *"Color in Theatre Design Is a Subject for Serious Thought"*

. . start reading on page 47

Individual Dismissal Pleas Vital Points

NEW YORK—The application of Joseph M. Schenck, Daniel O. Hastings, and William L. Philips to have the all-industry suit dismissed as it applies against them personally may prove far more important than the immediate fate of these three men. Should 20th-Fox be successful in securing the dismissal of the action on April 30, it may follow through and ask dismissal against other officers and directors not specifically named by the government in the action. Other majors conceivably might follow, leaving only the corporate defendants.

Dismissal is sought pursuant to rule 37 of the federal rules of civil procedure.

Arnold Favors Neely Divorcement Bill

(Continued from page 23)

would be approved, although he did not reveal why the conversations in New York, in which representatives of the consent-decree section participated, were permitted to go on as they did.

"The department of justice is always willing to talk about plans, but if the business men do not want to come to the department of justice they can go to the department of commerce," he said, in explaining the activities of the latter.

"The department of commerce simply offers a formula for the presentation of plans and for negotiations, and as yet the department has recommended nothing. The department of commerce has sent over a very elaborate plan which permits continuance of the vertical trust and subjects it to control; I think I am correct in saying that as yet the motion picture companies have not actually submitted that plan as a decree, to the department of justice.

"If they should submit it to the department of justice, I can see only one justification for submitting it to the court, since it is based on the continuance of this vertical combination. The suit which we are prosecuting must not be dismissed and therefore the only reason why we could accept such a plan would be that the industry would feel that only by such a plan could it survive at all. It is a thing that can be justified only as an emergency matter.

"The independents have come to me and said that this thing will not help them, that they do not want it or any part of it."

Although it was decided to take no further testimony at the hearing, Neely permitted Abram S. Myers, general counsel for Allied States, to file a statement which he said would serve as his testimony.

Universal Sets Two Regional Meetings

NEW YORK—Universal will hold two three-day sales regionals this year. The first opens at the Ambassador, Atlantic City, May 11; the second a week later at the Drake, Chicago. Home office executives plan to attend both and that may go for the Canadian group as well.

The first will include Albany, Atlanta, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Dallas, Memphis, New Haven, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh and Washington.

The Chicago sessions will embrace that city, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Milwaukee, Minneapolis, Omaha, Portland, St. Louis, Salt Lake, San Francisco and Seattle.

Variety Convention Hits New High Note

By V. W. CRISP

DALLAS—Stock of the industry, measured in terms of goodwill, soared to new heights for three days here during the sixth annual Variety Club convention.

After sharing with the public, 500,000 of them, the thrills of a five-mile parade, conventioneers repaired to their formal attire and, by nine o'clock, 1,500 dinners were served to guests in every available inch of the huge Crystal Ballroom of the Baker Hotel.

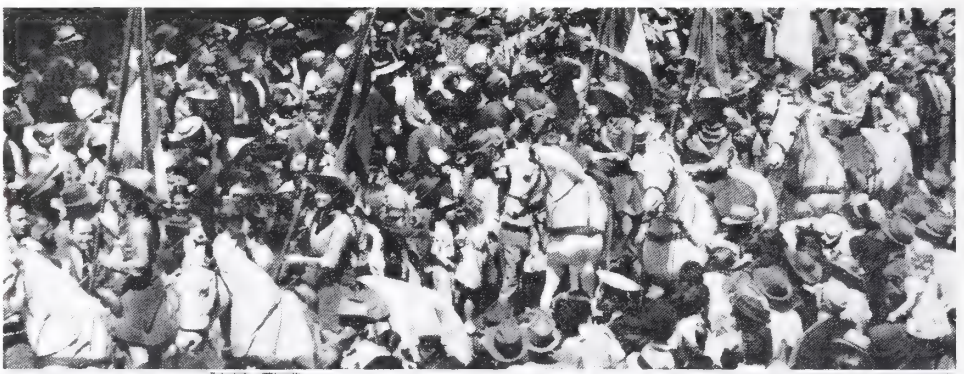
The program began to unreel with Kenny Baker singing "God Bless America," and the audience had to be diverted in their demands for an encore. Jacques Singer, conductor of the Dallas Symphony, took the center of the hall and directed Hyman Charninsky's orchestra in "The Star Spangled Banner." Every showman joined in the singing and the rhythm appeared to come from a well-rehearsed chorus.

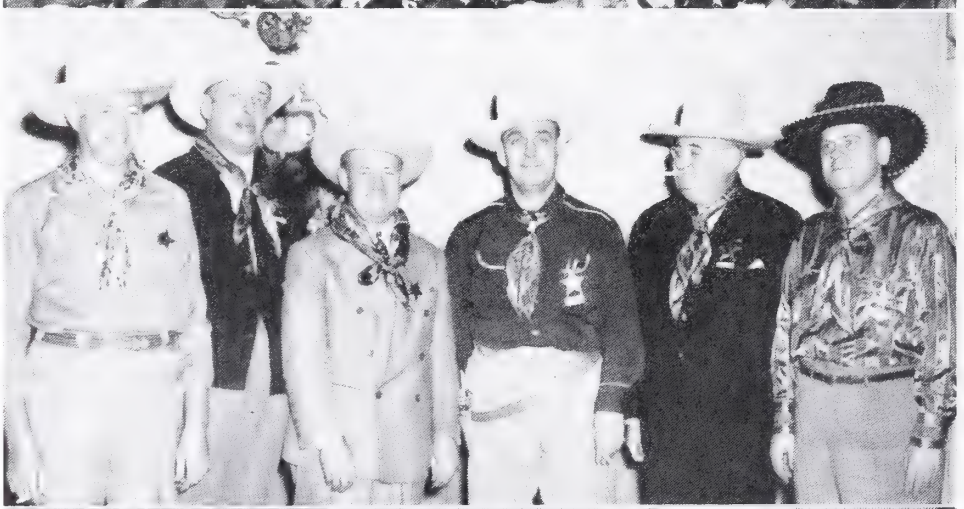
About 125 notables in show business were seated at the biggest dais ever constructed in Dallas, or anywhere in this part of the country. For example, five presidents of as many film companies, had places there. They were Barney Balaban, Paramount; George J. Schaefer, RKO; W. Ray Johnston, Monogram; Herman Robbins, National Screen Service, and James R. Grainger, Republic. This array also included Herman Wobber, 20th-Fox; Ned E. Depinet, RKO; Sam Dembow, Paramount; Thos. J. Connors, Metro; Neil F. Agnew, Paramount; Abe Montague, Columbia; Rube Jackter, Columbia; Charles Casanave, National Screen; George Dembow, National Screen; Wm. B. Brenner, National Screen; Cresson E. Smith, RKO; A. W. Smith jr., RKO; Oscar Morgan, Paramount; Paul Terry, Terry-Toons; Harry Gold, UA; James Mulvey, UA; William Kupper, 20th-Fox; Scott R. Dunlap, Monogram; Dave Palfreyman, Hays office; H. J. Yates, Consolidated Film Industries; Chas. E. Kessnich, Metro; Ed Kuykendall, MPTOA, Col. H. A. Cole, Allied; Harry Brandt, ITOA of N. Y., and the following exhibitors and Variety Club officials:

R. J. O'Donnell, Karl Hoblitzelle, John Harris, Paul Short, John Adams, Duke Clark, John Maloney, Frank Drew, Jas. G. Balmer, E. C. Rhoden, C. A. Schultz, H. J. Griffith, L. C. Griffith, M. J. Mullin, Samuel Pinanski, R. E. Martin, R. B. Wilby, Ed Rowley, Harold Robb, R. E. Griffith, Julius Gordon, Johnny Long, Mart Cole, Phil Isley, Wm. K. Jenkins, M. A. Lightman.

Hollywood names included Y. Frank Freeman, Frank Capra, James FitzPatrick, Eddie Moran, Gracie Allen, George Burns, Bruce Cabot, Dick Foran, Pawnee Bill, Tex Ritter, Ray Corrigan, Harry Friedman, Jean Parker, Ed Norris, Mary Healy, Kenny Baker, Joan Davis, and Wayne Morris.

Pittsburgh, Tent No. 1, won the attendance trophy for the largest delegation. Johnny Howard of Detroit is national golf champion among all "tents" after the competition at Brook Hollow Country Club. Duke Evans of Dallas was awarded $25 for the best costume at the Frontier Frolic.









Easterners Go Western, Etc., as Variety Club Takes Over Dallas—

The panel rising on the right: Top view is a puny segment of the huge crowds that thronged downtown Dallas for the five-mile parade, accoutred in frontier-day equipment. Middle view reveals how some of the barkers went in for haberdashery, the group, left to right, including R. J. O'Donnell, "Duke" Clark, John Maloney, John A. Harris, Frank Drew and James G. Balmer; mostly mid-westerners, too. Bottom view illustrates the ceremony attendant upon the presentation of the humanitarian award to Martha Berry. Left to right it's a case of Harris, O'Donnell, Miss Berry and Father Edward Flanagan of Boys Town, Neb. On the left, it's solidly Paramount. Or, Y. Frank Freeman, Karl Hoblitzelle and Barney Balaban.

Each Warner Spot on Its Own In Film Buys, Bernhard Says



NEW YORK—The Warner circuit cannot get better terms for each of its local units by using its over-all buying power and each theatre, therefore, "stands on its own," Joseph Bernhard, general manager, testified in his pre-trial examination before Assistant Attorney General John L. Wright in the government's all-industry suit.

"Then it would be ideal for a circuit to own all theatres in a given situation?" Wright asked. "I would rather own one house in a booming town than all houses where industry has moved away," the witness answered. Robert W. Perkins, Warner's chief counsel, interposed with: "There are some situations where 100 per cent operation is disastrous."

Bernhard was asked what benefits the Warner circuit derived from affiliation with the production department. "We are assured one good product," he answered. After a long pause, he said there were no other benefits. However, the distribution department has access to daily gross sheets of 50 theatres showing the business done on all companies pictures. Other exhibition data is available for the distribution department "but they never ask me for it," Bernhard declared.

Law Department in Middle

Wright asked what floor in the Warner Building the witness made his office. It turned out to be the eighth. And the distribution department? he asked. Its offices are on the sixth. "And the law department is on the seventh floor, right in the middle," Perkins added.

Wright wanted to know if there was any "definite policy" in respect to the acquisition and disposition of theatres. "Only to eliminate those where business is punk," Bernhard said. He declared there are, perhaps, a dozen more theatres in the circuit now than when he took charge in 1930. Basic factors in acquiring theatres are growth in neighborhood populations and whether another house can be added to local management without materially increasing the cost of overhead, he said. No moves are made until it is determined what product is available, the witness added. Existing competition enters into the picture, too.

Perkins observed that manpower, the European war and the activities of the department of justice were factors to be considered. His remark drew a round of laughs. Bernhard followed this with: "For that reason we turn down 50 more theatres than we acquire."

Bernhard was asked if he participated in product discussions. "Only when they call for help. I like to buy as cheaply as I can," he said.

"You not only like to, you usually do," shot Wright, with a twinkle in his eye. "I wish you were right," countered Bernhard, smiling. "Let's assume Mr. Wright is right," Perkins joined in, and the examination got serious again.

The witness said, in answer to a direct question, he does not discuss Warner circuit affairs with Gradwell L. Sears, in charge of distribution, except for the circuit's film requirements and Sears does not discuss his business affairs relating to other companies with Bernhard.

This attitude, observed Bernhard, is the outgrowth of a "firm, concise, positive" policy laid down by Harry M. Warner, president, about eight years ago. Bernhard said, in answer to a question, he did not know what caused Warner to issue these instructions. "Why, then, would you think it improper to run the exhibition and distribution departments as a joint business?" Wright asked. "My opinion is that they should be run that way for the best interests of the company." Wright wanted to know what constituted "best interests." The witness answered: "The best evidence I have in the nine years I am with the company, and as a stockholder, is that I have no complaint." His tone was in a light vein.

Deeply Into Pools

Wright delved deeply into what "considerations" might have existed in instances where the circuit pooled its houses and where units were acquired. There were also many questions as to why the circuit dropped certain houses. For instance, did Bernhard ever discuss with B. & K. the possibility of limiting its Chicago operations to the south side? There had never been such discussions, he said. Is the fact that Warner has limited its operations in the Windy City since it dropped the Orpheum "just an accident?" Wright asked. Perkins objected to the question and it went unanswered. Bernhard declared he had "never given it a thought" when Wright asked if he ever considered operating elsewhere in Chicago besides the south side.

To questions why the circuit pooled houses, Bernhard observed it was invariably for "trying to do better business under one management." Expenses are reduced, bookings become more flexible, more pictures are usually available and as a rule "it's a good business deal," he added.

"If it is always good business just for the sake of economy and more flexible booking why not pool all your houses?" Wright wanted to know. "You've given me an idea," came the facetious reply.

Warner units in Charlotte, Milwaukee, Memphis, Los Angeles, Baltimore, Hammond, Ind., Newark, N. J., and other situations that have been dropped were done so because operation turned out to be unprofitable, the witness declared. "Why were they unprofitable?" Wright asked. "They just didn't seem to work out; just didn't. They were mistakes. I make lots of them."

Gen'l Theatres Equipment Quarterly Earnings Up

NEW YORK—Earnings for the first quarter of General Theatres Equipment Corp. are $212,681, equal to 36 cents per share, compared to $145,543 or 24 cents per share for the same period last year.

Directors and officers were re-elected at the annual stockholders' meeting. The officers are: Earle G. Hines, president; W. E. Green, vice-president; R. N. Harder, vice-president and treasurer, and R. B. LaRue, secretary.

Lansdowne Suit Hearing May Come Late in May

PHILADELPHIA—The Lansdowne Theatre's anti-trust suit against Stanley-Warner and the majors is scheduled to come up in U. S. district court "the latter part of May," Attorney Harry N. Ball reports.

Asked if there was any talk of out-of-court settlement, he said, "We're no closer to that than to a government consent decree."

Disney Fans Still Grow

NEW YORK—Walt Disney has a new set of admirers, and it's not even certain if they like his cartoons. They are the Wall Street stock underwriters who handled the producer's public issue of 155,000 shares at $25 each, all of which, with the exception of a few scattered shares, are said to have been disposed of.

Here's the sendoff Disney got from a spokesman at Kidder, Peabody & Co., head of the underwriting group:

"We consider it a remarkably good reception and a tribute to Disney: he must have a lot of loyal followers. The quick sale of his stock is especially significant in the face of an upset market. And the picture business, with its loss of foreign revenue, isn't untouched either."

The spokesman revealed that 5,000 shares of the total offered to Disney employes had been taken up entirely.

Tariff Acts Regarded as Aid For Exports When War Ends

WASHINGTON—Extension of the reciprocal tariff act, approved by President Roosevelt April 12, is seen in Washington as having little immediate effect but as paving the way for quick action by the government to avert discriminations against and handicaps on American exports following the termination of the European war.

In signing the bill, the President secured another three years in which the Administration—maybe under another President, even another party—may negotiate reciprocal trade agreements with individual foreign countries.

There is little hope for any action in the near future to safeguard the overseas markets of the film industry, already depleted by war conditions. One or two agreements may be made with Latin American countries, but even in that area it is not believed many governments are interested in committing themselves now to any hard and fast agreement.

Following the termination of the war, an impoverished Europe will look to overseas trade as a means of improving its economic position. To save as much as possible of the benefits of exports, the various countries, as they did during the depression of the 1920's, will attempt to limit imports; it is in this situation that the Administration sees the reciprocal trade agreements as a highly valuable weapon against high tariffs, quotas and other trade barriers.

Dominion Representatives Will Remit to New York

NEW YORK—Further difficulties with the British government over remittances has caused distributors to instruct representatives in Australia, New Zealand and South Africa to remit funds directly to New York. Heretofore, companies have cleared through London where, as far as the industry is concerned, the pound sterling is fixed at $4.02.

The reason for the latest move is that the British government wants to include all such revenue as part of the money allocated to the companies from England.

More Trouble in Japan For the Distributors

NEW YORK—The Japanese government is cutting up again, much to the distributors' discomfort. At the beginning of the year, the companies were promised 81 import permits. At first, the government allowed 11 and later 8 more. The following day all were withdrawn. Meanwhile, most of the companies have exhausted their stock of releases. Business, it is reported, is better than ever. As it shapes up now, pictures cannot go in and money cannot come out.

Another for Select

NEW YORK—Select Attractions has acquired United States rights to Johann Strauss' "Southern Roses" from Unity Films.

Montague Owns Small Stock Blocks, No Houses

New York—Abe Montague's financial interest in the business beyond whatever stocks he owns in Columbia includes 100 shares of Loew common, 100 share of the defunct Fox Theatres and 100 Warner common in the name of his wife.

He has no interest in theatres since he joined Columbia, but in 1914-1923 operated the Bay Square, Boston, and a theatre in Somerville and North Cambridge, Mass.

Reserves Decision in Goldwyn-UA Tilt

NEW YORK—The most interesting court news of the week was the argument pro and con in Samuel Goldwyn's suit against UA, Alexander Korda and London Films. Federal Judge Vincent L. Leibell reserved decision on three applications, which were to examine Korda before trial on the part of Goldwyn, to dismiss the action against Korda and London Films and to make the complaint more specific and for a bill of particulars on the part of UA.

The judge commented only once and that was to inquire why, if Korda was so necessary to the action, the other three owners of UA were not also included. This was explained by a statement that the Delaware judge had declared Korda necessary, even though the plaintiff did not think so and for that reason he had been included in this action.

Norman Wolf and Mannes Fuld, Loew minority stockholders, have appealed to the appellate division of the supreme court from a decision of Judge Louis A. Valente, dismissing their action against Loew's, A. T. and T., Western Electric, Erpi, the Chase Bank, Halsey Stuart, and Clarence Dillon. Suit sought damages of $5,000,000 for alleged excessive license fees for recording charged Loew's by Erpi.

Referee John E. Joyce in federal court has recommended the $667,287 claim of the National Rockland Bank and Harold G. Storke against Paramount Publix Corp. based on bond obligations of G. B. theatres, be expunged.

Peyton Gibson, secretary of Universal, will be examined in the supreme court May 1 in connection with Wilhelm Karol's $60,000 suit against the company. Karol, formerly special representative of Universal, claims to have set a deal in July, 1938, for the distribution of Universal's pictures in Italy through Guiseppe Musso, who paid $400,000 for the rights.

The appellate division of the supreme court has upheld a supreme court decision and dismissed the Caron Corp.'s suit for an injunction against RKO's "Primrose Path." The suit was based on the grounds the film maligns a perfume of Caron's.

Loew Calm in Face of U. K. Ire on 'GWTW'

NEW YORK—M-G-M foreign sales executives profess little or no concern over the threatened boycott of "Gone With the Wind" by British exhibitors because of the 70 per cent playing terms.

The reaction occurred here, it is pointed out, when terms were announced. One executive states "What some people don't realize is that a guarantee of ten per cent of the gross for 'Gone With the Wind' is equal to 30 per cent on another picture. And who ever heard of a distributor guaranteeing an exhibitor a profit on a picture?"

The protest is registered by CEA, representing about 90 per cent of British exhibitors. In arguing that M-G-M can afford to make a little less money while exhibitors cannot afford to lose more, the CEA declared that Sam Eckman, managing director, makes as much money a year as the British cabinet.

Myerberg Sues on Disney Stock Underwriting

NEW YORK—Michael Myerberg has filed a federal court suit seeking $35,000 damages against Edwin S. Webster jr., Chandler Hovey, Albert H. Gordon, G. Hermann Kinnicutt, Orus J. Matthews, Frederick L. Moore and John G. Flint, doing business as Kidder, Peabody and Co., claiming he was instrumental in securing the underwriting of an issue of six per cent cumulative convertible preferred stock of Walt Disney Productions.

Max G. Felder, theatre manager employed by Popular Theatres Inc., and Twin Theatres, has filed a voluntary petition of bankruptcy in the federal court listing liabilities of $57,544 and assets of $5,500. Among creditors are National Theatre Supply Co., $2,525, and Harry Shiffman, $2,200 on judgments; Joe Hornstein Inc., $35,746 on promissory notes; Columbia, $1,100 on rentals and percentages due on film and UA, $450 for the same.

Asks FCC to Reopen Television Hearings

NEW YORK—Cath-Ray Electronic Laboratories has requested the FCC to reopen television hearings on the ground the body "was imposed upon" by the Allen B. DuMont Laboratories in the latter's request that the FCC suspend limited commercialization of television programs. The request contends suspension of limited commercialization of television programs does not serve the public interest because it denies the great numbers of people the "benefits" of the medium.

Ross Business Up

NEW YORK—Ross Federal Research business for the first quarter increased 108 per cent over the same period for 1939, according to Harry A. Ross. The company is marking its 10th anniversary.

Sargoy, Legal Head Of Copyright Bureau

NEW YORK—Edward A. Sargoy succeeds the late Gabriel L. Hess as general counsel of the Copyright Protection Bureau. Joseph L. Stein continues in association, while Jack H. Levin stays as general manager in charge of administration.

Sargoy, about whom relatively little is known to industry rank-and-filers, is regarded as an authority on copyright law. Although only 38 years of age, for three years he has been chairman of the committee on copyrights of the American Bar Association. He has prepared the pivotal cases, drafted the briefs and argued the legal questions on copyright infringement, as well as the appeals, arising out of unauthorized film exhibitions during the past ten years.

Also, Sargoy occupied a place alongside Hess at all meetings of the Hays office committee of counsel on copyright and wrote the memoranda submitted on behalf of distributors before congressional committees discussing copyright problems. He is the American collaborator of a projected encyclopedia on copyright to be published in Holland as "World Copyright."

Men and Women Who Are To Run Ampa in 1940

NEW YORK—These are the men and women who will run Ampa in 1940:

Officers: Leon J. Bamberger, president; Vincent Trotta, vice-president; Joseph Gould, secretary, and Edward Schreiber, treasurer.

Board of Directors: All officers plus Rutgers Neilson, Martin Starr, Paul N. Lazarus jr., Louis Lifton and Eli Sugarman.

Trustees: Neilson, Starr and Herbert Berg.

Advisory Council: Mort Blumenstock, Howard Dietz, William R. Ferguson, John G. Flinn, Paul Gulick, Hal Horne, Lazarus jr., Charles E. McCarthy, S. Barret McCormick and Gordon S. White.

Arrangements: H. M. Richey, chairman; Jules Ziegler, Charles E. Lewis and Miriam Gibson.

Auditing: White, chairman; Irving Shapiro, Donoval Hall and Red Kann.

Constitution and By-Laws: Horne, chairman; Paul Benjamin and Flinn.

Employment: Monroe Greenthal, chairman; Ray Gallagher and Charles Alicoate.

Entertainment: Neilson, chairman; Ferguson and Hazel Flynn.

Finance: Bamberger, chairman; Schreiber, Gould, Trotta and Starr.

Membership: Lou Pollock chairman; Al Finestone, Wilma Freeman and Kenneth Clark.

Publicity: Berg, chairman; Si Seadler, Jeanette Sauer and Ruth Weisberg.

Reception: Lifton, chairman; Blanche Livingston and Trotta.

Welfare: Lazarus jr., chairman; Don Mersereau, Charles C. Pettijohn and Patricia Reis.

Technicolor Stockholders Get Encouraging Report

NEW YORK—"Were it not for the curtailment of receipts from abroad, the business of your company would no doubt have experienced important growth during 1939 as compared with 1938," the Technicolor stockholders' report states in reflecting 1939 earnings of $912,614, compared with $1,050,536 the previous year.

However, 1940 first quarter shipments are substantially ahead of last year, the report adds, revealing 30,900,000 feet as compared with 21,100,000 feet in 1939. Preliminary figures for this quarter indicate profit of $556,000, compared with $310,468 for the same quarter in 1939.

Paints Roseate Picture for Near Future of Television

ATLANTIC CITY—Television is looming in the near future as a gigantic entertainment industry that will eventually provide employment for hundreds of thousands when the FCC grants commercial rights to transmitting stations, Thomas F. Joyce, vice-president of RCA Manufacturing Co., told 225 members of the SMPE at their semi-annual convention here.

He cited 30 stations in 18 cities as having applied for television licenses. Of these, six have been granted. When the others are granted, Joyce said, 8,000,000 to 10,000,000 families, or about 25 per cent of the population of the U. S., will be able to receive broadcasts in their homes. He predicted the purchase of over 1,000,000 receivers hinging on the FCC decision.

Joyce invited the film industry to partake in the early development of television, pointing out that no one has yet been able to gauge the public's capacity for entertainment. He pointed to new wage and hour legislation which gives more leisure to the public as an aid in the reception of new forms of entertainment.

Additionally, the conventioneers heard five other papers dealing with various phases of television. A new method of synchronizing transmitters and receivers which makes tuning simpler for the home user and a new lightweight portable pick-up system which replaces two truck loads of bulky equipment were among developments described in papers presented by representatives of the Don Lee Broadcasting System, Los Angeles; NBC, RCA, CBS and Allen B. Du Mont Laboratories. The session also heard the story of the televising of the Pasadena Rose Tournament Parade New Year's Day in a paper by H. R. Lubcke of the Don Lee system.

Dr. I. G. Maloof of the RCA research laboratories explained research being conducted to take the "guess work" out of television camera technique and thus seek to assure more perfect reproduction of original scenes over home receiving sets. He said televising had reached the point where the finer points in shading in both studio and outdoor scenes have become the object of intensive effort at improvement.

Delegates also heard Major E. H. Armstrong of Columbia University tell of the development of the "frequency modulation" type of radio broadcasting which is under test in the New York area. Dr. Lloyd A. Jones of Eastman Kodak, in a companion paper, spoke on pictorial tone reproduction from a photographic approach.

The convention which numbered delegates from points as far removed as the coast, heard John A. Maurer of the Berndt-Maurer Corporation on the increasing use of 16mm films in the commercial field. Five other technical papers on the narrow gauge market were also on the agenda.

C. S. Ashcraft of the company bearing his name explained details of a new arc light employing new electrical principles designed to achieve brighter, clearer images in theatres. He called the method the "Cyclex System" which is based on a method of coordinating light impulses and projecting them through a rotating shutter and, thus, onto the screen.

An awareness of the need for proper projection asserted itself in the reading of ten other technical papers on problems and their ultimate solutions.

Describing a method of using optical glass in cameras and projectors, W. C. Miller of the Paramount studio, Hollywood, told of the work of Dr. John Strong of the California Institute of Technology along these lines. The basis of the development revolves around a reduction of light losses caused by reflection and provides for coating lenses with a transparent film one-millionth of an inch thick. Miller said this innovation increases screen brightness by 50 per cent. Producers, he pointed out, have found only 64 per cent of available light reaches the film while shooting with untreated lenses, whereas nearly all of the brightness is caught when the lenses are coated.

Audiences in theatres enjoy themselves to a point that the noise they make poses a problem for the industry, according to W. A. Mueller, Warner studio technician. Audience noise level is a serious restriction to the value range of dialogue from the screen because it averages eight decibels louder than the almost inaudible noise level of the sound reproducing equipment, he said.

Drawing his conclusions on data from 9,000 patients examined in 17 clinics in 12 cities, W. C. Beasley of the National Institute of Health, U. S. Public Health Service, stated only five per cent of all Americans sufficiently deafened to derive benefit through hearing aids actually use them.

A banquet at the Haddon Hall highlighted Wednesday's session. This was followed by two final sessions on Thursday. SMPE will hold its fall convention this year in Hollywood.

Another Silverstone Comes Up, and Shyly

New York—Least publicized of the Silverstone brothers is Sidney, a cancer specialist. He is also different in many respects from film-minded Murray, Arthur and Emanuel, all of whom are with UA. Last weekend, Dr. Silverstone confessed, shyly, that he saw his first motion picture in over two years.

William Fox Creditors May Sue All-Continent Co.

CAMDEN, N. J.—Creditors of William Fox may sue for $9,000,000 which they claim is due them from the All-Continent Company, headed by Mrs. Fox. They assert this corporation was formed by Fox for the express purpose of turning over all of his personal assets.

MPAYBE Dissolved

ALBANY—Motion Pictures' Greatest Year, Inc., has dissolved. Phillips & Nizer, 1501 Broadway, were attorneys in dissolution proceedings.

Feature of Hawaii In Color Planned

NEW YORK—A Technicolor feature about Hawaii will be produced for M-G-M by James A. FitzPatrick, of Traveltalk fame, who left for the coast over the weekend to prepare for shooting.

About 80 per cent of the camera work will be done on the islands. The story, which is being written by Hugo Butler, deals with Captain Cook's exploration of the South seas. According to FitzPatrick, Charles King is working on the musical score.

FitzPatrick, who has been making travelogues for M-G-M for the past 12 years, recently renewed his contract for another five. He states he has 15 releases available for future distribution. He also has a one-reeler featuring Dr. Bertrand Russell and Rabbi Stephen Wise in a debate on morality for which he is arranging a separate distribution deal.

Order Employe Election For Four N. Y. Firms

WASHINGTON — Elections to determine whether the American Federation of Office Employes is to be the collective bargaining representatives of warehouse employes of Warner Bros. Pictures, Inc.; Warner Bros. Circuit Management Corp., Producers Settlement Corp., Circuit Settlement Corp., Globe Export Corp., and Vitagraph, Inc., have been ordered by the national labor relations board.

The several companies maintain a warehouse in New York for the purpose of purchasing, shipping and distributing motion picture stills, lithographs, posters, advertising accessories, office supplies and related products to various branch offices throughout the country. The Producers Settlement Corp. and Circuit Settlement Corp. are disbursing agents for the other four companies.

In its order, the board dismissed the petition insofar as it concerned Music Publishers Holding Corp., also located in the same building.

Widen Welfare Work

NEW YORK—Motion Picture Associates will widen the scope of its welfare work as a result of the change from a social to charitable organization in its structure, according to Moe Streimer, vice-president. Plans are now under way for a widespread industry drive for funds.

M-G-M Theatres Formed; No Tie With Loew's

Albany—M-G-M Theatres, Inc., has been formed here, listing 200 shares with no par value.

Attorneys who formed this company declare the "M-G-M" stands for the individuals involved in the operation of the Bridge Theatre, 17th St. and St. Nicholas Ave. The men, names withheld, are not tied with Loew's. Neither is the company.

Union Situation May Bar RKO-Cocalis Deal

NEW YORK—There is a possibility the union situation may kick out any plan of RKO to take over six Cocalis theatres in the Bronx. The units now employ Empire men, who receive considerably less than the Local 306 scale. Because 306 is in the rest of the RKO circuit, a demand for replacement will be immediately made and also to boost the booth cost to $380, which generally applies to the larger type of house. Local 306 may take in the Empire men, if insisted upon, but will not countenance a low scale.

Hence, before RKO will take over the six theatres, providing the department of justice approves, the operator situation may prove an impossible hurdling block.

Warner Zone Managers Confer With Bernhard

NEW YORK—Warner theatre zone managers attended a home office meeting presided over by Joseph Bernhard, general manager, on Wednesday.

Those present included James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John Payette, Washington, and Herbert Copeland, Atlantic City.

Home office executives who participated were Clayton Bond, Ed Hinchy, Leonard Schlesinger, Harry Goldberg, Frank Phelps, Nat Fellman, Abel Vigard, W. Stewart McDonald, Harry Rosenquest, Louis Kaufman, Herman Maier and Frank Cahill.

Film Division's Goal Is $100,000 in Fund Drive

NEW YORK—The motion picture division of the Greater New York Fund, whose chairman is J. Robert Rubin, has set $100,000 as its goal for the 1940 charity drive. Last year the industry contributed $70,681.

Sub-chairmen for the drive are Herman Robbins, who heads the allied and accessories group; Ned E. Depinet, producers-distributors; B. S. Moss, exhibitors, and Ralph I. Poucher, laboratories.

Plans were mapped out at a luncheon given by Rubin for Winthrop Rockefeller. Austin C. Keough, Harry D. Buckley, B. S. Moss, Harold Rodner, Ralph I. Poucher, Jack Alicoate and John Kane were among those present. Also present was Leland E. Burrell, divisional director of the utilities and amusement section.

Korda Due Wednesday; To Europe on May 4

NEW YORK—Alexander Korda, who has postponed his flight to Europe until May 4 on the Clipper, is expected here from the coast Wednesday. Fortified with a line of credit amounting to $3,600,000, Korda is prepared to produce two in Hollywood and two in England for UA. With his financing complete, he plans to set up his British production and return to Hollywood in June.

Explains Again Why He Loves Hollywood

New York—From Sidney Skolsky's Hollywood column which appears locally in the "New York Post:"

"Seen in the Metro commissary: Nazi Storm Troopers with swastikas on their shirtsleeves, eating matzohs."

Dismissal for All Fox Officers, Aim

NEW YORK—Twentieth Century-Fox, deciding to go whole hog or nothing, has added the balance of names of its executives named as defendants in the all-industry suit to the three names previously submitted in its request for a dismissal. This request, combined with the other, will be heard May 7.

Directors and officers for whom the company will plead are Sidney R. Kent, William C. Michel, Darryl F. Zanuck, William Goetz, Felix A. Jenkins, Sidney Towell, Herman Wobber, H. Donald Campbell, John R. Dillon, Hermann G. Place, Seton Porter, Truman H. Talley, Spyros P. Skouras, H. S. Gambee, H. C. Cox, John P. Edmondson. Those named previously are Joseph M. Schenck, Daniel O. Hastings, and William Philips.

Grounds for the application are that the government has submitted no evidence to show that any of these defendants has committed any wrongful act.

Trade Fair Participation Plan Out; "Too Late"

NEW YORK—Now it can be told. The once seriously mulled idea of major producers to participate in the World's Fair is "definitely out." The authority is Stanton Griffis, chairman of Paramount's executive board. He was considered one of the prime movers due to the arguments said to have been advanced by Harvey D. Gibson, fair board chairman, who also is Griffis' father-in-law.

Gibson was anxious to have the industry at the fair because of the attending "prestige," the story goes. Griffis says "we were just too late," in explaining why the plan has been dropped. He revealed the project had reached the point where blue prints for the building of a theatre had been approved, but that the time was too short.

Northwest Allied Unit Meet Trails National

MINNEAPOLIS—It now is expected Northwest Allied's convention here will not be held until after the national Allied States' June convention in Chicago. President W. A. Steffes is understood to favor such a course.

The convention in Minneapolis will be devoted principally to adoption of a plan for establishing and maintaining district units throughout the territory.

Gov't-Cited, States He Filed No Plaint

NEW YORK—The government is "in error" in its charge that discriminatory clearance practices were applied against him by distributors in 1932 in favor of RKO and Paramount theatres, James C. Forgione, operator of the Forum, Metuchen, N. J., declared during his pre-trial examination by defense attorneys in the all-industry suit.

The witness is the second of two who has placed responsibility of the filing of his complaint with the department of justice with Allied of New Jersey. He denied ever writing to the department. His situation was discussed at the exhibitor organization's meetings "when grievances came up," although he felt Allied "could not do much for me."

As the examination progressed, it developed that the government appears to be without foundation in this specific charge. The supplemental answers to defendants' interrogatories include the allegation Forgione has knowledge exhibition in his territory is completely dominated by the affiliated circuits who have monopolized all major product and who have extended their domination by taking protection on all major product for the benefit of RKO's Rivoli and State in New Brunswick and Paramount theatres in Perth Amboy.

Says Made No Complaint

In answer to a direct question, the witness declared he never registered a complaint in respect to the situation in either of the two towns. "The only complaint I made was Plainfield," he said. Forgione observed the government might have had Plainfield in mind when it singled out New Brunswick and Perth Amboy.

"My main thought in the complaint was about following Plainfield," he declared. At this point he traced events leading up to the assertion he was placed behind the Walter Reade houses in Plainfield, seven miles from Metuchen, which has made it necessary for him to wait eight weeks after New Brunswick and Perth Amboy, both about six miles from his house. The witness produced contracts for all 1939-40 product he has bought and these revealed that he must follow Plainfield. In noting the availability clause of his M-G-M contract for the record, Forgione included: "Fourteen days after New Brunswick and seven days after Plainfield, if, and, or as available."

"What happened to 'but'?" piped an attorney. "It covers a multitude of sins as it is," rejoined the witness.

It was brought out that Paramount operated the Plainfield houses before Reade took them over in 1930. In answer to a question, the witness said that when Paramount "had the houses they didn't bother me . . . I told the government man I'd rather have a producer's chain against me than an independent; they're more lenient . . . A year after Reade took over from Paramount, my protection trouble came up," he declared.

Nick Googan Renovating

ALBANY—Nick Googan has been making alterations to his Town Hall, Cazenovia.

Nods, Rattling Horseplay and Fun

New York—The official stenographer taking shorthand notes while James Binkov testified in his pre-trial examination in the government suit before defense attorneys had a complaint. He registered it. Would the witness, when answering "Yes" and "No" questions kindly reply orally instead of nodding his head?

"It is very difficult to hear you if you nod your head," the stenographer declared. "Sometimes I hear you when you nod, other times I don't."

"How have you been able to hear me the times you say you do?" Binkov inquired.

"Maybe your head rattles," was the rejoinder.

"Maybe it does," Binkov joined in the fun.

No Theatre Showings For Republican Film

NEW YORK—No theatre showings are contemplated for the feature length film, "A New Tomorrow," produced by the United Republican Finance Committee, according to Al Mertz, in charge of distribution.

Mertz informs BOXOFFICE the organization, purely local, has in mind only performances before Republican committees, civic groups and clubs of that character in eight New York counties. At present there are 12 negatives in 16mm and one in 35mm available. In cases where public halls are not large enough to accommodate crowds a local theatre may be rented for an early morning showing, Mertz adds, but there is no thought to offer it to theatres as part of a regular program.

Although Mertz claims he has no knowledge of what studio was used for its production or who produced it, he says the film employs Robert Barrat, Russell Hicks, Fuzzy Knight and Fay Helm as principal characters. It runs about 45 minutes. If the organization decides to step up prints, Republican groups throughout the country may get a chance to show it, Mertz states.

The film's purpose is to "create interest in the party and recruit workers."

Avers Chains Pushed Back His Clearance

NEW YORK—As RKO and Warner circuit units became established in the area around Union City and West New York, N. J. where he previously held a "dominant" first-run position, James Binkov's Temple gradually has been pushed back to third run, the exhibitor declared in his pre-trial examination before defense attorneys in the key government suit.

Binkov is listed among the government witnesses said to have knowledge of facts in support of the department of justice claim that affiliated theatres have been granted unreasonable protection against independent operators.

The witness denied he had ever brought his grievance to the department. The situation was discussed, "but not officially," at Allied of New Jersey headquarters in New York, of which he was a member. Sidney Samuelson was then president, Binkov declared. Asked when he first complained about his situation, he said: "I was kicking all the time. I'm an exhibitor, you know." Pressed on the question, the witness said he first discussed the matter "when my run was taken away from me, before 1932."

This first occurred when Haring & Blumenthal took over operation of the Lincoln, currently operated by Warner, Binkov declared. The house is 14 blocks from the Temple. Subsequently the Summit, which is 44 blocks from his house and is operated by C. Weitzman, "took protection over me," he added. Thereafter, the RKO Capitol's run was given to the Warner houses and the Temple was relegated to third run, the witness related.

In the course of the examination, it was brought out that Binkov has "retired" since 1937; that his son operates the house at present; that he spent $28,000 renovating the Temple six years ago; was the last in his area to install sound equipment and had no knowledge he was included as a government witness until 24 hours before the examination.

Asked if he had any other source of revenue besides his theatre, Binkov replied: "I have some real estate, if you call that a source."

Joe Bertrand Remodels

ALBANY—Joe Bertrand has remodeled the Bertrand in Clayton, Jefferson county.

Link With Allied Sought

NEW YORK—Pre-trial examination of three potential government witnesses by defense attorneys in the all-industry suit is aimed at establishing Allied's participation in the events leading up to institution of the action by the department of justice and indicates a line of attack that will be pursued by defendants if and when the trial gets under way. The witnesses so far have been James Binkov, Temple, Union City; James C. Forgione, Forum, Metuchen, and Anthony Bannon, Court, Newark, all in New Jersey.

In the words of an important defense attorney, the linking of Allied with the department of justice as it bears upon its "fronting" for complaining exhibitors is to prove that "Allied has been riding the gravy train too long." Asked to amplify this statement, the source declares "It seems a pity that an organization with so little tangible or monetary interest in this business can come in and disrupt an industry as important as ours. In other words, Allied would appear to be sprouting wings, yet we know of Allied leaders who have set themselves up in closed towns and are not so angelic in their operations."

Sees Cheery Future Despite War Clouds

WELLESLEY, MASS.—Despite the war, the American industry faces improved earnings prospects, concludes Poor's Industry and Investment Surveys.

This survey source places shrinkage of revenue from overseas at ten per cent, a figure which will be viewed as low within the industry, but observes competition from foreign production is expected to diminish to the advantage of domestically-made product in world markets. However, this "will not offset the adverse effects of decreased revenue caused by blackouts and evacuation of European cities or the unfavorable aspects of government regulations, particularly exchange restrictions and censorship."

Poor's foresees a higher level of consumer income effecting a moderate gain in theatre attendance and receipts in this country. "Since production plans and film costs for the 1940-41 season differ little from the current season, a proportionate rise in net domestic results should be registered," it declares. "In fact, gains in the United States market should, in many cases, offset losses from abroad."

It is anticipated a further downward trend in exports will develop because of war conditions, but widespread use of American product in Brazil, Argentina and Mexico is viewed as offsetting some of the constrictions developing in European markets. This source computes rentals from abroad at $135,000,000 annually, as compared with $250,000,000 in the United States where theatre grosses are placed at $1,000,000,000 annually. On this basis, Poor's computes total foreign rentals have contributed 12 per cent of the international gross.

Three reasons are ascribed to an improved domestic market. One is given as a prolonged war abroad; two is maintenance of United States neutrality and three, development of a good volume of industrial export business which would induce an increase in consumer incomes. "This, manifestly, should be reflected in greater theatre attendance and boxoffice receipts," it is calculated.

"The improvement outlined in this country, moreover, is expected to be sufficient to offset losses from abroad. For, even should a 50 per cent decline in foreign film rentals be suffered, a rise of less than seven per cent in total United States boxoffice receipts and rentals would prove fully compensatory.

"However, a combination of political factors is disturbing. In addition to the department of justice's New York anti-trust suit, are (1) the Neely block booking bill, passed by the Senate in July, 1939, but still to be approved by the House of Representatives, and (2) threats of national labor relations board hearing on wages, strikes and union activities," continues the survey.

Relight in Middleburg

ALBANY—The Novelty, Middleburg, closed since Mitchel Conery surrendered the lease and opened a new house in the Schoharie county village, is being relighted.

Estimate 150 Stars Are Under Contract

Hollywood—In the 20 larger studios there are approximately 150 contract stars and about 400 featured players, according to a producers' association estimate. In addition there are 40 or more better known stars and featured players who work on a free-lance basis. There are 246 active directors, 400 assistants, approximately 700 writers and 650 cameramen. In the music field, composers, lyricists and supervisors make up a group of 210. There are from 37 to 40 dance directors.

Treasury Smiling Over Tax Returns

WASHINGTON—The U. S. treasury stands to make a tidy profit out of the several "honeys" recently released by the motion picture producers, it is indicated by the bureau of internal revenue.

First indications of the millions of dollars that poured into the boxoffices of the country are given in a report that federal admission tax collections jumped from $1,852,763.82 in February to $2,390,931.82 in March, where they were more than three-quarter million dollars ahead of the $1,606,996.13 collected in the same month last year.

For the first three months of the year, collections reached $5,730,230.28, nearly 25 per cent above the $4,674,257.72 reported for the corresponding period in 1939.

However, it is said, the March jump is only a foretaste of the increased revenue which the treasury will derive as full returns from "Gone With the Wind" and the other pictures released at the same time reach the coffers of the collectors of internal revenue.

Kutisker Associates to Build One in New York

NEW YORK—Kutisker Associates will alter the building at Tenth Street and 40th Avenue, opposite the Queensbridge housing project, into a 600-seat theatre.

Murray Ginsberg and Tony Bannon have reopened the Howard, Howard Beach, L. I.

Joseph Namias is the new operator of the Bobby, Brooklyn.

Pitts-Roth Gets Scott's Smithfield Theatre

SMITHFIELD, VA.—The Pitts-Roth Corp. of Fredericksburg and Harrisonburg has acquired the Smithfield from Jesse J. Scott. Plans of the new owners call for the house to be completely remodeled, incuding a modern heating and air conditioning system. Pitts-Roth is building a theatre in Suffolk, where it now operates the Chadwick and Cavalier.

Gets East Side House

NEW YORK—The Public on Second Ave. and Fourth St. has been acquired by the Leroy Seventh Corp. The deal was negotiated by Berk & Krumgold. The 1,850-seat house had been operated by William Rowland.

15 States and Canada On Daylight Time

NEW YORK—Fifteen states, or one less than last year, and Canada are on daylight saving time, generally observed from April 28 to September 29, according to a report compiled by the Merchants' Ass'n. States are Connecticut, Delaware, Georgia, Illinois, Indiana, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Tennessee and Vermont. Idaho remains on mountain time.

In Massachusetts and New Hampshire observance to "summer time" is required by state law. All of Ohio which is in the standard time zone observes daylight saving by order of the Interstate Commerce Commission.

The Chicago metropolitan area is the only section in Illinois on daylight saving. Memphis has set May 12 as its tentative date for daylight saving with no date fixed for the ending.

Daylight saving in Indiana is observed in practically all cities and towns north of a line running generally southeastward from Hammond to Fort Wayne.

Practically all cities and communities in New York observe summer time. Greater New York City metropolitan area which touches New Jersey and Connecticut undoubtedly has influenced those areas in observing daylight saving. There are some exceptions upstate. Binghamton starts May 5, Norwich, May 11 and Ogdensburg, May 26. Summer time is generally observed throughout New Jersey and Connecticut. Pennsylvania, likewise.

Widely Observed in Delaware

In Delaware, all cities, towns and villages in New Castle county observe daylight saving. Albany, Atlanta, Decatur and Griffin are the Georgia cities on daylight saving. Albany, however, starts May 26, and Griffin, June 1.

Standard time is defined as legal for Michigan under a law adopted April 23, 1931. Although the Interstate Commerce Commission ruled that the lower half of the peninsula is included in the standard time zone, only the following towns and cities in the upper peninsula are on daylight saving: Escanaba, Gladstone, Gwinn, Ishpeming, Marquette, Munising (starts May 5), Negaunee and Rapid River. The remainder observe central standard.

With few exceptions, most of the towns, cities and villages in Ontario and Quebec are on daylight saving. Sudbury, Ont., starts as late as June 2. New Brunswick and Nova Scotia generally begin in May and Newfoundland and Labrador are on daylight saving from May 12 to October 6.

Rites for Monogram Shipper

NEW YORK—Funeral services for Jack Cohen, head shipper at the Monogram exchange, were held at the Park West Memorial Chapel. Cohen, who was 42, was a brother-in-law of Max Fellerman, RKO film buyer.

Sigmund Spaeth Charges Libel

NEW YORK—Sigmund Spaeth has filed a $500,000 libel action against Warner in the supreme court claiming "Naughty, But Nice" ridiculed him.

BROADWAY

SAM E. MORRIS, long with Warner, revisited his associates at the home office the other day from his Connecticut farm. Morris reports the dairy business is doing nicely . . . Now that he is back from the coast, Manny Silverstone hopes to get that Chevrolet . . . Joe Sherman, formerly with Paramount and M-G-M, now is with Russell Birdwell . . . Charles Boyer is seeing the town with his wife, Pat Paterson . . . Frank V. Kennebeck, Paramount's manager in India, is due here about May 15 for home office talks . . . Walter Gould, UA's Latin American supervisor, has left Mt. Sinai Hospital and returns to his desk Monday . . . Spyros Skouras, who heads the legitimate and sports division of the Greater New York Fund, played host to the greats of the theatre and sports world at the Hotel Plaza, Wednesday.

Leon Netter hit the Miami newspapers with credit for the prize catch during the Ed Sparks fishing party. It was a medium-sized dolphin. Netter didn't want to cart the fish back to New York so he tossed it back into the briny. When someone told him later dolphin is "the best eating fish in the world" he tried to buy one, but couldn't . . . Sol Edwards lamenting the net effects of a strenuous handball game which left him with a "charley-hoss" . . . Arche Reeve, 20th Century-Fox advertising manager, home all week with a cold . . . Mary Friedman, daughter of Stanleigh P., of Warner, now is Mrs. Sylvan Schwartzreich . . . Earl Wingart was in Clinton, Ia., on advance plans for the "Lillian Russell" premiere . . . E. S. Gregg, Erpi's general foreign manager, is due back May 10 from an extended business trip through Central and South America . . . Mrs. Herman Robbins is back from a winter in Miami Beach.

Gilbert Josephson, operator of the World, has gone to the coast to supervise the premiere of "The Baker's Wife" . . . Murray Silverstone left for the coast over the weekend . . . Former Mayor James J. Walker will head the list of candidates scheduled to "ride the goat" at the spring conference dinner of the Picture Pioneers at the Waldorf-Astoria, May 2. Among other candidates to be initiated are P. J. Morgan, D. G. Rothacker, J. Myer Schine, J. S. Barkey, W. Ray Johnston, Samuel Strausberg, J. R. Malcolm, Louis Schine, Charles L. O'Reilly, Jack Bowen, Harry M. Goetz, O. F. Neu, Paul Benjamin and Gilbert Josephson.

Traveltalk's James A. FitzPatrick, who left for the coast over the weekend, claims he can prove he has traveled over 750,000 miles during his numerous wanderings over the much-filmed globe . . . John J. Friedl of Minnesota Amusement Co. is in town from Minneapolis . . . Nat Wachsberger, vice-president of Film Alliance, is back from Hollywood . . . Gradwell L. Sears, his coast trip behind him, returned to his office via New Orleans and Sea Island . . . Unavoidably detained by bad flying weather, Mary Pickford's late arrival caused the UA board to meet on Thursday instead of Wednesday, as originally scheduled . . . Herman Wobber carrying home a copy of "How Green Was My Valley" which 20th-Fox will produce . . . Charles Cohen, Bernice Fields and Jeff Livingston, all of M-G-M, luncheon dancing at the Taft Grill to Ben Bernie's music . . . Eugen Sharin, executive vice-president of the newly-formed Fortrade Corp., is in Hollywood where he will remain for about two months.

It was a swell triple feature that Ampa presented at the first luncheon meeting under Leon Bamberger's regime. And no giveaways. The 60-odd that attended and paid for the victuals were proof. First, Bamberger demonstrated by his business-like and showmanship handling that purpose and entertainment can be blended with most satisfying results. Secondly, John Garfield read a passage from "Johnny Get Your Gun" that vibrated with drama, held "a message" for anyone who reads between the newspaper headlines and begged for a studio to film it. Thirdly, Harry Carey reminisced. As only a veteran of 300 feature pictures can. A little of this, a little of that and a lot of his experience in Africa during the filming of "Trader Horn." Bamberger appointed Eli Sugarman and Paul Lazarus jr., to take Ampa's best wishes to Paul Gulick, who is quite ill. Members were asked to cheer up Jimmy Cron, whose disjointed kneecap is expected to keep him confined for a few more weeks. H. M. Richey invited those who have any "kicks" to see him. This goes for menus, service, etc., he said. Bamberger appointed the committees, outlined elsewhere.



—Bill Ornstein

At the 17th Hole—

A rest period for Nicholas M. Schenck and Charles C. Moskowitz of Loew's as they played the Miami Beach Country Club course. It was only the fourth time this season that Schenck wielded the clubs, due to his wife's illness.

Darryl F. Zanuck is due here from the coast Monday, the purpose of his visit among his associates being somewhat cloaked . . . Dr. A. H. Giannini is around from the same locale . . . William Sistrom, who will handle British production for RKO, arrived from Europe on the Conte di Savoia *. . . Arthur Lee has gone to his country home at Georgian Bay, Canada, and is due back June 1 . . . From films to frankfurters or Clearance for Gourmets: Leo Justin, Morris Jacks, Jerry J. Buchbinder and Irving Goldstein, partners all with Walter Reade in the operation of New Jersey theatres, on Tuesday will be partnered with Toots Schorr in the operation of a shiny, new restaurant at 51st Street, near Sixth Avenue . . . "Lep" Friedman, Loew's counsel, has taken an apartment in the building under construction at 875 Fifth Ave., hard by Central Park . . . Jan Kiepura is aboard the* Santa Rosa *with a company of opera stars for a tour of Venezuela . . . Al Margolies was in Chicago on business for UA . . . David O. Selznick was present at the UA board meeting as a "guest."*

Thirty-five years ago a baby boy was born to the Schneiders. Last Thursday his associates at Columbia signalized the event with a birthday luncheon for Abe at The Tavern. A surprise visitor was A. H. Giannini, who had just arrived in town from California. Jack Cohn was late, but made it in time. Those who were there for the first course included: Abe Montague, Rube Jackter, Lou Weinberg, J. A. McConville, Max Weisfeldt, Mort Wormser, Dr. M. Goldstein, Nat Cohn, Nate Spingold, Max Seligman, Leo Jaffe and Louis Barbano.

Al Lichtman is here from the coast, conferring with M-G-M officials . . . Jimmy Coston, Warner theatre zone manager in Chicago, and Ted Schlanger, ditto in Philadelphia, repaired to "21" for lunch after the zone manager meeting at which Joe Bernhard, as of yore, presided . . . Harry Kalmine, in charge of Pittsburgh, left for the Smoky City, Thursday night, reminiscing sadly over that card game the previous evening . . . Isidore Ostrer, managing director of GB of London, may be expected to remain in New York indefinitely . . . Mick Hyams, another Londoner, is busily engaged on World's Fair activities in association with Michael Todd . . . Any plans Phil Reisman may have had for a trip to Europe in the immediate future have been canceled.

Short Gets Short Haul Ballyhooing

By JOE PRIORE

NEW YORK—They take trainloads of scriveners to points varying from 50 to 3,000 miles to see films in settings and cities that contribute in some manner to the production's color, locale or story. They also take them to points within the city where the only connection with the film is the more or less normal display of big American flags.

In this case, it was an excursion promoted by M-G-M's short subjects enthusiasts. They corraled about 30 or 40 Daughters of the American Revolution, Colonial Dames, the American Legion, the coast guard, the army and the trade press, loaded them aboard the cutter *Hudson* at the Barge Office and transported them to Ellis Island, a trip of 15 minutes. In the main dining room where new arrivals mark time until they can enter the country, the group had lunch. Later it viewed a two-reeler called "The Flag Speaks," a Technicolor offering which pleasantly and without too much embarrassing vigor, told how the present American flag came to be and how it should be properly displayed. It's a well-produced item with much to recommend it. Audiences have already evinced an interest in early American historical dramas that are condensed into short subjects and this one should serve to keep that interest alive.

Later the visitors looked over the reception hall and were gradually eased back to the waiting *Hudson*. En route down the stairs, Si Seadler, who earlier had been discoursing on his son's education, stated to a white-haired gent who seemed to be in charge, that the place "was so clean you could eat off an immigrant."

One Warner Meeting; Dates June 10-11-12

New York—It is understood Gradwell L. Sears, general sales manager of Warner, has determined on one national sales convention this year to be held June 10-12 at a city presently undetermined.

Two UA Sales Meets Planned This Year

NEW YORK—UA this year will go for two sales conventions. The first, to cover the eastern half of the country, is slated for New York, May 13-15 and the second for the west at Chicago, May 16-18. Harry L. Gold, vice-president and eastern sales manager, will preside at the New York sessions and L. Jack Schlaifer, vice-president and western sales manager, at Chicago.

Quits Consolidated

NEW YORK—George Schwartz has resigned his post with Consolidated Amusement Enterprises after five years. Aside from operating the Ascot, he booked the circuit's 15 Bronx houses, handled its advertising and purchased its non-film attractions, such as games and giveaways.

3 New Hearings in Gov't Suit Set Up

NEW YORK—Three hearings have been set in connection with the government's key suit. There will be two on April 29, running simultaneously, but in different places. Defense attorneys will examine Howard Lesser, operator of the Rialto, Paterson, N. J., in the RKO Building in the morning. At about the same time Robert L. Wright, assistant attorney general, will take the deposition of George J. Schaefer, RKO president, at the federal court building in Foley Square.

Herman Wobber, general sales manager of 20th Century-Fox, is scheduled to appear before Wright on May 1. Lesser is the fourth and last witness listed by the government as having knowledge of information in support of its charges of monopoly and conspiracy to be examined by defense counsel in this territory.

Hacker Into Audits

NEW YORK—The Film Audit Service has been organized by Samuel Hacker to audit film exchanges throughout the country.







They Shake Hands, All on Behalf of the Montague Drive—

Columbia reports widespread promises of cooperation from exhibitors in connection with the "Montague 15th Anniversary Campaign" and produces camera evidence to prove it. Above right, for instance, Ted Schlanger, zone manager for the Warner circuit in Philadelphia, informs Harry Weiner, Columbia's branch manager (left), to count him in. Below, it's a case of ditto, the scene being Albany and the principals Si Fabian (right) and Joe Miller, Albany branch manager (left). To the left, Charles H. Olive, Washington exhibitor and national secretary of Allied, pledges support to Sam Galanty, the distributor's mideast division manager.

PHILADELPHIA

GEORGE LESSY, lately connected with Dave Starkman's premium house, has taken over the Capitol, Reading . . . Louis Molitch, who left Horlacher to take a position in Syracuse with the Smith and Howell Delivery Service, is now back with Horlacher . . . Seen among the rhumba stars at the Newspaper Photographers' ball were Larry Mackey, Arcadia; Max Miller, Goldman circuit; Joe Leon, Universal; Charles Goldfine, Alden; Al Fischer, Keswick; Oscar Neufeld, Horlacher. The young lady chaperoned by Leon won second prize in the quiz contest conducted by Kay Kyser . . . R. D. Jones, former Middleburg exhibitor, has booked a flesh show, together with a Tex Ritter film, for one-night stands in Beavertown, Liverpool and Ringtown.

Harry Thomas, Monogram's manager for Philadelphia, New York and Washington, marked a birthday on the 23rd . . . Sam Rosen, local Monogram boss, had his on the 16th, and got a birthday cake and a singing telegram from his admiring staff . . . Dave Moliver, Viola, and May Dougherty, Republic, also marked their birthdays on the 16th; William G. Mansell, Vitagraph exchange manager, on the 18th; Mrs. Martin B. Ellis, on the 19th; Edward F. Kepnar, Upsal, 21st; Barney Cohen, Lawndale, 23rd; George Graves, Carman, 26th; and Mrs. Bill Porter, wife of the Monogram booker, and their handsome son, Sigmund, both had birthdays on the 26th.

It was amateur night at the Variety Club last Saturday . . . Joseph Farrow, who recently took himself a wife, was honored by fellow Metroites with a chest of silver. C. C. Pippin graced the occasion with a sonnet predicting long years of bliss . . . The Metro exchange expects to make an early announcement of the winners of the "Ninotchka" exploitation contest among independent exhibitors . . . Cy Cohen, former manager of Million Dollar Pier, is now the film advertising representative of the *Daily News* . . . Denis Walsh, 20th-Fox cameraman, is well on the way to recovery after an emergency appendectomy.

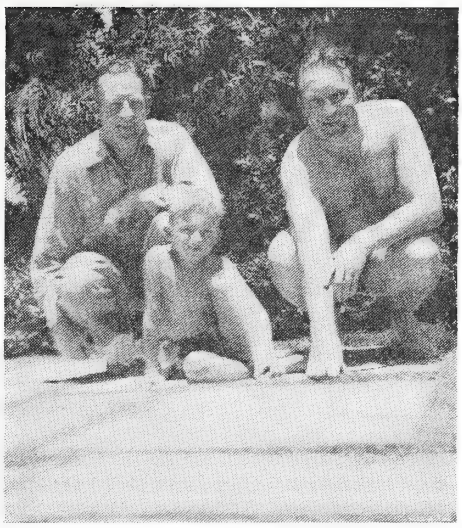
George P. Aarons came back from Cleveland bearing a legal victory over the Vendola Corp., which had brought suit against Berlo Vending . . . Midget races open at National Speedway May 2; Rodeo at the Arena, May 6. Two headaches for exhibitors in one week . . . Harold Brason, assistant at the Earle, is back on the job after illness . . . Affiliated is waiting for Warner to file an answer to its suit, before proceeding to ask for a trial date . . . Hal Seidenberg, Fox, known as the second Bobby Jones, got a set of gold-plated golf clubs from his staff on his birthday.

Jackie Tarrante, son of the manager of the Boyd, had his tonsils snipped out . . . Charlie Perry, United Artists exploitation wizard, showed unsuspected oratorical skill at ceremonies in Snellenburg's marking the conclusion of the "perfect son" contest connected with "My Son, My Son." Charlie discoursed on the American boy and fair play. The winner, Jimmy McGoldrick—who, incidentally, has six brothers and three sisters—goes to New York to compete for the national prize, a prep school scholarship and $500 cash presented by Producer Edward Small.

The Horlacher boys bowled their way to the Transportation League championship at Jimmy Drake's bowling alley. High scorer was John Clark, with a 257. The winners recuperated from the grind at a dinner as guests of Oscar Neufeld . . . Earle Sweigert, Paramount exchange head, flew back from the Variety Club's convention in Dallas, and immediately bounced out to Scranton on business . . . William Brooker, Paramount's home office exploiteer, came to town to work on "Dr. Cyclops."

Among out-of-town visitors this week were Charles MacDonald, Southern, York; George Kline, State, Boyertown; Harry and Oscar Stiefel, of Ephrata and Lock Haven; George Kurlansik, Town, Allentown; Jack Beilen, Palace, Bethlehem; Harold Larned, Ritz, Muncie; John Voorhees, Fireman's Auditorium, Kennett Square . . . George Kline, State, Boyertown, is talking about getting a new car . . . Bill Keegan, who does the booking for the Hunt circuit, reports the Casino, Wildwood, goes into a full-week schedule beginning the latter part of May.

George Hunter, Paramount, has a birthday celebration scheduled for the 30th . . . Dick Kirsh, Aldine, Wilmington, got all the bookstores in town to plug "The Light That Failed" by displaying Kipling's works.



Barrons in Florida—

On the right is Carter Barron, Washington district manager for Loew theatres, visiting Nicholas M. Schenck, president of his company in Miami Beach. On the left is David Irenus, another Barron, brother of Carter and better known as "Red." David is the "Mr. Chips," or president of the Monroe, Ga., prep school where 660 students acknowledge him as their mentor. In the center is Carter jr., who hadn't seen his father for five months. School at Coral Gables, the answer.

WASHINGTON

FRANK BOUCHER, Schine zone manager, announces acquisition of the Big Stone, Big Stone Gap, Va., and the Appalachia, Appalachia, Va., from the M. K. Murphy interests. This marks Schine's first move into Virginia, and increases their holdings to 14 situations in this territory . . . Herman Edmunds of Seattle, and formerly of the Row, was entertained over the weekend by Jake Flax . . . Milt Kusell, Paramount district manager, conferred with Eddie Fontaine, branch manager, the past week . . . Tommy Mudd, Paramount booker, has won the monicker of "Judge," having rendered legal opinions while serving on the local jury . . . Sam Soltz of the Howard visited the Row for the first time in weeks, following an illness that had us all concerned.

Metro chatter: Rudy Berger, branch manager, making a swing through Virginia . . . J. P. MacLeod, home office executive, was a visitor . . . Mr. and Mrs. Carlton Duffus entertained with a cocktail party upon the arrival of Mrs. Duffus's mother from St. Paul. Mr. and Mrs. Rudy Berger and Mr. and Mrs. Joe Morgan were among those in attendance . . . Jack (Chico) Cohen, NSS district manager, visited with Art Jacobson, branch manager. Art's fond staff surprised him with a huge birthday cake, April 22 . . . RKO's Steady Knox entertained his father from Atlanta over the weekend.

The following changes became effective last week in the management of Schine theatres in this territory: Harold Koren moves from Federalsburg to management of the State, Cambridge, Md.; Ted Conklin, assigned to the Federal, Federalsburg, from the Wicomico, Salisbury, Md. Jack Frisch rejoins the organization as manager of the Wicomico. Harold Lucas, assistant manager of the Arcade, Salisbury, interchanged with Richard Sheridan, assistant manager of the Arcade, Cambridge, with Floyd Shear, manager of the State, Cambridge, resigning.

Warner theatre items: John J. Payette, general zone manager, and Frank LaFalce, publicity chief, journeyed to New York for a zone managers' meeting . . . Mary Lou Swenarton has been confined to her home with illness . . . Mary Horner has jumped the sick list . . . A meeting of territorial managers will be held April 30 . . . Warnerites attending the Lambda Chi sorority dance at the Washington Golf and Country Club included: Mary Horner, Miss Reynolds, Mrs. Smith, Mr. and Mrs. Newnam, Mr. and Mrs. R. L. Birge, Mrs. Jordan, Mr. Skinner and Bernie Harrison of the Times-Herald *staff . . John Greet of Clark Film surprised his associates with the announcement of his recent marriage . . . Rumored a new house will be built in Pocomoke, Md.*

Jimmie Owens, RCA representative, advises that Lou Bernheimer has purchased RCA sound for the Village, which is now under construction; that new sound has also been installed in Billy Hick's Hampden, Baltimore; Lou Gaertner's Eagle, Baltimore; Paramount's screening room, and that a new sound reinforcing system will be installed in the Strand, Cumberland, Md.

"A Cinch for the Top Brackets"

Hollywood—In "The Doctor Takes a Wife," Columbia has a worthy successor to its illustrious "It Happened One Night," of which it is considerably reminiscent. An uproarious romantic comedy, veering toward the farcical, it has a mirthful situation for nearly every turn of the camera—and every one of them is surefire for its quota of laughs. The picture assays as a cinch bet for the top brackets in revenue and audience acclaim. Loretta Young and Ray Milland are co-starred, the latter scoring with an outstanding performance which will give solid impetus to his march toward ranking stardom. The supporting cast is generally good. William Perlberg produced; Alexander Hall directed.—SPEAR.

ALBANY

SEEN ON FILMROW: Frank Williams, Benton booker; Roger Marmon, Bright Spot, Rensselaer, and Community Hall, Clinton Heights; George Thornton, Orpheum, Saugerties; Sam Davis, Phoenicia, Phoenicia; Phil Strauss, Pine Plains; Mrs. Inez Ferguson, Copake, Copake; Leonard Rosenthal, State, Troy; Sam Milberg, Ritz, Scotia, and Family, Watervliet; Jimmy LaBelle, manager of Family, Watervliet; J. W. Bird, East Arlington, Vt.

Knickerbocker News *ran a double column picture of Si Fabian, head of Fabian circuit, congratulating Joe Miller, Columbia manager, on the Montague Drive, in honor of Columbia's sales manager . . . Cliff Swi closed the theatre in Middleville, Herkimer county, according to exchangemen. Middleville, population of* 760, *is near Dolgeville, four times as large . . . Jarvis Brothers, owners of Delmar, Delmar, now are operating the house in suburb of Albany. Roger Marmon took it over last summer after Mitchel Conery stepped out.*

M. A. Silver, Warner Theatres upstate zone manager, made a business trip to New York . . . Woodie Campbell, of the contact department in same office, is in St. Peter's Hospital undergoing treatment for a stomach ailment . . . Twentieth Century-Fox's delegation to the Chicago convention talked over old times with Eddie Hollander, general ad sales supervisor; Izzy Schmertz, Cleveland manager; Ted Scheinberg and Eddie Bergmann, Cleveland salesmen, and Harry Alexander, Boston salesman, all worked here once for Fox.

Abe Van Deusen, RKO booker, drove to Little Falls with a print of "Courageous Dr. Christian" when the one he had expressed, on a quick booking after an Albany date, was sidetracked or delayed somewhere due to wreck of Lake Shore Limited.

Herbert S. Levy, manager of Schine's Strand, Hudson Falls, took Miss Arlene M. Ellis of that village, as his bride . . . Fabian's Palace played "The Three Suns," novelty instrumental and singing turn which has been featured at De Witt Clinton Hotel for a year.

Engagement of Miss Ida Schwartz of Delmar to Courtland Mark of White Plains, son of Mrs. Elsie Mark and the late Moe Mark, former president of the Mark Strand Theatres, has been announced. Strand, Albany, is one of the chain.

Harry Berkson, upstate Monogram franchise holder, attended company convention in Dallas . . . Nate Sodikman, Albany manager for Berkson, on a trip to Buffalo.

WB-Musicians Peace Talks Inadvertently Delayed

PHILADELPHIA—An attempt by Federal Conciliator Thomas Williams to bring the musicians' union and the Warner circuit together to iron out the contract dispute was halted temporarily by the illness of Frank Phelps, Warner labor relations officer, the union reports. The union expects the conference to be arranged soon. The contract dispute has been going on since November 30, during which time several Warner houses have been continuously picketed.

Shapiro's Suit Against Majors Opens May 27

PHILADELPHIA—May 27 has been set for the opening of the anti-trust suit by Rubin Shapiro, the Harub Amusement Corp. and the Penn-Jersey Amusement Corp. against Stanley-Warner and the major distributors. The plaintiffs' attorney is Irvin A. Winegrad.

Philadelphia Exchanges Elect Shop Stewards

PHILADELPHIA—William Z. Porter, president of the film exchange employes union, announces the complete list of shop stewards elected by members of the various exchanges and film supply offices:

Columbia, Frances Cooper; M-G-M, Bill Hopkins; Paramount, Bernard De Santo; RKO, Carolyn McDonnell; 20th-Fox, Harry Dressler; United Artists, Richard McKee; Universal, Mary Haggerty; Vitagraph, Dan Feeney; Clark, Jim McWilliams; National Screen films, Walter Eisenstein; National Screen posters, Marie Hause. An executive meeting to discuss the forthcoming dance was presided over by Ben Harris, vice-president, in Porter's absence.

Lease Bronx House

NEW YORK—The Brandeis Theatre Corp. has leased the President, 1,000-seat Bronx house on Westchester Ave. Plans call for installation of an air conditioning system and reseating.

N. Y. State Factory Payrolls Show Gain

ALBANY—With about 11 per cent more factory workers employed in New York state during the first three months of 1940 than in the similar period of 1939, there was a larger number on the payrolls during the first quarter of this year than in the corresponding period of any year since 1930, according to Industrial Commissioner Frieda S. Miller.

Compared with the last quarter of 1939, which was the peak period of the last decade, there was a net loss during the first quarter of 1940 of only one-half of one per cent in total employment. Syracuse and Buffalo areas topped the list on employment and payrolls, followed by the Albany-Schenectady-Troy district. Syracuse employment and payrolls were up 18.9 and 24.8 per cent, respectively; Buffalo, 17.7 and 21.1. Gains in the local area were 16.1 per cent in employment and 19.3 in payrolls.

Commissioner Miller reported that "all the main industrial groups in both New York City and Albany-Schenectady-Troy contributed to the good gains from February to March that were recorded in these two districts. The industrial picture in the Albany-Schenectady-Troy district was especially bright this month. From the recession low point in July, 1938, steady improvement has occurred to date, so that the March, 1940, factory employment figure is about 40 per cent above this low point and the payroll this month is approximately 75 per cent higher." The only loss for the quarter was in the Binghamton-Endicott-Johnson City area, where both employment and payrolls dropped about two per cent.

For the state as a whole, there were 0.3 per cent more workers employed in March, 1940, than in February. Payrolls rose 2.2 per cent during the same period.

Albany Exchange Offices Nearing Unionization

NEW YORK—Sixty per cent of the front office employes in Albany exchanges have signed to join a union, it was reported following latest meeting. Employes of all the major exchanges with the exception of Metro and Paramount, have applied.

Edward Flaherty of Local 2940, American Federation of Bookkeepers, Stenographers and Accountants is handling negotiations with the home offices. A closed shop, minimum wage, a pay boost in some instances, a cut in working hours and time and a half for overtime are the points asked.

Issuance of a charter to the front office employes has been delayed pending outcome of negotiations.

Allied Independents Plan Weekly Luncheon Meets

PHILADELPHIA—Allied Independent Theatre Owners of Eastern Pennsylvania announces plans for weekly luncheon meetings during which members can discuss problems of the industry. The first one was held last week.

Talk Summer Schedules And Contest Plans

GLOVERSVILLE, N. Y.—Summer operating schedules and plans for the "Schine Showmen's Merit Contest" headlined the two-day meeting of the circuit's district and division managers.

J. Myer and Louis W. Schine were the principal speakers. Prizes for the contest which runs from April 28 to May 3, according to Harold L. Sliter, executive assistant, total $1,100 in addition to 26 prizes of one week's salary. E. Douglas Leishman, personnel director, also spoke.

Division managers present were: Louis Lazar, Ohio and Kentucky; Frank M. Boucher, Maryland and Delaware, and Clint Young, western New York state. The district managers attending: Pat McGee, central Ohio; William Selman, western Ohio; Lew Hensler, Kentucky; William Tubbert, northern New York; Harry Goldsmith, western New York; Jerry Fowler, Chenango Valley; Sidney Holland, Mohawk Valley; Bud Silverman, Rochester, and Dave Britton, city manager, Tiffin, O.

Warner Managers' Drive From April 27 to May 4

PHILADELPHIA — The Warner Theatres' eighth annual managers week drive will run from April 27 to May 4, Warner officials announce. During the week managers try to boost grosses on the basis of their personal popularity. Managers showing the greatest comparative increase will be awarded prizes.

"Dark Command" Set for Eastern First Run Trio

BALTIMORE—"Dark Command" will play first run at the Stanley.

WASHINGTON—The Earle has booked "Dark Command" first run here.

NEW YORK—"Dark Command" goes into the Roxy sometime in May.

New 20th-Fox Exchange Up in Albany Soon

ALBANY—A new 20th Century-Fox exchange building will be constructed here shortly. The company's real estate and construction department is working on the lease with all plans and specifications already outlined. New branch offices are also going up in Cincinnati, Indianapolis and St. Louis.

Appellate Limits "Birth" Run to Private Groups

ALBANY—Ban on "Birth of a Baby" was upheld for the second time within a year by the court of appeals. The court held the film could be exhibited in private showing to scientific groups.

Willig in Schenectady

SCHENECTADY—Dave Willig has taken over the Rivoli, Schenectady. John Gardner was former lessee.

"Rebecca" Heads for $475,000 Gross Take

New York—Final take for "Rebecca," which concludes its five-week run at the Music Hall Wednesday, is expected to hit $475,000. Only other picture to have so long a run at the Radio City Music Hall is "Snow White and the Seven Dwarfs" which amassed $530,000 for its stay.

Ponder Course on Order To Open Philly Records

PHILADELPHIA — The Landis, Vineland, case against Stanley-Warner and the major distributors continued at a stalemate last week, as the defendants conferred over what action to take on U. S. District Judge William H. Kirkpatrick's order compelling them to open books dealing with all Philadelphia contracts.

Judge Kirkpatrick so ruled when the matter was referred to him by Examiner David Bachman, who was appointed to supervise examination of the books by attorneys for the Landis.

Whether the defendants appeal his ruling or not, the case will come up for trial before Judge Kirkpatrick May 6. He granted preliminary injunction in behalf of the plaintiffs at a preliminary trial, but was overruled by the U. S. circuit court.

Bausch & Lomb Profit

ROCHESTER—Bausch & Lomb Optical Co. last week revealed a net profit of $420,668 for the quarter ending March 31. Net profit for the 1939 March quarter amounted to $273,568.

Washington Salesmen in First Open Luncheon

WASHINGTON—The local Salesman's Club held its first open luncheon at Harvey's Restaurant, April 22, with branch managers of all exchanges and local exhibitors as honored guests. Dr. W. P. Herbst, an exhibitor for the past 30 years in this territory, spoke briefly on the development of motion pictures. During the luncheon, "Vince" Daugherty, president, announced the club's donation of $50 to the Will Rogers Memorial Fund.

Among those present were:

Paramount's Eddie Fontaine, branch manager; "Vince" Daugherty, Harley Davidson, Herbert C. Thompson, Jack Bryan; Universal's Bernie Kreisler, branch manager; Sam Tabor, Walter Davis; UA's Fred Rohrs, branch manager; Dick Harrity, Fred Sandy; Metro's Rudy Berger, branch manager; Phil Bobys, Jack Goldberg, Harry Cohen, Frank Scully; Columbia's "Chick" Wingfield, Ben Caplon, Joe Walsh, Owen Weems; RKO's Al Folliard, Olmsted Knox, Elbert Gover, Harry Kahn; Republic's Sam and Jake Flax; Warner's Jerry Price, Gordon Contee, Sterling Wilson; 20th-Fox's Sam Wheeler, branch manager; Jerry Murphy, Freddie Klein, Glenn Norris; Monogram's Harry Brown, branch manager; NSS's George Nathan, Milton Smith; Trio-Preferred's George Gill, branch manager.

Exhibitors in attendance: Sidney Lust, chief barker of local Variety; Dr. Herbst, Mr. Messina, Lou Bernheimer, Frank Storti and Buck Stover.

Buffalo Leads RKO in Drive's Twelfth Week

BUFFALO—Charles Boasberg's branch has taken the lead in the 12th week of the RKO Ned E. Depinet Drive. New York is in second place and New Haven in third. The northeastern district of which Drive Captain Herb MacIntyre is manager leads the districts.

BALTIMORE

ED WILLIAMS, Maryland censor board clerk, is another fellow reported about to take the fatal step. But, as Mac Weinberg, manager of the Little, points out after our last issue, there's many a slip twixt the report and the step . . . Returned from the Variety convention in Dallas are: J. L. Rome, Eddie Jacobs, Bill Meyers, Eddie Sherwood, Joe Grant, Bernie Seaman, Morris Shapiro and William Hicks . . . Bill Hicks has renovated the Hamden's front and lobby . . . May 1 will be known as the "West Coast Jamboree" at the Variety Club. A big time is planned for all who attend, says Morris Oletsky, Republic salesman, who is chairman of the arrangements committee which includes Barry Goldman, Regent; Frank Hahn, Horlacher; Lawrence Schanberger, Keith's; Alan Kahn, Pennington; Bill Meyers, Deluxe; and Lou Youkelle, Capitol Printing.

Sam Diamond, Fox salesman, attended the company convention in Chicago . . . Joe Young, Universal salesman, is ready for his company's convention in Atlantic City . . . Report that the Irvington will remodel its marquee . . . Bill Hick's Westport will open in a few weeks. Final touches are being made on the house now . . . Joe Grant has new booth equipment for his Dunbar . . . Ed Martin, Republic, who has been ill the past ten weeks, is back on the job and in good shape . . . Sam Soltz, Howard, has completely recovered from his illness and is back at his desk at the Howard.

Joe Walderman's baby was operated on last Sunday and is doing very well. He runs the Monroe . . . Joe Fields, Rivoli, has turned his palatial home into a "California ranch." It would make a perfect movie set . . . C. Spellman, Roxy, has invented a new cleaner for eye glasses and lenses . . . And Earl Jackson, Boulevard, has invented a device to make changeovers easier . . . Gordon Contee, Warner salesman, is driving a new De Soto . . . Our sympathy to Leon Zeller, whose father died recently . . . Bernie Klein, former exhibitor, is planning on opening a theatre in Pimlico around September 15.

"Ecstasy" is still going strong at Harry Meyerberger's Lexway . . . Ernie Wood flew film to the Eastern Shore last week. He says that, in addition to two autos and an airplane, he is thinking of getting a submarine to deliver the stuff . . . Cliff Jarrett, assistant manager at the Hippodrome, postponed his leaving till May 1 . . . Irving Martin, publicist for Stanley-Warner, arranged a tieup with the News-Post *on a fiction list test for "It All Came True." Passes and cash prizes will be awarded the winners . . . Max Cluster, Cluster, is much improved from his recent illness.*

UA Determined to Stay In the Foreign Market

NEW YORK—Despite war conditions, United Artists directors are determined to pursue international sales efforts in order to maintain a foundation for normal activity when the conflict ends. In this regard, Arthur W. Kelly, in charge of foreign distribution, will fly here from London in about two weeks for conferences with home office executives.

UA has also determined on a permanent field exploitation staff with Monroe Greenthal in charge. Fifteen key city men will be named by June 1.

It is further announced the company's west coast office will be organized to correlate publicity and advertising under Lynn Farnol's direction.

Fabian Middletown Units Supervised by Firnkoess

NEW YORK—Harry Black, general manager of the Fabian Staten Island Theatres, has promoted John Firnkoess, manager of the Paramount, as city manager to supervise Fabian holdings in Middletown. George Trilling, manager of the Ritz in Port Richmond, has been promoted to circuit booker and will make his headquarters in the Fabian home office.

Alexander De Fazio, assistant manager of the St. George, has been elevated to manager and shortly will take over the reins of the Strand, Great Kills. Arthur Lane, manager of the Strand in Great Kills, has been transferred to the Liberty, Stapleton and Elihu Glass, manager of the Liberty, has been appointed manager of the Paramount to succeed Firnkoess.

Traco, Community Pool In Toms River, N. J.

TOMS RIVER, N. J.—A 21-year pool between the Traco and Community goes into effect here May 19. A new company known as Toms River Theatres Co., with Charles Warner of the Traco as president, will control. There will be an equal division of authority between the Traco interests and Walter Reade, which owns the Community. Other officers are Charles J. Bryan, vice-president; I. M. Hirshblond, treasurer, and Walter Reade jr., secretary. Hirshblond will be active manager.

Columbia Lists Salaries In Amended SEC Report

NEW YORK—As president of Columbia, Harry Cohn drew $185,520 in salary last year. Jack Cohn, vice-president, was paid $106,120 and Abe Montague, general sales manager, $68,900, according to an amendment to the company's annual report filed with SEC. Montague and Abe Schneider, treasurer, hold options to purchase 7,500 shares each and Samuel J. Briskin, studio executive, 10,000 shares.

Technicolor Meeting

NEW YORK—The annual Technicolor stockholders' meeting takes place here May 20 with "nothing unusual" scheduled, according to a spokesman.

Majors Withdrawing Allocated Monies

NEW YORK—Seven major distributors, excluding Universal, by Wednesday will have withdrawn from London $13,125,000 of the $17,500,000 allocated to them under the agreement concluded last November with the British government.

Under the pact, 50 per cent of the revenue was "frozen" with 75 per cent of the balance to be withdrawn by May 1 and the remaining 25 per cent, or $4,375,000, by October 1 when the agreement expires.

It is understood the companies are bending every effort to remove the balance within a short time. The idea is to get all the money out provided by the pact in case the British are forced to place harsher currency restrictions on the exchange leaving the country.

F. W. Allport, the Hays office representative in London, already is working with the British control committee on an agreement for 1940-41. No definite action, it is believed, will be taken until the last moment.

: ROCHESTER :

HARRY ROCKOWITZ, assistant manager at Schine's State, has been transferred to the Liberty as assistant . . . The PTA held a benefit theatre party at the Madison . . . Bud Silverman, Schine's city manager, visited in Gloversville . . . When power failure in nearby Penn Yan affected the Elmwood in that village, Toby Ross, manager, took the stage, played the violin for more than an hour to entertain the patrons.

The Rialto, in East Rochester, staged an "Americanism Show" in cooperation with the schools, Boy Scouts and Girl Scouts, and the American Legion . . . An extensive promotion program was carried out by Lester Pollock, Loew's manager, for "My Son, My Son."

Albert O. Fenyvessey, Arnett manager, played host to the boys of St. Mary's Boys Home. "Adventures of Robin Hood" was the feature . . . Eastman Kodak announces 1939 employment total was 27,000, a 72 per cent gain over 1929. The 1939 payroll was $19,300,000 greater than in 1929 . . . After a successful week at the RKO Palace, "Abe Lincoln in Illinois" and "The Blue Bird" moved for a second week to the Regent . . . The Regent is sponsoring a riddle contest over WSAY.

William Goldman Is Added To Gov't Witness List

NEW YORK—The department of justice has added another possible witness in William Goldman of Philadelphia. Goldman's alleged complaint is he attempted to purchase the Keith's in 1936, but UA refused to grant him a first run, forcing him to let the deal go. Warner subsequently acquired the house. An affidavit of Seymour Krieger, special assistant to the attorney general, stated Goldman's name had been inadvertently omitted from previous lists.

Mac Herbert Leases Bronx House From Stanchfield

NEW YORK—Mac C. Herbert has leased the President, Bronx, from the Stanchfield estate for 15 years. The theatre will be completely renovated and opened shortly. David Berk and J. Krumgold, realty brokers, acted for the estate.

Alexander Weiss, who has acquired the Heights, Brooklyn, will reopen the house Saturday.

Mark Block now is operating the Stadium, Newark.

The Sun, formerly the Stadium, Manhattan, has been acquired by the Midtown Amusement Co., Hyman Zimberg, principal, and will reopen shortly.

The Mozart, formerly the Irving, Brooklyn, will reopen shortly under a German picture policy.

No Anti-Trust Violation Evidence in Texas

AUSTIN—Attorney General Gerald Mann has given Texas theatre owners a clean bill of health after a six months' investigation. He left the door open, however, for future action in the event he unearths evidence of violations of the state's anti-trust laws.

In a letter to the theatre companies whose books were examined, the attorney general's office stated, in part: "We have not found sufficient evidence of violation of our anti-trust laws to warrant this department filing an anti-trust suit at this time. However, we are going to keep our files open and take such action in the future as the facts may warrant."

Westor Anti-Trust Suit Jurisdiction Challenge

NEW YORK—Distributor attorneys are expected to challenge the jurisdiction of the anti-trust action filed in Newark against majors by Westor Theatres, which operated the Windsor, West Orange, N. J. and Janbert Amusement Corp., current operators. It is said the motion will be on the ground some of the defendants do not transact business in New Jersey within the meaning of certain statutes.

Arthur A. Lee Resigns G-B Vice-Presidency

NEW YORK—Arthur A. Lee, vice-president of Gaumont-British of America, has resigned and will announce his new plans on June 1, following his return from a vacation. Lee, who has been associated with GB intermittently for the past 25 years, will remain in the business.

Netco to N. Y.

NEW YORK—The Netco circuit, wholly-managed Paramount subsidiary comprising 14 upstate units, will close its Poughkeepsie office next week and switch headquarters to the home office in the Paramount Building. Eugene Levy, Paramount partner in Newburgh, will continue from that point. A more economical operation is given for the move.

RKO Radio (024) **93 Minutes** **Rel. Apr. 26, '40**

Irene still has her sweet little Alice Blue Gown, but in every other respect she has gone completely modern in this screen version of the perennial favorite. Nor has the vehicle lost anything through the transition. Quite to the contrary, because Producer-Director Herbert Wilcox, starting with a mere nucleus of the successful musical comedy, has built thereon as lavish and scintillating a funfest as has come off the Hollywood assembly lines in many a month. Anna Neagle appears in the title role and, while many fans may consider her a bit old for the part, the feature has so many unquestionable entertainment assets that, as a whole, it must register in the hit class. Musical backgrounds, gorgeous Technicolor sequences, bright dialogue and a superior supporting cast are but a few of the photoplay's finer points.

Anna Neagle, Ray Milland, Roland Young, Alan Marshal, May Robson, Billie Burke, Arthur Treacher, Marsha Hunt.

Irene F — Musical Comedy

Warner Bros. (——) **55 Minutes** **Rel. May 4, '40**

"Tear Gas Squad," in spite of its dire-sounding title, should register with average audiences as fair exchange for the price of a ticket. Warner again has turned out a service film in its usual style, plus a pleasant veering toward Irish participation in law enforcement done in lighter vein and the usual boy-meets-girl romance, plus singing and drama. The whole is neatly packaged in a good production and will give its spectators a familiar exercise in emotional and humorous reactions. Dennis Morgan, a night club singer, joins the force in order to win Gloria Dickson. He goes through training and emerges on the police glee club. When his brother is murdered later, he acquits himself of a number of rash actions, as a result of which he was suspended, and goes back to active duty, winning the girl. Directed by Terry Morse.

Dennis Morgan, John Payne, Gloria Dickson, Frank Wilcox, George Reeves.

Tear Gas Squad F — Drama

Monogram (——) **70 Minutes** **Rel. ——**

Like the country grocery store, Monogram specializes in placing reliable staples on the shelf. Such is this film. It is unpretentious, well performed, directed with an eye for the family audience and concocted along familiar lines. Marcia Mae Jones and Jackie Moran carry the picture's main thread in a sort of puppy-love romance that blossoms when Miss Jones, coming from Chicago with her ex-baseball player father, Grant Withers, decide to live in a small country town. Young Moran is the man of all work at his uncle's farm, subject to beatings whenever he tries to have a little fun or go to school. In good time, and with a lot of homey sequences, the triumvirate composed of Moran, Miss Jones and Withers makes the old gaffer see the light and the production ends on a touching note.

Marcia Mae Jones, Jackie Moran, Charlotte Wynters, Grant Withers, George Cleveland.

Tomboy F — Drama

M-G-M (33) **71 Minutes** **Rel. Apr. 19, '40**

A mirthful and melodic comedy-drama into which sufficient production values and cast have been injected so that a slightly stereotyped story will be overlooked by those who are shopping for a parcel of light, diverting entertainment, which order the feature is amply qualified to fill. Lana Turner and George Murphy debut as a new dancing team with promising effect, while competent Joan Blondell contributes most of the dramatics. Turner and Blondell portray sisters, and Murphy is a vaudeville trouper. He is engaged to Blondell, while Turner begins running around with Kent Taylor, a man-about-town, although she, too, is in love with Murphy. The motivation thereupon turns to self-sacrifice as Blondell, to save her sister from Taylor, gives up Murphy to her. Directed by S. Sylvan Simon.

Lana Turner, Joan Blondell, George Murphy, Kent Taylor, Richard Lane, Wallace Ford, Otto Hahn, Lloyd Corrigan.

Two Girls on Broadway F — Comedy-Drama With Music

20th-Fox (——) **84 Minutes** **Rel. May 3, '40**

With but few variations in story, "So This Is London," produced in England, hits many of the familiar notes in the comedy-drama field. It is recommended where past performances of English comedies have had favorable audience reaction. It is well produced, performed, acted. Two business men, English and American, have facetious difficulty getting together on a deal. The American goes to England. Their children fall in love and become engaged during parental squabbles at a country place. For more comedy, there is a lawyer and his wife who is given to sleepwalking and comic silence. With a good deal of droll conversation the plot is set to rights. Business is done, the children plan to marry on the "Queen Mary," and British and American business is ready to make money. Further humor is supplied by an imposter who is trying to put over a fast one.

Robertson Hare, Alfred Dya Drayton, George Sanders, Berton Churchill.

So This Is London F — Comedy

Monogram (3940) **57 Minutes** **Rel. Feb. 25, '40**

Modelled after Laurie Yorke Erskine's story, "Renfrew Rides North," James Newill embarks on adventure in the north woods tracing a band of counterfeiters, who have been paying off miners of gold dust with paper unbacked by a national currency. The band, ringleadered by William Royle and Karl Hackett, murder Budd Buster when he threatens by a trip to civilization to spend some of the money, and point the arrow of suspicion back at their operations. Newill, who sings to lace the edges, goes through a series of scraps, a great deal of action, and a half-hearted romance with Polly Ann Young, before the problem is solved. Brought in with small investment, "Murder on the Yukon" is good enough for juvenile appeal and a fair share of the action-inclined adults. Louis Gasnier, the director, keeps the show moving at all times.

James Newill, Polly Ann Young, Dave O'Brien, Al St. John, Wm. Royle, Chief Thundercloud, Karl Hackett.

Murder on the Yukon F — Action Drama

RKO Radio (——) **68 Minutes** **Rel. ——**

That debonair modern Robin Hood, the Saint, finally hits his cinematic stride in a breathlessly intriguing comedy-melodrama which will grace the screen of any man's theatre and deliver a brand of entertainment belying its modest production outlay. Of its type, it is as neatly-turned-out a job as Hollywood has been responsible for in many a month—a combination of clever scripting, direction that martials the material into a smooth and convincing whole, and acting that is first-rate in every respect. As the Saint, George Sanders contributes added polish and finesse to the already excellent characterization built up in previous starts. His work is matched all the way by Paul Guilfoyle, in an unusually humorous gangster role, and by Jonathan Hale, as the befuddled police detective. Directed by Jack Hively.

George Sanders, Wendy Barrie, Paul Guilfoyle, Jonathan Hale, Cy Kendall, Pierre Watkin, Morgan Conway.

The Saint Takes Over F — Comedy Melodrama

Republic (954) **59 Minutes** **Rel. Apr. 12, '40**

Starting off with a song, "Young Buffalo Bill," featuring Roy Rogers, goes on to combine everything that the audience could want in the way of western entertainment. It is primarily a tale of the early west when the government was looking into Spanish land grants and surveying New Mexico. Rogers comes to aid the local army outpost. He soon becomes involved with (1)—the daughter of the local grandee; (2)—Comanche Indians with ideas of their own as to how the land should be split up, and (3)—the army commander's son, a victim of temptations put in his way by the unscrupulous element. The whole moves along with nary a dull moment. Comedy, thrills, reliable discharging of blank cartridges and fast riding all have their moments. It's a first-rate western, with historical background not necessarily correct. Directed by Joe Kane.

Roy Rogers, George Hayes, Pauline Moore, Hugh Sothern, Chief Thundercloud.

Young Buffalo Bill F — Western

Dixie National Pictures, Inc. (SR) **65 Mins.** **Rel. ——**

Every tried and true gag situation since the days of Mack Sennett was incorporated into the script of this hilarious hodge-podge, which is billed as the first all-Negro feature comedy ever made. And the fun-making loses nothing through being entrusted to the hands of an effective, all-colored cast, which stars Miller and Moreland. Marse Jed Buell, who was the boss man on both production and direction, made the picture especially for theatres operated for the Negro trade. That it will be a smash hit in such spots was conclusively demonstrated by the uproarious reception it received when previewed in one of them. At the same time, the film possesses sufficient entertainment merit to serve as supporting fare in all but the deluxe houses and should prove to be satisfactorily amusing for white audiences.

F. E. Miller, Manton Moreland, Maceo B. Sheffield, Arthur Ray, Margarette Whitten, Clarence Morehouse.

Mr. Washington Goes to Town F — All-Negro Comedy

SELLING ANGLES: **"Tomboy"**

There is a national tieup with the Dixie-Vortex paper cup company to aid the showman in putting this one over. Organize a "Tomboy" baseball contest between boy and girl students. Have girls tie bow ties on boys on the stage. Sponsor an election for the most popular tomboy. Miss Jones has a following; clothing stores should be recruited for plugging the styles she wears in the film. The pressbook has a number of rather well prepared stories on baseball which will attract reader attention now that the season is on.

CATCHLINES:

No Kissin', No Huggin' For Me . . . A Regular Fella . . . Rather Fight Than Have a Date.

She's a Rascal . . . She's a Sweetheart . . . She's a Regular Little Miss Fix-It.

SELLING ANGLES: **"Murder on the Yukon"**

Established knowledge of the Renfrew series indicate best results will come from billing "Renfrew of the Royal Mounted" on the marquee above any personalities, although James Newill and Polly Ann Young may be worked in subordinately. The same is true of the ads. Basically, a kid's picture, see that window cards, or gags, are worked in the dime stories, at cheap candy counters, and anywhere else the youngsters gather.

CATCHLINES:

A Murder, Intended to Stop a Clue to Counterfeiters, Leads to Them.

Queer Money Leads Renfrew of the Mounties on a Queer Adventure in the North Woods.

SELLING ANGLES: **"Mr. Washington Goes to Town"**

The top names to feature are Miller and Manton Moreland, who are favorites among Negro audiences. In houses not ordinarily booking this type of feature, guarantee it as one of the most novel films of the year. Center exploitation efforts in the local Harlem district and take advertising in Negro newspapers. Distribute posters and heralds in popular Negro gathering spots. In white houses, hold a "blackface" contest with prizes to those appearing in the best makeup.

CATCHLINES:

Side-Splitting Comedy . . . As Only Colored Folks Can Turn It Out.

The First All-Negro Comedy Ever Made . . . A Laugh Riot From Start to Finish.

SELLING ANGLES: **"Tear Gas Squad"**

Concentrate heavily on the up-and-coming acting and singing talents of Dennis Morgan. This newcomer has possibilities. His personality and the way in which he acquits himself in this item bear that out. The other members of the cast should be exploited in tune with their cast listing. A "must" for putting this one over should be participation with local police. The police school angle should be played up heavily. In any case, offer it as solid entertainment value.

CATCHLINES:

A Girl Put Him on the Force . . . But It Took a Murder to Make a Policeman of Him.

A Police School Provided Him With Singing Lessons. A Singing Cop Taught the Underworld a Lesson.

SELLING ANGLES: **"So This Is London"**

English comedies are funny, provided the proper audiences view them. By that is meant this one should be played for best results to a clientele that is more informed about English subtlety than the ordinary audience. It is based on a London stage play that was something of a hit. George Sanders and Berton Churchill are the only players familiar here. It is the same comedy that George M. Cohan played in this country. Drayton and Hare are quite the cutups. The pressbook has a few interesting stunts worth trying out.

CATCHLINES:

Blondes That Walk in Their Sleep . . . Peers That Show Off—And Get Shown Up.

Vitamin Kings Supercharged on Their Own Product . . . It's Fun, Fun, Fun!

SELLING ANGLES: **"Young Buffalo Bill"**

In addition to bringing this film to the attention of adult western fans, the exhibitor would do well to concentrate a heavy barrage of exploitation at juvenile audiences. Tie up with music stills as outlined in the pressbook. The Dixie Cup company also has a Rogers angle. There are fan photos for giveaways. A Roy Rogers toy pistol has contest possibilities. In this category there also is a Roy Rogers holster set, autographed by the actor. Capitalize on Chief Thundercloud's "Lone Ranger" reputation.

CATCHLINES:

America's Greatest Rangeland Scout Playing a Lone Hand Against a Ruthless Crime Syndicate.

A Great Western Star in Another Great Role.

SELLING ANGLES: **"Irene"**

Starring credits should be awarded Anna Neagle and Ray Milland, with Roland Young listed in support. Plug the songs, including "Alice Blue Gown" and "Irene," with music dealers, radio stations and dance bands. The "Alice Blue Gown" motif—one of the best-known musical comedy songs—suggests a fashion-show tieup with a modiste, staged in your theatre. Award prizes for the best-designed "Alice Blue gowns" turned out by housewives and other non-professional designers.

CATCHLINES:

It's Gay . . . It's Lilting . . . It Will Charm You With Its Music, Its Romance and Its Delightful Star, Anna Neagle.

America's Most Successful Musical Comedy Becomes a Vivacious Piece of Screen Entertainment.

SELLING ANGLES: **"Two Girls on Broadway"**

Sell Lana Turner and George Murphy as a new romantic co-starring team. Joan Blondell's name also should be given marquee and advertising prominence. The two song numbers contained in the film should be plugged with music stores, local dance bands and radio stations. Tie up with a newspaper on a contest wherein patrons compile lists of film or song titles with the word "Broadway" in them—the longest winning free tickets to the show. Have two girls parade the streets carrying suitcases labeled: "Broadway Bound."

CATCHLINES:

It's Toe-Tingling, Heart-Warming Romance . . . As Big and Gay as Broadway.

All the Glitter and Glamour of the Gay White Way . . . In a Merry Musical Romance.

SELLING ANGLES: **"The Saint Takes Over"**

Tie in with bookstores and rental libraries on the widely-read "Saint" novels by Leslie Charteris. Arrange for displays of them studded with stills from the picture. Give the marquee credits to George Sanders and Wendy Barrie. Prepare a lobby centerpiece in which the "Saint" is surrounded by other rascals of fiction and film—Bulldog Drummond, Raffles, the Lone Wolf, etc. Prepare mailing pieces as mimeographed "warnings," signed by the "Saint," telling patrons to appear at the theatre when the picture opens.

CATCHLINES:

Fiction's Famous Phantom . . . Who Laughed at the Law and Dealt Out His Own Justice . . . Returns in the Year's Thrill Special.

That Devil-May-Care Desperado . . . The Saint . . . Comes Back in His Most Thrilling Adventure.

Short Subject Reviews

Tomorrow's Stars

Columbia (World of Sports) 10 *Mins.*

Here is a good baseball short for the exhibitor to exploit. It contains a great deal of informative material about the proper way to play each position and should appeal to the followers of the sport. The action takes place at Joe Stripp's baseball school in Orlando, Fla. Members of the faculty are such diamond notables as Joe Tinker, Eddie Miller, Don Padgett, Jimmy Jordan and Bob Weiland. Stanley Frank's narration has an authoritative ring to it.

Court Favorites

RKO Pathe (Sportscope) 10 *Mins.*

Here is a reel that will make a definite contribution to the theatre's business if the exhibitor gets behind it with a little exploitation. It concerns tennis technique, and the men who know it appear in the footage. The photography doesn't miss a trick. The cast consists of Vincent Richards, Bill Tilden and Karel Kozeluh, a Czech expert. Thousands of tennis players ought to flock to see it.

Air Army

RKO Pathe (Reelism) 9 *Mins.*

Condensed into this short reel is some of the finest flying photography yet to come out of cameras. It is tinged with air force propaganda, but thrillingly presented. Highlights are machine gun practice, bombing, combat tactics and the like, in addition to construction material. Fast moving and flag waving, its best points are in the camera work.

Information Please, No. 9

RKO Pathe 11 *Mins.*

Elmer Davis is the guest in this number. On hand as usual are Kieran, Adams, Levant and Fadiman. The queries range from identifying such games as "London Bridge" to charades. Highlight of the questions is the correct arrangement of juxtaposed countries on a map of southern Europe. It is good stuff.

Practice Makes Perfect

Columbia (Fable Cartoon) 6 *Mins.*

Nothing new, nothing to get excited about. Just a standard production item. Animated figures go through a series of cartoon situations. Scrappy, attempting to practice at the piano, is annoyed by his young brother. He chases him all over the house and lot and they run the gamut from the piano's interior to the washing machine.

Going Places

Universal (No. 74) 9 *Mins.*

Barbados, one of the British islands in the Caribbean, is the subject of this reel. It is a quiet and attractive place. The best shots are those dealing with the landscapes.

The Greyhound and the Rabbit

Columbia (Color Rhapsody) 7½ *Mins.*

A number of clever twists in the concoction of this cartoon give it quite a bit on the credit side insofar as entertainment goes. The narration, gagged to the hilt, helps out with laughs. Action offers the running of a dogtrack race with hounds caricatured and the rabbit a bit of a wise guy. Running through the animation there is a screwball pup that has his daffy moment at the conclusion.

The Hidden Master

M-G-M (Passing Parade) 10 *Mins.*

John Nesbitt cites three episodes in the lives of different people to show how luck played an important part, although the odds are against it ever happening again. The famous Clive of India, when a clerk, attempted to kill himself. Twice he pressed the trigger, and each time the gun failed to fire. A friend came with a bit of news which later led him on the road to fame. The discovery of the X-ray was another important happening attributed to chance. Finally, Nesbitt tells how a wrong phone number saved a family of four from asphixiation.

Design for Happiness

FHA-RKO Pathe 11 *Mins.*

In fine Technicolor, this tells how average man, Bob Martin, earning $25 weekly, starts a comfortable home on the FHA plan. The documentary scenes are well narrated by Lowell Thomas and the how and why of the setup are explained so all interested can understand. The reel may be had without charge upon application at the local FHA office. It is a free item that the exhibitor might well play as a duty to his patrons.

"Medico"

M-G-M (Passing Parade) 10 *Mins.*

How a new distress signal, "M-E-D-I-C-O," developed is the interesting theme of John Nesbitt's reel. When "M-E-D-I-C-O" is flashed on the wireless, it has precedence over all signals except "S.O.S." Nesbitt dramatizes an actual occurrence of how a captain of a small freighter delivered a premature child, following instructions by wireless.

Screen Snapshots 19-6

Columbia (Seeing Hollywood) 10 *Mins.*

Film folk at their sportive diversions is the keynote of this issue. They run a baseball club, shoot golf, look at monkeys, visit the local amusement park and watch a diving exhibition. Buster Keaton appears at various moments in addition to the large collection of other players. Usual fan fodder.

Stranger Than Fiction

Universal (No. 74) 9 *Mins.*

More facts of a bizarre nature are collected for the latest issue. Highlight of the reel is a clip on the oldest drug store in the U. S. Others are a man who preserves baby shoes; a woman who makes all kinds of baskets; a mechanic who has built a miniature steam shovel, and an armless artist.

The New Pupil

M-G-M (Our Gang) 11 *Mins.*

Antics of this talented juvenile group will have little appeal outside of the matinee trade. The story is one of feminine revenge on Spanky and Alfalfa for having jilted Darla for the new pupil, Juanita Quigley, a youngster with a winning personality. May McAvoy, charming as ever, is glimpsed for a too brief moment as the new pupil's mother.

Going Places

Universal (No. 75) 10 *Mins.*

On the edge of Death Valley, there is a popular resort. What the subject reveals is that Death Valley, lowest spot in the western hemisphere, is a mecca for sightseers. There, many unusual and wild scenes of natures attract the visitors. There is also a peek at "Death Valley Scotty" and his fabulous desert castle.

Stranger Than Fiction

Universal (No. 75) 9 *Mins.*

In this, there is a university professor who collects tribal masks, a Maryland touring place for geese, a graveyard for race horses, a rather clever canary, a man who collects pencils for a hobby and a clip of the salmon climbing the Bonneville Dam. The reel contains average audience interest.

Sitka and Juneau

M-G-M (FitzPatrick Traveltalk) 9 *Mins.*

Views of Sitka and Juneau, the old and new capital of Alaska, are hardly satisfying as a travelogue. The United States' far-flung territory is a country of magnificent landscapes and rugged terrain. There is only a suggestion of those features, with most of the shots confined to the urban spots.

Calling on Colombia

M-G-M 8 *Mins.*

James FitzPatrick's visit to Colombia is an undistinguished travelogue. The cities of Barranquilla and Cartagena are the subjects. Both appear to be uninteresting places with little to recommend them.

The public says:

"Thank you for keeping his memory alive. You who take part in this glorious enterprise do honor to a beloved American and win the respect and gratitude of your theatre patrons."





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3— PROCEEDS TO CHARITY
For the benefit of the Will Rogers Memorial Hospital, Saranac Lake, N. Y., and for other hospital, charitable and educational purposes. And for the aid of local institutions specializing in the care of handicapped children. **Note!** The Will Rogers Memorial Hospital is open to anyone actively engaged in the motion picture industry afflicted with tuberculosis.





BETTE DAVIS (*Warner's*) — KAY KYSER (*R.K.O.*) — JUDY GARLAND (*M-G-M*)

THESE STARS APPEAR IN THE SHORT SUBJECT "IF I FORGET YOU"

(Theme Song "If I Forget You" Lyrics and Music by Irving Caesar)

WILL ROGERS NATIONAL THEATRE WEEK

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CHARLOTTE	Robert J. Ingram, Columbia
CHICAGO	T. R. Gilliam, Warner Bros.
CINCINNATI	Edwin Booth, Metro
CLEVELAND	Frank D. Drew, Metro
DALLAS	L. W. McClintock, Paramount
DENVER	H. A. Friedel, Metro
DES MOINES	R. M. Copeland, Paramount
DETROIT	Lester Sturm, Fox
INDIANAPOLIS	George T. Landis, Fox
KANSAS CITY	William E. Truog, United Artists
LOS ANGELES	Clayton T. Lynch, Metro
MEMPHIS	James Rogers, Columbia
MILWAUKEE	Arthur N. Schmitz, RKO
MINNEAPOLIS	C. K. Olson, Warner Bros.
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SAN FRANCISCO	Barney Rose, Unive
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The MODERN THEATRE



APRIL 27, 1940

. . FLOOR COVERINGS



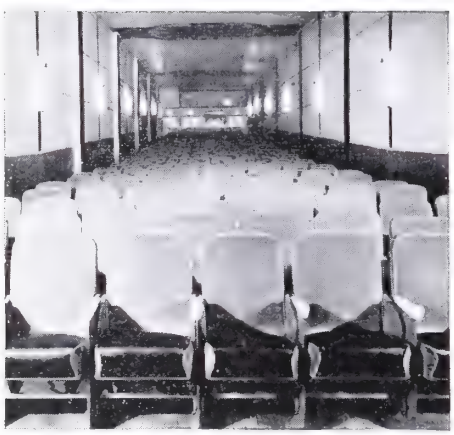
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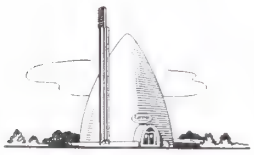


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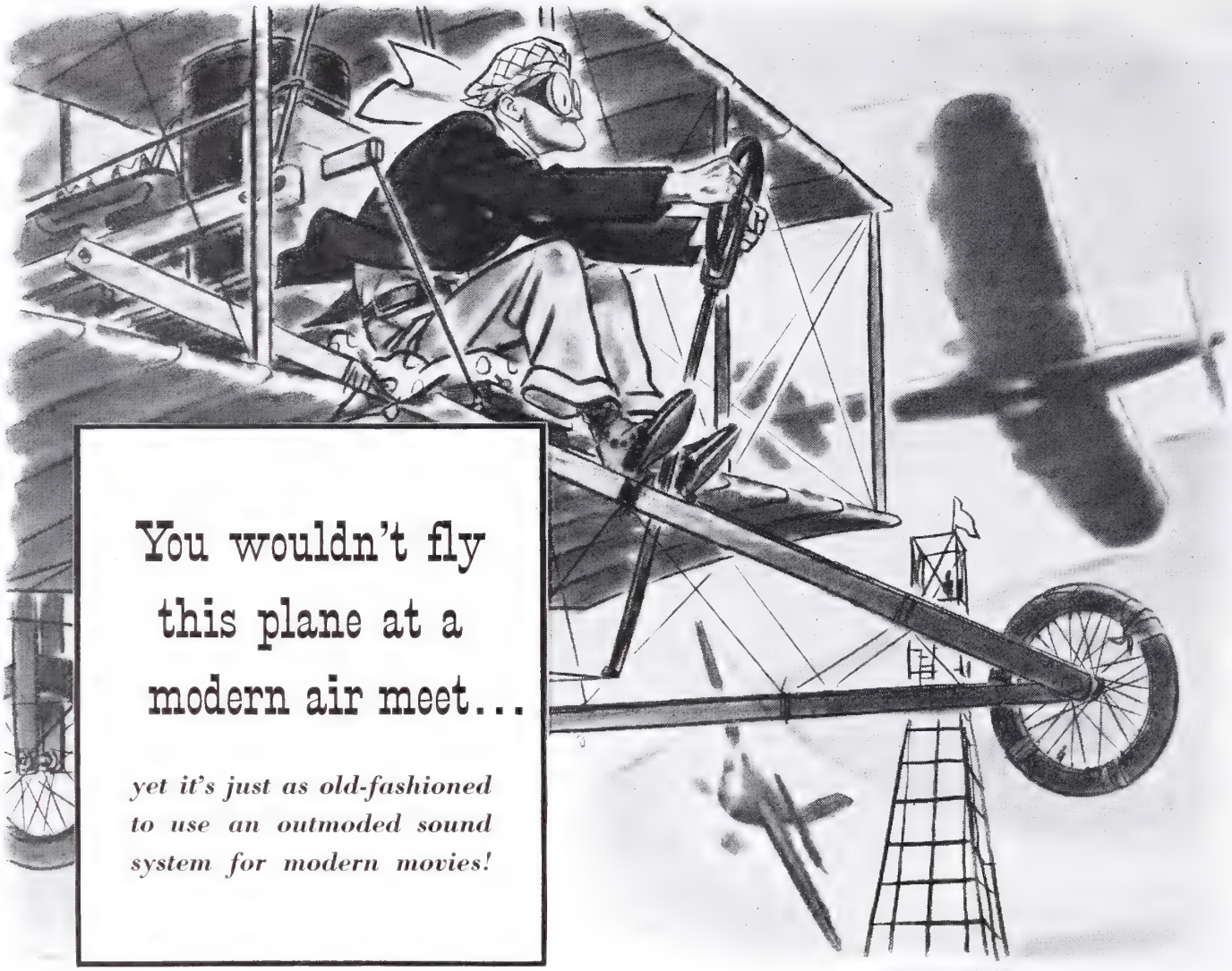


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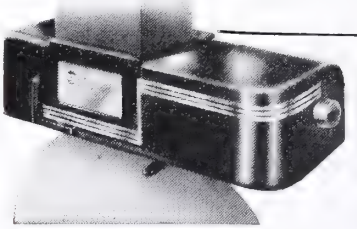
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The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

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Look Out for a Relapse in the Wake of "The Wind"

That devil-may-care attitude toward things in general, which sets showmen apart from their countrymen commercially, can hardly be more accurately expressed than in a letter we received from a Northern Missouri exhibitor last month. Among other things he had to say was this:

> "Business through this section the past three months has been terrible. Exhibitors and salesmen alike state it is the worst in twenty-odd years; but with the profits we are now making with 'Gone With the Wind'—what the hell do we care about business?"

Exhibitors who somehow just manage to make the grade from one good picture to another (and there's often a good sized gap between) are like that. They give not a hoot for House Appeal or anything else as long as they can have good pictures. They admit it frankly.

Currently, the Technicolored epic of the Ol' South is standing the public in line and figuratively on its ear. It has given thousands of our former but now backslidden picture fans their first glimpse of the inside of a movie theatre in many a month.

Will the prodigals return again for anything less than another windfall? Perhaps they will, if they were sufficiently impressed with your hospitality and the appeal of your house.

When "G.W.T.W." has gone the way of all picture attractions and has given up its last precious driblet of profit to the boxoffice, there's liable to be a relapse.

In the famous words of one Carolina Governor to another, "It's a long time between, etc." Until another "big one" comes along, House Appeal alone can help you hurdle the chasm.

Toler

April 27, 1940

Fine THEATRE CARPETING *becomes a* CROWNING GLORY UNDERFOOT

A PARADOX is used in the preceding headline to present a new angle on the whys and wherefores of fine floor coverings in moving picture theatres. The thought we hope to convey is that floor coverings selected with care and kept in wholesome condition are indeed the crowning glory of a theatre, notwithstanding the fact that they are constantly underfoot.

The early conceivers of our movie theatres must surely have consoled themselves with the idea that theatre patrons "ever look up and never down," else there would have been more attention paid to the provision and maintenance of House Appeal underfoot.

If one were to recall the decorative details of our *palais royales* of the past—even the recent past—they can be remembered for their unusual spectacularity overhead—and "overhead" is quite the proper word to use. It is not difficult to recall the planetaria effects that used to flit across the huge domes of some of our most effete cinemas. And how we craned our necks to trail the fleecy clouds and count the twinkling stars in these architecturally inspired firmaments. God only knows why or how we patrons endured it. And we didn't very long.

An Important Discovery

Some smart exhibitor put an end to the foolish neck-craning decorative technique, perhaps by the simple discovery that movie patrons do occasionally glance floorward; that being their natural bent. So today we're actually walking on one of the most important decorative motives that a modern theatre can have. The decorative axis in theatres has moved downward, from top to bottom, where it really belongs, and fine carpets have become a crowning glory underfoot.

Finer floor coverings too have extended their influence to other functional furnishings in the lower down areas of our theatres. Time was when colorfully upholstered seats with artistic end standards and aisle lights were given as little thought and attention as the floors themselves. Probably by contrast carpets created this marked reversal.

The sudden need for acoustical correction in picture theatres, of course, forced the floor covering issue and should be credited with having brought the decorative axis down to normal eye levels. But some of the first theatre carpets were horrible examples of the rug stylists' art. They fairly shouted for attention during their short but noisy existence, throughout which they served their purpose well only as sound absorbents. But they also served to impress their owners with the fact that cheap carpets are just about the most unprofitable investment a theatre owner can make.

Today, and most fortunately for the film showing fraternity, there is less fiddling around with the floor covering problem. Carpet mills are designing and weaving patterns especially for theatres and coordinating their creations with the new architectural format and decorative effects of the modern theatre. But beauty and harmony of pattern are not by any means the only consideration. Wearability under severe traffic conditions of the theatre is being determined in advance through exhaustive tests. Colorings similarly are submitted to rigid laboratory inspection along with the raw materials that enter into the warp and woof of the new Crowning Glory.



The beauty of modern theatre carpet expresses itself in semi-darkness through the influence of fluorescence woven into the fabric and activated by "black lighting." (Photo courtesy Alexander Smith & Sons Carpet Co.)

Adds the Finishing Touch

Fine floor covering has done much to create House Appeal in American theatres. It has provided the initial inspiration in most instances and as well the final touch needed to climax many a delightful decorative job. And withal, it has served to correct a misapprehension among theatre men that "anything is good enough for theatre patrons to walk on."

At the Spring Carpet Openings held early this year, an annual event partici-



The predominating effect of fine floor covering on the modern decorative scheme is well expressed in this view of the foyer in the recently modernized Martina's new Empire Theatre in Syracuse, N. Y. (Photo courtesy M. J. DeAngelis, architect.)

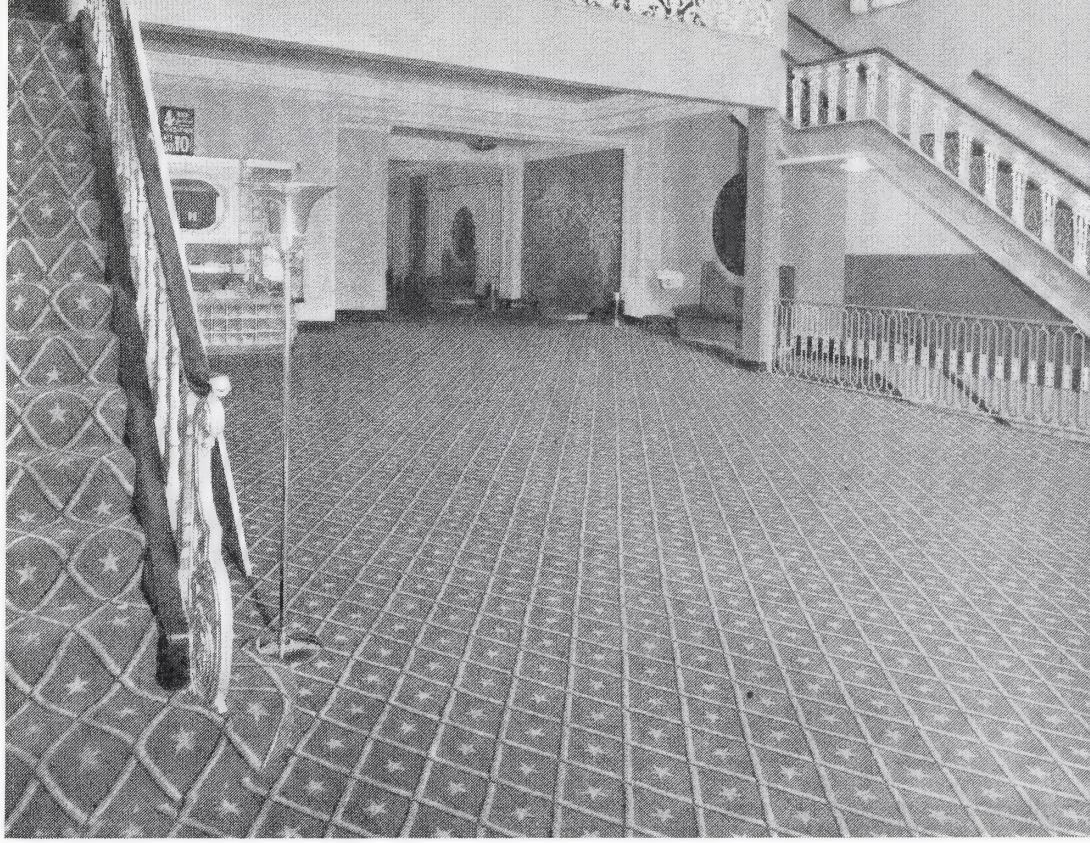
pated in by the leading carpet producers, an unusually large number of new theatre patterns was presented. Since then theatre carpet buying has been brisk and significantly larger areas of floor space in theatres are being covered than ever before. Carpeting formerly confined to foyers, lounges and aisle spaces is threatening an invasion of the entire theatre.

Lighting recently has begun to play a most important role in the application of theatre carpeting. Whether carpets have aroused new interest in corrective illumination, or conversely, the fact remains that there is now a closer affinity between these two elements of theatre outfitting than ever existed before. Correctly applied lighting is bringing out the beauty of carpets and enhancing this feature attraction underfoot.

The new fluorescent (Mazda) lamps and their facility in effecting color changes in both subdued and directed illumination have given the theatre carpet a chance to exercise its glamour. Aisle lighting in various forms and down lighting directly and indirectly is being done to capitalize the theatre carpet investment.

Fluorescent Floor Covering

Quite recently a method of permanently introducing fluorescence into the fabric of theatre carpets and activating it with ultra-violet or so-called "black light" has been tried out experimentally in a number of theatres and the results are said to have been quite gratifying. One of the leading carpet mills has given marked credence to the fluorescent carpet idea by going into the production of it. A selection of special theatre carpet patterns is now available in which fluorescent dyestuffs are woven into the pattern. Illuminated with "black light" through special equipment designed by lighting engineers, the aisle carpet glows softly in the semi-darkness of the auditorium during the picture performance and thus serves as a new directional device for traffic. While the effect is still somewhat in the nature of a practical novelty, nevertheless it indicates the current trend of thought and development toward smart theatre floor decorations.



This view of the broadly carpeted lobby and staircases of the Palace Theatre in Chicago likewise expresses the extent to which fine carpeting has become the crowning glory underfoot. (Photo courtesy Mohawk Carpet Mills, Inc.)

Hardly less indicative of the trend is the care which theatre owners now exercise in the selection of carpets. Where formerly price and pattern were the sole prerequisites of selection, the question of how long the carpet will wear and retain its appearance are matters of acute concern with the purchasers. And carpet customers are now more than ever concerned with the manner of installation, i.e., what goes under the carpet.

Through the school of experience heretofore mentioned, theatre men have learned that good carpet lining, although a concealed factor, has a lot to do with the longevity of service as well as the good looks of a theatre carpet. The lesson applies alike to the most expensive, the medium-priced and the cut-rate carpet. All are dependent to a marked degree upon the quality of material that supports them under the strain of severe usage. Weakness in a carpet lining soon asserts itself on the surface of any carpet as most every theatre owner knows who has tried to effect a saving "where it doesn't show."

Beauty Being Preserved

Another encouraging phase of observation is the manner in which floor coverings are being cared for in most of our theatres. Maintenance of his carpets now claims first attention of the manager of the modern theatre, who insists upon a routine of effective cleaning measures and methods which are not injurious to fabrics. Special vacuum equipment designed expressly for the demands of theatre carpet cleaning have displaced the common household variety of vacuum cleaners in most theatres. Methods are being employed to keep carpet destroying grit and grime outdoors, the most popular of which is the removable rubber link mat for the outer lobby. These colorful mats are a comely floor covering feature in themselves.

Quite truly it may now be said that theatre carpeting has thrown off its once rather dubious claim to recognition as an expensive and quite dispensable luxury and is now asserting its well-established position as a foundation for greater house attraction. In this important respect it is being found most resourceful.

Cover Illustration

To walk upon beauty is a privilege enjoyed by prince and pauper alike, and a pleasure immensely appreciated by moving picture patrons. Therein lies the magic effect of fine carpeting and nowhere is it more aptly and usefully applied than in the theatre, where people congregate for pleasure and the sole purpose of being entertained. As a feature adornment underfoot, fine carpet sets the mood for enjoyment and does much to stimulate the desire for entertainment . . . The picture here presented through the courtesy of Alexander Smith & Sons Carpet Company shows how science has stepped-up the glamour of theatre carpet through the introduction of fluorescent dye-stuffs and the application of ultra-violet lighting which brings out the beauty of pattern and serves safely to direct the steps of patrons in the semi-darkness of the theatre while the picture is showing.

Good Carpet Cushion Adds Years of Wear

A good grade of carpet padding is known to prolong the life of carpeting many times beyond the normal expectancy when laid without this added protection. Regardless of whether the carpeting is of highest quality, this springy cushion beneath it will add to the carpet's years of use and will also enhance its beauty and the feeling of luxuriousness underfoot.

Where carpets and rugs are subjected to unusually severe wear conditions, such as when laid on concrete and marble floors or on stairs, the use of rug cushion is especially indicated. In all cases the condition of the floor is important. Rough and uneven floors and those with spaces between boards or with raised parts, such as door sills, are a frequent cause of severe localized wear.

It is recommended that especially with fabrics of light weight or open construction, rug cushions which have a raised design on one side be laid with the design side down and the smooth side up.

Theatre patrons become accustomed to modern seating comfort in fine home furnishings and comfortably upholstered automobiles. They expect no less of theatre seating, and modern theatre chairs will not let them down in this respect.

Another EPIC OF SUCCESS *from out in* THE SHORT-GRASS COUNTRY



MRS. GEORGIA O. RASLEY
Exhibitor

AN APPROPRIATE and altogether decisive refutation of the oft-heard defeatist complaint that picture show business in small towns is too unprofitable to permit indulgence in House Appeal is to be found in the facts herein about to be related.

Up near the northern border of Nebraska and a bit too close to the dust bowl area, where drought and agricultural disaster add to the general uncertainties of business all too frequently, there's a town, county seat of Holt County, with an Irish name. O'Neill, Nebraska's new census will probably give it a population of something less than 2,500 inhabitants.

But O'Neill has a modern theatre and it's a beauty. The Royal, recently remodeled in the strictly prevailing manner, should provide an effective antidote to the investment timidities of showmanship in small towns and secondary locations. Yet far more important than the project itself is the power and spark of personality behind it.

The Royal Theatre is owned and operated by a woman—a clever business woman with a charming personality—according to a special write-up in the local press which appeared coincidentally with the reopening of her new theatre and from which we quote the following quite literally.

A LOCAL LAUDATION

Perhaps her English great grandmother, one of the Lloyds of London, is responsible, or perchance her paternal Pennsylvania Dutch ancestors should get credit for the financial genius, business shrewdness and administrative ability that have carried Georgia Rasley, owner of the Royal Theatre, through nineteen years of depression, drought, grasshoppers and other post-war pestilence, but we choose to believe it was optimism.

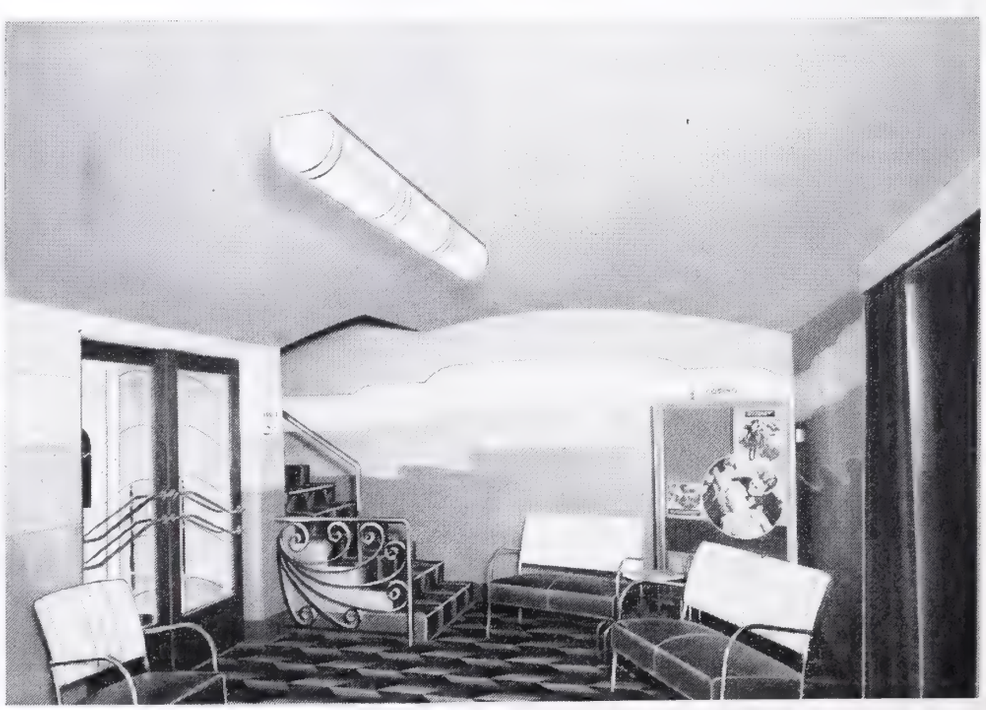
The smiling courage inherited from her maternal Irish grandmother must have directed her to O'Neill in the first place and certainly optimism must have kept her there valiantly serving the community and proving to the world that despite any depression, any drought, any scourge, a worker, a believer, a show-woman with the will to conquer will succeed.

Success stories are common even in these hard bitten days. Women pretty generally have proved themselves real victors in the battle every midwest community and almost every rural community has had to endure the past several years and it is because Georgia Rasley is a type, a symbol of the successful woman administrator that we salute her at the reopening of the new and up-to-the-minute show house. Her ingenuity, stick-to-itiveness, thrift and firm faith in Nebraska and in the city of O'Neill have made it possible.

The new theatre is just another proof of Mrs. Rasley's method of building success. The cost of the remodeling and the new furnishings totals close to $20,000.00. The new theatre has seating room for 420 persons, modern comfortable rest rooms and lounges, fully carpeted and with fine upholstered seats, a lovely mezzanine and an ultra-modern front with most of the

The Royal's new front is but one of its many impelling attractions, all of which express the personality of management. At right—The Royal lobby, in which the chief points of House Appeal are panelled walls and a segmented ceiling, an indirect lighting fixture, chromium stair rails and exquisitely carpeted floors.



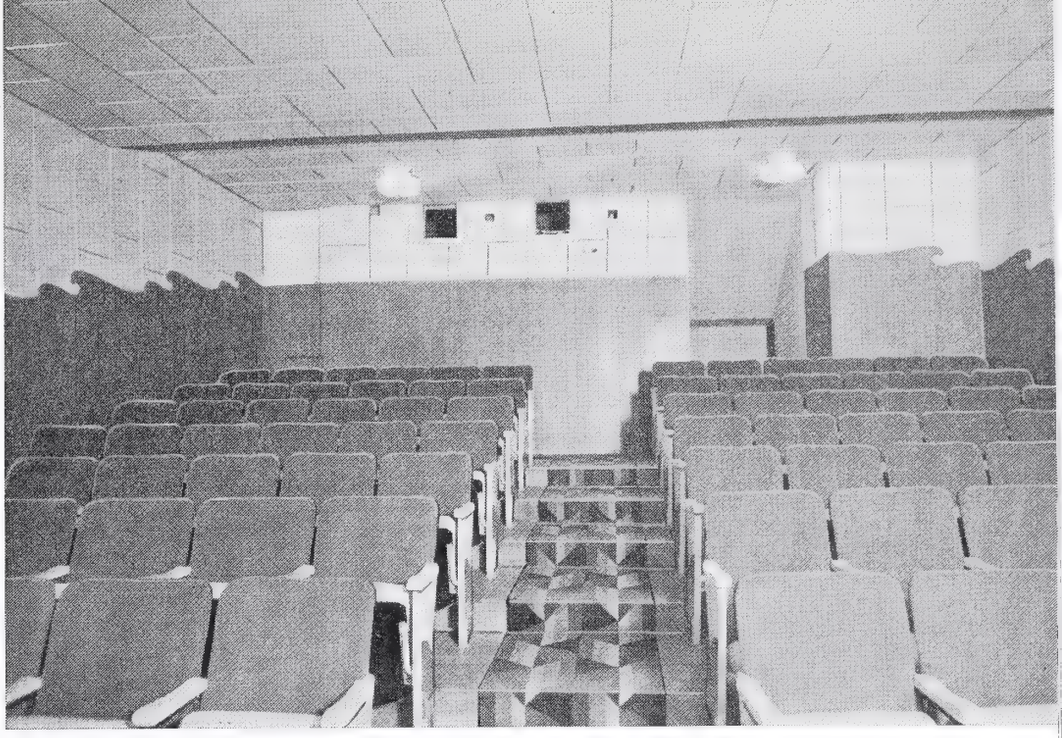


materials purchased in O'Neill and local labor employed to do the work. Is it any wonder the whole town and countryside acclaims the owner of the Royal a successful business woman who builds her business by keeping not only abreast, but ahead of the times?

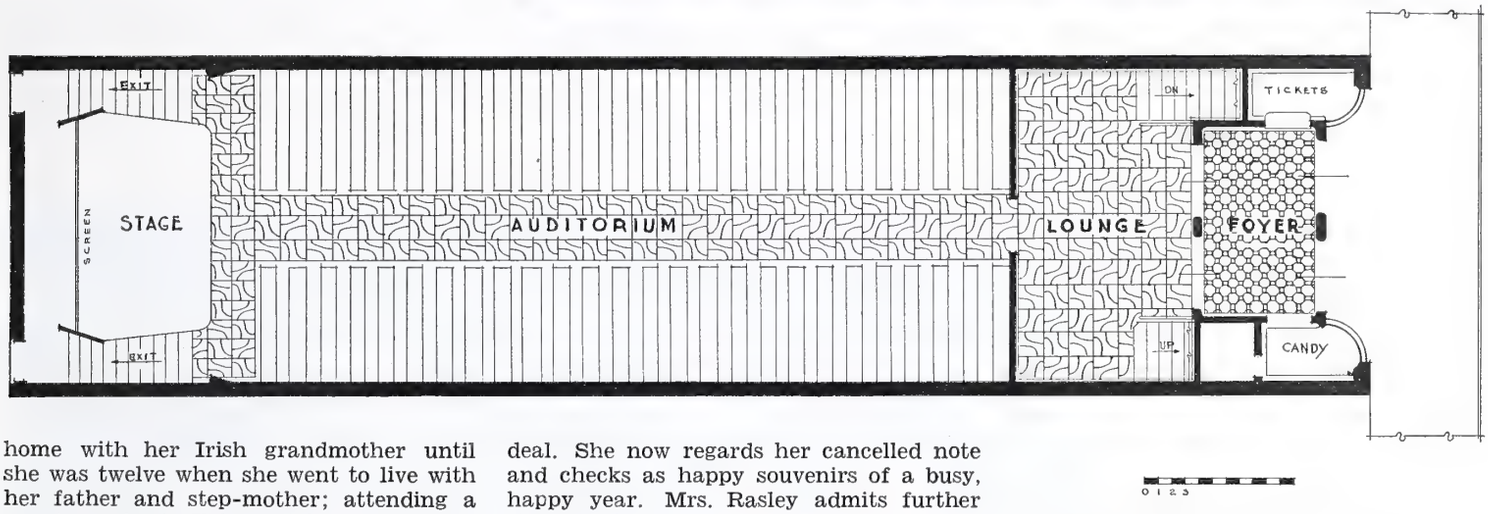
A Red Head—Nough Sed!

"Born a red head . . .," well, you know the rest. It just couldn't be otherwise with the Irish and the Dutch and a Lloyds-of-London great grandmother for good measure. Yet the little lady lays no claim to having been born in a log cabin or even a sod house. She was born on a farm among the tall corn fields of Tabor, Iowa.

Georgia Rasley's mother died when she was but three years old and she made her



A close-up of the balcony section in the Royal's new auditorium, showing comfortable seating and details of decorative scheme. Below—Floor plan of the remodeled project.



home with her Irish grandmother until she was twelve when she went to live with her father and step-mother; attending a country school, Tabor High School, then Tabor College, working to pay for her education. Unhappy at home, she married quite young in order to secure a home of her own, and her two babies were born just thirteen months apart. When the children were three and four years of age, she placed them in a convent school at Humphrey and took a traveling position with the Goodrich Drug Company of Omaha, at which she was most successful. She kept the children in Catholic schools, giving both excellent educations and while she admits the Big Black Wolf often took up vigil quite close to her door, he never quite managed to get inside.

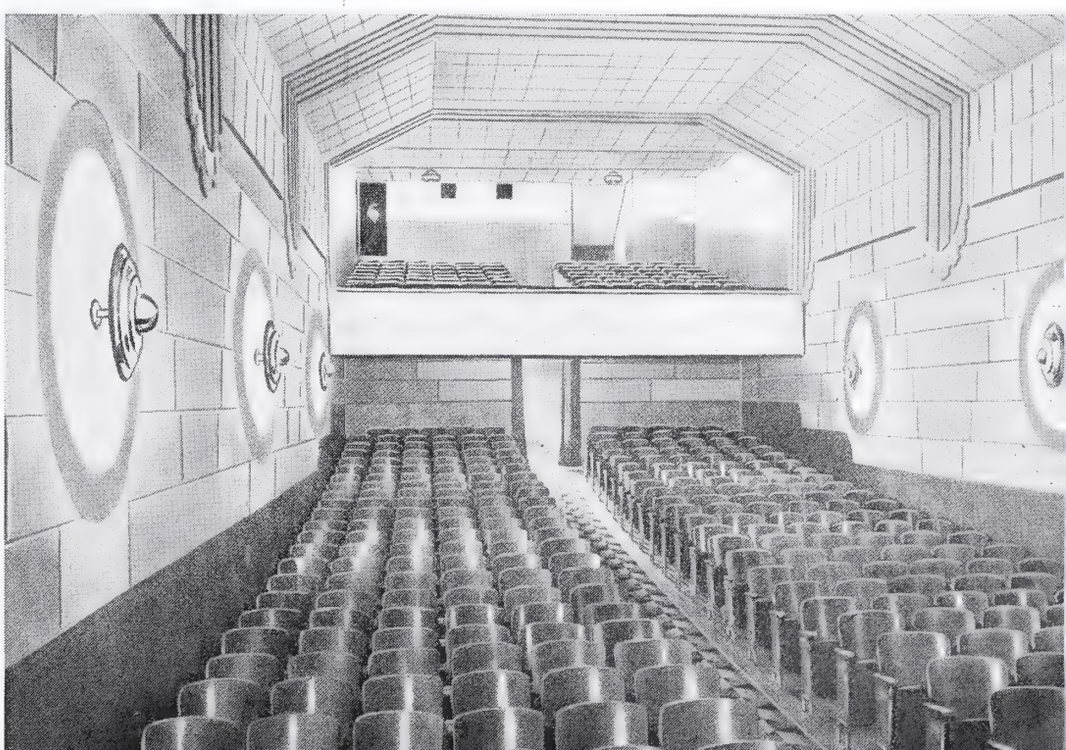
In 1917, she bought her first theatre, the Lyric at Norfolk, and frankly admits she borrowed the money to put over the deal. She now regards her cancelled note and checks as happy souvenirs of a busy, happy year. Mrs. Rasley admits further that she knew nothing about the moving picture business at the time, but she did know three persons had to eat and live and to do that, she had to make a success of the job at hand.

Movie Consciousness Created

Mrs. Rasley loves beauty and fineness, naturally. She refused to have anything

(Continued on page 77)

The Royal's auditorium looking rearward to the balcony, showing effects of modern interior finish materials and other functional furnishings for maximum comfort of movie patrons.



IDENTIFICATION

ARCHITECT: Edward J. Sessinghaus.
CARPET: Thos. Leedom Company.
COOLING: The Ballantyne Company.
ENGINEERING: The Ballantyne Company.
LOUNGE FURNITURE: Royal Metal Mfg. Co.
MARQUEE: Star Neon Company.
PROJECTION: The Ballantyne Company.
SEATING: General Seating Company.
SOUND: The Ballantyne Company.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

In these MODERN SHOWPLACES *there's* AN ANSWER TO A PROBLEM

By ***Helen Kent***

ONE OF the things which built the movie-going habit and raised it to its never-to-be-forgotten peak—way back in the gay nineteen-twenties—was the splendor and magnificence of the many theatres erected at that time. Pictures weren't exactly superior in those days—indeed they'd hardly pass muster today—and yet a movie-going habit was formed that has hardly been equalled since.

It must have been the show places which had such a salutary effect on entertainment-seekers. Many people must have flocked to moving picture theatres for the pleasure they found in the gala environment provided. Here was something more magnificent than anything known before to large masses of humanity for whom the movies were and are still practically the only means of inexpensive entertainment available outside of radio in the home.

It's now fairly obvious that each new picture palace erected in those unprecedented days was assured an immediate following, week after week, by this public which sought a means of escape from a duller everyday world. They liked the lavishness—and the more they liked it the more smart showmen gave it to them. It was a merry circle of events, with the public paying and paying and the theatre industry building more and finer show places—but only for a while.

THE DISILLUSIONMENT

Then suddenly came boredom. The public discovered that their heroes, the showmen, were beginning to lay down on the job. They weren't keeping up with the Joneses. More and more, exhibitors were resting on their laurels and letting pictures do the whole job. That wasn't exactly fair to the supporters of this moving picture industry who still wanted newness and novelty. They could see pictures anywhere; in grind shops and dilapidated penny arcades if they wanted. But they had shown a preference for finer theatres and they still felt justified in favoring the finest.

Nevertheless, here were their dream palaces becoming dingy. This was in the early thirties. And no more palaces were being erected to intrigue their fancy anew. Showmen were relaxing their hold upon public imagination and taking refuge behind depression-born economy propaganda.



Day and night views of the new Alabama Theatre in Houston, Tex., emphasize the jewel-like beauty of a truly modern structure. The combination of showy modern materials, well directed lighting and ample but not overdone advertising display, with a unique accessory in the changeable street sign, provide a magnet that cannot well be avoided by potential patrons.

It was the showmen who were making a luxury of entertainment.

When the theatres became dull, dusty and lifeless, the public learned to get along without entertainment, feeling they were not really being transported beyond their worldly cares by an environment that was hardly less drab than that in which they lived and worked. And so—what had been a habit to millions of people—movie-going regularly—became a much less frequent occasion in the lives of many and a downright luxury to those who eliminated this form of entertainment entirely, turning to radio, bridge parties and sporting events, since they could no longer find de-

sirable food for the imagination in moving pictures alone.

Theatre owners seemed to forget one of the principal points of showmanship—that the environment in which entertainment is presented can enhance or detract from the patrons' enjoyment of that which is presented. In spite of the fact that they had seen their theatre properties as important capital investments in the beginning, investments which had cultivated a movie-going habit in millions of people—a majority of theatre owners were letting their properties deteriorate and the public retaliated by losing that much vaunted habit.

Anent Changing Atmosphere

Instead of keeping their theatre properties in fine condition, redecorating frequently and changing the atmosphere occasionally, providing late and novel developments in the way of equipment and furnishings and generally intriguing patron interest, many supposed-to-be-good showmen placed the whole burden of ticket sales promotion upon the picture product. A highly risky practice and often productive of an unbalanced result at best.

Theatre owners began to talk of the "problems" of entertainment presentation. They were groping for solutions. If one picture wouldn't bring in the shekels, then give them two or three. And it worked for awhile. But then they had to give even more for the money so the premium idea was born and the lottery scheme was practiced. Each was eminently successful for a time—but non-habit-forming insofar as the desire for entertainment was concerned.

Then—Came the Dawn—about 1935, when some showmen evidently remembered what attractive properties had done for the business over a decade before. Or perhaps it was some of the new crop of theatre owners who were first to apply a bit of House Appeal to their properties. At any rate, the cycle was started again in many parts of the country and although awe inspiring "palaces" were not in order, many eye-catching new theatres and remodeling projects again began to intrigue the fancy of the public.

It still works. This wisest of all moves on the part of showmanship seems to be the only answer to the problem of making and holding patrons who will return again and again because the theatre itself is attractive and different from any environment they can find elsewhere. The banishment of dullness and boredom with the ordinary was the only move that could possibly recapture the movie-going habit for millions of people. If they went to the show occasionally for old times' sake, they would go frequently if given a magnetic atmosphere to hold their interest.



The attractive new River Oaks Theatre, also in Houston, illustrates House Appeal in all its phases. Beauty of design and construction for patron comfort and convenience, yet withal representing economy in the final result, make this theatre typical of the many which are now renewing the movie-going habit in millions of patrons.

The Inevitable Answer

The real answer to the *problem* was House Appeal. Just as in any other business, the products handled needed the assistance of the "house" in order to sell more readily. The strange part about the whole solution was that it had been tried before and found potent; but it was the last to be tried again simply because it was deemed more costly than make-shift remedies.

House attraction is a costly investment initially—but it is the only one which really pays worthwhile dividends and which builds upon itself. Modernization of theatre properties, whether it entails the erection of entirely new houses, the complete remodeling of antiquated ones or the simple renovation of out-moded furnishings, decoration and equipment, has proved to be the most powerful factor in promoting the movie-going habit.

But modern theatres are not costly when compared with their predecessors of the 1920s, wherein luxurious furnishings and equipment often ran into five and six figures. Modern structural materials and efficient theatre equipment now are most economic in scope and their greater simplicity and durability also recommend them more highly for the job at hand.

Exemplifying modernity in theatre construction and outfitting of the kind that promotes the movie-going habit among patrons who come once and then return again and again are two new theatres in Houston, Texas, owned and operated by Interstate Circuit, Inc. Both were recently completed by the well-known Texas firm of theatre architects, Pettigrew & Worley of Dallas, who are also members of the Advisory Board of The Modern Theatre Planning Institute.

The Alabama Theatre

The Alabama and River Oaks Theatres, pictured together in this instance since both so well illustrate the points involved, bespeak modernity in its every phase as applied to theatre properties and to today's pattern for structural showmanship. They are composed of the right proportions of modern design, exploitation value, structural beauty, operating economy and comfort and convenience for patrons, each of which holds its own importance in theatre property investment at the present time.

The Alabama Theatre, a 1,133-seat house located at Shepherd and Alabama streets in Houston, stands as a glowing, flood-lighted jewel in its surroundings. The building is set back from the street-line and is constructed almost entirely of white stucco. Its facade is formed of reeded porcelain enamel in graduating tones of rust, and porcelain enamel also forms the boxoffice and walls and ceiling of the entrance-way.

An unattached street sign with changeable attraction panels is an innovation. It is lighted with neon and forms a striking accessory to the marquee of the theatre. This marquee, in modified V-shape, extends the full width of the theatre. It is of porcelain enamel also, face lighted with neon and contains ample space for changeable silhouette letter copy with which to exploit the program presentations.

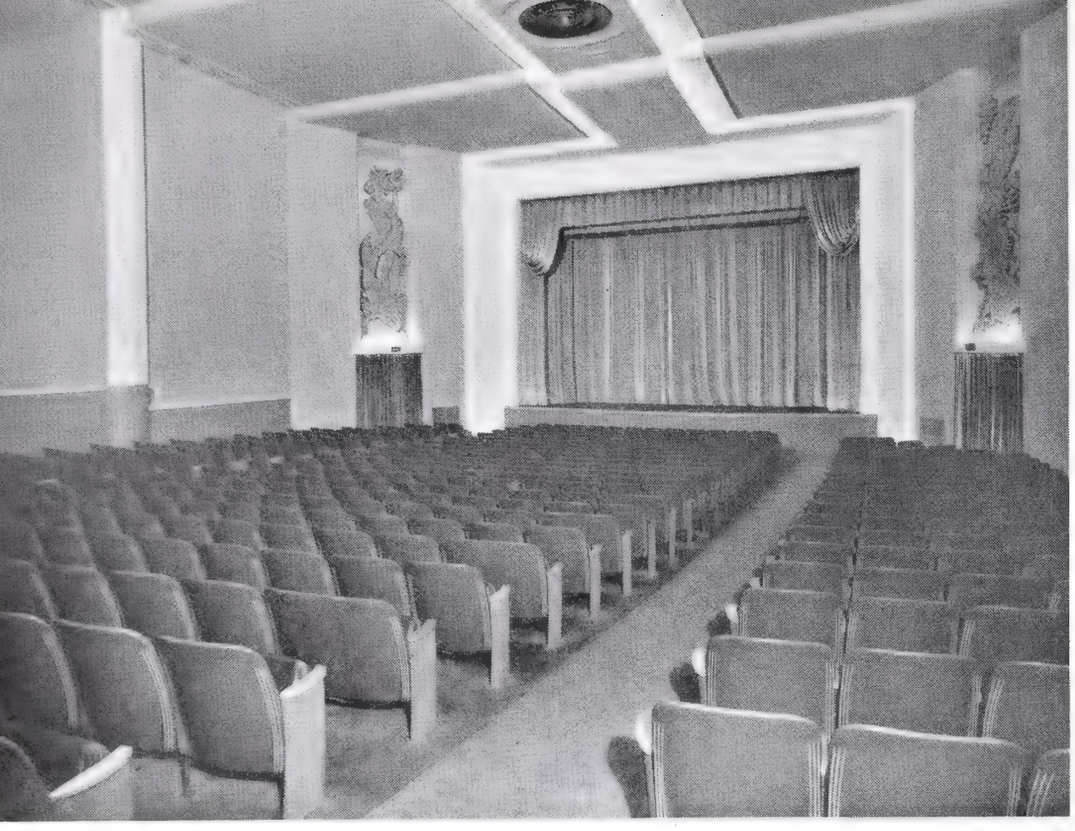
Within the Alabama Theatre, good taste in decoration and furnishing is instantly evident. Modern materials and furnishings have made effective all the attractions a modern theatre interior can offer to its patrons. Carpeting is lavish within this house and indirect lighting has spread its charm over the entire scheme. Walls of wood veneer within the foyer and

(Continued on following page)

IDENTIFICATION

Alabama Theatre

ARCHITECTS: Pettigrew & Worley.
CARPETS: Mohawk Carpet Mills, Inc.
COIN CHANGER: Brandt Automatic Cashier Co.
FRONT & DISPLAY: Texlite, Inc.
GENERAL CONTRACTOR: George P. O'Rourke Construction Co.
LIGHTING: Meletio Electric Supply Co.
PROJECTION: Brenkert Light Projection Co.
SEATING: International Seat Corp.
SOUND: RCA Photophone.
TICKET REGISTER: Ticket Issuing Machine Co.
Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.



Simplicity of modern decoration is well illustrated in this view of the auditorium of the River Oaks Theatre. Walls and ceiling are treated in acoustic plaster with modern stencil design and the entire scheme is glorified by indirect lighting from fluted columns at the sidewalls.

lounges and plenty of mirrored surfaces lend interest and simplicity to the decorative plan.

The auditorium is simply treated with a smooth plaster wainscot, fluted reeds of acoustic plaster painted in shades of blue and smooth plaster at the proscenium arch, where modern murals were executed on the splay walls at either side of the focal point of interest. Lighting in the auditorium is indirect from huge circular plaques on the side walls and ceiling in which neon tubes are used. Circular light coves in the standee area augment the illumination of this portion of the house.

Altogether, the Alabama Theatre is a perfect example of the modern community playhouse which may be relied upon to renew the movie-going habit among all its neighborhood patrons. They will make attendance at such a house a regular occurence. What's more, such a house can be expected to draw widely from surrounding areas where motion picture environment may not be so well adopted to modern times.

IDENTIFICATION

River Oaks Theatre

AIR CONDITIONING: Carrier Corp.
ARCHITECTS: Pettigrew & Worley.
CARPETS: Mohawk Carpet Mills, Inc.
GENERAL CONTRACTOR: Henger Construction Co.
PROJECTION & SOUND: Motiograph, Inc.
PROJECTION LAMPS: Brenkert Light Projection Co.
SEATING: American Seating Co.
SIGN LETTERS: Adler Sign Letter Co.
TICKET REGISTER: Ticket Issuing Machine Co.

Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.

The River Oaks Project

The River Oaks Theatre, a somewhat smaller house seating 1,000 patrons, likewise offers a striking answer to the aforementioned problem. It too shows the splendid uses to which modern materials have been put and its construction was accomplished quite economically as well.

The front has an all-over treatment in porcelain enamel in tones of rust and cream with an aluminum trimmed ticket booth to match. Poster cases also are formed of the same materials and are lighted by floodlights from above. A porcelain enamel marquee of wedge shape with three-line silhouette letter copy space is lighted with colored neon and its soffit is gleaming white studded with mazda lamps.

Modern bas relief statues illuminated from concealed sources at the base set the style for an interesting but simple decorative scheme in the River Oaks Theatre auditorium.



Inside the house, the foyer is interestingly treated with modern murals on the walls for a striking first impression. Luxurious carpet also covers the interior floor surfaces completely. A stairway to the mezzanine has aluminum trim and aluminum lighted handrails. Light coves around the ceiling of the foyer are equipped with neon.

The River Oaks auditorium offers beauty in the simplicity of its decoration. Smooth plaster wainscot, acoustic plaster walls and ceiling and a smooth plaster proscenium arch are set off merely by indirect lighting emanating from fluted columns in which are concealed troughs for neon tubing. This lighting effect is supplemented by combination air diffusing-illuminating fixtures in the ceiling and round plaster coves in the standee area.

Outstanding points of interest in the auditorium of this house are the large plaster bas relief statues at either side of the proscenium and above the exit doors. They are modern in effect and treatment and are lighted from below by concealed sources. Equally intriguing to patrons of the new house are the comfortable seats with which the house is equipped and which are located 34 inches apart back to back for greater convenience and comfort. Every other row is equipped with a double seat at the aisle, which has proved most popular with patrons as well as serving the functional effect of a staggered seating plan in the interest of better sight-lines.

The House Appeal illustrated by the Alabama and River Oaks Theatres can well be proclaimed the real answer to one of the most pressing problems now facing theatre operators. This answer has always attracted patronage and it always will, regardless of product, booking dates and exploitation. It's a balancing influence—and it is habit-forming in the lives of moving picture theatre patrons.

Comparing Values in Various Carpet Weaves

Woven floor coverings, in order of their price importance, are: Chenille, Wilton, Axminster, Velvet and Tapestry.

It must be remembered, however, that each type of weave has its own degrees of cost levels—that is, there are several grades of each type.

When comparing different grades of the same weave look first at the density or the number of tufts per square inch. This may be obtained by measuring off a square inch on the back and multiplying the number of divisions each way.

After comparing density, the analysis should cover the depth of pile, the size or ply of the yarn. In worsted Wilton fabrics the question of whether two- or three-shot construction has been used must be determined, as well as the number of frames.



● *To the left*, a glimpse of the SENATOR in Baltimore. This beautiful, modern house was designed for the F. H. DURKEE ENTERPRISES by Architect John J. Zink. 1,144 Heywood Streamline Chairs were installed. They were upholstered in a striking, colorful combination of Coral crushed mohair on the backs and jet Black Redo on the seats.

Again . . . DURKEE *Selects* HEYWOOD!

THE F. H. DURKEE ENTERPRISES OF BALTIMORE enjoys a national reputation for their alert, progressive operation and well appointed houses. These famous showmen *know* equipment; *know* construction; *know* style; know too, that comfort pays dividends at the box-office. That the Durkee organization should select Heywood Streamline Seating for so many of their theatres is a definite, tangible tribute to the quality, construction, and style of these swanky, comfortable chairs. May we tell you about them in detail?

HEYWOOD-WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

THESE Durkee houses are now equipped with Heywood Chairs.

In Baltimore

AMBASSADOR
ARCADE
AVON
BELNORD
BOULEVARD
EDGEWOOD
FOREST
FULTON
GARDEN
GRAND
GWYNN
LINWOOD
McHENRY
NORTHWAY
PATTERSON
RED WING
SENATOR
STATE
WAVERLY

• • •

STATE *at Havre de Grace*
CIRCLE *and* REPUBLIC *at Annapolis*

Stick TO YOUR GUNS, MEN!...*and* DON'T BE CHASING RAINBOWS

By ***Ansel M. Moore***

IN THE wordy battle now being waged between the aggressive radio broadcasters and the overwrought movie screencasters, we see a huge and foreboding smoke screen, behind which both contenders are hiding the real issues of the controversy.

The long smouldering rivalry between the two not very distantly related, and until quite recently docile, competitors flared up most ominously last fall when radio broadcasting invaded the domain of the movies and appropriated one of the latter's most prized pretensions—the Cash Giveaway. Since then threats of retaliation and counter-invasion have been coming thick and fast, all the while behind a barrage of irrational reasoning that hardly becomes these gladiators of our great entertainment arena.

Truly a little war is on! Retaliation is becoming rampant. Out in Kansas City the invading "Pot O' Gold" program is said to have evoked a real rival, with a chain of first-run theatres passing out ten automobiles to its "entertainment loving" patrons each week plus $5,000 in cash to make their movie enjoyment more complete. A "gigantic revival" of Bank Night is promised, the statutes permitting, with a group of Pennsylvania independent exhibitors threatening a pooled sweepstake prize plan that will put all previous and present "pots" in the penny ante class. Thousands of exhibitors, collectively and as individuals are disturbed and tearfully distraught by the radio lottery and its Tuesday night raids on their larders.

Tit for Tat

Radio, becoming also a bit retaliative has put a few more "grab bags" on the air and the "audience baiting" gag threatens again to supersede and black out the program as a feature attraction—on the air or in the theatre, the latter only just beginning to recover from the effects of a prolonged giveaway spree that had relaxed somewhat in a brief spell of sober thought and sound judgment among showmen.

Must we endure it again? Probably several million movie fans are asking that question too, as they turn from both the movie turnstiles and the radio tuning dials in search of *entertainment* that is sane and satisfying; restful and edifying; instead of nerve-wracking and nauseating to thousands of listeners and lookers-on.

But let's give even the devil his due. There is no denying the mob psychology of giveaway sales promotion. Mail order advertisers have been paying people to look and listen for years. Something offered for nothing is a sure shot with which to bag the suckers—and it probably will always be a good come-on for a certain class of potential customers. But what of the other class, for whom lady luck has no particular appeal? Is it good business to alienate their good will in our attempts to strike the fancy of the money-grabbing mob, a fancy which is but fleeting at best?

Art or Artifice?

There is certainly nothing in common between the art of good screen or radio entertainment and this artless method of business promotion that is now a strong bone of contention between the two great and growing branches of the entertainment industry. Why therefore should movies and radio vie with each other to tear down that which together they have built up?

The answer to that question is being obscured by a sham battle, the smoke of which was referred to in our opening paragraph. We'd like to lift this veil for a moment at least and look into the true relationship of one rival to the other and clarify a bit their joint responsibility to the public.

The fact is readily apparent that radio is a *real competitor* of the movies. It has been so since its inception and has hardly become more so by reason of the "Pot O' Gold" program. It holds certain natural advantages over the movies, the principal being its home circle environment and its commercial sponsorship. But the fact that it provides a free show with program selectivity, right in the home for a flip of the dial, is hardly enough to make up for the deficiencies in its entertainment value wherein it loses in comparison to the cinema. Its convenience and the tonal quality of its output are hardly enough to compensate for the all-important disadvantage that its action can only be heard while at the movies action can be both heard and seen in lifelike approximation.

Up to this point in the comparison the score is decidedly in favor of the movies. But one step further and the balance switches over to radio, and with a bang! The weight of fine musical reproduction puts the air show in the lead by a substantial margin. And right there, Mr. Theatre Man, is the reason why radio has hurt your movie business. Put your thumb on that point for a moment while we prove it.

Music in the Air

Over 40 million persons who can afford to take in movies at any time they wish, have radios in their homes and hundreds of thousands of this same class of potential customers enjoy recorded music regularly. An evening with the Metropolitan Opera, Toscanini and Stokowski and their orchestras, the NBC or CBS Symphonies, Lawrence Tibbett, Richard Crooks, Nelson Eddy, Lily Pons, Benny Goodman, the bandsman. There's plenty of fine music on the air these nights!

As a result of all this high quality home entertainment, the public's appetite for good music has been whetted to a point of exaction. They demand comparable musical reproductions no matter where they go. Consequently, they demand a better quality of sound reception than they are getting in far too many of our movies.

Recent nationwide polls have disclosed a rather surprising fact that 94 per cent of the radio listeners prefer musical programs. Furthermore, musical appreciation in the schools—from kindergarten to college—has created an entirely new and enthusiastic generation of music lovers.

To get the full effect of this argument, just conjure up an imaginary scene of a family circle seated comfortably at home around the radio "taking in" the Metropolitan Opera broadcast or enjoying one of several fine symphony hours. Then try to picture this same family group having to put up with a double-feature program of highly distorted musical sequences badly projected in a stuffy, poorly seated neighborhood movie theatre with perhaps a boresome giveaway game that same night. You said it! It just doesn't make sense.

The appreciation of good music audibly presented is now so prevalent among the masses that it must not be denied the movie audience. Yet it is an astounding statistical fact that over 65 per cent of the theatres in these United States are still using sound equipment that is around 10 years old and that not more than 50 per cent of our theatres subscribe to com-

(Continued on page 71)

Night Baseball & Bridge!

One of the newest and one of the oldest night raiders of theatre operating income will be combined for dissemination in the next following (May 25) issue. In the meantime, Ansel Moore invites your concern, comment and criticism. You can help by putting in your oar, either for or against his fulminations.—THE EDITOR.

YOU'RE PAYING FOR SOMETHING YOU'RE NOT GETTING



• • • when you attempt to show the present dense black and white and colored films in moderate sized theatres with low intensity arc lamps. Twice as much light, snow white light, is required to secure the desired screen brilliancy, to bring out the real photographic and production values, to reproduce the true colors; accordingly you are paying a premium for these expensively produced pictures without being able to exhibit them satisfactorily.

Moderate sized theatres, using screens up to 18 feet in width, and heretofore denied the vivid brilliancy of high intensity projection by prohibitive operating costs, today are installing the new Strong Utility High Intensity Arc Lamp. This lamp of intermediate capacity exactly fits their needs; doubling the light at an increased combined current and carbon cost of less than 2c per hour.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET • TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

An Independent Theatre Supply Dealer will arrange a demonstration in your theatre without obligation.

SANITATION

EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE

What is Your Annual Dust Bill?

A Four-Reel Feature Article on the Fine Points of Theatre Cleaning and Carpet Maintenance—and a Trailer.

By **R. B. Lord***

IT IS A credit to the theatre industry as a whole, that those who guide its destiny are consistently more capable executives than those found in most other industries. Every theatre owner and manager knows his business—knows it well and has to. He is a business man, a psychologist, and engineer, and a prestidigitator all in one, every day. Ask any salesman who calls upon him if you want the proof.

Because of the exacting nature of his varied and intricate duties, time scarcely permits him to devote all the energy he would like to a detailed and searching analysis of modern cleaning methods and equipment. This article is respectfully directed, therefore, to the theatre operator, and its purpose is to offer a brief recapitulation of valuable facts and information as an aid in improving cleaning service and in selecting equipment best suited to the particular needs of his house or circuit.

REEL I

It is estimated that an annual aggregate of over 7,000,000 inbound foot prints alone are pressed into the flooring and carpeting of the medium-sized theatre, each print depositing additional grit and scuffing through any patches left by earlier arrivals. An equal number of outbound prints, though less generous with dust, carry on a ruthless grinding action. The heavier particles brought in on shoes and clothing as well, imbed themselves in the carpeting, while the lighter mill through the air and become attached to walls, cushions, drapes, and other parts of the building, except for those caught up by the air conditioning system before they come to rest. No one need be reminded at length of the harmful effect of this dust, of its increased burden upon the ventilating system, nor of its yearly cost in deterioration of floor covering, and in dulling of decorations in general.

Nevertheless, splendor and lagoon atmosphere must be continually maintained, in spite of the daily importation of dust. To accomplish this feat economically, capture and efficient removal of dust at the earliest possible moment is of major importance, and brings our attention to commercial vacuum cleaners.

REEL II

Just as better light, sound, projection and comfort have been brought to the theatre, so have advanced engineering and design produced noteworthy improvements in commercial cleaning equipment. A wide variety of good vacuum cleaners are presented today, but before any attempt at selection can be made, we must become familiar with the requirements of the machine available and your individual theatre must be studied with regard to its size, number and type of cleaning jobs involved and personnel employed.

For purposes of identification, let us assume that the term "Commercial Vacuum Cleaner" applies to the particular type containing a metal reservoir or tank for trapping and holding refuse, in contrast to the conventional household appliance which passes all matter through a fan chamber and into a bag. With this commercial design, strain on fan, housing and bearings are minimized and sand blasting action is reduced by a structural feature which traps all waste heavier than dust before it reaches the whistling fan blades. Coins, buttons, pins, and other similar objects cannot therefore produce internal damage. So it is thought best, that for daily long runs, heavy work and the encountering of a variety of refuse, a commercial type cleaner be used for the theatre application. It may be supplemented, of course, by conventional cleaners if this is considered desirable.

REEL III

In considering the work to be done, our first concern is usually for the carpeting which bears the brunt of the destructive forces in the main, and should definitely be spared any further wear during the cleaning process. The subject of beaters and revolving brushes for theatre carpets is controversial and if definite advice is desired concerning the use of vacuum cleaners of this type on your carpeting, the carpet manufacturer will probably be the safest source of information.

It is the opinion of some authorities, however, that agitator equipped machines are desirable where carpets receive only periodic cleaning such as in homes and where dust has become deeply imbedded, but, that in theatres, where daily cleaning occurs and soil is near the surface, a straight suction type machine can adequately remove waste and eliminate the possibility of daily nap wear. The majority of commercial type vacuum cleaners are of the straight suction variety without revolving brushes on beaters. Therefore you will need a machine with powerful suction to do the job well, but not so severe as to cause damage to the carpet or other objects in the house which you may wish to clean. It is possible to obtain too much pull for general use as well as too little.

If the carpet area is large, the volume of air the machine will pass and the size of the floor cleaning nozzle supplied should be carefully noted. Complete coverage in



The versatility of the powerful yet portable type of vacuum cleaner for all-purpose theatre cleaning is illustrated in this action picture which is typical. (Photo courtesy General Electric Company).

*of the Appliance and Merchandising Department of General Electric Company, Bridgeport, Conn.

a reasonable period of time is very essential.

Your next thought may be of stair carpeting. This can be vacuum cleaned effectively with the type of machine which comes apart by carrying the motor suspended from the operator's shoulder. Here the regular floor nozzle may be used. Another method would be to attach extra lengths of hose and have the complete cleaner on the floor level. Either of these methods will leave stair carpeting as crisp and clean as that on the flat areas, a definite advantage.

For composition, tile, or concrete floor, you may need a special floor nozzle equipped with hardened felt shoes, if there is any danger of scratching or wear with the ordinary aluminum nozzle.

Shampooing still seems to be a debatable question. While it may be desirable to treat hard surface floors and certain carpets in this manner, some authorities are in doubt as to the ability of aluminum fan chambers to withstand the effects of caustic soap bubbles or of the metal tank to undergo continued subjection to moisture without excessive corrosion or rust. The particular soap, carpet, and cleaner should be considered very carefully before this type of cleaning is employed.

What about bulk paper and peanut shells? Removal of the former does not in general constitute a duty of the vacuum cleaner. Small candy wrappers and scrap paper present no problem and readily disappear into the nozzle, but hand bills and containers such as cough-drop boxes are for the most part too large or stiff to be easily crushed up by the power of vacuum and drawn through the nozzle and hose. Sufficient pull to accomplish such action would prove too strong for safe use generally. It is therefore best to use a vacuum within safe limits and sweep out bulk paper in the good old fashioned way, remembering that it is the harmful effect of grit and dust which concerns us most.

In considering lounges, you will require facilities for cleaning furniture. An upholstery nozzle equipped with a stiff brush and attached to a long flexible hose is indispensable. The cleaning operation is simple, presents no special problems and needs no further explanation here.

For house seats the use of the same tool will be in order, except that you may wish to have the motor unit of the cleaner carried between the rows on a shoulder strap. Changing to a shorter and more flexible hose about 42 inches in length will make handling more convenient in that case.

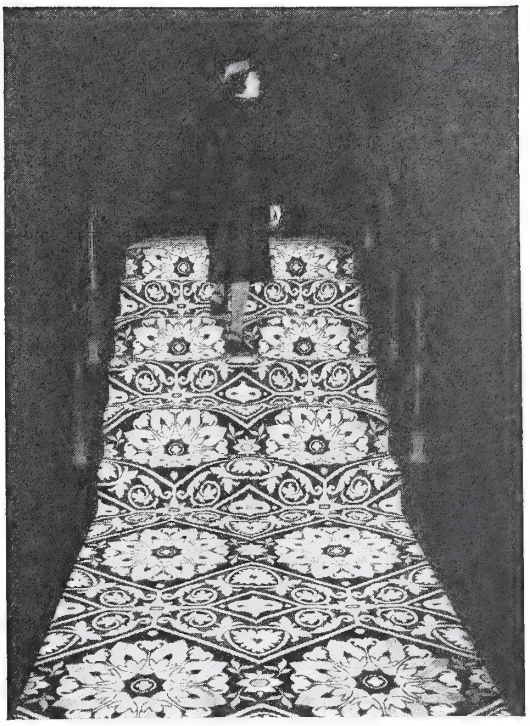
Draperies, curtains and portieres are next, and it is found that these can be cleaned with the same upholstery nozzle you have been using for lounge furniture and house seats. In most cases, it is advisible to attach the brush to the nozzle to prevent a sealed vacuum and extra pull upon fabrics.

Venetian blinds, delicate candelabra and the screen necessitate a change in nozzles to one having a very soft camel hair brush. Precaution here is uppermost. At this point it is worthwhile to note that the general improvement in appearance and actual freshening in color brought to furniture, house seats and hangings by vacuum cleaning is almost unbelievable.

Spraying of disinfectants or spraying for

(Continued on page 64)

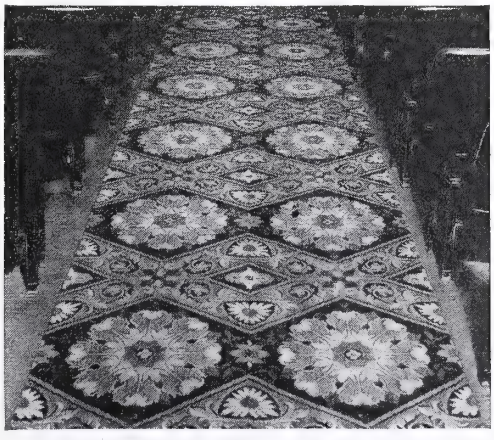
Alexander Smith Fluorescent Carpet brings new, magical beauty to theatre interiors.

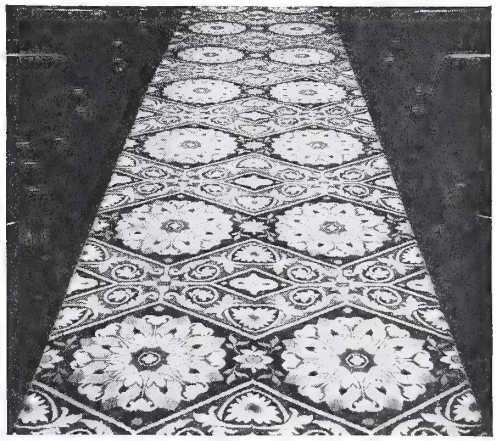


Alexander Smith leads the way with

ALEXANDER SMITH *FLUORESCENT* CARPET

a scientific achievement of such far-reaching significance it is expected to completely revolutionize the conventional use of carpets in theatre installations. We have just printed a comprehensive brochure, "Woven Light," which gives complete details of this amazing carpet. For your copy write Contract Division, Alexander Smith & Sons, 295 Fifth Avenue, New York, N. Y.





Left—the same pattern shown above photographed under ordinary lighting; right—under ultra-violet light.

What Is Your Annual Dust Bill?

(Continued from page 63)

moth control are possible and in many cases desirable. For this work a light combination spray gun and liquid container will be needed, and the vacuum cleaner should have facilities for supplying a satisfactory amount of air pressure through a hose to the spray gun.

Allied in thought with spraying are the other objects in the house that will also require air pressure to accomplish cleaning. Your air conditioning or radiator grills, exit signs, lighting coffers and niches fall in this class, with the probable inclusion of some apparatus in the projection rooms. A blower nozzle and a flat crevice tool are the accessories to be used. The requisite amount of pressure is predetermined in the design of the vacuum cleaner if it is of the type suited to your theatre, and weak or excessive pressure produced by a machine of inadequate design is to be avoided.

In the thought that most of the personnel who will handle the commercial cleaner do not have technical knowledge, it is important that the machine be easy to assemble in all its manually operated parts, and limited in the requirement of operating technique. Weight and size should be thought of in terms of floor pitch, worker fatigue, number of galleries, stair width and distance tank must be carried for emptying. Operating results and their effects upon the operator of the machine are factors which influence economy.

Now that the applications have been considered one by one, let's put them together, summarize and determine the general construction of a machine best suited to your theatre requirements.

REEL IV

By charting the duties and requirements in the previous chapter, we are able to form a fairly accurate picture of the cleaning equipment which will function advantageously for the average theatre. As our sketch takes shape, we see a vacuum cleaner of the commercial, straight suction type having a tank to catch refuse and either an internal cloth strainer or an exhaust bag on the outside. If the strainer is internal, it has at least 1,200 square inches of area in order to avoid rapid clogging or strangulation.

For all around flexibility, the weight is between 50 and 70 pounds so as to be handled easily by one man especially when being carried up stairs. The motor is between ½ and 1 h. p. fitting compactly into the complete unit and produces between 30 and 50 water inch vacuum—overall dimensions are about 17 by 17 inches and permits a tank capacity of not less than 1¾ bu. Bearings are of good quality and are sealed against dust. Carbon motor brushes can be changed from the outside by simply turning a cap screw. Swivel casters assure easy movement in any direction.

Provisions for quickly detaching the motor for use on a shoulder strap may or may not be present, depending upon the wishes of the individual theatre. A switch is conveniently located on the machine and the A-C cord is at least 20 feet long.

The entire unit is so designed as to be



HE WAS NO GOOD
"BACK OF THE BOXOFFICE"

Charles S. could pick the smash hits, but he flopped badly on the operating end. He didn't know carpets or linings, for instance, and always bought on price—not on years of service. The result was that he was always recarpeting—lobby floors and aisles were shabby and second-rate. Finally, Charles got mad at his suppliers and insisted on Ozite. It taught him something! Now he's getting House Appeal and saving money.

The best operators, men who know price as well as anyone, insist on genuine Circle Tread Ozite because it's made of REAL HAIR—and because it actually lasts a lifetime. What else that you buy can serve so long?

CIRCLE TREAD Ozite
REG. U.S. PAT. OFF.
CARPET CUSHION

For Free Booklet "Proper Care of Carpets"—including Spot and Stain Removal—Write Clinton Carpet Company, Dept. 52, Merchandise Mart, Chicago.

Theatre Owners are saying . . .
"Be sure to see
AMERICAN Bodiform RESTFUL CHAIRS
and
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before you buy any theatre seating"
No other theatre seating offers you such beauty, comfort, safety and house-cleaning economy. *Investigate NOW!*
American Seating Company
GRAND RAPIDS, MICHIGAN

able to handle liquids at least occasionally since a pail of water and a vacuum cleaner make a pretty handy combination to take care of an emergency in the middle of the foyer.

Our drawing is nearly complete now, and we can see the various attachments, adapters and working tools. These are all scientifically designed to fit together in the combinations required and to efficiently perform all tasks within their scope.

A minimum of essential accessories accompanies this cleaner as a standard kit and a wide assortment of extra tools is offered so that you may order separately any other parts that are definitely needed. This eliminates investment in a larger variety of accessories all of which may not find use in any one theatre. The minimum kit does include a flexible, but heavy duty working hose. Other tools, both standard or extra, are mentioned in an earlier chapter, with the exception of the extension rod. For floor work this has a double offset so that both nozzle and hose are parallel to floor when in operation. A straight extension rod is also available for some types of work, especially those that require reaching up.

The Trailer

By reviewing the general characteristics mentioned above, and altering them to conform to specific requirements it should be possible to select a good commercial vacuum cleaner correctly styled for your theatre. Space does not permit the offering of a complete cleaning manual nor has any attempt been made to discuss each cleaning method or operation in detail. It is hoped however, that this digest will to some extent, have helped theatre operators by supplying data which a hurried day may otherwise keep from them, and that to their long list of accomplishments can be added still better appreciation of the larger audiences and greater profits to be enjoyed as a result of efficient cleaning methods.

Projection improvements are being made constantly and patrons are becoming more aware of the science of projection every day. Keep your theatre abreast of the times in this respect so that patrons may not look elsewhere for good picture presentation.

Colorful Decoration With Insulating Boards

Certain of the modern insulating board products, although most frequently left in their natural state, may be decorated with paint or stain of either the oil, varnish or water types if preferred. An over-all treatment may be employed or stencilled designs used. The decorative treatment may be applied retaining the natural texture of the board or relatively smooth or roughly-textured paint finishes may be provided. However, it is recommended that the specifications of the manufacturer be followed in the application of these materials.

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DAYTON SAFETY LADDERS

A year around
4-star safety ladder

★ EFFICIENT
★ DEPENDABLE
★ TIME-SAVING
★ SAFE

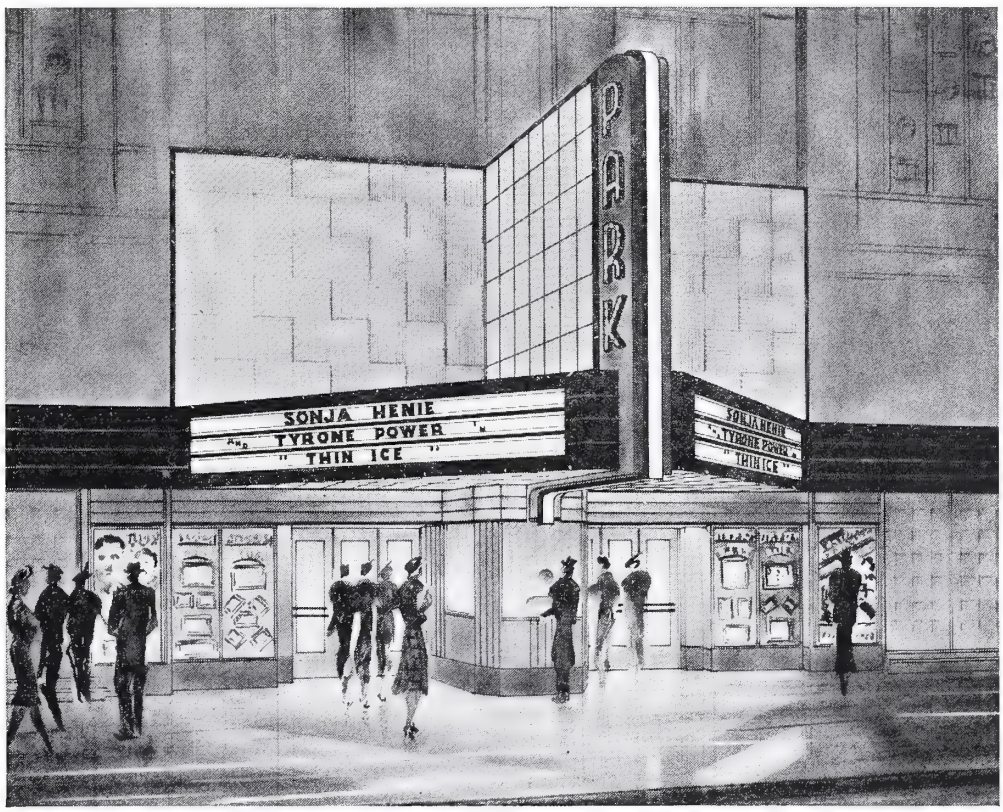


For those speedy jobs — the Dayton Safety Ladder. The broad, firm platform of the Dayton Safety Ladder gives confidence and assurance of safety. No extra men necessary to steady the Dayton. Made of tested airplane spruce, with **standard** non-skid safety shoes.

For Catalogue address

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CINCINNATI, OHIO

As Safe as Standing on the Floor

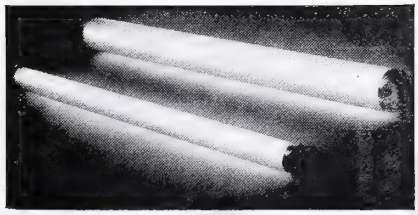


This sketch is reproduced through the courtesy of John J. Harman, Jr., Registered Architect with the Metropolitan Edison Company of Reading, Pa.

Combination lighting gives theatre front

COLOR, BRIGHTNESS, AND SPARKLE!

THE above sketch suggests how effectively incandescent and fluorescent G-E MAZDA lamps can be combined to give a theatre front added color, brightness, and sparkle. The facade may be of translucent fluted glass and lighted from behind, or of some opaque material and lighted by units (such as G-E MAZDA Projector lamps) concealed in the marquee. Incandescent lamps give sparkle to the name sign letters, and fluorescent lamps give directional effect to the luminous band. Glass panels in the marquee sign and in the soffit may be lighted from behind either with fluorescent or incandescent lamps.



NOW AT NEW LOW PRICES! G-E MAZDA "F" (fluorescent) lamps provide higher levels of lighting and are available in daylight, white, gold, pink, green, blue, and red. They are recommended for use only with equipment providing good power factor. 15 watt daylight type now only $1.15.

G-E MAZDA LAMPS
GENERAL ELECTRIC

PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS



Modern materials correctly applied served to create this new front for Martina's New Empire Theatre, recently remodeled with record-breaking speed.

From Sheer Dilapidation to Complete Redemption in 18 Days

Case history and description of a successful theatre modernizing project in which speed was the essence of the contract . . . Pictures and particulars by Theatre Architect M. J. DeANGELIS of New York City and Rochester.

SPEED, always a consideration and too frequently a specific condition of theatre modernizing contracts, is not an insurmountable provision when properly planned for and controlled. And it can be controlled, effectively and economically through capable planning and careful supervision.

The prospective loss of income from operations during the time required for alterations has kept many a theatre owner from attempting that which good business judgment tells him ought to be done and the procrastination serves only to make matters worse for many of our time-worn theatres.

Ordinarily, the rejuvenation of an old theatre, particularly if there is much structural alteration needed, is a time-consuming task. And time out for alterations means a stoppage of the flow of much needed revenue through the boxoffice. In the case of most old theatres which have been bucking the tide for some time, the shut-down loss is a sizeable factor in the decision to modernize.

However, modern theatre planning has arrived at such a state of perfection in this day and age that the theatre owner can have both speed and proficiency in his remodeling project and there is consequently less need for "putting off 'til tomorrow that which ought to be done today."

Remodeling Time Reduced

Time was when it took an almost interminable amount of time to renovate an old theatre, but in most cases the slow process was attributable to inefficient planning plus the limited availability of materials adapted to speedy building renovation. Specialization in theatre designing and the science of manufacture and application have combined to cut the time and cost of theatre remodeling immensely.

Our case in point is the recent complete rejuvenation of an old theatre building on South Salina Street in Syracuse, New York, henceforth to be known as Martina's New Empire Theatre. The building is owned by Massachusetts Life Insurance Company of Springfield, Mass. The lessee and operator, Charles Martina of Albion, New York.



M. J. DeAngelis

The new theatre, located in the main business section of Syracuse, has a seating capacity of 1,600 and was completely remodeled under the design and architectural supervision of Michael J. DeAngelis, at a cost of approximately $35,000. Mr. DeAngelis, a member of the Advisory Board of The Modern Theatre Planning Institute, has many fine theatre projects to his credit in Upstate New York.

Speed was the essence of his commission in this instance and the whole transformation was effected, and most creditably for all concerned, within a period of exactly eighteen days from start to finish—and the finish gives an excellent account of itself in the pictures presented here.

The old house, it will be noted, was one of those once-upon-a-time ornate affairs, still common among our existent so-called "legitimate" theatres. Its successor bears no remaining trace of the senility. It is a modern-to-the-minute moving picture theatre reared in record-breaking time.

Description of the Project

To afford an idea of the extent of accomplishment in this case, we now present





BEFORE and AFTER

These two pictures illustrate the transformation of an old-style theatre lobby into a salon of beauty and functional efficiency—with emphasis on advertising effect. Comparison of these before and after views affords an idea of how House Appeal was restored in what is now one of Syracuse's smartest cinemas. Illuminated poster panels and a changeable "coming event" sign are noteworthy.

IDENTIFICATION

ACOUSTIC TREATMENT: Novelty Scenic Studios.
AIR CONDITIONING: Carrier Corp.
ARCHITECT: Michael J. DeAngelis.
BOXOFFICE AND FRAMES: Stanley Frame Co.
CARPETS: Karagheusian.
DECORATING: Novelty Scenic Studios.
DRAPERIES AND STAGE CURTAINS: Premier Scenery Co.
LIGHTING FIXTURES: Lighting Distributors Co.
PROJECTION AND SOUND: National Theatre Supply Co.
SEATING: Irwin Seating Co.
SIGN LETTERS: Wagner Sign Service, Inc.
SIGNS AND MARQUEE: General Outdoor Advertising Co.
SUPPLIES: National Theatre Supply Co.

Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.

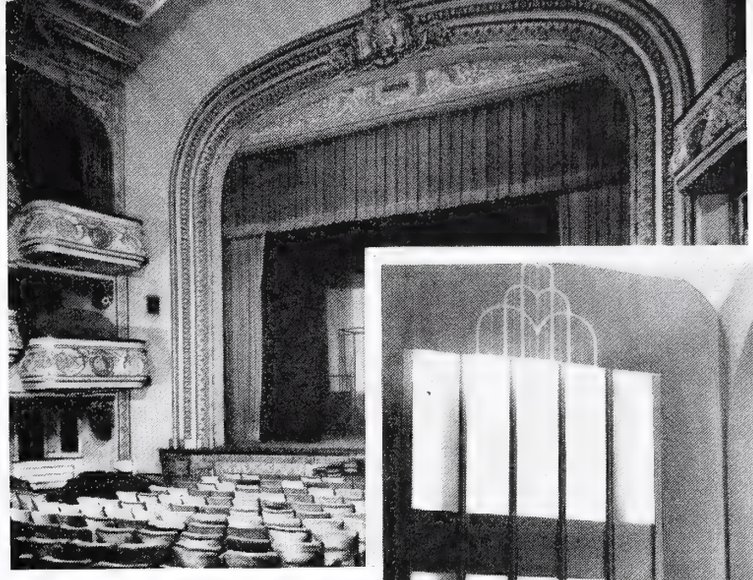
an analysis of the completed project and pictures of various portions of the house as submitted by the architect.

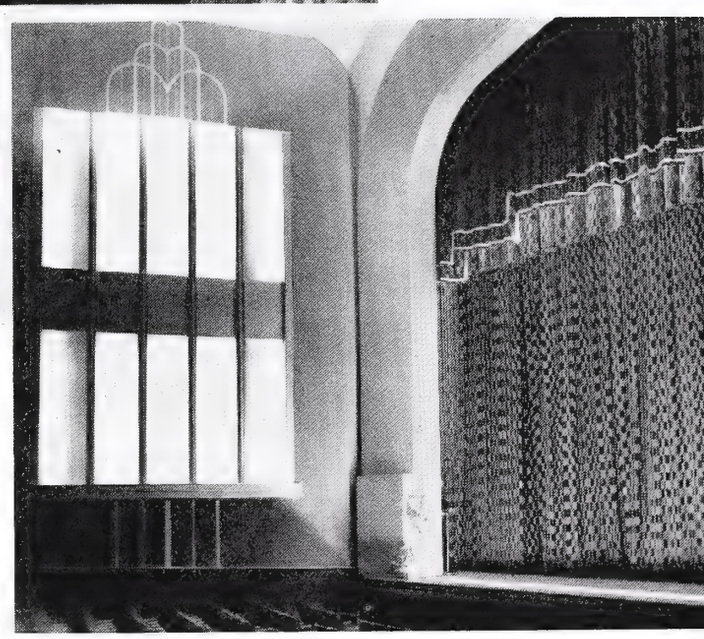
The front of the old theatre was substantially modernized by the addition of a new streamlined ticket booth in rounded formation at the right of the entrance at the street-line, trimmed in bronze. A flashy new main sign and marquee with changeable letter attraction boards was added, with a spectacular element in comet form curving gracefully over the marquee and terminating in a huge star sign atop the canopy. The ceiling of the entrance was lowered and flush ceiling lights were installed with ring lenses. New entrance doors in natural birch and trimmed with aluminum hardware, built-in display frames and colorful rubber mats in the entrance alcove serve to create an entirely new atmosphere in an old location.

The front lobby was completely renovated by lowering the ceiling with building board and a light blue wall covering was installed over this material. Due to the shortness of time and to avoid painting, this process proved most satisfactory since such treatment required no further finishing attention. The scheme was carried out in the inner foyer on the ceiling and side walls also, with a rose-colored base and silver-leaf design for colorful effect.

Side walls in the front lobby are panelled in birch plywood and recessed dis-

(Continued on following page)





BEFORE and AFTER

One could hardly associate the old ginger-breaded proscenium and its attendant side boxes above with the smart new picture setting and modern illuminated decorative panels replacing boxes at both sides of the stage. Yet all this happened in a jig-time renovation of the antiquated building that is now Martina's New Empire Theatre in Syracuse, New York.

National Presents New Projection Planning Book

A new edition of its popular Projection Room Planning Book is announced by National Theatre Supply Company. This 1940 edition contains the general construction recommendations of the Society of Motion Picture Engineers as well as a complete example of a layout that has been used in a number of actual projection rooms.

Because the planning of the theatre projection room calls for complete knowledge of its use and special kind of construction, the supply company offers this unique book to all theatre owners and architects interested in the subject.

Plentifully illustrated with a number of charts, diagrammatic drawings and layout designs on both projection and sound, the National Projection Room Planning Book in its 16 pages offers a most comprehensive manual.

Some of the construction features in the Projection Room Planning Book are: Location and Sizes of Portholes; Electrical Outlets in Floor and Ceiling Ventilation; Method of Locating Projection Port and Porthole Shutters and Controls; Conduit Layouts on Sound Systems; Rectifier Wiring; Wiring Connections for Changeover; Generator Wiring; Dimensional Data on Motor Generators.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 4-27-40
Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Coin Changers	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

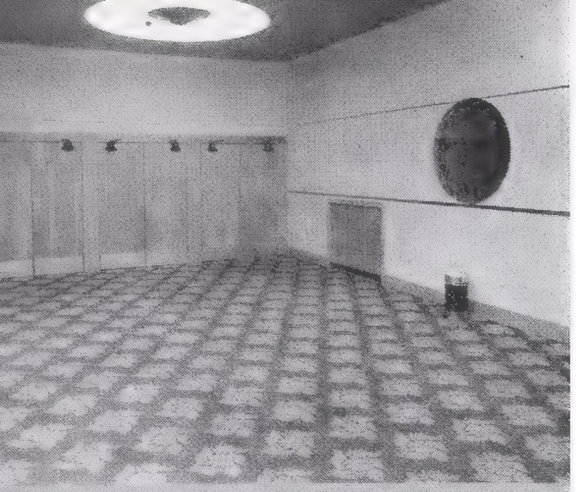
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Theatre ..... Seating Capacity .....

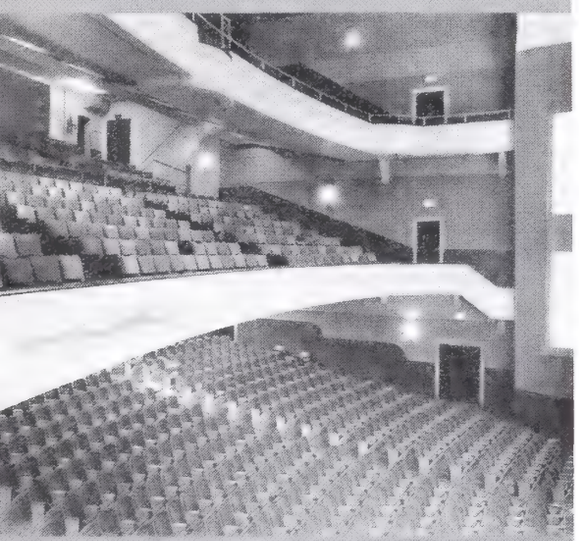
Address .....

City ..... State .....

Signed .....
(Owner-Manager)









AFTER EFFECTS

Sectional views of Martina's Empire Theatre in Syracuse, following a thorough renovation rendered in double-quick time. Reading downward: (1) *The new foyer, a simply decorated spacious room correctly lighted and richly carpeted.* (2) *Staircase to the balcony off the carpeted standee area.* (3) *The auditorium, comfortably seated, simply decorated, correctly lighted and completely air conditioned, leaves no suggestion of former environment.* (4) *The balcony and below, a broader scope view of lower floor seating plan.*

From Dilapidation to Complete Redemption In Eighteen Days

(Continued from preceding page)

play frames are a combination of birch and walnut, with lighting from fluorescent tubes along the top and bottom. This is the only light source in the lobby and it illuminates the room quite sufficiently. The floor of the lobby is of mastic tile in a pattern of rose field with grey stripes and the wall base is black.

ATTRACTIVELY CARPETED FOYER

The foyer is completely carpeted in a striking pattern which sets off the simplicity of the wall treatment. Metal strips run horizontally about the room and a recessed ceiling dome of indirect lighting as well as two ceiling fixtures containing fluorescent lighting complete the modern effect in the foyer.

Standee space in the Empire Theatre was completely rearranged. A glass standee transom was removed and a new rail panelled in simulated marble sheets with aluminum trim was installed. This treatment is also used on the staircases at either side of this area. Draftless air diffusers were also installed at this part of the house immediately under the balcony for more even distribution of air and they are also used throughout the house for conditioned air outlet.

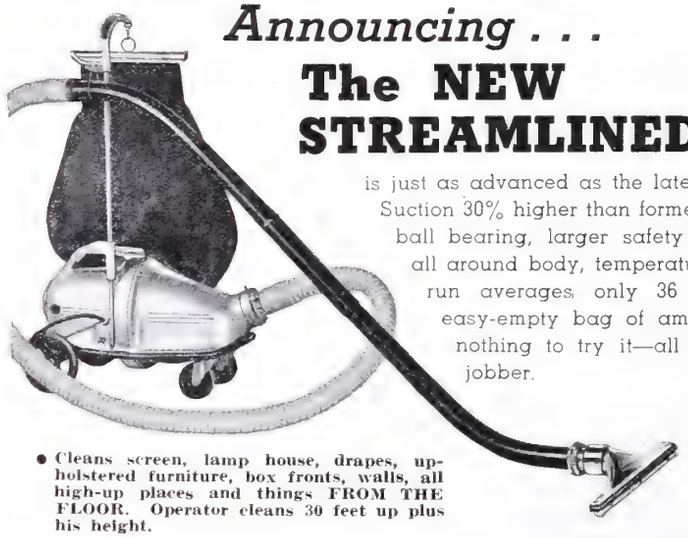
Ornate side boxes in the auditorium were eliminated and all ornamental plaster was completely removed. The ornamental proscenium area was covered with fabric on a steel frame as a time-saving measure and all antiquated trimming on the front of the balconies was removed. The side walls of the auditorium are now covered with flame-proofed velour and fabric with dividing strips of wood painted in gold.

That space where the antiquated side boxes used to be is now treated with indirect lighting on dimmers. Lumiline lamp troughs, vertical and recessed drum effects for this purpose are backgrounded in silver and gold mixed paint. The stage was completely rigged and made workable again after many years of neglect and dressing room and toilet facilities were also completely remodeled.

The case history of Martina's New Empire Theatre exemplifies what may be accomplished when speed and efficiency are equal requirements in a theatre rebuilding project. But such results can hardly be accomplished except through careful, systematized planning and close supervision of the project.

Announcing . . .

The NEW STREAMLINED SUPER



is just as advanced as the latest technicolor feature. Suction 30% higher than former models, rear wheels ball bearing, larger safety trap, rubber bumper all around body, temperature rise after all-night run averages only 36 degrees Centigrade, easy-empty bag of ample size. Costs you nothing to try it—all risk ours. Ask your jobber.

Give Your House a Real Cleaning Have One— On Us:

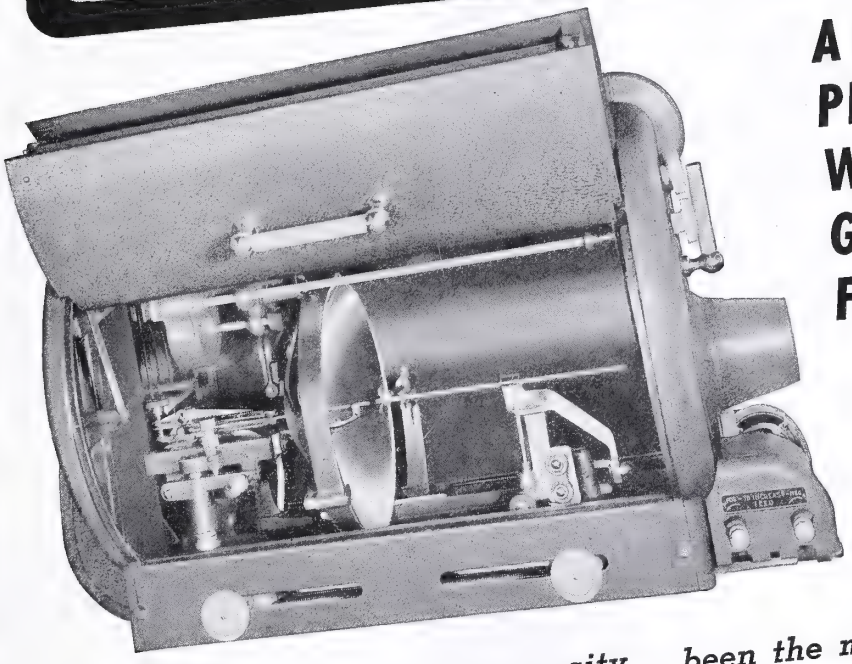
• Cleans screen, lamp house, drapes, upholstered furniture, box fronts, walls, all high-up places and things FROM THE FLOOR. Operator cleans 30 feet up plus his height.

Try This New Super 5 Days Free!

THE NATIONAL SUPER SERVICE COMPANY

1941 N. 13TH STREET, TOLEDO, OHIO

THE NEW BRENKERT SENARC HIGH INTENSITY PROJECTION LAMP



A NEW LIGHT SOURCE PRODUCING SNOW WHITE LIGHT OF GREATER INTENSITY FOR THE SMALLER THEATRES

☆
☆
☆

THEATRES ranging in capacity up to 800 seats with screen sizes up to 18 feet wide can now have the highest standards of projection at lower first cost and lower operating cost than heretofore believed possible. Colored, as well as black and white, pictures can now be projected with true photographic tones – – – at no greater cost than the low intensity, yellow light projection, which heretofore has been the main light source available at low cost for these theatres.

The Brenkert Senarc is Brenkert engineered and built throughout, which means correct design, precision operation, high efficiency, excellent service.

Brenkert distributors throughout the country will gladly give further information and demonstration.

BRENKERT LIGHT PROJECTION CO.

ENGINEERS AND MANUFACTURERS,

DETROIT, MICHIGAN, U. S. A.

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

American Distributors, Inc., of Toledo, Ohio, presents a folder on the Kelly Method of Carpet Conditioning, covering the reconditioning machine, a revitalizing shampoo, moth preventatives, dyes and other products. Interesting testimonial letters are included in the presentation.

American Seating Co., of Grand Rapids, Mich., files a descriptive folder on Foam Rubber Cushions as they are now constructed for the company's new Avion and Bodiform lines of theatre chairs. Advantages of the new comforting agent are outlined and its construction is shown in pictures and descriptive details.

Carrier Corp., of Syracuse, N. Y., submits an attractive, three-color publication announcing seven new Carrier self-contained Weathermakers. The new "packaged" units are pictured and described and the leaflet also contains information and diagrams on proper air conditioning for irregularly-shaped rooms.

W. B. Connor Engineering Corp., Dorex Division, of New York City, offers a piece of informative literature on Dorex odor absorbers, self-contained circulating units. A reprinted article on Ozone in Ventilation, which covers the subject most thoroughly, is also available.

Firestone Rubber & Tire Co., Airtex Division, of Fall River, Mass., presents full information on Firestone Airtex, the new latex seat cushioning material. Descriptive details and graphic illustrations serve to enlighten the reader upon this new development in seating comfort.

Garden City Plating & Mfg. Co., of Chicago, files a bulletin of information on Garcy Fluorescent Lighting Units, for which no installation is required. The units involve the latest developments in fluorescent lighting and they are described and pictured most interestingly.

National Theatre Supply Co., of New York, N. Y., announces the new National Projection Room Planning Book. The 1940 edition contains general construction recommendations of the S.M.P.E. as well as a complete example of a layout used in a number of actual projection rooms.

United States Rubber Co., of Mishawaka, Ind., offers samples and a copy of an interesting porosity test made recently on Ventilated U. S. Naugahyde, a lately developed seat covering material with many outstanding advantages in the way of wearability and good looks.

U. S. Air Conditioning Corp., of Minneapolis, Minn., submits a book on theatre cooling equipment entitled "The Earning Power of Controlled Air Conditioning in the Modern Theatre." The book covers the subject most thoroughly and understandably.

Wood Conversion Co., of St. Paul, Minn., files complete facts on the new Nu-Wood Kolor-Fast insulating interior finish. The information applies to both new construction and remodeling requirements and is of particular interest to theatre owners and builders.

Zouri Store Fronts, of Niles, Mich., presents a free, illustrated booklet on colorful new Zouri Theatre Fronts, which contains full information on complete front construction, including colorful porcelain enamel for facing, sturdy metal entrance doors and other frontal accessories.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.

The only certain thing in this existence is change. And that goes for your theatre. Structurally and from an equipment point of view, is it in tune with the latest trends? Or is it wallowing in a slough of indifference, negligence, and sheer laziness? It's only common sense that we should check up on our properties periodically to find out just how things stand.



Combines Absolutely Everything Desirable in Theatre Seating . . .

THE IRWIN CRUSADER

General design and color correlation by a nationally famous authority. Full upholstered back with steel back panel and aluminum protecting rim. Deep luxurious seats with finest available springs have a floating range of 2½ to 3 inches. Indirect compensating hinges swinging on noiseless fibre bushings with rubber snubbers for jarless operation. Trouble proof self-rising seat mechanism. Steel Seat Bucket completely covers seat bottom, and entire mechanism—not one bolt or nut exposed to snag clothing or stockings—nicely embossed to match end standards. Kickboard to protect seat covering and many other desirable features.

If you're in search of the soundest, best profit producing investment in theatre seating, you're bound to meet up with it when you inspect this chair at one of the nearby display rooms. Why not make a point of doing so TODAY? Complete descriptive literature on request.

SEATING COMPANY IRWIN GRAND RAPIDS MICH.

Distributed by NATIONAL THEATRE SUPPLY COMPANY

Branches in All Principal Cities

IRWIN SEATING COMPANY . . . . GRAND RAPIDS, MICHIGAN

Stick to Your Guns, Men and Don't Chase Rainbows

(Continued from page 60)

petent and regular servicing of their sound equipments.

RECORDING REALISM

Regarding musical appreciation for what it really means to the moving picture industry, the major film recording studios are matching radio performance with the development and perfection of numerous technical improvements which make it possible to transfer sound to film with a realism never before possible. More and more emphasis is being placed on the perfection of sound recording at the studios and as a result many famous musical artists are entrusting their talents more liberally to the motion picture.

Radio, the real sire of sound transmission and reproduction, may be correctly charged with having created a higher plane of preference and a broader demand for good music in all places of entertainment. In this important respect has it not become a constructive competitor?

But however one may choose to rate radio—as a friend or foe of the movies—it is here to stay. There's little use in squawking about it or attempting to checkmate its established influence by half-baked measures. Certainly there's nothing to be gained by trying to bribe public favor.

As a competitor to the movies, radio is quite vulnerable on a number of points, namely: (1) There's a natural tendency for people to seek entertainment outside the home, where proper environment can be found; (2) to be able to both see and hear good entertainment is a privilege of the movie patron; (3) the radio commercial plug often destroys much of the enjoyment of its program.

To put on a better show than radio and to provide a better environment for entertainment *outside the home* should be the objective of every theatre owner. Radio seems now to be the most intimate invader of the moving picture domain. It can be successfully coped with by three things: Good Music, Good Showmanship and House Appeal.

Next month, if you're still following us, we'll have more to say about other counter-attractions and ways to counteract them.

Goldman Theatres Get Service on Their Sound

A contract for sound service to the eight theatres of the William Goldman group, located in Eastern Pennsylvania, has been signed, according to W. L. Jones, RCA national service manager. The deal also includes parts and tube replacement. William Goldman negotiated the contract for the theatre chain while RCA was represented by C. H. Taylor, district service manager.

The Goldman houses include the Terminal, Bandbox, 56th Street and News in Philadelphia; the Park, Hanover; the Hi-Way, York, and the Strand and Hippodrome in Pottstown.



Yes—Carpet Problems
IN THEATRES ARE DIFFERENT

That's Why It Pays to Consult Cochrane's Theatre Carpet Advisory Bureau

No one knows better than Cochrane's Theatre Carpet Advisory Bureau that theatre carpets present many tricky problems.

Take color, for example. Not only do the clear colors of Cochrane Carpets show up especially well under dim lights but, in addition, Cochrane's Theatre Carpet Advisory Bureau can tell you which colors look richest under the lighting system you use.

Whether your carpet problem is one of color . . . finding a pattern that harmonizes correctly with a certain style of architecture . . . or creating a luxurious atmosphere on a limited budget, the Bureau can give you valuable advice. This advice is yours for the asking—without charge or obligation.

It is worth knowing, too, that the Cochrane line of theatre carpets is not only exceptionally complete but every one has an all-wool face, is dyed with pure dyes, and woven with exacting precision.

Charles P. Cochrane Company, Manufacturers of High Grade Carpets and Rugs, Bridgeport, Penna.

Clear Color
COCHRANE
Carpets + Rugs

AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

What About Blowers?...and the Way They're Used and Abused!

By **Gordon H. Simmons***



I AM going to fan you fellows with some more hot air and I hope it will be "cooling" and intelligently satisfying. Recent inquiries have made me realize that a good lecture on blowers is badly needed by some of you boys. I've suddenly become blower conscious, because of the troubles I've seen.

Anybody can build a paddle wheel around a hub, rotate it at high speed and cause it to move some air. But when this air encounters resistance in the shape of ducts or other contrivances used in an air conditioning system, there is frequently not enough *force* behind the air to push it through the ducts—or what have you.

One theatre owner recently wrote me that he had a 20,000 c.f.m. blower installed but could only get 4,000 c.f.m. into his theatre after he'd installed a conditioning system. I am constantly being requested to suggest proper size blowers for balled-up theatre jobs. But I can't just look in a book and pick out the right one. I have to know what the air will be passed through after it leaves the blower and before it is released into the theatre.

Comment on a Catalog

Picking up a blower catalogue at random, I note the following data in regard to the identical blower having a 25-inch diameter wheel by a 25½-inch width:

Volume in C.F.M.	Outlet Velocity Ft./Min.	⅛ in. Static Pressure R.P.M.	½ in. Static Pressure R.P.M.	¾ in. Static Pressure R.P.M.	Brake Horse Power
5,000	1,000	196	288	350	.75
7,000	1,400	227	306	362	1.25
10,000	2,000	277	344	388	2.25

This identical blower could likewise deliver 20,000 c.f.m. of air at the Lord only knows how much static pressure if it were speeded up sufficiently and provided it didn't blow up! Of course, the noise would be terrific. It might sound like a sawmill in operation, and the required horse power would go up by leaps and bounds.

Now I don't like the velocity of air leaving the outlet of the blower to exceed 1,500 feet per minute. So the maximum air delivery I could expect from this size blower under the conditions I would specify would not be more than 7,000 c.f.m. Naturally, I can speed it up to get whatever static pressure I need (within reason) and then horse-power it accordingly.

This blower could be honestly rated (and actually is) at 11,000 c.f.m. But it would have a 2,200-foot outlet velocity and this is far too high for theatre work. If I needed 11,000 c.f.m. for a theatre air conditioning job, I could use two such blowers on one shaft and drive from a single motor. I could obtain 14,000 c.f.m. from two such blowers at ¾-inch static pressure; but I might want 1-inch pressure—as in fact I very often do.

I think too many of you are purchasing blowers based on "free air delivery" or at ⅛-inch static pressure, which is nearly the same thing, and then when you want to air condition and have to overcome a 1-inch static resistance made necessary by the installation of evaporator coils, filters and so forth, your blower falls down on the job for the reasons explained.

At this point please note from the foregoing table that if you selected a blower for 5,000 c.f.m. at ¾-inch static pressure and speeded it at 350 r.p.m. as the table denotes, you would get 10,000 c.f.m. should the static resistance of your ducts and other doodads actually be ½-inch. And your motor would merely burn up. Therefore, you ought not guess at the static resistance of your system. Blowers should be fitted to a job just like a glove to a hand. Most of you who write me have bought misfits.

Better Find Out Beforehand

It's no trick at all for a blower salesman to give you what you want—*if you know what you want.* But you can't expect him to quote you on a blower suitable for future air conditioning as well as present ventilating requirements unless you ask him to do so.

Blower salesmen believe in "bigger and better blowers" and they'll sell you one big enough if you don't try to chisel them too much. In a local theatre I've just noticed a 50,000 c.f.m. blower installed in an 800-seat house. (That blower certainly is large enough!) It's air conditioned, too. But when I re-air condition it, I will slow that blower down to deliver only 16,000 c.f.m. of air.

It is always advisable to have variable speed motors on your blowers. Or at least two-speed motors. And if you have in mind air conditioning at some future date, buy a motor large enough for this duty so you wan't have to scrap it later.

Lots of you have written me saying that you have *plenty* of ventilation and have such-and-such a blower powered by a ½-horse power motor. Now this could be enough motor to give you ventilation but it is not nearly enough to give you good air conditioning even should you have a very small house. In such instances the blower has to be scrapped, too.

The diameter of a blower wheel or rotor is what gives you the static pressure; while the width of the wheel is what gives you air volume—based on equal speeds, of course.

I like a D.W.D.I. blower— which means a "double width" wheel and a "double inlet" blower. And as I've said before, I often use twin blowers on a single shaft and operate them as a single unit, and I *always* use a "V"-belt drive.

It's a standing joke among ventilating and air conditioning men that hardly a single blower manufacturer actually knows what a blower of his make will actually do under varied circumstances. A blower can "push" air more easily than it can "pull" it. Yet practically all air conditioning systems operate on the "draw-through" method, which means that the blower has to suck harder than it has to blow.

Some "Curves" Are Helpful

Blowers have "performance curves" which are curious things. A well-versed blower engineer will use these curves to select a proper unit for you—one that will produce at the same time both efficiency and capacity. An improperly selected blower might give you the needed capacity all right, but its efficiency can be so low that you would be continually paying more for its operation than you should in electric power bills.

Many times I've seen a 10 h.p. or even

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

*Air Conditioning Engineer, Milwaukee, Wis.

a 15 h.p. motor driving a blower when a 5 h.p. motor connected to a more suitably sized blower would do the work required. I usually use a 5 h.p. motor to deliver 20,000 c.f.m. of air for air conditioning purposes. Yet several of you have at least a 7½ h.p. motor to obtain this volume of air and this means your electric power bill is 50 per cent more than it needs to be.

Very few of you theatre men seem to be even remotely interested in operation costs at the time you buy—but only in initial costs. Yet operation costs are *always* with you while first costs can be forgotten after awhile.

If you are buying a blower for ventilation purposes only, its capacity should be large enough to deliver 30 c.f.m. per seat; 1,000 seats—30,000 c.f.m. Now if such a blower is bought under the specification that when delivering 30,000 c.f.m. the outlet velocity shall not exceed 1,500 feet per minute, you will have a blower that is adequate and usable for future air conditioning.

Nobody can sell me a blower for any theatre job that has an outlet velocity exceeding 1,500 feet per minute. Blowers having a higher outlet air velocity than this can cause an "air noise" that penetrates to all parts of the house. It's mighty nice practice to place a noise isolation base under a blower and of course a canvass connection between the blower and the duct is always used by the qualified contractor.

Proficiency in a Package

Some blowers (up to 10,000 c.f.m.) come equipped with filters, all installed in a nice cabinet with motor and "V"-belt drive, ready to run. For small theatres, these ready-made units usually can be mounted on a platform above rear exits and on each side of the stage. Two such blowers installed as proposed can provide a total of 20,000 c.f.m. Such quietness can be had if correctly installed that there will be no interference with the sound.

A short fresh-air duct from proscenium through the rear building wall is needed, of course. But I'd also like to see a "return duct" run from under the stage so that some recirculated air can be used in the winter time. (See diagram of my idea under "What's New.")

It's bum business admitting air from one side of the stage only, and it's also a fatal *faux pas* not to install properly selected air supply grilles. The length, width and ceiling height of your house must be known in order to properly specify the grilles; otherwise efficient air diffusion cannot be had. And it's good business to install louvre dampers in the fresh-air supply duct as well as recirculation air ducts. These should be connected so that when one damper opens, the other closes and *vice versa*.

If you really want to go "de luxe" on the job, install a damper motor and a five-point switch anywhere convenient so that you can regulate your air without having to run backstage. These dampers and damper motors and five-point switches don't cost very much and they surely are convenient. The dampers cost about $2.00 per square foot, damper motors about $37.50 and the five-point switch around ten bucks.

A 6,000 c.f.m. blower with filters, cabinet and motor large enough for future air conditioning costs something less than $200. One of these assemblies located on each side of the stage would provide a total of 12,000 c.f.m. and this is plenty of air for a 400-seat house.

So many of you write in asking about the cost of this and the cost of the other that I might as well publish some approximate cost figures, thereby saving some of my time at the typewriter. If you need more or less air than what I have mentioned, the cost is about in proportion. But when you need more than 20,000 c.f.m., the cost jumps, because it requires a heavy duty type of blower, separate filters and you can't buy 'em from a factory ready to be shipped in a box.

Nearly But Not Quite Enuff

One theatre owner wrote me stating, "I have been looking through an accumulation of two years of your articles trying to find some information suitable for my particular problem. And while I did get a lot of information that was *nearly* what I want, I did not find exactly the information I need so I am writing you."

Frankly, I never intended any of these articles to be used as a text book; but only as a general guide. However, realizing that my above-quoted friend actually said sump'n, I am trying to give more specific information when and as I can, without actually being on the job to see what's going on.

Under our sub-department, "What's New in Air Conditioning," I am trying to show some things which I think are new to you though not necessarily new to the air conditioning trade. I don't know how to sell and I ain't no salesman. Otherwise I could palm off lots of gadgets on you boys because I have your confidence and I know it. But I do know how to recommend and specify and I am doing this right along for you. I've been doing a lot of it for postage stamps and that ain't right and proper for a man of my profession.

One exhibitor pal of mine out in Nebraska writes: "I am going to send you a bottle of Scotch but answer these questions *first*. I just want to be sure you are sober when you answer them."

But do you think I even get as much as a bottle of Scotch out of these air conditioning manufacturers who profit considerably from my recommendations? Nary an empty bottle nor the smell of a cork! They are "scientific takers" of any and all business offered without effort or expenditure on their part, so I've just naturally got to give them the razzberry. (Aside to manufacturers: Come on fellows, loosen up on that reactionary re-

(Continued on following page)

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

And here's one from a theatre man down in Oklahoma, who gets right to the root of things in the opening paragraph of his letter:

The Letter: "I would like to have you draw me a set of plans for cooling my theatre, of which I am sending you a rough sketch, as well as it can be cooled with washed air, as I don't think it would be a paying investment to buy refrigeration at present in a town the size of mine, which is about 1,700 population.

"I have a small washed air system, but I know my blower is not large enough, so I want you to tell me what it will take to do the job, and how it should be put in. Of course I want to do the job as reasonably as possible, but at the same time I want to get results from the money I spend. Please let me know what the charges will be for a set of plans.—L.M."

My Reply: "Thanks for your letter of the 24th. I can make you a plan for $25.00, but I will need more information than sent. Where can the equipment be located? Have you sufficient room backstage? If so, send me a floor plan of this part of your house.

"You show an auditorium length of 82 feet for a 325-seat house. Have you an overhead duct system or is there sufficient attic space to install one? It's going to be hard to properly distribute air from the stage end, but if the budget won't stand for overhead ducts I should know it now. You might let me know if your present blower will deliver 10,000 c.f.m. of air as this much will be required. If the blower is too small, I can purchase a suitable one for less than $165.00, and it will require a 3 h.p. motor.

"Let me know if your city has or you can get deep well water. Ascertain temperature at city pumping station. Let me know how far your theatre is from the pumping station and if there are any water cooling systems operating satisfactorily in your city.

"If ..... has a high altitude and a very dry climate in the summer, a washed air system will not be too satisfactory. But if water can be obtained not to exceed 58 degrees Fahrenheit, a good inexpensive cooling job can be done. You see, I have to have something to work with.

"Now I'll not draw you a plan for any amount unless I am sure that you will get a good job if my plan is followed. And I'll need the information asked for before I can be sure that I can properly serve you so that you will be pleased with the final results.

"I can usually arrange terms up to three years with the firms from whom I purchase, while extracting guarantees from them that my requirements as to performance are met. In other words, I make every firm responsible to me for their part of a job while I am in turn responsible to you for the complete and final result. And I do get results not otherwise possible when proper and adequate engineering is overlooked.—G.H.S."

WHAT'S NEW IN AIR CONDITIONING

What's new? Here is an opportunity to get "something for nothin" or nearly so. And knowing human nature and you theatre owners as well as I do, I think you'll like the idea.

The "thing-in-a-box" is not brand new, because many theatre owners already have it hooked up to a warm air furnace even in their homes. I'm sure you recognize the package. But "Big Ones" are now being built for industrial application. One suggested way to use them (or any other good blower layout) is shown by the diagram.

Factories can build "tin boxes" a lot cheaper than you can, but you can build a platform and run some ducts as shown by the diagram and get mighty good ventilation as well as clean air. You can also install heating and cooling coils when, as and if you want to, without having to put a second mortgage on the old homestead. I'll be glad to send you the manufacturer's name upon request and you can get the rest of the dope, such as prices and details from him direct.—G.H.S.

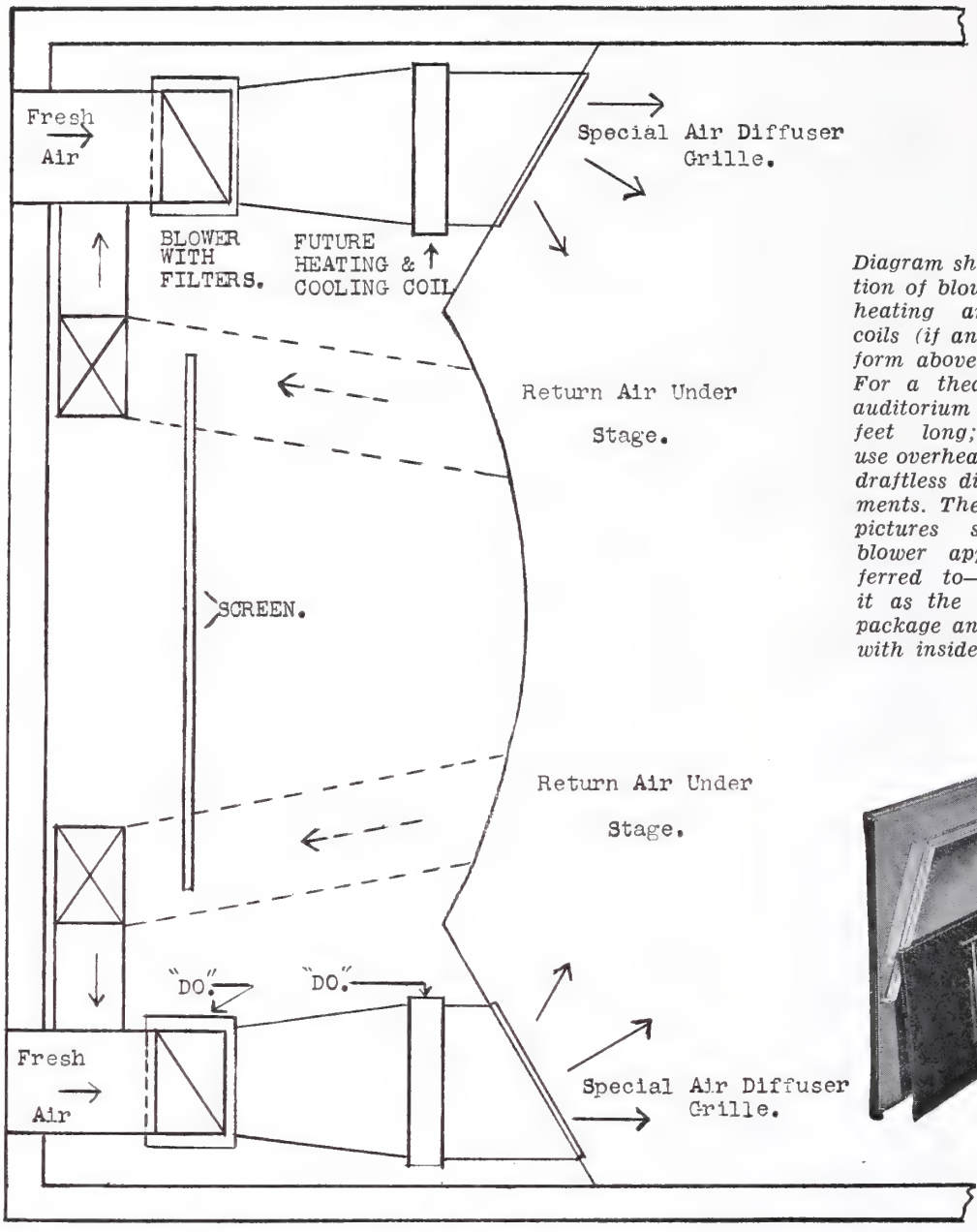
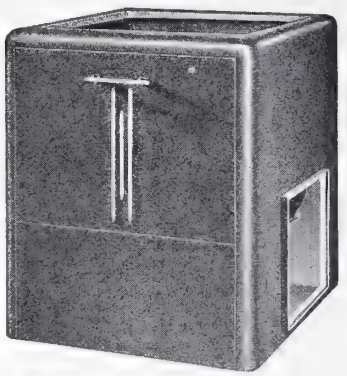
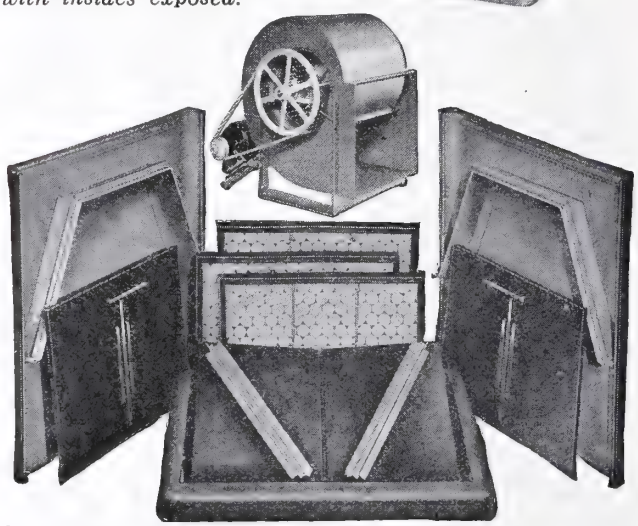


Diagram showing location of blowers, filters, heating and cooling coils (if any) on platform above rear exits. For a theatre having auditorium not over 75 feet long; otherwise use overhead ducts and draftless diffusing elements. The two other pictures show the blower apparatus referred to—one shows it as the wrapped-up package and the other with insides exposed.





What About Blowers? . . . And the Way They're Used and Abused!

(Continued from preceding page)

serve of yours and become a sustaining sponsor for an activity that is doing you plenty of good *and I can prove it!*)

The blower business constitutes fifty per cent of the total volume of air conditioning business rated in dollars and cents. I have a salesman friend who sold, all by himself, $164,000 worth of blowers alone last year and not one of them went into theatres. Being a pretty good "blower" myself, I wish he would sell me. I'll take that 164 grand and do a lot of blowing where it would really do some good.

More of Mein Kampf

Can anybody tell me how to convert some of my "hot air" into "cold cash?" You merely get the surplus here. My "outlet velocity" is far greater than just 1,500 feet per minute, which is why I make so much noise. Got enough internal pressure to overcome more than 1-inch static resistance in the minds of you theatre owners, but apparently not enough to overcome your resistance to sending me postage stamps (and other things) when you write for help. I guess you just forget about it many times, but it actually costs me dough to run this department, which seems to be doing everybody some good except me and the editor. Why we keep it up, I dunno. We have "reader interest" aplenty but that does not help much to buy shoes for the babies.

I like babies—from 18 up. And shoes for them in this higher age bracket become expensive. In this modern day and age, babies like bottles, so between buying bottles for them and stamps for you, I'm in one helluva fix financially. Pretty soon I'll have to croon to them "I Can't Give You Anything But Love," and baby will reply, "No spicka da English!" So if you want to stave off my impending pre-

(Continued on page 77)

Box offices wake up with good air conditioning

TO STEP UP YOUR PROFITS



...TURN TO

Keep patrons coming back . . . by making them comfortable all year 'round!

Perhaps you've noticed it. Sometimes patrons come out of grand five-star shows yawning and slightly wilted. They seem annoyed—and they *are*. Is the entertainment always at fault? Of course not!

If patrons begin drooping out of your theatre, and your box-office sags in summer, what you need is a really *good* air conditioning system. Your theatre should be properly de-humidified—the air should be circulated without drafts—there should be no hot or cold spots.

There is a size and type of *General Electric* Air Conditioning equipment to meet your needs—to give your patrons the comfort they demand—whether your theatre's seating capacity is small, medium or large.



Install G-E Air Conditioning and watch how patrons relax and enjoy your shows—how they come back more often—bring friends with them.



Send for your copy of "Air Conditioning for Business." It answers many theatre air conditioning problems. Then talk with your local contractor or consulting engineer about a G-E installation.

AIR CONDITIONING BY

GENERAL ELECTRIC

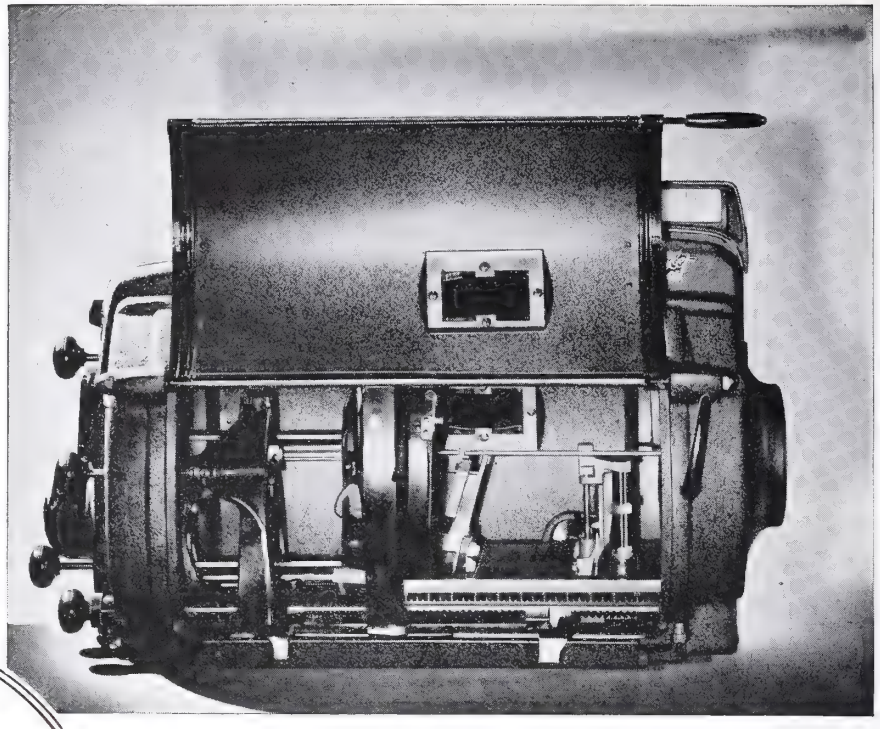
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Address .....

City ..... *State* .....



THIS IS THE LAMP

• • • that is putting high intensity projection lighting within the reach of moderate size theatres heretofore restricted to the use of low intensity lamps, because the operating, if not the original cost, of the earlier high intensities has been prohibitive.

The New 19000 Series

Simplex HIGH

is a low cost, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because this new arc operates at only 27 volts as compared with 55 volts in the low intensity, and each 14-inch 7mm suprex positive carbon burns for at least two hours.

This Simplex High projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

Distributed by =

NATIONAL THEATRE SUPPLY COMPANY

=*Branches In Principal Cities*

What About Blowers? . . . And the Way They're Used and Abused!

(Continued from page 74)

dicament, be sure to include postage if you want a reply. Other and more potent contributions are always acceptable, too.

Do you know of something else that I should write about? Anything else troubling you? You untroubled theatre owners should come through now and then, too, and suggest a topic. I'll be glad to hear from you also.

Here it is officially Springtime and I am sitting alongside my favorite radiator writing to you while it is two degrees above zero outdoors. Maybe it isn't suitable weather in which to talk about blowers and cooling systems, but don't worry, my hearties, *hot* weather will be along sooner than you think. So if you are going to do sump'n about the weather this year, don't put off doing it until after the first of June and thus get yourself into a jam.

My secretary's name is June. Yes, she's a bottle baby, too, but the bottle is empty and I'm having to write this article all by myself. I hope you like it.

Another Epic of Success From Out in the Short-Grass Country

(Continued from page 55)

but the best and Norfolk movie fans still regard her taste in pictures "tops" and recall with joy the really big pictures she brought to the Avenue. After two years' successful operation and because of the serious illness of her daughter, Mrs. Rasley sold her Norfolk business in 1919 and in 1920 bought the Royal at O'Neill, which at the time was showing only one night a week and had no Sunday show.

In the nineteen and one-half years of her management there, she has had two shows every night, Sunday shows and two matinees a week. When sound was introduced, Mrs. Rasley added that and gave O'Neill the first sound pictures west of Norfolk and has since kept ahead with every improvement offered.

Besides operating a successful business, Mrs. Rasley has always maintained and managed a home, doing all her own housework and her neighbors concede her a first-rate homemaker. Three years ago she built a new home and that and her flower garden are her hobbies and source of relaxation when not at the Royal. The same urge that occasions semi-frequent house cleanings and general rearrangement of furniture causes Mrs. Rasley to remodel and re-do her show house every so often and her love for fine pictures—the best always—keeps her busy studying previews and advance news and selecting for the future bookings the best of the moving picture productions.

"They talk about a woman's sphere as though it had a limit; there isn't life, or death, or a birth that has a feather's weight of worth without a woman in it." That little verse suits Georgia M. Rasley, resourceful showman, to a T.

She Remodels the Royal

And now more about the new Royal. Its new face, as illustrated, is of blue agate structural glass with a broad panel of glass blocks above the V-shaped neonized marquee. A striking parapet in a striped awning effect adds interest and a modern tone to the entire perspective. The canopy is of enameled metal in complimentary colors with ample space for advertising display. The lobby has a faience tile floor and walls with an indirectly lighted ceiling.

The Royal's new foyer has panelled walls and a segmented ceiling with indirect lighting fixtures, chrome stair railings, beautifully carpeted floors and chromesteel lounge settees for the comfort of waiting patrons. An unusually smart decorative scheme is employed in the foyer walls and ceiling.

The renewed Royal has modern and most efficiently equipped rest rooms below the foyer. There, too, carpeted floors, functional fixtures and more chromesteel furniture add to the ease and comfort of the customers.

The auditorium has walls of acoustical tile applied with unusual taste for decorative effect. The ceiling is similarly treated in this modern material. A small balcony is located over standee space at the rear, increasing the former seating capacity of the Royal from 300 to 420. Seats in the balcony are of the full-upholstered type, while those on the main floor have body-formed veneer backs and full spring seats.

Indirect lighting is used in the auditorium through the medium of modern sidewall lighting plaques or panels. A complete cooling system of latest development assures the comfort of patrons in any kind of weather. Nothing has been overlooked to increase the livability of this lovely little theatre.

The projection room, equipped with the newest in sound and projection equipment, is isolated with vibratory cork below its concrete floor construction, thus eliminating all mechanical suggestion in the life-like presentation of pictures.

Edward J. Sessinghaus, architect, designed the modernization of the Royal and the project was engineered and equipped by The Ballantyne Company of Omaha, through the courtesy of whom this presentation is made possible.

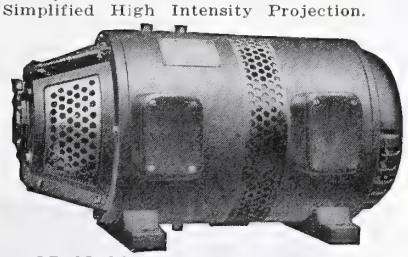
Orchids to all concerned. The project is an outstanding example of what can be done when there's a will to do—in the modernization of small-town movie theatres.

THE BEST COSTS LESS

STABILARC

Motor Generator

Look at it from every angle. There's real quality built into every STABILARC. That's one reason for their successful performance thruout the world . . . and, constant, uniform operation every second makes it ideally suited for the new "One Kilowatt" Simplified High Intensity Projection.



35-42-60-80 VOLT MULTIPLE
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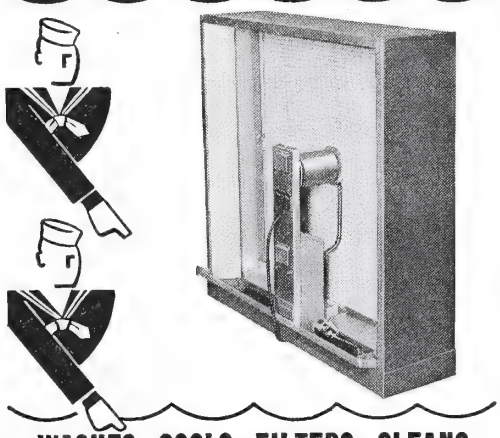
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Theatre.....

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A Higher Standard of Projection for Our Smaller Houses

SOMETHING had to to be done to step up the quality of screen presentation in about 14,000 theatres wherein seating capacities range from a thousand down to 200 or less, and the equipment industry, accepting the challenge, just went right ahead and "done it."

But the development trend this time, unlike previous attempts to cure the projection ailments of the small capacity and necessarily limited income theatres, was headed in the direction of lower cost and economy of operation. Previous efforts to put little theatre projection on a par with the deluxers have generally been cramped by high installation cost and heavy operating expense.

What was once believed quite impossible has now been accomplished in the development and production of intermediary types of high intensity carbon arcs. These new light sources answer a need that for years has been crying for attention among the owners of smaller theatres. They bring all the advantages of modern high intensity, high efficiency screen illumination to the little theatre at a cost that is well within the reach of all.

Former Attempt Fell Short

While the so-called "Suprex" type lamps, developed a few years ago, broadened the field of high intensity screen illumination to include a substantial number of medium-sized theatres, many owners of small houses felt that the initial cost of such equipment and its operation was still beyond their means and they consequently continued the use of low intensity projection with its yellowish screen light. A careful survey of the screen illumination requirements of the smaller theatres, based on the limits of income, finally led to the development of several new high intensity light sources which now provide a high level and quality of screen illumination comparable and in some cases superior to that found in larger theatres.

These light sources are keyed to the requirements of the modern black and white as well as colored films and are available in both alternating and direct current types. They present unusual features of simplicity and economy of operation.

Coincident with the development of the lamps themselves, National Carbon Company, Inc., has lent full cooperation in the application of its products to fully meet the operating requirements of the new lamps. A new negative carbon, 6mm in diameter, known as the "Orotip" C has been developed especially for use in conjunction with a 7mm positive "Suprex" carbon in the new direct current lamps. The 7mm by 14-inch "Suprex" carbons are used in others. The carbons are all copper coated, of small diameter and have exceptional life and light producing qualities.

A New Brenkert Lamp

The latest lamp development brought to the attention of the theatre operating industry is the Senarc, a new product of Brenkert Light Projection Company. The courtesy of the Clinic is extended to Mr. Karl Brenkert, president of the company, for a descriptive outline of his achievement. We quote him:

"The definite purpose in presenting the new Senarc projection lamp is to enable the owner of the smaller theatre to avail himself of snow-white light projection with which to properly project colored pictures in their true color tones and with sufficient light intensity to bring out every detail of the picture at a first cost and operating cost commensurate with the size and income of his theatre. This new light source brings a new high standard of projection to the smaller theatre fully comparable to that obtained by the large metropolitan and medium-sized theatres.

"In determining what would constitute the so-called smaller theatre, a measurement of seating capacities up to 800 seats, screen sizes up to 18 feet in width and projection distances up to 100 feet has been chosen.

"It is generally conceded that for the proper presentation of colored pictures, which are rapidly increasing in number, a screen intensity of approximately 10-foot candles with the projector running is required, and the characteristics of the light should be white like that of sunlight, which is the natural white light spectrum.

"Since many theatres have seating capacities, screen sizes and projection distances less than the maximum enumerated above, it is desirable that this new light source be adjustable as to total light output, which is expressed in lumens, so that the chosen standard of 10-foot candles can be closely maintained in these various sized theatres. This is accomplished on the new lamp by a special type of arc control which permits operating two various size carbon trims between 30 and 40 arc amperes. These carbon trims are now available, one being the 6mm positive and 5mm negative operating at 30 to 35 amperes, and the other being the 7mm positive and 6mm negative operating at 40 amperes.

Operating Costs Compared

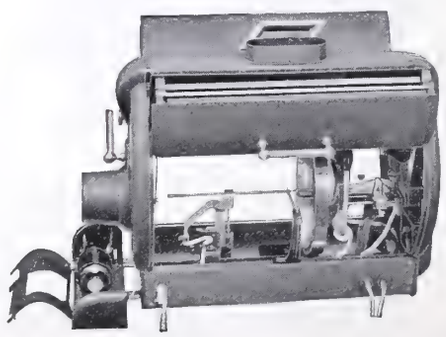
"The electrical energy consumed at the arc is a minimum of 750 watts at 30 amperes up to a maximum of 1,150 watts at 40 amperes. The light on the screen without the shutter running is 3,300 lumens at 30 amperes up to a maximum of 4,300 lumens at 40 amperes. The screen intensity on a 14-foot screen width with 30 amperes at the arc is approximately 10 foot candles and with an 18-foot screen at 40 amperes is approximately 10 foot candles.

"These screen intensities are based on a single-shutter type projector with the projector operating. Where the more efficient double-shutter type projectors are





Front, rear and lateral (open) views of the new-born Senarc automatic high intensity projection arc lamp, latest member of the Brenkert Light Projection Company's family of cinequipment products.



used, the screen intensities will be higher than these figures; therefore, current at the arc can be reduced with resultant lower operating cost, to maintain the desired 10 foot candles.

"It will be noted from the foregoing figures that this new light source operates at a lower wattage than any arc type of light source that has yet been used for motion picture theatre projection.

"New power elements have been developed and are now ready for use with the new light source. These power sources are available in Tungar type rectifiers or motor generators. The motor generators are available in either the constant voltage type, which use ballast resistors, or the double generator series type wherein no ballast resistors are required. The efficiency of these new power sources ranges from 60 to 70 per cent and develop an overall power consumption as drawn off the line from 1,300 watts at 30 arc amperes to 1,960 watts at 40 arc amperes.

"Our new Senarc lamp operates on direct current only. The power sources are for operation on two or three phase line. This combination eliminates all flicker in the light on the screen, caused by the light source, at any time either with single shutter type projectors or with double shutter type projectors.

COMPARISON OF EFFICIENCIES

"No doubt the question will be asked: How does the result from this new light source compare with that obtained from a low intensity lamp or from the present 45 to 65 ampere high intensity lamp? The screen intensity as measured by a foot candle meter will show the light from the Senarc lamp to be appreciably greater than with the low intensity type of arc. In addition, the light produced from the new lamp is white as compared to the yellow light produced by the low intensity types.

"The costs of operation for carbons and current in the Senarc lamp will vary from 11 to 16 cents per hour, depending upon the amount of current used at the arc and the cost per kilowatt hour of the current. The cost of the low intensity type of arc is not ever less than this figure, and in most cases higher.

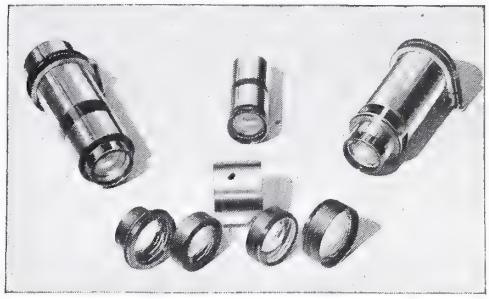
"The 45 to 65 ampere high intensity type of arc, such as that used in most theatres above 800 seats, has a total light output from 5,000 to 6,200 lumens at an operating cost of 22 to 32 cents per hour for carbons and current. The quality of light from the new Senarc is the same as that produced by the present 45 to 65 ampere high intensity arcs."

Mr. Brenkert thus gives a very fair appraisal of his own recent development, which is typical of what is being done to effect a higher standard of projection in our smaller houses.

With high intensity projection thus being made universally and economically available to all theatres, large and small, a great forward step has been taken in providing the means for more comfortable vision, better projection and increased satisfaction to picture theatre audiences.

Have You a Problem?

Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.



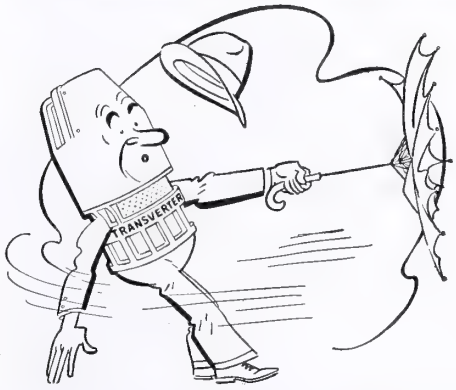
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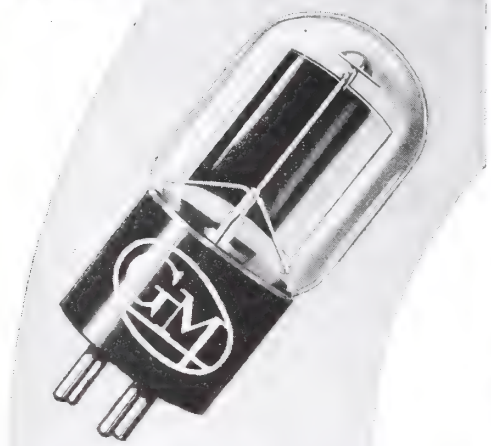
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FOUR REQUIREMENTS FOR THEATRE CARPETS





Two of the new Cochrane theatre patterns which typify a wide range of selection for both decorative and wear requirements. At left—the modernistic Barclay and at right, the more conservative Peerless pattern.

"JUST as managing a theatre is a highly specialized business, so also is the matter of selecting carpets for theatre installation," says C. R. Wright, manager of the Theatre Carpet Advisory Bureau of the Charles P. Cochrane Company, a new service recently established by his company for analyses and counsel on theatre carpeting requirements.

The right selection, according to Mr. Wright, should take into consideration four important points. First, the pattern should be appropriate to the theatre's architecture and decorative scheme; next, the design should be bold enough and the colors clear enough to show up advantageously in the dim lights under which patrons normally see carpets. Carpets help to create a quality atmosphere—but they must be seen to be fully appreciated.

Closely connected with this point is the nature of the pile. This should be sufficiently deep to provide a luxurious feeling—further reminding patrons of the carpet's presence. Finally, the weave should be of such character as to keep both the original investment and replacement costs at the lowest possible figure. Mr. Wright's company manufactures theatre carpets in many different grades. He points out, therefore, that what is the best buy for one theatre may be far from the best for another—because traffic conditions vary tremendously.

On the several points referred to, Cochrane's Theatre Carpet Advisory Bureau will undertake to render valuable assistance. Its recommendations, according to Mr. Wright, are based on 40 years of experience in supplying carpets to theatres, stores and so forth, during which time much data has been collected relative to all types of service conditions.

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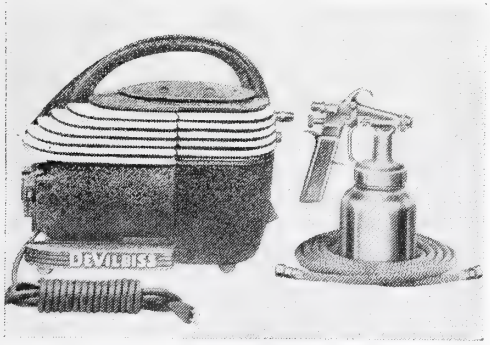
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A good paint-spraying outfit is unquestionably a most utilitarian piece of equipment around the theatre, not only for advertising display and special scenery creation, but for decorative maintenance in between remodeling seasons. Further information on the equipment may be had from The Modern Theatre Information Bureau.

QUIET

Contributing factors to quiet in our daily surroundings are ever on the increase. It's interesting to note that a concern in Delaware manufactures a flush valve which they call Si-Flo. Because it has only one moving part, concentrated in a compact piston unit, it is far quieter than old fashioned noisy flush valves, according to the manufacturer. With it, the "gush" of water becomes a "hush" of water, and no sound gets outside the room to embarrass and annoy.

The gadget provides the modern function of quiet in plumbing and as such it may find an important place in theatre restrooms. Just as the silent valve hushes the noise of rushing water, so does a good acoustical product correctly applied reduce the ugly sound of extraneous noise generated by bells, voices, footsteps, crowds, machines—thus adding ease to nerves and happiness to dispositions among movie patrons.

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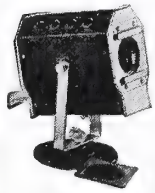
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DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

Color in Theatre Design is a Subject for Serious Thought

By **Leyland C. Smith***

IN CHOOSING colors for any type of building meant for public enjoyment, we must try always to convey hospitality, and most of all, we must choose a pleasing arrangement of color in theatre ornamentation.

The day of grandiose embellishment with its spellbinding array of over-done facades, foyers and prosceniums is past. In the newer houses, large and small, there has been in recent years a marked trend to modernism, a play of mass composition, simple planes, stately refinement.

In theatre design, our modern architects have achieved maximum beauty and convenience with a minimum of gaudy detail. However, we do find in some instances a serious loss of the above quality, hospitality, in the choice of cold and forbidding colors.

To search for the origin of our "color psychology," let us first go back to the beginning of architecture in its utilitarian meaning. French Gothic, for instance, embodied in the many-membered column and capital, leaf and other natural designs. Japanese design (in itself very modern in spirit) had for its motives a natural influence. So why not take a suggestion from these master builders and choose colors upon this basis?

A Practical Motive

To convey the thought of restfulness on the exterior of a building, why not use the color scheme we associate with the out-of-doors, the inviting colors of a wooded glen and greensward? This may be of some greyed tone, keyed to a pastel value, or if we prefer, use the warm tones of summer sunshine, buff, ivory or cream. Many of the adobe buildings in the western part of the United States are possessed of that hospitable quality by the use of clays in a warm buff color. Is this not much more pleasing than an application of some technique in a cold iceberg blue?

Many times we see black used in profusion. While its practicability is unquestioned, such as its use for base trims, are there not other dark tones that possess more life and a spark of warmth, as do maroon and brown?

In picking colors for the foyer and lobby, we must be careful not to overdo our color combinations and have them clash. After all, if we use an analagous scheme (colors possessing a bit of each other, such as yellow, green and blue-green) for large area treatments of wall surfaces, we are playing safe. We may use complements of this scheme in small areas, preferably in borders or on advertising frames, because our main object along with making the interior attractive is to focus the patrons' eyes on the advertising matter displayed therein and not to exhaust him with a riot of rampant color.

Our wainscotings, for serviceability, should be kept rather dark, while the walls above can go a bit lighter, with the ceiling being still lighter if it is rather low. This tends to raise it, while a color darker than the wall tone may be used if the ceiling is high and should in effect be lowered. There are many shades of wallboard that can be used in their own natural colors; those of the dark brown tint being most serviceable for wainscotings.

Effects of Illumination

For auditorium treatment we run into still another factor to be considered in choosing wall tints; that of lighting. If we had a uniform condition of constant intensity and color, we would be able to work from one angle. However, this is not the case, so we will have to choose colors that will be pleasing when the house lights are on and yet stay reasonably within value relation with white lights off and colored lighting taking its place when the image is on the screen and dimness is a necessity.

We find that it is good practice to keep to the scheme employed elsewhere in the theatre, with the use of a dark or light ceiling to raise or lower it as mentioned previously. In finding whether the colors employed will retain their proper values under colored illumination, it is best to secure color charts of paint to be used or a sample of the color itself. Have them brushed on a board (in the case of cold-water paint, let it dry to bring out final value), then set up fixtures with colored bulbs burning and subject the colors to inspection under this condition. If they retain proper values, then they have passed the test; if not, variations of the same colors should be substituted to obtain the desired effect.

In choosing colors in tile, imitation marble or glass for rest rooms, it is best to follow schemes worked out by the distributors of these products. For ladies' rest rooms, colors should run to pastel shades of mauve, green or blue, while in men's rest rooms we can use more masculine choices of leather brown, dark green marble (or imitation), black or maroon, with walls and ceiling harmonizing with such schemes.

In lounges frequented by both sexes, it is best to use a mixture of the two; dark wainscoting, lighter walls of pastel and ceiling rather dark.

Finally, our last surface to be considered, but of major importance, is the proscenium. This is the setting for the gem of illusion every theatre sells to the public. We should concentrate our colors somewhat here, having them a bit darker in value than wall surfaces so as to bring the spectators' vision to a focal point. We need not be afraid of combinations of color here, provided they are kept dark, since this plane receives no illumination and when house lights are dimmed all colors fall into a dark framing of the illuminated screen.

*Theatre Decorator of Brundidge, Alabama.

INTRODUCTION

by the Editor

We acknowledge gratefully the author's collaboration in this instance and present him quite informally to our readers with his own very modest account of himself, viz.:

Born *long enough ago to remember Pearl White and Wm. S. Hart in their hey-days. When a player-piano and traps were sound-effects. (Nov.* 24, 1910).

Trained *for academic artist. Contributed to several road exhibits. Portrait painter and draftsman for the government, yet prefer film cement and bill-posting paste to palette and easel.*

Connection: *Affiliated with three southern theatrical chains since* 1930 *as decorator.*

Pet Aversion: *Hate stuffed-shirt theatre formality, as it makes people think they are attending a military dress parade instead of a place of entertainment. Popularity of screw-ball pictures proving my point.*

Ambition: *To answer problems on color and decoration through The Modern Theatre section of* Boxoffice.

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GUIDE TO HARMONY IN ASSOCIATION OF COLORS

	Brown	Tan	Cream	Gray	Lavender	Purple	Wine or Maroon	Red	Pink	Orange	Yellow	Green	Light Green	Blue	Light Blue
Light Blue	Bad C	Good C	Good C	Good B	Good B	Bad B	Bad C	Bad C	Good C	Bad C	Bad C	Bad B	Good B	Good B	
Blue	Good C	Good C	Good C	Good B	Good B	Good B	Bad C	Bad C	Bad C	Good C	Good C	Good B	Good B		Good B
Light Green	Good C	Good C	Good C	Good B	Good B	Good B	Good C	Good C	Good C	Good C	Good B	Good B		Good B	Good B
Green	Good C	Good C	Good C	Good B	Good B	Good B	Good C	Good C	Good C	Good C	Good B		Good B	Good B	Bad B
Yellow	Good B	Good B	Good B	Good C	Good C	Good C	Good C	Good C	Bad C	Good B		Good B	Good B	Good C	Bad C
Orange	Good B	Good B	Good B	Good C	Bad C	Good C	Bad C	Good B	Bad C		Good B	Good C	Good C	Good C	Bad C
Pink	Bad C	Bad C	Good B	Good C	Good B	Good B	Good B	Good B		Bad C	Bad C	Good C	Good C	Bad C	Good C
Red	Good B	Bad C	Good C	Good C	Bad C	Bad B	Good B		Good B	Good B	Good C	Good C	Good C	Bad C	Bad C
Wine or Maroon	Good B	Good C	Good C	Good C	Bad B	Good B		Good B	Good B	Bad C	Good C	Good C	Good C	Bad C	Bad C
Purple	Good B	Good C	Good C	Good B	Good B		Good B	Bad B	Good B	Good C	Good C	Good C	Good C	Good B	Bad B
Lavender	Good B	Good C	Good C	Good B		Good B	Bad B	Bad C	Good B	Bad C	Good C	Good B	Good B	Good B	Good B
Gray	Bad B	Bad B	Good B		Good B	Good B	Good C	Good C	Good C	Good C	Good C	Good B	Good B	Good B	Good B
Cream	Good B	Good B		Good B	Good C	Good C	Good C	Good C	Good B	Good B	Good B	Good C	Good C	Good C	Good C
Tan	Good B		Good B	Bad B	Good C	Good C	Good C	Bad C	Bad C	Good B	Good B	Good C	Good C	Good C	Good C
Brown		Good B	Good B	Bad B	Good C	Good B	Good B	Good B	Bad C	Good B	Good B	Good C	Good C	Good C	Bad C

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THE above tabulation provides a handy reference guide to the selection of pleasing and harmonious color combinations. It may be used in connection with interior decoration, for which it was primarily planned, and also it may prove helpful as a guide to interesting display or theatre front ornamentation.

In the chart "B" means Blend. Under "Good" it indicates a harmonious combination of related colors, and under "Bad" vice versa. "C" means contrast. If under "Good" it indicates a harmonious combination of contrasting colors and if under "Bad" vice versa.

When three colors are used to obtain a contrast, a more pleasing effect will result if two of these are blends and a third is a contrast, than if three contrasting colors are used. Three blends, though, may be combined. In these harmonies, the best effect is obtained if one color dominates, the second less prominent and the third is a subordinate to the other two.

Write for Bulletin

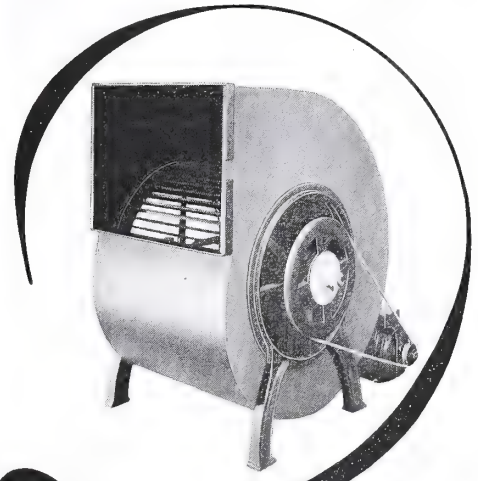
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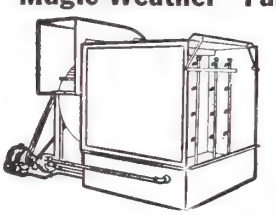
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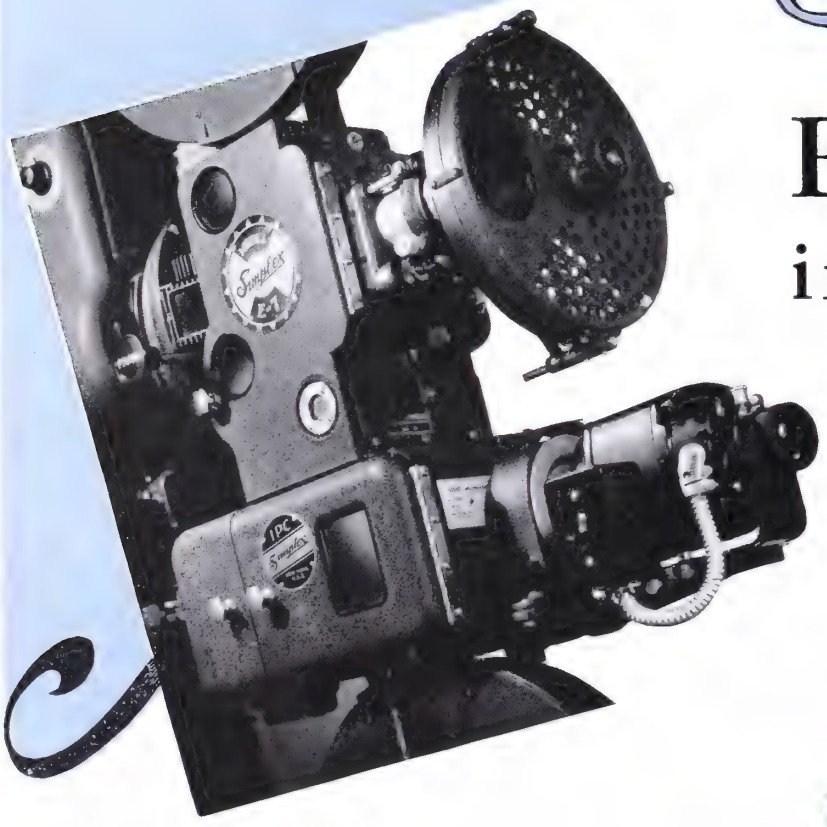
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Aubrey Blair Assists Philbrick in Task

That he will work in close cooperation with the Screen Actors Guild in the proposed reorganization of Central Casting Corp., although officially any comment on the subject from him has been lacking, loomed as a definite element in the plans of Howard R. Philbrick, newly-appointed general manager of the casting bureau, when he appointed Aubrey Blair as his executive assistant and head of the casting division. Blair was, for more than six years, executive secretary to the junior branch of the SAG, assistant to Kenneth Thomson, the Guild's executive secretary and, more recently, regional director for the American Guild of Variety Artists in 11 western states.

It was on the recommendation of the SAG, according to an explanatory statement issued by Joseph M. Schenck, former head of the producers' association, that Philbrick received the appointment, replacing Campbell McCulloch.

Recommended Highly

"As I understand it," Schenck declared in his statement, "Edwin J. Loeb and the Screen Actors Guild recommends Howard R. Philbrick as general manager for the bureau . . . I contacted Governor Olson regarding Mr. Philbrick, and Governor Olson endorsed him very strongly . . . On the recommendation of the Screen Actors Guild and other agencies concerned with the welfare of the screen extras, E. J. Mannix (who had been appointed a committee of one to effect the reorganization) appointed Mr. Philbrick as general manager of the Central Casting bureau."

In line with Philbrick's silence as to his plans, the SAG, through Thomson, also issued a statement in which it declared that while the SAG's executive committee and directorate approved Philbrick's appointment, whom it "believed well qualified," the Guild will "not go any farther than that single recommendation."

"All who inquire at Guild offices in connection with Central Casting positions," the statement said, "have been and will be referred directly to Philbrick."

Producers' action to reorganize the casting agency came shortly after the SAG had filed a lengthy report containing specific information as to favoritism, job-buying and other charges. At about the same time it was disclosed that Southern California authorities had begun an investigation as the result of allegations that hoodlums and other "undesirables" had filtered into extra ranks.

Philbrick has also appointed Gerald I. Farman as his special assistant, and has indicated that as rapidly as possible an "open-door" policy for extras with complaints, requests for interviews and the like will be instituted. One of Philbrick's first moves, he declared, will be to compile detailed data on some 1,200 extras for whom no adequate information is now listed.

Farman was formerly director of the operations division of the Southern California WPA. He will assist in handling interviews, sifting and classifying complaints and settling administrative problems.

Divided Autonomy Project Is Rejected by Guild Council

That the Screen Actors Guild will retain its present organizational structure, with no splitup of the "A" and "B" groups, was indicated with considerable emphasis when the Class "B" council rejected, vehemently and in its entirety, a draft of the proposed plan under which extras would be given autonomy and an independent charter. Further, the council has requested the SAG directorate to immediately reopen negotiations with producers for higher wage scales and a reclassification of working conditions, which parleys were halted several weeks ago in order that the autonomy project might be prepared.

It is considered unlikely, in view of this development, that the independence question will be submitted to the general "B" membership for a vote, as a statement from the "B" council pointed out that that body represented the sentiments of at least 80 per cent of the extras in rejecting the plan. The charter would have given them a separate local under which they would collect their own dues, elect their own officers and conduct their own bargaining negotiations.

The SAG meantime is embroiled in a dispute with the Central Labor Council over the latters request that the Guild pay a per capita tax on its full membership. The SAG contends that it will not do so until other CLC members are required to make the same payment, and an investigation has been ordered to determine the per capita standing of the other crafts enrolled in the CLC. Ralph Morgan, SAG president, heads the Guilds CLC delegation, which comprises Kenneth Thomson, Pat Somerset, Walter Abel, Noel Madison, Larry Steers, Bill Henry, Bob Ellsworth and Charles Grubin.

Writers to Negotiate

A general membership meeting of the Screen Writers Guild has been called for May 8 at which time preparations for reopening bargaining negotiations with the producers will be completed. The producer parleys will probably get underway in June. Preliminary reports expressing the views of SWG members as to what the basic agreement should contain are now being compiled by a committee of 20, which is contacting every Hollywood scrivener. A separate meeting to discuss their individual problems was held by the group of writers in the lower-wage brackets, following which a report was to be presented to the general negotiating committee.

Status of negotiations with various crafts was scheduled for discussion at a meeting of the producers executive committee April 26. Such topics as resumption of parleys with the Conference of Studio Unions, as well as demands filed by film editors, painters and other unions, were on the calendar.

Film editors' board of directors and executive committee met April 25 to discuss terms of the new contract which it will submit to the producers around May 1. The SMPFE favors shorter hours and a five-day week. It has just signed agreements with Monogram and Republic calling for ten per cent wage increases in accordance with the recent similar pay boosts granted by all of the major studios.

The National Labor Relations Board called a conference for April 25 to arrange for a consent election on the bargaining petition filed by the Screen Office Employes Guild, which claims a majority of the white-collar workers in the studios. Sitting in on the parley were representatives of the independent office unions at Metro, Columbia and 20th Century-Fox.

Formation of an association of independent producers, for the primary purpose of combining their strength in labor negotiations, was discussed at a meeting of business representatives of such independent units as Selznick International, Frank Capra, Edward Small, Loew-Lewin, Stephens-Lang and Voco Productions.

Slot Machine Cinemas Stir A Casual Major Interest

Only a casual interest is being taken by the major production companies in the mad rush on the part of five organizations to place in the field automatic dime-in-the-slot projection machines, serviced by 16mm reels of musical and variety subjects. Consensus among the majors is that the amount of Hollywood talent utilized in the production of the reels will be so infinitesimally small that it will in no way affect the market drawn upon in feature film-making.

Their opinion is borne out by official announcements from four of the five slot-machine units declaring they will draw upon dance bands, vaudeville acts, night club singers and other entertainers for their subjects and have no intention, at this time at least, of attempting to purvey films featuring Hollywood personalities with any established reputation. One of the reasons advanced for this is the fear that the cost of doing so would be almost prohibitive.

700 Within Year

Although no definite figure can yet be arrived at, a preliminary estimate of the number of subjects to be turned out for use in these projection machines during the next 12 months places it at 700 or more. Whether or not the available supply of musical talent will have been exhausted by that time remains a moot question.

Currently and definitely in the field are the Globe-Mills company, for which James Roosevelt will produce the shorts; the Phonovision Corp., in which Frank Orsatti, Sam Saxe and Solly Freedman are the principals; and the Phonofilm Corp., using equipment manufactured by Bell and Howell and 16mm reels supplied by Neil McGuire. The latter is the first company actually to have machines in operation, a Phonofilm projector having been installed in a Los Angeles cocktail lounge last December, where it has been in continuous use ever since. Shaping plans for an early entry is the Cinematone Corp., while the Wurlitzer company, reportedly, is also designing an automatic projector machine; although no local confirmation of the latter's plans can be secured.

Edgar Bergen Has Plans

Another possible entrant into the production phase is Edgar Bergen, a spokesman for whom declared Bergen is soon to incorporate his own production company and admittedly is toying with the idea of turning out 16mm shorts featuring himself and Charlie McCarthy. No definite announcement as to Bergen's plans have been made, however.

Hovering over the entire field, furthermore, is the spectre of litigation and charges of patent infringement which may momentarily be filed by the Scott Automatic Nite-Site Corp., whose president, A. B. Scott, asserts he has been developing automatic projection machines for the past ten years; has invested more than $125,000 in his experiments; and claims he has been issued patents covering so many integral phases of the mechanism that no machine can be placed on the market without infringing, in some manner, upon the Scott patents. His backers, Scott declared, include Director Henry King, listed as vice-president and treasurer, and Producer-Director Tay Garnett. At present he has adopted a plan of watchful waiting, and says he will take no action until one or more of the other companies begins distributing the machines on a large scale.

For Globe-Mills, Roosevelt will turn out 52 reels, one a week, each reel to contain six subjects with a total running time of 15 minutes. They will be flashed on a screen measuring 18 by 24 inches, will employ name bands and variety acts and will be produced under the general title of "Musical Brevities."

Offer Two Sizes

Phonovision's screen will measure 16 by 20 inches. The 16mm reels, to be produced by Sam Saxe at the Vitagraph studios in Brooklyn, will contain ten subjects each with a total running time of 15 minutes also. In addition to bands and entertainers, the present plan is also to produce a weekly newsreel.

Cinematone's machine is expected to be placed on the market within three months. It was developed by W. P. Falkenberg, then a vice-president of the company, who later resigned to organize the LeRose-Falkenberg company, which will produce 16mm reels for use in the device. According to Fred J. Alberti, Cinematone's factory manager, two models have been constructed—one utilizing a large screen, 8 by 12 feet in size, and another employing an 18 by 24 inch screen.

The Phonofilm device, for which five subjects have already been turned out by McGuire, features a screen measuring 3 by 5 feet. Backers of the company are Howard Christie, son of the owner of the Christie Hotel, and John Rough. McGuire, himself an independent producer and former major studio art director, is now working on another group of ten reels, following which he has contracted to turn out 12 more for the company. Orders were placed recently with Phonofilm for the sale of eight additional machines.

Regardless of how the mad scramble for distribution finishes, exhibitors are apparently in for heavy competition on several new fronts. The fears of showmen in this territory, as expressed to BOXOFFICE when the plans of the Globe-Mills unit were made known several weeks ago, therefore have something even more definite on which to base themselves than at that time. Then it was the general feeling that the placement of dime-in-the-slot projectors in hotel lobbies, restaurants, bars, cocktail lounges and other non-theatrical spots meant that every dime inserted in one of the machines meant one less dime going into the boxoffice.

Most showmen, who refused to be quoted at that time, still do not care to talk for publication, despite the mushroom growth of the automatic projection machine industry. One operator, however, has indicated he plans to combat whatever competition is offered by installing a machine in the lobby of his theatre.

Roosevelt-Bronston Merger Is Sealed

That an early start will be made on the production schedule announced for the new company was made apparent when, at the first meeting of the directorate of Samuel Bronston Productions—with which James Roosevelt's Globe Productions has been merged—the tieup was formally approved and the slate of four features for United Artists release was given an official okay. Roosevelt, who became chairman of the board when the merger was effected, presided at the meeting, which was also attended by Bronston, president of the company; John J. Bergen, one of its financial backers, and Frank Perry, vice-president and a board member.

Bronston has moved his staff over to Roosevelt's Globe headquarters on the Samuel Goldwyn lot, where preparations are now under way for sending "The Bat" before the cameras shortly. Roosevelt will be in charge of production, while Henry Henigson, his associate, will handle Globe's output of 16mm shorts for distribution in automatic slot machines manufactured by the Mills Novelty Co.

Other Independent Activity

In his first trip east since taking over the Grand National studio, Franklyn Warner, president of Fine Arts Pictures, is planning a jaunt to New York to confer with his financial backers anent budget allotments for the 32 FA pictures he will turn out for 1940-41 distribution. FA will have three films in work shortly—"Red Gardenias," "Flying Heels" and an untitled western.

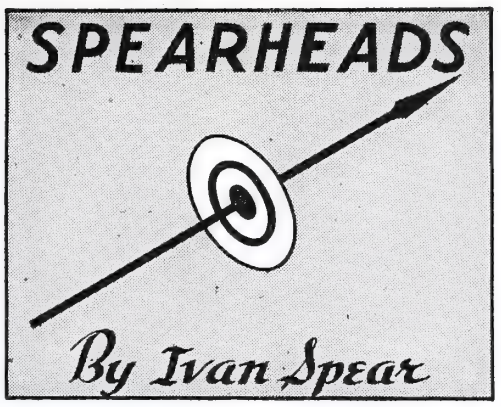
Claims against the old Grand National Films and GN Studios will be heard in a special meeting in federal bankruptcy court May 16. Among the claims filed are those for attorney's fees by Loyd Wright, trustee for the old GN creditors; for office rentals and other legal services in connection with liquidation. Wright lists GN's assets as comprising $43,000 in cash, stock in Grand National Pictures and a claim of $200,000 against Educational, with which GN merged.

Producing on an independent basis for RKO Radio release, Stephens-Lang Productions gunned the third in its "Dr. Christian" series starring Jean Hersholt at General Service Studios April 27. William McGann is directing.

A new series of eight westerns is to be produced for Monogram by George Weeks, former sales manager for the company, under the general title of "The Two Pals." Pictures will co-feature Ray Corrigan and John King. First will get under way within three weeks.

Complete "Scatterbrain"

Olive Cooper and Jack Townley have completed the script of Republic's "Scatterbrain," forthcoming Judy Canova starrer.



A NOTEWORTHY and smart new idea in personal exploitation is incorporated in "The Westerner," official publication of the Smiley Burnette Fan Club, first issue of which has just made its appearance.

The initial edition, published in Hollywood by the Smiley Burnette Enterprises, is edited by Albert Ardmore, Burnette's publicity representative. Its prime ingredient is, of course, fanfare for Burnette and his activities as Gene Autry's running-mate in Republic westerns—coupled with an appeal to members of his fan club to build it into the largest organization of its kind. The publication's function, avowedly, is to bring comprehensive news about Burnette directly to every one of his fans, to whom "The Westerner" will be delivered free of charge. Further, it is liberally besprinkled with news and gossip about other Republic personalities and productions and devotes one page to re-printing letters to Burnette from club members — three-fourths of which, incidentally, are from the feminine contingent.

As far as can be ascertained this is the first publication ever conceived for the sole purpose of serving the members of a motion picture player's fan club and it certainly will do the cowhand comic no harm with his large following.

→

Frank Seltzer rates a bow for a clever and original idea in the preview announcements for Hal Roach's "Turnabout."

→

Because University of Southern California motion picture students were so enthusiastic about Director John Cromwell's campus lectures, in which he refilmed scenes from "Abe Lincoln in Illinois," using student actors and technicians, they immediately elected him to membership in Delta Kappa Alpha, honorary cinema fraternity.

With such academic honors finding their way into filmdom, anything can happen—even a Phi Beta Kappa key adorning Samuel Goldwyn's vest.

→

Eddie (Rochester) Anderson will reportedly offer an annual trophy for the Negro who achieves highest honors in aviation.

Action probably influenced by the current high flying he is doing in stealing pictures.

→

Apple-polishing a la LOP:

"H. R. Knickerbocker, famous Hearst columnist, is certainly the most interesting man who has visited Hollywood in many a day."

Hal Roach now is reported toying with the idea of producing "Lysistrata." A few months ago Boris Morros grabbed himself a gob of space by announcing he would film the Greek comedy, but apparently abandoned the idea. Maybe he encountered too much difficulty in pronouncing it. In any event, the field is open to Roach—to also garner a load of printers' ink.

→

Arthur Hornblow jr. has selected "The Immortal Secret" as the new title for his next Paramount production, nee "Triumph Over Pain." Considering the hinterlands' conception of Hollywood, the picture will probably fare better at the turnstiles if the exhibitors drop the "T" from "immortal" when putting it on the marquees.

→

Murphy McHenry leads a publicity release with the statement that "Maggie, the parrot, has talked herself right out of the movies."

Looks like Maggie has been hanging around with those producers again.

→

Mickey Rooney was teamed with Bill Tilden at the recent tennis matches for the British War Relief. Metro blurbists contend that Big Bill selected Mickey for his partner because he considers him one of the finest tennis players for his size Tilden has ever seen. Of course, the publicity value of having Master Rooney on the courts couldn't have entered into the decision. And, if Mickey could manage to keep his eye on the ball while following his normal propensity toward taking bows, his future is assured. He can always qualify as an acrobat.

Mirth, Murder and Monogram

An average preview week saw six features unwound for Hollywood reviewers and other sleep-dodgers, the best of which, from this viewpoint, being Columbia's "The Doctor Takes a Wife."

A romantic comedy of uproarious proportions, this worthy successor to the same studio's historic "It Happened One Night" packs a laugh a minute. Produced on a pretentious scale by William Perlberg, it is a surefire contender for the highest honors in both audience acceptance and revenue. Probably the greatest single ingredient in the film's general appeal is the deftly-concocted screenplay by George Seaton and Ken Englund, based upon an original by Aleen Leslie, which is filled with mirthful situations, many of them veering toward the farcical. Of them, Director Alexander Hall took the fullest advantage, neglecting nothing in his successful efforts to point the vehicle toward the hit class.

* * *

Two others, RKO Radio's "Irene" and ""Til We Meet Again" from Warner were next in importance.

The first is a completely modernized version of the perennial musical comedy favorite wherein little else but the famous Alice Blue Gown has been retained—a deft job of streamlining on the part of Producer-Director Herbert Wilcox in which the vehicle has lost none of its entertainment values. It ranks with the most lavish and scintillating of Hollywood's recent funfests and stands as a credit not only for Wilcox but also for Alice Duer Miller, who built a thoroughly diverting screenplay from a mere nucleus of the original musical comedy by James H. Montgomery. There can be little doubt that the vehicle will register as a hit, considering the tuneful musical backgrounds, gorgeous Technicolor sequences, lively dialogue and superior cast with which it has been endowed.

Feminine audiences in particular should acclaim the Warner entry—a more than capable remake of the successful "One Way Passage" which possesses considerable emotional appeal. Its tragic theme was well handled in the screenplay by Warren Duff, from an original by Robert Lord, and in Edmund Goulding's telling direction. Production was under the supervision of David Lewis.

* * *

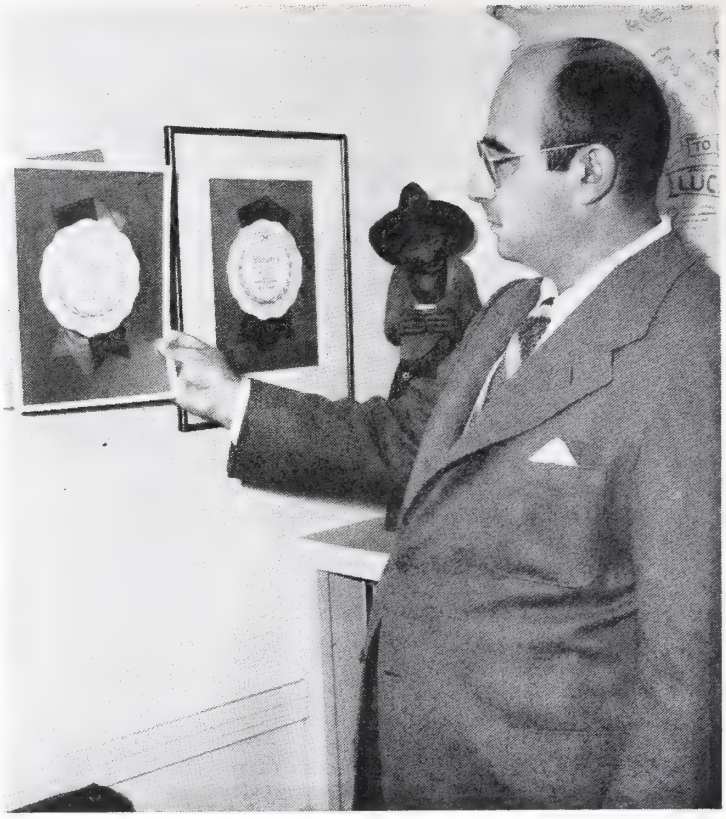
While it slipped into the program without much advance ballyhoo, probably because of its comparative budgetary insignificance, another entry from Gower Street, "The Saint Takes Over," has all the elements necessary to grace the screen of any theatre—from the intriguing script by Lynn Root and Frank Fenton and Jack Hively's smooth, convincing direction to the polished performances of the entire cast. Of its type, the RKO-Radio thriller is as neat a job as has been done in many a month—a telling production credit for Howard Benedict in his second try since stepping over from the studio's publicity-advertising department.

* * *

Monogram unfurled a pair of programmers in "Tomboy" and "Rhythm on the Rio Grande." The former should aptly fill the bill for the family trade as an unassuming story portrayed by two adolescent players, Marcia Mae Jones and Jackie Moran, in the initialer of a proposed series. Marion Orth and Dorothy Reid wrote the original story and screenplay, and Robert McGowan directed for Producer William T. Lackey.

Latter is a standardly good Tex Ritter western which blends music, action and hard riding. Al Herman paced his direction well, using a script by Robert Emmett. Ed Finney was the producer.









Win Blue Ribbon Awards for "Young Tom Edison" Work—

Four who contributed to the making of Metro's "Young Tom Edison," voted by the National Screen Council as the best feature released during March, take time out from the day's duties to receive the BOXOFFICE *Blue Ribbon Awards presented them for their achievements. Upper left: Producer John Considine. Upper right: Director Norman Taurog. Lower left: Dore Schary, who collaborated on the screenplay. Lower right: Scenarist Bradbury Foote.*

Cinémarks

A boy was born last week to Mrs. William Henry, wife of the Paramount featured player, at Good Samaritan Hospital . . . Combining business and pleasure, Kenneth MacKenna, Metro story editor, and his wife planed out for New York. They'll catch the new plays and MacKenna will also gather manuscripts for possible production.

*

Irving Rapper, Warner dialogue director, is vacationing in New York . . . Nunnally Johnson is expected to report back to 20th Century-Fox for the resumption of his production duties May 15. He has been on leave of absence in New York for the past several months.

An imposing list of Hollywoodians has been lined up to contribute entertainment for the track, screen and radio benefit to be staged in the Coliseum May 17 for the National Finnish Relief Committee. LeRoy Prinz, Paramount dance director, who is in charge of entertainment for the affair, already has secured pledges to appear from Edward Arnold, Mischa Auer, Gene Autry, Jack Benny, Joan Blondell, William Boyd, Joe E. Brown, Jackie Cooper, Fritz Feld, Sonja Henie, Hugh Herbert, Laurel and Hardy, Dorothy Lamour, Ray Milland, Dick Powell, Martha Raye, George Raft, Basil Rathbone, Shirley Temple, Rudy Vallee, Robert Young and scores of other notables.

Douglas Shearer, Metro's sound director, has returned from New York, where he spent a week conferring with homeoffice executives, doing laboratory work and studying sound in various theatres.

*

After a holiday in New York City, Norman Reilly Raine, Warner scenarist, has returned to his studio desk . . . T. E. Shea, engineering director for Erpi, has checked in to confer with the company's local executives regarding new sound recording developments. He'll spend a week here.

*

Dorothy Lamour is steaming to Honolulu aboard the S. S. Matsonia *for a two-week holiday, accompanied by her mother . . . Also Hawaii-bound is William Perlberg, Columbia executive, who will spend a month on the Islands.*

*

Producer-Director Mitchell Leisen planed to New York for a 10-day stay.

Technicolor Cut as A Spur to Color

Further impetus to the trend toward color in motion pictures is expected as an immediate result of the announcement by Technicolor that, effective August 1, 1940, a price reduction of one cent per foot has been ordered in printing costs on all 35mm release prints, exclusive of advertising and industrial subjects, for domestic distribution.

Additional evidence of the constantly increasing popularity of color as a film ingredient came shortly after the cost-reduction announcement in the form of Technicolor's annual report, made by Dr. Herbert T. Kalmus, president of the company, in which he revealed that Technicolor's shipments in 1939 showed a gain of nearly 4,000,000 feet over 1938. The report also disclosed that during the first quarter of 1940 nearly 8,000,000 more feet have been shipped than in the same period of 1939.

Contracts in Hand

Announcement of the price reduction pointed out that the cut was made even though Technicolor has contracts for more than 20 features and a large quantity of short subjects which would normally require between fifty and one hundred million feet of release prints for domestic distribution.

The new price range for three component 35mm nitrate base release prints, delivered in Technicolor's Hollywood plant, is as follows:

For each single order of 250 prints or more—4½ cents per foot; from 200 to 249 prints—5 cents per foot; from 150 to 199 prints—5½ cents per foot; from 50 to 149 prints—6 cents per foot; from 10 to 49 prints—6½ cents per foot; from 1 to 9 prints—7 cents per foot.

For short subjects, the scale will be:

For each single order of 125 prints or more—4½ cents per foot; from 10 to 124 prints—5½ cents per foot; from 1 to 9 prints—7 cents per foot.

Dr. Kalmus' financial report revealed a total 1939 shipment of 70,126,156 feet, with the consolidated balance sheet of Technicolor, Inc., and Technicolor Motion Picture Corp. showing a net 1939 profit of $912,614.38, after all deductions for depreciation, amortization, taxes and other expenses. This was slightly lower than the 1938 profit of $1,050,536.06. Dividends for 1939, at $1 per share, amounted to $845,094.86.

Use Increasing

During the first three months of 1940 approximately 30,900,000 feet were shipped, as compared to about 21,100,000 feet for the corresponding quarter in 1939. Preliminary figures, Dr. Kalmus said, indicate a profit of approximately $556,000 for 1940's first quarter, compared with profit of $310,468.24 for the first three months of 1939. The business increase in 1939 over 1938, Dr. Kalmus pointed out, would undoubtedly have been greater had it not been for the curtailment of receipts from abroad.

That the increased pace shown during 1940's first quarter will very probably continue is seen in the fact that six feature productions, in addition to a number of short subjects, are now being photographed in Technicolor. They include Walt Disney's "Bambi," 20th Century-Fox's "Down Argentine Way," Disney's "Fantasia," 20th Century-Fox's "Maryland," Paramount's "North West Mounted Police" and Alexander Korda's "Thief of Bagdad." Being considered for production in Technicolor during the spring and summer are M-G-M's "The Yearling" and "The Life of Captain Cook," Paramount's "Down to Earth" and "Shepherd of the Hills," RKO Radio's "Photo Finish," Roach's "Nomads of the North," 20th Century-Fox's "The Return of Frank James" and "Song of the Islands," and Korda's "Jungle Boy."

Technicolor's current balance sheet indicates assets of $3,653,622.12 and liabilities of $800,652.44. Cash balance on December 31, 1939, was $2,968,088.50. In the industrial and advertising division, Dr. Kalmus declared, some 2,500,000 feet of 35 and 16mm release prints were shipped in 1939, while during the first two months of 1940 nearly as much footage of 16mm prints was shipped as for the entire preceding year. It was also pointed out that the average wage for direct labor reflected an increase of more than 30 per cent in 1939 over 1937.

A Three-Year Production High; 15 of 52 in Work New Starts



Birthday Party—

Upon the occasion of her 76th birthday and her 25th year in films, May Robson was guest of honor at a party given her at Paramount. Here the photographer catches Miss Robson reminiscing with William LeBaron, managing director of Paramount production, with Dick Powell and Joan Blondell looking on.

Surpassing even the boom days of 1937, production has hit a total of 52 features in work, the mass assault on the record having been aided by 15 new starts.

Columbia held to a five-picture pace by gunning "West of Abilene" and completing "Block K Rides Tonight." Metro shoved off no less than four, including "To Own the World," "Strike Up the Band," "One Came Home" and "Gold Rush Maisie." Monogram currently is idle.

With the start of "Dancing on a Dime" and "Comin' Round the Mountain," Paramount raised its total to eight. Seven are in work at RKO Radio, including two new starts, an untitled "Dr. Christian" and "Money Isn't Everything." Republic is filming three, with "Melody Ranch" as a new start. "Doctors Don't Tell" went into the cutting room.

Twentieth Century-Fox has eight in the works, newest of which is "The Great Profile." For United Artists, Hal Roach gunned "Captain Caution," giving UA a four-picture total. Universal is filming a like amount. Warner has five in production, two of them new starts—"The Sentence" and "They Drive by Night."

War Developments to Be Aired at HLDA Meeting

Both national and international developments are to be given a thorough airing at a general membership meeting called for April 28 by the Hollywood League for Democratic Action. The war abroad, and the state of mind concerning the conflict on the part of Americans, will comprise the chief topics for discussion, during which Frank Tuttle will act as chairman.

Lined up as speakers are Rube Borough, commissioner of public works for Los Angeles county; Rabbi Jed Cohen; Scenarist John Howard Lawson, whose topic will be "Are the Movies Mobilized for War?" and Abbott Simon, legislative director of the World Youth Congress. His subject will be "Youth and the War," while Rabbi Cohen will air the question, "Why the Jew Should Not Support the War."

The "America Declares Peace" mass meeting staged under the general auspices of the Hollywood Peace Forum last April 6 was repeated at a special meeting in Long Beach April 27. Participants in the affair, in addition to the HLDA, were the League of American Writers, the Hollywood Theatre Alliance and the Motion Picture Democratic Committee.

"Biscuit Eater" Sequel Is Paramount Plan

Plans for a sequel to "The Biscuit Eater" are being laid by Paramount with the assignment of James Street, author of the original, to write another story, tentatively titled "Lonnie." Jack Moss, who made his debut as a producer with "The Biscuit Eater," will hold the production reins, and Stuart Heisler, who directed the initialer, also draws a repeat assignment.

Assigned "Nellie Kelly"

Jack McGowan will script Metro's "Little Nellie Kelly," from a play by George M. Cohan.

Hollywood Personnelities

Barnstormers

—Freelance

STANLEY FIELDS opens personal appearance tour at the State-Lake Theatre in Chicago.

—M-G-M

IRVING BRECHER, who has been writing the next Marx Brothers film, "Go West," joins the comedy team on their p. a. tour, opening in Joliet and including stopovers in Chicago and Detroit.

JEANETTE MACDONALD returns from cross-country concert tour. Her final two appearances were made in Pasadena and at the Philharmonic here.

—RKO Radio

PRODUCER HERBERT WILCOX and ANNA NEAGLE attend openings of "Irene," their latest production, in Seattle and Portland. They are scheduled to do p. a.'s also in Chicago, St. Louis, Cincinnati and New York City.

—Republic

GENE AUTRY heads for Oklahoma City to open ten-day p. a. tour which will take him to Pittsburgh.

Cleffers

—Frank Lloyd

RICHARD HAGEMAN composing original score for "The Howards of Virginia."

—Metro

DAVID SNELL scoring "Phantom Raiders," latest in the "Nick Carter" detective series.

—Paramount

FREDERICK HOLLANDER to compose and SIGMUND KRUMGOLD to score background music for "Life With Henry," starring Jackie Cooper.

Meggers

—Columbia

RALPH CEDAR to "West of Abilene," Charles Starrett western.

—Paramount

EDWARD DMYTRYK to "Mystery Ship."

—RKO Radio

BORIS INGSTER to "Stranger on the Third Floor."

IRVING REIS to "Once Around the Clock," a Cliff Reid production.

ROBERT STEVENSON to "Sanda Mala," a Robert Sisk production, from the novel by Gene Fowler.

—Hal Roach

GORDON DOUGLAS to "Road Show," the Eric Hatch novel.

—20th Century-Fox

IRVING PICHEL to "I Married a Nazi."

—Universal

LEW LANDERS to "Slightly Tempted," a Ken Goldsmith production.

Options

—Columbia

CONSTANCE BENNETT handed long-term exclusive acting ticket.

—Metro

LLOYD C. DOUGLAS joins writing staff to create an original for the "Dr. Kildare" series.

CHARLES LEDERER signs term writing ticket.

VINCENTE MINNELLI, dance director, given term contract.

NORMAN TAUROG signs new directorial contract.

—Paramount

BONNIE BAKER, song stylist appearing with Orrin Tucker's orchestra, given term acting contract.

CORDELL HICKMAN, juvenile colored actor, given long-term acting contract.

—RKO Radio

JIMMY LYDON, juvenile player, held for another term.

—20th Century-Fox

ALAN CURTIS moves over from M-G-M, his acting contract having been purchased from the Culver City studio.

GREGORY RATOFF given new directorial contract.

—Universal

PAUL FRANKLIN joins writing staff on one-picture deal.

—Warner

GEORGE AMY, film editor and director, held for another term.

WALTER DE LEON given long-term writing contract.

CHARLES KENYON joins scripting staff.

IDA LUPINO signs three-picture acting deal.

Percenteers

WILLIAM MEIKLEJOHN resigns as head of motion picture department for the Music Corp. of America, effective May 1. He has announced no future plans.

MANNY WOLF enters agency field, specializing in writers and literary properties. He was story editor at Paramount for a number of years.

Scripters

—Columbia

EDWARD ELISCU to "Singapore."

MICHAEL HOGAN to an untitled original for production by B. P. Schulberg.

LOUIS MELTZER to "Heart of Paris," remake of a French film which Charles Vidor will direct.

GUY BOLTON, BERT KALMAR and HARRY RUBY to "Five O'Clock Girl," which will reunite George Murphy and Lana Turner as a starring duo. Arthur Freed will produce.

MARC CONNELLY to "A Woman's Face," forthcoming Joan Crawford starrer.

—Metro

HORACE MCCOY completes "Night Operator."

TED PARAMORE to "Night Operator," a Lew Ayres starrer, which Edgar Selwyn will produce.

DOROTHY YOST to "Good News."

AGNES CHRISTINE JOHNSTON to "Mystery Ship,' a Eugene Zukor production.

HORACE MCCOY polishing "Texas Rangers Ride Again."

—RKO Radio

HARRY D'ARCY and GEORGE JESKE to "Mourning Glory" and "Blitzkrieg Kennedy," two-reel subjects which will star Edgar Kennedy.

JAMES EDWARD GRANT and ARTHUR V. JONES to "Triple Justice," a George O'Brien western.

JACK WAGNER to "Little Men," collaborating with ALEX GOTTLIEB and HELEN MEINARDI. Gene Towne and Graham Baker will produce.

—Republic

OLIVE COOPER and JACK TOWNLEY to "Scatterbrain," forthcoming Judy Canova starrer.

F. HUGH HERBERT polishing "Hit Parade," which Sol C. Siegel is preparing for early production.

RING LARDNER JR. and IAN MCLELLAN HUNTER complete "False Witness," from a novel by Irving Stone.

WINSTON MILLER to an untitled Gene Autry starrer.

—Hal Roach

HAL ROACH JR. and MICKEL NOVAK to "Road Show," from a novel by Eric Hatch.

—20th Century-Fox

WANDA TUCHOCK to "For Beauty's Sake," from a novel by Clarence Budington Kelland, which Lucien Hubbard will produce.

—Universal

JAY DRATTLER to "Mystery Swingsters," from his original.

EDMUND HARTMANN and STANLEY RUBIN to "Modern Monte Cristo," which Marshall Grant will produce.

ARTHUR T. HORMAN to "Who's Crazy Now?"

LEONARD SPIGELGASS and CHARLES GRAYSON to "Riviera."

—Warner

JULIUS and PHIL EPSTEIN to "Honeymoon for Three."

JULIEN JOSEPHSON to "The Amazing Sergeant York," which Jesse L. Lasky will produce.

PATTERSON MCNUTT to "River's End."

FRED NIBLO JR. to "River's End."

BARRY TRIVERS to "River's End," a James Oliver Curwood story.

Story Buys

—Columbia

"Blitzkrieg," by B. P. Fineman, as a Ben Schulberg production.

—Paramount

"Road to Rio," by Don Hartmann and Sy Bartlett, as another co-starring vehicle for Bing Crosby and Bob Hope.

—RKO Radio

"The Stranger on the Third Floor," by Frank Partos, who was signed to write the script.

"Crowded Hours," by Ben Holmes. Cliff Reid will produce.

—John Stone

"The Wedding Guest Sat on a Stone," mystery novel by Richard Shattuck.

—20th Century-Fox

"Ladies of the Road," by Dana Burnet. Story is based on government records con-

cerning some 50,000 girls between 16 and 23 who have been forced by economic conditions to take to the road as feminine hoboes.

—Warner

"The Purple Heart," by Katherine King of the studio's secretarial staff. Story of the founding of the Order of the Purple Heart as originally bestowed for heroic conduct by George Washington will be filmed as a historical short subject.

"Kings' Row," by Henry Bellarmine.

"Mr. Skeffington," by Elizabeth, selected as the current Book-of-the-Month Club volume.

Technically

—Columbia

HARRY HOLLENBERGER replaces JOSEPH WALKER as head cameraman on "Arizona" because of Walker's sudden illness.

—Metro

WILLIAM CANNON named unit production manager on "Escape."

KARL FREUND photographing "To Own the World." Harold S. Bucquet is the director.

JOHN HOFFMAN handling montage sequences on "Boom Town."

WILLIAM KAPLAN joins J. Walter Ruben's staff as production assistant on "Gold Rush Maisie."

EDWIN L. MARIN, director, and DAVE FRIEDMAN, unit manager, scout desert locations for "Gold Rush Maisie."

ROBERT PLANCK photographing makeup and wardrobe tests for "Escape."

VAL RASSET preparing dance routines for "I Married an Angel," which will co-star Jeanette MacDonald and Nelson Eddy.

LEN SMITH photographing "Old Lady 31."

GABRIEL SCOGNAMILLO named unit art director on "Gold Rush Maisie," a J. Walter Ruben production.

WALTER STROHM set as assistant director on "To Own the World."

—National Pictures Corp.

JOE NADEL set as production manager on "Second Chorus," starring Paul Whiteman and his orchestra.

—Paramount

STUART GILMORE to edit "Comin' Round the Mountain," current Bob Burns starrer.

DOANE HARRISON to edit "Dancing on a Dime."

HAROLD LEWIS set as sound mixer on "Rangers of Fortune."

RUSSELL MATTHEWS named assistant director on "Comin' Round the Mountain."

WILLIAM C. MELLOR to photograph "Comin' Round the Mountain."

WILLIAM RUSSELL named dialogue director on "Dancing on a Dime."

HAROLD SCHWARTZ assigned as business manager on "Mystery Ship."

EDA WARREN to edit "Rangers of Fortune."

PHILLIP WISDOM set as sound engineer on "Texas Rangers Ride Again."

—RKO Radio

PHIL TANNURA photographing "Money Isn't Everything."

—Hal Roach

BARNEY CARR, former assistant director, named dialogue director on "Captain Caution."

"Entertainment's" the Word for New Crosby

In Universal's "If I Had My Way" that Crosby fella—he who has been doing right well in films and radio—breezes entertainingly through another picture, which, although it can hardly be termed an original model, is nicely tailored to his distinctive brand of comedy and crooning.

Bing is ably aided and abetted by Gloria Jean, captivating miss of the silver pipes. In fact, the teaming of these two songbirds is a ten-strike in smart casting, and the resultant feature has much to offer customers of all ages and tastes. Oldsters will enjoy a nostalgic thrill through the appearance of Blanche Ring, Eddie Leonard and several other oldtimers whose stars shown brightly during the golden era of the theatre. David Butler produced and directed.—SPEAR.

"Soakings" May Cut Outside Locations

If the present tendency toward soaking the motion picture makers continues, the filming of pictures on locations at some distance from Hollywood, a practice already curtailed in recent years through the necessity for cutting production costs, will probably diminish even further.

Two developments in recent months are indicative of the manner in which location work is being handcuffed:

1. An announcement from Harold Ickes, secretary of the interior, disclosed that motion picture units utilizing land in public domain, national parks, Indian reservations and other government-controlled property for location scenes are henceforth to be charged a fee for the use of the land.

2. A short time ago the state of Idaho announced its intention of collecting income taxes from top players and production executives who spent several months there filming M-G-M's "Northwest Passage"—the first time such a move to assess non-residents for earnings during their stay in the state has ever been made by a commonwealth.

The location tax which Ickes is to impose is on a sliding scale arrangement, contingent upon the size of the film unit. Five persons or less will be charged $50 daily; from five to 25 persons will be forced to pay $250 a day; and a unit using 25 persons or more will have to lay it on the line to the tune of $500 every 24 hours. A stringent protest has already been lodged with Ickes by Gov. R. T. Jones of Arizona, whose state has, in the past few years, profited heavily from the number of location companies dispatched there from Hollywood—Paramount's "Beau Geste" and Samuel Goldwyn's "The Westerner" being among the most recent examples. For the latter unit Governor Jones went so far as to incorporate Goldwyn City, near Tucson, in which area the location scenes were photographed.

The Idaho income tax action, while not costing the studios themselves anything in cold cash, might, in the opinion of dopesters, complicate the tax situation so greatly for stars and production executives who would be forced to file two returns—one for California, the other for whatever state they worked in—that it can conceivably be figured as a discouraging factor in the selection of those states, such as Idaho, for future location work.

—20th Century-Fox

CHARLES G. CLARKE photographing "Street of Memories" for Producer Lucien Hubbard.

—Warner

AL ALLEBORN named unit production manager on "This Man Reuter."

ELMER DECKER named assistant to Director Raoul Walsh on "They Drive by Night."

TONY GAUDIO replaces CHARLES ROSHER as cameraman on "The Life of Knute Rockne." Rosher takes over the photographic chore on "Episode."

SIDNEY HICKOX photographing "The Sentence."

WILLIAM HOLMES to edit "Brother Orchid."

HUGH MCMULLAN directing dialogue on "They Drive by Night."

RUSS SAUNDERS set as assistant director on "Buffalo Bill and the Pony Express," a historical short subject which Breezy Eason directs.

Schlesinger Renews With Warner for Two Years

Renewal of an association which already has lasted ten years was disclosed with the announcement that Leon Schlesinger has signed a new two-year contract to produce cartoons for Warner release. He will contribute 42 shorts to the 1940-41 program—26 "Merrie Melodies" in Technicolor and 16 "Looney Tunes" starring Porky Pig.

Schlesinger has but nine more cartoons to produce to complete his 1939-40 program, also of 42, and will probably clean up the slate by the end of June—one month ahead of schedule. At that time the entire plant will shut down for its annual two-week holiday.

For the past two years Schlesinger has produced the greatest number of cartoons annually of any film-maker.

California Legionnaires Honor Louis B. Mayer

His activities in behalf of Americanism have won for Louis B. Mayer a citation presented by executive members of the California department of the American Legion. The citation was given Mayer by William C. Dunn, California commander of the Legion, in a ceremony attended by Dr. John R. Lechner, Los Angeles county executive secretary; Dr. Russell W. Starr, chairman of Legion public relations; John C. Dunn, county council commander, and Louis Greenbaum, general chairman of the L. A. county council.

Presentation was made at the M-G-M studios.

Four Premieres in Week Staged by Publicists

Having set some kind of a record by staging four lavish premieres in as many locales both within and without the boundaries of the United States in the same week, the film colony's exploitation generalissimos have declared an armistice of indefinite duration, during which their coming onslaughts of ballyhoo are being mapped out in detail.

Paramount and RKO Radio each accounted for two of the events. The former claimed a long-distance record when it gave "Typhoon," starring Dorothy Lamour, its world premiere in Honolulu, Hawaii, April 24. Miss Lamour, who sailed for the Islands for a holiday, was pressed into service to make a personal appearance at the Waikiki Theatre, where the showing was conducted with all the traditional pomp and ceremony of a Hollywood first-night. Studio publicists, who arranged for the opening via telephone with Esmond Parker, head of Hawaii's Consolidated Amusement Co., claim it is the first time a Hollywood film company has premiered a picture away from the U. S. mainland. Government, navy and army officials, civic and tribal leaders turned out for the affair, which was followed April 27 by Miss Lamour's appearance on the Mutual program from Honolulu, "Hawaii Calls."

Attended by receptions for Jack Benny and Rochester, Paramount also debuted "Buck Benny Rides Again" in New York City, April 24. Benny, Rochester, Dennis Day, Phil Harris, Don Wilson, Andy Devine, Mary Livingstone and others from the cast of the picture and Benny's radio troupe were on hand for the affair.

RKO Radio stepped into the picture when "Irene" made debuts in Seattle and Portland, April 23 and 24 respectively. Each showing was attended by Producer Herbert Wilcox and the star, Anna Neagle, while May Robson also accompanied them for the p. a.'s.

Next on schedule, to date, is the now-being-considered premiere by Metro of "Edison, the Man," in West Orange, N. J., some time in May. RKO Radio will also put in another bid when it schedules four day-date openings of "My Favorite Wife" in four widely-scattered sections of the country. Date for this enterprise has not been set so far.

New Pact to Ratoff

Gregory Ratoff has been given a new directorial contract at 20th-Fox.

"No doubt you have received my two-year subscription given your representative. Am enjoying your magazine a great deal and sure that it is a valuable asset to any exhibitor."

—F. J. GILBRIDE,
Lyric Theatre,
Pierson, Iowa

BOXOFFICE
The Pulse of the Motion Picture Industry

REVIEW FLASHES

GEORGE WASHINGTON CARVER (SR)—Film biography of the Negro scientist, with every indication of potency at the box-office, but within its sphere.

MAYOR'S DILEMMA, THE (Film Alliance)—Another unpretentious, ironic and underexposed French opus that should provide a treat to by now starved patrons of the foreign film. Charpin, Annie Vernay, Saturnin Fabre.

MERCY PLANE (Syndicate)—From the citizens of an air-minded country this cut-and-dried crime story will provoke any number of horse laughs. James Dunn, Frances Gifford, Matty Fain.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Dorothy Yost Speaker on USC-Producers' Series

Third in a series of four lectures sponsored jointly by the Producer's Association and the University of Southern California, under the general title "The Cinema and American Life," is scheduled to be delivered May 6, with Scenarist Dorothy Yost as the speaker. Her subject will be "America Writes Her Own Screen Stories."

First lecture, "The Producer and His Public," was presented by Frank Lloyd, March 4, followed April 1 by Walter Wanger, who discussed "The Film in National Life." The series will conclude June 3 with Herman Lissauer, Warner research director, selecting "Motion Picture Research" as the topic of his address.

The lecture program was arranged under the joint auspices of the Hays office's community service department and the cinematography department at U. S. C., with President Rufus B. von KleinSmid, of the university, as general chairman.

Tone to Paramount for A Role in "Virginia"

Paramount has signed Franchot Tone to co-star with Madeleine Carroll in "Virginia," an Edward H. Griffith production, which hits the cameras June 17. Tone currently is appearing in a Broadway play.

Buy Burnet Story

The Dana Burnet story, "Ladies of the Road," has been purchased by 20th-Fox. Based on government records, the story concerns some 50,000 girls between 16 and 23 years of age who have been forced by economic conditions to take to the road.

Further Realignment of Paramount's Personnel

Several further steps toward the consolidation and realignment of Paramount's executive and technical personnel have been announced by T. Keith Glennan, studio manager, following the recent appointment of Henry Ginsberg as general manager in charge of studio operations.

Shifts were headed by the departure of A. E. Freudemann, head of the set dressing department, which unit will hereafter be a part of the art department under the general supervision of Hans Dreier.

The wardrobe, makeup and transportation departments, headed respectively by Frank C. Richardson, Wally Westmore and Lee Hinson, have been consolidated to the degree where all will report to Albert B. Hilton, office service manager. Norman Lacy has succeeded Fred Harris as location manager, who retired on leave of absence because of ill health. He will work under the supervision of R. L. Johnston, production manager.

The prop handling department, under O. C. Stratton, and the electrical operating department, under Fred Geiger, will report to Joe E. Robbins, construction superintendent.

Sam Marx, former story editor for Columbia, has rejoined Metro after an absence of nearly four years, having left the plant in 1936, where he was story editor for seven years. Marx has been added to the Joe Cohn production unit, where he will function as assistant to Producer Irving Asher on "Witch of the Wilderness."

With the merger of James Roosevelt's Globe Productions and Samuel Bronston Productions, Henri Verstappen, who has been Roosevelt's assistant, and Guy Trosster, Globe's story editor, have left the roster because of a duplication in jobs.

George Arthur Will Leave Paramount on May 31

George M. Arthur, Paramount producer, leaves the studio, effective May 31. Arthur, who has been with Paramount the past 12 years, has served in various supervisory capacities, becoming a full-fledged producer in 1937.

SMPE Hears RCA Executive Urge Use of Television

ATLANTIC CITY—The film industry was urged to cooperate with the infant television industry by Thomas F. Joyce, RCA vice-president, in an address before the Society of Motion Picture Engineers.

He said television can boost attendance at theatres by presenting trailers for the home audience.

Joyce pointed out that 30 stations in 18 cities have applied for telecasting licenses, and six have already been granted. If the others are granted, he said, close to 10,000,000 families will be within range of television broadcasting stations.

"If these stations all begin sending out programs," he declared, "at least 1,000,000 receivers will be purchased by the American public in five years."

RCA recently announced price reductions on all models of television receivers.

Views FWC Contempt Suit as Unaffected

LOS ANGELES—Prospect of an out-of-court settlement in one of the large-scale anti-trust suits filed by an independent theatre circuit against Fox West Coast and a number of the major distributors will in no way affect the status of the government's criminal contempt suit in which FWC and nine distributors are the defendants, in the opinion of Albert J. Law, one of the key men for the United States department of justice in the pending action.

The $1,200,000 anti-trust suit brought against FWC, Fox Films, Universal, First National, United Artists, M-G-M, Columbia and Paramount by the Colcata Corp. in 1934, and which was to have been brought to trial April 23, has been continued until November 6 by Federal Judge William P. James, acting on the plea of Colcata's attorney, Burnett Wolfson. The attorney declared that negotiations toward an out-of-court settlement were progressing satisfactorily.

The Colcata suit, Law said, figures importantly in the government's complaint that FWC and the major distributors have violated the 1930 consent decree, and its withdrawal will not affect the case which he and his partner, Harold Collins, have prepared. He was not able to say, however, when further action on the matter will be taken, as the suit was stricken from the district court calendar some months ago and has not yet been replaced.

Colcata, headed by Lou Bard, had claimed in its action that it was impossible to obtain first-run product for its Colorado Theatre in Pasadena and charged that the defendants had conspired to deprive the house of an adequate supply of films.

Seattle After Musicians Convention Next Year

SEATTLE—Seattle representatives to the American Federation of Musicians convention in Indianapolis next June will make a strong bid to bring the 1941 conclave to this city, according to O. R. McClain, president of Local 76.

McClain and Carbon Webber, business agent of the Seattle unit, will be delegates to the convention to be held the week of June 10.

IATSE Delegate

SEATTLE—Theatre employes in B. Locals of Washington, Oregon, Montana and British Columbia have named Phil Haberl of Seattle as delegate to the international IATSE convention in Louisville, June 3.

"Command" Dates

LOS ANGELES—April bookings for Republic's "Dark Command" have been set at the Rialto, Tacoma; Colorado, Pueblo; Orpheum, Portland. Film opens early in May at the Liberty, Yakima, Wash.; Kimo, Albuquerque, N. M., and the Helig, Eugene, Ore.

PORTLAND

PARTICIPATION by merchants, civic organizations and city officials gave Portland's half of the world premiere of RKO's "Irene" more the aspect of a community affair than of a motion picture personal appearance. Business houses tied in their radio and newspaper advertising, show windows, mailing pieces and other promotion with the visit Thursday of Anna Neagle, the star, and Herbert Wilcox, producer-director of the film. A committee headed by Mayor Joe Carson met Miss Neagle Tuesday as she passed through on her way to Seattle for the opening there Wednesday. Returning early Thursday for her Portland appearance, she was guest of honor at a luncheon of the Progressive Business Men's Club attended by 350 members, city officials and civic leaders. Miss Neagle and Wilcox made both afternoon and evening appearances at the Paramount, where the star performed her "Alice Blue Gown" dance in the costume used in the film.

Roy Brown of Hamrick-Evergreen, with Frank Christie of the Seattle office, attended a booking meeting in Los Angeles . . . "Hollywood Starlets of 1940," *featuring "baby-stars from the film capital," played a stand at Paul's Music Hall . . . Ford Bashor, former theatre operator of Lewiston, Ida., was a Filmrow visitor. He was en route to Los Angeles.*

The age of gallantry has not passed. When three young men from the Paramount audience matched proposals to an usherette over the mike during the Joe Dodge quiz for a five-spot prize, not one asked for a clearance in case the gal said yes. Neither would you . . . Speaking of quizzes, the Orpheum split a $450 jackpot on "Punch 'Em" night . . . Theatre eds of both gazettes accompanied Anna Neagle and Herbert Wilcox to Seattle for the opening of "Irene" there last Wednesday.

A. C. and Howard Gordon of Wieser, Ida., are doing a complete interior overhaul of the Star there. The B. F. Shearer company has the job . . . George Jacobson of the local Shearer office has returned from Great Falls, Mont., where he installed new chairs in the civic auditorium . . . May 6 will bring Alexander Woollcott with the western unit of Sam Harris' "The Man Who Came to Dinner," to the Mayfair . . . The annual routine of selecting Rose Festival princesses from the city's high schools is on again, adding to Ted Gamble's difficulty of stretching 24 *hours over his daily duties.*

Miss Millicent Smith was absent from her desk at the Shearer office due to the death of her mother . . . Audry Heelan of 20th Century-Fox underwent a major operation successfully . . . Tom Shearer has joined the ranks of home builders. On a site in the wooded hills of the Highlands—rustic, but five minutes from Filmrow. He'll be moving in in about four months.

On the Row booking: G. F. Mosteller, Westport; Jerry Randolph, Cathlamet; E. A. Naehle, Rainier; Mrs. M. L. Odem, Redmond; Avery Combs, Camas; Goldie Racine, Burns; W. A. McKevitt, Newport, and L. E. Bowen, Castle Rock.

Fast Time and Rogers Fund Trade Topics

LOS ANGELES—With the two-fold purpose of mapping plans to combat proposed daylight-savings legislation and to discuss details of the annual Will Rogers Memorial Fund Drive in this territory's theatres, which got under way April 25, several hundred independent exhibitors, exchange representatives and Fox West Coast circuit executives attended a general meeting under the chairmanship of Charles Skouras, FWC president.

Problems involved in fighting the daylight-savings measure, which will be voted upon in California in the November election, were explained by Arch M. Bowles, FWC's Northern California district supervisor, who conducted the successful fight against the bill in 1930; Charles A. Buckley, head of FWC's legal staff; R. H. Poole of the ITO of So. Calif. and Ariz.; Marco Wolf, Jack Y. Berman and W. H. Lollier. Bowles urged that an early start be made to overcome the ground already gained by the bill's proponents, while Poole informed the gathering he had learned a war chest of $125,000 had already been set up by pro-daylight savings forces. Skouras estimated the cost of fighting it will total $100,000 and said half of that amount will probably come from Hollywood studios.

A committee is to be appointed shortly to crystallize the campaign, with exhibitors at the meeting agreeing generally that daylight savings in this state would work considerable of a hardship on theatres, most of which depend upon early evening patronage for their biggest draw.

Concerning the Will Rogers drive, independent exhibitors have pledged 50 per cent of their collections to the child welfare and rehabilitation fund of the American Legion, in line with the similar agreement already made with the Legion by FWC. C. T. Lynch, Metro branch manager, heads the committee handling the campaign among independent showmen.

Theatre operators were almost unanimously agreed that funds would be best collected directly from their audiences, the sole objectors to this type of campaign being Jim Quinn, head of the local Allied States unit, and Murray Hawkins, general manager of the Swan circuit, who contended they have been forced to cut admission prices because of the shortage of money among their patrons and declared customers in their houses could not afford to contribute. Their objections were overruled by a majority vote, however.

Declining a Transfer, Taylor Leaves NSS

LOS ANGELES—Because, as he explained to BOXOFFICE, he preferred to remain on the coast, Harry Taylor, western district manager for National Screen Service for the past four years, has resigned. National had planned to transfer him to the midwest area.

No successor has been named yet, and Taylor has not indicated what his plans are for the future.

LOS ANGELES

PHIL FISCHER of the Hollywood Amusement Co., Chicago, visited the Warner and Paramount studios as highlights of his current vacation here . . . Sam Gardner, resident manager of Metro's Salt Lake City exchange, passed the time of day with his old friends at the local Metro branch, where he once was a salesman. Gardner is spending two weeks here.

Booking visitors: Ben Mohi, Century and Princess; D. Acosta, in from the Azteca, in San Bernardino; Ben Peskay, Banner and Palms; Boris Posner of the Arlington . . . Republic has booked "Dark Command," starring Claire Trevor and John Wayne, day-date in the Warner Hollywood and Downtown, opening April 25.

Al O'Keefe, Universal's western district manager, has checked in from a short business jaunt to San Francisco . . . Booking visitors included Earl Sinks, Vogue; Bill Knotts, Covina, Covina; Chick Sturdivant, Orpheum, Yuma; Murray Hawkins, general manager of the Swan circuit.

RKO Radio's local staff already is laying plans for attending the company's national sales convention, which will be held at the Waldorf-Astoria in New York May 27-30 . . . The Los Angeles Motion Picture Club, of which Ken McKaig, United Artists salesman, is president, planned a deep-sea fishing trip for this weekend, for which a boat was to be chartered. This will be followed a little later by a dinner-dance and a Filmrow picnic.

Mike Newman, Columbia's western division exploiteer, pulled out for San Francisco to handle campaigns there . . . H. W. Dodge, district manager for Altec Service, planed in from San Francisco, where he spent about ten days on business.

Kathleen Gannon has joined the M-G-M office staff as a clerk. She comes from the Des Moines exchange, where she was secretary to the manager, and replaces Pearl Gogel, who resigned to go to Chicago . . . Bjorn Foss, Majestic salesman, is breathing a bit easier since receiving a cable from his parents in Oslo, Norway, informing him "all is well." He had been on pins and needles since the Nazi invasion.

Majestic has acquired distribution rights to "Laughing at Life," starring Victor McLaglen, for this territory . . . Nat Wachsberger, Film Alliance Production executive, is in from New York conferring with Harry Stern, FA's Pacific Coast franchise holder.

Charles Feldman, Universal's branch manager, will head the local "U" delegation to the company's western district sales convention in Chicago, May 18-20 . . . The Fox West Coast home office has organized a bowling team comprising O. A. Collins, George Simpson, Howard Dudley, Bob Heck and Gale Pressor . . . Sam Clark, Warner district exploiteer, is recuperating at Cedars of Lebanon Hospital from a serious illness.

Peter Sullivan has joined the Universal staff as a booker. He comes from New York . . . Lena Bernider, head film inspectress at Universal, off on her annual vacation . . . Booking visitors: Harvey Perrizo, Dreamland Theatre; Jenne Dodge, Mission, Ventura; Irwin Kanowitz of the Union.

In from Seattle, where he is division operator for the Evergreen circuit, is Frank Newman. He'll stay for a week, studying operating conditions in the Fox West Coast circuit. Newman was accompanied by Frank Christie, chief booker for the northwestern theatres, and Roy Brown, booker in the Portland area . . . Foster Blake and Sam Milner, Universal salesmen, have checked in from selling trips through their respective territories.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Revamp Exchange Soon

PORTLAND—Remodeling of the 20th Century-Fox exchange will get under way as soon as the company's real estate and construction department renews the lease.

Rector Opens Lenox

LENOX, CAL.—The new Lenox, a 700-seat house, has been opened here by Dave Rector, who also operates the Ebell in Long Beach.

Gets "Modern Monte Cristo"

HOLLYWOOD—Marshall Grant will produce "Modern Monte Cristo" for Universal, from a script by Edmund Hartmann and Stanley Rubin.



Welcomed on Tour—

Tex Ritter, Monogram singing cowboy star, is welcomed by J. J. Greene, manager of the Raymond in Pasadena, as a crowd storms the theatre for the personal appearance of Ritter with his picture, "Westbound Stage."

ITO Pledges Support To PCCITO Meet

LOS ANGELES—That members of the Independent Theatre Owners of So. Calif. and Ariz. will cooperate 100 per cent in the forthcoming convention of the Pacific Coast Conference of Independent Theatre Owners was assured when pledges to that effect were made at the ITO's first general membership meeting to discuss plans for the conclave. The parley was held April 22 with R. H. Poole, ITO secretary, presiding.

George "Daddy" Hines, chairman of the membership committee, promised that every member of his group would personally contact at least 15 exhibitors and urge them to attend the gathering, which is slated to be held at the Ambassador Hotel, May 8-9-10. The convention program was explained in detail by Poole and Jack Y. Berman, PCCITO trustee, while the program lined up for wives of attending exhibitors was outlined by Mrs. Ida Schreiber, secretary to Poole.

Bulletins have been sent to every independent operator in the territory urging attendance.

Added to the entertainment is a demonstration to be given by Jack Dawn, head of the M-G-M studio makeup department, at the convention May 9. Dawn will lead the "personality parade" event, while gowns created by Adrian, Metro designer, will also be on display.

Personnel and Executive Confabs Bring Dembow

LOS ANGELES—To confer with studio and distribution executives, and for huddles with the personnel of the local office, George Dembow, new vice-president in charge of sales for National Screen Service, arrived here from New York. He plans to remain for about a week.

Dembow was accompanied by William B. Brenner, vice-president in charge of NSS operations.

Canadian Theatre Gain In First Half of '39

TORONTO—A preliminary survey of theatres throughout Canada reveals 1,251 were in operation at the close of 1939, comparing with 1,224 at the previous year end or an increase of 27. The increase traces, almost in its entirety, to new theatres in the first half of the year. When war broke out in September, the building push came to an abrupt halt.

See Vaudeville Upsurge

DETROIT—Reports filtering through booking offices here indicate an upsurge of vaudeville, long quiescent in this territory, throughout southern Michigan, northern Ohio and Indiana.

14 Weeks and Still Going

CHICAGO—"Gone With the Wind," playing concurrently at the Oriental and Woods, is in its 14th week with no close of the run in sight.

Hollywood's New Hawaii Due to Open on May 7

HOLLYWOOD—The new Hawaii, owned by Al Galston and Jay Sutton, opens May 7 as the first class "A" house to be built in this vicinity for a number of years. Many innovations of architecture and construction are contained in the $250,000 house located on Hollywood Blvd.

Opening bill will be the first regular run of RKO Radio's "Abe Lincoln in Illinois," heretofore only roadshowed in this area. First-run prices have been set at 40 cents for matinees, 55 cents for evening performances, and 75 cents for loges.

House has an earthquake-and-fire-proof, cantilevered roof; "black-light" illumination for the entire interior; a canopied side entrance for motorists, with a separate interior passage direct to the boxoffice; two acres of paved free parking; a nursery for children and smoking observation lounges.

Start Building Paramount Exchange in Salt Lake

SALT LAKE CITY—Construction of a new exchange here for Paramount is under way. The two-story structure promises to be the most modern of its kind here when completed on or about June 1. The basement will include a recreation room for employes. The first floor will be occupied by advertising and preview rooms, the latter a miniature "theatre" seating 50 persons. Offices will be located on the second floor.

Cost of the building will be approximately $23,000, with an additional expenditure of $22,000 for furnishings and equipment.

Butte, Anaconda, Houses Are Equipped by NTS

SALT LAKE CITY—Re-equipping jobs at the New Montana in Butte, and the Bluebird in Anaconda are reported by Lee Scott of the National Theatre Supply office here.

New chairs, projectors and sound are being installed at the New Montana and new chairs, carpets and other equipment at the Anaconda house.

Norman Sprowl Resumes Salt Lake City Post

SALT LAKE CITY—A re-shuffle of Intermountain managers brings Norman Sprowl back to the Utah helm from his several months' stay in Logan. Jack Braunegal will manage the Logan houses and John Kier will succeed him at Provo.

Breck Fagin has been placed in charge of both theatres at Twin Falls, Ida.

KIRO Seeks Power Increase

SEATTLE—Immediate steps will be taken to convert radio station KIRO from 1,000 watts to 10,000.

Partners in Beaumont

BEAUMONT, CAL.—C. L. James and Markley Morgan will open their new Beaumont Theatre, a 900-seat house, May 31.

SEATTLE

"PLAY BALL" sounded this week with over 12,000 fans crammed into the Sick's Stadium for the opening game, which was played in the afternoon. Now all games are played in the evenings, and the show-shops take it on the chin. Popcorn Smith tells that at the opening game over $2,000 worth of popcorn was sold. Not bad, not bad . . . Hats off to Eddie Rivers of Hamrick Evergreen for his success in getting the school board to allow students to break away from class at early periods to attend the showing of "Abe Lincoln in Illinois" . . . Terry Turner of RKO in town to work with Lew Maren on the personal appearance of Anna Neagle at the Fifth Avenue in connection with the northwest premiere of "Irene."

Nickie Blair, talent scout for Billy Rose's "Aquacade," is here interviewing candidates . . . Archie Loveland, who has had his band playing at the Olympic Hotel for the past couple of years, has been made director of entertainment for the hotel. Archie announces the engagement of Frakson, prestidigitator (magician to you) who will appear nightly doing his trick of making a standard size radio disappear from the center of the dance floor . . . Two canvas bags containing theatre receipts are being sought by police. They were taken from W. Ackles, manager of the Roycroft, who was robbed as he was walking from the theatre to his car. This is the third time that Ackles has been held up.

Vic Gauntlett, director of publicity for Hamrick-Evergreen theatres, is away from duty for a few days to attend the funeral of his mother who died from a heart attack. Funeral is to be held in Gold Beach, Ore. . . . A United Press story on the front page of one of the dailies tells of three adventurers about to leave Honolulu to cross the Pacific in the ketch, *White Cloud*. The *White Cloud* is owned by R. R. Pratsch of Tacoma. What the story did not tell was, that it is our own Rad Pratsch, the noted exhibitor from Tacoma. Mrs. Pratsch is operating the theatre during Rad's adventures . . . Word from Texas that Joanne Jensen won the horsemanship championship in the Houston Horse Show. She also won a ribbon in the horse show class for three-gaited saddle horses. Joanne is the daughter of Claude Jensen of Jensen-von Herberg theatres.

Alice Maramoto, circus aerialist who was seriously injured in a fall during the Shrine circus a few days ago, is still too critically injured to talk about it . . . Maury Segel of Paramount exchange is busy sending out invites to a special preview showing of "Buck Benny Rides Again." Showing will be held at the Greenlake . . . Our spies in California inform us Jerry Safron, Columbia western district manager, has entered a hospital in Hollywood for a tonsillotomy . . . Maury Saffle and Bill Parker to Portland to meet George Hickey, western district manager for M-G-M . . . Roy and Adelaide Cooper and their four daughters—Paula Lou, Susie, Barbara and Carol—back to San Francisco after a week visit with the Jimmy O'Neals.

Gordon Craddock, branch manager for Universal in Indianapolis who has been ill since December, writes he expects to return to his post shortly and sends regards to his friends on Seattle Filmrow . . . Trudy and Elaine Gwinn visiting in Harrington . . . Mr. and Mrs. William Taylor and L. J. and Grace McGinley back from their trip through eastern Washington and Paradise Valley. The Taylors are from Chicago . . . Captain Hutchinson at the Fifth Avenue to see his daughter in "My Son, My Son" . . . Harriet Lamb once more to the hospital for another operation.

The Roy Coopers honored with a dinner before returning home. Among those present were Mr. and Mrs. John Danz, the William Formans, Ernie and Mrs. Bernhardt, the Eddie Waltons, the Bill Shartins, and Junior and Dorothy Mercy—the latter AWOL from the hospital to attend the dinner . . . Pete Constanti off to a flying start with his new Roxy in Aberdeen . . . Trailers and short feature films have been sent to all the theatres in this territory by L. J. McGinley, chairman of the Will Rogers drive . . . Word from San Francisco that Butch Wingham of Metro is out again after his illness . . . Charlie Greime accompanied by his wife and daughter in from Wenatchee for a few days and being entertained by the Popcorn Smiths.

Forman Quits Sterling To Operate Own Units

SEATTLE—John Danz, president of Sterling Theatres, announces Al Forman has resigned to devote his time to his own two houses in St. Helens, Ore. Forman was manager of the Orpheum in Portland and had charge of Sterling interests in Oregon.

Names Bill Duggan jr. Mono.'s Seattle Head

SEATTLE—A. M. Goldstein, Monogram franchise holder, announces the appointment of William M. "Bill" Duggan jr. as branch manager of the Seattle office. Duggan was formerly with Monogram in San Francisco.

"Did You Know"

That a recent four hour show, which out of courtesy compelled a stretch period for the tired attendance, also

PROVED MOST CONCLUSIVELY

the possibilities for extra revenue in a rest period between tiresome twin bills. Wonder how many will take the cue, and gather in these extra Sheckels.

POPCORN SMITH

BOX 284 — SEATTLE

Teleprinter Experiment Watched With Interest

LOS ANGELES—A close watch on the teleprinter hookup, installed in the 12 citrus belt theatres under Hall Baetz's supervision, is being maintained by other Fox West Coast district supervisors. The experiment was undertaken by Baetz as a means of expediting procedure for his cash giveaway nights, in which three or more theatres are customarily linked for one prize. Location of the winners in one audience is speedily relayed to other house managers through the teleprinter system, which is now in operation in FWC theatres in Pomona, Ontario, San Bernardino, Riverside and Redlands.

Teleprinters eliminate the necessity for a loudspeaker hookup and long-distance telephone system, cutting the time required in handling giveaways from 35 minutes to around 12, Baetz said. The printers are also used to transmit nightly grosses from the various houses, a chore that was formerly accomplished by telephone.

If the experiment continues to prove successful, other FWC managers indicate they will follow Baetz's lead.

Southgate Gem to Allen

SOUTHGATE, CAL.—D. B. Irvine has sold his Gem to the Allen Theatre Corp., which took over operation of the house immediately.

Canadian Taxes Loom

OTTAWA—Parliament, opening May 6, is expected to consider an increase in sales and special excise taxes to meet the need for war funds. Chiefly affected would be films from England, until now exempted.

SALT LAKE

A GREATER amount of construction work in Utah, Idaho and Wyoming was reported for last month than for any March in the past ten years, reveals the *Daily Construction Service.*

The American Society of Civil Engineers presented a Technicolor film, "Highways of Tomorrow," for four affiliated organizations at the University of Utah.

Recent holdovers here include "Mr. Smith Goes to Washington" at the Marlo; "Road to Singapore" and "Shooting High," and "Balalaika" at the Gem.

An ad in the form of a birth announcement, appearing in the personals column, publicized the run of "Brother Rat and a Baby" for the Utah Theatre here.

Three exchanges have previewed recent releases for the trade here. The features have been RKO's "Beyond Tomorrow," Universal's "It's a Date," and Republic's "In Old Missouri."

Among visitors to the Row: Mrs. E. H. Littlejohn of the Bonnie, Helper, Utah; Thomas Karren, partner in the Main at Vernal, and Jens Hansen, Rialto, Deerlodge, Mont.

Al Shepherd, recently with Joe English at Anaconda, Mont., for Serialgrams, has joined RKO as Montana salesman, replacing Art Baron.

William Borrack, booker for Intermountain Theatres, who recently underwent an operation, is back on the job . . . Frank Murphy now is manager of the Mercury exchange here.

George A. Smith, Paramount sales manager in Los Angeles, attended a recent sales meeting here . . . Sam Gardner, M-G-M branch manager, is vacationing in California . . . Rick Ricketson of Fox West Coast Theatres, is on tour in Wyoming, Montana and Idaho.

J. Von Herberg Leases Fey House in Renton

SEATTLE—J. von Herberg of the Jensen-von Herberg Theatres has completed negotiations for the leasing of a theatre in Renton, Wash. House was formerly operated by Erwin Fey, who is at present completing a new theatre and building in Renton.

Drop Lottery Charge

SALT LAKE CITY—The lottery charge against Roxy Theatre, Inc., has been dismissed on the motion of County Attorney H. E. Wallace, "because the attorney general of Utah told the manager that the cash drawing he conducted was not illegal."

Metzger Now "Pioneer"

NEW YORK—Lou B. Metzger, theatre operator, and Jerome Safron, western division manager for Columbia, are now members of Picture Pioneers, organization composed of men in the industry 25 years or longer.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

Send check or money order to

ASSOCIATED PUBLICATIONS, 4804 East Ninth Street, Kansas City, Missouri

WPA Achievements Seem Competitive

MADISON, WIS.—Of interest to exhibitors, from a competitive angle, is a physical accomplishment survey showing the extent of WPA construction in Wisconsin during the past four and one-half years.

The survey, made under the direction of P. D. Flanner, state WPA administrator, shows that 652 recreational buildings, 28 gymnasiums, 12 auditoriums and 530 schools have been erected during this period. Many of these buildings have been fitted with stages and facilities for films and other entertainment features.

The WPA's accomplishments, according to the survey, also include the construction of five outdoor theatres and ten bandshells. Much of this construction has taken place in smaller communities where the people now are devising ways and means through home talent shows and similar events to utilize these buildings to the best advantage.

This situation has naturally proved a competitive factor for the exhibitor and has had an adverse affect on boxoffice receipts in various Wisconsin communities.

Arnold Says Citizenship Day Will Be on May 19

CHICAGO—National Citizenship Day has been set aside by congress to be Sunday, May 19, Edward Arnold said during a stopover here en route to the west coast following conferences in Washington. Both houses have approved the date and President Roosevelt was expected to sign the bill this week.

Arnold said that with such short time left before the date, his "I Am an American" movement in connection with Citizenship Day, will not become nation-wide this year. Plans, at present, are for President Roosevelt and Herbert Hoover, to head an array of speakers and film stars on a nation-wide radio hookup May 19, with separate celebrations in Hollywood, Chicago and New York.

Resentment Flares at Charge Affiliated Ways "Deplorable"

By B. O. TELLER

CHICAGO—Circuit operators of affiliated theatres in the midwest answered Jack Kirsch of Allied in his statement that the leadership of the affiliated circuits in the industry "has been deplorable" by hinting that "it is time for the independent exhibitors to go back to the era of showmanship and not worry about what everyone else is doing in the industry."

Several of the affiliated circuit leaders were talkative enough but made it clear they did not want to be brought into an open argument by quotation in print. "It would be best all the way round," said one, "if we all did less talking about each other's business in this industry."

Kirsch said that "double features must go. Triple features must go. Premiums must be eliminated. The motion picture business must get back to motion pictures if it is to survive." His comments were prompted by the recent double-billing in the east by affiliated circuits of "The Blue Bird" and "Abe Lincoln in Illinois." He added:

"Situation" in Detroit

"In Detroit the major circuit not only double-featured the two pictures but, . . . gave away 135 prizes ranging from an automobile to packages of food. This industry of ours must be the greatest in the world because no other could stand the abuse that our so-called great showmen operating our major circuits give it—and still survive. Imagine if they were running General Motors and were to give away a Buick and a Chevrolet with every Cadillac—soon they would close down the entire automotive industry.

"In most of the other industries in the country the bigger chains are constructive, but in this industry, with very few exceptions, they are destructive. One reads in financial columns daily such items as General Motors having the greatest quarter in the history of the company; Montgomery Ward and Sears Roebuck doing greater business than ever, etc., but in our industry we are confronted with the incontrovertible fact that in 1930 we had an average weekly attendance of 110,000,000 people, or approximately 92 per cent of the total population. The present census will undoubtedly reveal that our population has increased to approximately 140,000,000. Taking 92 per cent of this would give us a minimum of 125,000,000 people per week who should be attending motion pictures. In reality, according to the latest government figures, we are playing to 2,000,000 people less each week than last year, i. e., 83,000,000 per week. Subtracting 83,000,000 people from 125,000,000 people gives us 42,000,000 people, which represents more than 50 per cent of the present attendance.

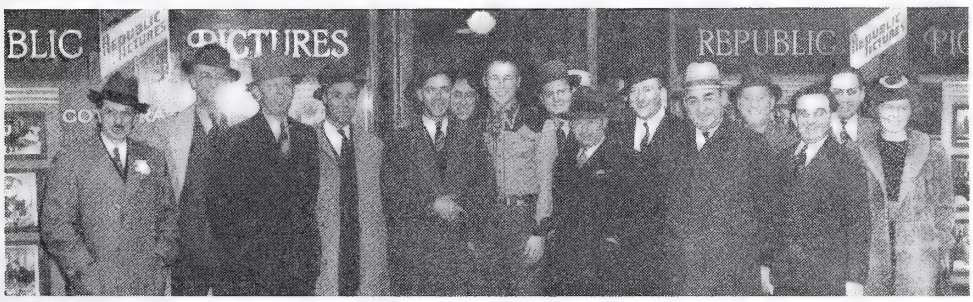
Sees Decline in Grosses

"It should not require a genius to figure out that there is something wrong with the distribution and exhibition of motion pictures. In using the word 'distribution' I do not allude to the distributing companies. The distributor of the motion picture as a commodity, in this instance, is also the large chain exhibitor. In my opinion the gross receipts of the industry will decrease each year unless double-featuring, multiple-featuring and the policy-making ability of the large chains is controlled. From time to time I notice a distributor saying that they require theatres as an outlet for show windows, etc. The record of the industry in the decrease of total attendance since the chains assumed control about 1930 indicates plainly that their stewardship has been deplorable."

Contradicting Kirsch was still another affiliated operator who said that "independent exhibitors seem to forget that we are doing business in a creative industry . . . We cannot get on the phone and order the film studios to make us a quarter dozen 'GWTW's,' or a half dozen 'Fighting 69th's,' every few months . . . We have to take our chance at what comes out of Hollywood, whereas a motor car manufacturer has every one of his units alike and if the initial one is good all will be good."

Said another affiliated exhibitor: "It must be remembered that the affiliated theatres prosper more in better times.

The smaller independent houses are what might be termed 'depression houses,' by which I mean in depression years they do all the business, while we affiliated circuit houses do much less and are ridiculed for not knowing how to sell pictures. Currently the country generally is in better condition and patrons are looking more often than they did a few years ago to the houses where pictures may be seen early. That is not the fault of any one policy, but of the times, and to overcome it all exhibitors—independent and affiliated alike—must go back to the good old days of showmanship."



—Stevens Photos

Exhibitors Greet Star—

When Roy Rogers, Republic's cowboy-singing star, stopped off in Irving Mandel's exchange in Chicago he found a delegation of exhibitors to greet him. Left to right are: Bill Cheruhas, Montclaire and Elm; Eddie Haferkamp, Hollywood; Jack Berglin, Rialton, Walkerton, Ind.; John Pakis, Virginia; J. A. DeWeese, Franklin, Plymouth, Ill.; Charlie Ryan, Warner Theatres; Rogers; Syl Skora, Holden; Jack Kirsch, Allied; Frank Blocker, Kimbark; M. Kaplan, Amo; Abe Feder, Metro; Ludwig Sussman, Adelphi; and Mr. and Mrs. Robert Whitehead, Midway, East Chicago.

"Dark Command" Into Fox

ST. LOUIS—Republic's "Dark Command" has been booked into the de luxe Fox here.

Suggest Single Hearing in St. Louis Contempt Case

JEFFERSON CITY, Mo.—Attorneys for the St. Louis *Post-Dispatch* have suggested that the Missouri supreme court dispose of all three phases of the contempt of court cases against the newspaper publisher and two members of its editorial staff in a single hearing.

The suggestion was contained in a reply brief answering the suggestions made to the higher court by Circuit Judge Thomas J. Rowe jr. of St. Louis, who held in contempt the Pulitzer Publishing Co., Ralph Coghlan, chief editorial writer for the paper, and Daniel J. Fitzpatrick, editorial page cartoonist, for two editorials and a cartoon in the *Post-Dispatch* commenting on the outcome of the $10,000 extortion case against John P. Nick, former first international vice-president of the IATSE, and State Representative Edward M. Brady.

Franklin Opens Office For Foreign Product

CHICAGO—Irving Franklin, formerly with Amkino, has opened an office here for Continental Pictures. He will distribute Russian, French, Jewish and other foreign product. Franklin just returned from New York where he made arrangements to represent Artkino, new Russian film distributors, for 12 pictures in this territory, first of which will be "Minin and Pojarsky."

Franklin also will release "Ecstasy" and "Grand Illusion" in this territory, he said.

Newsreelers Make Plans For Democratic Meet

CHICAGO—All of the newreels are planning special coverage for the national Democratic convention to be held here July 15 at the Coliseum. All of the local crews will be augmented by additional men from New York and special subjects will be released to theatres from here.

Arrangements for the newsreel rooms and "roosts," were made by Emile Montemurro, Movietone News, and Floyd Traynor, Universal News.

Court Citation Halts Bingo in Milwaukee

MILWAUKEE—As the result of a contempt citation issued against Mr. and Mrs. Edward Zrimsek, owners of the Bahn Frei hall here, Bingo has been dropped at the hall. B. J. Miller, counsel for Charles W. Trampe, head of Film Service, Inc., and plaintiff against the couple, obtained a circuit court order a number of months ago holding the game to be a lottery.

Nat'l Screen Names Patz Milwaukee Branch Head

MILWAUKEE—Lou Patz, formerly salesman, has been named branch manager here for National Screen Service and Advertising Accessories. The two companies will open quarters here shortly.





—Stevens Photos

Co-Champs—

At the top is the Republic Pictures bowling team of Chicago with Max Dreifuss, Jack Kirsch, Sponsor Irving Mandel and Frank Nardi seated and Ben Eisenberg and Jim Booth standing. In the lower photo is the National Screen Service team, with the standees, from left to right, Wilbur Boehm, James Chinn, Henry Kohn, George Libera and Lou Mathieu. Seated are Sponsor Morton Van Praag, Percy Barr, Clarence Keim and Chris Chinn.

An Unofficial Title Claim Uncontested

CHICAGO—National Screen and Republic may be officially co-champs of the Chicago Filmrow Bowling League, but any National Screen bowler will give you the figures of the post-season match game to prove that his team is the real, if only unofficial, title-holder, by virtue of the two-out-of-three win over Republic.

Two of the games were really close, Republic taking the first by two pins, 827 to 825, and National Screen coming back the same way to win 847 to 845. But in the third game, NSS walked away while Republic blew up, National Screen winning 868 to 822.

Both teams had plenty of rooters and razzers, and Ben Eisenberg of the Republic team even getting a consoling telegram from Chicago Heights the day after the game, reading: "Sorry you lost. You tried hard. Best team won. Your admirer." Ben won't say, but he's got a suspicion that perhaps Percy Barr of National Screen had something to do with the wire.

The losing sponsor, Irving Mandel, is scheduled to fete his team and the winners, soon at a dinner.

The scoring in the final match:

NATIONAL SCREEN

Players	1st Game	2nd Game	3rd Game	Total
W. Boehm	169	178	191	538
C. Chinn	147	167	167	481
J. Chinn	147	133	145	425
L. Mathieu	163	210	181	554
C. Keim	199	159	184	542
Total	825	847	868	2540

REPUBLIC

Players	1st Game	2nd Game	3rd Game	Total
J. Booth	161	159	159	479
B. Eisenberg	180	138	199	517
F. Nardi	196	202	162	560
M. Dreifuss	130	155	129	414
J. Kirsch	160	191	173	524
Total	827	845	822	2494

Indiana Contingent Back From Variety Convention

INDIANAPOLIS — Returning from the Variety Club convention in Dallas are the following local trade figures. Marc Wolf, general manager of Theatrical Managers, Inc.; Carl Niesse, general manager of the Olson Theatre Enterprises; Curtis Butler, salesman for Columbia; Joseph Neger, 20th-Fox exchange; John Servaas, head of Exhibitors Exchange, Inc.; Kenneth Collins, manager of Indiana Theatres; Earl Penrod, Bank Night Distributor in Indiana; Ralph Iula, Theatre Decorator; H. A. Calloway, Emerson Theatre Building owner; William A. Brennan, Olson Theatres; Paul V. Wooley; Fred Greenberg, manager of Warner Bros.; Fred Heaton, fire department; J. J. Kennedy; Abe Kaufman, Fountain, Terre Haute; Frank Aren, Wharf House; C. A. Massey, State Theatre, Worthington; Robert Scott, Worthington; E. J. Fitzmaurice, International Seat Co., Union City, Ind.; Leonard Sowar, Rivoli, Muncie.

SEC Decision Against Educational Pictures

NEW YORK—At a meeting of the SEC, it was virtually decided that the stock of Educational Pictures will be removed from the Chicago board of trade. The common was never listed, and the preferred, although listed, was never issued.

The commission called the hearing because of the bankruptcy. Earle W. Hammons, president, told the commission he would have removed the stock himself, had not the expense of engaging an attorney been too great. Hammons mentioned that so little is left of any assets that the trustee, James A. Davidson, has had to hire his third attorney, the first two having resigned. The commission put the hearing over to May 7, but the head, Adrian C. Humphries, stated he will advise Washington to remove the listing.

Hearing on "Nation" Ban Continued to May 9

CHICAGO — The hearing before Judge Donald McKinley in superior court regarding a possible ban on "Birth of a Nation" has been continued again—this time until May 9. At the hearing Tuesday, the Civil Liberties Committee decided to take a part in the fight to keep the picture from being banned and will state their position at the next hearing.



For Abe Platt's Tenth Anniversary—

Northwest district employes of B&K help celebrate District Manager Abe Platt's tenth anniversary with a testimonial at the Congress. Platt's managers are voluntarily holding a 10-day drive, May 16-25, as a token of esteem.

RACINE

RACINE has always had a soft spot in its heart for barn dance shows, and consequently it is not at all unusual that the Saturday stage productions by the Badger Barn Dance group are proving popular attractions at the Mainstreet, where they are now weekly features.

In cooperation with the Journal-Times, *the WB Venetian manager, Eli Arkin, promoted a two-page spread on "Pinocchio," with prizes awarded to children submitting the best colorings for a group of pictures of characters in the film. Added stimulus to the picture's opening was given through the visit of Walt Disney to Racine when he toured the Western Printing and Lithographing Co. plant, where his cartoon books are printed.*

Max Krofta, manager of the Capitol bowling with other theatremen in a weekly league, had the season's high game last week, rolling 297.

Harold Perlman, formerly associated with Fox-Midwesco in Milwaukee, has come to Racine to assume the managership of the Granada, north side neighborhood theatre. He is associated with a Minneapolis chain which recently acquired the Granada from Stanley Kohlberg.

Warner's Venetian became the locale for the University of Wisconsin Haresfoot club's 42nd annual production, "Serve It Hot." The players appeared in LaCrosse, Wausau, Green Bay, Appleton, before playing in Racine and Milwaukee.

Bill Anson, WGN star, has been in Racine the past three Saturday evenings, to assist Manager Stanley Lambert of the Rialto in "Musico," which Lambert has introduced to local theatre audiences following its popularity on the air.

At a recent meeting of the Woman's club of Racine, Fredric March day was observed, when members of Mr. March's family, whose home is Racine, were guests of the club and heard a Chicago dramatic reader present "The American Way," the play in which Mr. and Mrs. March scored on Broadway. Pictures of March and his family, as well as posters and other theatre display material, were exhibited through the cooperation of Mr. March.

Miss Dorothy Lawton, theatre editor of the Journal-Times, *is in Kansas City this week, attending sessions of the National Federation of Press Women.*

Miss Lora Miller, who spent several months in Hollywood and who appeared in Charlie Chase comedies, gave her impressions of movie stars and the movie capital at the spring tea of the Better Films League. Members of the League have been invited to attend a theatre party in May by Stanley Lambert, Warner theatres manager here.

Carpentiers Plan a New House at Silvis, Ill.

EAST MOLINE, ILL. — The Carpentier Brothers, operators, have announced plans for construction of a 500-seat house in Silvis, near here. The project will cost between $30,000 and $35,000, and will be ready for operation early next fall.

Charles and Emil Carpentier, at present, handle the operation of the Strand and Majestic. When the new Silvis house is completed, Joseph Carpentier, who has been assisting his brothers, will be made manager of the theatre.

New 20th-Fox Exchange In Two Central Spots

NEW YORK—New 20th Century-Fox exchanges will be constructed shortly in St. Louis and Indianapolis. The company's real estate and construction department is working on the lease with all plans and specifications already outlined.

RCA Sound for Two

INDIANAPOLIS — Justin Shauer of the Lake, Valparaiso, Ind., and Lewis Cochovety of the Indiana, South Bend, have contracted for new RCA Photophone sound.

Epsteins Collaborate

HOLLYWOOD—Julius and Phil Epstein are collaborating on the script of Warner's "Honeymoon for Three."

Breath of Spring Is A Blow to Grosses

CHICAGO—Business was off considerably this week due to the first real spring weather the Windy City has had this season.

In the loop all houses suffered, though UA's "Rebecca" continued doing well at the United Artists. "Gone With the Wind" also has started to show a distinct drop in boxoffice returns at the Oriental and Woods.

The suburbans suffered most during the first spring weather spell.

Metro's 20-Mule Team Visits Chicago Loop

CHICAGO—M-G-M's 20-mule team, touring the country in advance of "20-Mule Team," which stars Wallace Beery, was here this week, under the charge of Capt. Volney Phifer. The team made a trip through the loop and past Filmrow, before being carted onto trucks for the next stop, South Bend.

Said an exhibitor wit: "Metro is gypping us. They advertise a 20-mule team, and there are 19 mules and a horse."

Said "Curley" Eagles, veteran 20-mule team driver, who handles the reins on this trip: "We've always used 19 mules, while the driver always sits perched on a horse."

FRIENDS

tell friends

Nothing's quite so effective as word-of-mouth advertising. Today we deal fairly and squarely with a theatre man —tomorrow he tells a friend-in-the-trade about us.

Giving F & Y complete centralized authority is a friendly gesture for which a friendly service is rendered. You soon find that we put our heart in our work—in your work—cutting costs, using the best showmanship and creating original designs to give you a building that both serves your need and fits your ability to pay.

The friendship lives on as you continue to find us present in low maintenance costs, trimmed utility bills and better boxoffice reaction.

Friends tell friends about the buildings we build for them and that builds our business.

F & Y BUILDING SERVICE

328 E. Town St. Columbus, Ohio

We provide the services of Registered Architects, Building Engineers and Mechanical Engineers.

MILWAUKEE

A. D. Kvool, general manager for Warner-Saxe Theatres here, was feted by employes last week in observance of his 25th anniversary in the show business.

M-G-M's 20 mule team was greeted here last week by Mayor Carl F. Zeidler and officials of the Downtown Association and the Association of Commerce.

Mr. and Mrs. L. F. Gran, general manager of Standard Theatres, Inc., journeyed to Kenosha last week for a film ball staged at the Eagles' ballroom. Charles E. Hogan, Chicago, secretary-treasurer of the circuit, also attended the affair, which attracted more than 1,000 persons. A 50-cent ticket admitted the holder to the ball as well as to the circuit's Kenosha, Gateway or Vogue theatres during the week.

Fox Wisconsin Club, comprising employes of the Fox theatres in the state, held its second annual ball at the Wisconsin Roof ballroom here last week.

Nic Johnson, operator of the Van der Vaart in Sheboygan, has reopened his Butterfly and changed the name to the State. The house has been completely remodeled and fitted up with a new front and boxoffice . . . The Cosmo in Merrill offered a free magic kit to the first 100 children attending a Saturday matinee.

Stan Gross, manager of the Rio in Appleton, was host recently to the sixth grade at Roosevelt school. Robert Gross, the manager's son, was chairman of the program . . . Donald Philip and Stanley Morner, former students at Carroll College in Waukesha, will both have a share in the production of Warner Bros. "Flight Angels."

Walt Disney and Ben Sharpsteen were visitors last week at the Western Printing & Lithographing Co. plant in Racine. The firm prints Disney's books . . . The Rivoli in La Crosse was host last week to children of St. Michael's Orphanage at a showing of "Swiss Family Robinson."

Coincidental with the arrival of Ruth and Paul Niemala, to their home at Bark Point, Wis., from Finland and Norway, Harvey Buchanan, manager of the Palace at Superior, featured a Paramount news reel showing the children landing in New York.

Theatremen representing the Milwaukee Variety Tent at Dallas included Oscar Olson, chief barker; Charles W. Trampe, Jack Frackman, Ray Smith, Sonny Putzier and George Levine.

Tom Baker Resumes Post With Booking Combine

INDIANAPOLIS—Tom Baker, who resigned his position last fall, with the Affiliated Theatres, Inc., a buying and booking combine composed of some 42 theatres in Indiana and Kentucky, is back with them. Joe Smith, who replaced Baker as general manager, plans to spend the summer at his home in Michigan and will return in the fall.



Between Flights—

Ben Hecht arrives in Chicago en route from New York to the coast to "shanghai" talent for his new film, "Before I Die." Looking skyward is June Harris, TWA hostess.

: *Time Table Needed* :

CHICAGO—Meeting all the trains and planes isn't an easy task, but a trade paper reporter in the Windy City, where everyone has to change trains or planes if he is going east or west from Chicago, meets quite a number of executives. Just the other day it ran something like this:

10:50 a. m.—Meeting Paramount exploiteers with Jack Benny aboard a TWA plane at Chicago City Airport.

1:25 p. m.—To Dearborn Station to chat with George Kaufman arriving on the Santa Fe Chief.

4:00 p. m.—To LaSalle Street Station to get a last-minute story from William F. Rodgers, M-G-M sales chief, and ran into Eddie Saunders, western sales manager, and Jack Flynn, district manager for B&K. Saw Sidney Kent, 20th Century-Fox president, for confirmation of a story.

11:30 p. m.—Last-minute statements on 20th Century-Fox sales convention from Darryl Zanuck, Joseph M. Schenck, William Goetz, and Harry Brand, as they boarded chartered TWA plane at Chicago City Airport en route back to studios, and decided to stay over until—

11:50 p. m.—To meet Paramount's "Rochester" with Exploiteer Carl Krueger, just for good measure.

And from trains and planes, it was back to the good old-fashioned days later in the week to greet Capt. Volney Phifer, chaperoning the cross-country trek of M-G-M's 20-mule team, exploiting the forthcoming Wallace Beery film, "20-Mule Team."

Pharris in Neenah

NEENAH, WIS.—Charles Pharris, formerly manager of the Garrick in Fond du Lac, has been made manager of the Embassy here. Both are Fox-Wisconsin houses.

ST. LOUIS

MIDWEST Drive-In Theatres, Inc., of Boston, Mass., has been authorized to operate in Missouri. Firm is now building a drive-in in Hathaway City, St. Louis county . . . Sam Schucart and Sam Levin, co-owners of the Esquire, Richmond Heights, and the Norside here, are devotees of handball.

Harry Lange's orchestra will again perform at Forest Park Highlands when the big place on the hill opens its 44th season on Sunday, May 5 . . . Ted Lewis and his band opened a week's engagement at the St. Louis, April 26. Kay Kyser is booked for the Fox the week of May 3, while Orrin Tucker and Bonnie Baker move into the Fox the week of May 16.

Fannie Hurst was a guest speaker when the national committee for music appreciation and the St. Louis Symphony Society initiated Music Appreciation Week here at a formal dinner at the Jefferson Hotel . . . The 20-mule team now touring the country to exploit "Twenty-Mule Team," starring Wallace Beery, passed through here en route to Springfield, Ill.

Jimmy Harris, press agent at Loew's, is recovering following an arm operation . . . Mario Plessner, exploiteer for Fanchon & Marco, is the father of a new girl. It is the second Miss Plessner.

State Auditor Forrest Smith announces a 20 per cent tax cut for 1940. Missouri taxpayers, including theatre operators, stand to save about $1,000,000 in real estate and personal property taxes.

Brief Illness Is Fatal To Steve Bauer, 60

MILWAUKEE—Steve Bauer, 60, widely known in Wisconsin and Upper Michigan theatrical and bowling circles, died at his home here following a three-week illness.

Until ten years ago, Bauer operated theatres in Milwaukee and Plymouth. He also was associated in the operation of Film Service, Inc., and was business manager of the former Motion Picture Theatre Owners of Wisconsin and Upper Michigan.

For the past ten years Bauer has been active in the management of bowling alleys and at the time of his death operated Bauer's Recreation Parlors and Alleys on the city's north side.

Metro Talent Scout Writes Prize Play in Chicago

CHICAGO—Clarence Shapiro, M-G-M talent scout for the midwest, has been awarded first prize in the playwriting contest conducted here by the Chicago Drama League, composed of over 500-member little theatre groups.

Shapiro's play "Echoes," is in three acts with a prologue, and will be given its preview May 10, before members of the League. It is planned to produce it here for fall run.

Signs Lupino for Three

HOLLYWOOD—Ida Lupino has signed a three-picture pact at Warner.

Cash Game Adopts A Theatre

Indianapolis—Something new in Indianapolis was uncovered when it was discovered that two men were using the mezzanine floor of a downtown theatre for a "bookie" shop. An usher noticed that each morning shortly after the theatre opened 15 or 20 women would pay their admission and then, instead of taking a seat in the theatre, would saunter up to the mezzanine floor. This went on for several days until finally the head usher was notified. He went upstairs to investigate, and found two men busily accepting bets and then telephoning them to some undisclosed bookie shop. The men were asked to leave, and the women departed. There has been no attempt to reopen the comfortable retreat.

Warner Circuit Plans More Book Reviews

CHICAGO—The Beverly book reviews season just completed by Manager Ted Turrell, proved so much of a goodwill builder for the Warner circuit house that the circuit plans to institute them next fall in other houses, among them the Jeffrey and the Rhodes, in addition to possibly one or two others on the south side.

The final book review, conducted by Preston Bradley, Chicago speaker and book-reviewer, attracted over 1,000 women to the special matinee. The reviews are held at 1 o'clock, just an hour before the 2 o'clock matinee, and are free to all women patrons purchasing tickets to the matinee.

Chicago Council Listing Is Equally Divided

CHICAGO—Listed in the current ratings of the Chicago Better Films Council as family pictures were:

"The Blue Bird," (20th-Fox); "Courageous Doctor Christian," (RKO; "Pinocchio," RKO), and "Three Cheers for the Irish," (FN).

The mature listings included: "Congo Maisie" and "Joe and Ethel Turp Call on the President," (M-G-M); "Of Mice and Men," (UA), and "Road to Singapore," (Para't).

Teitel Has "Louise"

CHICAGO—Abe Teitel has acquired the distribution rights of the Mayer-Burstyn release, "Louise," for Illinois, Indiana and Wisconsin territories. Teitel says that the film will be shown as a roadshow production in this territory. The picture opens in the Pabst, Milwaukee, May 10. It finished a four-week run at the Playhouse here this week.

Open New Troy House

TROY, WIS.—The new Troy, $25,000-house, has been opened here. A. L. Geyer is manager of the house, which is modernistic in design throughout.

CHICAGO

BEN SHLYEN, publisher of BOXOFFICE, stopped off between trains last week, en route from New York to the publication offices in Kansas City, whence he went to Dallas for the Variety convention.

With the public schools having their annual spring vacation the week of April 28, exhibitors should reap additional child admissions . . . We hope you didn't forget to move your clocks and watches up an hour Sunday night now that daylight saving time is here for the summer.

Roy Bruder, manager of the B&K Chicago, leaves the company June 1 to open a bowling alley in the old Orpheum, Great States holding, in East St. Louis. Associated with him will be Johnny Perkins, St. Louis comedian.

Walter Hyland, Universal head booker, in the midst of his 25th anniversary celebration date-drive, doesn't miss a bet to get a plug in for a picture. We planned to get his renewal to BOXOFFICE *on a certain day and Walter came back, "It's a Date."*

Gertrude Abrams, Universal cashier, is now Mrs. Nat Tucker, the wedding having taken place last Saturday . . . Bill Hollander, B&K publicist, took a few days off from the office to rest over at Martinsville, Ind.

Jerry Winsburg, manager of the B&K Lakeside, feels slighted. He said we forgot to report the birth of his baby daughter, Adrianne. So here 'tis.

Pneumonia appears to be a Warner epidemic, but luckily the three having it are now on the road to recovery . . . Frank Williams, theatre department booker, is still at St. Joseph's Hospital, while Billy Gilliam, son of the Warner exchange manager, Tom Gilliam, is holding his own at Westlake Hospital. On the coast, Sam Clark, Warner exploiteer, formerly in Chicago, is reported much better now.

Clyde Eckhardt, 20th Century-Fox branch manager, is vacationing in Hot Springs, Ark. . . . Dorothy Nessel, Daily News *amusement advertising contact with the exhibitors, is back at her desk now after an appendectomy.*

Bob Griffith of the Capitol, Whiting, has been transferred to Indiana-Illinois Theatres to the Lex, south Chicago, succeeding Mel Bleiden, who has resigned.

Ben Feldman, United Artists manager, has been away most of this month, as a first-lieutenant at the army spring maneuvers in Fort Benning, Ga. Ben is one of only three "first Louies" from the reserved corps in the Chicago area taken to those regular army maneuvers.

National Screen Service employes will hold a frolic next Friday night, May 3, in the Congress Hotel . . . Charlie Auerbach is due back next week from a vacation on the west coast.

Mrs. Vera Hartman, wife of Bob Hartman of International Enterprises, subbed for her husband in meeting customers at the Variety convention in Dallas, and from reports did as well as any of the men in looking after her firm's interests.

Max Schwartz is the new country salesman at M-G-M, coming here from Milwaukee. He formerly was in this territory some years ago.

Ben Elrod was fourth this week in the western division in the Paramount date drive, which ends June 1. Incidentally the boys have nick-named Ben, "Tonto the Injun" for this drive. Lou Aurelio is right up at the top, too, especially with that nickname of his, "Galloping Joe."

"Ecstasy," grinding away currently this week at the Sonotone, for about its umpteenth loop run, was still doing business.

Eddie Anderson, Jack Benny's "Rochester," came to Chicago, en route to New York for the Harlem premiere of Paramount's "Buck Benny Rides Again," and nearly disrupted daily life in the Negro section of the Windy City. Carl Krueger, Paramount studio exploiteer, had Rochester in tow for two days.

Mannie Stutz played "Ecstasy" this week at the Sonotone, and business was still better than average. Advertising copy stressed the star, of course.

Jack Osserman, RKO branch manager, has been getting requests for dates on the March of Time release for last September, "Battlefleets of England," right and left, now that the two-reeler has been shown in the B&K State-Lake with such success.

Freshen Up

CHICAGO—"Spring Is Here" item:

B&K has started to repaint many of its theatre signs. First in the loop group was the United Artists.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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It's a New Bear Story

MILWAUKEE—Reaching a conclusion that the man doing funny things was more newsworthy than the funny things themselves, Larry Lawrence, feature writer on the Milwaukee *Journal,* made Louis Orlove, Metro's exploiteer in the Wisconsin area, the object of quite an article in his paper, that, as it described the workings of an exploiteer, did not neglect its expression in the bears he has to hunt (for the forthcoming "The Yearling") or the 20 mules he has to pamper as they came through Wisconsin on their national ballyhoo chore.

Says writer Lawrence, informing his readers of the exploits of an exploiteer: "Exploiteer is the lovely title awarded a movie man who exploits . . . We have several right here in Milwaukee. Now don't go and call the police. They're not dangerous and the fact is the police like them. At least they endure them, and when the time comes they go out there and pitch for the exploiteers, to see that no Milwaukeeans get legs broken, faces kicked in by mules or stepped on by hippos."

Revealing Orlove's hunt for bears and does needed by Metro for "The Yearling," Lawrence continues: "In smelling out the animals, Louis saw all the zoo directors of the state, the conservation men, the governor and sundry other gentlemen, including game wardens and CCC directors, and was assured that when the CCC boys get into the woods they'll find at least ten cubs, forsaken by their mothers, that Louis can ship to Metro."

Returning to the episode of the mules, Orlove's biographer remembers Orlove's employers with "It's costing M-G-M $75,000 to ship those mules to 20 of the big cities of the country to show 'em off. You can guess the reason they're doing it if you read the movie ads."

And now bear with us. Two Rivers, Wis., which boasts two things above all its other virtues—that of being "the coolest spot in the world in the summer" and the possession of a $150,000 lily pond (the latter through the grace of some government agency) was recently paid a visit by Orlove. Orlove's mind being always on his work and his work being exploitation generally, and a bear hunt specifically, the press agent immediately saw the benefit of a tieup and relayed his vision to Two Rivers' civic powers.

Relayed Orlove: "Gentlemen, what you need is something to get the idea across that this spot is plenty cool, come hot spells elsewhere. What will do that? Bears, gentlemen. Polar bears. Now this lily pond is a setup for putting bears in it, or around it, or something. Find the largest mob of polar bears in any zoo in the country. Then you top 'em. Get three more bears than anybody else on earth has got. Then you advertise—'The polar bears love it in Two Rivers, the coolest summer spot on earth'!"

The net result was that Louis Orlove was commissioned to go on a bear hunt in Canada while Two Rivers went on a hunt for the proper government agency to help finance its entry into the national limelight.

"Thin Ice" Plagiarism Suit Is Dismissed

CHICAGO—The plagiarism suit of Fred Walton, author, charging that 20th Century-Fox infringed on an unpublished story of his in the story used for "Thin Ice," which starred Sonja Henie, was dismissed this week in federal court by Judge Charles Woodward.

Previously Miss Henie had been excused as a defendant in the case. Walton had sought an accounting of the profits.

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BUDDY ROGERS was booked for a one-night stand at Tom DeVine's Music Hall. This was the only booking he will play in the midwest for some months to come. He had just finished an engagement in Chicago and was en route to New York.

Milton Krueger, salesman for United Artists in southern Indiana and Kentucky, is confined to the Methodist Hospital with a foot infection . . . Lillian Gorelick of the United Artists staff in Chicago, was a visitor in Indianapolis this weekend.

Father Edw. J. Flanagan of Boys Town, Neb., visited Indianapolis this week and highly praised the local Variety Club for its philanthropic work. In speaking of the club's donation of equipment to help train school children and to establish a convalescent blood bank, Father Flanagan said: "Whatever any organization does for the under-privileged children is wonderful. It is contagious. One good deed influences others to help the under-privileged.

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SPR'GFIELD

GEORGE KERASOTES, general manager of the Kerasotes chain, made a business trip to Chicago . . . Howard Moore, assistant manager of the Roxy, has been in St. John's Hospital for two weeks with a throat infection. His recovery is progressing.

Dominic Frisina, president of Frisina Amusement Co., has returned from Hot Springs where he sojourned with Harry Hershey, Democratic candidate for governor of Illinois. Hershey is attorney for the Frisina chain.

Max Tschauder, manager of the Roxy, reports the Deanna Durbin contest held in connection with the showing of "It's a Date," proved a real success. More than 29 girls entered the contest to determine the one who sang or looked most like the star.

Several thousand people turned out to see the "Twenty-Mule Team" caravan when it paraded through town. Later, it was exhibited in front of the Orpheum. M. E. Berman, manager, said hundreds came to the theatre to see the caravan.

Metro Premium Office in Chicago Is Readjusted

CHICAGO—Several changes have been made in the local offices of Metro Premium Co. Irving Zussman, head of the concern, is planning to spend more time in Chicago and territory. Jerry Morrison has been brought here from the Cleveland office, while Carl Farber, formerly with Price Premium, has been added to the staff. Hy Zussman remains on the sales staff, while Maurice Miller, formerly in the Kansas City office, is the new office manager.

Drive for Little Theatre

ST. LOUIS—A $40,000 building fund has been launched by the Little Theatre of St. Louis. It is hoped to have the new 500-seat theatre ready for the 1941-42 season. Plans are being prepared by F. Ray Leimkuehler, architect.

Werbner Will Build

LEWISTOWN, ILL.—Abe Werbner, operator of the Princess here, is planning to erect a new theatre on the main floor of the Werbner Apartment Building.

Warner Holds George Amy

HOLLYWOOD—Warner has held Director George Amy for another term.

"Wind" Vigorous After 14-Week Run

Chicago—"Gone With the Wind," in its 14th week at the Oriental and Woods here, is still a loop fixture, with the closing date problematical. The picture is expected to follow into some B&K houses in the suburban runs after it closes in the loop, but the actual houses have not yet been set. Thus far, about 750,000 patrons have paid to see the picture at the Oriental and Woods.

Juvenile Patronage Important Item

Chicago—No theatre manager who is alert can afford to overlook the importance of child patrons at his house, in the opinion of Charles Ryan, Warner assistant zone manager. "They are the one sure way to sell your house to the community," he says and adds two "don'ts" in connection with the child angle:

"Don't kid the kiddies; and don't promise them anything you can't deliver."

Edgar Lloyd Arranges Czech Film Outlet

NEW YORK—Edgar E. Lloyd, who has acquired for distribution 15 Czechoslovakian pictures made before the Nazi invasion, has returned from Chicago where he has arranged for first-run release at the Homan. Among the pictures Lloyd will release is "Merry Wives," a prize winner at the Vienna Film Biennale, and which was banned and confiscated by Nazis.

Oscar Olson Is Business Agent of Local No. 164

MILWAUKEE—Oscar Olson has been reelected business agent and secretary of the M. P. Projectionists' union, Local 164. Other officers named: Elmer Klase, president; Walter Behr, vice-president; George Wittmann, treasurer, and August Mommer, sergeant-at-arms.

Sponsor "Lincoln" Showing

CHICAGO—The combined B'nai B'rith chapters of Chicago sponsored a special midnight showing of "Abe Lincoln in Illinois" at the RKO Palace.

Discuss Softball Plans

CHICAGO—A meeting was scheduled this week by members of the Filmrow Softball League to discuss plans for the season this year.

Adapts Kelland Novel

HOLLYWOOD—Wanda Tuchock will adapt "For Beauty's Sake," from a novel by Clarence Budington Kelland, for Producer Lucien Hubbard at 20th-Fox.

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Kent Traces Para't Growth in Kaycee

NEW YORK—Paramount came into control of its Kansas City theatres in 1920 and lost out in Kansas as a result of competitive bidding, Sidney R. Kent stated during his pre-trial examination before Assistant Attorney General John L. Wright in the government's key suit. Kent made the statement in answer to Wright's question seeking to determine if the company, of which he was then branch manager in that territory, adopted set policies relative to the acquisition of theatres.

In denying such a practice existed, the witness cited Paramount's acquisition of theatres.

In denying such a practice existed, the witness cited Paramount's acquisition of the Royal and Newman. As related by Kent, the "best house" in Kansas City in 1918 was the Royal, operated by Frank Newman. He also built the Newman in 1920, and while he bought his principal product for the Royal from Paramount he acquired a franchise from First National for the Newman. Shortly thereafter, Newman approached Kent on the possible sale of the two houses. Kent then relayed the proposition to Adolph Zukor with the recommendation the deal be consummated "so that we should not let it fall into the hands of our competitors." The houses then changed hands, Kent testified.

However, the situation in Kansas worked out in reverse, he declared. Wolff-Shanberg, then owning the better houses in the state, approached Paramount on a sale, according to Kent. The deal looked desirable "to protect our distribution there," so Sam Dembow was dispatched to examine the proposition. Suddenly, Harold B. Franklin, representing William Fox, came on from the coast, made his own survey, made a better offer and walked off with a deal, Kent declared.

This gave Fox a number of subsequent runs, Wright observed. Why, then, didn't Paramount attempt to establish competitive units? "Paramount had protection in its first runs and did not feel the need to build houses," Kent replied.

Paramount Executives Confer With Zigmond

KANSAS CITY—Sam Dembow and Leonard Goldenson of the Paramount theatre department have returned to New York after conferences here with Jerry Zigmond, manager of the Newman. It has been reported that a modernization program is planned for the local first run.

Closes in Kaycee

KANSAS CITY — "Dark Command" has completed successful simultaneous runs at the Uptown and Esquire here, which followed immediately the world premiere of the Republic film in Lawrence, Kas. It is set for first runs at the State, Omaha, and the Dent, Lincoln.

Kaycee Exchange Union Renames Its Officers

KANSAS CITY—Officers of the Film Exchange Employes Local B-23 have been re-elected and will reassume office the first Tuesday in May. Clarence Knipe, manager of the poster department at Universal, is president; Leonard Abrams, Metro, vice-president; Felix Snow, IATSE, business agent; Irene Sharp, 20th-Fox, assistant business agent; Jannetta Lohr, Columbia, secretary; Webster Knight, Universal, financial secretary; Charles Lewis, Republic-Midwest, treasurer; Carl Bane, Columbia, guide; J. Knight, United Artists, sergeant-at-arms.

The executive board consists of Irene Sharp, Lawrence Biechele of National Screen Service, and Mary Womack, RKO.

Omaha Exchange Employes Elect Harris Kuntzleman

OMAHA—Harris Kuntzleman, Fox assistant shipper, is the new president of the film exchange employes union. Milton Swift, Warner shipper, is business agent.

Other officers are: Eldon Rollin, National Screen shipper, and Charlie McCarthy, film delivery, vice-presidents; Peggy Hanson, Metro inspectress, financial secretary; Leo Dupley, Metro assistant shipper, recording secretary; Mickey Cosgrove, Paramount inspectress, treasurer; George "Beard" Bonacci, United Artists shipper, sergeant-at-arms.

Harry Taylor Declines Transfer; Quits NSS

LOS ANGELES—Preferring to remain on the coast, Harry Taylor has resigned as district manager for National Screen Service, a post he has held for the past four years. National had planned to transfer him to another territory.

KANSAS CITY — Harry Taylor, who this week resigned as western district manager of National Screen Service, formerly was Columbia branch manager here. He spent many years in the trade in this city.

Eddie Ruben Variety National Property Man

MINNEAPOLIS—Minneapolis was honored by the election of Eddie Ruben as national property man of Variety at the Dallas convention. He was the first chief barker of the Minneapolis tent and has always taken a prominent part in the organization.

Gehring Negotiating New Deal With Ralph Branton

DES MOINES—William C. Gehring, central division manager of 20th Century-Fox, is here negotiating a new product deal with Ralph Branton of Tri-State theatres.

Danish Film in Des Moines

DES MOINES—The new Danish talking picture, "Livet Paa Hegnsgaard" (Life at Hegns Farm), was to be shown Friday evening at the Avalon. It is sponsored by the Danish Brotherhood of Des Moines.

Premiere to Clinton And Pittsburgh, Pa.

CLINTON, IA.—Twentieth Century-Fox will stage a dual world premiere of "The Life of Lillian Russell" at Clinton, Ia., and Pittsburgh, Pa., May 15.

The date finally was set in Des Moines Monday at a conference of 20th-Fox executives, Clinton business representatives and Central States Theatre Corp. executives.

The Clinton premiere will be staged in two Central States houses: The Capitol, managed by Harold Barnes, and the Rialto, managed by Jerry Greenabaum.

Alice Faye, who portrays Lillian Russell, will appear at the Pittsburgh premiere, but Don Ameche and Lynn Bari are scheduled to take part in activities at Clinton. Leo Carrillo is listed as a possible guest during the premiere, also.

Ameche portrays Edward Solomon, London composer who was Miss Russell's second husband. Miss Bari has the role of Edna McCauley, rival of Miss Russell for the affections of Jesse Lewisohn. Carrillo is cast as Tony Pastor, discoverer of the glamour girl of the gay 90s.

The population of Clinton is expected to be swelled to 100,000 on the day of the premiere. The stars will arrive on the morning of May 15 on a special train from Chicago. A parade and dedication of a tablet at the site of Lillian Russell's birth here are scheduled for the afternoon. The stars will appear on the stages of both theatres at the evening premieres. A movie ball is tentatively planned after the showing of the picture.

The governors of Iowa, Wisconsin and Illinois are being invited to Clinton for the day. Newsmen from Chicago, Milwaukee, St. Paul, Minneapolis, Omaha, Kansas City, St. Louis, Memphis and Des Moines are expected to be guests of 20th Century-Fox.

All seats in both theatres will be reserved for the premiere, and will go at a $1.10 price. The film will be held for a six-day run following May 15.

William C. Gehring, central divisional sales manager, and Earl Wingate of the publicity department, were representatives of the 20th Century-Fox New York offices at the conference in Des Moines, Monday. Harry Warren and Lionel Wasson handled details for Central States, while W. C. Eastland, Frank Haun and Mr. McIlhenny represented the Clinton business men.

The group spent Tuesday in Clinton mapping the premiere-day schedule more definitely. Eddie Solomon of 20th Century-Fox offices in New York is scheduled to be on hand in a few days to take direct charge of staging the show here.

Fox Midwest Takes Over The Cozy in Pittsburg

PITTSBURG, KAS.—The Cozy, owned and operated by Joe Lenski, will be taken over April 28 by Fox Midwest. Lenski, it is understood, will continue with the Cozy at Girard, Kas., which is under the management of Walter Pannock, Lenski's nephew.

Expect Northwest Allied Meet After National June Confab

MINNEAPOLIS—It now is expected that Northwest Allied's convention here will not be held until after the national Allied States' June convention in Chicago. President W. A. Steffes is understood to favor such a course.

The convention in Minneapolis will be devoted principally to adoption of a plan for establishing and maintaining district units throughout the territory. Under the proposal, district meetings will be held from time to time under the supervision of the main office here. The main objective will be to attain closer and greater cooperation among all the independent exhibitors in the fight against alleged trade practice evils.

Also to be considered at the local convention the matter of percentages and lower film rentals is of vital concern to the independent exhibitors presently. Organization heads believe that if theatre owners unite effectively they can put the skids under percentages and force down film costs.

President Steffes is rapidly recovering his health and expects to resume his organizational activities within the next few weeks. He again is in charge and will direct the body's program as hitherto. Since his return from Florida he has been spending much of his time on his country estate, but starting this week will be very much on the job in his office here again.

Claim Allied Drive Not Hurting Buys

MINNEAPOLIS—As usual, local film exchanges claim they're not being hurt by Northwest Allied's appeal to independents to do no buying at least until after an impending convention here so that more effective war may be waged against percentages and to bring down film costs.

Although at a regional meeting at Rochester, Minn., every exhibitor present pledged himself to refrain from making any new-season deals for the present, branch managers insist that their 1940-41 sales are above normal.

By a united front Northwest Allied hopes to eliminate percentage pictures entirely throughout the territory, just as they have done in the Twin Cities, Ben Ashe, secretary, points out.

Despite the present campaign, L. E. Goldhammer, RKO district manager, for example, asserts his branch here enjoyed the biggest week's business covering new-season deals made for the seven days ending last Saturday. The local office is far ahead of the corresponding period a year ago, according to Goldhammer.

Paramount and most of the other companies claim they're about 70 per cent sold outside of the Twin Cities. Mickey Coen, M-G-M salesman in southern Minnesota, already is sold 100 per cent.

Tri-States Radio Program Bids for More Listeners

DES MOINES—Tri-States Theatres' weekly radio program, "Two on the Aisle," will bid for additional listeners starting May 3 when the program is shifted to the higher-priced 9:30 p. m. time on KRNT.

"Two on the Aisle," featuring Rene and Ken Clayton's uncensored comments on current films in Tri-States first-run houses, has been aired at 5:45 p. m. Fridays for the last six weeks.

Brands Producers As "Deficient"

MINNEAPOLIS — Distributors declaring that exhibitors must demonstrate greater showmanship to make the industry prosper properly are barking up the wrong tree, according to Bennie Berger, prominent independent circuit operator here. The fault, he declares, lies with the producers, instead of the theatre owners.

"There is need of greater showmanship in the industry all right," asserts Berger. "But it's the producers who are deficient. Exhibitors, for the most part, are doing their part. They are going the limit on exploitation and selling generally.

"The trouble is that there's not sufficient showmanship being demonstrated in the producing of pictures. Too few boxoffice films are being delivered. All too often there's the right story with the wrong stars or vice versa, or the release is lacking in universal appeal."

While a comparatively few outstanding pictures are being turned out, the general quality average of product is low, in Berger's opinion. That is why exhibitors generally must resort to cash or other gifts as added inducements to get the public into their theatres, he asserts.

Berger does not feel that one boxoffice picture in a dozen—about the present average in his opinion—is sufficient to keep the industry at a profitable level.

To Post on West Coast

DES MOINES—Steve Cebuhar, music instructor at the American Institute of Business in Des Moines for the last two years, will go to Hollywood in June to join National Program Service.

New Sound for Lowe

STERLING, KAS.—F. L. Lowe is installing RCA Photophone sound in his Lowe Theatre here. Lowe also operates in several other Kansas towns.

OMAHA

A BIG bouquet to Orville Rennie, manager of the Rivoli at Hastings, Neb. Orville directed and produced an elaborate home talent show at Hastings with a cast of 87 persons. Orville took housewives, painters, mailmen and youngsters and turned them into skilled dancers and singers. As a just reward the exhibitor got a lot of congrats and pictures in the papers.

Sam and Meyer Stern of Capitol Pictures announce they have acquired the Nebraska and Iowa franchise for Fine Arts Pictures . . . Eddie Shafton, bachelor attorney, came back from Dallas wearing high heeled boots. All the boys had a big time at the Variety Club convention. Jack Riggs, exhibitor at Central City, Neb., had a temperature when he left, was under a doctor's care all the time he was in Dallas, but still had a good time, he says.

Harold Dunn, Jewel, Valentine, Neb., on Davenport St. and said he could grow a beard for Golden Spike Days in two weeks, if he wanted to. Harold tried a set of whiskers last year but his face wouldn't stand for it, so he had to shave them off . . . R. V. Fletcher, Hartington, Neb., was on the Row.

J. Erle Kirk, North Star, Omaha, has felt the urge of spring and has started challenging people for a golf game . . . Why doesn't someone on Filmrow promote a spring golf tournament? . . . M. Marino has reopened the new Berkley here in Omaha. Bob Ballantyne installed air conditioning, Frank Van Husan the lighting fixtures, and Carl White the projection, splitting the "credit lines" three ways.

Fred Miller of 20th-Fox dented the front of his new car a little, but it's fixed now. Fred can have no secrets, since he lives across the street from BOXOFFICE . . . Mike Roth, National Screen manager, is planning to install a crying room for exhibitors in his new layout in the film exchange building. Boy, is that place busy! Wendell Overturf and Eldon Rollin are working until midnight nightly!

Max Greenberger, clothier at Grand Island, Neb., who sold clothing to most of the salesmen out of the Omaha exchanges, died recently . . . George Bonacci, United Artists shipper, has a fancy black beard. Bewhiskered George he was known as in those days . . . A. E. Thacker, Soo, South Sioux City, Neb., was on Filmrow.

A lot of exhibitors in town this week, despite heavy rains. Among 'em: Bert Beams, Auditorium, Red Cloud, Neb.; Odes A. B. Hilton, Park, Sioux City, Ia.; Bowman twins, McClelland, Ia.; H. H. Thomas, Kingsley, Ia.; Dick Lysinger, Ravenna, Neb.

Now that Joe Jacobs, Columbia boss, is married he can't afford an overcoat. Several exhibitors saw Joe walking down Davenport St. with his hands in his pockets, his hat pulled down, his teeth chattering . . . Ted Mendenhall, Paramount boss, hopes for warm weather "to bake my shoulder and arm."

KAYCEE

ON THE ROW: E. A. Peterson, Plaza, Greenfield, Mo.; Shirley Booth, Booth, Rich Hill, Mo.; John Travils, Avalon, Sarcoxie, Mo.; Jack Johnston, former exhibitor of McPherson, Kas.; Harry Till, Courter, Hamilton, Mo.; Ferd Ledoux, Arcada, Holton, Kas.; Tom Edwards, Ozark, Eldon, Mo.; Glen Newbold, Temple, Yates Center, Kas.; H. C. Musgrave, Minneapolis and Wamego, Kas.; Bob Gorham, Liberty, Horton, Kas.; J. D. Rankin, Tarkio, Tarkio, Mo.; Earl Kerr, Albany and Bethany, Mo.; C. E. Doc Cook, Tivoli, Maryville, Mo.; Si Meek, Anne, Maysville, Mo.; G. W. Summers, Royal, Unionville, Mo.

Charley Gregory, NSS manager, has filed a $20,000 damage suit against Braniff Airways, Inc. Gregory charges he bought a round-trip ticket April 5 to go to Chicago where he was called by the death of his father. After taking the seat he had reserved, he charges, two employes put him off the plane.

Oh, boy, did they have a good time at the Variety convention in Dallas! The lads from here were unanimous in saying it was the finest of its sort they'd ever attended. Dallas opened its arms; everything went off perfectly . . . The Kansas City tent provided food and refreshments on the train going down, which made the trip an especially memorable one—with about 75 from here and Minneapolis.

Add Visitors: Dewey Gates, Isis, Waterville, Kas.; Frank Weary, Farris and Vogue, Richmond, Mo.; M. S. Heath, Plaza, Liberty, Mo.; Mr. and Mrs. W. B. Cook, Ideal, Halstead, Kas. . . . Sam Keller, auditor, is at the Warner exchange here for a while.

Bob Giles has moved up as head shipper at RKO. He replaces Hugh Asmus, who died April 16. George Hertzog moves up to Giles' place . . . Monroe Rubinger, Warner exploiteer, left Thursday for New York, where he'll be ten days.

Everyone is looking forward to the "milk bucket" contest among barbershop quartets next Monday at Variety Club. It ought to be a killer-diller.

Howard Kinser and Joe Woodward brought Charley Crawford of the ad sales department at 20th-Fox a giant Ropp Cherrywood pipe when he returned from the 20th-Fox convention in Chicago recently. Charley could use it to bop rabbits, if he were that fast.

Lead Mining Film Study Premiered in Joplin

JOPLIN, Mo.—"Men and Dust," a short depicting life in the silicosis and tuberculosis stricken zinc and lead mining area of Kansas, Missouri and Oklahoma was premiered here April 23, under the auspices of a tri-state conference initiated by the U. S. department of labor.

The conference was attended by federal and state officials and technicians. The film was shown at a public meeting in Picher, Okla. Garrison Film Distributors are handling the short.

Minneapolis Price Hikes Unlikely

MINNEAPOLIS—Theatre admissions have been tilted a nickel by some of the local independent neighborhood houses, but outside of this there's little likelihood of any boost, according to a survey just made. Conditions in the territory are not sufficiently good to warrant any general raise, in the opinion of exhibitor leaders.

As a trial horse, there have been price boosts for several individual pictures. Outside of "Gone With the Wind," the results have not been favorable, the trade asserts.

In some spots throughout the country theatres have yanked up their scale for "Rebecca," but at the State here last week the regular 40-cent admission prevailed. Business was good.

For stage attractions the Orpheum has gone back to the 55-cent top which was in effect before the Minnesota reopened. While that house was in operation the Orpheum dropped to 40 cents. Now that the big de luxe theatre is shuttered again, however, the old scale is in vogue again. However, the Orpheum has no stage shows booked for the immediate future.

LINCOLN

THIS WEEK'S big laugh was on Ed Vaughan. He subbed for M. E. Lofgren as house manager at the Nebraska the other evening, and happened to glance at the lobby display on the "Invisible Man." Vaughan let out a blood curdling yell, and rushed for safety and the police. He told the gendarmes he thought it was a bandit, swore up and down it wasn't a publicity stunt.

George Monroe and frau slipped out to Kearney to watch their new Empress go up. The old one burned down a couple of months ago.

Joe Kinsky, Davenport, Ia.; Art Stolte, Des Moines, and Evert R. Cummings, Omaha, met in Hastings to be special guests at a local stage production. All are district managers for Tri-States.

Frequent visitors to Ben Fogelson's bowling alleys are Art Shires, Bob Huffman and Messrs. Lofgren and Vaughan . . . Howard Federer gave the go ahead signal, and remodeling of Liberty started Thursday.

Beatrice moguls reported okay biz for their first Sunday shows in the town's history . . . Gracie Allen polled 45 votes for president in the Douglas county state primary election.

Seen on a quick trip to Detroit for the American Bowling Congress tournament: Andy Varipapa, the movie short star, swapping yarns at the Coliseum . . . Folks fighting to get into Chicago's Chicago, where Bonnie Baker and Orrin Tucker were staging it . . . Detroit houses getting boost from out of town bowlers . . . Glen Mills, local film truck driver, taking in "Gone With the Wind."

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This Town, Hollywood—

By BOXOFFICE JR.

Where there is an abundance of heels, the regular kind, and the kind that walks like a man. Every Earl Carroll girl has known at least a dozen of the latter . . . Where movie producers once went to ten-cent stores to get faces from which to make stars, but now go to the Los Angeles railway station to get picture titles: One already made was "Union Pacific," another about to be made is "Santa Fe," and that leaves one to go, "Southern Pacific" . . . Where the first man, Richard "Dick" Rowland, to retire a millionaire from money made in films, in 1910, is still trying to scratch out a new start, demanded by a terrific soaking in the 1929 Wall Street deluge of minus-signed ticker tape.

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Where there's a constant campaign on to find new faces, and forget the old ones . . . Where a fairly definite "maybe" is enough to get credit for groceries . . . Where wolf powder is not powder at all—but canned goods such as corn, beans, tomatoes, and such other tinned stomach fodder as will keep the woofer from the door . . . Where Sam Clark, Warner Bros. p. a. has been so sick with pneumonia, he's going to buy a bloodhound when he gets out of the Cedars of Lebannon just to prove he's not anemic . . . Where money has to come in at the rate of $2,500, or more, a week, to be rated as "important" . . . Where 100 agents make good money, where 250 get along, and 400 can rustle coffee in the a. m. but hunt a brother agent to share the cost of the doughnuts.

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Where well-nigh two tons of publicity matter is mailed daily to all parts of the world, which nets about 20 pounds of newspaper clippings in return . . . Where a star would rather get a good notice in the L. A. papers, and a bad one all over the country, than to get good ones all over the country, and a bad one in L. A. . . . Where Maureen O'Hara, in a hula skirt, gives her uncensored opinion of censors who crack down on films, and allow ballroom gymnastics of the jitterbug type to flourish unmolested . . . Where only half the people whose names appear in the papers as having been to some night spot, actually appeared . . . Where books are bought for their catchy titles, then have the title changed to one that isn't catchy before they're released: Exhibit A: "Tree of Liberty," now working under the title, "Howards of Virginia."

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Where Jack Mulhall sr. was once one of the dazzling marquee names of the industry, and Jack Mulhall jr. is a rubber-neck guide for Paramount . . . Where no picture has yet been made which presents Dick Powell as the swell personality he really is . . . Where the two broadest beamed leading men, also have the broadest grins—Clark Gable and Spencer Tracy . . . Where Gene Autry's radio show is still making a lot of wise-guys struggle to cover up for the things they said it wouldn't be able to do . . . Where Palm Springs and Lake Arrowhead are the places to go for a rest, and Victorville, for a place to work. Victorville, by the way, has its own idea of what constitutes a well-done steak, one singed only enough to coagulate the blood.

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Where Hedy Lamarr goes weekly to M-G-M's gownery to have seams taken in, Oliver Hardy has 'em taken out, and Aimee Semple McPherson orders a collection taken up . . . Where the oldest street in Los Angeles, Olvera St., reminds of a Coney Island without a roller-coaster . . . Where a man by the name of Dave Selznick, sneaked up on a Georgia lady, Margaret Mitchell, with $55,000 for the greatest all-time money maker in film history . . . Where Tom Mix and Buck Jones wear the same clothes off the screen they wear on it—only neither have been on it lately.

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Where Bob Taplinger does NOT have nightmares, in spite of all the publicity stunts he's credited with . . . Where Harvard was an ivy college until Ann Sheridan gave it a more descriptive going-over than it had ever been subjected to in all its ancient stand. Now, the student body doesn't know for sure who was lampooned, and who was lambasted . . . Where horse racing is a business, and picture making is a pastime . . . Where Georgie Sherman has made as many as 76 scenes in a day at Republic, and Charlie Chaplin makes one scene in 76 days, if they rush him, and they don't . . . Where Jack Oakie will tell you he's a ham, and many others are so shy they pantomime the idea . . . Where a premiere of a picture is made with or without a whingding and eats after it is over. A good picture rates no eats, and it's only the questionable ones which bring out the menu. Aside to Ed: Most of the Hollywood reviewers appear sleekly fed this season.

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Where an independent producer can be one who makes pictures for release by a major company, or can be out of work . . . Where the mis-informed are readers of Louella Parsons . . . Where W. S. Van Dyke is a director of pictures, and a Major in the Marines . . . Where Johnny Farrow is married to Maureen O'Sullivan and has a career cut out for him, yet is allowing patriotism to throw him and is patrolling waters off Halifax in the Canadian navy . . . Where the Hollywood bowl is not for eating purposes . . . Where M-G-M has chicken noodle soup on the daily commissary menu because Louis B. Mayer had it so seldom as a kid, and said if he ever got to a financial plane that would bear it, he'd have chicken noodle soup every day.

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Where names used to be painted on doors, which gave one man a job in each studio, painting on and scratching off. Now the turn-over is so fast, there are only slots on each door, in which can be inserted a calling card . . . Where exists an intense rivalry among gag-men who try to peddle massacred English credited to either Sam Goldwyn, Michael Curtiz, or Gregory Ratoff . . . Where everybody has an inside story on the Lana Turner-Artie Shaw marriage, except Lana Turner and Artie Shaw.

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Where Cecil B. DeMille will admit his first three associations with the great were God, Grover Cleveland, and May Robson. Now, he would add one other . . . Where Gary Cooper and Fred MacMurray are tied on being split farthest up from the ground . . . Where Deanna Durbin started in the gangly stage, and Shirley Temple is being killed off at the boxoffice by it . . . Where Loretta Young lives in one of six mansions she owns and has to keep her dog tied up, because people mistake the driveway for a street, park in it, and walk over her lawn thinking it's a city park . . . Where Rufus Blair at Paramount struggles for an hour over a personalized letter, then mimeographs it and sends a copy to each of 500 motion picture editors.

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Where Mae West has a manager to do everything for her but handle her money, and she attends to that . . . Where the prettiest corsets are worn in plain sight—on the stage at Earl Carroll's theatre-restaurant . . . Where more touts, thugs, mobsters, saloon keepers, and corner loafers are named Barney in pictures than there are Barneys in real life . . . Where everybody laughs at the fool Slapsie Maxie Rosenbloom makes of himself as manager of his cafe, and he laughs right back at them from his office at night when the profit is checked up . . . Where Elsa Maxwell got laryngitis and had to be muzzled by the doctor.

Exhibitors Fear a Dearth of Shorts

MINNEAPOLIS—Threatened curtailment of short subjects production in Hollywood is worrying some of the independent leaders here who fear that if a shortage of such subjects develop it may be necessary for exhibitors to resort to double features. Up to this time the territory has been relatively free of them.

Hollywood statistics show that in the past few years there has been a steady decrease in quantity of shorts produced. Because of the fact that double featuring is so general throughout the country and features of greater length are being turned out leading producers now are said to be planning to cut down still further.

Some of the independent circuit heads here, however, do not believe there is any imminent danger. Most exhibitors, they say, have so many shorts bought up and unplayed that their supply is assured for a protracted period.

New Contest Stimulant Acquired by Miller

KANSAS CITY—Beverly Miller has concluded a deal with Lester Martin of Theatre Attendance Builders, Inc., Chicago, for distribution in the Kansas City and St. Louis areas of "Guess-For-Gold-Night," a theatre business-building contest.

Combining district and local prizes, the contest provides cards for popularity ballots on film stars, proper names and other words, the results to be lined up in order across the cards for comparison with the composite voting results. The firm supplies a line of advertising accessories.

Commonwealth Plans Program in Kaycee

KANSAS CITY—An all-day session was held Thursday at the Ambassador Hotel by Commonwealth Theatres to outline plans and ideas for the group's eighth annual "King of the Sun" contest. The contest, covering the warm months, runs 15 weeks from May 5 to August 17.

The campaign this year will be an especially intensive one, according to C. A. Schultz, head of the circuit, who, with O. K. Mason, was in charge of the gathering. Others here from the home office were Leland Allen and W. H. Kirkham, bookers, and L. D. Parrett and Dick Orear.

Managers and associates who attended: Lee Miller, Ashland, and James W. Chapman, Benton, Kansas City; Bill Headstream, Melba, Batesville, Ark.; Paul Stonum, Uptown, Carrollton, Mo.; Mrs. E. Nolen, Ozark, Cassville, Mo.; L. J. Lenhart, Lee, Clinton, Mo.; Rex Barrett of the Uptown and R. H. Spencer of the Boone, Columbia, Mo.; M. N. Hillyer of the Strand and Emory Scott, Uptown, Creston, Ia.; Frank Dodson, Golden Bell and Kansan, Ellsworth, Kas.; M. B. Smith, State, and Rex Beach, Ritz, Garden City, Kas.; John Tarr jr., Sherman, Goodland, Kas.; L. W. Morris, Plaza, and Elton Kuhlman, Kansan, Great Bend, Kas.; Doyle Branscum, Lyric and Plaza, Harrison, Ark. (D. E. Fitton was unable to attend); Raymond McKittrick, Perkins, Harrisonville, Mo.; Glen Deeter, Dreamland and Kansan, Herington, Kas.; Jack Kempton, Royal, Hoisington, Kas.

And Huston Sterrett, Palace, Kinsley, Kas.; Stanley Schwahn, city manager in Lawrence, Kas.; Martin Flesher, Dickinson, and Ray Holmes, Granada, Lawrence; Jack Stephenson, Gillioz, Monett, Mo.; Hugh Gardner and Ed Harris, Orpheum, Neosho, Mo.; J. J. McClure, Cozy, Norton, Kas.; R. C. Jones and John C. Stapel, Paramount, Rock Port, Mo.; K. K. King, Rialto and Plaza, Searcy, Ark.; W. O. Lenhart, Plaza and Royal, Trenton, Mo.; R. M. Shelton, Star, Warrensburg, Mo.; R. V. Marchbank, Calvin and Garden, Washington, Mo., and Lee L. Jones.

Schultz announced at the convention the appointment of M. B. Smith, Garden City, Kas., as district manager for the western Kansas units of the circuit, effective immediately.

Managers and executives, plus a few outside guests, attended the luncheon, which represented the only "festivities" of the convention. Among the guests introduced by Schultz were E. C. Rhoden, Harry McClure and some of the others from Fox Midwest; Byron Spencer, attorney; Finton Jones, Ben Shlyen of BOXOFFICE. KMBC, through its artists' bureau, provided the entertainment, although there was one interpolation by Commonwealth talent. This consisted of a very virtuoso performance by O. K. Mason (mandolin), K. K. King of Searcy, Ark. (voice), and Bob Shelton of Warrensburg, Mo. (fiddle). It was good enough to earn an encore . . . Rex Barrett, the other mayor, was there from Columbia, Mo. (Bob Shelton also is hizzoner in his town.) . . . Stanley Schwahn's was an "inspirational" speech.

MINNEAPOLIS

"HY" CHAPMAN of Columbia is banking on "21 Days Together," a special release, because of the presence of Vivien Leigh and Laurence Olivier in the cast . . . Mr. and Mrs. Harold Goldberg, formerly of Seattle, will make their home here henceforth. This is of interest to film circles because Mrs. Goldberg is the former Lois Abrams, daughter of Morrie, M-G-M exploiteer . . . Clarence K. Olson, Warner branch manager, recovering from an appendectomy.

Out-of-town exhibitors seen on Film-row included: Andy Anderson, Detroit Lakes, Minn., just back from a seven-week California trip; Lyle Webster, Rice Lake and Chippewa Falls, Wis.; Al Inman, Fairfax, Minn.; Allen Mueller, Arlington, Minn., and Lowell Smoots, Little Falls, Minn. . . . Charlie Weiner's auto got a well-earned rest while the Monogram manager attended his company's sales convention and the Variety convention at Dallas. The car gets a real workout when Charlie, a dare-devil driver, is on the job.

Fifteenth week of the Sears drive finds the Warner branch here second place in its district . . . Lynn Farnol, United Artists homeoffice publicity representative, here in the interest of "One Million B. C." . . . On May 1, Republic will move into the present Monogram quarters on Currie Ave. while Monogram takes over the former National Screen offices on the corner of Glenwood Ave. and 11th St., North . . . Idele Fisher, daughter of Sol and sister of Nate, local independent exhibitors, to wed Irving Vinokour, assistant manager of the Campus, a Fisher house, on May 26.

"Lillian Russell" runs two hours and 22 minutes, but it's terrific all the way, they're telling Joe Podoloff, 20th-Fox branch manager. A $3,000 prize contest, with ads running in 15 leading fan publications, will help to sell this one to the public . . . The Film Bowling League party has been set back to the night of April 29. There'll be awards of prizes and a lunch. RKO still leads the league.

Universal is making a great finish in the Bill Scully sales drive and expects to be in the money at the end . . . Moe Levy, 20th-Fox district manager, already has started to make plans for his campaign as S. R. Kent drive leader for the second consecutive year. He begins his tours of the exchanges in June . . . LeRoy Miller, recently named Universal branch manager here, is moving his family up from Kansas City.

J. D. Goldhar, United Artists district manager, a brief visitor . . . "His Girl Friday" did a big week's business at the State, but was not held over because of congestion of unplayed pictures . . . Gene Meredith, Warner cashier, commuting from his Lake Minnetonka summer home . . . Monogram here in second place in its division in the "Spirit of Independence" drive . . . RKO's "Irene" goes into the Orpheum here May 10.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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Phone: HIland 2694

DES MOINES

WHAT'S THE ROW to talk about now that we've got Jere Spandau and Esther married (April 18) and off for Albany in a cloud of dust and a flurry of rice? The paper said it was a private ceremony in the study of Rabbi Monroe Levens, but Jere only wished it had been, we understand. Everybody Jere met the day of the wedding would ask him whathell, so he'd break down and tell 'em to drop around for the big event. Ended up with an SRO performance. Our best to both of you!

Lou Levy, Jere's jolly successor at Universal here, and the office gang had a party for him at the Savery, April 17. Two pieces of very handsome luggage made it both easier and harder for Jere to say adios to the old force. Esther, very fetchin' in a red chapeau, lunched at Michael's with Mrs. Mel Evidon, Wednesday. Mrs. Mel, recently returned from a Minneapolis visit, was getting the razz from other Film-row diners about Mr. Mel's being lost when she arrived home (better be on tap next time when a handsome gal like that gets back, Mel) . . . There's a current rumor that Al Blair, former Grand National booker, is to be Columbia's new booker.

The famous Iles & McKinney were out Sunday cavortin' in the sunshine on their motorcycles . . . Chuck Plows was showing his new infant the ropes Sunday, and getting expert opinion here'n there on just whom the kid resembled . . . Harry Rawlins, Iowa Film driver, has been off over a month now with a streptococcic (spelling? s'not in our dictionary) throat infection . . . Jerry Banta, who has been getting rotund in Metro's service, lost 30 pounds walking to and from work, but was heard inquiring over the back fence of his neighbor lady about a very large, very rich, very fattening fudge recipe because he likes to keep the stuff around the house for munching purposes.

Plenty of big-shots shooting in and out of town lately . . . W. J. Heineman, Universal's western division manager, was here from NY, April 10 . . . Pete Dana was here from Kaycee . . . Eddie Saunders, Metro's western division manager, was here from NY too . . . Jimmy Winn, Warner's district manager from Kaycee, and Sid Rose of Omaha, were visitors at Art Anderson's knotty pine habitat . . . Evert Cummings of Omaha and Joe Kinsky of Davenport were at Tri-States, Wednesday . . . Phil Dunas and Abe Montague from Columbia's home office in NY were in DM Wednesday . . . So was Lynn Farnol, UA publicity director, but he came on Tuesday . . . Harris Wolfberg and Harry Shumow of Metro's Kaycee and Omaha offices were here Wednesday.

We didn't know 'til this week that Raymond and Myron Blank went with G. Ralph Branton to the Variety Club shindig in Dallas . . . The Sil Vogl's of Tri-States gave Madge Ward a lift to Omaha for the weekend. Madge visited Mary and Don Allen, and reports that Omaha must agree with A. Don because he's getting fat'n sassy . . . Bud Shumow was another Vogl passenger. Bud attended the M-G-M Club party in Omaha at the Blackstone . . . Joe Deatch was in Omaha, April 18.

If having thick, black curly hair, being considered a swell dancer, and owning an A-1 personality would sell film, then RKO's Danny Matin would be tops in the biz, it's said (by an enamoured female, though, so you can take it with a grain of salt) . . . Do you all remember Harry Krinklow, formerly with Tri-States? He's in business for himself in Minneapolis now . . . Jack Seigel, the guy with the sweet business himself, reports that Dave Dewey, also formerly with Tri-States, is now responsible for an-Interstate-bus-an-hour production in Indiana.

DD at Tri-States wears a very artistic wooden pin consisting simply of the letters "DGW" . . . and it's all very confusing considering that she's Dorothy Day to almost everybody; is known privately as Dorothy Gottlieb (Hershey-Bar's frau), and is now springing a "W" on us! DD explains, though, that the pin was a mistake and the "G" should have been large to indicate that it's the surname initial . . . the "W" is tossed in for DD's maiden name.

When Bernie Evans, UA man in for "Rebecca," hears that the pic seems to be doing all right at the Des Moines here, he'll think spending the night in a Drake fraternity house was not all in vain . . . Bernie couldn't get in a DM hotel when he was here because of the G.O.P.ers here for the Republican convention . . . Is Lou Elman still raising sheep out in his "Dustbowl" near Greenfield? . . . Elmer Tilton's daughter, Shirley Jean, had her head sculped in Mexico.

If you ever get curious about theatre ushers the way we did and wonder what they talk about, here's the dope (at least, it's true of Emil Franke's Orpheum ushers): They discuss the funnies and go about calling each other "Superman." (Aside to Franke: Those five-feet Pinocchios sure put the damps on a Paramount bally man who visited the BOXOFFICE & Co. hangout the other eve . . . and you'd understand why if you could see how one of them looks down on those two Gulliver lamps in Mitzi's room).

RKO's Clint Bolton wrote that it took a bus, plane and dog team to get him in to Joe Floyd's Hollywood Theatre at Sioux Falls, S. Dak. And it looks as if it's going to take the same to get him out . . . if so, Bolton milad, BOXOFFICE & Co. *are willing to furnish the dog team (but when you get*

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

BILL MACK of Nate Sandler's Northwood Theatre at Northwood was in town to put the endings on the stories he started to tell Madge Ward last summer . . . and to broadcast the news that you're all wekkum at his cottage up there this summer. Bill stopped in at Dave Fidler's Club 100 to hear a little music that doesn't come out of the film cans.

Boss Nate Sandler, of the Northwood and Missouri Valley Sandlers, took the tip from Employe Bill and visited the Club 100 himself Saturday night. He got a few hints on the subject of Standing Room Only, but wound up with a ringside table at which he dozed through the midnight floor show.

Dale McFarland's doing as well as can be expected after the going over his Capitol at Davenport received from the clergy during the "Strange Cargo" run.

Michael's restaurant looked like old home week with Jess Day of the Rialto in Fort Dodge and Irving Heller of the Strand in Des Moines hi-ing and 'lo-ing to pals all over the place.

Speed Lambert whistled through town early in the week on his way to see that the "GWTW" opening was all set for Mrs. C. S. Hoffman at Knoxville. Leon and Chariton were on his route before swinging back to Marshalltown to talk ballyhoo on the new Odeon's opening with Earl Kerr and Boss Wolfberg. We hear it's set to go in the middle of May with "20-Mule Team" giving it the initial shove. (What about that Friday junket, Speed? We looked for you, but saw Tyrone Power in "Johnny Apollo.")

Mike R....., Earl Kerr's partner in that new Marshalltown venture, is unluckily losing (or luckily avoiding) a lot of publicity because nobody can spell his last name. Everybody says "You know, Mike R—er . . . just call him Mike." Figuring Mike's gonna figure in the news plenty with the new Odeon getting under way, we want that name down here for reference. It's Roskopf, according to our records. Right, Mike?

M. L. Dickson of Mt. Pleasant is the film biz proof that every cloud has a silver lining. Everybody on the Row says he's a swell guy, even if he won't smile.

Report from Sioux City: Warren Butler, manager of the Princess, isn't tall, isn't short and has something in common with a penguin.

Hey, Toby Stewart: The Des Moines goodwill tour hits the vicinity of your Shenandoah Mayfair house, May 22.

Leo Wolcott's early teen-ager says he knows a lotta good stories, but pappy won't let him tell 'em. Mebbe Leo should soundproof his offices in Eldora when film salesmen arrive.

M. C. McClain, Central States district manager in Fremont, Neb., was chatting with old friends in this territory last week. We suppose he now has his youngest, who created such a furor in the Iowa area, safely past the safety-pin stage.

back, spare us the sea chanties, plez).

Looks as if G. Ralph Branton meant what he said about its being time to exploit when he returned from Hollywood . . . at least there's been more activity in that direction in local Tri-States houses than we've seen for many a moon . . . that big crowd at the Paramount around the place to have a look-see at a little bitty girl, were ogling pretty Jerry Nelson, former Paramount cashier who was putting it on for "Dr. Cyclops."

Saturday was another big night for Filmrowers at Dave Fidler's Club 100 . . . *Jack Seigel stopped at our table and gave us the inside dope on candy machines and said he had a box of candy for us . . . We're suspicious of it though, Jack, since you said it dated way back to Christmas . . . Lou Elman and Sid Rose were showing off their fancy hoofing on the crowded dance floor . . . Jack Kennedy shakes a mean one himself . . . Nate Sandler was agog at To-Go's spool balancing, and Bill Lansburg, Paramount p. a., couldn't see why* BOXOFFICE *& Co. laughed so hard when he remarked about To-Go's activities, "What a funny way to make a living!" (Can you?)*

This same Bill Lansburg has a new blue Buick sport model with red leather upholstering and black sport top which goes up or down pssst like that when you press a button . . . Bill says he's going to have a preview showing of the job when he gets back to Hollywood and charge admission. Already people are saying (Bill claims) that Bill's all right, and oh boy does that horn work swell . . . Bill stopped over at the Paramount exchange to see Ray Copeland. We asked if Ray had the new car he's been going to buy for the last three models. Bill said Ray is now the proud owner of a two-tone green Buick. When we inquired as to what Ray had to say when he saw Bill's sport job, Clayton suggested that Ray turned green (not a bad crack, eh McKechneay?)

Where is that place, Harry Holdsberg, which serves steaks this thick and is located some 14 *miles out on Highway* 6 *east? We can't figure it out . . . The Herbert Kline picture, "Lights Out in Europe," was booked at the Ingersoll here until a rush call from Barrett King, NY head of Look-Ampix, stymied the booking for the time being for an unrevealed reason . . . Says the postcard to Clayton from DM's Bobby Stone in Hollywood, "I got a swell part in "South of Pango-Pango"—and I die in it." Attention, Bobby: It's spelled "Pago-Pago."*

George Tonkin, regional director of the United States biological survey, was scheduled to present two films on bird life at the meeting of the Des Moines chapter of the Audubon society Tuesday night in the Drake University lounge . . . The YMCA Fly Tying Club here will see four reels from the South Bend Bait Co. here, April 29. Two demonstrate the art of muskie fishing, one is devoted to trout and one shows the Superior National Forest areas.

Two Adapt "Road Show"

HOLLYWOOD—Hal Roach jr. and Mickel Novak will adapt "Road Show," from a novel by Eric Hatch, for Hal Roach.

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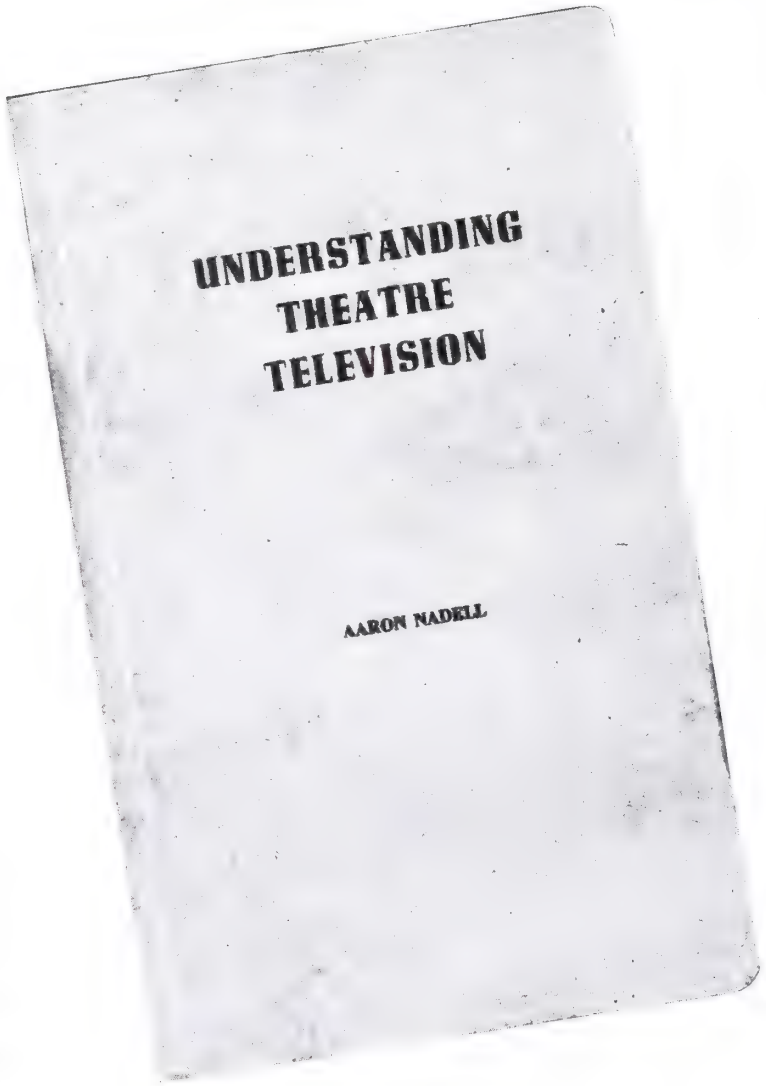
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Chapel-State Theatre Co. Redeems $600,000 Bonds

COLUMBUS, OHIO—The Chapel-State Theatre Co., which owns Loew's Ohio, redeemed $600,000 of first mortgage leasehold bonds at $102.50, and accrued interest to that date, it has been announced by the Huntington National bank, trustee for the bondholders.

The bonds had to be presented with June 1940, and subsequent coupons attached, it was announced. The payment involved distribution of about $624,000 with the premium and accrued interest. The bonds were issued at the time the theatre was erected about 1926.

Still outstanding against the property will be the Chapel-State land trust certificates. The company is a wholly owned subsidiary of Loew's, Inc.

Film Attorney and Censor Roles Blend in Detroit

DETROIT—Frank Eaman is the police commissioner of the Auto City and as such is the chief censor, who passes on all pictures, after Police Censor Charles Snyder sees them.

Similarly, Frank Eaman also is a member of the local law firm of Butzel, Eaman, Long, Gust & Bills, and as such is attorney for RKO, and other of the majors for the Detroit area in the New York government suit.

But, Eaman, who has long been a film industry attorney, doesn't let the two mix, as witness, his recent nixing with finality as police commissioner RKO's "Primrose Path."

Lenient to Sponsored Bingo in Cleveland

CLEVELAND—Eliot Ness, safety director, and Mayor Harold Burton responded to objections to Bingo games for profit with the statement that there would be no interference with Bingo when played at a private club or sponsored by church or school. Unsponsored Bingo games open to the general public will be stopped, according to the city officials.

Local theatre owners have long objected to the growing use of Bingo in churches and schools, claiming that it is unfair competition, inasmuch as the institutions pay no taxes. Church Bingos in some instances pay out as much as $4,000 a week, it is stated.

Detroit Exhibitors Move Against Tent-Show Plan

DETROIT—Exhibitors here are united in their opposition to the proposed 18-week dramatic stock tent show for which the Veterans of Foreign Wars are seeking a permit.

Consultation among the city's exhibitors led to the appointing of spokesmen who are pointing out to the mayor and city council the injustice of permitting a tax-free or nominally taxed tent show, with low overhead, to compete with the tax-paying, property-maintaining theatres, particularly during the months when theatre business is slowest.

See Pekras Retiring Upon Theatre Sale

ELYRIA, OHIO—John Pekras, veteran exhibitor, is said to be retiring from business with the sale of his Elyria houses to Max Greenwald, Paramount salesman, and associates.

The theatres involved are the Capitol, Lincoln, Rialto and Rivoli. Greenwald, who has resigned from Paramount, becomes general manager of the circuit on May 1 when the deal goes into effect. He has been with the Paramount sales force for 18 years.

Single Bill Test Proves Satisfactory for Krim

DETROIT—Following the policy of using outstanding pictures on single bills, as disclosed in a BOXOFFICE interview about a year ago, Sol Krim single-billed "The Hunchback of Notre Dame" at the Lasky.

The response was very favorable, he said, the audience evidently feeling they were getting their money's worth with one good feature plus a well-selected program of shorts. Krim plans to continue the single bill policy with all other films considered capable of such billing.



All Present—

In this picture of the Cincinnati Filmrow Bookers Club are Col. Harry "Pop" Wessel, Andy Neidenthal, Tony Sauer, Jimmy Brunetti, Don Duff, Frank Weitzel, Bud Weigel, Nelson Lewis, Bob Laws, Mike Buerger, Bob Cummings, Chick Weinberg, Jimmy Christian, Sam Oshrey, Bob McNutt, Jim McDonald, Chris Williams, Milton Blackschlaegel, Frank Schrieber, M. Perlman, Neil Knoepfle, James Schmidt, Manny Trautenberg, Wilbur Heatherington, Bob Summers, William Devanney, Bill Meyer and Ross Spencer. Joe Goetz, who is president, is on the lower left, holding the club card. The gentleman with the cap is Rufe Davis, appearing in a revue at the Shubert.

Wide Revival for Vaude Is Seen in Mich. and Ohio

DETROIT — Vaudeville, long nearly defunct in this territory, may have a fairly widespread revival in southern Michigan, and northern Ohio and Indiana, reports coming in through Detroit booking offices indicate. Final stimulus was the decision of the Michigan to put in stage shows May 3, and the probability is that numerous small town theatres may follow suit, using stage shows as a direct answer to double bill booking problems.

Report from the United Booking Ass'n anticipates several theatres to be on the books by the end of May, although, since November, this office has had only one theatre, the Court, at Auburn, Ind.

Single Bill and Flesh Programs for Harper

DETROIT—A radical departure in theatre booking policies in this territory is foreshadowed by the Harper, new house of the Wisper & Wetsman circuit, which is turning to a single bill and stage show policy. Program will play a full week. A strong picture, "Grapes of Wrath," has been selected for the experiment.

The Harper, Tuxedo and Oriole are now definitely set for stage shows. Two other W&W houses, the Eastown and Tower, tentatively slated for stage attractions, will probably not add them till fall, because of the late season start.

Flood Waters Impede Film Shipments in Ohio Towns

CINCINNATI—Flood waters shut off many towns in the Cincinnati area, impeding film shipments. Maysville, Ky., and all river towns as far east as Huntington, W. Va., including towns in the Scioto valley were inconvenienced. Express offices were compelled to move quarters. Film salesmen were unable to drive into headquarters and stayed in the territory to aid in distributing films to theatres shut off by high water.

It was reported last weekend that the theatres in Maysville were in water, and Athens, Ohio, was cut off from shipments.

Daylight Saving Proposal Before Cleveland Council

CLEVELAND—The annual move to establish daylight saving time has been started this year by Councilman John M. Lewandowski. He introduced in city council an emergency ordinance proposing to set the clocks an hour ahead between April 28 and September 29.

Last year the council legislative committee rejected a proposed daylight saving ordinance 9 to 0.

Elect IATSE Delegates

COLUMBUS—Delegates of the Cleveland, Cincinnati, Detroit and Indianapolis units of the film employes union met here last week and elected Ben Bein of Cincinnati and Harry Stevens of Indianapolis as representatives of the eighth district to the IATSE convention in Canton to be held next month.

PITTSBURGH

NAMES of AMPTO members who will attend the Allied convention in Chicago, June 19-21, are being posted on a large blackboard at exhibitor headquarters. Full convention details for all theatre owners and managers are available from Fred J. Herrington, secretary . . . A fall wedding is planned by Rose Moidel of the Vitagraph exchange and Zachary Caplan . . . Walter Kessler remains as assistant manager at Loew's Penn under the new boss, Martin Burnett . . . Tony Vincent is getting store uppers and lowers . . . Harris Newsreel Palace, Diamond street, had added a feature picture to its program of "war news-sports" show.

Vitagraph's district manager, Bob Smeltzer, visited at the local branch the other day with Harry Seed . . . Morris Finkel was due home this week after several months in California and Florida . . . The Joseph (20th-Fox) Davidsons vacationed in New York over the weekend . . . Now-it-can-be-told-department: A theatre in the local area was once a bootleg distillery. Operating under new management, the house was recently remodeled, and when the stage was torn out a complete still with all the trimmings was discovered!

John Panopoulos, Belington, W. Va., theatre owner, is remodeling his apartment on the second floor of the Seneca . . . "Dooley" is the nickname of Julian Tonkay of the Alvin Seiler office . . . George Nelson, veteran Fairmont, W. Va., theatre owner, who retired a year ago, has returned from a vacation in Florida and was a Filmrow visitor in the interest of the new Lee at Fairmont, which he will book . . . Tom Connors jr., M-G-M student, and Charles Aaron, auditor, are local visitors at Loew's exchange.

Sid Sugarman's demonstration of his new car for Boyd G. Neyland at Erie the other day proved a laughable Filmrow story this week. The Columbia salesman turned the key in the ignition and exploded one of those under-the-hood bombs . . . Primary election Tuesday didn't excite many in the local industry . . . Gabe Rubin has been shopping in the New York markets for new foreign films for his local Art Cinema.

Congratulations are in order for Milton J. Engel, local manager for Quality Premium Distributors, who will join the ranks of the benedicts this fall. Bride-elect is Miss Sylvia Neufeld of Philadelphia. The premium man is managing the branch office here for the same company that his brother, the late Louis J. Engel, formerly represented . . . Alice Cunningham, Vitagraph biller, was back at work this week after being hospitalized with torn ligaments . . . Ken Hoel is issuing a great sheet in the *Tri-State Sport News*, which exploits the various Harris enterprises . . . AGVA's new AFL local will elect officers April 29 . . . Anast N. Notopoulos, Altoona circuit exhibitor, was slightly injured last week in an auto accident near Harrisburg.

M. E. Sperling, Moundsville, W. Va., exhibitor, has returned from Florida . . . Ray Robison of the Jam Handy outfit has been on duty at the Monogram office, local distributor of the advertising films . . . Beulah Marena, M-G-M, has recovered at Magee Hospital following an operation . . . Tony Latella, Roscoe exhibitor, is planning to bring his three-year-old singing and dancing daughter Josephine Rita to Filmrow for inspection of the experts. Tony believes she has film possibilities.

Mrs. George Brinkman of Grafton, W. Va., is packing up for a vacation in Atlantic City . . . Son of Tony DeMichelis, Dunbar exhibitor, is ailing . . . George Capps of South Wheeling is back on the job after a month's vacation in South Carolina.

That some of Gene Autry's best fans are the exhibitors who play his pictures was demonstrated again this week when the screen's No. 1 Cowboy arrived here for the rodeo at The Gardens. A number of showmen wore sombreros in honor of the occasion. Jim Alexander decorated the Republic window with "Welcome Gene Autry" signs and placed a special display in the illuminated sign board on the side of the building. Fred J. Herrington declared a holiday and planned a special reception for the star. Autry's appearances at the rodeo continues daily until May 3.

Upwards of 50 of the Exhibitors' Service Company bowlers enjoyed their annual banquet at a recent shindig at the Mayfair . . . Max Shulgold's Crown Pictures exchange is releasing "Are We Civilized?" . . . Most tuneful theme song in a long time is "Little Curly Hair in a High Chair," from Eddie Cantor's "40 Little Mothers" . . . Bob Clark, formerly ad sales manager here for Paramount, is traveling the territory with the company salesmen . . . A wind storm carried off the roof of one of the Manos theatres in Indiana, Pa., several weeks ago, this being the second time this has occurred. A reinforced roof wall will be constructed . . . Art Morrone didn't go to Hot Springs from the Dallas convention but went to another mineral springs in Texas for a week.

Local Variety Club tent No. 1 brought home the attendance trophy from the Dallas convention in addition to four special honors: John H. Harris was re-elected national chief barker; Harry Kalmine was named second assistant chief barker; C. J. Latta was named national district canvassman to represent Pittsburgh at the next national convention in Atlantic City, and James G. Balmer was re-elected national "dough guy" (treasurer). Two special planes arrived here late Sunday evening bringing back 20-odd delegates and the party included Joan Davis, knockabout film stooge. Others returned by train Tuesday.

Ira H. Cohn, local 20th-Fox manager, copped the short subjects and newsreel award at his company convention . . . J. D. Kendis, producer of Jay Dee Kay productions, was a visitor here the other day . . . Frank Panoplos had his pomeranian "Mitzi" with him on a Filmrow tour Monday . . . Bart Dattola remembered us with a post card from Dallas, and we received an extra edition of the Dallas *Star* which headlined the fact that your BOXOFFICE correspondent was "missed by friends" at the Variety Club convention there (we believe this to have been the work of one Andy Battiston) . . . Vince Josack's new car is a honey, but Fred Solomon still won't trade . . . Advertising Accessories, Inc., have moved its local office from the Paramount exchange to the old quarters of Independent Display Company which AA has absorbed. Perry Nathan is managing for both NSS and AA . . . Elizabeth borough has placed a tax of $25 on each pinball machine.

Filmrow bowlers are all set for their annual banquet in the Roosevelt Hotel, Saturday evening, May 4 . . . Nelson Eddy's concert in the Syria Mosque last Friday was a 'SRO' affair but he took a panning from the music critics . . . Gertrude Ball, Republic's telephone operator, could have voted on her age at Tuesday's election, having celebrated her 21st birthday on Monday . . . Charlie Baron of M-G-M is all steamed up about the "20 Mule Team" which makes an appearance here May 2 . . . Women's Theatrical Club, auxiliary to the Variety Club, launched its latest project, helping the Passavant Hospital, at a luncheon Saturday in the William Penn Hotel, with more than 500 women, members and friends of the welfare organization, present.

Governor James Prepares For Special Session

HARRISBURG—With the primary election out of the way, Gov. Arthur H. James is now conferring with legislative and fiscal officials preparatory to the convoking of a special session of the general assembly. He will ask this session for an appropriation of between 60 and 70 million dollars to finance direct relief in Pennsylvania from June 1 until next January. Republican leaders this week stated the session would open May 6 and would be adjourned within two or three weeks. The regular session of the legislature will be called in January, 1941, when a new tax program will be considered.

Gibbs Building New House At Albion for Blatts

ALBION, PA.—A. W. Gibbs, veteran exhibitor, will have construction of a new theatre underway here within the next week or so. The theatre will be operated by the Blatt Bros. circuit, and will seat 400.

Gibbs will dismantle his old theatre and plans to retire. William Gould, now managing the Arcadia, New Bethlehem, will be manager of the new Albion house.

The circuit's State at Youngsville, operated under a lease for five years is being purchased by the Blatts. The Youngsville house also was erected by Gibbs.

Constructs Buckhannon Pool

BUCKHANNON, W. VA.—Garland West, local exhibitor, is busy with construction of an outdoor swimming pool in the heart of this community.

"Crowded Hours" to Reid

HOLLYWOOD — RKO has assigned Cliff Reid to produce "Crowded Hours," based on an original by Ben Holmes.

Universal One-Week Drive A Success in Cleveland

CLEVELAND

CLEVELAND — The Universal salesmen's one-week drive proved a tremendous success. Joe Kauffman, Universal branch manager, reports that during the drive the office rolled up the biggest billings in the past eight years.

Salesmen Joe Krenitz, George Rosenbaum and Jimmy Frew want to thank the exhibitors who cooperated to make this record possible.

"Lillian Russell" Pitt Premiere on May 15

PITTSBURGH—"The Story of Lillian Russell," 20th-Fox's dramatization of the "Glamour Gal of the Gay Nineties," will be given its premiere at the Alvin, May 15, the event being a double world premiere as the picture will be exhibited the same evening at a theatre in Clinton, Iowa, birthplace of the famous stage beauty.

Celebrate Peter Rosian's Promotion at Luncheon

CLEVELAND—Film friends of Peter Rosian tendered him a testimonial luncheon at the Tavern to celebrate his appointment as Universal branch manager in Cincinnati. They presented him with an onyx desk set. Rosian had been a roving field representative for Universal prior to his appointment to the Cincinnati post.

Record to 'Virginia City'

CANTON, OHIO—"Virginia City," originally set for the Warner Ohio here for a week, was twice extended and ran two weeks, establishing a new house record, William Harwell, manager reveals.

Four Buy Premiums

CLEVELAND—Metro Premium deals have been set by Charles Winet in the Norval, New York, the Stork, Cleveland, and the Park at Canton.

HARRY BARLOW opened his new Saint Clairsville, at St. Clairsville on Thursday, April 18. This is the former Old Trail which has been entirely rebuilt. Associated with Barlow is H. C. Waggoner of Amsterdam . . . Ernest Lefton has sold his lease on the Paramount, Akron, to Frank Reinecke jr. The property is owned by Frank Reinecke sr. . . . Fred Holzworth last week celebrated the 13th anniversary of the Hilliard Square. This is an Associated Circuit house which Holzworth has managed for the past 11 years.

George Kendis and John Himmelein, who have the Ohio and Kentucky rights to "Polygamy," have recently purchased the West Virginia distribution rights. They also are distributing "Adventures in the Jungle," a 3-reeler, in the Ohio, Kentucky, West Virginia territory . . . Leonard Mishkind, Republic booker, is taking a three-week vacation—if you call it a vacation to spend the time plugging for his final law exams . . . Paul Gusdanovic is using "Wahoo" in his LaSalle.

Frank Belles, Republic field sales representative, went to the Variety Club convention in Dallas—almost. On Wednesday evening, bag and baggage, he boarded a transport plane bound for the convention city, but the flight was canceled on account of the weather, so Frank changed his mind and decided to stay home . . . Charles Winet, local Metro Premium sales manager, has closed half a dozen premium deals locally within the past week, including dishes and enamel kitchenware.

Eddie Grainger and Jack Shea of the Shea circuit were in town last week and confirmed the rumor that the circuit has taken over the four Caldwell Brown houses in Zanesville . . . Milton A. Mooney of Co-operative Theatres of Ohio has signed a contract with Bill Tallman to service his Ceramic at East Liverpool.

George Stevens, who has managed the East Side Drive-In for the past three years, has been named general manager in charge of both the East Side and West Side Drive-Ins . . . Filmrow was rather quiet during the past week. Some of the out-of-town visitors included Ernest Walters of Sylvania and North Baltimore; Eddie Grainger and Jack Shea of the Shea circuit; J. O. Guthrie, New London; Leo Jones, Upper Sandusky.

Frank Greenwald has been named manager of the Clark Theatre where he succeeds Ben Elkins . . . Tommy Baird of National Theatre Supply was best man last week at the wedding of his brother, J. Russell Baird, of the National Carbon Co., to Miss Katherine McCann of Marion. The ceremony was performed in Marion . . . L. P. Langford of Oliver Theatre Supply has a new projection machine on display.

Bert Stearn, UA district manager, got in at the tail end of the Variety convention. He didn't leave here until Thursday afternoon, by plane . . . The Temple Theatre, Cleveland, is closed.

Dorsey Brown, Metro head booker, and Miss Lucille Spencer of this city have selected July 20 as the day on which they will pledge their troth. Ralph W. Langsnaes, also of the booking department, will lead Miss Sally Brooks to the altar on June 8.

COLUMBUS

LOCAL exhibitors met Thursday to discuss ways and means of getting the six-mill levy past the voters at the special June 18 election. With Columbus in the red one million dollars, it's either the levy or else—the else being immediate application of a nuisance tax, which would nick the admissions at the boxoffice for plenty.

Bob Clark (son of Duke Clark, Cleveland) has replaced Charlie Powers in Paramount sales out of Cincy. He was formerly in advertising in Pittsburgh branch. Charlie moves on to the Cleveland territory.

Harry Schreiber received a royal welcome at the Union Station upon his return from Dallas, the RKO gang turning out en masse . . . Pressing business prevented Pete Wood and Max Stearn from attending the Variety Club convention . . . Jack Needham, Fox salesman, is back from Chicago.

Ted Lindenberg sr. is back on the job at the Bexley after an illness . . . RKO's Dave Carter has been in town . . . As has Col. Tommy Thompson, advance man for Blackstone. He's of the Tennessee Thompsons, suh, if you please! . . . "Abe Lincoln in Illinois" and "Dr. Ehrlich's Magic Bullet" duo pulled surprisingly good biz at the Palace, being held for a second week at the Grand.

Floods last week really hit many of the exhibitors hard, including Bremen, Crooksville, Roseville, Middleport, Pomeroy and Marietta. Film carriers in this territory were fortunate, being tied up only south of Beverly. However, territory served out of Cincy and Huntington was almost isolated for four days.

FRIENDS

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Nothing's quite so effective as word-of-mouth advertising. Today we deal fairly and squarely with a theatre man—tomorrow he tells a friend-in-the-trade about us.

Giving F & Y complete centralized authority is a friendly gesture for which a friendly service is rendered. You soon find that we put our heart in our work—in your work—cutting costs, using the best showmanship and creating original designs to give you a building that both serves your need and fits your ability to pay.

The friendship lives on as you continue to find us present in low maintenance costs, trimmed utility bills and better boxoffice reaction.

Friends tell friends about the buildings we build for them and that builds our business.

F & Y BUILDING SERVICE

328 E. Town St. Columbus, Ohio

We provide the services of Registered Architects, Building Engineers and Mechanical Engineers.

CINCINNATI

THE opening of the baseball season brought an influx of exhibitors to the Queen City, among them being Manny and Louis Shore, of Williamson and War, W. Va. Following the game and the usual exchange of cordialities at the Variety Club, Louis departed for Christ Hospital here for a tonsillotomy. John Rapphold was here from Columbus, as was Jack Shea who has just taken over the Brown Theatrical Co., at Zanesville, which includes the Liberty, Imperial and Quimby theatres. John Revelis came in from Washington C. H. to see the game and Woodrow Thomas from Oak Hill and Mt. Hope, W. Va.

Bud Ackerman is hoping to have his new Price Hill Theatre ready in 60 days . . . Lou Padolf has acquired the Virginia at Parkersburg, W. Va., from W. D. Ward . . . Frank Weitzel was also in for his first call since assuming booking for the Alpine circuit; and Tony Cassinelli called after the ball game.

About ten men from the Row went to the hospital to submit to blood tests in the event that their type might be needed for Max Margolis, manager of Republic, who entered the hospital this week. He is coming on nicely.

Harris Dudelson, UA manager, canceled his trip to Dallas to the Variety Club convention, owing to the stress of business . . . The local Monogram office is sending out invitations to their grand opening, set for Monday, April 29, in their new quarters.

Twenty-four Cincinnatians are back from Dallas and the Variety Club convention. Ten attended from Dayton, headed by Eveland Bennet, chief barker. Mr. and Mrs. Roy Welles, Dayton, drove through, accompanied by Mr. and Mrs. Al Shoupe.

Homer Guy has closed the Mayfair at Dayton . . . Milt Jacobs of Metro has left the hospital and is on the road to complete recovery . . . On the sick list is Dorothy Bien, daughter of Ben Bien of National Accessories, who is connected with the Warner personnel . . . Stanley Jacques of RKO is being congratulated on his 23rd year with RKO.

Kalman Erdeky Considers Theatre for Rockwood

PITTSBURGH—Kalman Erdeky of this city has plans for a theatre at Rockwood, Somerset county. Site of the house is the old Ridenour property, unused as a theatre for more than a dozen years. H. Wilt jr. of Ligonier recently discontinued his plan for opening a theatre at Rockwood.

FOR SALE—Country home, three acres; 12 miles from Fountain Square. Strictly modern, built 1½ years ago, four bedrooms, three baths, recreation room and every modern convenience.

FREDERIC STRIEF, Box 57, Westwood Station—Phone Mont. 4082

CINCINNATI, OHIO

William Davis Suffers A Health Breakdown

PITTSBURGH—William D. Davis, manager of the Triangle, East Liberty, who was recently named as one of the first witnesses in the government's all-industry suit, was taken to the Hillsview Sanitarium, Washington, Pa., last Friday. Ill for a month, and in poor health for several years, the former president of the local Allied exhibitor organization, has suffered a nervous breakdown coupled with a heart condition.

Although subpoenaed, it is altogether unlikely that he will be able to make the trip to New York to testify in the government's anti-trust suit. His family remains here in Pittsburgh.

Robinson Ready to Open Lumberport Theatre

LUMBERPORT, W. VA.—Dorwin L. Robinson, former operator of the Port here, was scheduled this week to reopen the old Opera House as the Ritz. Floor has been raised and exterior and interior have been newly painted. Danny Davis, who is involved with Robinson in litigation regarding the Port, now is operating this house.

Local Movie Co. Resumes After a Winter Lapse

CHARLESTON, W. VA.—After a three-month lapse during the late winter season, William W. Birchfield is resuming Local Movie Co. The firm specializes in producing films of a local nature for theatres.

20th-Fox to Build New Cincinnati Exchange

CINCINNATI—A new 20th Century-Fox exchange building will be constructed here shortly. The company's real estate and construction department is working on the lease with all plans and specifications already outlined.

Order Photophone

LOUISVILLE—W. R. Shafer will install RCA Photophone sound at the Trail, Morehead, Ky., and the Strand, Irvine, Ky. L. B. Solether is outfitting his Falls, Chagrin Falls, Ohio, with the same type equipment.

Set for Shubert

CINCINNATI—The Shubert, local first run, has booked Republic's "Dark Command" for an April showing. The Alvin, Pittsburgh, and the Colonial, Dayton, first-run the film early in May.

Canton Drive-In Opens

CANTON, OHIO—Boyer's Auto Theatre, only drive-in in the immediate Canton district, has reopened.

BOWLING

PITTSBURGH—It may be all over now—but the shouting—in the Filmrow Bowling League where a first-place tie was broken last Friday evening when Republic emerged a one-game leader over Universal. The Republicans took three games from 20th-Fox and Universal dropped one of three games with Loew's.

Final games of the season were scheduled for April 26 when Republic was to have met Columbia, third team in the race, and Universal was to vie with Monarch.

Joe Pemberton of Universal rolled a 211 score for one game, copping the weekly $1 award for high individual honors, thus being the only three-time winner in this department for the season.

Annual banquet will be held Saturday, May 4, at 6:30 o'clock in the East Room of the Roosevelt Hotel.

Standings of the teams to April 26:

	Won	Lost
Republic	53	25
Universal	52	26
Columbia	49	26
Monarch	39	39
Loew's	34	44
20th-Fox	24	51

DETROIT—The Film Bowling League rolled along toward the close of the season, with Republic clearly the winner. Standings are:

	Won	Lost
Republic	77	35
Film Drug	67	45
United Artists	62	50
Film Truck	59	53
20th Century-Fox	52	60
Cooperative	50	62
Amusement Supply	44	68
Monogram	36	76

High games were rolled by: Stanley Malinowski, 222 and 200; Eddie Regina, 205; Clark S. Baker, 203; Irwin Pollard, 200.

DETROIT—McArthur won the cup in the Nightingale Club bowling season, in one of the closest finishes this league has ever seen. Final standings are:

	Won	Lost
McArthur Theatre Equipment	65	47
National Theatre Supply	64	48
Oliver Theatre Supply	63	49
Amusement Supply Co.	61	51
Motiograph	60	52
National Carbon Co.	46	66
Brenkert Projector	45	67
Lorenzen Flower Shop	45	67

Honor roll of the final week included: S. J. Lambly, 232 and 214; and J. S. Goossen, 219. High series were rolled by: S. J. Lambly, 641; J. S. Goossen, 554; Jack Lindenthal, 539; Mingoine, 534; and Jack M. Hall, 548.

Says Film Celebrities For Bardstown Fete

LOUISVILLE—Bing Crosby, Rudy Vallee, Pat O'Brien, Walter Connolly, Leopold Stokowski and Postmaster General James A. Farley will attend a celebration at My Old Kentucky Home, Bardstown, Ky., the day before Derby Day, May 3, when a one-cent stamp commemorating Stephen Collins Foster is released, according to Mrs. Sam P. Conner, Bardstown, Kentucky's Democratic National Committeewoman.

Equipment Sales

PITTSBURGH—E. B. Morton, manager of National Theatre Supply Co., announces the following recent sales:

Rees, Cameron, W. Va.—Sound, machines, rectifiers, all booth equipments.

Star, Glassport, Pa.—Public address system, drapes, carpets.

Lee, Fairmont, W. Va.—Machines, generators, chairs, house fixtures.

Roxy, Webster Springs, W. Va.—Sound, projectors, lighting fixtures, carpets, generators, 480 seats.

State, Uniontown, Pa.—Special sound system.

Hilltop, Pittsburgh—New chairs.

Papulis to Wheeling

WHEELING, W. VA.—George Papulis has been named manager of the Capitol.

DETROIT

SAM ACKERMAN of the East Side has lost 21 pounds—down to "normal." Sam and Mrs. Ackerman, now in much better health, are taking a belated vacation at Hollywood, Fla., for two months.

L. C. Hughes-Hallett, frequent visitor to Detroit Variety when he was British consul here, was reported safe in Holland, having reached safety when the German invasion reached his consulate at Copenhagen.

Leonard Slepski, Esquire manager, looked heartbroken when the Tigers lost the opening game . . . Harold Robinson has Variety Club luncheons starting the 1940 season, on May 6.

Tom McGuire of Co-op is busy booking bands for Variety's big dance at the Naval Armory, May 10 . . . Mac Krim, returning from Florida, escaped injury when his car rolled over three times . . . Irving Belinsky, Mac Krim and Jack Ross, the Lansing exhibitor, drove to Dallas, with Mack and Jack taking their polo duds . . . Mac renewed acquaintance with his polo buddy, Spencer Tracy, at the Variety meet . . . Sol Krim, planning the Lasky rejuvenation, has picked his color—a conservative red.

Cumming Chester still is the proud manager of J. B. Krul's remodeled King (ex-Fredro), even though his cashier doesn't know it . . . Raymond Janis is managing the Zellah for Mrs. Krzymanski, who plans to sell out . . . J. B. Krul reported improving now, following serious infection after his teeth were extracted . . . Alex Zesser, Ritz manager, is sporting a green wrist watch, uses his boxoffice for a reading room.

Al Ruttenberg is giving bikes away at the Iris, and then goes up to visit with the bicycle men at Sol Krim's Lasky . . . William Graham, assistant to Paul Krause at the Pastime, has been away on vacation.

Anthony Cici, formerly manager of the Clay, is overseeing the whole Schulte circuit now. Owens Ensor is manager at the Clay, which is still headquarters house . . . Jim Bennett is a new department head at the Amusement Booking Service.

Richard Flemion met checking "Ecstasy" at the Astor for his father, Bill Flemion, Excellent president . . . Leonard Schechter of Alexander Films seems to have a branch office nights at the Astor . . . Mitchell Victor, Astor manager, is really a trade paper reader—and how!

Hobby Box—No. 2

Detroit—Celia Winer's hobby is "Directors." Says she: "Four of my five favorite pictures had the same director, so I began studying directors.

"I've gathered every intimate detail of the work of directors I consider meritorious, and as a result I have a theory about casting directors, which holds water in any argument."

Pete Simon jr. is entering that racer in the Lilliputian event at Indianapolis . . . Simon sr. is putting out two new prints of his feature, "Softball," for Briggs Mfg. Co. . . . David H. Mulne of the Victor Cornelius Co., is taking on Screen Quiz for Michigan . . . Ray Schreiber's Majestic is the first Detroit account.

Earl Hudson, UDT chief, will have the "20-Mule Team" wagons here for a parade and downtown exhibit, Monday . . . W. J. Turnbull says "business is just popping now"—The NTS store has added a line of popcorn.

Looked in at a branch managers' meet Friday at lunch in Film Drugs—at the same table were Managers Jim Sharkey (RKO), Eddie Heiber (Universal), Harlan Starr (Monogram), and Moe Dudelson (UA), reinforced his aide-de-camp, Syd Bowman, while Irwin Pollard pinch-hit for Sam Seplowin of Republic.

Col. L. Lewis, roadshowman, back from Cleveland, is leaving for an upstate tour . . . Milt Cohen, RKO salesman, seen smoking his noontide cigar in front of Filmrow . . . John Dembeck is getting known as a connoisseur of music . . . J. D. Tabor, managing Joe Mellon's Chandler, had to call in help to hold down his ticket box in the crowd.

Theatrical Post Notes—Joe Sullivan, Variety Club operator, lost his father . . . Bill Marley, National Theatre Engineering, back after protracted illness . . . Mike Hurley is in a cast in Pontiac General Hospital . . . The Post is entering four bowling teams.

Howard Craven, Exhibitor's Service chief, has returned from Florida . . . G. E. LeVeque is looking for new office space.

John Coveleskie is shuttling these nights between the Russell and the Catherine . . . A windstorm Saturday had those pipearm lights at Robinson & Goldberg's Savoy quivering.

Eddie Robinson, running the Odeon for his brother Art, makes his headquarters at the cleaners across the street. Walter Coopersmith is no longer with the house.

Eddie Jacobson, managing Sol Krim's Harmony, split a "coke" and a ride with this column Monday . . . Joe Tracy, Excellent Pictures salesman, has resigned.

Helen Brown, Metro Premium secretary, is waiting for that young man to pop that certain question . . . Cliff Brown, former assistant at the Regent, is now assistant to Alice Gorham, handling publicity for UDT.

Eddie Heiber, Universal manager, is plugging for the finals in the W. A. Scully Drive . . . Syd Chapman, FN salesman, lives at Coldwater but gets into town every other Monday.

Carl Shalit and Jack Susami were the first Detroit barkers back from Dallas . . . Irving Belinsky is redecorating the fixtures at Film Drug . . . Lew Arozian has his busy times at noon . . . Jim Sharkey, RKO manager, has his on Mondays.

Earl England has issued a call to Film Building baseball-ites . . . Ed Kirchner's "Tag Day" activities brought Detroit Variety the national humanitarian award for 1939 . . . John Howard's trusty niblick brought back the national Variety golf championship.

Jack Saxe, Variety dough guy, is on the war path again . . . George W. Carr seen smoking his pipe over at George McArthur's . . . Douglas Dickerson, the screen refinisher, enjoying the noon sun along Filmrow.

Fred Bonner, RKO salesman, may be small, but he's got plenty of voice when he has to outshout competition across a couple of rooms.

Mrs. Pat Slee, wife of Metro's exploiteer who accompanied Mrs. Thomas Edison to the Port Huron premiere, received a special process picture from the inventor's widow . . . Warren A. Slee has some special 40x60 duo tones for schools and colleges, and another for public utilities, on "Edison, the Man."

WOLVERINE DOINGS:

Frank Richard Spangler is showing "Gone With the Wind" for four days at the Capitol, Utica—concentrating on matinee business, too . . . Jim Solson of Grayling is getting prints of a 20-year-old film of events around the home town.

Sam Brown's Belmont in Highland Park is starting Screen Quiz . . . Eddie Murphy is resigning as RKO's western Michigan salesman, to take a new post.

D. J. (Danny) McCarthy is RKO's new salesman for western Michigan. He's been with UA at Omaha and Universal at Des Moines . . . E. F. Vetter has sold the Reading, Reading, we hear.

N. B. Bergan has acquired the Flynn at Sawyer from W. Westhauser . . . D. L. McLean has bought the adjoining building and will enlarge the Rex at Morenci.

Jack Thompson, Paramount salesman, reports a quiet week upstate . . . Emil H. Beck, booking at Paramount . . . Mike Chargot has reseated the Oakland, Highland Park.

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Dave Murphy Cashes In On Anti-Gambling Wave

ALTOONA, PA.—When Blair county authorities put the screws on slot machines, Bingo and all types of gambling last week, Dave Murphy, manager of Wilmer & Vincent's State, hurried to his screen the M-G-M "Crime Does Not Pay" subject, "Jack Pot," which is an expose of the slot machine racket. Murphy placed special advertising on this short subject, pointing out that "lucky or skillful, the odds are too great—you can't beat the racket."

Greensboro Vox Lease Acquired by Watkins

GREENSBORO, PA.—Lawrence Lowstutter has retired as operator of the Vox, and the lease has been acquired by the projectionist, C. H. Watkins. Lowstutter has moved to Wheeling and is to engage in the popcorn business.

Park to Geinzers

PITTSBURGH—The Park, Blair Station, reopened the other day after undergoing remodeling. Operated for several seasons by Herbert J. Staminger and Herbert Schaefer, the lease has been transferred to Gerard J. and George P. Geinzer.

Chlorine Gas Routs 200

WILMERDING, PA.—Two hundred persons were routed from the local YMCA Theatre when a gasket on the chlorine gas tank in the basement used to disinfect the swimming pool, was accidentally broken off and the escaping fumes spread throughout the building.

Remodels Columbia

SHINNSTON, W. VA.—The Columbia, closed for a number of years, is being remodeled and redecorated for Miss Lynne B. Monroe, who expects to have the house ready for opening by the first of May.

Operators Exhibit Drill

CLEVELAND—The Cleveland motion picture operators mounted drill troop, led by Harland Holmden as drill master, presented an exhibition drill at the Arena as a feature of the American League Rodeo.

Renew Altec Service

DETROIT—Seventeen local theatres, including the Madison and the Birmingham in Birmingham, Mich., United Detroit Theatres link, have renewed their Altec sound service contracts, according to District Manager F. C. Dickely.

Hear Vendola Suit Again

CLEVELAND—For the second time in a year, the Vendola Corp. suit against Berlo Vending Co. charging conspiracy in restraint of trade, is being heard in common pleas court.

"For What It's Worth"

PITTSBURGH—AMPTO, in a bulletin issued last week, offered this little poem "for what it's worth":

"I hate to be a kicker—I always long for peace;
But the wheel that does the squeaking is the one that gets the grease.
It's nice to be a peaceful soul; not too hard to please,
But the dog that's always scratching is the one that has the fleas.
Let's not put any notions that are harmful in your head,
But the baby that keeps yelling is the baby that gets fed."

Boosts Battiston

PITTSBURGH—Andrew Battiston has been appointed Pittsburgh manager for Alexander Film Co. The appointment was announced by Harry Cotton, headquarters representative of the New York office, who visited here. Battiston had been employed as an Alexander sales representative for several months. Cotton states Harry Flarity, formerly with the advertising and trailer firm as city salesman, has resigned.

Roy Rogers in Canton

CANTON, OHIO—When Roy Rogers made a personal appearance at Harry Reinhart's State here, Sam P. Gorrel and Frank Belles of the Republic exchange in Cleveland were on hand to welcome the star.

Manages the Vogue

LOUISVILLE—Ford Tracy has been named manager of the Vogue here. A native of Louisville, he has been connected with local theatres for the past 12 years and has operated his own theatre, the Shelmar.

Russell Convalescing

MILLERSBURG, OHIO.—Mr. and Mrs. Hoy Russell report that their son, operated on last week for appendicitis, is home from the hospital and on the convalescent list.

Fast Time Starts in Pitt

PITTSBURGH—Twenty-third summer under "fast" time, effective Sunday, April 28, continues until September 29. The annual Daylight Savings time proclamation was issued last week by Mayor Cornelius D. Scully.

Two Stories to Warner

HOLLYWOOD—Warner has purchased two story properties, "Kings' Row," by Henry Bellarmine, and "Mr. Skeffington," which was selected as the current Book-of-the-Month Club volume.

Marx Bros. to Toledo

TOLEDO, OHIO—The Marx Brothers, with a cast of 30, will play a personal appearance engagement at the Paramount, starting May 1.

New Sound for Prison Chapel

ROCKVIEW, PA.—R. V. Wheeler, steward at Western State Penitentiary located here, has ordered new RCA sound for the prison chapel.

Black Diamond Circuit Is Building in Nitro, W. Va.

NITRO, W. VA.—New unit of the Black Diamond Theatres Co., headed by Gene Hensley and Archie Clemens, under construction here, will place the circuit house number over the dozen mark. Modern Nitro theatre will have a seating capacity of around 400.

Rebuild in Union

UNION, W. VA.—Former Gillespie theatre property, destroyed by fire four months ago, has been transferred to Dr. Caldwell and local business men associates who will rebuild a de luxe theatre. House will be ready for opening by early August.

Duplex Burns

DETROIT—Detroit's once-famed Duplex Theatre was destroyed by fire Monday morning. Damage was estimated at $50,000. The interior was totally destroyed, although the walls appeared salvageable.

Now a Constable

BARNESBORO, PA.—Jake Smith, the veteran exhibitor, is now an officer of the law, having been sworn in as a constable. He is displaying a new silver badge and is keeping his eyes and ears open.

Adds Two Houses

ASHLAND, KY.—Mrs. Fon Sexton, operator of the Alfon here, has taken over the Lyric and Marlow at Ironton, Ohio, from Joseph Stern. Ironton is across the Ohio river from Ashland.

E. S. Emery Dead

MANSFIELD, OHIO—Edw. Shepler Emery, 64, who operated the Royal until 1925, died at his home after a lingering illness. He operated the Emery Poster Co. until 1928 when it was sold to the Sammons Advertising Co., and he retired.

De Glenn Hartman

RAVENNA, OHIO—De Glenn Hartman, 65, for several years manager of the Millersburg opera house and identified for a long time with Rowland & Clifford stage productions, died at his home here.

20-Mule Team Dates Set

CLEVELAND—M-G-M's 20-Mule Team that is being driven from coast to coast by Capt. Volney Phifer, will be in Toledo on April 30 and in Cleveland on May 1, according to C. C. Deardourff, M-G-M exploiteer.

Krims Remodeling

DETROIT—Sol and Mac Krim are starting a $25,000 remodeling program at the Lasky, headquarters of their circuit. New front and new lounges will be constructed.

Paper Sponsors Cooking School

DETROIT—The Fox held a unique cooking school under the sponsorship of the Detroit *Times*. Arthur Murray dancers presented a special stage show.

E. M. Loew Taking A Course

Boston—Two stenographers for E. M. Loew interests were at the federal building last week when George S. Ryan began a summation of the Morse and Rothenberg anti-trust suit. One stenographer has been on the job since concluding arguments in the anti-trust action have been going on. E. M. Loew recently filed a group of anti-trust suits, covering indoor and outdoor theatre interests from Massachusetts to Florida.

Adorno Legal Victory May Cost Middletown

MIDDLETOWN, CONN. — This town, the Middlesex Theatre, Inc., and the Middletown Enterprises, Inc., are in legal difficulties as a result of litigation won by Mrs. Maria Adorno in superior court.

Suit for damages on the part of Adorno theatre interests, for over 25 years associated as theatre owners in Middletown, appeared likely following the decision of Judge William H. Comley.

This publication has learned that attorneys for Mrs. Adorno, city court judge Joseph A. Adorno and former city court judge, Leonard O. Ryan, were considering the possibility of a damage suit, charging conspiracy to prevent Mrs. Adorno from competing in the Middletown theatre business.

Judge Comley's decision last week upheld Cannon's decision to allow theatre construction, and also caused cancellation of the building permit suspension, all of which allows the Adornos to open for business, after allegedly having been prevented from doing so for a year.

Fined $10 and Costs for Overcrowding Theatre

HATRFORD—Hillmer Robinson, assistant manager at E. M. Loew's, was fined $10 and costs by Judge John M. Bailey in police court after being found guilty of overcrowding the theatre.

An additional charge of failure to display a sign indicating the number of standees in the theatre, was dismissed when it was shown that such a sign had in fact been displayed.

Contemplates Building Project in Elmwood

ELMWOOD, CONN. — Contingent on the success of a rezoning petition of the area, Charles Newmark, a local real estate developer, announces he is planning a building project on the north side of New Britain Ave. to include a theatre and about 12 stores. Elmwood is a southern suburb of West Hartford.

Kenyon a Warner Scripter

HOLLYWOOD—Charles Kenyon has joined Warner's scripting staff.

Conspiracy Is Basic Charge, Contends M&R Summation

BOSTON—"May it please the Court, in these actions, except for the one action against the Maine and New Hampshire Theatres Co., the charge made is conspiracy," George S. Ryan, attorney for the plaintiffs in the Morse & Rothenberg anti-trust suits, said last week in beginning his summation of the litigation.

"It is, of course, elemental that a charge of that kind suggests concealment. It suggests underhanded work and, of course, it is based upon concert of action among the people who are named as conspirators."

The anti-trust suits, which also include a Providence, R. I., action involving the Metropolitan there, went before Philip Hendrick, Master, in December of 1938. The three calendar years of hearing, totaling close to 200 court days, have come close to setting a new Massachusetts record. Nearly 5,000 exhibits have been entered in the film case.

"Where evidence has been introduced which would have a tendency unexplained to show concert of action among the defendants, it would seem that an honest defendant with a good case would have no difficulty whatever in rebutting the presumption or inferences that would arise from the simultaneous or the joint action," Ryan continued. "It would be very easy to do that by coming into court and telling the truth. If there was no conspiracy, all the defendants needed to do from the beginning was to come in and tell the truth.

"And what have they done? Your Honor has noticed the branch managers who came here, and you have observed their method of testifying. Have those men testified as if they were men with nothing to conceal, as if they were coming up here to give you the benefit of all the information they had, and as if they were ready to explain the reasons for doing what they did? Or did the branch managers and the other employes of the defendant who testified show a reluctance to give information, a hesitation to answer questions, a desire to evade the point?

"Through the testimony you will notice how difficult it was to get them to answer a question categorically. It was impossible to get them to answer a question truthfully because you will observe that while in one place they may say a thing a little later they will admit that was not so and there will be a change.

"We may say that as Mr. Spry said, 'their jobs were on the table.' You remember that Mr. Spry in the course of his examination said, 'I am not like these other fellows you have had up here. My job is not on the table.' These men's jobs were on the table. But what about the big men from New York, the general sales managers, or the assistant general sales managers? How did they testify? With all the benefit they had, not only from their home office counsel but from counsel in this case, and the knowledge that this case was being prosecuted with some degree of vigor, what did they do? Did they tell the truth? Well, now, let's start with Paramount."

Refers to Testimony

Ryan then brought up testimony of Neil Agnew, William Erbb, Mort Shea, Edward Grainger, Edward X. Callahan, Tom Bailey, William F. Rodgers, William Kelly, John Dervin, Maurice Wolf, and others.

"After keeping after the witnesses, trying to get reasons from them, seeing how the reasons compared with the documents or contracts that were produced," Ryan said, "we come to the end when the facts have been so well developed.

"Then we get certain reasons claimed to be both in law and fact, and I expect to show to Your Honor that both in law and in fact these reasons amount to nothing, that there has been this joint action, that there has been an unlawful and important departure from all preceding practice, and that it is due to a conspiracy. I think that this evidence here will show that the action of these defendants in all situations cannot be explained by any theory that is inconsistent with conspiracy.

"There have been a great many statements in regard to the law that have been made by counsel. There have been certain cases picked out and there have been certain quotations made from the cases. And an attempt has been made to show Your Honor that what has been done in these cases is something that the defendants had a perfect right to do. They have spoken a great deal about their copyright, as if that lent them any additional protection. They have spoken about the right to sell and things of that kind.

"From the point of view of the plaintiff, it would seem to me that the most helpful thing to do at this time in regard to the law would be to speak first in regard to the purpose of this law, to show

(Continued on next page)



Post-Screening—

Left to right, Lou Wechsler, UA manager in New Haven; Dr. William Lyon Phelps, Yale man of letters and drama critic; and Al Margolis, UA representative from New York, talk over "Rebecca" after a special screening for Dr. Phelps and members of the Connecticut press.

Deluxer in Hamden, Conn., In an Auspicious Debut

HAMDEN, CONN.—Whitney Theatre Corp. opened its new de luxe 916-seat Whitney last Thursday with a film and stage show, a direct telephone broadcast greeting from Rudy Vallee and John Barrymore to the audience, a 24-page souvenir program, and all the appropriate ballyhoo. Maurice Bailey, one of the principals of the corporation, Franklin E. Ferguson, manager, and a staff of six ushers were on hand to greet the patrons and well-wishers.

Many new features have been employed in the construction of this house to make it one of the outstanding ones in the state. Ben Schlanger and Jack Weinstein were the architects, Jack A. Halprin, the general contractor, and National Theatre Supply supplied the booth equipment.

An all-Neon marquee is set off by a blue glass tower, which adds height and distinction to the building. Doors are satin chrome and stainless steel, and carpeting in the lobbies is a deep rose. The rose beige and blue lounge leads off the inner lobby and, in turn, leads to the ladies' powder and restrooms. The color scheme, modern pictures, furnishings and wall papers of these rooms were designed by Marion Bailey, wife of Samuel Bailey, of the theatre company.

Illumination in the outer lobby is by indirect fluorescent lights. Year-round air-conditioning and hard-of-hearing devices are other features.

The service staff includes: H. A. Hugerth, doorman, and these ushers, J. Herbert Fryer, James Grassie, Charles Fulton, Clifford Gilmond and Charles Patrick Smith.

Rules Milford Drive-In Must Vacate Premises

MILFORD, CONN. — Removal of the Milford Drive-In Theatre Corp. from its premises here was granted by Justice of Peace Harold L. Pickett after a hearing on the petition of the owner of the site, Thomas C. DiMaura, Inc., of Boston. Justice Pickett granted the eviction petition after the DiMaura firm claimed the theatre company had neglected to pay rent and insurance premiums in accordance with terms of the lease.

Operating Project in Milford Contested

BOSTON—Thomas DiMaura and James Guarino have a project under way to take over and operate the drive-in theatre at Milford, Conn. Opposition is being raised by Marcel Mekelberg and others who have a financial interest in the theatre, constructed on DiMaura land.

Tallies Corporations

BOSTON—Henry F. Long, Massachusetts commissioner of corporations, filed in supreme judicial court last week a petition to dissolve some 1500 Massachusetts corporations which have not filed returns for two consecutive years or which have been otherwise inactive. The dissolution would include a number of motion picture outfits.

Charge of Conspiracy Keys M&R Summary

(Continued from preceding page)

generally how it has been applied, particularly how it has been applied in similar situations, in situations like this or in situations affecting the motion picture industry. Then we would have no difficulty in seeing that these isolated cases that are cited by the defendants really mean nothing, even when they are cited correctly."

Ryan went into a lengthy discussion of the Sherman Act, citing the law itself and numerous applications of the act.

"It is, of course, obvious from the authorities," Ryan said as his summation progressed, "that a conspiracy may result either from the illegality of conspiracy or agreement itself, or from the illegality of the methods employed. If the purpose is unlawful, all acts done with the intention of accomplishing it are also tainted with illegality.

"Now, that applies generally to the defendant's claims as to their rights to sell and to refuse to sell. Each distributor, acting independently, may, of course, choose his customers for reasons that are satisfactory to him, but that does not mean that they have a right to combine or conspire to refuse to sell, and once you get anything in the nature of joint action then that taints the act, which otherwise would be lawful, with its illegality. And while a man has a right to refuse to sell, he has no right to conspire to refuse to sell."

Consent Decree Dispute

Edward F. McClennen, head of the battery of defense lawyers, interrupted when Ryan said he intended to submit to the Master a copy of a consent decree in the United States vs. West Coast Theatres and Major Distributors.

"It has been manifest for some little time now," McClennen interrupted, "that there are being called to Your Honor's attention certain decisions not involving any question of law that is in controversy in this case in any way, for the manifest purpose, I respectfully submit, of endeavoring to bring before you conduct not in evidence before you on the part of persons in this industry.

"Your attention has just been called in some preliminary injunction case to the fact that some man involved in it was someone who had testified in this case. That had no bearing upon the legal significance of the case in any way, and I respectfully submit should not have been stated.

"Now, the thing is being carried to the extent of seeking to lay before you a consent decree which cannot possibly be of any value for precedent purposes, and can only be done for the purpose of putting before you some facts not in this case, and whether that is pursued to the point of handing it to Your Honor or not, I urge upon Your Honor that it should not be inspected by you."

Philip Hendrick said, "I don't so interpret the argument. I interpret these things as being matters which are in a case and which are the background for the decision. I would entirely disregard, as far as I was concerned, what has been in evidence of acts by other people. I simply interpret that to mean that this was the background upon which this decision was rendered."

"That is my request, too, but when it comes to laying before you a consent decree, I submit that it shouldn't be looked at, at all, by Your Honor," said McClennen.

"Well," said the Master, "we will pass on that when that time comes."

"A consent decree, Your Honor," Ryan said, "has been held to be of value as a precedent, as a legal precedent, particularly as showing the interpretation placed upon the law by the parties. That is, a consent decree has to be allowed by the court. It is an action of the court, but prior to that it is agreed upon by the parties."

Desire Not Without Curbs, Points Out McClennen

BOSTON—The effect of subsequent-runs on first run revenue was discussed by Edward F. McClennen, chief attorney for major interests in the Morse & Rothenberg anti-trust suit.

"Questions have been asked to develop the idea that to get the best revenue for any distributor out of any picture it is important to increase the prospects of attendance at the theatre playing those pictures, and that prospect," said Edward McClennen, "is increased by anything that kills off the prospect of those possible patrons going to another theatre and, therefore, that there is an incentive to get all other distributors to refuse pictures to the other theatre so that the other theatre will go out of business.

"That seems to be the thesis worked on. That applied, of course, would mean that it would be to the advantage of those of us here in this court room to go out and kill off the rest of the Bar. That would greatly increase the prospect of clientage for us. Nevertheless, it is not enough on which to ground a finding that we have conspired to go out and kill all the rest of the Bar.

"A theatre's prosperity is helped by a good many things. It is hurt by a good many things. It is very much hurt, I take it, by a thriving Methodist Sunday School that teaches that you should not patronize the theatre, that it is a wicked thing to do, and the more the Sunday School thrives the more likelihood there is of the theatre's not doing so well. That does not indicate any probability that the theatre operator will try to burn up the Sunday School."

Drive Against Billboards

BOSTON—The Massachusetts Civic League is continuing to push a drive against billboards in this state. Members of the organization, given the axiom that tourists visit New England for scenery, not signery, are pledging themselves to investigate and report on infringements of billboard legislation to John W. Beal, commissioner of public works.

NEW HAVEN

WITH the brilliant Whitney opening past, next newcomer on the scene will be Fred Van Doren's 600-seat Tower, Waterbury. A. M. Schuman's new Black Rock, Bridgeport, will not be started for a month or more . . . Warner's Bristol still not breaking ground . . . Snag causing delay in Shelton, too . . . Walls have been started in the new Bailey Westville house.

Lou Schaefer of the Paramount reports the promotion of Norman Randall, chief usher, to the assistant managership, following the resignation of George Reising, who has been with the house for some eight years . . . Charles Repass's Crown, Hartford, has an attractive new marquee. Speaking of marquees, one in the territory heralded "A Child Is Born," "The Man Who Wouldn't Talk" and "Naughty Neighbors," for a short feature.

Meadow Street welcomed back I. Levine, Imperial manager, after a recent operation . . . Cy Barrett, Warner exec, is recuperating in Florida from his illness . . . Add Jack Simon, Poli manager in Hartford, to the sick list, with Lou Cohen taking charge of the Poli and Palace . . . George Freeman is back at the Poli, Springfield, after a seven-week enforced vacation because of illness . . . Lou Wechsler was away from the UA office one day with a bad cold.

Bob Russell arranged to have a U. S. secret service man lecture on counterfeit money at the Poli Thursday morning, and invited all local managers, assistants and cashiers to be present . . . Visitors: H. C. Kaufman, Columbia manager of exchange operations, spent a day with the local branch . . . Flora Cohen in from New York . . . William P. Jefferson of American Display up from the Big City to make the Loew-Poli circuit and check on lobbies and displays . . . Max Hirshman of National Screen Service paid the Elm City a flying visit . . . Matt Saunders of Poli, Bridgeport; Edward Fitzpatrick, Waterbury; Joe Samartano, Meriden; Jack Foxe, Springfield, and H. H. Maloney, Worcester, traveled into Hartford with local newspaper men in tow, and Harry F. Shaw and Lou Brown to manage it all, to interview Eddie Cantor on "40 Little Mothers."

Henry Germaine accepts Mike Sirica's excuse of illness for his duckpin defeat, and predicts the score of the return match will make Sirica sick all over again . . . Sam Haddelman is a bachelor this month, Mrs. Haddelman and Suzanne having departed for another Washington visit . . . Sidney Levine of the Warner exchange is an expectant daddy, which makes Nat Furst an expectant grandpapa . . . Nat also announces the engagement of his daughter, Estelle, to Arnold Silverman, Boston attorney. The pair will be married in June and plan a South American honeymoon.

Dave Cherman of the Lawrence and Barney Calechman of the Howard will spend the Passover holiday in Atlantic City . . . Frank Meadow, son of Sam, underwent an emergency appendectomy in Grace Hospital . . . Sam Badamo of the College is still looking forward to that vacation, promised for the end of the month . . . Robert Munzner, College assistant, has returned from his trip with several fish stories.

After eight years on the Poli division secretarial staff, Helen Elder leaves this week to join her husband in Harrisburg. Elder was recently promoted from the Bijou managership here . . . Joe Faith of Terryville, Unionville, Collinsville, in on business and speaks of branching out into hairdressing . . . George Comden in from Westport on a rare visit since completion of his theatre renovation.

With the best wishes of the United Artists office staff, the Lou Ginsbergs were presented with a handsome silver tray as a wedding gift . . . Metro Pep Club celebrated Al Davis' matrimonial venture with an office party and presentation of a Mixmaster outfit. Couple will honeymoon in Washington . . . Rumor that Drive-In Theatres of Milford, Inc., lessee of the 550-*car ozoner, Connecticut's first, which opened for business last April and wound up the season with involvement in "public nuisance" and other litigation, has been served with summary process, seeking its eviction . . . Rumor also that refinancing is being arranged for Forest Theatre's first mortgage difficulties, as a result of foreclosure proceedings brought recently.*

Herman Levy, Connecticut MPTO executive secretary, expects to have results of the poll on the Neely bill soon . . . Sam Farber continues to enroll theatres for his encyclopedia deal . . . Adolph Johnson has made Warner's encyclopedia-conscious, with five houses down for a try . . . Harold Rubin has signed the Strand, Plainville, for new Metro chinaware . . . The Whalley is first in the territory to use Progressive Premium's Essex silverplate . . . Progressive mandarin china is in at the Capitol, Danbury, and blue orchid in the Webster, Hartford . . . Majestic, Holyoke,

Nat Furst is proud of the record of Monogram's New England division in winning first prize of $1,000 *in the recently-concluded drive. New England was last year's winnah as well . . . Warner exchange anxiously awaiting publication of results of the just-completed drive, which looks like a first place for New Haven . . . Frank E. Ferguson, manager of the new Whitney, comes to his job with a scholastic background which includes attendance of Hopkins Grammar School, Hillhouse High and Boston University, where he received his degree in* 1938.

Will Rogers drive collections in downtowns three times a day during the week of the 25th netted a good sum . . . PTA group ran two performances of "The Stunt Pilot" as a fund-raiser . . . Lou Schaefer arranged a "Did I Feel Small" contest on WELI for "Dr. Cyclops." Also a clever false front for the lobby and a costume street ballyhoo . . . A stork trolley card effectively announced the opening of the new Whitney . . . Grace Weissman of the 20th-Fox secretarial staff, who recently announced her engagement, was guest of honor at a shower, receiving a kitchen set and other gifts.

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Special Rep.

***by* SAM FARBER,**

SPECIAL REP.

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BOSTON

WALTER C. GILLIS, booker for Cameo Screen Attractions, continued seriously ill this week with an infection . . . Joe and Max Levenson plan to open their newly-acquired open-air theatre in Sturbridge, May 11 . . . Mort Shea, circuit owner, is back on the job after undergoing a rest cure and observation period at a local sanitarium.

Steve Broidy, New England sales manager for Monogram, has been in Texas . . . Jack Granara, Boston publicity manager for RKO theatres, was in New York . . . Ben Welansky, operator of several Boston theatres including the Beacon and the Globe, has been in Dallas . . . Al Anders, operator of the Bijou in Springfield, was on the Row.

George Jeffrey, former local film man, is out of the Albany sales lineup of Universal coincidental with the transfer there of Irving Shiffman from the Boston office . . . Harry Segal has concluded a deal with the Silverman brothers for New England distribution of "Tell Your Children" . . . Anesti Pochi, operator of a film district luncheon spot for nearly two decades, took advantage of Patriot's Day to renovate Nesti's Sandwich Shop.

H. H. Moloney, manager of the Poli in Worcester, tied in with local charities on "Young Tom Edison" . . . No date has been set for reopening of the Community at Blue Hill, Me. The 400-seat house, closed recently because of poor business, at one time was operated by L. Owens . . . Irving Farber, salesman for Harry Asher, expects to use those cigars in a little over a month.

Tom DiMaura was to open the drive-in in Saugus on April 27, if all legalities were cleared up . . . Anthony Zinn, manager of the RKO Boston, has been convalescing at home following his release from Cambridge Hospital where he underwent an operation . . . Clarence Robbins, booker for several Cape Cod houses including Warr's at Wareham, was around the district . . . Ditto Fred Sharby, circuit owner . . . Likewise for Joe Mathieu, chain operator with headquarters at the Capitol in Winchendon . . . Martin Tuohy was up from Providence.

William McLaughlin, operator of the Stoneham in Stoneham, has put a new price scale into effect at the suburban house. Matinee table has adults paying 20 cents, youngsters from 13 to 16, 15 cents, and juveniles under 13, a dime. No 15-cent tickets are issued on Sundays . . . Christopher Joyce, manager of the Durfee in Fall River, has been tying in with schools on his afternoon shows, putting in special price scales for the students . . . Walter Mills, manager of the Milo in the Maine town of the same name, has been going over rods and reels . . . C. F. Millett, operator of the State in Bridgton, is another top-line Maine sportsman. Mrs. Millett caught a near-record pickerel the other season.

Al Borrelli of Specialty Pictures, Inc., continues on the job despite a bad cold . . . Charles Feinberg, manager of the Capitol in Fall River, has hypoed confectionery sales with a new display case . . . The Folly in Castine, Me., is still on the dark list. The 300-seat house was formerly operated by S. Parker . . . William Kelly, manager of the Modern in Lawrence, has been giving his house a spring renovation, even to new ushers' regalia.

Mrs. Ann Leavitt plans to complete renovations on the Leavitt's in Ogunquit before the Maine summer house returns to the active list . . . K. E. Quint has transferred the Opera House in Hartland, Me., to R. Stitham . . . Ed Pollard, in the south for some time, is going ahead with plans to reopen a number of northern New England summer theatres. Among the locations that have been under the Pollard banner is the Acme at Belgrade Lakes.

Tom Donaldson, former Boston manager for M-G-M and now New Haven head for the distributor, is chairman of the committee in charge of a testimonial dinner to be held for Barney Pitkin, RKO manager, in New Haven, May 7. Other Boston film men, past and present, on the committee include Lou Wechsler of United Artists and Tim O'Toole of Columbia, now both in New Haven, together with Nat Furst of Monogram, Ross Cropper and Larry Gardiner of RKO, and Circuit Owners Arthur Lockwood and Louis Gordon.

Norman Randall has replaced George Reising as assistant manager at the Paramount in New Haven . . . William Canning, manager of the Empire in Fall River, did his lobby in green to exploit "Three Cheers for the Irish" . . . E. M. Loew has opened the Lynn Open-Air Theatre . . . Fred Greenway and Howard Burkhardt of Loew's State and Orpheum held "Strange Cargo" and "One Was Beautiful" for a second week at the two first-run houses . . . "Strange Cargo," after playing first-run engagement at Loew's State in Providence, was banned from the city's second-run houses.

E. M. Loew was to have opened the Paramount in Newport, R. I., this week. The Colonial, heretofore on the E. M. Loew active list, is to be razed . . . George Kraska, operator of the Fine Arts, made up a special trailer on "That's Life, Claudine." Maurice Master of the Master Motion Picture Co. did the job . . . James McNamara, manager of the Park in Fall River, is putting on amateur shows . . . Al Davis of the New Haven office of M-G-M and Helen Pollock of that city have married . . . Ken Forkey is giving away ovenware at the Strand.

Leo Young, former local publicity manager for American Pictures and present manager of the Strand in Portland, is exploitation head for B'nai B'rith in Portland . . . Charles Fish, ancestor of Charles Fish of Capitol Theatre Supply Co., is responsible for Peculiar, Mo., being so named. Fish settled early in the Missouri town and applied for a post office. The name he first suggested was already in use, so Fish, with the family humor, hit upon the present name.

Harry Segal of Imperial has taken over the New England distribution of a number of additional pictures, including three former Grand National releases and three Robert Donat reissues . . . Edward Kleine of Bay State Films was in New York on business . . . Lawrence Tibbett is due here . . . George M. Cohan has been at the Colonial in Boston . . . Lloyd Nordgren is handling operation of the Globe in Clinton. The house has been dark since silent days.

Robert Portle, manager of the Plaza in Worcester, held over "Ten Nights in a Barroom" . . . Frank Clements, manager of the Strand in Brockton, is covering the city with heralds . . . Sam Levine of Northeastern Films has taken over the New England distribution of "The Bedroom Diplomat," "Captain Moonlight," and "The Mystic Circle" . . . William Deitch, operator of the Gem and Palace, Arctic, R. I., has been west-coasting.

Ed Cuddy, M&P Theatres Corp. divisional manager, has okayed stage engagements of Hermines Midgets at the Paramount in Needham, the Codman Square in Dorchester, the Allston in Allston, and the Embassy in Waltham . . . Max L. Nayor, manager of the Washington Street Olympia in Boston, did the unusual by holding over "Little Old New York" and "Dr. Ehrlich's Magic Bullet" . . . George Kraska, operator of the Fine Arts, tied in on the commemoration of the 80th birthday anniversary of Ignace Jan Paderewski by putting on special showings of "Moonlight Sonata."

Don Martin, manager of the Beacon, and Mrs. Martin, former show girl who became Martin's bride at the time the latter was assistant manager at the Park in Boston, went for a double feature program with twin girls . . . Allard Graves, northern New England circuit man headquartering at the Lyric, White River Junction, Vt., has been convalescing following pneumonia . . . Marcel Mekelburg, distributor for Fine Arts, has taken over "Red Gardenias" and "Flying Heels."

E. M. Loew lost a personal injury suit in Springfield when a local court awarded a patron of the Court Square $1,000 for an alleged stairway tumble a year ago . . . Howard Shonting, former assistant manager of the Metropolitan in Boston, has opened a New York publicity bureau. He calls the concern, "Copy Copy!" . . . Abe Weiner, former local UA office manager now Pittsburgh manager for the distributor, and Mrs. Weiner, recent UA Boston employe, expect a new citizen in July.

Ralph Snider, circuit operator headquartering in the Metropolitan Theatre Bldg., has charge of ticket sales for the Abe Spitz testimonial dinner to be held at the Statler here, April 30 . . . Irving Isaacs, operator of the Telepix in the nearby Park Square Bldg., is cashing in on special screenings because of the house's availability to the film district . . . Marty Sheridan, New England publicity manager for Monogram, has pieced together a one-hour show from colored movies he and Mrs. Sheridan made during a recent Mexican and Caribbean trip.

Employes of the late Harry Decker, film transportation veteran, have set up an internal mutual-benefit organization . . . The

Film Exchange Transfer Co. may move from Piedmont Street to Broadway, also in the film district . . . P. Edward Comi of the Theatre Service and Supply Co. left for Oak Park, Mich., to install sound projection equipment at the new Phil Smith open-air theatre there. He planned to fly back to Boston later in the week . . . Harry Martin, local Universal salesman, has been south . . . George Carter, manager of the Winchester in the Boston suburb for E. M. Loew, is continuing on sick leave.

Charles Kurtzman, new northeastern division manager for Loew's, was formerly vice-president of Fanchon & Marco in St. Louis. At one time he was managing director of the Roxy in New York . . . Lou Wechsler, former local UA salesman now New Haven branch manager, has been breaking into the picture columns of Connecticut papers in connection with "Rebecca" exploitation . . . Gerald Germaine is now managing the Calvin in Northampton, covered by David Perkins for the past few years. Germaine was formerly assistant manager of the Paramount in Springfield . . . Henry Carr, operator of the Idle Hour in Hardwick, Vt., tied in with Hardwick Academy by setting aside a special night in honor of the institution's basket ball quintet.

Harry Rogovin, local Columbia branch manager, announces "Too Many Husbands" was held over by Al Anders at the Bijou in Springfield and by George Landers at the E. M. Loew house in Hartford. The latter theatre recently celebrated its tenth anniversary . . . Bernard N. Levy, manager of the Proven Pictures in Hartford, tied in with local gas company on a cooking school promotion.

Joe Flynn, operator of the Victoria in Lawrence, has opened with Good Will Award in place of "Honey," which was ousted . . . Fred Sharby has had the 500-*seat Park at Richford, Vt., rejuvenated . . . Joe Marquis of the Old Colony in Plymouth was a feature attraction one evening at the New England Photographic Exposition. The theatre man told a crowd of some* 12,000 *how he rigged up an intricate thief trap to picture, and subsequently, catch a theatre burglar.*

The other day Roy E. Heffner, New England film man, was given a live duck. The bird, Heffner was told, had been named "Ronald Duck" in honor of Ronald Sweeney who had done some guiding for the Heffner clan during a recent New Brunswick hunting trip. Heffner now announces that the name of "Susie" would be more appropriate. He says he can tell by the quack.

Enjoys Providence First Run

PROVIDENCE — Republic's "Dark Command" is currently enjoying a first run at the Strand here.

Connie Exclusively Columbia's

HOLLYWOOD—Columbia has signed Constance Bennett to a long-term exclusive acting contract.

Trade Among First Affected by War

HARTFORD—"One of the first American industries in England to suffer from the declaration of war was the production c moving pictures," stated the Hartford *Courant* editorially.

Going specific on the problems confronting Hollywood as a result of the war, the *Courant* continued, "By government order, all theatres were closed immediately as a part of the general program of air raid precautions, but gradually the restrictions were relaxed. However, the producers were faced with the serious problem of currency regulation. The remittances which would have been made in the ordinary course of business were stopped by law.

"By September 28, negotiations with the British government had made possible remittances of 10 per cent of the annual gross business in England, but the amount was still insufficient. Negotiations in London were continued, however, with the assistance of the American embassy and the department of state, so that by November it was possible for the producers to transfer 50 per cent of the normally remittable funds and to use the rest for operations in England.

"In France, the intensive mobilization carried on by the government took from the theatres many of their trained personnel, but an effort was made to keep them open, and in certain instances the closing hours have been extended.

"But the troubles of Hollywood are not yet over. In developing its economic warfare, the British government has decided to campaign for fewer purchases of American products and it is concentrating its efforts particularly on motion pictures. Whatever the outcome of this new move may be, it demonstrates that even a neutral country like America must help pay the costs of war."

Two Short Subjects Draw Cuts Before Sunday Run

BOSTON—Two short subjects drew cuts in the latest list of motion pictures, numbering 42, to go before the Massachusetts department of public safety for Sunday eliminations.

"All scenes showing Mae West character" were scissored from Vitaphone's "Double or Nothing."

Shots of "They Satisfy, Girls" in Universal News No. 865 were clipped.

Okayed by the bureau of Sunday censorship were Popular's "North Sea Patrol," French Motion Picture Corp.'s "That's Life, Claudine," M-G-M's "Two Girls on Broadway," and First National's "Saturday's Children."

Many Attend Benefit Ball

NEW HAVEN—Several hundred guests attended the annual Local No. 74 IATSE sick benefit ball at the Hotel Taft. Dancing and seven headline vaudeville acts were features of the program.

Tells How 20th-Fox Splits Boston Fare

NEW YORK — Twentieth Century-Fox's first run deal in Boston provides for a split of two-thirds to M&P's Metropolitan, Paramount and Fenway, and one-third to RKO's Memorial and Boston, William Sussman, the distributor's eastern sales manager, declared in his pre-trial examination before Assistant Attorney General John L. Wright in the government's all-industry suit.

This arrangement, in effect six years, has a "definite advantage" to 20th Century-Fox, the witness stated, because of the revenue received from playing "the two biggest houses" and the early dating of pictures in M&P's other units. Terms of the split provide that each quarter season's product is first submitted to RKO for its choice, and then to M&P, and then alternates. Fred Meyers, film buyer for RKO, acts for his circuit, while Phil Seletsky does likewise for M&P, Sussman added.

The distributor's New Haven first run is Loew's, for the Poli and College, the witness stated. There have been infrequent negotiations with M&P's Roger-Sherman in this situation, Sussman said, due to "carry-overs," but deals seldom consummated.

Beano Prize Tilt Favored By Boston City Council

BOSTON—The Boston city council last week urged Mayor Maurice Tobin to allow Beano promoters to lift their stakes as high as one hundred dollars cash. Under Tobin's present regulations, Beano prizes may not exceed five dollars in value, cash awards are illegal, all profits must go to charity, and only religious, fraternal, and patriotic organizations may promote Beano games.

The council turned down a petition that the Boston finance commission launch an investigation of Beano games in Boston. Allegations were made that racketeers are the real promoters behind some local Beano parties.

Dance Success Sure

BOSTON—Thad C. Barrows, president of the Moving Picture Operators' Union, Local 182, has announced a complete sellout of reservations for the forthcoming thirteenth anniversary fete of the organization, scheduled for the Copley-Plaza on Wednesday, May 1.

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New Haven Area Will Fete Barney Pitkin

By GERTRUDE PEARSON

NEW HAVEN—In celebration of his 20th anniversary in the film business here, a large representation of friends in and out of the industry will tender Barney Pitkin, RKO exchange manager, a testimonial dinner at Racebrook Country Club, May 7.

The guest list grows hourly and will include men from New York, Boston, and the entire Connecticut exchange territory, according to Thomas Donaldson, Metro manager here, who is chairman of the event. Talented Harry F. Shaw, Loew-Poli division manager, will assume the role of emcee, for which he has become well known in this territory.

Barney Pitkin's career, from Postal Telegraph messenger boy at 13 to RKO exchange manager at 25, represents the good old American way of rising from the ranks. His first taste of motion pictures was as usher at the Poli Theatre. But it was the distribution end of the game which caught his fancy 20 years ago and which has kept him on Meadow Street ever since in various capacities.

His first job was as poster manager and assistant shipper at the old Gordon & Mayer exchange. He was salesman for Federated Film Co. as long as that company existed here, and held jobs with Metro and Rosen's Film Delivery before entering the RKO organization as booker. In 1928 he had risen to manager of the company and when RKO and Pathe merged in 1931, Barney was made manager of the merged company.

A Leader in Depinet Drive

Aside from plugging at his job and managing to keep among the leaders in the country in the annual RKO drives (he stands about third in the current Ned Depinet campaign), Barney has been known for his special talent as Meadow Street's social lion. Without his guidance scarcely a dinner, dance or industry picnic has been planned, and the committee is being hard put to it to out-Pitkin Pitkin for the present event.

"I am deeply moved," Barney remarks, "by this expression of friendship and good wishes on the part of these many people who are planning to gather and celebrate with me a memorable milestone in my career."

Morris Joseph, secretary, and Hugh Maguire, treasurer, report the following reservations have already been made: Ben Simon, Lou Wechsler, Edward Ruff, Roger Mahan, Tim O'Toole, Nat Furst, Samuel Seletsky, I. Levine, John Pavone, Irving C. Jacocks jr., Adolph Johnson, J. B. Fishman, Abe Fishman, William Canelli, George Wilkinson, B. E. Hoffman, Maxwell Hoffman, Harold Eskin, Arthur Lockwood, Pete Perakos, Samuel Weiss, Edward Peskay, Lou Gordon, Maurice Bailey, Herb MacIntyre, Samuel Haddelman, Donald Jacocks, Martin Keleher, A. M. Schuman, Maurice Shulman, Irwin Wheeler, Leo Ricci, Robert Russell, John Hesse, Ben Lourie, Milton Hyams, Samuel Rosen, Samuel Weber, Earl Wright and Morris Nunes.



His 20th Trade Year—

Barney Pitkin, New Haven branch manager for RKO, who will be given a testimonial dinner May 7 at the Racebrook Country Club in New Haven to celebrate his 20th anniversary in the industry. Thomas Donaldson, Metro manager, is chairman of the event.

New Eng. Documentary Into Posterity's File

BOSTON—A print of "New England—Yesterday and Today," an advertising film sponsored by the New Haven Railroad, was shipped last week to Oglethorpe University, Georgia, for screening some 60 centuries hence.

The two-reel, 16mm sound-track film, shot as a representative document of New England from 1620 to the present, will be preserved for posterity in the Georgia university's "Crypt of Civilization" to be opened in 8113 A. D.

The huge crypt, planned by Dr. Thornwell Jacobs, president of Oglethorpe University, will preserve chemical products, microfilmed books containing some 400,000 pages of material, scale models and various other objects to present a "complete cross-sectional picture of the entire life of our world today for people of the future."

Regular Luncheon Apr. 30 By Connecticut Allied

NEW HAVEN—Allied Theatre Owners of Connecticut will hold a regular luncheon-meeting at 12:30 p. m., Tuesday, April 30, at the Hofbrau Haus. A. M. Schuman will preside.

Holdovers Prevail

BOSTON—Harry McDonald, RKO divisional manager, held Deanna Durbin's "It's a Date" and "Viva Cisco Kid" for a second week at Keith's Memorial. "Strange Cargo" and "And One Was Beautiful" stayed for a second week at Loew's State and Loew's Orpheum.

PROVIDENCE

NARRAGANSETT PARK race track opened its 16-day spring meet April 17 and, despite cool weather, attracted 20,000 patrons the opening day. A decline in matinee business is anticipated by theatres during the meet unless weather continues cold and rainy, as it has been for the past week . . . Another new theatre in Pawtucket looms, with the city zoning board meeting Wednesday to consider granting of construction permit for neighborhood house in the Fairlawn section of the city. Certificates of business incorporation were granted by the secretary of state's office to Currie & Harmon, Inc., to carry on theatrical business in the state. Incorporators are Earl H. Mason and Alfred J. Joslin of Pawtucket and Cecelia A. Gilgannon of Lonsdale, R. I.

E. M. Loew circuit took over operation of the Paramount, Newport, with Manager Gerald G. Wagner and his entire staff at the Colonial moving to the Paramount. Colonial, occupied by Loew for the past two years, has been sold to Miss Ruth L. Weiss of Boston and is scheduled to be torn down and replaced with a new $45,000 store for J. J. Newberry Co. According to Wagner, the same policy maintained at Colonial will be continued at the Paramount; dual subsequent run features with added vaudeville on Sundays.

Cheerful news to theatre operators is contained in statistics given out by Russell E. Singer, general manager of American Automobile Ass'n, who predicted European situation will result in added vacation business for all New England, with tourist influx bringing an estimated $500,000,000 into the area. Rhode Island's share of this tourist business he placed at $28,000,000, of which $3,850,000 represents expenditures for amusements, including theatres.

Hugh F. Duffee, for six years a ticket taker at the old Albee before RKO took over that house, died at his home here . . . E. M. Loew's Drive-In here opened its fourth season, April 18, in a cold rain . . . John E. Nowlan's "Sunday Star Parade" stage shows at Metropolitan, is continuing to do big business with radio names headlining one-day bills.

Charles Kurtzman, new district manager for the Loew circuit, paid his first official visit to Providence, conferring with Resident Manager Ed McBride of the State . . . Assistant Manager Vaughn O'Neill of the State motored to Shamokin, Pa., to attend the funeral of his grandfather . . . Fire in the booth of the Playhouse resulted in the loss of only two reels of film.

Manager McBride of Loew's is planning a big campaign on "40 Little Mothers," opening May 3 . . . Manager George French and his publicist, Bill Morton, worked out a unique school contact on "Abe Lincoln," which follows "Primrose Path" into that house . . . Al Clarke of Carlton had a "traffic stopper" window in Postal Telegraph in connection with his holdover of "Young Tom Edison" . . . Shrine Circus, probably biggest competitor of year to local theatres, will again use Narragansett Park this season, with show scheduled for June 17 week.

HARTFORD

JACK A. SIMONS, Loew-Poli manager, has recovered from a bad case of pleurisy . . . Manager Bill Flanaghan reports from the Park St. Lyric that spring renovation of the theatre has been completed . . . Bernard M. Levy, manager of Proven Pictures, was in Boston . . . Lake Compounce, Bristol amusement park, has reopened for the summer . . . Rudy Frank, State publicity director, has a new car.

New doorman at the Colonial, Southington, is Jack Griffen, while cashier is Julia Gregarak . . . Eddie Cantor and George Jessel did a p. a. together at the State . . . Mrs. M. Oakley Christoph, film columnist for the Hartford Courant, *was in New York . . . Victor Morrelli, formerly of the Bristol, Bristol, and now at the Rialto here, filled in for Manager Dennis Rich at the Cameo, Bristol, while the latter took a day off . . . Morris H. Bailey is president of Whitney Theatre Co., Inc., Hamden, whose new theatre, the Whitney, opened some days ago . . . G. Lester Paul, director of the Hartford Little Theatre, observed his 50th anniversary in the theatre recently . . . Manager George Landers, E. M. Loew's, was in Boston . . . Encyclopedia Night is a new feature at the Rialto, Norwalk.*

Both Henry Needles, Warner's district manager, and Jim McCarthy, WB's Strand manager, are alike in their desire not to visit Hollywood, because it's better to retain what may prove to be illusions . . . Elmer R. Daniels, manager of the M&P Capitol, Worcester, hosted a large group of newsboys in that Bay State city . . . State, Torrington, had the "Jitterbug Follies" on its boards last Sunday . . . WB's Palace, also in the Handcuff City, is giving away stainless steel cutlery . . . Cake and tea set is a new giveaway at the Capitol, Danbury . . . George Taylor, assistant manager at the Empress, Norwalk, announces his engagement to a Wilton girl . . . Another fellow down Norwalk way soon to be walking up the aisle to the tune of "Here Comes the Bride," is Ernest J. Di'Orio, assistant at the Palace . . . Both Jack A. Simons, Loew-Poli, Hartford, and Sam Badamo, Loew-Poli College, New Haven, did nice bally workouts for "Rebecca" . . . Air conditioning at the M&P Allyn, according to present plans, will start about June 1.

Oscar Doob, Loew publicity director, was in Bridgeport . . . Irving Hillman is now reported handling the Capitol, Danbury. He is a former employe of the New Haven Roger Sherman . . . Jimmy Randazzo, E. M. Loew's usher, is still on the sick list . . . Miss Rhoda Pimm, an employe of 20th-Fox in New York, left Hartford for a trip to Bermuda after visiting her folks here . . . Members of the Junior League for the Hebrew Home sold tickets for "My Son, My Son" which opened at the WB's Strand last Wednesday . . . Manager George E. Landers, E. M. Loew's, was in New Haven . . . The San Carlo Opera Co. is due at Bushnell's Memorial soon . . . Lou Cohen and Jack Foxe of the Loew-Poli, Springfield, were in town attending Jack Feschler's party . . . Filmrow visitor the other day was Harry Reiners, field exploitation representative, who came into town to talk over campaign plans with George Landers for "Abe Lincoln in Illinois," slated soon at E. M. Loew's . . . The first subsequent run engagement for "GWTW" in the metropolitan Hartford area will be at the Windsor, Windsor, May 9, 10 and 11.

John Findley, popular Mystic exhibitor, vacationed in the south . . . Wallace J. Cooper, Loew-Poli assistant manager, was in Waterbury with his wife . . . Lou Cohen, Loew-Poli, Springfield, screened "My Son, My Son" for the Better Films Committee . . . Russell Grant, student assistant at the Loew-Poli, is sporting a new spring suit . . . Jack Kenny is a new usher at the Loew-Poli, Waterbury . . . Manager Charlie Repass of the main stem Crown was in New Haven for an Allied meeting . . . Charlie Jennings is the smiling new porter at the Loew-Poli Palace . . . Stage Manager Rubin Lewis, Loew-Poli Palace, is driving a new Nash, while Tommy Sullivan, Loew-Poli, is riding about in a new DeSoto . . . A nice time was had by all who attended the party given former Assistant Manager Jack Feschler of the Loew-Poli Palace last Monday at the Woodland Inn. In charge of the affair were Rubin Lewis, Sidney H. Kleper, Tommy Sullivan and Lew Blanco. Hollis Sweeney, Loew-Poli Palace porter, sang, and Mrs. Helene Ellis played the piano . . . The main stem Crown has a new marquee.

: NEW HAMPSHIRE :

THE Scenic in Rochester has been featuring hillbilly bands . . The stage of the State in Manchester, New Hampshire's largest theatre, was used each morning during the week of April 15 for the annual "Pageant of Foods" cooking school held by the Manchester Electric Appliance League and Manchester newspapers.

When "Rebecca" was shown at the State in Manchester, the management gave the picture its personal endorsement —the first time such approval has been announced in many a day. It was called "one of the finest pictures we have ever seen." Later, a holdover was announced.

Dr. Louis L. Gilman, president of the N. H. State Fair Association and the Rochester Fair Association, is dead in Rochester at the age of 76.

RKO Boston Cuts Stage Shows to Three Days

BOSTON—Ben Domingo cut stage shows at the RKO Boston to three-day weekly stands, beginning April 26. Flesh and films at the house, Boston's only de luxe theatre using footlights, have proved profitable during the past few years. Regular RKO policy is to go into straight films during the summer months.

Adapts Next for Ayers

HOLLYWOOD—Lew Ayres' next starring vehicle for Metro, "Night Operator," will be adapted by Ted Paramore for Producer Edgar Selwyn.

BRIDGEPORT

MANAGER MORRIS ROSENTHAL of the Majestic and his wife, Molly, are back from a week in Atlantic City . . . Matt L. Saunders and "Otto" Esposito of the Loew-Poli, and Fred H. Russell of the Bridgeport *Post* made the trip to Hartford to catch Eddie Cantor and prepare some publicity for his picture "40 Little Mothers," due here soon.

The switch from burlesque to legit at the Lyric was ill-starred and the house went dark a half-hour before the first attraction was scheduled to go on. Manager Lester Al Smith has gone to New York as press agent for the Lyceum . . . Manny Kugell of the Warner has been in New Haven lining up new pictures.

Ringling Bros. and Barnum and Bailey is slated to play here June 29. The date is much later than usual for this stand . . . "Rebecca," held over for a week at the Majestic, was shifted to the Lyric for four additional days. This marks the first time in recent memory that a holdover has played its extra days in two houses.

Gene Jacobson, son of Morris Jacobson, general manager of the Strand Amusement Co., has been released from the hospital after an operation for appendicitis . . . Wesley Ruggles, Hollywood director, was a weekend visitor. He used to be married to Bridgeport's Arlene Judge.

Gilbert Miller, the producer, is house hunting in Westport . . . Samuel Haddelman, manager of the Capitol, is an ardent boxing fan . . . Alice Fox, secretary to Matt L. Saunders at the Loew-Poli, was a weekend visitor in Philadelphia.

Michael Carrol entertained the children of St. John's School at his American Theatre . . . Sheldon, son of Globe Manager Harry Rose, had the lead in his school play . . . William McDermitt is the new doorman at the Loew-Poli . . . The cross-country 20-mule team is scheduled to reach this city, May 15, and then go direct to New York.

Samuel Kuperstein, assistant manager at the Warner, is back from Boston where he attended the wedding of his sister . . . Dominick Dellarrocco has installed an inter-office telephone system connecting every department of his Strand Theatre . . . Jack Schwartz has launched a True Blue Ovenware deal at his West End.

The majority of boxoffices at the neighborhood theatres now have signs specifying that all children must have tickets . . . "Pinocchio" did the second best business in the history of the Warner. "Fighting 69th" is still tops.

Western Massachusetts Net for 1939 in Drop

SPRINGFIELD, MASS.—Western Massachusetts Theatres, Inc., Paramount affiliate operated by the Goldstein Bros., reports a net profit for 1939 of $11,139 in a financial statement filed with the state department of public utilities. This represents a sharp drop from the 1938 net of $59,915.

SPRINGFIELD

A NEW serial at the Broadway is "Terry and the Pirates" which is shown over weekends . . . Manager Al Anders' Bijou has changed opening dates to Friday for news films . . . Filmrow visitors were Harry F. Shaw, Lou Brown and Elliott Kronish, of Loew-Poli, New Haven.

Jack Foxe, Loew-Poli, is looking forward to the golf season, and Melvin Aronson, head usher at the Paramount, is all set for the baseball season.

Barbara Stone is the new candy girl at the Art . . . Lou Cohen, Loew-Poli, had a man-in-the-street ballyhoo for "My Son, My Son" . . . Robert McQuillen, Art usher, is sporting a new car.

Ill for a week was Mrs. Andy Sette, wife of the Capitol manager . . . The Forest Park Phillips has adopted a new policy, with doors opening for matinees at 1:30, *with shows continuous on Saturdays and Sundays.*

Raymond Cronin is now assistant manager at the Paramount, succeeding Gerald Germaine, who has been assigned the managership of the Calvin, Northampton . . . The recently-married Juanita Bocasch, Loew-Poli cashier, is now Mrs. F. W. Greene. She is continuing in the boxoffice at the Loew house.

Mother of Eleanor Coppage, cashier at the Warner, Worcester, is dead . . . Springfield exhibitors are glad to see George E. Freeman, Loew-Poli, back in town after an illness which kept him in a hospital bed in Manhattan . . . Louise Mace, motion picture reviewer for the Springfield Daily Republican, *is now writing a daily column about theatres.*

Nestor Auth Shifted to A New Post in Akron

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, announces the transfer of Nestor Auth, assistant at the Bijou, to the Loew's, Akron, Ohio.

Sal Demano, who was formerly at the Bijou and has been at the Loew's State, Boston, since last April, returns to the New Haven house as assistant.

Warner Globe in Clinton Opens After Remodeling

CLINTON, MASS.—Warner has opened the Globe, which has been dark since its acquisition by the circuit in 1930, after extensive modernization. The subsequent run will be on a full week operation schedule. L. Nordgren, former assistant at the Capitol, Everett, has been placed in charge.

Doorman to Trooper

CONCORD, N. H.—Bill McBain, the six foot four doorman at the Capitol here, has been succeeded by E. S. Roberts, former chief of staff. McBain has been named a trooper on the New Hampshire state police force.

PORTLAND

THE SALE of the Portland Playhouse on Elm Street by Harry M. Verrill, conservator of the Casco Mercantile Trust Co., recently, will occasion no change in its operations, according to Roscoe Phillips, the new owner.

Fred Eugley, operator of the Star, Westbrook, and Mrs. Eugley, celebrated their 25th wedding anniversary April 17.

The Old Orchard Pier dance hall, operated by Howard Duffy, was to have opened April 20. The New Theatre, operated also by Duffy, in connection with the hall, will not be opened for a few weeks.

Filmrow visitors: Carl Divizia, RKO; Mike Kavanaugh, Paramount exploiteer out of Boston, here working on the "Cyclops" campaign put on by the State.

Report has it that Leon P. Gorham, operator of two local theatres and one in Lewiston, is constructing a 1,000-seater at Brewer, Me. . . . The Saco open-air theatre, the only one in Maine, is to be opening within a few weeks.

Unsettled conditions abroad is expected to swell the annual influx of tourists this year in Maine, Harrie B. Coe, "Maine ambassador of goodwill" who has been making a personal tour of the south, believes. He bases his opinion on the fact that the south has done a tremendous recreational business this winter, which is expected to mean, "a good summer's business in Maine."

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE** ..... **LOCATION** .....

Two Independents File Against Interstate

DALLAS—Two additional damage suits against Interstate Circuit, Inc., have been filed in federal court here by independent exhibitors, the action arising out of the minimum 25 cent admission and double bill restrictions in force about three years ago and with the U. S. supreme court upholding the trial court in an injunction against Interstate.

One suit was by H. N. Jorgensen, owner of the East Grand neighborhood theatre here, who asks damages and attorney fees totaling $77,000. He claims his patronage diminished because of the restrictions then in effect.

The second suit was filed against Interstate in Judge W. H. Atwell's federal court by Louis Richker and Mrs. Katie Richker, operators of the Gayety in Fort Worth. They claim damages of $27,000 because of the restrictions pointed out.

Pat S. Russell, Dallas attorney, and schooled in film and theatre matters, is retained in both cases. He indicated other suits in a series to follow, will be filed soon.

Columbia's Southern Sales Meet Switched to Dallas

DALLAS—Because of the Variety convention here, Abe Montague, general sales manager, switched Columbia's southern division sales convention from Atlanta to Dallas with the meetings being held Monday in the Baker Hotel. Product and plans for the year were discussed.

The meeting had no bearing on Columbia's national sales convention which will be held later as per schedule. Abe Montague and Rube Jackter, assistant general sales manager, conducted the conclave. Sam Moscow, southern division manager, was ill at his Atlanta home and unable to attend. Others present were the following branch managers: Walter Anderson, of Atlanta; H. Duvall, of New Orleans; J. J. Rogers, Memphis; C. A. Gibbs, Oklahoma City; R. J. Ingram, Charlotte, and J. B. Underwood, Dallas.

All but Montague were here throughout the Variety convention and all returned Monday night to their respective headquarters.

Talk Montague Drive In Atlanta Meeting

ATLANTA—Plans for the final weeks in the "Montague Fifteenth Anniversary Campaign" were discussed here in a meeting of Sam Moscow's Columbia district managers at the Ansley Hotel. Heading the conference were A. Montague, general sales manager, and Rube Jackter, his assistant.

Managers present with Moscow were W. W. Anderson, Atlanta; R. J. Ingram, Charlotte; J. B. Underwood, Dallas; J. J. Rogers, Memphis; C. A. Gibbs, Oklahoma City, and H. Duvall, New Orleans.

Optimistic, But There Were Lots of People

Dallas—The Chamber of Commerce, perhaps a trifle optimistic, but understandably so, estimated that more than 700,000 people witnessed the parade at the annual Variety Club convention here.

A Full Roster for Monogram Meet

(*See Page* 36 *for Photographs*)

DALLAS—Home office officials, coast executives and franchise holders gathered here for the Monogram convention which followed immediately the national Variety Club convention.

Present from New York were W. Ray Johnston, president; Edward A. Golden, general sales manager; John S. Harrington, exchange operations manager; T. P. Loach, treasurer; Edward Schieber, assistant treasurer; Harry Thomas, eastern sales manager; George West, franchise holder for Cincinnati, St. Louis and Kansas City, and Harold Flavin, advertising production department.

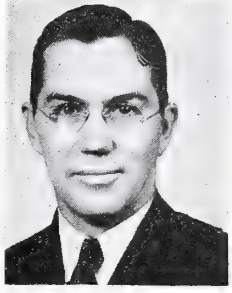
From Hollywood: Scott R. Dunlap, production chief; George W. Weeks, producer; Edward Finney, producer; Tex Ritter, Max Terhune and Ray Corrigan, stars.

From the field: Ben Welansky and Steve Broidy, Boston; William Hurlbut, Detroit; John W. Mangham, Atlanta; John L. Franconi and Ed Blumenthal, Dallas; Lon T. Fidler, Denver; Nate Schultz, Cleveland; Nat Marcus, guest of Schultz; William Onie, Cincinnati; Sol J. Francis, Omaha; Harry Berkson, Buffalo; Forrest E. Judd, Des Moines; Charles Trampe, Oliver Trampe and Ray Smith, Milwaukee; Charles Weiner, Minneapolis; Carr Scott, Oklahoma City.

Present from the Dallas branch were W. J. Cammer, office manager; Connie Dreher, J. H. Gruben and Ed Blumenthal jr., salesmen, and Jean Finley, publicity.

Tyler C. of C. Elects S. G. Fry to Office

TYLER, TEX.—S. G. Fry, theatre owner and one of the city's fathers here, has been elected a vice-president of the Tyler chamber of commerce in charge of the trade extension department. He is a bank director, operates two theatres here and five within a radius of 40 miles. He has been active in civic affairs as an exhibitor, and upon assumption of his new office says he will increase this activity. His specific duty will be to bring new business to Tyler and help formulate ways and means of increasing the city's trading area.



S. G. FRY

Emphasize Variety Charity Angle

(*See Page* 38 *for Photographs*)

DALLAS—Special emphasis was placed on the humanitarian aspects of the Variety Clubs of America at the annual convention here last week, which was climaxed by a banquet in the Crystal Room of the Adolphus Hotel.

A motion picture showed the charity objectives of 22 Variety "tents" with the climax an announcement that the club will donate $400,000 this year to charity and humanitarian work.

The solemn moment of the banquet evening was the presentation of Variety's second annual humanitarian award to Martha Berry, 72-year-old founder of the Berry Schools in Georgia. Hers was the principal address of the evening and it succeeded in moving her audience to tears and laughter.

R. J. O'Donnell then took the microphone and began introducing a long list of visitors and notables. First was Barker Al Taylor of Columbus, Ohio, whom he called the oldest Barker in Variety. Then came Paul Short, vice-chairman of the entire convention, who was lauded for his work in making the affair as great a show as it turned out to be. Frank Capra was introduced by O'Donnell as the producer-director whose pictures have made the most money for theatres, the audience agreeing with rising and loud applause. He expressed his gratitude, and brought down the house when he addressed fellow men as "fellow thieves" and told them when they start chiseling on next year's contracts to remember what Martha Berry of Georgia told them.

Ezell Takes a Bow

Claude C. Ezell took a bow, O'Donnell saying Ezell was responsible for the establishing of Tent No. 17 in Dallas. The list continued for about 30 minutes when Lieutenant Governor Coke Stevenson formally welcomed all Variety members to Dallas on behalf of the state. Mayor Woodall Rogers gave the official welcome to Dallas. Both speakers warmly praised Karl Hoblitzelle and O'Donnell as citizens.

Lieutenant Governor Albert Anderson brought greetings from his state, Minnesota. Former Attorney General William McGraw of Texas made his best after-dinner talk, which included political pot shots and a quip or two about the industry and the Neely bill. He said Capra was cited as the producer of money-making pictures and that he made one "which almost put the rest of you boys out of business." The speaker continually had the entire audience in roars of laughter.

He introduced his candidate, Gracie Allen, who made her much-publicized opening address for the presidential nomination. She didn't know what John L. Lewis said about John Garner but wished he had said it about her. She complimented Texas on its 265,000 square miles and said she would work out a set of figures to show that theatres make money when they lose it. This went on and on until George Burns stepped up and joined her in a typical radio skit.

Seek a Writ Against City Tax Collection

MORRILTON, ARK. — The Malco circuit, operator of the Rialto here, has filed suit in chancery court asking that the city be restrained from enforcing ordinances which provide for a city theatre tax and also an ordinance which would limit the number of theatres one firm may operate in the city.

The city council passed an ordinance last October providing for an annual tax of 40 cents per seat on all chairs in excess of 300. The complaint charged that such an ordinance is void because the fee is unreasonable, discriminatory and based on income.

Another ordinance in March provides that no license shall be granted to any person, firm, corporation or association of persons to operate more than one film house in the city of Morrilton.

The complaint, it is said, charges that the ordinance is unconstitutional.

Character in McCarthy Film Results in Suit

OKLAHOMA CITY—Showing of Charlie McCarthy's latest picture, "Charlie McCarthy, Detective" at two local houses in January has resulted in the filing of a $50,000 suit in district court here by Fozie Rahal, editor and publisher of the magazine, *Tomorrow,* published here. However, it was another character in the picture who caused all the trouble, according to the petition.

Rahal charges that a character in the picture known as Arthur Aldridge, who is editor and publisher of a magazine called *Tomorrow,* was portrayed as a "despicable character who associated with gangsters and racketeers."

Rahal claims Universal was on the mailing list of his magazine and had received several copies. He alleged that use of the magazine name was unprivileged and that the picture showed "vicious characterization of the editor."

Named as defendants are the Universal Film Exchange, Inc.; Standard Theatres Corp.; Walter B. Shutte, manager of Standard; Jack Swiger, manager of the Midwest, and Robert Busch, manager of the Plaza.

New Oklahoma City House To Be Ready in 30 Days

OKLAHOMA CITY—Work on the newest local suburban theatre, on North Pennsylvania Ave., will be completed within 30 days, W. H. Schumacher, architect, announces.

The $25,000 theatre will have a floor plan new to the southwest—one that slants downward from the back and rises slightly at the front of the theatre.

Built on property owned by Oscar Fisher, the new theatre has been leased to Nelson N. Clabaugh and James Boyle for ten years. It will have a seating capacity of approximately 450.

: VARIETY VAGARIES :

By A. JULES BENEDIC

VISCOSITY at Variety was high. Some vagrant vascillations: Duke Evans of the Dallas poster company of that name was high man on western dress. Runners up were Harold Robb, local circuit exhibitor, and Eph Charninsky, ditto from San Antonio. Duke and Eph affected Mexican habiliment; Harold was an out-and-out Indian. Buddy Harris, exhibitor from Celina and Midlothian, in the Lone Star State, and a rare specimen of the *genus homo pondorosa,* was another startling Pancho Villa, but Buddy has won so many prizes with his *gauche gaucho* get-up that he virtually stepped down in favor of his confreres.

Dallas newspapers played up attending big shots. They apparently forgot unassuming Roy Martin, Columbus, Ga., showman, who ran a shoestring into a 90*-theatre operation . . . The roster is too long to mention all . . . Outstanding in this reviewer's mental notes, however, is the hard work put in by Lloyd Rust and B. C. (Hoot) Gibson, indefatigables, and this doesn't detract from the prodigious effort put forth by Big Boss Bob O'Donnell and his many cohorts . . . Dallas affair biggest to date, barkers and lesser satellites agreed.*

Homer Mulkey, Clarendon, Tex., showman, on hand early for the big doin's . . . Shoemaker, et al., missed the usual weekly hearts session; too much doing at Tent 17 headquarters . . . Speaking of pasteboards that were invented for a crazy monarch, one exhibitor lost a cool 5 c's at a poker session the first night of the confab . . . After 25 years, this reviewer renewed friendship with Charley Casanave of National Screen. Much water over the dam in that quarter century . . . Pistols popped in hotel lobbies, on the streets or what have you? All good, clean fun that some 300,000 Dallasites enjoyed thoroughly . . . Ben Shlyen shaking hands with Gideon Howell. They hadn't met for years . . . Weather was perfect for the confab.

Even the poster clerks were pressed into service on convention details. Thousands of photos were snapped. Movie stars mobbed by autograph-seeking public . . . John Rosenfield, Dallas News *critic, moved to superlatives for one of the few times in his hard-boiled career. John opined that the Dallas set-up made it too hard for any other one city to seek the* 1941 *meeting. (As it now stands, however, Atlantic City will be the setting, with Pittsburgh and a few other cities as joint hosts) . . . Texans gathered from far and near. From the lower Valley to Dalhart, they were here in droves.*

Western garb affected by 90 per cent of attendants. Those who didn't bring boots and spurs, sombreros or flaming 'kerchiefs, purchased the needed articles at The Adolphus, headquarters. One New York bigwig spent 40 clams on a pair of boots alone . . . Leslie Wilkes and the Missus, with Bill Finch partnering, did a lively business in belts, guns, holsters and the like . . . George Dembow, reminded, says: "Won't they ever forget that Atlanta fracas?" . . . Ed Kuykendall and Col. H. A. Cole, presidents, respectively, of the rival MPTOA-Allied camps, exchanging friendly greetings . . . H. A. (Windy) Daniels and his charming wife, from down Crystal City way, beaming about too many friends . . . Literally thousands of dollars were poured into the Variety coin machines, but it was all in the name of sweet, sweet charity.

Duke Evans and aides collected 15 *grand or more for Variety in that elaborate program . . .* BOXOFFICE'S *extra on postponement of the government suit attracted wide attention . . . Bob Smith, big shot Valley independent, and Bill Chesher, Littlefield movie mogul, on hand early and late. Their spots are 'way over* 1,000 *miles apart, but both operate in Texas. Yes, it's a rather large state . . . An enterprising conventioneer promoted a private elevator for that trick mule, who hoofed it directly into Tent* 17 *headquarters. (A gag missed fire. The burro was to have been introduced to Kuykendall as an Allied director, and to Cole as an MPTOA ditto) . . . Drugstores had a run on headache tablets. There was plenty of sarsaparilla and ginger beer on hand, from all reports.*

Johnny Long, south Texas circuit operator, breezed in from Bay City . . . Mart Cole, a ditto, also very much in evidence . . . Sidney Lust from Washington-way shaking hands a-plenty . . . Ditto for George and Sam Dembow . . . Ted Lewis, sprightly independent exhibitor from Texarkana, another glad-hander . . . And the fun's not over. As this is written, men of Monogram are meeting at The White-Plaza; another convention for Dallas, favored city of the southwest!

Oklahoma Variety Club Gets Charter June 3

OKLAHOMA CITY—Tent No. 22 here, of Variety Clubs of America, will be formally presented with its charter June 3 in ritual ceremonies performed by national chief barker, John Harris. L. C. Griffith is chief barker of No. 22 which is the newest club to organize.

Many from the Oklahoma club were down in Dallas for the three days of conventioneering.

The Guests Were Recorded in Gold

Dallas—A real feature in connection with the Variety banquet, was the voluminous souvenir program executed by Duke Evans and Ray Beall and produced by Evans Printing & Poster Co., with Rupard Evans supervising the mechanics.

It contained several thousand dollars worth of advertising. Contents were in color and the volume was bound in a leather cover on which the name of each guest was printed in gold.

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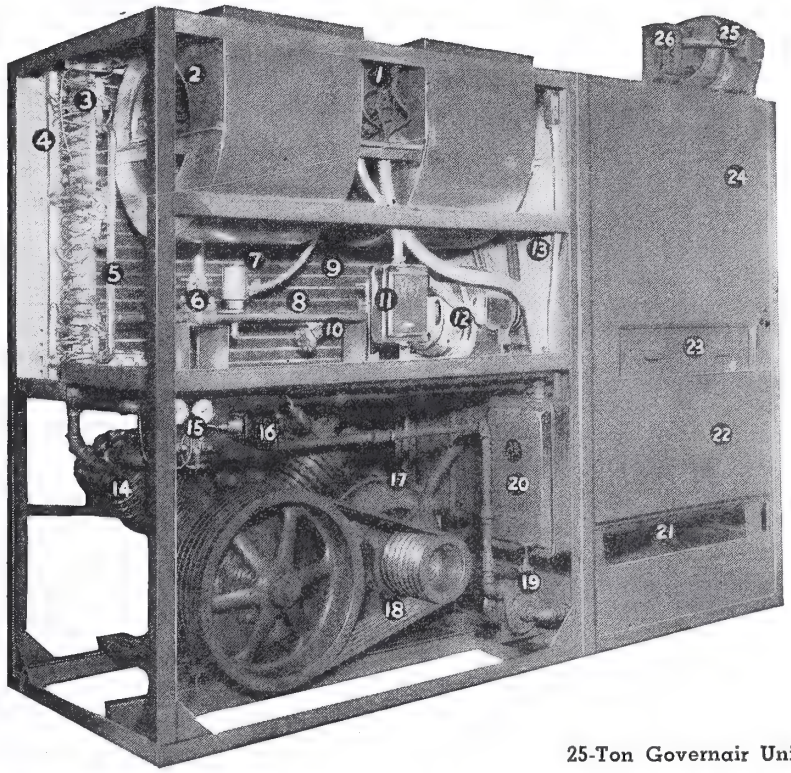
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18. Heavy multi vee belt drive
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25. Condenser blower motor
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Gov't Must Prepare Its Case by May 25

NASHVILLE—Federal Judge Elmer Davis has given government attorneys until May 25 to prepare for hearing of the anti-trust suit against Crescent Amusement Co. Defendants recently were granted their petition requesting that the government furnish a bill of particulars on allegations involved in the action.

Let Contract for New Houston "Drive-In"

HOUSTON—Contract has been let to W. D. Peck & Co., general contractors, and work is under way for a Drive-In theatre to be operated by C. A. Richter, Nick and Pete Katsaris, Leon Newman and F. W. Kosar. The project consists of 15 acres hard surfaced ground with accommodations for about 475 cars.

First and second-run pictures will be shown and it will be known as the Texas Drive-In. Admission will be by person rather than by car.

Rewards Criticism With Free Tickets

CORPUS CHRISTI—The Texas Drive-In Theatre is offering free tickets for criticism. According to a newspaper publicity story, anyone writing a letter to theatre giving constructive criticism as to its operation will receive a free ticket.

Teeter Will Build 900 Seat Unit in Houston

HOUSTON—Contract has been let for construction of a downtown theatre here to be operated by T. C. Teeter. House will be erected at a cost of $22,000 on property purchased for $25,000 on the 200 block of Main St. and will seat about 900. Teeter is operator of the Joy, a double-feature burlesque house on lower Main St.

Mexican Star Visits

CORPUS CHRISTI — Pedro Armendariz, Mexican film actor, recently visited here for four days.

NEWS BRIEFS

ALABAMA

ABBEVILLE—L. R. LeBlanc is the new manager of the Rex.

LANETT—New sound has been installed in the Lanett.

FLORIDA

MIAMI—V. L. Harris is rebuilding the fire-damaged Seminole.

PAHOKEE—Bids for a new Prince Theatre here are being considered.

TALLAHASSEE—Construction on a new Sparks house here will start shortly after May 1, declares B. B. Garner, general manager of operations for the chain. The house will seat 1,000.

GEORGIA

ALBANY—The redecorated Liberty has been opened.

Texas Film Co. Moves to Larger Dallas Quarters

DALLAS—Texas Film Co., of which Pat Garyn is president and general manager, has moved into new and larger quarters in the Film Building, 302½ S. Harwood. While the Dallas exchange is headquarters, the company also operates in Memphis, Oklahoma City and New Orleans.



PAT GARYN

In the charter of Texas Film Co. are included three other companies, namely, Champion Pictures and Great Western Pictures, which release films, and Garynteed Attractions, which distributes box-office stimulators.

Garyn only recently organized his company. He was formerly an executive with National Screen Service.

Johnston's Father Dies

DALLAS—As the Monogram national convention came to a close here Monday, President W. Ray Johnston received a message saying his father had died at his home in Waterloo, Ia. The Monogram president left immediately by plane to attend the funeral services.

ATLANTA—The new Palace Theatre which will be built here will seat 1,200.

BUTLER—E. E. Shealy is manager of the newly opened Reynolds here.

DECATUR—Work has been started on a new theatre, to seat 750, for Mion & Murray, Atlanta operators.

EAST POINT—J. A. Ragsdale will build a new house here, which will be leased to a Lucas & Jenkins subsidiary.

GAINESVILLE—The possibility of a new theatre for this city is seen in the recent leasing of three buildings by Lucas & Jenkins, who at present operate two houses here

MCDONOUGH—New seats have been installed in the theatre here.

SAVANNAH—Permission to remodel a building for a colored theatre has been granted to W. B. Braswell.

WEST END—Douglas Avery is the new manager of the L&J house here.

WOODBURY—M. E. Maddox is the manager of the newly opened Woodbury.

LOUISIANA

NEW ORLEANS—Modern Theatres, Inc., plan an open air theatre here.

NORTH CAROLINA

AHOSKIE—Howell Theatres chain has acquired a site for a new house here.

KANNAPOLIS—Pending delivery of steel, the new 629-seat house being erected here by the Towel City Theatres, Inc., has been held up. It is expected to open by June 1.

LAKE LURE—J. W. Griffin of Forest City has started construction of a 350-seat house.

RALEIGH—A WPA allotment, that will make possible the completion of the Little Theatre development here, has been approved.

WILMINGTON—Site has been cleared for a new theatre that George W. Bailey, head of the Wilmington Theatres, Inc., will build here.

SOUTH CAROLINA

CHESTER—Fred Powell is building his third theatre here.

CONWAY—The safe of the Carolina here recently was rifled of $700.

MYRTLE BEACH—This resort is awaiting the convention of the North and South Carolina Theatre Owners which will be held here June 9-11.

TIMMONSVILLE—F. A. Greene has purchased a site for a two-story theatre.

WAHALLA—A. C. Phillips has installed a new sound system in his Strand.

TENNESSEE

JACKSON—J. R. MacEachron, manager of the two Malco theatres here, is the winner of a medal for outstanding exploitation, awarded by a trade paper.

MCKENZIE—Roy Johnson observed the first anniversary of his appointment as manager of the McKenzie Theatre here. The operators, Rockwood Amusement Co., are reportedly planning a new house in McKenzie.

MCMINNVILLE—An air conditioning plant is being installed in the Park here.

MEMPHIS—Fred Ford, manager of the Malco Palace here the past five years, has joined RKO as publicity director for the Memphis and New Orleans territory.

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POPCORN

Dixie Doin's

By "AL" HENDERSON

JOE SCHMIDT, managing Roy Martin's Ritz at Valdosta, Ga., is to be married in the near future to Clara Hodnette of Atmore, Ala., where Joe was stationed before he was transferred to Valdosta. Best wishes, Joe.

Spent a pleasant, if short, visit with R. A. Wooley, who acts as supervisor of McLendon's three houses in southwest Alabama. He looks after the Rex at Bay Minette, the Fairhope at Fairhope, which is managed by Eddie Tomblin, and the Foley at Foley, managed by Gene Gohlson. The Fairhope is being redecorated, and the Foley is being given a face lifting.

Visited Ricardo Montiel at the Saenger in Mobile and listened to him tell about the new granddaughter. Walked around to the Crown to say hello to an old friend in the person of Irvin Ward Stienman, who came to Mobile from Baton Rouge.

Clayton Hauschild, who manages the Anderson at Gulfport, Miss., for Saenger, is doing a column for a weekly paper, the *Dixie Guide,* known as "Theatre Chatter."

W. J. Ray, owner of the Ritz at Greenville, Ala., celebrated the closing of the hunting season by knocking off a 21-pound wild turkey. That's what I call putting meat on the table.

Hayward Hanna of the Pix at Evergreen, Ala., was busy preparing for his annual anniversary week during which he has special entertainment and prizes for his patrons. Got a bid from him to a Rotary luncheon, but couldn't accept. Was grateful nonetheless, Hanna.

Ernest Outlaw of the Ritz at Brewton, Ala., is a pretty busy guy these days. He is president of the local Lions and has a finger in most of the enterprises that affect the well being of his town. He is really a hardworking fellow.

Howard Shedd of the Strand at Atmore, Ala., has in his employ the only non-professional girl football player in existence in the person of Miss Luverne Wise.

Sammie Jackson, who owns and operates the Jackson at Flomaton, Ala., is remodeling and repainting his theatre. He also reports that business is picking up in his section.

T. M. Baggett and son Max, in addition to operating the Camden at Camden, Ala., run the town's power plant. So if they don't come to the show, he is in a position to cut off their radios.

A. L. Morgan of Georgiana, Ala., is another busy fellow. In addition to managing the Ga-Ana there, he helms the Ritz at Brantley, Ala. Had the pleasure of meeting Mrs. Morgan and the young son.

Bought some gas from an old friend at Selma, Ala., in the person of Claude Jacks, who formerly managed the Wilby for Alabama Theatres.

Took a peek at J. E. Williams' new theatre at Linden, Ala., which he recently constructed. It seats 300 down and 150 in the balcony. The house is called the Dianne and is named for his 21-month-old daughter. Her picture is carried on the front of his programs. He is also the local agent for the railroad.

D. R. Reagan, who operates Selma's colored theatre, after operating three days a week for the past few months, will go to full time operation.

J. A. Hooks, the younger of the Hooks brothers who operate several theatres in east Alabama, reports new equipment has been installed at their Sumter, York, Ala.

Roger Butler, who manages the Wilby at Selma, Ala., informs that Jimmy Pepper of the State, Kingsport, Tenn., and Julian Welsh, Bonnie Kate, Elizabethton, Tenn., will visit their folks at Selma.

Seen around were Archie Dainwood of the Marengo at Demopolis, Ala., and W. C. McCurdy, who owns the Santa Rosa at Jay, Fla.

Drove up to see Bill Hendrix at Monroeville, Ala., the other night but found he had gone to Atlanta to buy an automobile. Was entertained by his sister, Dot, who told me they were installing a new screen and had just completed a new modernistic front and marquee.

A Censor Board Bill Up in Mississippi

JACKSON, MISS.—A bill has been introduced in the Mississippi legislature to establish a state board of film censors.

The board, appointed by the governor, would pass on all pictures to be shown in the state, or accept the rating of the Congress of Censor Boards. It would have authority to license or ban pictures. Violations of the board's rulings would be punishable by fines of $25 to $300 for first offenses and $300 to $500 for each additional offense.

Also on the calendar was a bill to levy a special $100 per day tax on picture shows on cash awards or similar occasions when prizes were offered—whether anybody won the prize or not.

Atlanta Paramount Cuts Night Price 10 Cents

ATLANTA—Lucas & Jenkins has effected a slight revision in the Paramount admission scale and is contemplating realignment of the opening days for the Capitol's stage shows. The Atlanta scale has been dropped from a top of 40 cents to 30 cents at night. The house, at third run, had been charging the same as Loew's Grand, but had been experiencing difficulty in respect to availability of product.

If it is possible to reach an agreement with booking agencies over the routing of shows, the Capitol will open new stage shows Fridays for three days. The arrangement is viewed as being more desirable than the present three-day booking that begins Sundays.

Reins to Boris Ingster

HOLLYWOOD — Boris Ingster will direct RKO's "Stranger on the Third Floor" from a script by Frank Partos.

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SANTONE

DURING the recent engagement of the "Stars Over Broadway" stageshow company at the Majestic, the cast was treated to a party at the Mayan Dude Ranch in Bandera. Wade Scott, manager of the swellest ranch in the southwest, and his wife Frieda, hosted the troupe . . . Count Berni Vici, manager of the same unit show, threw a dinner party for the theatrical folks of Santone, with Mr. and Mrs. Johnny Floore as honor guests.

Plunkett's All White Minstrel Show played a two day engagement under canvas at Lion's Field on Broadway here under auspices of the American Legion . . . Billy Brown is back on deck at the Texas after a winning battle with the "flu" and nervous exhaustion . . . New principals at the Joy are Jessie Mae and "Bozo" St. Clair, who hail from Houston.

Elmer R. Seffel of San Antonio recently took over the managerial reins of the Aztec and Rio at Edinburg. Dr. L. J. Montague, owner of these two border town theatres, was a recent show shopper at the Azteca Film office here . . . Donald Davis, Hollywood writer, was among the visitors to the Alamo City.

The Avon, Poteet, is still open and doing business, contrary to an erroneous report in a recent issue of BOXOFFICE *that the house had been closed, changed hands, reopened and changed its name . . . Mr. and Mrs. Noah Berry jr., the newlyweds, stopped here last week en route back from a honeymoon in Mexico City to their home in Van Nuys, Cal.*

Jay Ralston played host to several of the local press boys with a dinner party at his home. Attending the party were Sterling Rohde, *Express-News*, and Gladys Eckhardt; Alfred Rodriguez, freelance writer; Douglas Largen jr., trade paper writer, and Lester Ketner, BOXOFFICE's south Texas correspondent.

G. A. Cole Sells Out in Fort Stockton to OK

DALLAS—G. A. Cole, former operator of the Cole at Fort Stockton and who has been on the Row for the past few days, reports he has sold the Cole Building to OK Theatres (Oskar Korn circuit) and that he will move the equipment to an as yet unknown location. OK operates the Grant in Fort Stockton.

Cole's wife died recently following a long illness.

Texas Aggies Up Film Demands

College Station, Tex.—The some 6,000 students of Texas A&M College here who three weeks ago began an active campaign to obtain films day-and-date with Bryan, five miles away, are now demanding film product "without availability restrictions whatever."

Meanwhile, Aggie spokesmen insist the entire student body will continue to boycott Bryan theatres until their demands are met by distributors. Considerable sentiment for the students is reported crystallizing in Bryan, particularly among the merchants who profit from them.

M. S. White Captures Burglar at His Home

FORT WORTH—M. S. White, owner of the new White Theatre here, captured a burgler who was making away with several of his suits. Arriving at home late from the show, White saw a man entering a window and gave him time to get well in the house. He borrowed a neighbor's shotgun and went in after the intruder, who was marched down under a corner arc light. The wagon was called and police took a gun off the prowler.

R&R Chain Buys a Site For Unit in Crockett

DALLAS—Don C. Douglas of the R&R circuit says the company has purchased from the city of Crockett the lot on which the Auditorium stood, and that a theatre would soon be constructed on the property. The Auditorium burned to the ground a few days ago. The Crockett theatres are owned jointly by Mrs. E. J. Callahan and R&R.

Rites Are Held in Austin For Harold M. Lissner

AUSTIN—Harold M. Lissner, 32, former manager of the Paramount, was buried here Sunday following an automobile accident near Sissleville, Ky.

Free T. U. Films

AUSTIN—Summer recreation plans for the University of Texas summer school will include free outdoor pictures in the Open Air Theatre on the campus.

AUSTIN

THETA SIGMA PHI, honorary journalism fraternity for women, sponsored a two-day showing of "Destry Rides Again" at the Varsity . . . Mary Katherine Barton, Capitol cashier, returned from her vacation.

They still come back: "The Affairs of Cellini" and "Holiday" played the Texas . . . "My Man Godfrey" returned to the Varsity.

James Browne is the new relief doorman at the Texas . . . The Paramount midnight show feature Saturday was "Primrose Path."

Revival week at the Capitol got off to a smashy start with "Goodbye, Mr. Chips." Other films to follow for one day each are "Dark Victory," "Pygmalion," "Mr. Smith Goes to Washington," "Juarez," "The Women" and "The Wizard of Oz."

Dorothy Warren, Interstate switchboard operator, is being visited by her mother from Washington, D. C. . . . The local theatre mob tossed another one of those parties the other night at which (quote) a good time was had by all (unquote).

One of the features of Scarbrough's Department Store "Texas Week Sale" was the free showing of a 1913 silent melodrama and a 1910 newsreel.

Francis Vickers, skipper of the Austin, de luxe South Austin house, is featuring a half-hour of amateur stage acts every Saturday afternoon preceding the regular kiddie show.

TENNESSEE

JESSE LASKY, producer, accompanied by two screen writers, is in Nashville working on the script of "The Life of Sergeant York," to be produced by Warner Bros. Lasky states "The Hermitage," home of Andrew Jackson, near Nashville, will probably be used as the background for a scene in the picture. Pall Mall and the nearby towns of Crossville and Jamestown will be visited by the producer and writers to obtain first-hand data on the life of Sergt. Alvin York.

Wilfred Bonds of Newbern has succeeded Marion Ragland as manager of the Halls, Halls. Ragland, after a temporary stay in Halls, has returned to his post in Covington . . . Tony Sudekum, president of the Crescent Amusement Co., which operates the Capitol, Paris, now being remodeled and refurnished, has given the old seats of the theatre to Henry county to be used in the courtroom. Hal Laurance, Capitol manager, supervised the transfer of the seats to the courthouse.

Managers of five Knoxville theatres are lending helpful cooperation to city officials in a safety drive by showing an M-G-M short, "Drunk Driving" . . . The Riveria, Knoxville, promoted "A Child Is Born" with a baby contest. First prize was $30 cash. Local merchants provided other prizes.

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DALLAS

GENE LACY, manager of the Drive-In Theatre near Corpus Christi, was in town negotiating for product there and for Houston where his company has a second such project under construction.

A. Jules Benedic, speed merchant, who in the teens wrote a trade paper column under the moniker, "A Jay Bee," one time film salesman and formerly connected with BOXOFFICE, *is now making a wide territory scouring for news and offering exhibitors a direct opportunity to pass in their subscription renewals. For the moment Benedic is around and about the Houston territory.*

Attention Don Douglas and all others interested. When in and around the Adolphus Hotel you can now purchase your favorite brand of cigar, sayeth "Florine," former Filmrowite who dispenses smokes at the cigar stand in that guest house. Florine used to handle the money in Filmrow's one time leading restaurant, now she greets film people on their way to the Variety Club.

Frank Benson, partner in and manager of the theatres at Bowie, was along the Row with J. B. Stout, house manager of two shows in Nocona. Both are connected with the Lutzer Bros. circuit. Incidentally, Frank did buy that monkey we spoke about recently. The animal works the Bowie lobbies every now and then.

H. Ford Taylor, Ritz, at Ballinger, was here Tuesday shaking hands with many friends. He said the grain crop out his way is good, that other conditions are good, which put him in line to buy and book pictures. Over a period of a few years Taylor operated theatres in many Texas situations, but when he went in Ballinger about three years ago he said that was his last move.

W. A. (Andy) Mauldin, who still lives at Lubbock although he forsook show business for his first love, furniture, was along the Row Tuesday . . . Two busy people were Sam Hyman and Al Johnson, of the Jackson at Jacksonville, lining up product through May. Hyman built the fine Jackson building and Johnson is the manager.

R. A. Gill, Cartex at Carthage, was here checking up on dates and looking over a few items of equipment . . . C. J. Otts, who owns the Palace at Royse City, set in a month's booking Monday.

R. W. Simpson, partner in the Palace at Paducah and other theatres, and an ardent fisherman, will soon try out the lakes in Minnesota, on a double bill trip. First he gets a physical checkup at Mayo's and then goes after exclusive brands of fish.

The new building for Herber Bros., next to Paramount, is completed and the big job of moving is within a few days.

Col. H. A. Cole, national Allied prexy, returned to Dallas Wednesday after a quick trip to Washington.

During the convention, Gracie Allen, while escorted though the lobby of the Adolphus, walked up to a poster which screamed Garner for president. She tarried long enough to say to the poster, "One of us has got to move on."

O. C. Easter, former owner of the Peak here which he sold a few years ago to P. G. Cameron, visited the Row the other day. He hails from Corpus now and is engaged in real estate on his own. He renewed his BOXOFFICE *for a year just to keep in touch.*

R. I. (Rip) Condron, who recently sold his theatre at Forney, went down into the Valley this week where he hopes to open a new theatre situation soon.

Clinton Bailey, who reopened the Cona at Nacona recently, dropped by Monday to start his subscription to BOXOFFICE.

Southern Showmen Order New Photophone Sound

DALLAS—RCA Photophone sound is being installed by the following exhibitors in the southern area:

H. E. Werner, Queen, Trinity, Tex.; J. T. Douglas, Carolina, Allendale, S. C.; Charles K. Woolner, who has acquired a site in New Orleans for a new drive-in theatre; Lauve-Bodin Amusement Co., Teche, Franklin, La.; Francis E. Martin, for the new 800-seater he is building in Vicksburg, Miss., and F. C. and S. P. Stough, brothers who operate the Davidson, Davidson, N. C.

More Dime Shows

AUSTIN—Ten-cent picture shows in the Texas University Building, student activity center on the University of Texas campus, will be continued following the large attendance at the tee-off show.

NEW ORLEANS

MISS JERRY BARRON, stenographer at Rex Poster Exchange, will be married to Norman Bridges of Arkansas on May 13 . . . Visitors to the Row were Mrs. Harry Bye, Robertsdale, Robertsdale, Ala.; Mrs. E. M. Clinton, Monticello, Monticello, La.; A. L. Royal, who will open the New Royal, Gulfport, Miss.; W. L. Mosley, who will open the New Ritz at Ponchatoula, La., June 1; Fred McLendon, circuit operator; A. J. and Mrs. Langlois, accompanied by their daughter, grandson and son-in-law, A. M. Randall, who operates the Fern in Woodville.

The New Orleans Better Films group celebrated its 10th anniversary by hosting the Young Reviewers at the Hotel Roosevelt. Mrs. P. L. Williams is president . . . The Strand here is featuring ten consecutive midnight shows in addition to an all-day "grind" . . . The Circle is now trying vaudeville.

Peggy Fenno, Little Theatre member, is back from Hollywood . . . Physical effects of defunct Grand National are being removed and shipped to New York . . . Its first Italian talking picture drew heavily at the Gaiety, which is in the heart of the local Italian colony . . . New Orleans' own June Preisser will be seen in Metro's "Strike Up the Band."

Clarence M. Dalton is head of the Algiers Little Theatre movement . . . The fourth annual children's ball will be held May 4 at Jerusalem Temple by the New Orleans Better Films group. Proceeds will go to finance the Children's Theatre in the Public Library auditorium where free shows are held Saturday afternoons. Mrs. Frank E. Bourgeois is chairman of the arrangement committee . . . A fire originating in the Bijou at Erath, La., caused a property loss of $30,000. *Five buildings were burned to the ground, including the theatre, which was owned by Milton Guidry.*

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210 SOUTH HARWOOD DALLAS, TEXAS

MEMPHIS

EXHIBITORS seen along the Row this past week: Dwight Blizzard, State, Okolona, Miss.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; R. L. Osborne, Harlem, Belzoni, Miss.; W. A. Rush, Houston, Houston, Miss.; W. S. (Shine) Tyson, Grand, Water Valley, Miss.; L. F. Haven sr. and jr., Imperial Theatres, Inc.; W. R. Tutt, Savoy, Tunica, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; K. H. Kinney, Hays, Hughes, Ark.; W. T. Ellis, Munford, Munford, Tenn.; Norman Fair, Fair, Somerville, Tenn.; C. N. Eudy, Ackerman, Ackerman, Miss.; Gordon Lee Hutchin, Corning, Corning, Ark.; Bob Martin, Bells, Bells, Tenn.; R. H. Taylor, Grand, Truman, Ark.; Paul Schaffer, Star, Marked Tree, Ark.; "Slim" Brewer, Savoy, Clarksdale, Miss.; Mrs. J. C. Noble, Temple and Rex, Leland, Miss.

And W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn; Otis Taylor, Uptown, Dresden, Tenn.; Ned Greene, Legion, Mayfield, Ky.; G. H. Goff, Ritz, Bruceton and Rustic, Parsons, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; Charles Collier, Globe, Shaw, Miss.; Jack Watson, Palace, Tunica, Miss.; Walter Parham, Holly, Holly Springs, Miss.; John Shannon, Maxon, Portageville, Mo.; Burris and Henly Smith, Imperial, Pocahontas, Ark.; George Hale and C. H. Collier, Globe, Drew, Miss.; J. M. Mounger, City, Calhoun City, Miss.; J. W. Wofford, Eupora, Eupora, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; J. F. Bruce, Bruce, Miss.; Orris Collins, Capitol, Paragould, Ark.

M. L. Simon, editor of Loew's house organ, spent several days here seeing old friends and acquaintances. Simon was booker and office manager in the local Metro office for many years . . . E. A. Patton of the Roxy, Huntington, Ark., was on the Row getting ready to open his New Theatre at Mansfield, Ark. His grand opening is scheduled for May 1. The house will seat approximately 350. Patton was formerly with Hoyt Kirkpatrick in Ft. Smith, Ark. . . . Al Moore, salesman for Vitagraph, has been confined to his home for the past ten days with a sprained ankle . . . Charles Collier of the Globe, Drew, Miss., and R. L. Osborne of the Harlem, Belzoni, have returned from a vacation in New Orleans and the gulf coast . . . Ralph and Bailey Prichard of Peerless Advertising Co. have returned from a business trip to Atlanta.

Due to continuous rains, Bernard Woolner is postponing opening of his new Drive-In here one week . . . Mrs. O. F. Street, who for many years operated the Dixie at Riplay, Miss., prior to selling out to G. W. Haynes, was on the Row.



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SETOA President Seeks Seat in Florida House

JACKSONVILLE—M. C. Moore, SETOA president and operator of the Riverside Theatre, has issued his formal announcement that he is a candidate for representative from Duval county in the 1941 house of representatives from Group 2.

He is a World War veteran and has served as a member of the district welfare board of Duval county, which has charge of administering old age assistance.

Roy Rowe Unopposed as North Carolina Senator

BURGAW, N. C.—Roy Rowe, head of the Rowe Amusement Co. here, is unopposed as state senator for the next North Carolina legislature from his district. He served as senator during the 1937 regular session and the two special sessions that year.

P. A. by Bobby Clark

DALLAS—Bobby Clark, 14-year-old champion trick roper who has appeared in a number of pictures, was here with his managers working out arrangements for personal appearances between pictures. In a year and one month he has appeared in five films, co-starred in three and starred in the last, "Sagebrush Family Trail." His first p. a. was at Roy Fuller's Texas at Cleburne. Bobby was born in Talihina, Okla.

Produces "Mystery Ship"

HOLLYWOOD—Eugene Zukor will produce "Mystery Ship" for Paramount from a script by Agnes Christine Johnston.

Jackson Operating Strand

ALEXANDER CITY, ALA.—Mack Jackson is now operating his new Strand here.

CHARLOTTE

R P. ROSSER is opening the Clinton at Clinton, May 1. It has been refurnished by National Theatre Supply Co.

J. W. Griffin will operate a new house, not yet named, at Chimney Rock . . . Oscar S. Oldknow, district manager for National Theatre Supply, was a visitor in Charlotte.

Mrs. Howard Marx has joined her husband, Howard Marx, who came here from Los Angeles recently to manage the local office of National Theatre Supply. Mrs. Marx was accompanied by her son.

Miss Virginia Corbin Drummond was wedded last week to Jack Burnette Sims, who is with Republic here.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
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BIRMINGHAM, ALA.

ATLANTA

CHARLES SUMNER, formerly with National Screen Service, is the new booker at Universal . . . Report that the Palace, Leesburg, Fla., was damaged by fire which started in the booth . . . O. C. Lam, Col. Thomas E. Orr, A. C. Bromberg and Hugh Manning are in Hot Springs.

Filmrow visitors: Lucille Cobb, Roxy, Fayette, Ala.; E. J. Hunter, Colquitt, Colquitt, Ga.; Ed Beach, Silvertown, Thomaston, Ga.; R. D. Page, Maury, Mt. Pleasant, Tenn.; Otis Gaston, Rose, Forsyth, Ga.; Mr. and Mrs. Fred Weis, Savannah, Savannah, Ga.; Luke Stein, Jacksonville, Fla.; Roth Hook, Hook Theatres, Aliceville, Ala.; Blanton Warren, Mayo, Mayo, Fla.; J. F. Camp, Ritz, Barnesville, Ga.; G. C. Partee, Allen, Buford, Ga.; J. L. Shields, city manager for L&J in Columbus, Ga.; Mary Hayes Davis, LaBelle, LaBelle, Fla.; Clair Hilgers, Clair, Albany, Ga.; John Gaither, Heflin, Heflin, Ala.; and H. J. Woodward, Strand, Winder, Ga.

Sam Berry of Southland Theatre Equipment Co. has a bad cold . . . F. L. Alig jr. of the Beach, St. Petersburg, Fla., spent several days in town booking . . . W. W. Anderson, branch manager here for Columbia, flew back to Atlanta after attending the Variety convention in Dallas . . . Frank Folger, Paramount booker, is enjoying his vacation at home by resting up.

E. L. Moore has returned from a flying trip to south Georgia after closing several deals for Southland Theatre Equipment Co. . . . Joe Garfunkel, Peoples Theatres, Nassau, Bahamas, was in town looking over the theatre equipment mart . . . Hudson Edwards of the Lucas, Savannah, Ga., stopped over for a day on his way home from the Variety convention . . . J. H. Persse, Heywood-Wakefield representative, also in town for several days after attending the convention in Dallas.

Homer Clark, assistant shipping clerk at Columbia, has resigned to accept a job with HOLC . . . Mr. and Mrs. B. E. Gore of the Broadway, Tampa, Fla., were visitors for the first time this year . . . Jack Jackson, Independent Film Exchange, Toledo, Ohio, stopped over for a few days on his way back home from Florida . . . J. U. McCormick, Amity Exchange, is on a business trip in Tennessee.

Word comes from New York that Harry M. Williams, for many years in Tennessee and Florida for Universal, is destitute and in a serious condition in the Meadowbrook Hospital, Hempstead, Long Island, New York. Friends who would like to get in touch with Harry can reach him in care of the Hospital.

Rader Stewart of the Carroll, Carrollton, Ga., was in town for the first time in many weeks . . . A. C. Cowles, well known on Filmrow, is now a salesman for National Screen Service. He will cover Alabama and Tennessee . . . E. B. Kantor, Bach Theatres, after returning to the job for several days, was again bedded by his recent illness . . . The new arrival at the home of Mr. and Mrs. John Thompson (he is manager of the DeKalb in Decatur, Ga.), is a boy, weighing 6½ pounds.

Leniency on Juvenile Admissions Grows

MONTREAL—The motion picture industry in the province of Quebec is rejoicing over the gradual fulfilment of its expectations in regard to a more lenient attitude towards the admission of children to theatres. For over ten years, youngsters under sixteen have been banned from the theatres. The measure was passed following the fire in the Laurier Palace here in which 76 children lost their lives. The measure was supposed to be for the protection of their lives and limbs, but under the late Union-Nationale government headed by Premier Maurice Duplessis, the physical side was subordinated to the moral, and children were excluded from all theatres on the ground that the pictures shown would injure their morals. The Roman Catholic clergy fought strongly for the retention of the ban which is still in existence, although being modified.

Under the regime of Premier Duplessis children who were able to attend the Palace in Montreal were permitted to see "Snow White and the Seven Dwarfs," but when other theatres concluded that they also were permitted to admit children to see "Snow White" they found that the concession applied only to the one house, and that smaller theatres who admitted children were promptly prosecuted and heavily fined.

Advent of the Liberal government headed by Premier Adelard Godbout witnessed a more tolerant attitude on the part of provincial officialdom. Although the juvenile exclusion law still is on the statute books, children have been permitted to attend showings of "Gulliver's Travels," "Pinocchio" and "Young Tom Edison," the last-named now running at Loew's. Still more beneficial to the industry is the fact that not only the first-run Montreal theatre, but all theatres in the province have been permitted to show these pictures to children if they could obtain them, always provided that suitable secondary or supporting films were used.

Trend of Employment Is Watched by Theatremen

OTTAWA—Theatre operators are watching with interest the trend of employment and manufacturing operations in the Dominion because of the effect that industrial developments will have upon patronage. War conditions and munition contracts are having a direct bearing upon the situation, of course.

According to government figures, marked improvement in employment was recorded in the first two months of 1940, the number of direct relief recipients throughout the country showing a decline of 264,528 or 27.1 per cent as compared with the previous year. The number of unemployed wage-earners at the end of February was 387,000, a decline of 104,000 from the total of 491,000 on the corresponding date of 1939. Manufacturing plants showed acceleration in operations for the 1940 period, the index rising 30 per cent to 140.5.



At the 20th-Fox Convention—

This luncheon group of Canadians snapped at the 20th Century-Fox convention in Chicago last week comprises, left to right: James Patterson, Vancouver manager; J. H. Huber, Winnipeg manager, and Charles Huber, Winnipeg salesman.

Dominion Gains 27 Theatres in 1939

TORONTO—A preliminary report on theatres in the Dominion shows the number of houses in operation at the end of 1939 was 1,251, as compared with 1,224 at the close of 1938, this being a net increase of 27.

Practically the entire increase was the result of openings of new theatres, a relatively large number of which were constructed during the first six months of 1939. With the declaration of war in September, the building race came to an abrupt close with rival interests calling a halt to construction enthusiasm although various theatres continue to open in smaller centers, particularly in Ontario.

Famous Players recently completed the Palace at Guelph, Ont., and the chain is engaged in the erection of the new Seneca at Niagara Falls, but construction plans by the circuit are largely restricted to the modernization of older units. Incidentally, the operation of the Palace at Guelph has been disrupted by a disagreement with the operators' union.

The Century, a suburban house of the B&F circuit in Toronto, a subsidiary of Famous Players, has been reopened after extensive alterations and improvements including a new front and remodeled lobby. The College, a Famous Players unit in Toronto, was also reopened recently after remodeling and the installation of new seats.

Tax Extensions May Cover Wider Commodity Range

TORONTO—An extension of the eight per cent sales tax and the special excise tax of three per cent to cover a greater range of Canadian-made commodities and imports is anticipated at the session of the new Canadian Parliament which opens May 16.

There is a belief the special levies will be applied to films imported from the United Kingdom which now enjoys exemption and also on various advertising accessories and supplies. This move, among others, is expected to be taken by the government in order to secure additional revenue for war purposes.

Two Meetings for F-P Canadian Managers

TORONTO—Announcement has been made by Famous Players Canadian Corp. that two annual managers' conferences will be held this summer in place of the national convention such as was held last July at Niagara Falls, Ont.

The conference for western Canada is scheduled to be held during the three days commencing Tuesday, July 30, at Jasper, Alberta, which is in the heart of the Canadian Rockies. This meeting will be attended by the managers in the districts supervised by E. A. Zorn of Winnipeg and Calgary and by L. I. Bearg of Vancouver.

Head office officials who are to attend the western conference include President N. L. Nathanson, Vice-President J. J. Fitzgibbons, Comptroller R. W. Bolstad and B. Geldsaler, supervisor of the booking department.

The eastern convention is scheduled to open two weeks later for three days, August 12-14, with a full turnout of theatre representatives from Ontario, Quebec and the Maritime Provinces. The locale of the eastern meeting has not been announced but there are suggestions that the gathering be held in Toronto or in the Muskoka Lake district.

A reorganization has taken place in the territory allotted to district managers in the Province of Ontario. The northern cities of Sudbury, North Bay and Sault Ste. Marie have been transferred to the area supervised by Jack Arthur, former manager of the Toronto Uptown, who was promoted to supervisor of western Ontario theatres some months ago. Dan Krendal, who was recently transferred from the Toronto Tivoli to the Capitol at Hamilton, Ont., has been made city manager for Hamilton and has been placed in charge of theatres in the Niagara Peninsular, including the cities of St. Catharines, Niagara Falls and Welland.

Remodels Star in Unity

UNITY, SASK.—S. Stone is extensively remodeling his Star here. House is being refloored and redecorated and a new air-conditioning system will be installed.

TORONTO

TOP OF THE column honors this week go to Ralph Dale of Famous Players headoffice who had a birthday. Various associates and friends cooked up a grand day for him with repeated telephone calls during which greetings in the form of "Happy Birthday to You" were sung by alleged telegraph company employes who utilized every tone from basso-profundo to falsetto. For revenge Dale has challenged all and sundry to a round of golf at the Glen Mawr Club for unlimited stakes and is already hard at practice between lingering snowdrifts.

Speaking of summer activities, Frank Fisher, Ontario manager of Empire Films, and Mrs. Fisher, who is one of the top-ranking players of the Canadian Lawn Tennis Association, had their first go on the courts on April 20 in preparation for a heavy campaign in both singles and doubles. Mrs. Fisher captured all titles in eastern Canada last year with the exception of the Canadian open in which she was unable to compete.

Back from the winter resorts: T. J. Bragg, secretary-treasurer of Famous Players, and Mrs. Bragg have returned from Daytona Beach while Ben Geldsaeler, supervisor of booking, and Mrs. Geldsaeler have come back from Miami. Sam Ulster, proprietor of the Embassy, Toronto, has sent word that he will return from Florida on May 5 but Jake Smith, owner of the Revue and Cum-C theatres, is once more in local circulation. Mr. and Mrs. J. J. Fitzgibbons and daughter are still holidaying at Hot Springs, Ark.

After getting the College all modernized and refitted, Manager M. Margolius staged a birthday party for himself on April 25 and also in collaboration with Manager Jack Purves of the Village, in Forest Hill Village, who observed his natal day this month. H. C. Merritt, manager of the Palace, Windsor, also saw the passing of another year a few days ago.

Wedding Bells: Gordon Ball of the Famous Players' audit department has married Miss Lenore Peck of Toronto and the new home has a handsome radio which was presented by R. W. Bolstad in behalf of the headoffice staff . . . Wedding warnings: Miss Peggy Sparling of Famous Players has announced her engagement to Louis Christie who hails from the Atlantic Seaboard. Dave Goodman, manager of the Oriole, has announced his betrothal to Miss S. Levy, daughter of Mr. and Mrs. Mort Levy of Toronto. There is no connection, but the Oriole was robbed for a second time in recent months and two arrested youths have confessed to these and other crimes.

Casualties on the home front: Manager Sid Scott of the Capitol, Sudbury, has been seriously ill in St. Joseph's Hospital in the northern Ontario mining city . . . General Manager Leo M. Devaney of RKO Distributing Corp. of Canada is reported out of danger following his operation for appendicitis . . . A. E. Sanderson, chief accountant of Associated Theatres, is taking a continued rest to recuperate from his operation for the same complaint . . . Manager Al Perley has returned to the Kenwood fully recovered from an operation in General Hospital.

Trade movements: John Grierson, Dominion Film Commissioner, is reported to be on his way back from Australia, which means that Col. John A. Cooper will be able to relinquish his temporary duties with the Canadian government and call a halt to the weekly trips to Ottawa . . . Harry Paynter, assistant general sales manager of Empire Films, has been spending ten days in Montreal; James Foy is on a trip as far as Vancouver for Sovereign Films; Haskell Masters, general manager of United Artists, has returned to Toronto from a flying trip to the Pacific Coast; Jack Hunter, Ontario manager of Paramount Film Service, recently made a trip to the Ottawa Valley; Sam Brint of Universal spent a couple of days in western Ontario; Jim Davidson, now with Colonial Pictures, Ltd., has made extensive trips to several different sections of Ontario.

Visitors on Filmrow: Don Stapleton of the Centre, Ottawa, has made two trips to Toronto in quick succession; Mr. and Mrs. A. d'Honde of the Imperial, Delhi, consulted with a number of bookers and exchange managers, and Warner Payne dropped in from the Capitol at Listowell, Ont. . . . Troops are in training at Listowell and business has become stimulated with the result that Payne now is changing programs three times weekly instead of twice. Stapleton's Ottawa Baseball Club, the Senators, is operating again this season despite the use of Lansdowne Park for military purposes.

Jack Arthur, Famous Players' district manager, used all his spare time for the producing of a show for the troops stationed in the Toronto barracks. The whole program was aired over the network of the Canadian Broadcasting Corp.

Manager Lloyd Mills of the Elgin, Ottawa, is all aglow over the playing of "Rebecca" for four weeks. Manager Fred Trebilcock also reports big business for three weeks with the same picture at the Uptown while Manager Bob Eves scored another achievement with a run of three weeks at the Eglinton with "Four Just Men."

Changes in personnel: William Smith, formerly with the Ontario office of Universal, has been appointed to the sales staff of Warner Bros. here . . . Ben Borlak, former manager of the Paradise, has taken over the management of the College at Brantford, Ont., which he has leased . . . A. Edinson, formerly manager of the Avenue, has been appointed manager of the Century in Grand Rapids, Mich., a Butterfield unit.

Exploitation: Manager W. K. Trudell of the Capitol, London, Ont., organized a tie up with local merchants in newspaper advertisements for "The Sidewalks of London" which fitted in nicely with the Canadian city of the same name. Trudell also sponsored a contest for the naming of nine features identified with streets of the Empire capital.

Voice Opposition to Slot-Machine Films

TORONTO—Formal opposition to the introduction of slot-machine films in Canada as new opposition to licensed theatres has been voiced by a committee of the Independent Theatres Association of Ontario consisting of Ben Ulster and Harold Kay. Intimation has been made that the independents would seek organized means to restrict the coin projectors in places other than theatres through application for legislation providing for a substantial tax on a yearly basis.

It was pointed out that Toronto by-laws include provision for an annual license fee of $5 on a slot machine, but this enactment is a dead letter because of a legal technicality. The committee has brought the operation of motion picture machines in restaurants and arcades under the jurisdiction of the theatres inspection branch of the provincial government which controls all theatres and places of amusement.

James Foy Inspecting Sovereign Exchanges

TORONTO—James I. Foy, general manager of Sovereign Film Distributors, Ltd., is making a tour of inspection of the company's recently established chain of branch offices in western Canada as far as Vancouver where Joseph Archer, for many years with Canadian Universal, is in charge. J. DeVree is the manager at Winnipeg and also has supervision of the branch at Calgary.

Theatre in Terminal

MONTREAL—Plans for a contemplated $500,000 motor bus terminal in Quebec City, which are under consideration by transport companies, include a six-story building containing a theatre, offices and stores

EDMONTON

AS a former president of the famous Regina Pats hockey team, L. C. Straw, manager of the Empress, entertained the members of the Regina Abbotts team which recently visited Edmonton during the junior hockey playoffs.

Theatre bowling clubs here are nearing the end of the season, which according to Manager L. C. Straw, has been one of the most successful. As the competitions draw to a close, the Roxy and Entwistle Paint shop teams are in the lead.

A theatrical visitor recently in Edmonton was Rupert Lucas, well known on London and New York stages. He visited the city during a tour of western Canadian cities on promotion work for the CBC dramatic programs. "Talkies have done away with professional drama except in the few very large cities," declared Mr. Lucas, "and radio is replacing this absence."

Annual Rose Show Exhibitor's Hobby

EDMONTON—July 29 and 30 are the dates set for the Capitol's eighth annual rose show held under the management of Walter Wilson.

Increasing in popularity every year and a show in which over 2,000 of the city and district's finest blooms are on display, this feature is one of the highlights during the summer season in the city.

Himself an enthusiastic rose grower, Walter Wilson started the show eight years ago and with each passing year more blooms are entered for competition while the steady improvement of the class of flowers entered reveals that it has aided not a little in the development of rose growing among Edmonton gardeners.

In addition to the distribution of free booklets on the cultivation of roses, as well as special arrangements for securing rose bushes, Manager Wilson gives each spring regular radio addresses on the care of roses.

No entry fee is charged contestants in the show while over $100 is offered in prizes. Dozens of varieties which are divided into classes are to be seen at the show each year. Judges include leading horticulturists.

Thrift Books Going Over, Famous Players Reports

TORONTO—The sale of thrift tickets, in the form of coupon booklets with admissions at quantity prices, has enjoyed substantial success at theatres of the Famous Players chain, according to general reports. Sixteen houses here are offering the admissions which figure out at 11 tickets for the price of ten and include books of ten-cent tickets for juveniles at the rate of 11 for $1. A special newspaper advertising campaign and theatre posters have helped to put it across while a number of managers have installed ticket selling booths in the lobby.

Don Gauld Honor Guest At Farewell Function

TORONTO—Don Gauld of the Metropolitan, Winnipeg, who has been named supervisor of Toronto suburban theatres of the Famous Players Canadian Corp., was guest of honor at a farewell function by associates and friends in Winnipeg.

There has been some consideration of redistribution of the zones of circuit district managers, it is intimated, but a final decision has not been made. One angle to the situation has been the illness of Clarence M. Robson, eastern supervisor of theatres and one of the originals of the company.

Nuptials Near

WINDSOR—Ralph Bartlett, assistant manager of the Tivoli, is said to have won a June 8 wedding date with a girl named Betty.

MONTREAL

B E. NORRISH, managing director of Associated Screen News, has appointed H. H. Donnelly purchasing agent for the company. Donnelly has been associated with ASN for a number of years, and until his new appointment was connected with the commercial photography department.

Following completion of the return visit of "Gone With the Wind" which enabled a large number of Montrealers who missed the film at Loew's to make good the omission, His Majesty's Theatre will revert April 30 to stage shows with the presentation by Katharine Cornell and the Playwrights' Company of Behrman's "No Time for Comedy."

Joe Lightstone, proprietor, and W. Proulx, manager of the Orpheum, are congratulating themselves on the choice of "Rebecca" as a spring feature. The film now is in its fifth week at the Orpheum.

Roger Lachapelle will temporarily replace B. H. Lovell as manager of the Maska, St. Hyacinth. Lovell left the Maska to take over management of the Granada, United Amusement Corp. theatre at Sherbrooke.

According to a survey made by Canadian Legion War Services, the motion picture is the most popular form of entertainment with the boys of the Canadian Active Service Force. The Legion is sponsoring nightly shows for the men at headquarters and in their various billets.

Word has been received here that two more British film studios, Beaconsfield and Sound City, closed since the outbreak of war, will reopen . . . Sir John Reith, British minister of information, former head of the BBC, previewed "Squadron 992," produced by the Ministry of Information, in which an air raid over the Forth Bridge is pictured. It is described by Seton Margrave, noted film critic, as "one of the best examples of filmcraft since the war began."

Newsreel crews of ASN are kept busy supplying the avid demand for shots of Canada's war activities. Roy Tash, at St. Thomas, and Arnold Hague at Vancouver, both pictured air force operations. Frank O'Byrne, manager of Associated Screen News, Toronto, visited the head office in Montreal.

West-end residents attending Loew's recognized many familiar faces when the newsreel, "Canada Votes," showed scenes in local polling stations where votes were cast under the supervision of Mrs. Muriel Clark, Montreal West; Henry Robertson, Hampstead, and Jack Holdship, Notre Dame de Grace.

Belmont Park, outdoor amusement center, which includes a film theatre, will open for the summer May 18. Advance bookings of picnic dates for this riverside park, are said to be the heaviest in its history.

Eugene Maynard, manager of the Savoy and Outremont theatres, is feeling justifiably proud these days. He is being complimented all around on a reference made to the Savoy by President Tabah of the Confederation Amusements, Ltd., who in his annual address to shareholders, attributed the company's very successful year in large part to the income received from the company's half share in the Savoy which has turned out to be one of the biggest money makers in the Montreal district.

Dominion Theatre, of which S. Vezina is manager, was the scene of the annual midnight show given by the Confederation and United Amusement Theatres bowling league to wind up the season. The program presented by such eminent French-Canadian radio stars as Henri Letendal, Arthur Lefebvre, Alain Gravel and Mademoiselle Pierrette Alarie, attracted a full house.

Weather Concern May Be Cause of Slump

REGINA—With spring late in arriving despite one of the most open winters this province has enjoyed, theatres are undergoing a business slump for which no one can find a substantial reason.

With everything practically depending on the climate, it is likely that the slump is due to uncertainty about the crop season. There was no fall moisture and consequently no frost in the ground this spring. The result is that many farmers are already seeding as soon as the snow goes from the soil, hoping the crop will find enough surface moisture to germinate. Heavy spring rains are needed to ensure growth and a win over the grasshopper hordes which thrive on dry weather. Should the rains come, then the theatres, in common with everything else, will boom, as farmers visualize a big price for their wheat owing to war conditions.

Two New Theatres Are Planned for Edmonton

EDMONTON—Estimates for theatre activity in the city this year have reached a total of $60,000, according to reports released by Edmonton architects. A further $3,000 will be spent in renovating the Jasper Park.

Following closely on the heels of an announcement that a $25,000 theatre would be built on Edmonton's south side comes the release of plans for a second house, also to be erected on the south side at an estimated cost of $35,000. It will be constructed by the city syndicate now owning and operating the Avenue on the north side. Excavation has commenced on both theatres.

Architect in charge of the former is W. G. Blakely, while the firm of Rule, Wynn & Rule, also Edmonton architects, is in charge of the Avenue as well as the alterations to the Jasper Park.

Adapting "River's End"

HOLLYWOOD—Patterson McNutt is adapting "River's End" for Warner.

SASK'WAN

AFTER BEING banned across Canada through requests of the French minister to Canada some months ago, the picture "Beau Geste" has been approved for showings in Saskatchewan by the provincial cabinet. Dave Brickman, manager of Paramount's Winnipeg office, and Bill Novak, manager of the Capitol, Regina, where the picture first plays, conducted the negotiations leading to release of the picture.

Harry Phillett has been named manager of the Regal Films office at Calgary, succeeding J. Meyers, who has left the company. Phillett was previously a salesman at the Winnipeg office.

The Lyric, Swift Current, got a plug in the Swift Current *Sun* when Jack Lunholm spotted Chick Chandler in "Missing Evidence" and recalled he was a nephew of a local citizen; that Chick's father founded and became first superintendent of the New York state police, and his mother had visited Swift Current.

Manager Harry Brooks of the Auditorium, Indian Head, tied in with the Citizens' Band's efforts to raise funds to carry on in spite of the war by turning over part of the proceeds from a two-day picture show and band concert.

When the "Blue Bird" was shown at the Strand, Prince Albert, a neat tie-in was made by Manager W. P. Mahon with Eilers' Ltd., jewelers, to give away a Blue Bird Diamond in a draw from tickets purchased during the six-day showing . . . The Lyric and Eagle theatres, Swift Current, will be hidden behind sandbags and other warlike paraphernalia in July when the Kinetic Club stage their annual celebration. "Home Front Frolics" is the title chosen this year. Annually, for several years, this frolic has drawn some 25,000 people to Swift Current, July 1 and 2.

Canadian troops are learning the modern arts of war by films. At every camp across the country, 16mm projectors are being used to show military operations, methods of fighting, and such like. There are some 75 subjects available from the department of national defense in from one to 12 reels. Many are of the animated cartoon type.

The Capitol, Saskatoon, was scene of the annual spring cooking school sponsored by the *Star-Phoenix* newspaper . . . A member of the Sudeten German colony, established last fall north of Saskatoon, Maxim Adler-Ahrendt, former European operatic tenor, sang at the Tivoli Sunday night.

The Nokomis has reopened for the summer at Nokomis with A. Cogger as manager . . . H. Cohen, salesman for Columbia Pictures, Winnipeg, made a Saskatchewan tour . . . Miss Margaret Hughes, for many years secretary to the manager at the Metropolitan, Regina, is off to Winnipeg as secretary to Vic Armand, in charge of construction for Famous Players Canadian Corp.

Two Chains in Oshawa Introduce Giveaways

TORONTO—Giveaways have been introduced at the two circuit theatres in Oshawa, Ont., practically simultaneously with the opening of the new independent house, the Biltmore, by Barnett Laxer and Henry Falk. The chain units are the Regent, operated by Famous Players, and the Marks of Associated Theatres, the latter also having a weekly Foto-Nite.

The Biltmore, managed by George Law, is a 750-seat theatre, while the Regent seats 1,055 and the Marks 701. Oshawa is an industrial city, featuring the production of automobiles and automobile parts.

Edmonton Exhibitor in Vancouver Venture

EDMONTON—William J. Long, well-known Edmonton theatre man and former manager of the Rialto, has gone to Vancouver, where he reports he is receiving financial backing for the opening of a new theatre in the downtown district. His brother, Walter Long, who was formerly associated with him in the operation of the Rialto, has been a resident of Vancouver for some time.

VANCOUVER

TOM SHIELDS jr. has leased, with a purchase option, the theatre at White Rock, B. C., to Norman O. Carpenter, who is having it decorated inside and out . . . Quagliotti Romano—"Quag" to Filmrow—is now making daily visits to his theatre, the Colonial, with an occasional call on his many friends on the Row. It has been some time since the accident which laid him up, and his reappearance among the film fraternity is the cause of much elation . . . Jack Muir is another convalescent to begin regular visits to his Strand.

Guy Graham, formerly business agent for the Projectionists' Union, is going to branch out as an exhibitor. He has, according to accounts, contracted to lease and operate a theatre which is to be built at White Rock, and for which he has already ordered seats and equipment . . . Air-conditioning of the Capitol here is going forward without interfering with the operation of the house.

The Filmrow Table Tennis Club has been practicing for coming matches. First outside competition was to be the Imperial Oil team on Friday. The Filmrow club was to be represented by Owen Bird of the Paramount staff, and Fred Stone, Don Findlay and Ray Tarling, all of Empire-Universal . . . Charley Lambly, member of Screenadz staff, died suddenly after a heart attack.

Joe Archer, ex-Vancouver manager for Empire-Universal, has opened an office here for Sovereign Film Distributors, Ltd. . . . Ben Plottel and his Empire-Universal staff are eagerly awaiting the latest word from headquarters giving their position in the company drive. The office has been fluctuating between first and second and has high hopes of finishing on top.

WINNIPEG

DON GAULD and Sylvester Gunn are carrying out an idea at the Metropolitan which seems certain to be a successful drawing card. Working in cooperation with station CJRC, they have arranged a new stage attraction for Monday nights which they are calling "Public Opinion." The new feature takes the form of audience participation in a questionnaire determining whether individual opinions coincide with public opinion on a number of controversial questions. Patrons are given cards with the questions each week and are asked to state their opinions. Then contestants on the stage are asked for their opinions on these same subjects and if their viewpoints are in accordance with the majority expression they receive money prizes. Prizes also are given to the patrons filling out these cards.

For his showing of "Rebecca," Harold Bishop arranged to have his bookings changed so that his opening date would coincide with the conclusion of the serialization of the book in the Winnipeg Free Press. *A series of advance ads at the end of each day's installment kept the public aware of the coming screening of the film at his house. Bookmarks in local bookshops, 24 sheet bill boards, a heavy newspaper campaign, a lobby display of reviews from such papers and magazines as the* Daily News, Life, *etc., gave splendid covering of the literary merit of the film. Playing a spring fashion short subject on the same program, Bishop tied this in with the major department stores.*

Henry (Hot Lips) Busse, playing to 3,500 dance patrons at the Auditorium, took a healthy chunk of potential boxoffice takes during the week. Further onslaught on the show business came in the shape of the Kenora-Oshawa junior hockey championship finals which have been held here during the week. Showmen will be tickled to see the end of hocky. In compensation, the first really warm spell of the year brought large crowds out nightly along the avenue.

At the Lyceum, Eddie Newman dressed his staff in medical uniforms publicizing his showing of "The Secret of Dr. Kildare." A stunt which proved very successful until the police department stepped in, was the rigging up af a P. A. system over which a member of the staff kept calling the name of Dr. Kildare.

The Times is playing a Yiddish film, "Overture to Glory" . . . Playing "Young Tom Edison" next week, Harold Bishop garnered tremendous free publicity with a telegram from Mickey Rooney in the Winnipeg *Tribune* and cuts of a parade of the School Boy Safety Patrols whom he had invited to a preview of the film.

I. H. Allan of Grand National's Winnipeg office lost his father at Akron, Ohio . . . E. A. Zorn, district supervisor of Famous Players, is on an inspection tour to the head of the lakes.

Dewey Bloom, Canadian promotion representative for M-G-M, flew into the city in connection with exploitation for the small town showings of "Gone With the Wind" . . . Paul Nathanson, vice-president of Empire-Universal, is in the city.

STAUNCHEST NEWCOMER IS "REBECCA"

CHARLOTTE

Broadway—**Viva Cisco Kid** (20th-Fox).....100
Carolina—**It's a Date** (Univ) 110
Imperial—**Dr. Cyclops** (Para't), 1st half.....100
Imperial—**Slightly Honorable** (UA), 2nd half...100
State—**West of Carson City** (Univ).....100

CHICAGO

Apollo—**Dr. Ehrlich's Magic Bullet** (FN), 2nd wk. 80
Chicago—**Virginia City** (WB), plus stage show; film moved to Apollo for 2nd loop wk.....105
Garrick—**Too Many Husbands** (Col), 2nd loop wk. 90
Oriental—**Gone With the Wind** (M-G-M), held 13th wk. 200
Palace—**It's a Date** (UA); **Half a Sinner** (UA), held 2nd wk. 110
Roosevelt—**Broadway Melody of 1940** (M-G-M).100
State-Lake—**Adventure in Diamonds** (Para't), plus stage show 85
United Artists—**Rebecca** (UA), held 3rd wk....140
Woods—Same as Oriental 225
World Playhouse—**Louise** (SR), 4th wk..... 90

CINCINNATI

Albee—**Rebecca** (UA) 175
Capitol—**Road to Singapore** (Para't), 3rd wk...110
Keith's—**It's a Date** (Univ), 2nd wk.....120
Lyric—**Primrose Path** (RKO), 2nd wk.....110
Palace—**Too Many Husbands** (Col) 125
Shubert—**Raffles** (UA) 100

CLEVELAND

Allen—**Pinocchio** (RKO), 2nd wk. 125
Hippodrome—**Primrose Path** (RKO) 110
Palace—**Abe Lincoln in Illinois** (RKO), plus stage show 105
State—**My Son, My Son** (UA) 120
Stillman—**Road to Singapore** (Para't), 2nd wk..150

DENVER

Aladdin—**Too Many Husbands** (Col); **Charlie Chan in Panama** (20th-Fox), after wk. at the Denver 100
Broadway—**Strange Cargo** (M-G-M); **Henry Goes Arizona** (M-G-M), after wk. at Orpheum 80
Denham—**Light of Western Stars** (Para't), plus stage show 150
Denver—**Rebecca** (UA); **Viva Cisco Kid** (20th-Fox) 130
Orpheum—**Young Tom Edison** (M-G-M); **Marines Fly High** (RKO) 120
Paramount—**Three Cheers for the Irish** (FN); **Ma, He's Making Eyes at Me** (Univ).....125
Rialto—**Virginia City** (WB), after wk. at each the Denver and Aladdin; **Convicted Woman** (Col) 110

DETROIT

Adams—**Too Many Husbands** (Col), after wk. at Fox; **Double Alibi** (Univ) 90
Cinema—**Human Beast** (SR) 90
Fox—**It's a Date** (Univ); **Charlie Chan in Panama** (20th-Fox) 110
Michigan—**Rebecca** (UA), 2nd wk.; **Granny Get Your Gun** (WB), 2nd wk.....105
Palms-State—**Virginia City** (WB), 2nd wk.; **Farmer's Daughter** (Para't), after wk. at Michigan 110
United Artists—**Northwest Passage** (M-G-M), 3rd wk. 100
Wilson—**Gone With the Wind** (M-G-M), 12th wk. 200

INDIANAPOLIS

Alamo—**Buried Alive** (PDC); **Bullets for Rustlers** (Col) 90
Circle—**It All Came True** (WB); **Courageous Dr. Christian** (RKO) 90
Indiana—**It's a Date** (Univ); **Half a Sinner** (Univ) 100
Loew's—**Young Tom Edison** (M-G-M); **And One Was Beautiful** (M-G-M) 100
Lyric—**Viva Cisco Kid** (20th-Fox); Wayne King Band on stage 110

KANSAS CITY

Esquire—**Dark Command** (Rep) 100
Midland—**Too Many Husbands** (Col); **Man With Nine Lives** (Col) 95
Newman—**Virginia City** (WB) 130
Orpheum—**Primrose Path** (RKO); **Danger on Wheels** (Univ), holdover 80
Tower—**Village Barn Dance** (Rep); Jimmie Lunceford and Orch. on stage 125
Uptown—Same as Esquire 100

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Chicago 225
Detroit 200

REBECCA—
New Haven 210
Pittsburgh 200
Philadelphia 160

IT'S A DATE—
Los Angeles 200

GRAPES OF WRATH—
New Orleans 175

MY SON, MY SON—
New Orleans 175

JOHNNY APOLLO—
New York 160

EXTENDED RUNS

Gone With the Wind, 18th wk., New York; 13th wk., Chicago, Philadelphia; 12th wk., Detroit.

It's a Date, 4th wk., New York; 3rd wk., Pittsburgh.

Rebecca, 3rd wk., New York, Los Angeles, Philadelphia, Chicago.

Road to Singapore, 3rd wk., Cincinnati.

Virginia City, 3rd wk., Pittsburgh.

LOS ANGELES

Chinese—**Young Tom Edison** (M-G-M); **The Ghost Comes Home** (M-G-M) 125
Downtown—**It All Came True** (WB); **King of the Lumberjacks** (WB) 100
Four Star—**Rebecca** (UA), 3rd wk.....100
Hillstreet—**It's a Date** (Univ); **The Saint's Double Trouble** (RKO) 200
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 200
Paramount—**Dr. Cyclops** (Para't), 2nd wk., plus stage show 90
State—Same as Chinese 125

MILWAUKEE

Palace—**Too Many Husbands** (Col); **The Secret of Dr. Kildare** (M-G-M) 110
Riverside—**Convicted Woman** (Col), plus stage show 120
Strand—**Strange Cargo** (M-G-M); **And One Was Beautiful** (M-G-M) 100
Warner—**Pinocchio** (RKO); **Courageous Dr. Christian** (RKO) 125
Wisconsin—**Northwest Passage** (M-G-M).....130

MINNEAPOLIS

Aster—**Viva Cisco Kid** (20th-Fox); **Women Without Names** (Para't) 90
Century—**Shop Around the Corner** (M-G-M)....100
Esquire—**Beyond Tomorrow** (RKO) 80
Gopher—**Castle on the Hudson** (FN).....100
Orpheum—**Primrose Path** (RKO) 100
State—**Rebecca** (UA) 150
World—**Of Mice and Men** (UA), 2nd wk..... 85

NEW HAVEN

College—**Rebecca** (UA); **The Lone Wolf Strikes** (Col), 2nd wk.....210
Loew-Poli—**Too Many Husbands** (Col); **Charlie Chan in Panama** (20th-Fox) 80
Paramount—**Of Mice and Men** (UA); **A Chump at Oxford** (UA) 125
Roger Sherman—**It's a Date** (Univ); **King of the Lumberjacks** (WB) 120

NEW ORLEANS

Center—**Millionaire Playboy** (RKO) 90
Globe—**Secret of Dr. Kildare** (M-G-M)..... 75
Lafayette—**Hi-Yo Silver** (Rep), plus vaude....125
Liberty—**Lone Wolf Returns** (Col).....100
Orpheum—**Primrose Path** (RKO) 150
Saenger—**Grapes of Wrath** (20th-Fox).....175
State—**My Son, My Son** (UA) 175
Tudor—**Virginia City** (WB), 2nd run..... 95

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 18th roadshow week 150
Capitol—**Strange Case of Dr. Kildare** (M-G-M). 80
Criterion—**And One Was Beautiful** (M-G-M)... 65
Globe—**King of the Lumberjacks** (WB) 65
Paramount—**Dr. Cyclops** (Para't), plus stage show 120
Radio City Music Hall—**Rebecca** (UA), 3rd wk., plus stage show 150
Rivoli—**It's a Date** (Univ), 4th wk..... 95
Roxy—**Johnny Apollo** (20th-Fox), plus stage show 160
Strand—**It All Came True** (WB), 2nd wk., plus stage show 90

OMAHA

Brandeis—**Primrose Path** (RKO); **Millionaire Playboy** (RKO) 120
Omaha—**Rebecca** (UA) 150
Orpheum—**My Little Chickadee** (Univ); **Slightly Honorable** (UA) 100

PHILADELPHIA

Aldine—**Dr. Kildare's Strange Case** (M-G-M).. 70
Boyd—**Rebecca** (UA), 3rd wk. 165
Earle—**Gone With the Wind** (M-G-M), 13th wk..160
Fox—**It's a Date** (Univ), 2nd wk.....110
Karlton—**Beyond Tomorrow** (RKO) 110
Keith's—**Virginia City** (WB) 115
Stanley—**Pinocchio** (RKO) 125
Stanton—**Adventure in Diamonds** (Para't).....105

PITTSBURGH

Alvin—**Slightly Honorable** (UA) 50
Barry—**Alcatraz Island** (WB), reissue; **Crime School** (WB), reissue 90
Fulton—**Swiss Family Robinson** (RKO), 10 days 90
Penn—**Road to Singapore** (Para't).....110
Ritz—**Virginia City** (WB), 3rd d. t. wk..... 65
Senator—**It's a Date** (Univ), 3rd d. t. wk..... 70
Stanley—**It All Came True** (WB); plus Ed Sullivan revue 100
Warner—**Rebecca** (UA), 2nd wk. 200

PORTLAND, ORE.

Broadway—**Rebecca** (UA), 2nd wk. 105
Liberty—**Pinocchio** (RKO); **Seventeen** (Para't).125
Mayfair—**Black Friday** (Univ); **House of Seven Gables** (Univ) 100
Orpheum—**Dark Command** (Rep); Major Bowes' stage show 100
Paramount—**Too Many Husbands** (Col); **The Man Who Wouldn't Talk** (20th-Fox), 2nd wk..100
United Artists—**Young Tom Edison** (M-G-M); **Ma, He's Making Eyes at Me** (Univ).....100

PROVIDENCE

Albee—**Primrose Path** (RKO); **Framed** (Univ).150
Carlton—**Young Tom Edison** (M-G-M); **Secret Four** (Mono), 2nd wk. 100
Fays—**King of the Lumberjacks** (WB), plus stage show 95
Majestic—**Dr. Ehrlich's Magic Bullet** (FN); **Legion of Lost Flyers** (Univ) 170
State—**Too Many Husbands** (Col); **Man With Nine Lives** (Col) 80
Strand—**Adventure in Diamonds** (Para't); **Son of the Navy** (Mono) 80

SALT LAKE CITY

Capitol—**Zanzibar** (Univ); **The Ghost Comes Home** (M-G-M) 100
Centre—**Too Many Husbands** (Col).....100
Studio—**Rebecca** (UA) 130
Utah—**Invisible Stripes** (WB); **Three Cheers for the Irish** (FN).....100

SEATTLE

Blue Mouse—**My Son, My Son** (UA), 2nd wk....100
Fifth Avenue—**Johnny Apollo** (20th-Fox); **Ma, He's Making Eyes at Me** (Univ)..... 90
Liberty—**Too Many Husbands** (Col); **My Son Is Guilty** (Col) 100
Music Box—**Abe Lincoln in Illinois** (RKO), 2nd wk. 100
Orpheum—**Primrose Path** (RKO); **Farmer's Daughter** (Para't) 120
Palomar—**Three Cheers for the Irish** (FN), plus stage show 90
Paramount—**It's a Date** (Univ); **Millionaire Playboy** (RKO), 2nd wk. 90

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, **BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.**

Columbia

Blondie on a Budget
Pure entertainment with no burdens attached. Husbands and wives especially will go for this. At our showing they put their heads together and whispered and laughed aplenty. Bedroom scene where Blondie rushes in on Dagwood believing other woman is in her bed, I thought, was very raw. It didn't produce any audience reaction or add anything to picture, so why was it included? Looks like a sign of Hollywood decay. Boxoffice: Above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Coast Guard
This one failed to draw at B. O. A good picture, but it just didn't click. Good story. Had a big storm here which was the cause of no business. Wed., Thurs. Admission: 15-10. General patronage. Population: 18,000. Capacity: 378.—Edelstein Amusement Co., Homer, Hibbing, Minn.

Five Little Peppers at Home
Kid stuff. The kids liked it, but it's pretty weak material for adults. Not very well liked. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

First National

Three Cheers for the Irish
We got rained out on this. One of the best audience pictures we have run for years. Audience reaction swell from all ages and all classes of people. A few more like this and everybody would go to the show. Sun., Mon., Tues. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

Metro-Goldwyn-Mayer

At the Circus
The only good comment on this one was of the Marx Brothers musical ability. Did not even make film rental. Mon., Tues. Weather: Rain. Admission: 25-10. Rural patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

At the Circus
People like these "nuts" although I can't see why. But after all, a lot of people do come just for a laugh. Mon., Tues. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Babes in Arms
One of the best musicals that we have had here in some time. The plot was a little slow, but the music pulled it through. Sat., Sun. Weather: Good. Admission: 25-10. Rural patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

Broadway Melody of 1940
Step on it as it's the first big musical in years and is entertainment supreme. Wed., Thurs. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Ghost Comes Home, The
Another entertaining program pix that is perhaps stretched a little too far in spots, but nevertheless a lot of fun to watch. Frank Morgan generally liked by our audience. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

I Take This Woman
Smash boxoffice and my patrons liked it. Whenever they give a picture four stars, I flop. Sun., Mon. Weather: Fair. Admission: 40-10. Cosmopolitan patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Man From Dakota, The
Just fair. Certainly not up to Beery's calibre but passable. Tuesday. Weather: Cloudy. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Northwest Passage
Another hit from Leo and what a hit! Too bad it poured down rain both days, but even then we did OK and you can safely bet as near 100 per cent pleasing as a picture can be. Wed., Thurs. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Three Loves Has Nancy
Business no good. Too old. Our farm lads are poor lovers. Mon., Tues. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Thunder Afloat
Wallace Beery played good role. Met with fair satisfaction. Drew about average crowd. Tues., Wed. Weather: Snow, rain. Admission: 30-10. Rural patronage. Population: 1,307. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Paramount

Great Victor Herbert, The
Played mid-week to better than average business. Pleased the ladies exceptionally well. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

Light That Failed, The
Good picture but no go at boxoffice. Tues., Wed. Weather: Fair. Admission: 25-10. Country and town patronage. Population: 4,500. Capacity: 450.—Sam Bogo, Carolina, Batesburg, S. C.

$1,000 a Touchdown
Not so hot, but Joe Brown's past performance got them in. Had good attendance. Also ran "Vacation From Love," also a nice picture. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Range War
Billed with "Little Accident" and the western drew them in. Little Baby Sandy was what they talked about on the way out. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

RKO Radio

Hunchback of Notre Dame
Good business and that's all I'm interested in. Let others have the "art." Admission: 40-10. Cosmopolitan patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Hunchback of Notre Dame
This is not my idea of entertainment, so I am not qualified to express much of an opinion. I'd say the acting was above average but the continuity is not smooth, too much of an obvious effort apparently having been made to remake almost exactly the Lon Chaney version of this pix. RKO's tendency to copy seems to show through here as in much of their other product. Audience seemed to like it, so just skip my personal observations. Boxoffice: Slightly above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Republic

Jeepers, Creepers
Pleased our patrons 100 per cent. The first we have played of Roy Rogers, but had several good comments on his singing. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 900. Capacity: 250.—R. W. Graff, Graff, Onaga, Kas.

South of the Border
This town does not use westerns, but this one did smash business for one day. Thursday. Weather: Fair. Admission: 40-10. Cosmopolitan patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

South of the Border
Personally, I didn't like it. Lots of other people did, however, as the B. O. showed considerable above average. Why should I pan it? I can use plenty more like this one. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

20th Century-Fox

Blue Bird, The
A remarkably good picture with a good hidden lesson in its story. Some very good acting and some superb photographic effects. Build this one up for adults as well as children's appeal. Audience: Applauded the picture at its conclusion, something that very rarely happens. Boxoffice: Above average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Blue Bird, The
This should have been filmed in blackout so the fairy story would have put the children to sleep by narration. Worthless at the boxoffice and almost unbearable to watch. Another one like this and Miss Temple will be a has been. Sun., Mon. Weather: Fair. Admission: 25-10. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Little Old New York
Merely fair business. No "Swanee River" business. Tues., Wed. Admission: 40-10. Cosmopolitan patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Second Fiddle
A fair picture which did not do much at the B. O. Below average. Had no complaints or comments. Will get by on a Sunday showing. Tues., Wed. Weather: Good. Admission: 15-10. General patronage. Population: 18,000. Capacity: 378.—Edelstein Amusement Co., Homer, Hibbing, Minn.

United Artists

House Across the Bay
Another programmer of the gangster type that isn't worth the price we had to pay for it Wed., Thurs. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,800.—Burris & Henly Smith, Imperial, Pocahontas, Ark.

Raffles
Fairly good, but as I remember the previous versions of this same story, they were better. This screening is a little jerky in its continuity and the end is very abrupt. Audience: No comments much as they went out. Boxoffice: Not good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Universal

Charlie McCarthy, Detective
Just another picture as far as pictures go, but this one has Charlie McCarthy in it. Result, business very good. Audience reaction fair to good. The kids thought it was swell. Sun., Mon., Tues. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

Green Hell
Good Saturday picture where westerns do not draw. Wednesday. Weather: Good. Admission: 40-10. Cosmopolitan patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Missing Evidence
A better than ordinary picture dealing with the Irish Sweepstakes lottery. Personally, I think the title hurt this as it means practically nothing. Business below average. Audience reaction good. Sun., Mon. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

My Little Chickadee
The women sniffed, but as long as they buy tickets they can sniff. Good at boxoffice. Sun., Mon. Weather: Good. Admission: 40-10. Cosmopolitan patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Oh Johnny, How You Can Love
A big surprise to smash business and how! Holy Week at that. Wednesday. Weather: Fair. Admission: 25-10. Country and town patronage. Population: 4,500. Capacity: 450.—Sam Bogo, Carolina, Batesburg, S. C.

Warner Bros.

Angels Wash Their Faces
Did not get them out for some reason, although generally speaking this crowd draws well. Admission: 25-10. Rural patronage. Population: 1,800. Capacity: 600.—W. H. Hibbert, Hi-Way, Sheridan, Ore.

Angels Wash Their Faces
Here is a show that was a natural B. O. Well received by the audience. Dead End Kids are still B. O. Didn't pass this one up. Sun., Mon. Weather: Good. Admission: 15-10. General patronage. Population: 18,000. Capacity: 378.—Edelstein Amusement Co., Homer, Hibbing, Minn.

Calling Philo Vance
Too complicated. No star value. Audience reaction poor. So was business. Wed., Thurs. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

Granny Get Your Gun
May Robson walks off with the honors in this. A dandy programmer that moves at a rapid pace with never a letdown. Audience reaction excellent. Business good. Fri., Sat. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

Invisible Stripes
An exceptionally well made crime picture, with Bogart and Raft turning in exceptional performances. However, business was way off. A little too much rough stuff for the ladies. Sun., Mon. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 325.—Allan Banks, Vogue, Remsen, Ia.

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Selling Seats

Prehistoric Print Designs Help Sell UA Fantasy

NEW YORK—In a merchandising promotion to tie in with "One Million, B. C.," UA has arranged with a textile corporation to design "Cave Girl Prints" fabric for use in the manufacture of children and women's garments. The fabric is cotton pique which is sanforized and the hieroglyphics seen in the film were adapted to designs. As accessories, a jewelry company has designed costume jewelry, necklaces and pins based on prehistoric symbols and animals.

How George Kemble Sold "Barber" and "Frog"

PHILADELPHIA—"We're not trying to scare you!" read a herald handed out by a man dressed in a papier-mache skeleton head and long black coat.

Inside the herald was a small candle. The text was:

"We're not trying to scare you—but when you see what's inside, you'll need this candle because you'll be afraid to go home in the dark!"

It was a stunt by George Kemble, Orient, for the double feature horror show, "Barber" and "Frog."

Paramount Artist Tie On "Ghost Breakers"

HOLLYWOOD—Bombarding a total circulation of 35,000,000 in 60 key papers, the Paramount publicity department, under Cliff Lewis, has effected a tieup with Jefferson Machamer and the McNaught syndicate whereby Machamer's daily and Sunday cartoon strips will carry three weeks of continuity based on Bob Hope, Paulette Goddard and "The Ghost Breakers."

"Season Pass" Stunt

NEW YORK—A form of throwaway resembling a pass apparently caught the attention of extra customers when the Rogers played "Intermezzo." The printing played down the words: "Don't Let the" but used bold type for the words: "Season Pass," again reverting to smaller type for: "Without Seeing Leslie Howard," etc.

Managers Have Chance To Win an Auto

New York—Theatre managers have a chance to win a 1940 Buick for the exploitation campaign on "One Million B. C." in a contest sponsored by UA. Entry blanks for the contest, which closes July 1, should be filled out and mailed in advance to UA's home office. The judges are Spyros Skouras, Joseph R. Vogel, Sam Dembow, Fred Meyer, Hal Roach and Murray Silverstone.

NUGGETS

A "PERFECT HUSBANDS" contest planted with the Philadelphia *Record* earned Manager Maurice Gabel, Boyd, considerable attention on his campaign for "Too Many Husbands."

●

Warner is launching an extensive national advertising campaign for "All This and Heaven, Too" in the June issues of 15 *important publications. It is estimated ads will reach* 27,000,000 *readers.*

●

Highlight of the "Gone With the Wind" campaign put over by William A. Haynes, Stanley, Utica, N. Y., was the erection of a miniature Tara, featuring tiny trees, grass and Spanish moss in the lobby with figures of the chief characters.

●

Student matinees through the cooperation of school principals helped the box-office materially in Victor Gauntlett's campaign on "Abe Lincoln in Illinois" at the Music Box, Seattle, Wash.

●

With the cooperation of the local *Journal,* manager of the Tennessee, Knoxville, Tenn., arranged for a staff photographer to tour the city and make pictures of smiling pedestrians. All those whose photos were published were admitted free to a showing of "Ninotchka."

●

A contest for women patrons over the question of preference for Richard Greene or Fred MacMurray highlighted Manager Irving Lipnick's campaign for "Little Old New York" at the Symphony, Chicago, Ill. Passes went to senders of the wittiest and most original letters.

Display and Contest for 'Adventure in Diamonds'

PHILADELPHIA—Elmer Hollander, Stanton, put a little adventure in the buildup for Paramount's "Adventure in Diamonds." Also some diamonds.

He arranged with a jewelry house for a lobby display of precious stones—and a diamond ring to be given away to the winner of a contest staged by the *Daily News.* The *News* contest consisted of guessing the name of the precious stone hidden in the picture and caption, taken from the film, printed each day in the paper.

A National Biscuit Tieup For "40 Little Mothers"

NEW HAVEN—Nat Rubin, assistant at the Loew-Poli, has negotiated a National Biscuit Co. tieup in which the company will give away 5,000 sample boxes of cereal in the Poli lobby Monday, Tuesday and Wednesday before the opening of "40 Little Mothers." The idea is that Baby Chum in the picture was brought up on cereal. Jack Brassil, of the theatre staff, secured a large Kresge $1 store window display on the picture.

One for "Raffles"

MILWAUKEE—Gene Arnstein, manager of Warner-Saxe's Garfield, recently offered $5 to any "amateur" who could successfully open the safe in the theatre by manipulating the combination. The stunt was for "Raffles."



For the "Spring Hit Parade"—

To celebrate the "Spring Parade of Hit Pictures" at the Warner Earle in Washington, Frank La Falce, head of advertising and publicity for the theatre, created this huge lobby display.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 23		22 Comedy **1611** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. **3915** ✪◎**Gulliver's Travels** (74) R—Dec. 23	20 Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy **4011** **Charlie McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama **3916** ✪**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama **FN453** **Four Wives** (110) R—Dec. 2 30 M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. **M'dr. 18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6	10 Act. Drama **3939** **Danger Ahead** (56) R—Mar. 30	5 Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama **017** ✪**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	6 Drama **FA** **The Long Shot** (..) Gordon Jones Marsha Hunt R—Dec. 31, '38
JAN. 13	10 Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63) R—Mar. 30	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	16 Drama **Al'anc** **Hidden Menace** (59) **Gertrude** Michael **Otto** Kruger
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice** Schwartz **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB421** **Granny Get Your Gun** (60) **May** Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama **Al'anc** **One Night in Paris** (65) **John** Lodge **Hugh** Williams
FEB. 24		23 Drama **25** ✪**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ◎✪**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAR. 9	**Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	**Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3919** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **901** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama **28** **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroli	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) **Lon Chaney jr.** **Carroll Landis** R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 5 Western **4062** **Riders of Pasco Basin** (57)	6 Com. Dr. **WB407** **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	
APR. 13		12 Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western **3963** **Covered Wagon Trails** (53) Jack Randall 15 Action Dr. **3928** **Sky Bandits** (56)	12 M'drama **3929** **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western **083** **Bullet Code** (59) R—Apr. 13	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) **Laurence Olivier** **Joan Fontaine** R—Mar. 30	12 M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	20 Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran 20 Western **3954** **Pals of the Silver Sage** (52); Ritter	19 Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama **901** **Dark Command** (94) R—Apr. 13 19 Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama **4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama **FN456** **'Til We Meet Again** (98) **Merle Oberon** George Brent Pat O'Brien R—Apr. 13	15 **M'drama Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama **Doctor Takes a Wife** (..) Loretta Young Ray Milland	26 Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 Melodrama **Mysterious Mr. Reeder** (..) Will Fyffe	26 Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical **921** **In Old Missouri** (67) Weavers & Elviry 22 Western **965** **Covered Wagon Days** (..) Three Mesquiteers	26 Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama **4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western **1213** **Man From Tumbleweeds** (..) Bill Elliott	3 Action Drama **35** **20 Mule Team** (..) Wallace Beery Leo Carrillo	2 Western **3964** **Land of Six Guns** (..) Jack Randall	3 Comedy **3932** **Buck Benny Rides Again** (80) Jack Benny Ellen Drew R—Apr. 20		3 Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27 3 Com. Drama **025** **My Favorite Wife**	3 Comedy **043** **So This Is London** (84) Gracie Fields	3 Comedy **Saps at Sea** (..) **Laurel & Hardy**	3 Musical **If I Had My Way** (..) B. Crosby-G. Jean	4 Melodrama **Tear Gas Squad** (..) Dennis Morgan Gloria Dickson R—Apr. 27	
MAY 11	9 Drama **Babies for Sale** (..) Rochelle Hudson Glenn Ford	10 Drama **36** **Edison, the Man** (..) Spencer Tracy Rita Johnson	9 Western **3955** **Cowboy From Sundown** (..) Tex Ritter	10 Comedy **3933** **Opened by Mistake** (..) Charlie Ruggles Janice Logan		10 Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Binnie Barnes	10 M'drama **038** **I Was an Adventuress** (..) Vera Zorina		10 Action Drama **Ski Patrol** (..) Luli Deste	11 Drama **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Sheridan	
MAY 18	16 Melodrama **Island of Doomed Men** (..) Peter Lorre	17 Drama **37** **Waterloo Bridge** (..) Robert Taylor Vivien Leigh	16 Western **3965** **Kid From Santa Fe** (..) Jack Randall	17 Drama **3934** **Typhoon** (71) Dorothy Lamour Preston Foster			10 Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (..) John Hubbard Adolphe Menjou Carol Landis	17 Comedy **Alias the Deacon** (72) Bob Burns Mischa Auer	18 Melodrama **Flight Angels** (..) Virginia Bruce Wayne Morris	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Melodrama **Lone Wolf Meets a Lady** (..) Warren William Jean Muir		23 Com. Drama **Amateur Detective** (..) Frankie Darro	24 Drama **3931** **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13		24 Com. Drama **You Can't Fool Your Wife** (..) Lucille Ball James Ellison	24 Drama **045** **Lillian Russell** (141) Alice Faye Henry Fonda Don Ameche	24 Drama **Our Town** (..) William Holden Martha Scott	24 Western **Hot Steel** (..) Richard Arlen Andy Devine	25 Drama **Torrid Zone** (..) James Cagney Ann Sheridan	
JUNE 1	30 Comedy **Five Little Peppers at School** (..) Edith Fellows Dorothy Peterson	31 Drama **Susan and God** (..) Joan Crawford Fredric March		31 Drama **Way of All Flesh** (..) Akim Tamiroff Gladys George		31 Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **040** **Marriage in Transit** (..) Virginia Gilmore Robt. Sterling		31 Musical **La Conga Nights** Hugh Herbert 31 Western **Bad Man From Butte** (..)		
JUNE 8	6 Western **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith			7 Western **Hidden Gold** (..) William Boyd Russell Hayden			7 Drama **034** **Earthbound** (..) Warner Baxter Andrea Leeds		7 Drama **No Exit** (..) Wallace Ford Kathryn Adams		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) .....Dec. 15
Glove Slingers (18) .....Nov. 24
Mooching Through Georgia (19) .....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18) .....July 28

CINESCOPES

World of 1960 (Futurama) (..) .....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..) .....Jan. 12
Crop Chasers (8) .....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7) .....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7) .....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10) .Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½) .....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10) .....Aug. 11
New Hampshire (..) .....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11) .....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..) .....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7) .....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½) .....Jan. 26

(Series 19)

No. 1 (9½) .....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10) .....Dec. 1
No. 4 (..) .....Jan. 5
No. 5 (..) .....Feb. 9

SPORT REELS

Big Fish (10) .....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..) .....Dec. 29
Jai Alai (8½) .....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½) .....Oct. 6
Rockin' Thru the Rockies (..) .....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10) .....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19) .....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11) .....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9) .....Oct. 7
Night Descends on Treasure Island (8) .....Jan. 20
Old Natchez (9) .....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9) .....Feb. 17
Vallant Venezuela (9) .....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8) .....Nov. 4
Miracle at Lourdes (sepia) (11) .....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..) .....Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9).....Mar. 23
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11) .....Jan. 20
Captain Spanky's Showboat (11) .....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11) .....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..) ...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8) .....Nov. 18
Stuffie (11) .....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8) .....Feb. 10

ROBERT BENCHLEY

Home Movies (7) .....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8) .....Sept. 22
◎Little Lambkin (7) .....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10) .....Apr. 5
Chile (10) .....Nov. 10
Cuba (10) .....Jan. 5
Ecuador (10) .....Sept. 1
Peru (9) .....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10) .....Sept. 8
Frankie Masters and his Orchestra (10) .....Dec. 29
George Olsen and His Music (10) .....Mar. 15
Here's Hal (10) .....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10) .....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11) .....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10) .....Oct. 6
The Champagne Music of Lawrence Welk (10) .....Sept. 8
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10) .....Feb. 16
Public Hobby Number One (11) .....Sept. 22
Sugar Wind (10) .....Jan. 19
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7) .....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7) .....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22

POPULAR SCIENCE (In Cinecolor)

No. 6 (11) .....Aug. 4
No. J9-1 (11) .....Sept. 15
No. J9-2 (10) .....Nov. 3
No. J9-3 10) .....Dec. 15
No. J9-4 (10) .....Feb. 16

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) .....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10) .....Feb. 23
Hydro-Maniacs (10) .....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Nag Was Only a Horse (7) .....Mar. 8
Way Back When a Triangle Had Its Points (7) .....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11) .....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10) .....Jan. 19
No. 4 (10) .....Mar. 29

RKO Radio

DISNEY CARTOONS (In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (..).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18) .....Aug. 4
Metropolis—1939.
No. 1 (19) .....Sept. 1
Soldiers with wings.
No. 2 (19) .....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) .....Nov. 24
Newsfronts of War—1940.
No. 5 (17) .....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18) .....Feb. 16
The Vatican of Pius XII.
No. 8 (18) .....Mar. 15
Canada at War.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11) .....Feb. 23
No. 8 (10) .....Mar. 22

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20) .....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) .....Jan. 19
Gun Play (9) .....Sept. 1
Hunting Hounds (9) .....Sept. 29
Ice Cutters (9) .....Oct. 27
Kennel Kings (9) .....Aug. 11
Pennant Chasers (9) .....Feb. 16
Sky Game (9) .....Dec. 22
Winter Playground (9) .....Nov. 24
Flycasting (9) .....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11).....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7).....Feb. 9
Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
Two Headed Giant (7).....Aug. 11
Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
Life Begins for Andy Panda (8).....Oct. 9
100 Pigmies and Andy Panda (7).....Apr. 22
Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (13) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17).....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18).....

UNIVERSAL NEWS

Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Wise Quack (7).....Aug. 5

NEWSREELS

TUESDAY, APRIL 16

Movietone News, No. 63

Roosevelt speaks to Pan-American conference; Sweden strengthens defenses; parachute students in graduate jumping; Governor Wilson urged to restore Lillian Russell fashions; fashions for June brides; Lew Lehr; running of Grand National Steeplechase in England; instructor's children box at Annapolis.

News of the Day, No. 261

Roosevelt talks to Pan-American meet; Sweden prepares for eventualities; battle flag presented to Polish Army; students in parachute jumps; cherry blossoms in Washington; California rodeo; running of Grand National.

Paramount News, No. 66

Parachute students in graduating jumps; Chief Justice Hughes celebrates birthday; cherry blossoms in Washington; present Variety Club plaque to educator; Finnish children arrive; alligator farm in Florida; anniversary of Pan-American Union; youngsters in boxing bouts; "Sea Biscuit" retires; California rodeo.

RKO Pathe News, No. 78

Roosevelt urges preparedness; British install African tribal chief; cherry blossoms in Washington; Rangers win Stanley Cup; Hughes celebrates birthday; boy swimmer in training; running of Grand National.

Universal Newsreel, No. 867

Sweden arms; Dutch troops patrol border; students in parachute jumps; Hughes' birthday; California rodeo; blossoms out in Washington; "Sea Biscuit" retires; youngsters in bouts.

THURSDAY, APRIL 18

Movietone News, No. 64

War scenes in England, Belgium, Denmark, French Alps, Spain and Morocco; jonquils harvested in Virginia; charity polo game in Hollywood viewed by prominent players; baseball season opens in Washington, Philadelphia, New York, Cincinnati, Chicago; racing under new mutual system at Jamaica.

News of the Day, No. 262

King of England inspects B.E.F.; French troops in Near East; Scandinavia front; Churchill inspects shipyard; queen of Holland reviews troops; census taken at Marineland, Florida; baseball games in Philadelphia and New York; fashions for dogs; mutuel betting at Jamaica.

Paramount News, No. 67

War scenes in England, French Alps, Paris, Belgium, etc.; artists in spot news drawing contest; baseball season opens in Washington and New York; mutuel betting begins at Jamaica.

RKO Pathe News, No. 79

President opens Washington baseball season; young Milwaukee mayor prepares for inauguration; Danube in flood; Paris opens beauty shops for poilus; Canada jails pro-Nazis; former Hitler aide in French exile; Belgium arms; pari-mutuels begin at Jamaica; baseball in Cincinnati and New York.

Universal Newsreel, No. 868

War front scenes in Belgium, Italy, France, Yugoslavia; test 400 M.P.H. plane in California; summer fur fashions for air conditioned nighteries; tons of clams washed ashore in New Jersey; screen stars in Hollywood polo game; motorcycles race in Tennessee; opening baseball games in Washington and New York.

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sioux Me (7).....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Five Little Peppers Abroad—Edith Fellows, Emory Parnell, Wyndham Standing. Director: Charles Barton. Producer: Ralph Cohn. **(Starting)**

West of Abilene—Charles Starrett, Sons of the Pioneers. Director: Ralph Cedar. Producer: Irving Briskin. **(Starting)**

METRO

I Love You Again—William Powell, Myrna Loy, Edmund Lowe, Frank McHugh. Director: W. S. Van Dyke. Producer: Lawrence Weingarten. **(Starting)**

One Came Home—Robert Young, Maureen O'Sullivan, Lewis Stone, William Gargan, Lynne Carver. Director: S. Sylvan Simon. Producer: Albert Levoy. **(Starting)**

Gold Rush Maisie—Ann Sothern, Virginia Weidler, Lee Bowman, Mary Nash. Director: Edwin L. Marin. Producer: J. Walter Ruben. Screenplay: Betty Reinhardt, Mary C. McCall jr. **(Starting)**

The Mortal Storm—Margaret Sullavan, James Stewart, Robert Young, Frank Morgan, Irene Rich. Director: Frank Borzage. Producer: Sidney Franklin. Original: Phyllis Bottome. **(Completed)**

PARAMOUNT

Comin' Round the Mountain—Bob Burns, Una Merkel, Jerry Colonna, Bill Thompson, Harold Peary. Director: George Archainbaud. Producer: William C. Thomas. Original: Lewis R. Foster. **(Starting)**

RKO RADIO

Money Isn't Everything—Lum and Abner, Robert Wilcox, Frances Langford, Frank Craven, Irving Bacon. Director: Harold Young. Producer: Voco Productions. **(Starting)**

Cross Country Romance—Gene Raymond, Wendy Barrie. Director: Frank Woodruff. Producer: Cliff Reid. Original: Eleanor Browne. **(Starting)**

Have It Your Own Way—Maureen O'Hara, Louis Hayward, Lucille Ball, Mary Carlisle, Ernest Truex. Director: Roy Del Ruth. Producer: Erich Pommer. Original: Vicki Baum. Screenplay: Tess Slesinger, Frank Davis. **(Starting)**

Prairie Law—George O'Brien, Virginia Vale, Dick Hogan, J. Farrell MacDonald. Director: David Howard. Producer: Bert Gilroy. Original: Bernard McConville. Screenplay: Doris Schroeder, Arthur Jones. **(Completed)**

Tom Brown's Schooldays—Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon, Josephine Hutchinson, Robert Coote. Director: Robert Stevenson. Producers: Gene Towne, Graham Baker. Original: Thomas Hughes. Screenplay: Walter Ferris. **(Completed)**

REPUBLIC

Rocky Mountain Rangers—Robert Livingston, Duncan Renaldo, Raymond Hatton, Rosella Towne, Barry Hayes. Director: George Sherman. Producer: Harry Gray. **(Starting)**

Doctors Don't Tell—John Wayne, Charles Coburn, Sigrid Gurie, Spencer Charters. Director: Bernard Vorhaus. Producer: Sol C. Siegel. Screenplay: Doris Anderson, F. Hugh Herbert, Joseph Moncure March. **(Completed)**

20TH CENTURY-FOX

Street of Memories—Guy Kibbee, Jerome Cowan, Addison Richards, Sterling Holloway, Lynne Roberts, John McGuire. Director: Shepard Traube. Producer: Lucien Hubbard. **(Starting)**

UNITED ARTISTS

The Long Voyage Home—John Wayne, Thomas Mitchell, Ward Bond, J. M. Kerrigan, Barry Fitzgerald, Arthur Shields. Director: John Ford. Producer: Argosy Pictures. Original: Eugene O'Neill. Screenplay: Dudley Nichols. **(Starting)**

WARNER-FN

The Sentence—George Brent, Virginia Bruce, Brenda Marshall, William Lundigan. Director: Vincent Sherman. Screenplay: Walter DeLeon. **(Starting)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
.... Abe Lincoln in Illinois....RKO
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... Alias the Deacon.....Univ
.... Amateur Detective .....Mono
468 An Angel From Texas.....FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

.... Babies for Sale .....Col
17 Balalaika .....M-G-M
031 Beyond Tomorrow .....RKO
025 Bill of Divorcement.....RKO
3935 Biscuit Eater, The .....Para
.... Black Eyes .....Alliance
4018 Black Friday .....Univ
1205 Blazing Six Shooters.....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
406 Brother Rat and a Baby..WB
3932 Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
4011 C. McCarthy, Detective....Univ
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
965 Covered Wagon Days.....Rep
3963 Covered Wagon Trails....Mono
3955 Cowboy From Sundown..Mono
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
4055 Danger on Wheels.....Univ
901 Dark Command .....Rep
953 Days of Jesse James.....Rep
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
3929 ◎Dr. Cyclops .....Para
.... Dr. Kildare's Strange Case .....M-G-M
.... Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

18 Earl of Chicago .....M-G-M
.... Earthbound 20th-Fox
3924 East Side Kids .....Mono
36 Edison the Man .....M-G-M
3917 Emergency Squad .....Para
4033 Enemy Agent .....Univ
945 Escape to Paradise.....RKO
462 Espionage Agent .....FN
029 Everything Happens at Night 20th-Fox

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
.... Five Little Peppers at School .....Col
.... Flight Angels .....WB-FN
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
34 40 Little Mothers.....M-G-M
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para

G

3912 Gentleman From Arizona.Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
922 Grandpa Goes to Town....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ
3915 ◎◎Gulliver's Travels ....Para

H

4040 Half a Sinner .....Univ
023 He Married His Wife..20th-Fox
009 Here I Am a Stranger..20th-Fox
963 Heroes of the Saddle.....Rep
129 Hi-Yo, Silver .....Rep
3922 Hidden Enemy .....Mono
.... Hidden Gold .....Para
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
4056 Hot Steel .....Univ
.... House Across the Bay.....UA
4013 House of Seven Gables....Univ
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
038 I Was an Adventuress.20th-Fox
.... If I Had My Way.....Univ
921 In Old Missouri .....Rep
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
024 Irene .....RKO
.... Island of Doomed Men.....Col
017 Isle of Destiny .....RKO
407 It All Came True .....WB
4001 It's a Date .....Univ

J

042 Johnny Apollo 20th-Fox
16 Judge Hardy and Son...M-G-M

K

3965 Kid From Santa Fe.....Mono
422 King of the Lumberjacks .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

.... La Conga Nights .....Univ
22 Lambeth Walk .....M-G-M
3964 Land of Six Guns.....Mono
082 Legion of the Lawless.....RKO
3931 Light of Western Stars...Para
3921 Light That Failed.....Para
045 Lillian Russell 20th-Fox
.... Lion Has Wings .....UA
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
.... Lone Wolf Meets a Lady..Col
1019 Lone Wolf Strikes.....Col
.... Long Shot .....FA

M

4022 Ma, He's Making Eyes at Me .....Univ
24 Man From Dakota.....M-G-M
1213 Man From Tumbleweeds....Col
030 Man Who Wouldn't Talk 20th-Fox
1017 Man With Nine Lives.....Col
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
046 Marriage in Transit...20th-Fox
1035 Men Without Souls.....Col
016 Mexican Spitfire .....RKO
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
3940 Murder on the Yukon.....Mono
1018 Music in My Heart.....Col
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA
.... Mysterious Mr. Reeder....Mono

N

324 Nancy Drew, Trouble Shooter .....WB
.... No Exit .....Univ
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
044 On Their Own 20th-Fox
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
.... Our Town .....UA
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
023 Primrose Path .....RKO

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
3953 Rhythm on the Rio Grande .....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
3926 Road to Singapore.....Para

S

021 Saint's Double Trouble....RKO
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
.... Saturday's Children ...WB-FN
3924 Secret Four .....Mono
3924 Seventeen .....Para
041 Shooting High 20th-Fox
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
8922 Sidewalks of London.....Para
.... Ski Patrol .....Univ
3928 Sky Bandits .....Mono
.... Slightly Honorable .....UA
043 So This Is London....20th-Fox
3902 Son of the Navy.....Mono
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
.... Susan and God .....M-G-M
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

939 Tarzan Finds a Son!....M-G-M
.... Tear Gas Squad.....WB-FN
.... Tevya .....SR
.... Texas Stagecoach .....Col
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
465 Three Cheers for the Irish.FN
456 'Til We Meet Again.....FN
328 To the Rescue .....GN
11 Tomboy .....Mono
1004 Too Many Husbands.....Col
.... Torrid Zone .....WB-FN
.... Turnabout .....UA
35 20-Mule Team .....M-G-M
1203 Two-Fisted Rangers .....Col
33 Two Girls on Broadway.M-G-M
3934 Typhoon .....Para

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
404 Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

37 Waterloo Bridge .....M-G-M
.... Way of All Flesh.....Para
4061 West of Carson City.....Univ
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
3925 Women Without Names...Para

Y

.... You Can't Fool Your Wife.RKO
032 Young as You Feel...20th-Fox
.... Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

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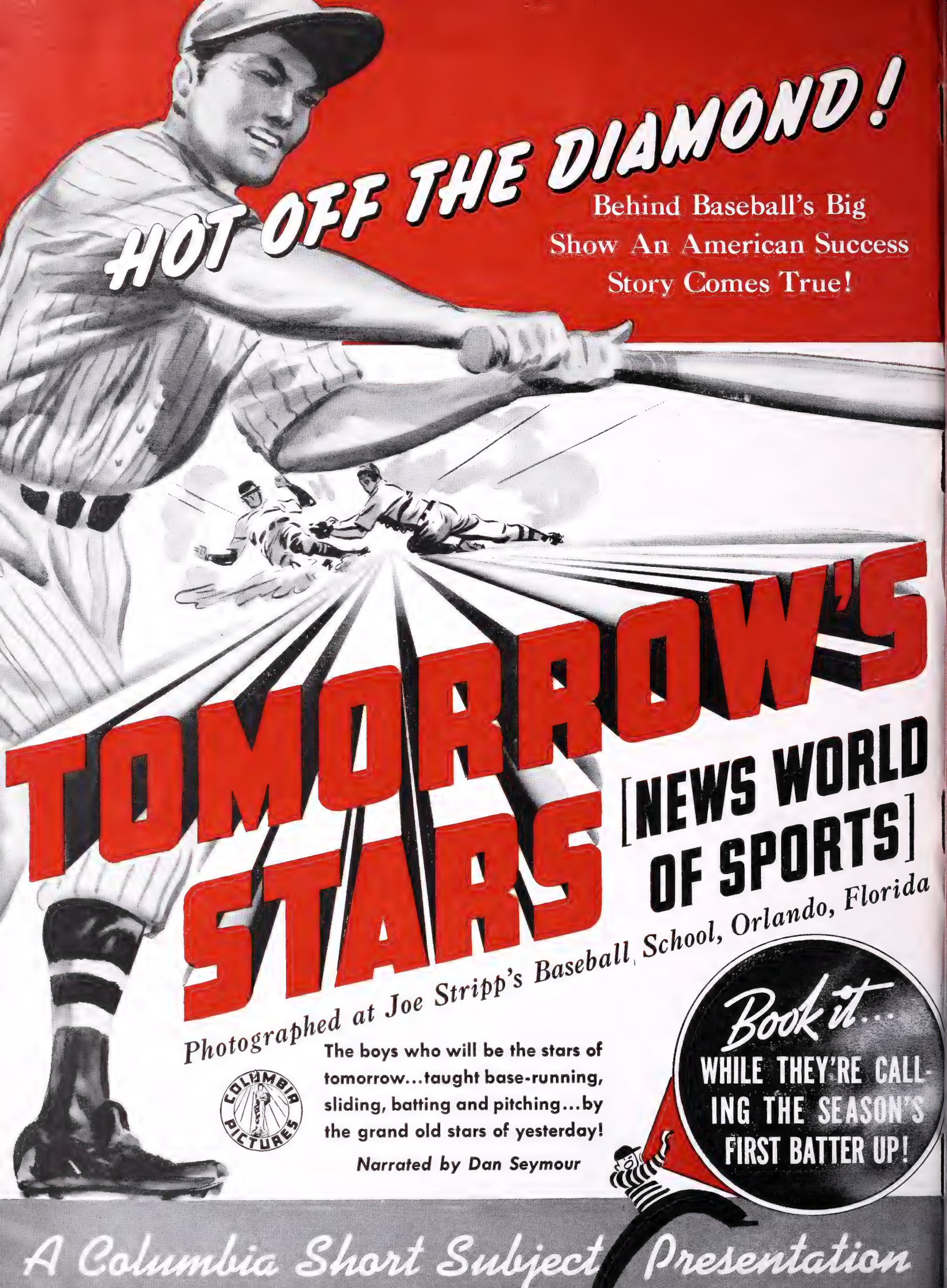
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The Pulse of the Motion Picture Industry

BOXOFFICE

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"MIRACLES ARE NOT RELIABLE"

As page 3 explains

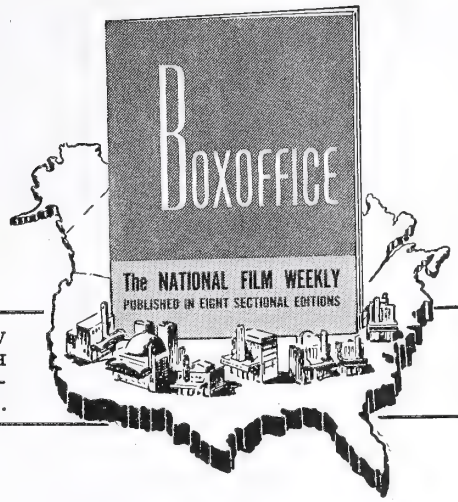
PREVIEW!



Inglewood, California—"WATERLOO BRIDGE" stampeded a cheering Preview audience into ecstatic raves as another M-G-M hit was unreeled here at the Academy Theatre. Vivien Leigh's first production since her acclaim in "Gone With The Wind" and Robert Taylor's most powerfully romantic role combined to elicit "ohs" and "ahs" from the femme fans. Eyes of the motion picture colony are on the M-G-M Studio. Last week it was the sensational Preview of Spencer Tracy's "*Edison, The Man.*" This week it's "*Waterloo Bridge.*" Next week it will be the Preview of Wallace Beery's "*20 Mule Team*" and more triumphs to come in Leo the Lion's parade of successes!

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 24

May 4, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

MIRACLES ARE NOT RELIABLE

PART of a significant news story which appeared last week in BOXOFFICE:

"New York—Seven major distributors, excluding Universal, by Wednesday will have withdrawn from London $13,125,000 of the $17,500,000 allocated to them under the agreement concluded last November with the British government.

"Under the pact, 50 per cent of the revenue was 'frozen' with 75 per cent of the balance to be withdrawn by May 1 and the remaining 25 per cent, or $4,375,000, by October 1 when the agreement expires.

"It is understood the companies are bending every effort to remove the balance within a short time. The idea is to get all the money out provided by the pact in case the British are forced to place harsher currency restrictions on the exchange leaving the country."

While this generally applied manouevre was being worked out in the industry's most vital overseas market, in New York Sidney R. Kent was discussing the situation at large. An occasional highlight from an exclusive and hard-hitting statement of his becomes decidedly worthwhile the repeating:

"If the war continues, we will face problems as we never have before. But we have no alternative. We must fight to the last ditch. You cannot solve the problem by inferior product. No one in the industry, except a few on the executive end, wants to cut the size of his pictures . . . By the fall of this year, we will probably be getting from 25 to 30 per cent less in terms of dollars from abroad. For one thing, we cannot cut quality; this would affect us in the domestic market. It is possible we may have to operate in the red for two years and then hope the foreign business is there again."

On self-sufficiency in the home market, this:

"But it cannot be done. It is easy to say, 'Do this and do that,' but all your talking won't get it out of the United States. It is up to the heads of the companies to show the way; take cuts before the others. I've done it and so have others down the line. There must be cuts in proportion to the loss of revenue if the industry is to survive. Otherwise, we can look for a mess."

Thus, once again and on increasing fronts, warning signals written in simple and understandable language flap omniously in the breeze.

Dangerous as it stands now, the British situation is loaded with further devastating potentialities. It goes beyond the United Kingdom, too, for the plain reason that, as London decides, so will its principal dominions—Canada and Australia, both invaluable outlets for American films.

In fact, the industry here is confronted with a total, ultimate shrinkage of perhaps $50,000,000 in its international income. For a business which, in combination of principal producing and distributing organizations, shows annual net earnings of less than half of that figure, it requires no certified accountancy expert to calculate the final answer unless conversation dealing with a solution is translated into terms of action.

It is becoming increasingly apparent, and almost daily so, that the issue cannot to ducked. Talking won't solve it. Neither will hopes the situation, by some vague and comforting wishful thinking, will muddle through.

The answer is not in inferior product, as Kent and others have pointed out, for this would damage pehaps beyond repair the home market which is the pivot around which the entire structure revolves. Certainly it ought to be painfully clear the answer likewise is not in reliance upon foreign markets.

The solution, fortunately, is within the grasp of the men who run the industry in the United States. They have the figures. They know what they are paying out. They know what they are taking in. If they want to be optimistic, but not in terms of a "Gone With the Wind," they might add a conservative increase in domestic income. But they ought not delude themselves too thoroughly on that score. Not with 11,000,000 people out of work.

They will find they can make million dollar negatives. They will find they can get that money back, plus a profit, if their studios do a job. They will find, too, that any ideas along these lines will not be easy. In fact, it will be tough on some of the boys and girls in Hollywood. Those checks sent west weekly by New York have been reaching their destination with a regularity that indicates a future riot if they turn up in smaller digits.

Yet this is exactly what may happen unless a miracle rides to the rescue.

Kann

DECREE PROPOSAL SEEN IN WASHINGTON'S LAP; ISSUE IS QUIESCENT, NOT NECESSARILY DEAD

New York Proponents Say Have Gone as Far as They Can

NEW YORK—There are those who say it's all over and that a consent decree is out.

There are those who hope not, by that meaning they continue to favor such a method of settling the all-industry suit.

In the main, however, both agree that what happens from this point on depends on Washington, its manouevres, its political footwork, the forthcoming national elections. And pressure groups.

Activists in the extended negotiations dealing with consent decree deliberations feel there is nothing further to be done at this end. They assert they have gone as far as they can which is why they conclude the affirmative or the negative on the outcome must emanate from Washington.

Point to "Good Faith"

Furthermore, they point to the record of their deliberations and are inclined to rest upon their performance as an earnest of good faith displayed in the desire to effect a decree suitable to the government and, of course, at the same time acceptable to their companies.

"We tried to work it out and we are still willing" explains one negotiator. "It can hardly be laid at our doorstep when you understand that, insofar as the department of commerce is concerned, Secretary Hopkins found the decree formula acceptable aside from some brushing up which would have been necessary before the final form had been worked out. However, if the department of justice, or perhaps I should say Thurman Arnold, changed his mind and refused to go along, I would say that the responsibility for a breakdown in negotiations ends on the doorstep of the department of justice."

Arnold Puzzles

Those on the inside profess a lack of clear understanding over Arnold's current insistence that theatre divorcement must be effectuated. This attitude is described as "new" and came to light in detail when the assistant to the attorney general appeared before the subcommittee of the senate judiciary committee recently in Washington.

In fact, it is reported reliably that, not only had the commerce department approved the decree formula, but that the justice department had also done so at one point in the negotiations. It is claimed justice quite definitely had not insisted that exhibitor-producers separate themselves from their theatres. Since Arnold's blast, which continues to be appraised as an effort to size up the strategy which the theatre-owning producers and distributors would use at the trial by defending themselves at the forthcoming hearings on the Neely divorcement bill proposal, all of this would appear to have been altered.

A number of high executives here privately are burning over Allied's role in the current phase of the situation. More or less openly, they accuse Allied, principally through general counsel Abram F. Myers, of additionally "steaming up" the justice department to kick over any consent decree and to proceed with the all-inclusive suit on its merits.

The political aspects centering in Washington bear on the possible intervention of the administration through White House influence. In a national election year, it is assumed to be perfunctory and customary procedure to disturb large industries as little as possible. It is argued that, if some, or enough, major companies in this industry favor adjudication of their most important suit by out-of-court settlement, perhaps high places in Washington may come to the conclusion this is the formula to pursue. Presumably, too, the relative strengths of the commerce and justice department secretaries with the White House might bear on the outcome.

Trial Preparation Ahead

In the meantime and on all fronts, it would appear as if a consent decree had never been heard of. Preparations for the trial, now set for June 3, are continuing in both defense and prosecuting quarters.

Indicating that 11 Philadelphia exhibitors will be among the first group of its witnesses, the government has asked all major companies for documents covering 67 Quaker City houses and 22 theatres in the surrounding areas. Of the total number of theatres involved, 54 are controlled by Warner and one by Loew, the others being operated by independents.

Federal Judge Goddard will hear the application for the documents Tuesday. The data sought includes contracts, deal

(Continued on page 16)

B & K, Paramount to Fight Chicago Citation on Contempt

NEW YORK—Decision by Special Master Edgar Eldredge who recommended to the federal court in Chicago that B&K be cited as violators of a consent decree of eight years standing will be fought by the circuit and Paramount. The latter was held to be jointly liable, although not guilty. All other distributors were absolved.

Paramount and B&K have until May 21 to file exceptions to the special master's recommendation. Attorneys for the two companies are now working on these and they will probably be filed on the final date. After the exceptions are filed, Judge Woodward will set a date for arguments.

Meanwhile, Paramount is making no comment on the special master's recommendation. Eldredge found in his report a violation of section 10, which, in essence, resolves itself to the opinion that existing contracts have an accumulated effect of restraining first run exhibition in Chicago.

While no penalty is provided by law, if the recommendation is upheld by the courts, Judge Woodward has the power to fix a fine or warn the defendants not to repeat the act without imposing a monetary requisite. While it does not necessarily hold true in this case, the usual consequences where companies are found to have violated consent decrees result in small fines.

However, it is indicated Paramount and B&K will make every attempt to clear themselves at the coming oral arguments on exceptions.

May Be Blow to Majors' New York Suit Defense

CHICAGO—Expected to be a blow to the major companies' defense of the New York equity suit, is the finding of Judge Edgar Eldredge, special master in chancery in federal court, who recommended that Balaban & Katz, Paramount Pictures and Barney Balaban, be found guilty of contempt

(Continued on page 16)

"If Uncle Sam Catches Us..."

New York—Mounting losses in foreign markets are reaching such proportions that they may mean the difference between life and death for some companies, depending upon their financial resources, in the opinion of Sidney R. Kent.

He sums up the situation like this: "The war in Scandinavia might cost each company up to $400,000. We can't stand many blows like that; some companies need that money very badly.

"If the war continues, England may not give us free sterling next year. Life and limbs to England take precedence over everything else.

"The neutral countries affect us, too. If they can't trade, they can't give us money for films.

"The trouble is that no one company can solve this thing alone. And if Uncle Sam catches two of us talking together, we're facing indictment."

SALES MANAGERS, SUBPOENAED IN BIG CASE, AIM TO CLEAR CONVENTIONS BEFORE JUNE 3

All on Witness Lists; Rush as Indication Trial Start Seen

NEW YORK—As another indication that the current drift is all in the direction of a June 3 opening date for the trial of the all-industry suit, the general sales managers of the majority of major companies are moving forward their conventions in order to be clear of them by the time the proceedings before Judge Henry W. Goddard get under way. Warner and Columbia are the lone hands, since the former company has not set its meeting dates, while the latter so far is undetermined beyond an indication June will be the month.

All sales managers have been subpoenaed as witnesses. It does not follow their actual presence in the courtroom may be required on the opening date, but it does follow they must keep themselves in readiness for a call. Under the procedure governing appearances of witnesses, three days from the time of scheduled appearance are granted provided the prospective witness is within 100 miles from New York. A week is allowed if he is beyond that distance limit. The general feeling is it would be desirable to have conventions cleared rather than face the possibility of interruption.

Conventions Set

The lineup on conclaves, some of the information new and some of it already reported, follows:

Abe Montague, general sales manager of Columbia, is yet to determine his plans. He now figures the date will fall about mid-June, although this is not definite. He may hold one national meeting or split the deliberations into two regionals. The tendency at Columbia appears to be against any rush in view of the recent district managers' meeting in New York.

Four Metro Regionals

Abandoning its long-established custom, M-G-M this year will hold four regional meetings. The first is slated for the St. Francis, San Francisco, May 6-7; the second for the Drake, Chicago, May 13-14; the third at the Astor, New York, May 17-18, and the fourth at the Shoreham, Washington, May 20-21. William F. Rodgers, general sales manager; Howard Dietz, director of advertising and publicity, and Edward Aaron, Rodgers' assistant, are now in Hollywood in connection with production and convention detail. The company will release a list of properties from which 44 to 52 films will be made next season.

Those who will attend the first meeting are:

Los Angeles: Clayton T. Lynch, manager; William A. Calihan, Sam S. Davis, Reuben L. Harris and Jack Jacobs, salesmen.

Portland: Louis Amacher, manager; Joseph T. Warren, salesman.

Salt Lake City: Samuel J. Gardner, manager; Clarence W. Boulet, Carl E. Lind and David T. McElhinney, salesmen.

San Francisco: Langdon C. Wingham, manager; Leland S. Hulling, Edward C. Mix and Sidney Schuster, salesmen.

Seattle: Maurice Saffle, manager; Mac Rubenfeld and B. Wallace Rucker, salesmen.

Once more, Paramount will return to Los Angeles for its convention, again to be national in scope. The hotel will be the Ambassador and the dates May 24-26. District and branch managers, "One Hundred Per Cent Club" salesmen, home office and, of course, studio executives will be on hand.

Republic Dates Soon

Oscillating between the last week of this month and the first week of next are final dates for Republic's contemplated regionals. Herbert J. Yates and James R. Grainger leave for Hollywood about May 15 to finalize production plans. Thereafter, regionals will be held in San Francisco, Chicago and New York with Memphis as a probability for the fourth and final session.

RKO's plans remain unchanged. It will hold one meeting at the Waldorf-Astoria, New York, May 27-30.

UA in Two Cities

UA men from the eastern half of the country will foregather at New York, May 13-15 at the Waldorf-Astoria. The western contingent will meet at Chicago, May 16-18, at the Congress Hotel.

With Universal, it's a case of two three-day regionals. The first, as noted, will be held at the Ambassador, Atlantic City, May 11-13, and the second at the Drake, Chicago, May 18-20.

Metro Sales Policy Holds Despite War Conditions

CHICAGO—Despite the uncertainty of conditions, including the status of the government suit and the Neely Bills in Washington, M-G-M will continue its same sales policy for the 1940-41 season, William F. Rodgers, general sales manager, said this week en route to San Francisco for the first of the company's four regional conventions.

"These will not be actual conventions, but more or less general discussions with our men," Rodgers said.







Launching First M-G-M Meeting—

At the top right is William F. Rodgers, general sales manager; below, left to right, Edward M. Saunders, western sales manager, and Howard Dietz, director of advertising and publicity. They will figure prominently in the first of four regionals which get under way at the St. Francis, San Francisco May 6-7.

Business Will when they



Bing CROSBY

IF I HAD MY

with

Charles WINNINGER
EI BRENDEL

Allyn Joslyn · Claire Dodd · Nana Bryant

and these famous favorites of all time—

Eddie Leonard · Trixie Friganza · Grace LaRue
Julian Eltinge · Blanche Ring

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Original Story by David Butler,
William Conselman and James V. Kern

Produced and Directed by DAVID BUTLER

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and these two never-to-be-forgotten hits, sung by the artists who made them internationally famous

"IDA"... sung by Eddie Leonard
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...sung by Blanche Ring

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Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
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Notes to You from Red Kann

SLANTS on consent decrees vary in accordance with the individual spoken to, his own interests and how he figures they might be affected. With that as an introduction, here is how a prominent lawyer, identified with the defense, strides up to a situation once hotter than it is now, but by no means atrophied:

"The trouble with any form of consent decree is that it does not touch anyone not a party to the suit. For instance, and only hypothetically, let's say all the distributor defendants agreed to a consent decree. This document would leave Monogram, Republic or any other company free to indulge in any sort of practice which is barred from the eight majors. Don't minimize the inherent danger to the majors, as big as they are, from such an eventuality.

"There also is a condition, described maybe loosely as 'public taste.' Let us say there are two theatres in a competitive zone. One theatre represents an investment of $25,000; the other, $300,000. The first exhibitor obviously has not gone to the same lengths as the more costly one to attract patrons. Yet he might feel he is justly entitled to the same privileges. Litigation will never clear up a situation like this; it is full of discriminatory tactics.

"Frankly, the lesser of two such evils is legislation. At least, all parties are treated equally."

A Visible Link

In reversing the government's procedure by submitting potential witnesses to pre-trial examination, attorneys identified with the defense declare the tactic seeks to establish when, where and how much Allied has been participating in the events leading up to the all-inclusive suit. Thus far, James Binkov of the Temple, Union City; James C. Forgione of the Forum, Metuchen, and Anthony Bannon of the Court, Newark—New Jersey theatremen all—declare they filed complaints with Allied of New Jersey, not with the department of justice which listed them as probable witnesses.

Apparently, defense attorneys regard all this as significant. Potentially anyway and maybe actually, in establishing the link that binds. Recommended for their attention as a probable means of saving time is a wire jointly signed by Harry A. Cole and Abram F. Myers. Published a couple of weeks ago, it clarified whatever remained to be clarified with this:

"Major companies having ignored Allied's suggestion regarding arbitration last winter and having chosen to treat only with the government, we are relegated to the same procedure and hence do not think a statement would be appropriate."

The statement refers to a request for comment on negotiations looking toward a consent decree. For this purpose, that phase of the telegram is unimportant. The rest of it illustrates the point now milling around in this space.

It's an old and an obvious point anyway. Allied always has been for theatre divorcement. The all-inclusive suit strikes for that. Therefore, the tieup is apparent and in strictest conformity with Allied's well-known platform.

"Advisedly"

In the event it might have been glossed over which it should not have been, what pops up now is a carbon copy of a neat, little box originally published in BOXOFFICE last issue, page four, column two:

"New York—Although Thurman Arnold makes it clear apparently that a consent decree is out, it is being pointed out here—cautiously and advisedly—that the assistant attorney general presumably is talking for the department of justice only.

"Remarked one highly placed executive, 'Even Mr. Arnold has superiors in Washington.'"

From this point on, you do your own speculating. A word of suggestion:

Don't be a piker.

The Limit

Opening excitement at the Paramount where waiting lines reached around the 44th street side of the theatre and continued to Eighth Avenue for a chance to see "Buck Benny Rides Again" on celluloid and Gene Krupa's band tooting away on the

(Continued on page 16)

EVERYTHING IS POOCHES



DOWN IN GEORGIA!



MACON, Ga.—B. E. Doubles business on "Rulers of the Sea," "Cat and Canary," "Honeymoon in Bali." Tops "Beau Geste."



CANTON, Ga.—Tops "Beau Geste" by 50% doubles business on "Honeymoon."



BAINBRIDGE, Ga.—Three times business on "Cat and Canary," "Beau Geste" and "Honeymoon."



MOULTRIE, Ga.—Doubles business on "Beau Geste," "Honeymoon" and "Disputed Passage." Three times as much business as "Cat and Canary."



FORT VALLEY, Ga.—Doubles business on "Beau Geste"—triples business on "Honeymoon."



CARROLLTOWN, Ga.—Doubles business on "Honeymoon"—75% ahead of "Beau Geste."



MILLEDGEVILLE, Ga.—Doubles business on "Beau Geste." Does as much business in 1 day as "Honeymoon" did in 2 days.



McRAE, Ga.—Doubles business on "Beau Geste"—triples business on "Honeymoon."



DOUGLAS, Ga.—Does twice as much business in 1 day as "Beau Geste" did in 2 days. Doubles business on "Honeymoon."



HAWKINSVILLE, Ga.—Doubles business on "Beau Geste" and "Honeymoon."



AMERICUS, Ga.—Did 50% more business in 1 day than "Beau Geste" did in 2. Doubled in 1 day business that "Honeymoon" did in 2.



BRUNSWICK, Ga.—Tops "Honeymoon" and "Beau Geste."



ALBANY, Ga.—Exceeded by 80% business on "Beau Geste," "Union Pacific" and "Man About Town."



THOMSON, Ga.—Doubles business on "Beau Geste," "Honeymoon."



FITZGERALD, Ga.—Did twice as much business in 1 day as "Beau Geste" and "Honeymoon" did in 2.



DUBLIN, Ga.—Doubles business on "Beau Geste" and "Honeymoon."



BREMEN, Ga.—Business on 1 day exceeded by 30% business "Beau Geste" and "Honeymoon" did in 2 days.



COLUMBUS, Ga.—Tops "Honeymoon," "Rulers of the Sea," "Cat and Canary."



TIFTON, Ga.—Doubles business on "Honeymoon" and "Beau Geste."



BAXLEY, Ga.—Did twice as much business in 1 day as "Beau Geste" and "Honeymoon" did in 2.



PERRY, Ga.—Doubles business on "Honeymoon" and "Beau Geste."



DOTHAN, Alabama—Equalled business on "Beau Geste"—topped "Rulers of the Sea" and "Cat and Canary."

WITH "THE BISCUIT EATER"

RIDIN', SHOOTIN', TWO-FISTED ACTION MARKS A TREND FOR 1940-41; ALREADY ON THE WAY

More Than Ten Per Cent Of Films to Stress More Movement

By IVAN SPEAR

HOLLYWOOD—Action, the use of which has grown apace in the current season's output, will attain a new high on 1940-41 schedules. That seems a certainty when an analysis of the film now in production, as well as of the new year's plans already announced or being prepared by most of the majors, is considered.

Invasion of the ridin', shootin', two-fisted tactics, whether by sea, air or in the reliable western, has grown to the point where a preliminary estimate places the portion of action pictures for 1940-41 at close to ten per cent, with every likelihood this proportion will increase before the season gets fully under way. Of an approximate 500 pictures to be turned out by the majors, at least 90 will fulfill the demand for less talk and more movement.

Influence Already Felt

A glance at current production charts indicates the manner in which the trend already has made its influence felt. For Columbia, Wesley Ruggles is producing a western saga yclept "Arizona." Metro is filming "Boom Town," in which Clark Gable and Spencer Tracy portray hard-boiled oil-field workers whose principal assets are rough and ready fists. The same studio recently completed "Twenty-Mule Team," a story of Death Valley's borax mines, starring Wallace Beery and due for release shortly. At Paramount, Cecil B. DeMille is well under way with "North West Mounted Police." Harry Sherman is shooting "Three Men From Texas," Sam Wood is directing Fred MacMurray in "Rangers of Fortune," and still another in production is "The Texas Rangers Ride Again." At Republic, where boots-and-saddles can almost be considered formal attire, the big-budgeted "Wagons Westward" now is rolling, as well as Gene Autry's "Melody Ranch" and "Rocky Mountain Rangers," featuring the Three Mesquiteers.

Three Are Action

Three of the four United Artists productions now in work fall into the action category. The tropics supply the locale for Edward Small's "South of Pago Pago," while maritime adventure is the keynote of both Argosy's "The Long Voyage Home" and "Captain Caution." Over at 20th Century-Fox two-fisted sequences are liberally injected in "Brigham Young." In production at Universal as one of the Richard Arlen-Andy Devine series of melodramas is "Hot Steel." Truck drivers—than whom they don't come much tougher—are the principal characters in Warner's "They Drive by Night," while melodrama on a lavish marine scale is the chief ingredient of the current Errol Flynn starrer, "The Sea Hawk."

The foregoing, however, is as nothing to what is coming. The principal sources of action stuff will, of course, be Republic and Monogram, each heavily emphasizing the sagebrush atmosphere. Monogram will have three western series of eight each, featuring Ray Corrigan and John King as a team; Tex Ritter and Fred Scott. Additionally, Jack London's stories of the Yukon country will supply three others—"Under Northern Skies," "Land of the Long Shadows" and "Queen of the Yukon." Listed as a special is James Fenimore Cooper's classic of Indian fighting, "The Pioneers."

Republic will supply about 26 westerns, including the Autrys, Roy Rogers, Three Mesquiteers and Don Barry. On the immediate schedule is "Carson City Kid," starring Rogers. To come is "Colorado," a big-scaled western to star John Wayne.

Columbia will have two series of cowboy sagas, one starring Charles Starrett, the other featuring Bill Elliott. Plans also are under way to film a sequel to "Only Angels Have Wings," an aviation melodrama.

On the adventure side for M-G-M will be a new "Tarzan" feature; two Wallace Beery starrers, "Bonanza," a story of silver-mining, and "Combat Car," dealing with the U. S. army's new mechanized units; a submarine story, "Port of Hope," to star Robert Taylor, and two aviation spectacles, "Wings Over the Desert" and "Flight Command."

In the forefront on Universal's schedule is "When the Daltons Rode," a story of the notorious frontier bandits of the 19th century. The studio also lists a group of westerns starring Johnny Mack Brown as well as the melodrama series co-starring Arlen and Devine.

Plenty From Warner

Warner's 1940-41 leader will be "Santa Fe Trail," designed as a follow up to the 1938-39 entry, "Dodge City," and the 1939-40 number, "Virginia City." It will star Errol Flynn. Also on tap are "Trail's End," a mounted police yarn; "Flowing Gold," story of the oil fields; "Burning Daylight," by Jack London; "River's End;" two westerns, "Pony Express" and "Tombstone," and "Menace of the Sea," in which the coast guard will feature. The action ingredient also will be an important factor in Jesse L. Lasky's production of "The Amazing Sergeant York."

Action at RKO

For RKO Radio, Gene Towne and Graham Baker will turn out "The Deerslayer," based on James Fenimore Cooper's novel. The studio also plans "Men Against the Sky" as an aviation story starring Richard Dix; "Inside Track"—a midget automobile racing yarn—and from six to eight George O'Brien westerns.

Paramount's schedule includes eight "Hopalong Cassidy" westerns, to be made by Harry Sherman, the first of which is titled "Doomed Caravan;" several "specials," including "The Ne'er-Do-Well," "The Round-Up" and "The Parson of Panamint," also for production by Sherman; an aviation story, "I Wanted Wings," and "The Sun of Glory," tracing the growth of the southwestern United States, which Cecil B. DeMille will produce.

Other vehicles in the action vein include Edward Small's "Kit Carson, Avenger" and Samuel Goldwyn's "Black Gold," an oil-fields story to star Gary Cooper.

Technicolor Ends Options on Stock

NEW YORK—Options to producers to purchase its stock as low as $15 a share as an inducement to stimulate a greater use of color have been abandoned by Technicolor. A maximum block of 307,000 shares was designated for this purpose, the company points out in its annual statement. Of this total, options on 18,000 shares lapsed last year but, reads the report, "included in this maximum are options on 83,000 shares conditional upon future photography of feature productions, a number of which may not be produced or may be delayed so as to make it unlikely they will carry options." Of the remaining 244,000 shares, 24,000 shares have lapsed while 35,000 were exercised last year. However, 1939 saw no options picked up by producers or others in the industry, the report reveals.

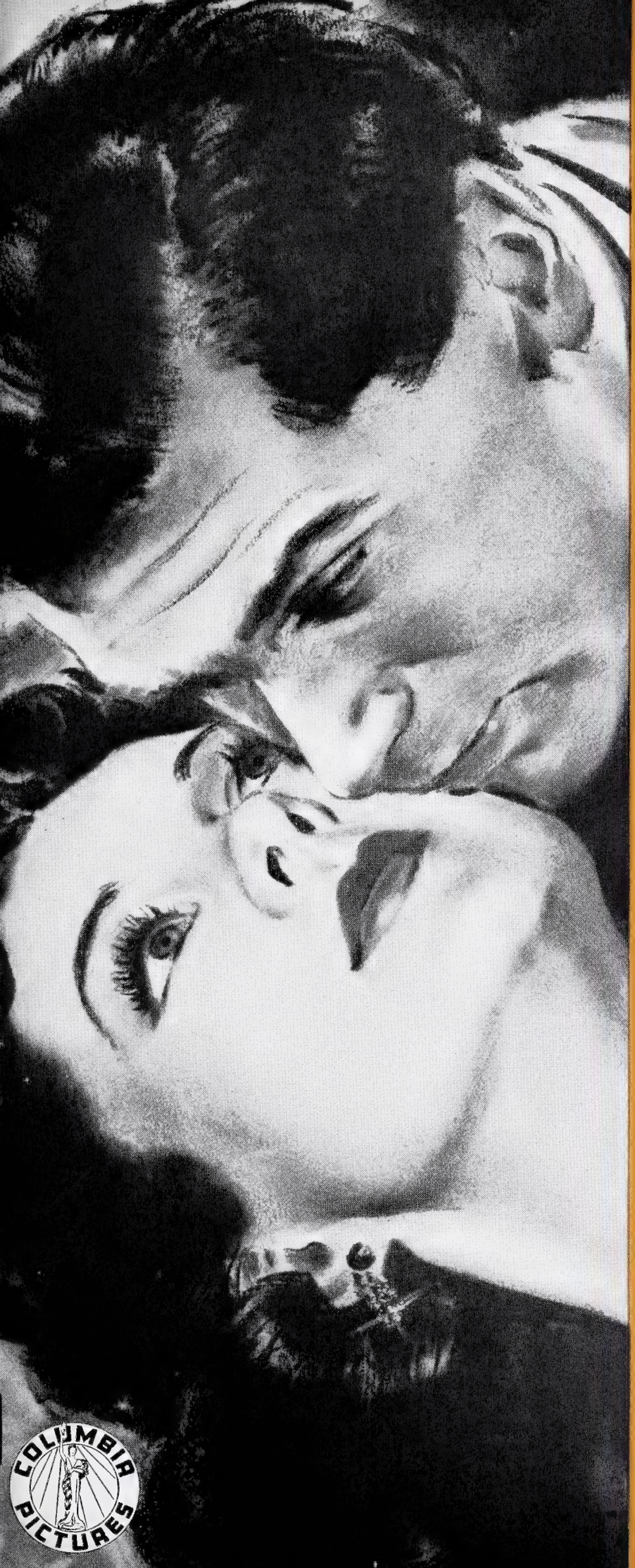
William F. Rodgers Will Address PCCITO in L. A.

LOS ANGELES — William F. Rodgers, M-G-M general sales manager, who arrived from the east with Howard Dietz and Edward Aaron the latter part of the week, will be one of the principal speakers at the PCCITO three-day convention at the Ambassador starting May 8. The PCCITO, which includes exhibitor units as far east as Salt Lake City, has a total membership of 1,800 and is one of the most powerful unaffiliated groups in the country.

Rodgers is expected to discuss the Neely bill and recent efforts by distributors to effect a settlement of the government suit.

Later, Rodgers will head for Washington where he is slated to appear during the week of May 19 as one of the opponents of the Neely bill. Proponents will be heard beginning May 13 and will be followed by distributors and others.

Majors, Independents Aboard Bandwagon; Some Big Ones



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World's Fair Approach Again Finds N. Y. Showmen Worried

NEW YORK—Majority of independent exhibitor opinion in the local area on the probable effect of the World's Fair on theatre business for the next few months boils down to belief the open air fiesta hurt plenty last year and a repeat performance is in prospect after May 11 when the Fair opens at Flushing Meadows.

There are a few exceptions, these being theatre owners who see rainy weekends as a boxoffice boon regardless of the Fair, or those who have theatres in winter resorts and do a quiet business in the summer and those who believe that many New Yorkers will not make as many trips to Flushing as they did last year because the idea is no longer new.

One exhibitor, Edmund Mantell, who operates two Bronx theatres, envisions the giving away of automobiles at the Fair as a lure against which the smaller houses cannot compete. "The Fair was bad for us last year and we expect to suffer again," he states. He also points out his neighborhood last year saw a lot of out-of-town visitors inviting relatives and friends to the Fair. This definitely hurt his trade.

Too Many "Guests"

Jack Fields, Jersey City operator, hopes he will not experience what took place last year when local political clubs, churches and the boy scout organization took hundreds of children to the Fair grounds as their guests.

Ben Brodie, who has a number of small theatres, asserts the 50 cent admission at the Fair will hurt theatre business. "Last year was bad enough, but the fact the price has been cut from 75 cents to half a dollar will hurt more. It will be worse this year," he concludes.

Joseph Rosenzweig of the Empress, Bronx, states "It didn't do any good last year. Why should it be different this year?"

On the optimistic side are Louis Frisch of the Randforce circuit which operates about 55 Brooklyn theatres and Charles Moses, operating four in Staten Island.

Rain the "Friend"

Says Frisch, "There is nothing rainy weather will not cure for the summer. If we have rainy weekends we will not know there is a Fair. Sunshine will do more harm than the Fair to our business." To prove his latter contention, the exhibitor pointed out that April 28, which was an ideal spring day, found his theatres virtually empty.

Moses, on the other hand, believes that "there has not been much blasting in the newspapers by the Fair and those who went two, three and four times last year may go once this year and call it quits." Not unless something startling happens to give the Fair a press buildup will theatres be hurt, he contends.

Another independent circuit executive, while admitting the Fair did considerable harm last year, sees nothing to bring out the crowds in droves again this year. Billy Rose's outdoor show may do the business, but other than that exhibits and attractions scheduled are not expected to draw in the same proportion as the previous year.

There are some theatre men who hold the fact many countries have dropped out will have a considerable bearing on the intake, particularly in view of the 50-cent admission designed to reach the pocket book of the middle and lower classes, many of whom visited last year for homeland reasons.

Metro World Fair Booth Opening on Broadway

NEW YORK—With the usual assortment of fanfare, the Loew-M-G-M World's Fair Information Center, located on the traffic island between Broadway and Seventh Ave. at 46th St., reopens Monday, or six days before the official launching of the Fair itself for a second year.

Following last year's formula, the center will provide free maps and guide pamphlets, plus an assortment of information furnished by leading stores and civic organizations. A staff of three will be in attendance, in the aggregate the threesome reputedly being the masters of 11 languages "spoken fluently," according to Loew's.

A supplementary service, which was inaugurated last year, will be a registry of visitors and an index filing system through which all arrivals may list their New York addresses and telephone numbers so that friends may locate them without difficulty. The center will be open 12 hours a day every day in the week, opening at 9:30 a. m.

Affiliated Theatre Values Vary, Wobber

NEW YORK—There are "advantages and disadvantages" to theatres affiliated with distributors, and vice versa, in the opinion of Herman Wobber, 20th Century-Fox general sales manager. He gave this view during his pre-trial examination before Assistant Attorney General Robert L. Wright in the all-industry suit.

The two advantages a distributor gains through operation of its own theatres is a dependable outlet for its product and the proper exploitation of these pictures, Wobber declared. The disadvantage he cited is: "Theatres occasionally lose money. Any time a theatre loses money, a distributor does not profit."

Wright's interrogation was centered almost entirely around six western cities in the territory where Wobber was in charge as Pacific coast sales manager for Paramount just prior to 1932. The questions had to do with the time distributors first acquired first run theatres in San Francisco, Los Angeles, Salt Lake City, Seattle, Portland and Denver.

Graetz Firm Makes Trio Yearly for Columbia

NEW YORK — Transcontinental Films, headed by Paul Graetz, will produce about three pictures a year in Hollywood for Columbia under negotiations nearing completion. Julien Duvivier and Rene Clair, prominent French directors, will handle the pictures. They are due from abroad sometime in September. Duvivier has just completed "Cavalcade of France," in Paris for Columbia. The French company of the same name is a sister unit of the Hollywood-formed unit.



Schaefer Frowns on Lengthy Franchises

NEW YORK—There is a "great disadvantage" to distributors in long-term franchises, George J. Schaefer, RKO president, declared during his pre-trial examination before Assistant Attorney General Robert L. Wright in the government's key suit. The witness related a variety of circumstances covering his executive positions with three majors—Paramount, UA and RKO. In respect to the latter association, which began in October, 1938, Schaefer denied the company maintains a number of theatres at a loss merely to accommodate RKO product.

He described the making of long-term deals as a "one way street." In other words, he said, franchises are satisfactory when economic conditions and other factors are in the exhibitor's favor; then pictures are played as the terms dictate. But when the situation is in reverse and exhibitors refuse to play pictures as they become available until the franchise is "adjusted," he observed this form of selling rarely brings the net returns on which the original terms were predicated. Asked what were other factors that make franchise deals unsatisfactory in his opinion, Schaefer replied the advent of sound, increase in production costs and "we don't know where television will lead to."

Denies Exchange of Data

The witness steadfastly denied that during his Paramount or present association has distribution exchanged with the theatre department any information other than which transpires during negotiations for product. Wright approached this from many angles. His persistency drew from Schaefer the observation he has found it a "good rule" to see each department is run independently of each other if only for "their selfish ambition to make good showings for themselves."

Wright asked what happens when the RKO distribution and theatre departments disagree on a deal. "I take them and knock their heads together and tell them to get together and make a deal," the witness replied. "They always do make a deal, don't they?" shot Wright. "Yes, sir," said Schaefer.

The "Benefits"

The "benefits" derived by the distribution department from affiliation with the exhibition arm of the company include an "assured outlet" for product, particularly in New York where there is "keen competition" from Loew's, the witness declared. Advantages in publicizing and exploiting pictures are also present, he said. However, he laid stress on the fact such an arrangement is desirable because "it is a comfort to know that after investing from $15,000,000 to $20,000,000 in production there is a springboard or jumping off place for our pictures. Also, we don't know how we are going to be treated by our independent accounts," he asserted.

Wright asked the witness how the affiliation worked in reverse—benefits to theatres from the company's distribution affiliation. Schaefer observed RKO theatres in certain situations "would have to close" if it were not for the assurance of RKO pictures. He cited Boston, Washington, Chicago, Kansas City, San Francisco, Los Angeles, New Orleans and Providence as points where RKO theatres either are entirely, or almost wholly, dependent upon RKO product.

He was asked if RKO houses in these situations are being "steadily operated at a loss." Schaefer replied that profit and loss fluctuates over periods—"it's not easy sledding." It was at this point Schaefer denied RKO houses are being operated at a loss to accommodate the parent company's product. He also denied there exists any policy in respect to continuing to operate houses at a loss. Pressed on the point, Schaefer declared his first consideration when informed first runs are losing money is not to drop them but to determine what factors are responsible for the loss and from then out attempt to correct this, either through a revision of policy or reduction in expenses, or both.

Urged Theatre Decentralization

Just prior to, and shortly after, being appointed general manager of Paramount at the time the company went into receivership he advocated to Adolph Zukor that the company's theatre operations from New York be decentralized, the witness asserted. Asked why he advocated such a move, Schaefer replied, in effect, that the industry was facing the peak of the depression; that the company was losing "considerable money;" that manpower in New York was "inadequate" to handle operations. He recommended local managers be hired because of their "better knowledge" of local problems.

Schaefer defended Paramount's acquisition of theatres during the 1930-1933 period as necessary to compete with Loew's, Warner and Fox, whom he described as being active in taking over houses that "jeopardized" the distribution of Paramount product. It was while he was eastern division manager that he recommended acquisition of theatres in many New England towns, as well as houses in Philadelphia and Ohio.

It was while the witness was New England district manager in 1923 that the company adopted a change of selling pictures from blocks to separate deals. He said the reason for this was mainly on persistence of Jesse L. Lasky, "who believed he was being hampered in production and said he could make better pictures and get us better rentals if we changed our system of distribution."

Para't's Theatre Income $96,182,938

NEW YORK—Paramount's income in theatre receipts, film rentals and film accessories totaled $96,182,938 in 1939. Dividends from affiliated companies ran to $2,405,058 and other income, not designated, to $1,022,953 making a grand total of $99,610,950. This compares with $104,360,381 in 1938 and $109,033,470 in 1937.

Theatre operation and general expenses which embrace rentals, film rentals, real estate and other taxes were $45,472,768 last year. It cost Paramount $15,812,209 to run its film distribution, including the cost of accessories and producers' and others' share of film rentals. Amortization of negatives and prints last year totaled $29,686,201.

At $3,874,944, Paramount's '39 Net Is Mildly Under '38

NEW YORK—Paramount showed a slight drop in its combined consolidated profit last year when the company earned $3,874,944 as compared with $4,105,676 in 1938.

The 1939 report shows a net of $2,757,944, including $20,411 profit on debenture purchases and after allowance for theatre operating and general expenses, distribution cost, amortization, income taxes and the like. However, these earnings do not include approximately $1,117,000 which represents the company's net interest as a stockholder in the combined undistributed earnings of partially-owned companies. This makes the combined consolidated earnings and share of undistributed earnings $3,874,944.

In 1938, net profit was $2,865,676, including $332,397 profit on debenture purchases. When Paramount's share of undistributed earnings of partially-owned subsidiaries were added that year, the combined consolidated earnings rose to $4,105,676.

The direct net of $2,754,944 for 1939 is equal to 63 cents a share on the 2,465,927 shares of common outstanding but after allowing for $1,201,072 in dividends on first and second preferred issues. The consolidated profit of $3,874,944 is equal to earnings of $1.08 per share of common when calculated on the above basis.

The 1938 direct net of $2,865,676 was equal to earnings of 68 cents per share on the 2,465,929 shares of common then outstanding. The consolidated profit of $4,105,676 for that year was equal to $1.18 per common share.

In its consolidated balance sheet at the turn of the year, Paramount shows cash and marketable securities on hand of $10,747,860 of which $1,983,275 represented balances in Canada, $452,787 in Great Britain and other British dominions and $73,115 in other foreign countries, chiefly South America. Total investments in foreign subsidiaries, other than Canada, aggregated $7,100,000 of which $5,000,000 is invested in England.

At the end of the year, total inventory was $19,887,903; total current assets, $34,651,714 and current liabilities, $8,816,135. This left a working capital of $25,835,579. Total assets are $109,575,264.

In his message to stockholders, Barney Balaban emphasized the interest-bearing indebtedness of the company and consolidated subsidiaries was reduced by about $5,000,000. The entire six per cent debenture issue totaling $9,689,576 was retired during the year.

Allied Sets Up Its Convention Detail

CHICAGO—Jack Kirsch, convention chairman of national Allied's powwow, slated for the Morrison, June 19-21, has named the following committees:

Reception: A. Gumbiner, chairman; Abe Auerbach, Charles Auerbach, Richard Beck, Sol Best, Philip Bland, Louis Brecka, Milton Brotman, Ed Burnell, Charles Bugg, Andrew Cuser, Joseph Engert, R. Fierstein, H. Goldson, Charles Golin, Julius Goodman, Nate Joseph, M. Kaplan, William Koch, M. B. Lang, Clarence Lauten, J. B. Learner, Harry Lubliner, Aaron Meltzer, W. J. Mueller, S. Neskey, Joseph Pastor, M. Reingold, Lester Retchin, James Roder, Arthur Sass, I. Sevin, Henry Stern, I. Stern and Harry Tague.

Entertainment: Johnny Jones, chairman; Al Borde, Billy Diamond, Joe Koppel, Edwin Silverman, Sam Trinz and Moe Wells.

Banquet Arrangements: Jack Rose, chairman; Elmer Benesch, Henri Elman, Mort D. Goldberg, Lou Harrison, William Pearl and Jack Rubin.

Souvenir Program: Tippy Harrison, Dick Sachsel and Nate Wolf, chairmen; Albert Bartelstein, Herman Bland, Charles Cooper, Sylvan Goldfinger, George Gollos, Nate Gumbiner, Charles Nelson, Harry Nepo, Van Nomikos, Jack Rose, Jack Rubin, Max Sachs, John Semadales, Moe Wells and M. Zimmerman.

Decorations and Display: Charles Nelson, chairman; Ben Banovitz, Tom Flannery, Harry Solomon, William Vaselopulos and Joe Weiss.

Convention and Banquet Door: Harry Nepo, chairman; Ben Bartelstein, Sidney Harrison, Marvin Lowenthal, Jack Rose, M. Zimmerman.

Registration: Joseph Stern, chairman; Ray Goldstein, Sam Halper, Verne Langdon, S. Roberts and Phil Tague.

Hotel and Housing: Van Nomikos, chairman; Abe Feder, Ben Lasker, Richard Salkin, Charles Stern and Ludwig Sussman.

Publicity: Duke Hickey, chairman; Oscar Brotman, William Crouch, Herb Elisburg, Joe Essler and Gene Rich.

Exhibits: Harry Reckas, chairman; B. Charuhas, Harold Gollos, Jerome Marks and Saul Meltzer.

Transportation: Seth D. Perkins and James C. Quinn, California, Arizona and Nevada; Al Schumann and Lawrence C. Caplan, Connecticut; E. E. Alger, Edward Grossman, Charles House, Van Nomikos and Richard Salkin, Illinois; Roy Harold and Don Rossiter, Indiana; Charles Peterson and Leo F. Wolcott, Iowa; Mrs. Helen Diering and Frank Hornig, Maryland; Arthur K. Howard and Frank Lydon, Massachusetts; Ray Branch and Pearl M. Sprott, Michigan; Ben Ashe and W. A. Steffes, Minnesota; Harry Lowenstein and Leo W. Newberry, New Jersey; Martin G. Smith and Pete J. Wood, Ohio; George Sumner and Orville Von Gulker, Oklahoma; Fred J. Herrington and M. A. Rosenberg, western Pennsylvania; E. B. Gregory and S. E. Samuelson, eastern Pennsylvania; Charles Lee Hyde and Dean Nash, South Dakota; H. A. Cole and A. W. Lilly, Texas; W. J. Gingell and Charles H. Olive, Washington, D. C.; Richard D. Marks jr., and Garland West, West Virginia; W. L. Ainsworth and Harry Perlewitz, Wisconsin.

The feminine end will be in the hands of these:

General: Mrs. Jack Kirsch, chairman; Mrs. Elmer Benesch, Mrs. Abe Feder and Mrs. Jack Rose, co-chairman.

Entertainment: Mrs. Jack Kirsch, chairman; Mrs. Harry Goldson and Mrs. Nate Wolf, co-chairmen; Mrs. Albert Bartelstein, Mrs. Herman Bland, Mrs. B. Charuhas, Mrs. Aaron Jones jr., Mrs. Johnny Jones, Mrs. Verne Langdon, Mrs. Edwin Silverman, Mrs. Emil Stern and Mrs. Maurice Wells.

Luncheon: Mrs. Elmer Benesch, chairman; Mrs. Herbert Ettelson and Mrs. Joseph J. Weiss, co-chairmen; Mrs. I. Brotman, Mrs. Julius Goodman, Mrs. Nate Joseph, Mrs. M. Kaplan, Mrs. Marvin Lowenthal, Mrs. Charles Nelson, Mrs. Harry Reckas, Mrs. S. Roberts, Mrs. Joseph Stern and Mrs. Ludwig Sussman.

Reception: Mrs. Abe Feder, chairman; Mrs. Ben Lasker, Mrs. Beatrice Saperstein and Mrs. John Semadales, co-chairmen; Mrs. Abe Auerbach, Mrs. Charles Auerbach, Mrs. B. Banovitz, Mrs. Ben Bartelstein, Mrs. Sol Best, Mrs. Oscar Brotman, Mrs. Andrew Cuser, Mrs. Richard Fierstein, Mrs. Sylvan Goldfinger, Mrs. Henry Goldson, Mrs. Charles Golin, Mrs. Nate Gumbiner, Mrs. William Koch, Mrs. M. B. Lang, Mrs. J. B. Learner, Mrs. Aaron Meltzer, Mrs. William Mueller, Mrs. Harry Nepo, Mrs. Joseph Pastor, Mrs. William Pearl, Mrs. Max Sachs, Mrs. Arthur Sass, Mrs. I. Sevin, Mrs. Harry Solomon, Mrs. Henry Stern, Mrs. Sam Trinz and Mrs. Morris Zimmerman.

Sight-Seeing: Mrs. Jack Rose, chairman; Mrs. Louis Harrison and Mrs. Jack Rubin, co-chairmen; Mrs. Philip Bland, Mrs. Al Goldson, Mrs. Ray Goldstein, Mrs. George Gollos, Mrs. Sam Halper, Mrs. Florence Paley, Mrs. Morris Reingold, Mrs. Lester Retchin, Mrs. Richard Salkin and Mrs. Sidney Spiegel jr.

UA's "Turnabout" Is "Season's Funniest"

Hollywood—A hilarious sally into the field of droll fantasy, in which the famed Thorne Smith novel has been—to some extent, at least—expunged of its risque motivations, this stands as one of the season's funniest and most unusual comedies. It's definitely not for the kiddies, but audiences seeking novel entertainment are sure to acknowledge complete satisfaction with the ludicrous results ensuing when John Hubbard and Carole Landis, as a scrappy husband and wife, find they have exchanged bodies. Hal Roach, who both produced and directed, paced it for laughs all the way and lined up a sterling cast into the bargain.—SPEAR.

Query Joseph Schenck on Loan to William Bioff

NEW YORK—Joseph M. Schenck, during the past several weeks, has been interrogated by a federal grand jury in connection with a $100,000 loan made by him to William Bioff, union leader, in conjunction with other film executives. While the office of John T. Cahill, U. S. attorney for the southern district of New York, refuses comment, it has been learned Schenck was questioned as to what disposition he made of the money in his tax returns. Both as a gift or a loan, the money is subject to tax.



Avoids Direct Word On Settlement Step

NEW YORK—"When something becomes a surety I might say something;" otherwise Sidney R. Kent, 20th Century-Fox president, declines to discuss reports of a settlement of the government's key suit.

"There are so many things facing us," he said upon his return from the company's sales convention in Chicago, "that it is hard to pick the worst. As matters stand, no two producers can talk to the same exhibitor who wants to know his source of supply without the fear of the government looking over our shoulder. It means individual effort by each company, and this is not so easy."

Asked if this was meant to imply that 20th Century-Fox would seek higher rentals for the 1940-41 program than for the current season, he replied: "Our selling program will be a matter of individual negotiation. We are going to do the best we can. But no one can make as good a picture today for the same money that the same, or similar, picture would have cost a year ago. The labor problem is acute."

Asked if the company might alter its plans for the new season if conditions in Europe were such as to cause a curtailment in either the number of pictures or budgets, he said: "There is no difference whether we set our plans now or three months from now. We would not upset our plans, either, on the theory of what is going to happen."

Kent has postponed his routine visit to the coast from late April to the middle of May.

"Wind" Questionnaire May Reveal Patron Fields

NEW YORK—Selznick-International hopes to secure valuable information relating to the potentialities of attracting new patrons through a questionnaire being distributed at all Loew's theatres where "Gone With the Wind" is played. The theory behind the move is that "Wind" is said to be drawing persons who admit they rarely, if ever, go to picture theatres.

There is also a tangible value in the poll. This bears on the possibilities, pointed up by the questions, of repeat engagements. Printed cards, requiring no return postage, carry the following queries: (1) "How many times have you seen 'Gone With the Wind?' (2) Will you see it again? (3) Have you read the book? (4) Is person answering a man or woman?"

Notes to You

(Continued from page 8)

stage is presumed to have brought this comment, allegedly attributable to Grad Sears:

"It's fine. I don't mind. But when the lines begin to interfere with customers trying to get into the Warner exchange, that's unfair competition."

Reverse Twist

Bob Hussey, Paramount's director of radio activities, remarks:

"Bob Hope says there are so many movie columnists taking out stage shows featuring film stars that he intends being different. He is going to take out a stage show himself, featuring movie columnists."

St. Joseph, Mo., Exhibitor Sues Chain, Exchanges

ST. JOSEPH, MO.—Charging violation of the Clayton and Sherman acts, Frank H. Cassil of the Rialto has filed an anti-trust suit in the local federal court against major distributors and Dubinsky Bros. circuit. The plaintiff seeks $452,775 damages, alleging "unlawful combinations and conspiracies" in the violation of the anti-trust laws by which the defendants damaged the Rialto's business to the extent of almost $500,000. Monsky-Grodinsky-Mayer & Cohen of Omaha instituted the action for Cassil.

Specifically, the plaintiff charges his investment is substantially destroyed.

Consent Decree Seen In Washington Lap

(Continued from page 4)

sheets, cut-off cards, clearance and protection provisions, amended and modified contracts, memoranda, written communications and inter-office correspondence, titles of pictures with bookings and rentals.

Among the 11 Philadelphia theatre owners are Harry Fried, Henry Friedman, Allen M. Benn, Herbert Elliott, William Goldman, George T. Graves, David Milgram, Harry Perelman, David Shapiro, Columbus Stamper and Charles Segall.

B. & K., Paramount To Fight Citation

(Continued from page 4)

of court under section 10 of the 1932 consent decree here in Chicago.

Master Eldredge's 50-page report went to the judge in the case, Judge Charles Woodward, who sat in the original consent case in 1932.

Section 10, as explained in the government's information filed on November 9, 1938, when the criminal contempt proceedings were first instituted:

" . . . enjoined the defendant exhibitors (B&K Management and Balaban & Katz Corporation) and their officers from entering into or performing any contracts, agreements, franchises or licenses, with any one or more of the defendant distributors for the exhibition of motion pictures in the Chicago area, the individual or collective effect of which would unreasonably lessen competition in interstate trade and commerce between the defendants or any two or more of them, or effect a combination in unreasonable restraint of interstate trade and commerce in motion pictures in said territory (referring to Chicago exchange area)."

Meanwhile, Eldredge recommended that the other defendants—Loew's, Inc., RKO Radio, Universal, 20th Century-Fox, United Artists, and Warner Bros. Pictures—be dismissed from the suit. On all other counts, also, the other three defendants were found not guilty.

Kenneth Young V. P. and Treasurer of Pathe Labs

NEW YORK—Kenneth M. Young, president of Pathe Film Corp., has assumed the office of vice-president and treasurer of the subsidiary company, Pathe Laboratories, replacing Tom P. Loach, now vice-president and treasurer of Monogram. George J. Bannick succeeds Loach as vice-president and treasurer of Pathe Film.

At the annual stockholders' meeting of Pathe Film the following members of the board were re-elected: T. C. Davis, Henry J. Guild, Allan P. Kirby, Robert M. McKinney, Louis Phillips, Charles A. Stone, Kenneth M. Young and Robert R. Young.

Pathe Film, which holds 3,500 shares or 35 per cent of the common stock of DuPont Film and 11,620 shares of Pathe Laboratories, is likely to declare a dividend at the end of the year, Young declared. He said it was the intention of the management to keep Pathe Film a holding company.

The meeting was punctuated with criticism at the larger stockholders for their failure to dissolve Pathe Film Corp. and divide the assets. Disapproval of Pathe Film's investment in the now defunct Grand National was also voiced. There were 434,273 proxies and 324 actual votes represented.

Univ. Loan Extended

NEW YORK—Loan of $2,000,000 evidenced by notes made to Universal Pictures by Universal Corp. is extended another year. The notes, dated February 26, 1938, were due February 26, 1941.

As One Lawyer Sees It

NEW YORK—It may be anywhere from 14 to 24 months before trial in the government's key suit is completed, yet defense attorneys already know what they are going to ask of the presiding judge before he renders a verdict, assuming, of course, the trial goes that far.

The lawyers, of course, will seek a dismissal. On what grounds? Here's one lawyer's version:

"Even should the government prove every one of its allegations, even should it establish beyond a reasonable doubt all it seeks, that does not say the outcome is illegal. We will contend there has been no violation of the law."

Asked how he thought the issue would be finally adjudicated, the attorney observed the case will finally go to the U. S. supreme court, regardless of which side loses the first move. Since the action is not criminal, the department of justice can ask the high court to review a lower court decision.



Over the Moon

for Alexander Korda's gay new hit in Technicolor

Merle Oberon in

Over the Moon

her first comedy role written by America's famous playwright Robert E. Sherwood and released thru United Artists

FIRST QUARTER CONSTRUCTION CHECK SHOWS GAIN; 81 PLANNED, 65 IN WORK, 69 OPEN

Projects Planned Exceed Last Quarter; Number Of Openings Down

NEW YORK—The first quarterly theatre survey, conducted by BOXOFFICE, for the new year shows an increase of seven theatres planned as against the last quarter of 1939. In sharp contrast, however, is the number of theatres opened in the two periods. The current number shows a decrease of 74. Also, there is a decrease of six in projects under construction.

Total figures show 81 theatres were planned, 65 were in various stages of construction and 69 were opened during the first three months of the current year. This compares with 71 in work, 74 planned and 143 opened during October through December of last year.

In the latest survey California is out front with six new houses opened. Florida takes second place with five, while Louisiana, Michigan, Texas and Canada each had four. Georgia, Illinois, Ohio and Pennsylvania chalked up three new ventures from January to March.

The most active states during the first three months are California with six projects in work and six houses opened, Ohio with six in work, five planned and three opened, Texas with four in work and as many planned and opened. Canada and its dominions were fairly active with reports tallying three in work, as many planned and four opened.

In detail, enterprises in the various states since the first of the year follow:

Alabama

Arab—Bob Word is building a new house to replace his present one.

Bessemer—Bessemer Theatres, Inc. will build a 1,200-seater to cost approximately $40,000 on Fourth Ave., between 18th and 19th Sts.

Birmingham — Birmingham Theatre Operating Co., owned by the Wilby interests, has purchased a lot at Five Points on which R. M. Kennedy, district manager, says the finest suburban theatre in this district will be erected in the near future.

Boaz—A new theatre of modernistic design to replace the present Boaz is now under construction by Col. Thomas Orr who operates several theatres in northeast Alabama.

Huntsville—Aaron Broadway is operating the new 250 seater catering to colored patronage.

Mobile—Saenger Theatres Corp. will build a new house seating about 700 and costing $30,000 at the government street loop and a block from the new Azalea.

It is rumored Charlie King who operates two theatres for Negroes here is planning an open air theatre next to the Azalea.

Where and What They Are

Theatres in work, planned and opened for the period beginning January 1 and ending March 31, the first quarter of 1940, cover 37 states and Canada, as reported by BOXOFFICE *correspondents. Statistically, here is the picture:*

State—	In Work	Planned	Opened
Alabama	2	4	1
Arizona	....	....	1
Arkansas	3	2	4
California	6	1	6
Colorado	....	....	1
Connecticut	1	8	2
Florida	2	1	5
Georgia	1	2	3
Illinois	2	4	3
Indiana	2	4	1
Iowa	2	0	0
Kansas	0	1	0
Kentucky	4	0	0
Louisiana	0	0	4
Maine	0	1	1
Maryland	0	1	1
Massachusetts	2	6	2
Michigan	2	9	4
Minnesota	2	1	2
Mississippi	0	0	1
Missouri	0	2	0
Nebraska	0	0	1
Nevada	0	1	1
New Hampshire	0	1	0
New York	5	1	0
North Carolina	2	1	2
Ohio	6	5	3
Oregon	1	0	1
Pennsylvania	5	5	3
Rhode Island	0	3	0
South Carolina	1	1	1
Tennessee	0	3	1
Texas	4	4	4
Virginia	2	1	1
Washington	0	2	1
West Virginia	2	2	4
Wisconsin	3	1	0
Canada	3	3	4
Total	65	81	69

Arizona

Phoenix—Seth Perkins has opened his Drive-In theatre. It has a 300-car capacity and is the first theatre of its kind in this state.

Arkansas

Batesville—Early construction of a 500-seat house at an approximate cost of $17,000 has been announced by the Commonwealth Amusement Corp. of Kansas City.

Delight—Dink Jones has opened his fourth house, the New.

Fayetteville—Construction has been started on W. F. Sonneman's new theatre to replace the Royal recently destroyed by fire.

Little Rock—The new Rex has been completed here.

Malco Theatres, Inc. plans a new theatre in the Park Hill section this summer.

Morrilton—A class B theatre will be opened here early in the spring by Malco Theatres, Inc.

Sid Metcalf and S. B. McSwain, who operated the burned Ritz here are erecting a 600 seater on North St.

Ozark—The Ozark was formally opened recently.

Rison—D. A. Smith of Fordyce recently opened his new theatre.

California

Beaumont—Construction is under way on a 400-seat theatre by C. L. James and Markley Morgan.

Brisbane—Rene Poirier is building a new theatre.

Claremont—The new Village, a 650-seat house, was opened here recently by Richard L. Bare.

Hollywood—A. E. Rice's Admiral is expected to open shortly.

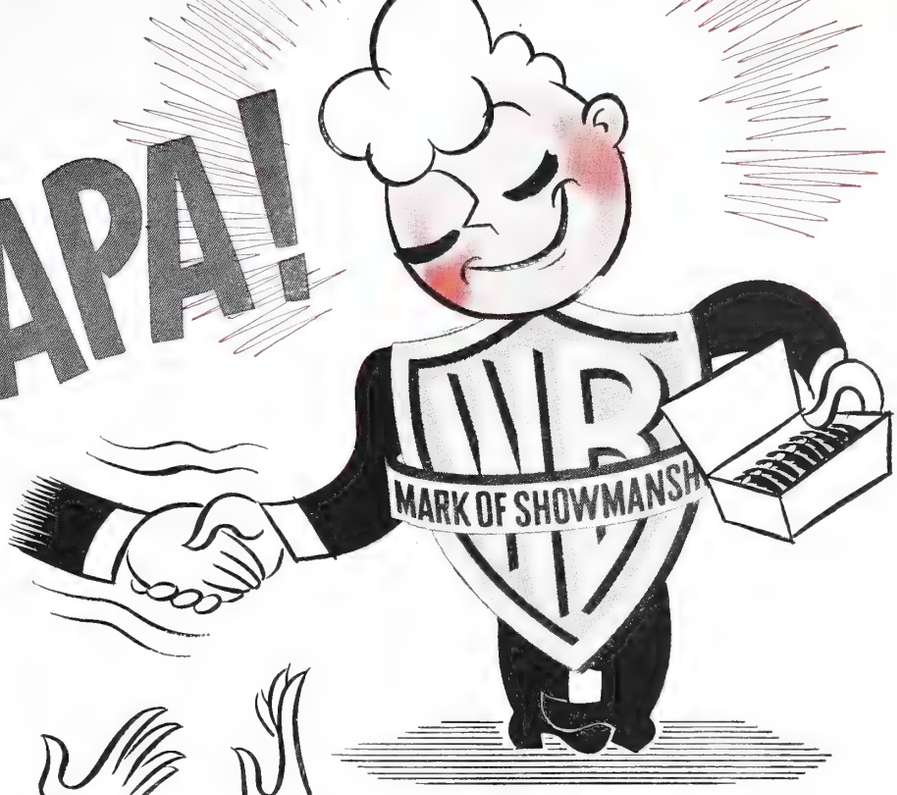
Al Galston and Jay Sutton are building the Hawaii.

Lamont—The Bivins-Darling Amusement Co. is building a new theatre which will seat 500. A July 1 opening is scheduled.

Los Angeles—The new Monica, a 500-

(Continued on page 20)

PROUD PAPA!



Now the boys from WARNERS are on the receiving end of the trade's hearty hand-shakes for . . .

SATURDAY'S CHILDREN



JOHN GARFIELD
(Miles ahead of anything he's done!)
ANNE SHIRLEY
in
"SATURDAY'S CHILDREN"
with
CLAUDE RAINS
ROSCOE KARNS • LEE PATRICK • DENNIE MOORE
Directed by **VINCENT SHERMAN**
Screen Play by Julius J. and Philip G. Epstein
Based on the Pulitzer Prize Play by Maxwell Anderson
A Warner Bros.-First National Picture

We honestly feel that this attraction hits a powerful mass-appeal that no other has all season. From the Pulitzer Prize play by Maxwell Anderson.

Strictly a smash!

California Leading Construction Pace

(Continued from page 18)

seat house, has been opened by Harry Feigenbaum, Bill Mandler and Harry Rackin.

Jay Berman is constructing a new theatre in Wynverwood, East Los Angeles, to be called the Hawaii.

Roseville—Plans have been announced by Harvey Smith for a new theatre to replace the Rox, recently destroyed by fire.

San Francisco—The People's Theatre Co., of which D. B. Levin is president, has opened its newest theatre here in the Mission district. It is called the Grand and seats 500.

Sanger—Arthur Fukuda opened his new house in February.

Sierra Madre—The new Wisteria, a 350 seater, opened here early in March.

Ventura—A new 600 seat house is being constructed by Mrs. Jenne Dodge who also operates the Mission.

Colorado

Johnstown—The Pix, a 200 seater, and the only theatre here, was opened recently by R. E. Heald.

Connecticut

Bridgeport—A. M. Schuman, operator of the Black Rock, reports he will break ground for his new 936-seat Black Rock as soon as the weather permits.

Harry Brandt of New York announces he will build here.

Bristol—Plans are being drawn for Warner's new house to replace the one recently destroyed by fire. Expectations are it will be completed this summer.

Cheshire—The Natale DiFrancesco 489-seat Cheshire opened recently.

Danbury—Announcement was recently made by Harry Brandt that he intends building here.

Danielson—It is the intention of Harry Brandt to build here, also.

Darien—Harry Brandt also intends to build a theatre in this town.

East Hartford—The Sycamore Corp. announces a theatre to seat 1,000 will be built here and construction will get under way shortly.

Hamden—Morris Bailey opened his new house recently.

The new 936-seat Whitney will open here soon and will be managed by A. Ferguson.

Putnam—Harry Brandt's plans also include a theatre here.

Florida

Havana—The Havana, a new 425-seat house, has been opened here by Spurgeon Dunn, who also operates the Gibson, Chattahoochee.

Lake Worth—The new Lake, costing approximately $70,000 and seating 860, opened here recently.

Miami—A $100,000 theatre seating 965 and to be called the Boulevard is being erected by the Biscayne Boulevard Theatre Corp.

The new Center on N. W. Seventh Ave. has opened.

New Port Richey—Bill Alig is opening a theatre.

Orlando—A new drive-in theatre accommodating 310 automobiles has opened here.

Pensacola—It is reported Milton Starr is having a store building remodeled to house a new Negro theatre.

Winter Park—The new Colony, latest Sparks' theatre, has been opened and seats 800.

Georgia

Atlanta—The Garden seating 600 and operated by the Fairview and Grant Amusement Co. under direction of Charles A. Adams opened recently.

Work on a new theatre to be known as the Peachtree and seating $1,000 has been started. A mid-June opening is anticipated.

Plans have been announced by Lucas & Jenkins for a theatre in West End to cost about $50,000 and seat 1,300.

Decatur—Erection of a $20,000 theatre by Lucas & Jenkins on East Lake Drive near Meade Road has the approval of the city commission.

Elberton—A. L. Heard's new theatre, the Elbert, has opened.

Valdosta—A new house for colored people has opened here and is known as the Harlem.

Illinois

Berwyn—Plans have been drawn for a 1,400-seat house for Jacob Lasker & Sons. It will be known as the Zephyr.

Carbondale—The Rodgers circuit will build a 1,100-seat house at a cost of $100,000.

Chicago—The new Morgan Park to be erected will have a capacity of 1,200 and cost $100,000.

East Peoria—A new theatre is planned to be called the Luxe and seat 600. This is to replace the fire-destroyed Blue Bird.

Effingham—The Hart, a 700 seater, has opened.

Marion—The Plaza is now under construction.

Mt. Carroll—This week has been set by Marchesi Brothers as opening date for the Carroll now under construction.

Mt. Morris—The Lamb was opened here recently.

Pana—Harry Tanner's new Roseland has opened. The seating capacity is 900 and cost $100,000.

Indiana

Broad Ripple—A new open-air drive-in theatre with a capacity of 500 automobiles will be built here.

Bryan—The new Bryan opened recently.

Ft. Wayne—A new house is to be erected in the near future by Frank Holland.

Hartford City—Walters & Scheidler plan to construct a new house.

Huntingburg—The Settos circuit will build a 700 seater here.

Indianapolis—Philip Smith announced recently contracts have been signed for work on a drive-in theatre, which he hopes will be in operation by May 10. It will accommodate approximately 500 automobiles.

West Lafayette—A new 600 seater is under construction and will be known as the Cinema.

Florida Into Second Spot in Openings

Iowa

Cherokee—F. W. Naulteus' new theatre is now under construction and will cost approximately $30,000.

Spencer—Work is being started on a new theatre to seat 400. A June opening is scheduled.

Kansas

Parsons—C. B. McAleer plans to build a modern theatre to replace his Orpheum which burned recently.

Kentucky

Falmouth—Work is progressing on the Pastime, the new 600 seater which Max Goldberg is building.

Harrodsburg—A new theatre is reported opening.

London—The Southland will be ready shortly.

Taylorsville—The new Joy is under way.

Louisiana

Franklin—The Lauve-Bodin Amusement Co. has opened their new theatre.

Plaquemine — Lionel Delacroix has opened his new Osage.

Pochatoula—Ernest Drake's new house, the Pic, seating 600, is now ready.

Port Barre—The Port Barre opened recently.

Maine

Dover-Foxcroft—Bids are being received by Graphic Theatre Circuit for a new theatre to replace the Star, recently raked by fire.

Limestone—Noel Leighton has completed his new house.

Maryland

Dundalk—It is reported the Gaertner Bros. will build a new theatre.

Easton—Schine's new house has been completed.

Massachusetts

Boston—The new Circle, a suburban M&P house, is under construction.

Fall River—Ed Murby may erect a new open air theatre between here and New Bedford.

Great Barrington—Harry Brandt says he will build a theatre here.

Lee—Elizabeth Formento, operator of the Park, has opened her new Lee Theatre.

Milford—Reports are current that Harry Brandt will build.

Plymouth—Harry Brandt says he has

(Continued on page 21)

"Rebecca" Cracks Run Record

NEW YORK—Breaking the former run record established by "Snow White" at the Music Hall, "Rebecca" is now playing its sixth week at the big Radio City theatre. The first Disney cartoon feature played five weeks. No other picture in the history of that house has gone beyond.

Out of New York, "Rebecca" is running up new peaks as well. The attraction is in its sixth week at the Boyd, Philadelphia and launched into a fifth at the Uptown, Toronto, Thursday. On Friday, it went into its seventh stanza at the Orpheum, Montreal, and the United Artists, San Francisco.

At the UA home office, what goes on? Nothing but broad smiles.

Construction Gains In First Quarter

(Continued from page 20)

intentions of erecting a theatre.

South Bridge—Harry Brandt plans to extend his operations to this town.

Wrayham—The Wrayham Auto Theatre will be opened this month by Ed Murby.

Minnesota

Chisholm—Irving Gillman expects to open his new 800-seat theatre, costing $75,000 immediately.

Milan—O. M. Kirkedy is opening a new theatre the first the town has ever had.

Minneapolis—Work has started on Abe Engler's new theatre in Hopkins.

St. Paul—A new 1,000-seat house is under construction at Lexington and University Aves.

Tracy—Jack O'Brien has opened his new theatre.

Mississippi

Aberdeen—Bob Smallwood's new Ritz is now open for business.

Missouri

Des Peres—Contracts have been signed for the first drive-in theatre in this section to be built by the Midwest Drive-In Theatres, Inc. of Boston.

Mexico—William Pyle contemplates the opening of a new 400 seater to be known as the Milky Way.

Nebraska

Springview—Howard L. Mock recently opened his 150-seat Niobrara here.

Nevada

Ely—A new 740-seat theatre to be known as the Nevada will be built by P. V. Anderson.

The Ely, Walter Hull's new house, has been completed.

New Hampshire

Manchester — Lucien Descoteaux has been given a permit to erect a third house here and expects to have it ready soon.

New York

Albany—Work on Albany territory's first drive-in will begin as soon as weather conditions permit in East Greenbush, according to the sponsors, Owen M. Holmes and John F. Gatelee of Springfield, Mass. It will accommodate 450 cars.

Canandaigua—A new house to be known as the Lake is being built by the Schine circuit and William J. MacFarlane will have charge.

New York City—Kay Theatres, Inc. will operate the Grant Circle now being built in the Bronx. June 1 opening is expected.

Construction has begun on the new 2,000-seat house planned by Max A. Cohen, head of the Cinema Circuit, on 116th St.

A new stadium-type house is being built in the Myrtle Ave. Navy Yard district of Brooklyn for the Interboro circuit.

The corner building at 10th St. and 40th Ave., Long Island City, directly opposite the new Queensboro housing project has been leased to Morris Kutinsky who is erecting a 600-seat theatre, to cost about $65,000.

North Carolina

Hendersonville—A new first-run house to be called the Embassy is being built by the Stevenson Theatre Corp.

Laurinburg—A late spring opening is planned for the new house being built here by Mrs. J. T. Gibson who also operates the Scotland.

Lincolnton—Plans have been completed for a new theatre by the Lincolnton Amusement Co. Albert E. Miller will manage.

Monroe—The new Center has opened.

Mt. Gilead—N. W. Land's new theatre had a February opening.

Ohio

Akron—Council approval of a zone change has removed the last obstacle in the way of construction of a new $150,000 theatre on the Akron-Cleveland highway.

Bryan—The new Bryan opened recently.

Cincinnati—The new Sunset in the Price Hill section will be opened about the middle of May.

Louis Wiethe's new Westwood in the Westwood section opened recently.

Cleveland—Phil Smith of Boston has been arranging for the opening of the new West Side Drive-In on or about May 10.

Cleves—The Herrells are building a new house to replace the Avalon which will seat 500 and cost about $40,000.

Columbus—Ralph Greisinger's new 800-seat theatre at 17th and Main is scheduled for a mid-summer opening.

Eaton—Rader Brothers have opened the new 498-seat James.

Forest—Leo T. Jones and Edward T. Gibbons of Canton have purchased a business block here which they will rebuild into a 230-seat theatre.

More Units Planned; Fewer Are Opened

Hudson—The 450-seat theatre costing $25,000 which C. H. Giles is building is scheduled to be completed in May and will be operated by Loren B. Solether.

Jackson—Curtis Childers expects his new theatre, a 480-seater, to be ready soon.

Massillon—The Weslin, operated by W. N. Skirball and Associates, opened recently.

Millersburg—Announcement has been made by Roy L. Russel that he will build a new theatre shortly.

Norwalk—William Selman, manager of the Schine here, reports plans for a new $100,000 theatre have been completed. It will be located on Main Street.

Toledo—A new theatre of approximately 1,000 seats will be built downtown.

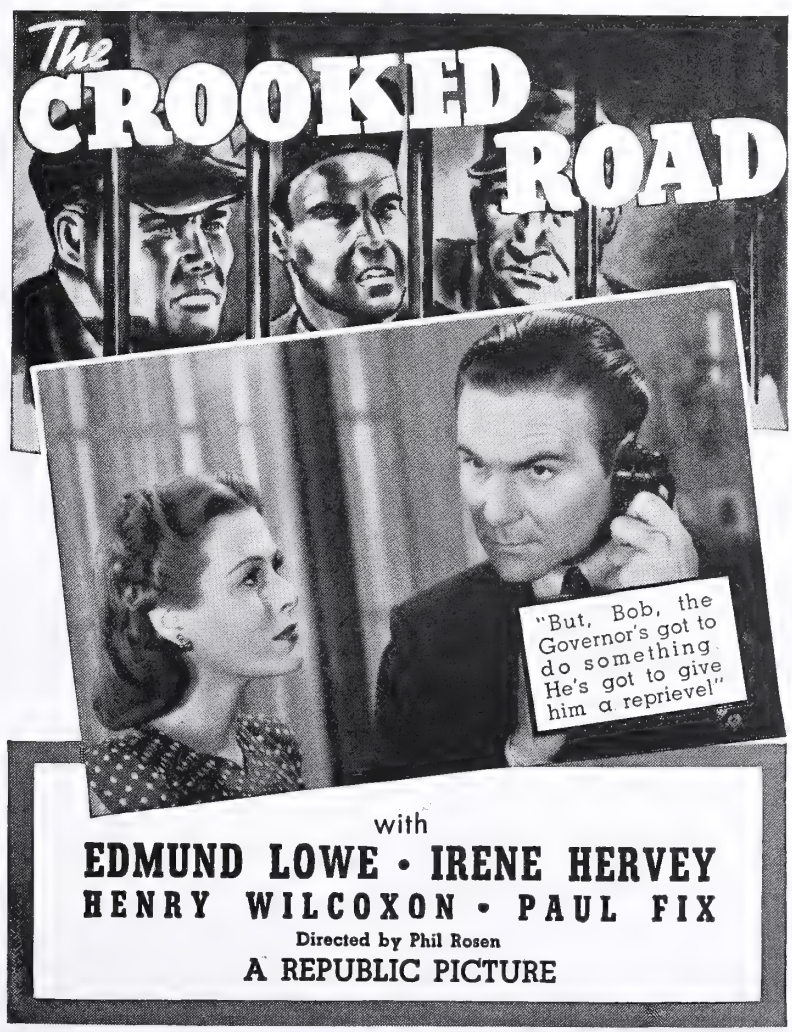
Oklahoma

Nowata—Chester Feliming, owner of the Rainbo, is remodeling a building which will house a new theatre.

Oklahoma City—Work is under way on a new $25,000 suburban theatre at the southeast corner of Northwest 12th St. and Pennsylvania Ave. Nelson N. Clabaugh and James Boyle will operate.

Seminole—The new Seminole opened here recently.

Additional detail will appear in a forthcoming issue of BOXOFFICE.



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BY LEADING THEATRES EV

Raoul Walsh I

ROXY ..... NEW YORK CITY, N. Y.

PARAMOUNT and **FENWAY**
(DAY AND DATE) • BOSTON, MASS.

EARLE ..... PHILADELPHIA, PA.

FOX ..... ST. LOUIS, MO.
ALVIN ..... PITTSBURGH, PA.
COLONIAL ..... RICHMOND, VA.
NORVA ..... NORFOLK, VA.
STRAND ..... LOUISVILLE, KY.
ESQUIRE and UPTOWN .... KANSAS CITY, MO.
NEW MALCO ..... MEMPHIS, TENN.
STATE ..... OMAHA, NEBR.
ORPHEUM ..... PORTLAND, ORE.
PALOMAR ..... SEATTLE, WASH.
PARAMOUNT ..... DENVER, COLO.
GRAND ..... ALBANY, N. Y.
20th CENTURY ..... BUFFALO, N. Y.
CENTURY ..... ROCHESTER, N. Y.
PARAMOUNT ..... SYRACUSE, N. Y.
STRAND ..... PROVIDENCE, R. I.
WARNER ..... BRIDGEPORT, CONN.

CAST
•
CLAIRE TREVOR
JOHN WAYNE
WALTER PIDGEON
ROY ROGERS
GEORGE HAYES
PORTER HALL
MARJORIE MAIN
RAYMOND WALBURN

A REPUBL

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RYWHERE

rector

The story of

"THE BLACK KNIGHT OF KANSAS"

Who lived and loved in the Rhett Butler manner.

ARLE and AMBASSADOR
(DAY AND DATE) • WASHINGTON, D. C.

OX ..... DETROIT, MICH.
OOSEVELT ..... CHICAGO, ILL.
ARAMOUNT ..... SAN FRANCISCO, CALIF.
TRAND ..... HARTFORD, CONN.
OGER SHERMAN ..... NEW HAVEN, CONN.
TANLEY ..... BALTIMORE, MD.
HUBERT ..... CINCINNATI, OHIO
OLONIAL ..... DAYTON, OHIO
TANLEY ..... ATLANTIC CITY, N. J.
OST ..... BATTLE CREEK, MICH.
ASHINGTON ..... BAY CITY, MICH.
TATE ..... FLINT, MICH.
AJESTIC ..... GRAND RAPIDS, MICH.
APITOL ..... JACKSON, MICH.
APITOL ..... KALAMAZOO, MICH.
LADMER ..... LANSING, MICH.
TRAND ..... PONTIAC, MICH.
AMILY ..... PORT HURON, MICH.
RANKLIN ..... SAGINAW, MICH.

WARNER'S

DOWNTOWN (DAY AND DATE) **HOLLYWOOD**
LOS ANGELES, CALIF. • HOLLYWOOD, CALIF.
RIALTO ..... TACOMA, WASH.
ORPHEUM ..... OAKLAND, CALIF.
EMPIRE ..... BIRMINGHAM, ALA.
SAVANNAH ..... SAVANNAH, GA.
PARAMOUNT ..... BATON ROUGE, LA.
SAENGER ..... PENSACOLA, FLA.
MAJESTIC ..... SHREVEPORT, LA.
CROWN ..... MOBILE, ALA.
MAJESTIC ..... HOUSTON, TEX.
MAJESTIC ..... DALLAS, TEX.
SHERIDAN ..... MIAMI, FLA.
STATE ..... OKLAHOMA CITY, OKLA.

E PICTURE



Selznick's "Rebecca" Wins April Blue Ribbon for UA

"Rebecca," adapted from Daphne du Maurier's best selling mystery novel, a Selznick-International production distributed by United Artists, has been voted by the National Screen Council as the outstanding picture among April releases, and winner of the BOXOFFICE Blue Ribbon Award for that month.

David O. Selznick produced the winning film while Alfred Hitchcock directed. The former has won previous BOXOFFICE Blue Ribbon Award distinctions for "Viva, Villa!" (May, 1934), "David Copperfield" (Jan. 1935), and "A Tale of Two Cities" (Jan. 1936). The co-stars of "Rebecca," Joan Fontaine and Laurence Olivier, also have each won a previous BOXOFFICE Award, the former for her performance in "Gunga Din," which won the Feb. 1939 Award, and the latter for his role in "Wuthering Heights" (Apr. 1939). The stars head an imposing supporting cast, consisting of Judith Anderson, C. Aubrey Smith, George Sanders, Nigel Bruce, Florence Bates and Gladys Cooper.

The story of "Rebecca" is about a prominent society man who brings his second wife, a shy, unsophisticated girl, to his estate called Manderley. The forceful personality and beauty of his dead, first wife, dominates the castle and the lives of the people in it. The slightly demented housekeeper deliberately aids in keeping alive the memory of her former mistress whom she had loved and raised from childhood.

Cast of Characters

Maxim de Winter .....LAURENCE OLIVIER
Mrs. de Winter.....JOAN FONTAINE
Jack Favell.....GEORGE SANDERS
Mrs. Danvers.....JUDITH ANDERSON
Major Giles Lacy.....NIGEL BRUCE
Col. Julyan.....C. AUBREY SMITH
Frank Crawley.....REGINALD DENNY
Beatrice Lacy.....GLADYS COOPER
Robert .....PHILIP WINTER
Frith .....EDWARD FIELDING
Mrs. Van Hopper .....FLORENCE BATES
Coroner .....MELVILLE COOPER
Dr. Baker.....LEO G. CARROLL
Chalcroft.....FORRESTER HARVEY
Tabbs .....LUMSDEN HARE
Ben .....LEONARD CAREY

Production Staff

Producer.....DAVID O. SELZNICK
Director.....ALFRED HITCHCOCK
Author.....DAPHNE DU MAURIER
Adapted by ROBERT SHERWOOD, JOAN HARRISON
Musical Director....FRANZ WAXMAN
Cameraman .....GEORGE BARNES
Art Director.....LYLE WHEELER
Film Editor.....JAMES NEWCOM
Supervising Film Editor .....HAL C. KERN
Interiors designed by .....JOSEPH B. PLATT
Special Effects.....JACK COSGROVE
Interior Decoration .....HOWARD BRISTOL
Recorder .....JACK NOYES



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.

U. S. Film Service Drops Out June 30

WASHINGTON—Failing prompt action by Congress to establish them on a legal basis, the United States film service and the radio service of the office of education will pass out of existence on June 30.

The last chance of the two services to secure funds—$106,400 for the former and $40,000 for the latter—failed in the Senate when, by a vote of 24 to 36, an effort to include those appropriations in the federal security agency appropriation bill was defeated.

The House already had refused to appropriate the money for motion picture and radio service on the same ground that the Senate took in rejecting an amendment offered by Senator Thomas of Oklahoma—that the services had been set up in the national emergency council and last year transferred to the federal security agency by the President without any action by Congress.

Long in Debate

Considerable time was spent by the Senate in debating the issue, one of the most controversial in the whole appropriation bill, with Senator Thomas warning that there would be a nationwide protest if the film service was eliminated.

The service, he said, is the clearing house for the other more than 25 agencies which produce films and, he contended, there was ample authorization for its operation in the law setting up the office of education.

Opposing the appropriation, Senator McKellar of Tennessee said, in response to a question by Senator Lodge of Massachusetts, that the service had been financed from relief funds.

Charges Transfer

"It struck me as monstrous to be transferring appropriations from one agency to another when there is a prohibition in the WPA law against using the money except for work relief," he declared. "Admittedly this money is not used for work relief."

Reminded by Senator Thomas that the government has been making pictures for many years, Senator McKellar charged that "insidiously, apparently secretly, not asking for funds for film service, but asking for funds under other pretexts, various agencies have been using appropriations for film purposes to the extent perhaps of half a million dollars a year, and I imagine a great deal more than half a million dollars, for film services."

The Oklahoma senator admitted that some of the appropriations are "concealed," and Senator McKellar disclosed that the appropriations committee has given the matter much thought and is writing to each department asking for information as to the money which is being spent for films. Some 27 agencies are engaged in this work, the total cost, he estimated, being about $3,000,000 a year.

"If the amendment is not agreed to, if the film service is discontinued, there will be 26 other agencies engaged in this work, but there will be no central office to distribute the films," he warned. However, he admitted, the individual agencies can take care of their own distribution. "Personally, I think perhaps we have too many agencies in the film business, but the action taken by the committee is not the way to attack this problem," he added.

"If some member of congress should see fit to prepare and introduce a bill on the subject, proposing to consolidate all film agencies in one federal agency, hearings could be held, and all agencies having film services could be brought in to testify. The hearing would disclose the necessity for film agencies, and the kind of agencies needed; and from that hearing the congress could develop the facts upon which it could act."

Says Over Expanded

Joining in the attack on the appropriation, Senator Taft of Ohio said that the film service is not only a distributing agency but a producer of motion pictures. "I believe the whole business has been greatly expanded beyond any real value in relation to the functions of the federal government," he commented.

And, he added, "I do not care who is controlling the government, if it is to produce films and put them out, they are bound to become propaganda for the particular department and the particular work of the department that happens to be covered by the films.

"In other words, a United States documentary film is a United States propaganda film. I do not care how good the purpose of that kind of a film may be, I do not believe it is an undertaking in which the federal government should engage.

"This whole business of film service and radio service for the government not only has been used for purposes of propaganda, but it is bound to be so used. I believe that when we have a chance to vote on it—and this is the first chance we have had to vote on this kind of thing—we ought to say to the bureaus of the government that the time has come when they should attend to their particular business, and they should not be out spreading propaganda."

Despite the support of Senator Barkley of Kentucky, majority leader, who declared himself a motion picture fan and said he had derived "considerable information and inspiration" from the educational pictures he has seen, the Senate refused to accept the Thomas amendment.

Opie Has a Squawk; In Skouras' Lap

New York—Business at theatres, a BOXOFFICE correspondent thought, had pretty well run the gamut of maybe to obnoxious. But it remained for J. Opie Hagans, colored man-Friday to George Skouras, who answers to the cognomen "vice-president," to hit a new tack on oppressive tactics.

Opie has a sideline, already exclusively reported. He owns a couple of theatres in Florida. He was asked how was "gasheft?"

"It's terrible," he bellowed. "They're trying to give me clearance behind the Gulf of Mexico."

Ashurst Beats Ickes On Nat'l Park Fees

WASHINGTON—Charging the secretary of the interior with pique because he was not given "credit lines" in motion pictures taken on the public domain, Senator Ashurst of Arizona has induced the Senate to adopt a prohibition upon the imposition of fees for the taking of motion pictures on the public lands other than the national parks and Indian lands.

The Senator, who had previously introduced a resolution for an investigation of a fee schedule issued by the interior department, seized the opportunity afforded by the discussion of motion pictures in the federal security agency appropriation bill to offer an amendment barring fees, which was adopted without a formal vote.

In one of the highly humorous speeches for which he is noted, Senator Ashurst told of a rivalry between the secretaries of interior and agriculture—an "opera bouffe" which he compared with Gilbert and Sullivan's light operas.

"I am informed that the honorable secretary of interior saw a picture that had been filmed on lands under the jurisdiction of the secretary of the interior, but the courtesy line of which gave credit to the secretary of agriculture," he said. "Forthwith the secretary of interior set to work to see what he could do toward having the proper courtesy titles placed on such pictures as are taken on lands under his jurisdiction."

Cites Credit Rule

In support of this, he pointed to a provision of the department's order, requiring that credit shall be given it "if any of the scenes photographed are used in travelogs or motion pictures taken for educational purposes."

The schedule which Senator Ashurst attacked was issued by the department April 20. It provided for a flat fee of $100 for the privilege of making of feature pictures on lands under the department's control, other than the national parks, involving a cast of more than 25 persons, and a daily charge in the national parks of $50 per day if a cast of not more than five persons is engaged, $250 for casts of five to 25 and $500 for larger casts.

He charged that the department was without authority to announce such fee schedules and that control of the public lands, other than the Indian and national park lands, was vested solely in Congress.

Yates Drew $75,180

NEW YORK—As president of Consolidated Film Industries, Inc., Herbert J. Yates, president, drew $75,180 in salary in 1939. M. J. Siegel, vice-president, drew $39,000 and M. H. Lavenstein, general counsel, the same figure.

Pathe Earns $29,632

NEW YORK—Pathe Film Corp. reports a quarterly profit of $29,632 for the period ending March 31 which accrued from its 35 per cent holding of common stock of DuPont Film.

Columbia Wins as Judge Hurls Out Six Stockholders' Suits

NEW YORK—The most important story of the week in the courts was a reserved decision by Supreme Court Justice Philip J. McCook on an application of Columbia, its officers and directors, to dismiss six consolidated stockholders' actions against them. Columbia claims a large part of the suit is barred by the statute of limitations and that the balance fails to state a cause of action. Suit is being brought by minority stockholders who seek an accounting for alleged waste and mismanagement.

Dorothy West and Madge Christie have filed a federal court action against Universal Pictures and others charging the infringement of their story, "This Modern Instance" in "My Man Godfrey." An injunction, accounting of profits and damages is sought.

Application has been made to the supreme court by Sherman S. Krellberg to dissolve the Paradise Pictures Corp. which was formed in August, 1936, to operate the Belmont Theatre. The lease has expired and the corporation has not functioned since 1938.

Federal Judge Vincent L. Leibell has reserved decision on the plea of Gustav Delemos, unsuccessful bidder for the Grand National property, to re-open the bids. Delemos bid $37,500 against Mohawk Pictures $17,500, plus percentages of the gross, which were more acceptable to the creditors' committee.

Federal Judge Bondy has postponed from May 14 to May 28 the hearing on applications for allowances in the RKO reorganization and Irving Trust's, the trustee's, petition for discharge. Irving Trust, which requested the postponement, recently hired counsel to prepare its case and states it will need the additional two weeks to complete its presentation.

Olga Linek Scholl Russ has filed a $250,000 suit against RKO in the federal court, claiming the plagiarism of her scenario, "Long Live Love," in "I Dream Too Much."

Deanna Is Universal's, Not Metropolitan Opera's

NEW YORK—Deanna Durbin proposes continuing her work in films, and has not been approached or consulted by any representatives of the Metropolitan Opera, according to Universal. "Miss Durbin is under exclusive contract to Universal studios and we are authorized to state for her, as well as ourselves, that she has never considered a proposition from the Metropolitan or any other opera company," adds the company.

Carter Barron Returns After Miami Vacation

MIAMI—Carter Barron, Loew district manager operating out of Washington, has returned to his headquarters after a two-week vacation spent fishing here with his brother and son, Carter Tate jr. En route north, Barron stopped off at Monroe, Ga., where his brother, David Irenus, lives and is president of the local prep school.

Not So Anxious Next Time, Perhaps

New York—Arthur Treacher related this experience to the Motion Picture Associates: "I was under contract to 20th-Fox for three years before I met Zanuck. I finally got to meet him. Afterwards, they didn't take up my option."

Heywood-Wakefield Profit For March Quarter $4,880

BOSTON—Heywood-Wakefield Co., theatre seat manufacturers, report a net of $4,880 for the March quarter as against a loss last year of $105,252. The report, embracing subsidiaries, is calculated after provision for conversion of Canadian profits at the then current rate of exchange and the net is equal to earnings of three cents a share on the 139,480 preferred shares outstanding.

$105,135 for American Seating

NEW YORK—American Seating Co. earned $105,135 in its March quarter, comparing with a loss of $33,688 last year. The net is equivalent to earnings of 47 cents a share on 221,062 shares of no par common. The company reports net sales totaled $1,875,996 as against $1,338,702.

Geo. Walsh Leaves Helm Of Netco Theatres Corp.

NEW YORK—George Walsh has resigned as president and general manager of Netco Theatres Corp., and will not be replaced. The company, a subsidiary of Paramount, operates theatres in Rochester, Syracuse, Newburgh, Glens Falls, Middletown and Staten Island as parts of pools with other interests.

Walsh declares he has withdrawn because of the fact the various pools have reduced the number of theatres actively operated by Paramount under the Netco banner. He plans a vacation, then will talk about future plans.

RCA Checks on Sound in Its Equipped Theatres

CAMDEN, N. J.—W. L. Jones, national service manager for RCA Photophone, declares the company has been checking sound in its equipped theatres since the first of the year to adjust them to present-day standards. "Thus, exhibitors playing such pictures as 'Gone With the Wind' and 'Pinocchio' are assured of peak performances in their sound equipment," he observes.

Rename WB Hollywood

NEW YORK—Warner's Hollywood which last housed the extended run of "The Blue Bird" has been renamed the 51st Street Theatre for the stage engagement of "Romeo and Juliet."

Court Nod to Fox Theatres' Report

NEW YORK—Supreme Court Justice Aaron J. Levy has approved the inventory and statement of account of Milton C. Weisman and Kenneth P. Steinrich, trustees of Fox Theatres Corp., from March 17 to December 31, 1939. He discharged the trustees and approved their plan of operation of a budget of estimated receipts, expenditures and disbursements for 1940.

The court also approved the extension of a managerial agreement between the William Fox Isis Investment Co. and Fox Intermountain. Each of the trustees is to be paid $2,500 for his services and dividend of 8 per cent paid on claims. There is $87,528 in cash in the estate while the total book value of tangible property, excluding the cash, is $302,281. Present unpaid balance of allowed claims is $7,451,763, not including the $7,000,000 claim of Fox against the company.

Estimated gross receipts at the end of 1940 were $132,846 and estimated net receipts, $121,259. The report disclosed that liquidation of the estate will pay off more than 8 per cent to creditors. When the estate was ordered liquidated over a year ago, it was over $35,000,000 in the red.

K-A-O Net of $961,893 Reflects a Mild Drop

NEW YORK—Reflecting a mild drop, K-A-O reports a net of $961,893 for the 52 weeks ending March 30, 1940 as compared with $987,587 for the previous comparable period. Current earnings allow for all charges including a $400,000 settlement of a lease obligation and are equal to $14.96 a share on the 64,304 shares of seven per cent cumulative convertible preferred issued. After allowance for the preferred, the net is equal to 42 cents a share on the common, comparing with 44 cents a share in the last fiscal year.

For the 13 weeks to March 30, the company earned $312,452, comparing with $327,186 in the same period of the last year.

B. F. Keith Corp. and subsidiaries show a net of $566,362 for the 52 weeks ended March 30 of this year after all charges including a $400,000 settlement of a lease obligation. For the 13 weeks, likewise ending March 30, the company shows a profit of $209,455 as against $218,364 in the previous comparable period.

Summer's Approach Drives Vaude From RKO Houses

NEW YORK—With the approach of summer, RKO's Golden Gate, San Francisco, is the only circuit unit continuing stage attractions with the regular film policy. The RKO Boston and the Strand, Syracuse, are booking stage attractions weekends only in place of full-time vaudeville. The Shubert, Cincinnati, Colonial, Dayton, and Palace, Cleveland, have dropped vaudeville until the fall.

Australia Limiting Remittances to 50%

NEW YORK—Australia, following in England's footsteps, flatly informs major distributors all they can expect in remittances during the following year is 50 per cent, or about $4,520,000. The figure is based on the approximate total of $9,100,000 grossed by the companies for the year ending June 30, 1939.

Distributors have been negotiating strenuously to achieve better terms from the Australian government. Anzac officials, it is reported, ruled out all objections in face of the necessity to preserve sterling exchange.

A quasi-ban on remittances has been in effect for some weeks. Distributors will be notified shortly on what date the ban on remittances goes into effect. The terms follow the same stipulations as in England's "embassy contract:" The companies can withdraw 75 per cent of the allocated revenue the first six months and 25 per cent the remaining.

Hoffberg Acquires Three Films Starring Donat

NEW YORK—Jack H. Hoffberg states he has acquired three pictures starring Robert Donat released originally through UA for the New York, Chicago, Los Angeles and San Francisco territories. They are "Men of Tomorrow," "Cash" and "Over Night."

Paramount Music Corp. Duties Are Holman's

NEW YORK—His election to the presidency of Famous Music Company and Paramount Music Corporation to succeed the late Lou Diamond gives Russell Holman added duties. He is, of course, Paramount's eastern production head.

S. O. S. Stock Buy

NEW YORK—Carbon Products Co., former distributor of projection arc and photographic carbons imported from England and France, has sold its entire stock to S.O.S. Cinema Supply Corp. of New York.

These carbons were formerly sold under the trade name of Sun-Arc and will be continued by S.O.S. under that brand as well as their own International label.

Hopes for Re-opened Italy on Washington-Rome Diplomacy

NEW YORK—Distributors are placing hopes for the re-opening of the Italian market on the current diplomatic exchanges taking place between Washington and Rome. Conjecture places strong belief in either a new commercial treaty or reciprocal trade agreement crystallizing as a direct result of Sumner Welles' visit to Rome.

The state department long has been aware of the problem of the companies. Ambassador Phillips in Rome has attempted on numerous occasions to have the Italian government modify its attitude toward American distributors.

Despite two breaks in the ranks, distributors are maintaining their position that their rights to sell their own pictures must be respected. From time to time, independent Italian representatives have made all kinds of cash offers for product.

It is understood the Italian government, at one time, suggested a flat price of $750,000 for the majors' product. Pressure on the smaller companies has been even stronger. Columbia and RKO have turned down many lucrative offers because officials of these two companies feel the cause of the distributors can be advanced only if they act in unison.

Some interest is placed on the scheduled visit of F. W. Allport, Hays office representative in London, to Rome. It is known the new administration of the Italian monopoly has signified its willingness to renew discussions.

Korda's Coast Unit Formed; Two Yearly

NEW YORK—Details for Alexander Korda to produce two a year for the next two years in Hollywood have been completed with the formation of Alexander Korda Films, Inc. A like number of pictures will be continued to be produced in England at the Denham studios.

Within the past few months, Korda has brought over from England his brother, Zoltan, director; Basil Bleck, legal aide; Jack Okey, production manager, and William Hornbeck, film editor. In addition, Sabu, June Duprez and John Justin, players, are now on the coast awaiting assignments.

Headquarters will be maintained at the UA studios in Hollywood. Financial arrangements for Hollywood production were recently completed with New York and coast banks participating.

UA-Goldwyn Briefs Due For Filing Tuesday

NEW YORK—Briefs will be filed by UA counsel Tuesday before Federal Judge Vincent Leibell on motions by the distributing company to strike out certain portions of Samuel Goldwyn's complaint to sever his contract and also for a bill of particulars. At the same time, attorneys representing Alexander Korda will submit briefs to substantiate the producer's argument the complaint should be dismissed as it applies against him.

Schaefer and Depinet Back to the Coast

LOUISVILLE, KY.—George J. Schaefer, RKO president, and Ned E. Depinet, vice-president in charge of sales, here for the world premiere of "My Favorite Wife," accompanied the studio delegation back to the coast Saturday night. They will get the new season's lineup set for the company's sales convention. They plan to return to New York at the end of the week.

Edmund Mantell Decides To Settle in Florida

NEW YORK—After six weeks looking over the territory and entertaining propositions, Edmund Mantell, who operates the Art and Tiffany in the Bronx, states he is definitely going to settle in business in Florida. He plans to sell his two theatres in the near future and probably operate open air or drive-in projects in and around Orlando, Fla.

The Bronx exhibitor intends to leave for Orlando again in July to continue negotiations on projected plans for his new enterprise, following which he may return to New York to dispose of his business interests here.

INTER-OFFICE BOXOFFICE COMMUNICATION

The Pulse of the Motion Picture Industry

TO: RED
FROM: LEN

Written at: New York
Date: Friday, May 3

W. G. Van Schmus was strolling beside the Rockefeller-planted sycamores that line the curb of the street that bounds the Music Hall on the south. It was mid-morning and the Music Hall's managing director was headed for the executive entrance. From his gait, any one might see he wasn't preoccupied with the state of the Hall.

We cut across his path, brought him to a firm, but polite halt and inquired: "Mr. Van, what policy do you plan for the Center Theatre?" Mr. Van eyed us cautiously and said: "You tell me. If it's good, I'll put it in. I told them not to expect an answer for a year. Try me then."

To Use RCA Sound

NEW YORK—Ritz Enterprises, operators of the Ritz and Earle, Baltimore, have contracted for RCA Photophone for both theatres. The company is building a new house at St. Helena, Md.

Samuel and Joseph Varbalow of Victoria Amusement will install Photophone at the Broadway, Palmyra, N. J.

H. J. Thompson, who took over the former Lyceum at Watsontown, Pa. from Warren N. Johnson and renamed it Watson, is rebuilding the house which was gutted by fire. He will install Photophone.

BROADWAY

GEORGE SKOURAS is trying to sell his Mamaroneck home to Tom Collins. The other day Skouras met Connors and, as an inducement, guaranteed the M-G-M eastern sales manager he would have new pictures Friday, Saturday and Sunday to show in the projection room at the house. Nothing was said about clearance over Spyros Skouras who also screens pictures at his home nearby on weekends . . . E. M. Saunders, western M-G-M sales manager, and Joe Bezahler of the home office, flew to the coast via American Airlines Thursday to be on hand for the first of the district sales conferences called by William F. Rodgers in San Francisco . . . Myron Sattler, Paramount New York manager, has returned from a week at Havana. All of his tan is gone by now . . . Paul O'Brien returns May 11 from a honeymoon in Mexico City and Havana.

Lillian Bergson, Brooklyn booker for Paramount, is mourning the loss of her father . . . Tom Connors, by the way, is making a concerted effort to taper his waistline by five or six pounds . . . Eddie Mannix and Irving Asher flew in from the coast Wednesday night en route to England on M-G-M British production plans . . . Melvyn Douglas arrived from Washington Wednesday to appear as one of the speakers at the 75th anniversary dinner of The Nation, *liberal weekly magazine, at the Astor . . . Mrs. Joseph R. Vogel is back from a winter vacation in Miami . . . Sam Appelgate, M-G-M branch manager in Philadelphia, visited the home office during the week . . . Joe Seider is tuning up his yacht, the* Betty Bee, *named after his wife, for an intensive fishing season. Ditto George J. Schaefer with his* Jack 'n Jill, *which has just arrived from southern waters.*

Derby Notes: RKO had a special car on the Derby special which left from the Penn Station for its party of syndicate representatives invited to attend the premiere of "My Favorite Wife." George J. Schaefer, Ned E. Depinet, Barret McCormick, Irv Shiffrin and the writing team of Sam and Bella Spewack completed the group. Also on the train were Arthur M. Loew and Major Albert L. Warner. The RKO group which arrived from the coast in a chartered plane included Leo McCarey, Garson Kanin, Randy Scott, Gene Fowler, David Butler, Hal Roach, Perry Lieber, Margaret Ettinger and Irene Dunne and her husband, Dr. Francis Griffin. Highlight of the weekend was the singing of the traditional "My Old Kentucky Home" by Miss Dunne before the big race at Churchill Downs. The premiere at the Rialto Friday night stopped traffic in the already clogged streets of the horse-racing capitol of America.

J. Myer Schine is back at his Gloversville headquarters after a week at his Miami Beach home . . . Irving Goodfield of Apeda has been named official photographer at the World's Fair, which opens May 11 *. . . Ralph Branton was in from Des Moines and wearing green-colored glasses . . . Louis Hyman, special representative for Sol Lesser, is visiting from the coast in connection with "Our Town," the producer's first for UA . . . Frank Nugent's first assignment as a 20th-Fox writer is "Lucky Baldwin," from C. B. Glasscock's novel. Nugent is the former top-flight* Times *film critic . . . Bill Robinson has gone to the coast . . . Herbert Elder, who had been associated with Warner and Paramount before taken ill, passed away recently at the Will Rogers Memorial Hospital at Saranac, N. Y.*

For the first time in over 15 years, the four Silverstone brothers—Maurice, Arthur, Emanuel and Sidney—sat down to dinner over the Jewish holidays together with their wives . . . Harry Arthur of Fanchon and Marco of St. Louis was a one-day visitor and lunched at Lindy's with Eddie Schnitzer, Sam Rinzler and Harold Frisch. Abe Montague, J. A. McConville and Nate Spingold were another threesome . . . W. C. Gehring, central division manager of 20th Century-Fox, is in Detroit negotiating with the Butterfield circuit . . . Mort Blumenstock and Mitch Rawson, astray in Radio City looking for a Western Union office, and helped out of their dilemma by a BOXOFFICE scribe . . . *Junior Department:* Joseph A. "Buddy" Stern, son of UA's district manager, was "bar mitzvahed" Saturday with friends and associates of Charlie attending. Arthur M. Loew leaves in about three weeks to attend the commencement exercises of Tucson Senior High School in Arizona, from where his daughter, Jane Constance, will be graduated on May 24.

C. C. Moskowitz, Walter Reade, Joel Levy, Mady Hammerstein, Helen Aaron, Seymour Mayer and Bill Moses have returned from Florida vacations. Lillian Jeffrey, Joe Vogel's secretary, got back Sunday and Martin Moskowitz is planning to head south by car within the next few weeks . . . Jimmy Binkov, Union City exhibitor, returned late in the week from 15th and Euclid, Miami Beach. He spent about a week with his family there after being examined before trial in New York by RKO in the government suit. Binkov, while in Miami, told a BOXOFFICE *reporter Norman Samuelson, former Allied of N. J. counsel, gave his name to the government as "having knowledge of relevant facts." Personally, Binkov added, he would rather see the suit settled than have it go to trial . . . Nicholas M. Schenck is due to return north for the summer about May* 10. *He will close his Miami Beach home and bring his family back to Great Neck then.*

Edmund Mantell, Bronx exhibitor, is back from six weeks in Florida with nine pounds to the good—or is it bad? . . . While in the south, he spent most of his vacation at Orlando, but visited Palm Beach, Miami Beach and several other adjacent towns . . . Tom Gorman, RKO circuit head in Chicago, was in town for a few days. Ditto Nat Holt who made one of his regular visits on home office booking conferences for his Cleveland group of houses . . . Charles Rosenzweig and Mack Shor are recent arrivals from Miami where they vacationed . . . Henry Brown, who operates two Lakewood houses, is after a number of New Jersey theatres, providing the terms are right . . . Abe Leff's 16-year-old boy is seriously ill.



—Photo by Cosmo-Sileo

It's Publicity, But—

The little shaver is cute. His name is Richard Herman, and here he seeks the autograph of Helen Vinson on her arrival at Grand Central from Hollywood. Miss Vinson, currently interested in a vacation, finished a role in "Torrid Zone" for Warner before she left the coast.



Ambassador for Mono.—

Madeleine S. White, secretary of Monogram, took a Caribbean cruise. But she also converted it into a goodwill mission when she visited the Netherlands West Indies and visited Hazel Benton of National Theatres. Miss White, on the right, is photographed in front of the Paramount Theatre in Jacmel, Haiti.

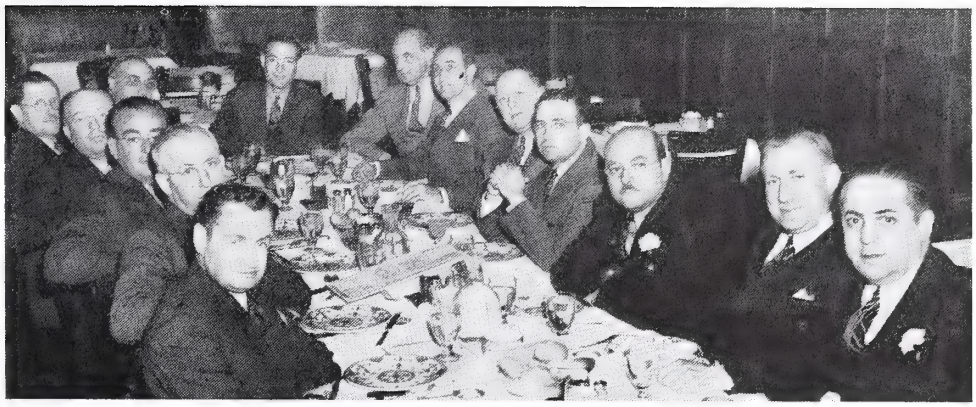
BROADWAY

BILL SISTROM, RKO director, has returned to the coast . . . Mort A. Spring, executive assistant to Arthur M. Loew, was home ill during the week. He says it had nothing to do with the boycott of "Gone With the Wind" by British exhibitors, but just a cold . . . Michel Lauria, former franchise holder for Columbia in Italy, is stopping at the New Weston Hotel and anxious to buy some American pictures . . . Principal speaker at Town Hall in Los Angeles Monday is Stanton Griffis. Following his speaking appearance, Griffis goes to San Francisco to confer briefly before returning to New York . . . Greer Garson will leave for New York after completing "Pride and Prejudice," to talk with producers regarding the possibilities of appearing in a stage vehicle this fall.

Harry C. Arthur jr. managed to take in a ball game Tuesday afternoon and left the same night for St. Louis where he makes his headquarters . . . Charlie Toffler and Fred Reinlieb of the F&M office have Miami vacations behind them . . . Will Hays is planning his annual spring trip to the coast, but is undecided about the date . . . Harry Harris is reopening the President in the Bronx . . . Joe Seiden, who produces Jewish talkers, and Ben Sherman have taken the Clinton on the east side and will continue the policy of first run Jewish films. Moe Goldman had the house last.

Stanley Hand, Altec's demon traveling representative, is back in New York following a month's swing around the circle. The circle, so called, took him to the north, middle and southwest . . . Mrs. M. Boyer, who has a son named Charles, was one of the inbound passengers on the *Washington* . . . Richard Greene spent exactly four days here from Hollywood, the purpose being a guest spot on the Kate Smith air show. He co-stars with Vera Zorina in "I Was an Adventuress" . . . Milton J. Cross, well-known radio announcer, is being talked about as commentator for a talked about "feature newsreel," presumably to be sponsored by a national weekly magazine. He has just finished the narration on the first nine reels of "The Parade of Progress," designed to run to 52 reels in a series "on the historical achievements of man from the beginning of time." Which is a large order, it would seem, for any producer to undertake. Lester Park of Pastime Pictures, however, is the producer.

Dr. A. H. Giannini should be back in Hollywood by the time you read this . . . Godfrey Building curbstone huddle in the warm sunshine the other afternoon included the doctor, Jack Cohn, Nate Spingold, Louis Hyman, Monroe Greenthal, Jack Schlaifer and Jim Mulvey all of whom spoke about baseball, spring and a wide assortment of topics except one—motion pictures . . . Bill Melniker, Henry Krecke and Dave Blum, lunching at Moore's and, of course, discussing foreign problems of which there are many these days . . . Andrew Stone, Paramount director, has been here to test photographic and sound possibilities of the Metropolitan with an eye to its possible use as background for "Interlochen." Testing sound at the "Met"?



—Photo by Cosmo-Sileo

Birthday for Schneider and a Party—

Columbia's treasurer has the 35th event observed for him by his associates via a luncheon at The Tavern. Around the festive board are Abe Montague, Rube Jackter, Lou Weinberg, J. A. McConville, Max Weisfeldt, Mort Wormser, Nat Cohn, Nate Spingold, Leo Jaffe, Louis Barbano, and Max Seligman. An unexpected guest, more or less, was Dr. A. H. Giannini, Columbia trustee, who had arrived on the day from California. Jack Cohn got there too late for the cameraman.

Dinner hour these evenings at Toots Shor's Dinerie and Winerie looks as though all the film companies were holding socials, dispite an active picket line which featured the opening. A quick tour on the arm of Morris Jacks revealed not only a handsomely appointed main-floor dining room and one of the most interesting banquet rooms on the second floor, but a mess of filmites, to-wit: Herbert J. Yates, Ned E. Depinet, John J. O'Connor, Max Fellerman, Freddie Meyers, Dave Levy, Leo Abrams, Louis Frisch, Sam Rinzler, Eddie Rugoff, Tom Loach, Dick Huber, Frank S. Hurst, Bert Sanford, Arthur Gottlieb, Grad Sears, Carl Leserman, Roy Haines, Eddie Schnitzer, Bob Benjamin, Arthur Krim, Truman Talley, Freddie Schwartz, Arthur Silverstone, and so on down the directory . . . Seventeen members of the National Film Commentators Circle, all affiliated with local radio stations, will be guests of Ampa at the next meeting, May 9, at Jack Dempsey's. David Lowe, president, will preside for his group and introduce four other speakers, the topic of which will be: Why don't the major publicity departments feed more material to the commentators?

David J. and Mrs. Chatkin are on their way to Hollywood where their stay will be without time limit. Chatkin proposes checking into new product and appraising the studio situation at large . . . Clarence Erickson, business manager of Walter Wanger Productions, who has been here from the coast for a couple of weeks, returns west shortly . . . Neil F. Agnew and Charlie L. Casanave consuming the better part of a half hour in deep conversation over the elevator starter's marble-topped throne in the Paramount Bldg. lobby . . . E. C. Grainger is in Columbus to scan bids on the new theatre Mort Shea will build in New Philadelphia, Ohio. His itinerary, before he returns next week, includes Zanesville and other Ohio towns . . . The Sidney R. Kents have taken a penthouse, unfurnished, and an entire roof atop 39 East 79th St. . . . J. Cheever Cowdin got up before breakfast to meet his son, returning from a vacation in Jamaica and California, at Grand Central. Young Cowdin will be groomed for the film business, pater admitted.

Why Rinzler Stopped Taking Papers Home

New York—Sam Rinzler explains why he no longer takes trade papers home. His wife has been reading the columns devoted to eating activities of executives at the more prominent spots.

"She doesn't see my name there," Rinzler complained, "and she asks me worriedly: 'Sam, aren't you eating lunches any more?'"

"Can I help it," Sam told her, "if the reporters don't eat in the Automat."

Buffalo Maintains Lead In Ned Depinet Drive

BUFFALO—It's still in the lead, is RKO's branch here at the close of the 13th week in the Ned Depinet Drive.

New York is in second place and New Haven, in third. The northeastern district under Herb MacIntyre tops all other districts while the east, under A. W. Smith jr. is ahead of the west which Cresson E. Smith supervises.

Spandau New Universal Manager in Albany

NEW YORK—J. J. Spandau has been transferred from Des Moines to Albany as Universal manager and Joe Engel has been made special representative. Engel was moved from Cleveland to Albany 13 months ago. He succeeded Gerald Leary, who retired because of illness.

Foreign Films Incorporates

ALBANY—Foreign Films, Inc., has been formed to conduct a motion picture business in New York. Incorporators: Attorney Harry G. Kosch, Jean Sikoff, Evelyn Costa, 527 Fifth Ave.

Oppose Gov't Plea to Study Phila. Pacts

NEW YORK—Taking the position the records sought "are only going to clutter up the court room and prove to be very irrelevant," major attorneys are not expected to offer strong opposition to the government's motion for an order directing distributor defendants in the all-industry suit to produce for inspection licensing contracts with 69 affiliated and independent theatres in the Philadelphia territory.

Federal Judge Henry W. Goddard will hear arguments on the motion May 7. Major counsel, however, may attempt to compromise the move by offering the records for government agents to scan at film exchanges, rather than be required to dig them out and drag them part and parcel into court.

The information sought covers 46 Warner theatres, one Loew house, and the balance independent operations. The breakdown is significant in that the motion, in an appended affidavit by U. S. Attorney Seymour Krieger, states it will, on the basis of the documents sought, prove "the manner in which each of the defendant distributors dealt with certain unaffiliated exhibitors . . . and the manner in which said distributors dealt with certain theatres operated by defendant distributors which were in competition with said unaffiliated theatres."

List 11 Independents

Also, the government states it expects to prove, through the documents sought, the manner in which defendant distributors dealt with certain houses now operated by Warner "which were formerly operated by unaffiliated exhibitors, both before and since their affiliation." Independent exhibitors whom the government intends to call first in presenting evidence in this respect are listed in the affidavit as Harry Fried, Henry Friedman, Allen M. Benn, Herbert Elliott, William Goldman, George T. Graves, David Milgram, Harry Perelman, David Shapiro, Columbus Stamper and Charles Segall. The affidavit goes on to state the government expects to offer proof with respect to the manner in which Warner "acquired or attempted to acquire financial interests in the operation of certain theatres named in the motion."

What Motion Calls For

Specifically, the motion calls for the presentation of "all contracts, including deal sheets and clearance or protection provisions, together with any amendments, modifications, and alterations thereof, for the exhibition of films in each of the following named theatres during the seasons set forth." The motion papers then set forth the 69 theatres, with seasons dating back, in some instances, to the 1924-25 season.

The motions are identical for all majors excepting those made out to Warner and RKO. In these two instances, additional information is sought in respect to leases, agreements, correspondence and other written communications between the two defendants' theatre subsidiaries and independent operators with whom leases or purchases were effected.

The theatres, where they are, their operators, and the seasons on which the government seeks data, all in Pennsylvania, follow:

Ardmore—Suburban, Harry Fried, 1937-38 to 1939-40; Ardmore, Warner, 1931-32 to 1939-40.

Bryn Mawr—Seville, Harry Fried, 1931-32 to 1939-40.

Darby—Parker, Warner, 1929-30 to 1939-40.

Drexel Hill—Waverly, Warner, 1934-35 to 1939-40.

Lansdowne—Lansdowne, Warner and Henry Friedman, 1934-35 to 1939-40.

Philadelphia—Belmont, Allen M. Benn, 1932-33 to 1938-39; Benson, Benn, 1929-30 to 1933-34; Fern Rock, Herbert Elliott, 1931-32 to 1938-39; Band Box, William Goldman, 1938-39 and 1939-40; Terminal, Goldman and Warner, 1935-36 and 1936-37; Carman, George T. Graves, 1924-25 to 1938-39; Bluebird, David Milgram, 1938-39; Howard, Milgram, 1938-39; Rialto, Milgram, 1937-38 and 1938-39; Temple, Milgram, 1938-39; Walton, Milgram, 1937-38 and 1938-39; Lehigh, Harry Perelman, 1928-29 to 1938-39; West Allegheny, Perelman, 1928-29 to 1938-39; Admiral, David Shapiro, 1938-39; Great Northern, Columbus Stamper, 1930-31 to 1938-39; Rivoli, Stamper, 1938-39; Aldine, Warner, 1938-39, and Benn, Warner, 1929-30 to 1932-33.

Also in Philadelphia—Boyd, Warner, 1938-39; Bromley, Warner and Charles Segall, 1934-35 to 1938-39; Circle, Warner, 1929-30 to 1932-33; Colney, Warner, 1931-32 to 1938-39; Colonial, Warner, 1937-38 to 1939-40; Commodore, Warner, 1929-30 to 1938-39; Cross Keys, Warner, 1929-30 to 1938-39; Earle, Warner, 1938-39; Fairmount, Warner, 1928-29 to 1938-39; Felton, Warner, 1931-32 to 1939-40; Forum, Warner and Stamper, 1929-30 to 1932-33; Fox, Warner, 1938-39; Frankford, Warner and Stamper, 1929-30 to 1932-33; Germantown, Warner, 1937-38 to 1939-40; Grange, Warner, 1934-35 to 1938-39; Imperial, Warner, 1930-31 to 1938-39; Keith's, Warner, 1933-34 to 1938-39; Kent, Warner, 1938-39; Keystone, Warner, 1928-29 to 1938-39.

Continuing in Philadelphia—Lane, Warner, 1937-38 and 1938-39; Liberty, Warner, 1928-29 to 1938-39; Lindley, Warner, 1931-32 to 1939-40; Lindy, Warner, 1929-30 to 1933-34; Logan, Warner, 1928-29 to 1938-39; Midway, Warner, 1938-39; Nixon, Warner and Stamper, 1929-30 to 1938-39; Ogontz, Warner, 1931-32 to 1938-39; Orient, Warner, 1929-30 to 1933-34; Orpheum, Warner, 1937-38 to 1939-40; Park, Warner, 1928-29 to 1938-39; Roosevelt, Warner and Stamper, 1929-30 to 1932-33; Sedgwick, Warner, 1937-38 and 1938-39; Sixty-Ninth Street, Warner, 1930-31 to 1938-39; Stanley, Warner, 1938-39; State, Warner, 1930-31 to 1938-39; Strand, Warner, 1928-29 to 1938-39; Tower, Warner and Stamper, 1930-31 to 1936-37; Uptown, Warner, 1928-29 to 1938-39, and Wishart, Warner, 1938-39.

Pottstown—Hippodrome, William Goldman, 1938-39; Strand, Goldman, 1938-39; Victor, Goldman, 1938-39.

Reading—Loew's, Loew, 1938-39; Astor, Warner, 1938-39; Strand, Warner, 1938-39.

Wayne—Anthony Wayne, Harry Fried, 1931-32 to 1938-39.

West Chester—Garden, Milgram, 1932-33 to 1938-39; Rialto, Warner, 1932-33 to 1938-39; Warner, Warner, 1932-33 to 1938-39.

Yeadon—Yeadon, Perelman, 1937-38 and 1938-39.

York—Hi-Way, Goldman, 1937-38 and 1938-39; Capitol, Warner; Rialto, Warner, Ritz, Warner; and Strand, Warner, all 1937-38 and 1938-39.

Gov't Men Here Monday To Prepare for Trial

New York—The government prosecution staff arrives here Monday from Washington to prepare for the June 3 trial. Its constituents are Paul Williams, Robert L. Wright, John F. Clagett, J. Stephen Doyle, James Hayes and James Malloy, assistants to the attorney general, and Seymour Krieger and J. Frank Cunningham, special attorneys.

William P. Farnsworth remains on in charge of the New York office.

Outlet Assurance Was Paramount's Desire

NEW YORK—It was to assure Famous Players-Lasky a permanent outlet for its product, coupled with the company's "inability" to sell the Warner circuit late in 1930 that led Paramount to acquire the Tower, Keith, Nixon and Roosevelt in Philadelphia, George J. Schaefer, RKO president, stated during his pre-trial examination before assistant attorney general Robert L. Wright in the all-industry suit. Schaefer, at the time, was eastern division sales manager for Paramount.

FPL operated the houses, excepting the Keith, for three years. The Keith was dropped after one year. Ultimately the Warner circuit acquired the Tower, Nixon and Roosevelt in 1933. Wright wanted to know why Paramount disposed of the units. Schaefer informed him the company had gone into receivership and the trustee deemed it inadvisable to continue their operation at a loss. Schaefer was asked if he recommended the deal with Warner, and replied: "No, the receiver urged it."

The witness admitted advising the Keith be dropped because it was in a "bad location, was not working out profitably and because we could get better representation and better money by selling Warner without incurring a theatre loss." Wright seemed rather surprised when Schaefer said Harvard University owned the Keith, which was used principally for vaudeville and was closed for a number of years before Paramount acquired it.

N. Y. Contract Check Suit Start Impetus

By BILL ORNSTEIN

NEW YORK—That distributors are preparing to start the government suit on June 3 was given additional impetus during the week as counsel for the majors began an intensive checkup on contracts, clearances and playing arrangements in the Greater New York area.

Each of the major exchanges has been visited daily by two to three attorneys from the home office, accompanied by outside counsel in some instances, interrogating branch managers and bookers for the New York and northern New Jersey territory.

The checkup covers playing arrangements for the past five years and is being concentrated on exhibitors named in the government's list of probable witnesses. In some cases it is expected an investigation will take three or four weeks, particularly where there are individual managers for the Brooklyn, Long Island and Manhattan and New Jersey areas.

Up to this time, it is understood, none of the district managers has been interviewed, but this is expected to come later.

The same plan, it is reported, is being carried out in all other exchange territories with local counsel engaged to handle the details.

Commercial Film Bids Stopped, Advises MPPDA

NEW YORK—Directors of MPPDA advise that no commercial film bids have been submitted by advertising agencies for theatre dates since the formation of the Advertising Advisory Council late in 1938.

"Border line ads" are disturbing the AAC, based on complaints about newspaper advertisements from some exhibitors. Caution is the watchword for the future.

Circuits Attentive to Bronx Development

NEW YORK—With the recent word a new development is planned for the Clason Point section of the Bronx, where at least 200 new two and four-family homes will be built by independent builders, considerable interest is being manifested by major local circuits. The new area to be developed is not far from the Park Chester section where Metropolitan Life Insurance now is completing its enormous apartment dwellings.

Loew's beat RKO to the punch in the Park Chester section, but it looks like the reverse in the Clason Point area. While Loew's made a deal with Metropolitan Life for a new 2,000-seat house to go along with the development long before construction was started, RKO has negotiations virtually completed with the Cocalis trustees for acquiring six houses in the Castle Hill and Inwood section.

Nearest Cocalis houses to the Clason Point development are the Ward and Rosedale on Westchester Ave. The Ward is the better of the two units and is included in the RKO arrangement. Ditto for the Castle Hill, on Castle Hill and Westchester. Which leaves the Rosedale sandwiched in and not included in the RKO pact.

Loew's houses closest to Clason Point are the Boulevard and Spooner. This is in the Hunts Point section, at one time an important territory for the circuit. However, in the past few years there has been a drift to the Fordham sector where Loew's has the Paradise and Grand. RKO has the Fordham, while Skouras has the Valentine.

Arrangements Understood Set

RKO has the Chester at the White Plains cross section at 177th St., which would make it the nearest house to Park Chester in the event the Cocalis entente does not materialize.

All arrangements for acquiring title to five of the properties and a long-term lease on the Ward are understood to be set. The deal is said to involve $1,500,000 cash. The other houses, in addition to the Ward, are the Pilgrim, Pelham, Interboro, Castle Hill and Marble Hill.

The Ward is nearest to the Clason Point section which is without a theatre. RKO is aware of the fact that 300 families will be potential customers as soon as the development is completed.

There were at least another dozen Cocalis houses involved in the RKO deal, but the latter eliminated these units because they play the Loew split. The larger houses, such as those RKO is taking, use the RKO split. RKO's theatres, the Franklin and Empire, are competitive to Loew's Boulevard, Spooner and Burland, in the Hunts Point and Prospect Ave. areas, all of which the Cocalis units strung along Westchester Ave. follow.

Lawyers are understood checking into the legal angles on the Cocalis situation so that no complications will follow.

Some months ago, it may be remembered, Loew's was anxious to assume operation of the Pickwick, Greenwich, Conn., for a year. When J. Robert Rubin, general counsel for M-G-M, called Paul Williams, assistant to the attorney general and in charge of the government's all-industry suit, the latter would not give his approval. Joseph R. Vogel had virtually completed the deal with Edward J. Peskay at the time, but the DJ angle kicked it out.

RKO is believed not anxious to have a similar incident and is investigating all phases of its proposed deal before taking title and lease.

So, while Loew's is one up in Park Chester, RKO will most likely even the score at Clason Point.



Where the Atlantic Touches Miami—

In other words, a group of Loew-ites vacationing in Florida. Left to right, Seymour Mayer, one of the greater New York theatre district managers; Carter Barron, district manager in Washington; Lillian Jeffrey, secretary to Joseph R. Vogel, and Charles C. Moskowitz.

Blumberg Adds 9,500 "U" Voting Trusts

WASHINGTON—The securities and exchange commission has reported changes in the holdings of officers and directors of four film companies in the stocks of their corporations in March.

Most important transactions were reported for Universal Corp., with Nathan J. Blumberg, New York, president, acquiring 9,500 common voting trust certificates, making his total 13,500; Peyton Gibson, New York, officer, acquiring 500 certificates, giving him a total of 1,300 held direct and 26,500 through the Standard Capital Co., and Charles D. Prutzman, New York, acquiring 3,500 certificates, bringing his interest to 4,400, and 3,000 common voting trust certificate warrants, received from the company without cost.

Loew's, Inc., reported the acquisition of 25 shares of Loew's Boston Theatres common stock, giving it a total of 100,339, while in Loew's, Inc., itself, Charles C. Moskowitz, New York, director, acquired 300 shares of common, bringing his holdings to 900 shares.

The only other transaction reported was the acquisition of 11 shares of Pathe Film Co. common stock by Robert M. McKinney, Jersey City, N. J., director, not theretofore a holder of such securities.

Monopoly Committee Ready to Report

WASHINGTON — The temporary national economic committee, which for nearly two years has been studying monopoly conditions in various industries, has completed its investigations and is preparing to write its final report, which, however, probably will not be submitted to Congress until next session.

While the administration monopoly committee did not investigate the motion picture situation, its report nevertheless will be of interest and importance to the film industry because of its studies of the oil industry, where a similar situation of producer-to-public integration exists.

In that phase of the report dealing with its oil study, the O'Mahoney committee is expected to go deeply into the question of integration and its effects upon competition and the public.

Because of the current agitation against chain-store operations and the marketing activities of producers in important industries, the committee's views on divorcement will be of considerable interest, particularly as they will reflect largely the ideas of such enemies of "big business" as Leon Henderson of the securities and exchange commission and other New Deal liberals who comprised the executive members of the committee.

The committee's report is seen in Washington as reviving in the next session of Congress the current agitation for divorce in the motion picture and film industries, although it is probable that Senator Matthew M. Neely of West Virginia, now campaigning for the gubernatorial nomination in that state, will not be in Washington to press his measure.

It is the senator's hope, however, that he will build up a record at the hearings which are to open May 16 on which some other member of Congress can carry on. There is no possibility of definite action by the Senate on the bill this year and, in fact, it may turn out that the session adjourns before the hearings are completed and the testimony printed.

Congressman Lashes at Federal "Blitzkrieg" in California

WASHINGTON—A federal "blitzkrieg" has been launched against the state of California in which the two Neely bills and the recently-announced interior department charges for use of the public lands are but a few of the weapons, it is charged by Representative Leland M. Ford.

The Neely bills and the Interior charges would primarily affect California, the Congressman pointed out, as would also efforts now being made by the department of justice and the navy to secure possession of the state's underwater oil lands, the attempts to nullify the state community property laws and the discriminatory water rates on west coast freight to the Panama Canal.

"If you lived within the state you certainly would resent some of the things that I am going to outline, the same as we in California resent them," he told the House of Representatives.

"For instance, within a very short period of time, we have had to face the following things:

A Self-Censoring Industry

"The threat of the enactment of the Neely bill, which many people have been led to believe was moral censorship, but as a matter of fact contains nothing whatever pursuant to censorship. This matter of censorship has been entirely handled by the moving picture business, better than the handling of any other parallel conditions by any other business in the country. The bill would destroy at least half of this industry in California and would throw some 30,000 or 40,000 people out of work in Los Angeles county alone.

"The second threat comes from a so-called second Neely bill, wherein the bureaucrats wish to provide that those who produce motion pictures and know the most about it cannot stage them for the public but must put them in other hands. It is far easier for these bureaucrats and those who do not know anything about this particular business to destroy it than it is to build it up and to furnish jobs for our people."

Cites Right to Parks

In addition, Mr. Ford pointed out, Secretary Ickes has imposed charges for the making of motion pictures in the national parks and on the public domain, which are aimed entirely at the California companies.

"Is it coming to a point where the heads of our bureaus feel that this is their personal property, or do they see fit to recognize that those of the moving picture industry have equal rights with all other citizens to go into these parks, and that these same moving picture producers pay the salaries of these same bureaucrats," he asked. "Do the bureaucrats want the exclusive rights for staging scenes in their propaganda in our national parks, or do these parks belong to the people?

"Is it quite possible that all this pressure is being brought against the moving picture business with the future idea in mind of coercing them to such an extent that it will have the effect of a real censorship? If this is true, Congress ought to remove and take out of circulation such heads of bureaus as this."

Representative Ford quoted newspaper reports that Secretary Ickes charged Congress with discriminating against the national parks, and as saying that if Congress will appropriate sufficient money to maintain the parks "I gladly will take off all charges on special privileges to the movie companies."

"The motion picture moguls make big profits and I thought we'd get a little money out of them for using public property," he quoted the secretary as saying. "I don't see why anyone except those at the top of the Hollywood industry should get excited."

"Wind" Deal Boycott in England Leaves Calm

NEW YORK—The M-G-M foreign department shows no concern over London cables reporting that 700 British theatres are boycotting "Gone With the Wind" because of the 70 per cent rental deals.

Picture Pioneers Induct New Members in N. Y.

NEW YORK—Approximately 150 members of Picture Pioneers held a spring conference at the Waldorf-Astoria Thursday night when 24 new members were inducted.

67 Early Dates Follow "Russell" Premiere

NEW YORK—Following the dual premiere of "Lillian Russell" at Pittsburgh and Clinton, Ia., on May 15, 20th-Fox has set up 67 early dates. The film opens here at the Roxy on May 17.

Columbia Pacts Stevens As Producer-Director

HOLLYWOOD—George Stevens has signed a long-term producer-director deal with Columbia. The first under the pact will be "New Orleans," starring Jean Arthur.

Silverstone Due

NEW YORK—Murray Silverstone is due in New York from California on Monday. Alexander Korda and Samuel Goldwyn also are expected.

Carriers Convene May 12

NEW YORK—National Film Carriers Ass'n launches a three-day annual convention at the Park Central on May 12.

Roach Due for UA Meet

NEW YORK—Hal Roach arrives Monday to attend his first United Artists sales meeting.

"No Discrimination" At Newark Court

NEW YORK—Defense attorneys in the key government suit drew from Anthony Bannon, former operator of the Court, Newark, the admission he had not been discriminated against when he and his partners acquired the house from Jacob Unger in 1926. The witness declared the clearance situation at the Court was no different before he took it over than after he assumed operation. The government charges the Court was "compelled" to follow Warner's Savoy.

During the course of his pre-trial examination, Bannon proffered the information he had been successful in getting Warner to waive clearance on certain pictures from two to three days "when I needed it," whereas the few attempts he made to do this with Joseph Stern, operator of the Savoy before Warner acquired it, he contended were futile.

A third point in the distributor defendants' favor was Bannon's statement that he has only a "general knowledge" of theatre operations in Newark at present, which conflicts with the government charge that the witness knows affiliated theatres in Newark have contracted for specific products.

Confident on Point

Bannon said he "would gamble 99 per cent" that he never had submitted a complaint to the department of justice either in respect to the film business in Newark in a general sense or over clearance in particular. He admitted the only discussion along these lines came up during meetings of Allied of New Jersey when Sidney Samuelson was present. Bannon is the third government witness who has made a similar statement for the court record.

The witness declared he has a stock interest in the Howard, Howard Beach, L. I., which he manages. He gave up the Court in 1933. William Farnsworth, special assistant attorney general, drew him out considerably on this point. Under questioning, he admitted his contracts do not specify clearance provisions, "but I get my pictures in seven days and have no complaint to make." The Howard, with 582 seats, follows the Cross Bay, State and Park.

He was asked to give the admission scale for the Howard. His answer went like this: Monday, 25 cents; Tuesday and Wednesday, 15 cents; Thursday, Friday, Saturday and Sunday, 30 cents. This includes double bills, money, games, dishes "and still we're not making any money."

Dembow Flies West

NEW YORK—Sam Dembow flew to Phoenix Sunday night as the first stop in his western visit to Paramount theatre partners.

Monogram Ends Regional

SAN FRANCISCO—Monogram winds up a two-day western regional meeting here over the weekend.

WASHINGTON

THE Universal representatives in Ed Sullivan's Cavalcade, namely, Helen Parrish, Bela (Dracula) Lugosi and Vivien Fay, took time out from their p. a. at the Capitol to visit with the staff at the local exchange. Following a couple of sleeper jumps, Miss Parrish will return to the set to co-star with Gloria Jean in the forthcoming Joe Pasternak production, "A Little Bit of Heaven" . . . The Row is mourning the loss of Hyman Green of the Carolina, Wash.; a veteran exhibitor for the past 30 years on the local scene who passed away following a prolonged illness.

Bernie Depkin of Salem, Va., has returned to his desk from his three-month period of recuperation in Florida . . . The Plaza, White Sulphur Springs, W. Va., is resplendent in new marquee . . . Abe Lichtman, retiring chief barker of the Variety Club, was feted and gifted last Friday evening . . . As an expression of appreciation for their cooperation during the more recent seventh S. R. Kent drive, all exhibitors in the territory are invited to attend open house festivities at the 20th-Fox exchange May 20 between the hours of 2 and 5 p. m. . . . Rosalie Schwab, Columbia, has been confined to her home with an attack of grippe.

The Rome Theatres' executive offices in Baltimore have been transferred from the Met Theatre building to the Capitol . . . Buddy Hansen, Monogram, visited his accounts in the territory with Ray Robison of Jam Handy . . . Ralph Binns, Horlacher manager, visited in Philly over the weekend . . . Mack Goldstein comes from Boston to manage the Mt. Vernon Open-airer, with Bill Munroe returning to the home office . . . Edgar Moss, 20th-Fox district manager, visited Virginia accounts with Branch Manager Sam Wheeler . . . Myra McConnell, 20th-Fox, officially opened the summer season by returning from her vacation "sporting" the first sunburn.

Seen along the Row: Stanley Barr, Colonial, Norfolk, paying a bi-yearly visit; Ridley Green, Chase City, Va.; Sidney Gates, Roxy, Norfolk; Spud Query, Lincoln Theatres, Marion, Va.; Joe Grant and Leon Back, Baltimore . . . Metro spot news: Rudy Berger, branch manager, has been "demolarized" (two means ones) and the pain is on the upbeat . . . Pete Prince, booker, motored to Tennessee to vacation with his folks . . . Irving Beck, student, has been assigned to the local exchange from the home office . . . Carlton Duffus, exploiteer, remains in Orange, N. J., for the "Edison, the Man" campaign.

The Universal exchange is a fraction of a point out of first place in "Bill Scully Drive" and hopes to close the gap a winner on the May 4 finale . . . Barney Frank has returned from his vacation, which was featured by 13 days of rain out of the alloted 14.



Kreisler as One-Man Committee—

Bernard, Universal's Washington manager, greets—with roses—Helen Parrish whose next is "A Little Bit of Heaven." The scene is Union Station and the group includes Charles T. Hurley, accessory manager of the "U" exchange; Mrs. Laura Parrish, the player's mother; Miss Parrish and Kreisler.

REVIEW FLASHES

FLIGHT ANGELS (WB)—This commercial aviation story has what audiences demand and relish. Wayne Morris, Virginia Bruce, Jane Wyman. Lewis Seiler directed.

I WAS AN ADVENTURESS (20th-Fox)—Lavish production handling and a hard-working cast manage to surmount a somewhat dated and contrived story of international intrigue and jewel-thievery in this one, which should register in the upper brackets if given smart exploitation. Zorina, Richard Greene, Peter Lorre. Gregory Ratoff directed.

SKI PATROL (Univ)—Timely and mildly engrossing drama which obviously was inspired by recent headlines concerning the Russo-Finnish embroglio, and which should serve with average distinction as supporting fare. Feature is retarded from attaining a higher station through mediocre scripting and direction and want of important cast names. Warren Douglas produced; Lew Landers directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Court Expunges Claim Against Publix Chain

NEW YORK—Federal Judge Alfred C. Coxe has signed an order expunging a claim of $667,000 of the National Rockland Bank of Boston and Harold G. Storke as trustees of an indenture of G. B. Theatres Corp. against Paramount Publix Corp. Paramount had assigned the claim to Olympia Theatres, a subsidiary, which had taken care of it.

Kallet-Altec Deal

NEW YORK—Kallet Theatres, Inc., has renewed Altec service agreements for its 16 theatres. A. J. Rademacher negotiated for Altec.

Circuit Judge Declares Bank Night a Lottery

TRENTON—Bank Night games are lotteries, Circuit Judge William A. Smith of Essex county ruled, even though persons other than ticket holders in the theatre were listed as eligible prize winners.

Curiously enough his ruling was made not to outlaw the games, but to uphold the contention of the A. & G. Amusement Co. of Patterson, that it need not be held by a Bank Night contract because the game is illegal in New Jersey. Suit for $1,140 was instituted by William Furst for Affiliated Enterprises, Inc., owner of the copyright on the game.

The judge's ruling was part of a preliminary action in which Furst sought to have part of the theatre company's defense eliminated. The actual suit has not yet been started.

The judge declared "it is quite evident that it is not contemplated that those who are not patrons of the theatre will obtain the prize. The patrons are the ones at whom the exhibitor is directing his allurements and it is quite evident that the award to one not a patron would not be popular."

Meanwhile, Camden police were cracking down on Bingo games in churches and lodges.

"Pot O' Gold" Variation Success in a Theatre

WASHINGTON—Appearing at the Capitol with his band for a week, Horace Heidt followed through on his radio "Pot O' Gold" idea by offering $500 at every performance to the person whose name was selected from the local telephone book. The person called had to be in the theatre and had to claim the award within three minutes after selection.

Over the radio, Tums distributes $1,000 every Tuesday night with a consolation award of $100 if the party chosen is not at home at the time of selection.

Loew's paid the bill for the Heidt idea in the theatre and at the end of the week's engagement found the money given away totaled about $3,000. The engagement was a success as the idea caught on.

PHILADELPHIA

MONDAY night has become practically theatre night at Jimmy Dykes' Bowling Alleys. The place is full of would-be athletes from Vine Street . . . Allen Lewis, Dante, has got himself a new car . . . Moish Silverman, janitor supplies man who informed this department a year ago that his wallet was lifted at 13th and Vine, now takes it all back. He has just found it in a bureau drawer at home . . . The Warner Parker, Darby, was badly damaged in an early morning fire. Even the handsome office of Manager William Gallagher didn't escape.

Betty Chambers, pretty Metroite, celebrated a birthday, May 1 . . . *That sparkler on the finger of Helen Alter is an engagement ring . . . Warner Club members will show their skill at the banquet table and on the ballroom floor May* 10 *at the Cedarbrook Country Club . . . Ditto the Film Exchange Employes Union at the Broadwood's Crystal Ballroom, May* 16 . . . *The brain trust of the Warner advertising department is moving to new quarters on the seventh floor at the end of the month.*

Ulrik Smith, Paramount sales manager, and Charlie Malley, booker, spent two days at Scranton arranging bookings . . . Mrs. William Brooker came in from New York to spend a weekend with her husband who's arranging some sinister exploitation stunts for "Dr. Cyclops" . . . Florence Weiner, booking department, is hunting for a new apartment . . . Mert Nason, booker, marks the second anniversary of his wedding, May 7.

Seen around town: Alex Smith, of the Broad, Souderton; J. Fred Osterstock, State and Colonial, Allentown; J. B. Rossheim, Midway, Allentown; Bernie Haines, Plaza, Perkasie; Ted Ruth, County, Doylestown . . . George Kilpatrick, Wilbor, Easton, is planning to reopen his Ocean City home and begin his annual commuting . . . George Keegan is arranging for opening of his Avalon at Avalon, N. J. . . . The Rio, Chester, is closed again after Joseph P. Rickman had it for a brief period . . . Viola Demmy has taken over the Laurel, Laureldale, Pa.

More than half the total membership of the Variety Club attended the dinner meeting Tuesday night. The club will give a dinner for its former barkers, May 11. Formal . . . The National Film Carriers convention in New York May 12 will attract James P. Clark, president; William J. Clark, Thomas J. Clark, Clinton K. Weyer, Oscar Neufeld and others from the Horlacher organization; and Meyer Adelman and Joe Ridenour of New Jersey Messenger Service . . . Ben Lemisch, host to the industry at the Tavern, New York, will transfer his affections back to his old town, to become glad-hander at Benny the Bum's, which is being turned into a Spanish rendezvous.

Bill Israel, Earle, received a fine note of appreciation from a crippled patron, thanking the manager for the courtesy shown him . . . Haddon Matthews, 69*th Street Theatre, played host at a dinner party for girls of the neighborhood who became* 17 *during the showing of "Seventeen" . . . Irv Blumberg, Oxford, a sharp-eyed gent, discovered the young lady who sang "Begin the Beguine" in "Broadway Melody of* 1940," *was a former resident of the area. An interview with her family made the papers . . . Monsieur Sam Teitlebaum invoked his Gallic ancestry to write a letter in French to high school teachers and students boosting "Harvest."*

Charley Crowley, State, Chester, out-Winchells Winchell in a gossip column for a Chester newspaper. He shows no inhibitions about mentioning his theatre in it . . . Stan Benford blushed like a red herring when the Germantown Boys' Club made him a surprise presentation of a silver plaque on the stage of his Colonial. A whole regiment of the boys came out and filled the house . . . Marty Aninsman, Leader, will start off the Memorial Day poppy drive by having the first two poppies of the campaign handed to two Gold Star mothers on his stage.





WB Studio Visitors—

From the east are, top: W. Marsh Gollner and son of the Shore Theatre, Salisbury, Md., on the set of "The Life of Knute Rockne" with Gale Page as hostess. Below: Charles Muterpearl of the Embassy, Orange, N. J., with Ann Sheridan on the "Torrid Zone" set. Both scenes from the Warner studios at Burbank.

ALBANY

VISITORS: Chris Marx, Rialto and Highland, Utica; Sid Dwore, operator of two Schenectady theatres; Dave Rosenbaum, operator of Strand, Elizabethtown, and manager of theatres in Keesville and Ausable Forks; George Thornton, Orpheum, Saugerties; Harvey English, English circuit, with headquarters in Hancock; Frank Wieting, Park, Cobleskill; Jerry La Rocque, Shadowland, Warrensburg; Nick Googin, Town Hall, Cazenovia; Mrs. Antoinette McNamara, Bay, Alexandria Bay; Mrs. H. L. Woldenberg, Clinton, Clinton; Harry Lamont, Lamont circuit; Harry Savett, James, Utica.

Mrs. Beatrice Curley, assistant cashier at 20*th Century-Fox, temporarily away from her post, due to a cold . . . Lester Coleman, home office auditor, was at Paramount branch . . . Weldon Waters, Paramount salesman, got stuck in mud on a back road. Finally freed his car, but it cost* $12 *to have the wheels lined up . . . Rossi Brothers' Strand, Schroon Lake, closed during winter, is reopening . . . Lake, Lake George, probably will relight about Decoration Day. Bob Yates, old time vaudeville actor, who manages theatre in association with his mother-in-law, Mrs. Carpenter, has been in Florida since fall . . . Chris Buckley, General Stark, Bennington, Vt., back on job after a long Florida vacation.*

John Manthe, National Theatre Supply Co., weekended in New York . . . Metro installed new booking units, with separate offices and more privacy—a hit all around. Bill Gaddoni and Ralph Ripps are "Service With a Smile" boys . . . Bill Marsh and Ben Wolf, auditors, were at Metro . . . Approximately $16 in coins stolen from a candy vending machine in Fabian's Rialto, Cohoes. No evidence of a forced break and police believe the thief hid in the theatre after the last show.

The Schiners, social organization of Schine circuit employes, held annual dinner-dance in Saratoga Springs. Company executives attended. William E. Benton, of Saratoga, associated with Schines in operation of several northeastern New York theatres, also was present, as were Albany Filmrowers. They included Bernard Kranze, RKO manager; J. J. Spandau and Joe Engel of Universal; Fred Sliter, 20*th Century-Fox salesman and father of Harold Sliter, Schine official, and Dan Houlihan,* 20*th Century-Fox booker.*

Newland Opens in Resort

ALBANY—Harry Newland is reopening the Windham in Windham, Greene county. The theatre in this Catskill Mountain town closed during the winter.

Cooling for Troy

TROY—The Proctor's, a Fabian theatre, is installing a new air conditioning plant. Irving L. Liner is manager.

Charles Wilson Reopens

TROY—Charles Wilson reopened Lansing in North Troy after a closedown since last spring. During this period, he did extensive remodeling.

Juvenile Delinquency Blows Are Softened

ROCHESTER—Motion pictures have borne entirely too much of the blame for juvenile delinquency, the Rochester Films Council was told by Leon Whitlock, probation officer of Monroe county juvenile court.

But, as he gave the motion pictures a fairly clean bill of health so far as juvenile delinquency is concerned, Whitlock sharply rapped what he termed "laxity of supervision by some theatre managers in Rochester" over children admitted to picture shows.

Whitlock scored the managers on three counts:

1. That the city ordinance forbidding admission to theatres of children under 16 unaccompanied by parent or guardian was one of the most violated ordinances in the city.

2. That many managers, particularly in neighborhood houses, attempted no supervision over children whose antics disturbed others in the audience.

3. That lax supervision by theatre managements had permitted occurrence of "certain sex cases" in which young girls were approached by men patrons.

As to the effect of motion pictures on juvenile delinquency, Whitlock said his experience indicated they might play only a very small part in a few cases. Lack of supervision in the home and improper home environments, were major factors, he said.

BALTIMORE

DAVE KAISER has remodeled his offices at Maryland Display Co. . . . J. M. Shellman of National Penn Printing Co. is under the doctor's care . . . Vernon Nolte, Boulevard manager, is opening at 11 a. m. during the run of "Rebecca" . . . Frank Dorbrochowski of Durkee film service is back on the job after five weeks in the hospital . . . Louis Gaertner, director of the Vilma, announces free parking accommodations for 300 cars is now available for his patrons . . . More than 400 women who attended the 41st convention of the Maryland Federation of Women's Clubs, were present at a private preview of "Irene," arranged by I. M. Rappaport and Ted Routson, publicity chief of the Hippodrome.

Eddie Kimple of Rome Theatres is driving a new gray Buick sedan . . . Mickey Hendricks of Bill Hicks' circuit now rides with a "trouble wagon" as a trailer. In the last two weeks, he has been stuck in three ditches . . . Rome offices have been moved from the Met to the Capitol Theatre Bldg. . . . George D. Iverson, a candidate for Congress, is distributing handbills which ask, "Did you see 'Mr. Smith Goes to Washington?'" . . . Manager Milton Caplon has arranged for a children's ballet at the Linden, May 4.

For the simple business of cheering an imaginary horse race, a process requiring wide opening of the jaws and looking excited, 475 Baltimoreans split $1,485. These people, who generally pay to get in the movies, each got $3.96 from 20th-Fox's Director Henry King who is here filming the forthcoming Technicolor production, "Maryland" . . . William K. Saxon, Loew's Century operator, hit the newspapers when he was interviewed by a *Sun* reporter on "Flickering, 1913."

When Al Vogelstein left his car unlocked, someone threw a lighted cigarette in the window and set the seat on fire . . . John Payne and Brenda Joyce made appearances at the New and Center theatres . . . Lawrence Schanberger, Keith's, tied with the News Post *in offering cash prizes and passes in a limerick contest in conjunction with his current attraction, "One Million B. C." . . . Cliff Jarrett, former assistant manager of the Hippodrome who is now in Florida, is going to have the eastern section of* BOXOFFICE *sent to him, so he can keep posted on his many friends.*

RICHMOND

BOB COULTER, manager of the Byrd, represented the theatre at the business meeting and entertainment given by the West Richmond Business Men's Ass'n last Monday night at Tantilla Garden . . . Ernest Ewing, usher at the Capitol, is on the baseball team at McGuire's School . . . Art Jacobson, National Screen Washington manager, was a visitor . . . Neal Patton, service staff of the State, visited his home in Newport News . . . Herman Kaplin, manager of the Century, Petersburg, visited here . . . William Rippard, owner, Eaco and Lee, Farmville, has returned from an extended vacation in California.

Exhibitors already are making plans to attend the mid-summer convention of the MPTO at Old Point . . . Angelo Franceschi, boss of the Colonial Confectionery and known to all the theatre folks, is a granddaddy . . . Bob Swearinger, former manager of the Beacon, Hopewell, is working at the Petersburg Post Office . . . Floyd Stawls, manager of the Carillon, drove to Norfolk on his day off last week and visited with his mother . . . Neighborhood Theatre's Lee, in East Falls Church, will be completely renovated . . . Harry Rawlings, manager, State in Falls Church, visited his folks here in Richmond recently.

Charlie Hulbert, manager of the Lee, and his wife are going to tour through Florida on his vacation, which starts on the 12th . . . Elizabeth Quisenberry, cashier of the State, visited Washington . . . The Saturday night barn dance and broadcast of WRVA from the Mosque is still packing 'em in. Last Saturday they played to about 8,000 people . . . Harry Brown, Monogram manager, was down from Washington . . . Bob Coulter, manager of the Byrd, has a new car . . . Dorothy Shewbridge, secretary to Sam Bendheim jr., has been spending several weekends in Williamsburg.

Pete Whitmore has rejoined the service staff at the Westhampton, after an absence of almost a year. He replaced Cleveland Williamson, who resigned . . . Herman Nowitsky, Wilmer and Vincent chief of maintenance, was here from Norfolk last week . . . N. C. Haefele, Baltimore manager for National Theatre Supply, was here . . . Walter Vincent, vice-president, and Joe Egan, general manager, Wilmer and Vincent Corp., were visitors . . . Pete Stainback and Charlie Yerby, Loew's, are all set for their first fishing trip . . . We hear that the Pitts-Roth Theatre Co. has purchased the Smithfield Theatre from Jesse Scott and will make extensive improvements.

Helen Porter, former relief cashier for Wilmer and Vincent, has been promoted to cashier at the Park, succeeding Mary Goode, resigned. Mildred Clatterbuck is the new relief cashier . . . Tom Jones and Dan Anderson will represent the stage hands at the state federation of labor convention in Danville, and John Doherty and Harry Jarvis will represent the operators . . . Bill Ballenger is trying out one of those new Coca Cola dispensors in the lobby of the Grand . . . Dick Hyland, Warner exploitation man, was here working on "Dr. Ehrlich's Magic Bullet" when it played at the Colonial . . . Carrington Waddell, manager from South Boston, was a recent visitor.

Harry Nordin, Neighborhood Theatres home office, visited Washington, also David Kamsky . . . Charlie Mathews, service staff, Park, visited in Wilson, N. C. . . . Father Bernard Hubbard, Alaskan explorer and also known as the Glacier Priest, presented his latest films at the Mosque last Friday for the benefit of the Little Sisters of the Poor . . . E. H. Griffith, Paramount producer and director, spent several days in Charlottesville as guest of Hunter Perry, looking over the country for possibilities for scenes of the new production, "Virginia" . . . Mervin Ullman, Altec engineer, attended the SMPE convention in Atlantic City, being relieved here by Jerry Doolittle.

Theatre Developments in Upstate Pennsylvania

PHILADELPHIA—Reports reaching here of new developments in theatre ownership upstate include:

Irv and Morris Phillips are giving up the Park, Allentown.

Dave Segal has taken over Favini Theatres in Peckville and Jessup.

Jack Korfler will give up the American Legion hall in Hellertown on July 1, when Max Korr will take it over. Kofler, meanwhile, is building a new house there.

Harry Snyder, Newport, has taken over the Earle, New Oxford.

Mike Egnal, who has houses in Bridgeport and Bristol, is taking the State, Emmaus. Jack Miller, formerly of the Lenox, Philadelphia, is also reported having an interest in the State. The Lenox is now being managed by Stanley Spoehr jr.

600-Seater Planned

NEW YORK—Sailors Snug Harbor will construct a theatre at West 8th and Greene streets to cost $60,000 and seat 598. Thomas W. Lamb is architect.

ROCHESTER

SCHINE Shifts: Clayton Cornell has been transferred from the Rialto in East Rochester to manager of the Monroe, replacing John Tucker who has been transferred to Ohio. Bill Brimmer of the Madison moves to the Rialto, being succeeded as house manager by Bob Meagher. Louis Schine, head of the organization, and E. D. Leishman, personnel director, visited their managers here last week.

Francis S. Anderson of the RKO Palace is getting impatient waiting for the golf links to open . . . Harold G. Martz, Capitol manager, is the new vice-president of the recently organized West Main Street Improvement Ass'n . . . William Cadoret of Monroe Amusements, Inc., is a director of the Rochester Convention and Publicity Bureau.

M-G-M's 20-mule team was due here today, coming by freight. After a parade here, in which city officials will take part, the mule team and wagon will continue the trek to the east.

Representatives of the Six Nations' Indian Association condemned "inaccuracies" in the portrayal of the Indian in motion pictures and novels, describing it as "adverse publicity." The Indians met in nearby Canandaigua.

Theatre managers and radio station managers are serving on the Citizens' Traffic Safety Committee. They include: Lester Pollock of Loew's Rochester; Jay Golden of the RKO Palace; William H. Cadoret of Monroe Amusements, Inc.; Gunnar Wiig of WHEC; William A. Fay of WHAM, and Mortimer A. Nusbaum of WSAY. They'll all cooperate in promoting traffic safety.

John Balch jr., 18, Capitol usher, was a hero last week. Balch waded into the Barge Canal and pulled five young men from their partly submerged car . . . David Selznick, David Sarnoff and Owen D. Young will be among the notables to take part in the University of Rochester's clinic on "New Frontiers in American Life," to be held May 7, 8 and 9 . . . Nearby Newark picked representatives for the Apple Blossom Festival of western New York at the Capitol Theatre in that village.

Francis S. Harmon, assistant to Will Hays, addressed the Rotary Club and the YMCA here Tuesday . . . The Monroe Theatre is cooperating with the Monroe YMCA Hi-Y Clubs in promoting a benefit show to send delegates to their national conference . . . Michael J. Mungovan, stage hands local representative, was in charge of the Central Trades and Labor Council 50th anniversary dinner, attended by 800.

Sure sign of spring: Cooling plant at Loew's Rochester is all set for first warm day . . . Charles Kurtzman, Loew's district manager, visited here last week . . . Daylight Savings Time went into effect last week and was felt by the theatre managers.

John Murphy, from Loew's home office, and Charles Kurtzman, Loew's new division manager, looked at the Rochester here on a tour of inspection . . . Jay Golden, RKO Palace manager, spent Sunday in Buffalo . . . Albert Nathan, exploitation man for UA, is in town . . . Joe Deacon has been transferred by Schine from West End to Dixie, where he succeeds Bud Freeman, resigned. Ted Whitcomb of Amsterdam takes over at West End.

Bill Brimmer, Madison manager, gave two pups as a feature of "Be Kind to Animals Week" . . . Business men in nearby Le Roy are looking forward to the annual party when Ralph E. Blouvet entertains them at his Le Roy Theatre . . . Oscar Levant played with the Civic Orchestra at the Eastman Sunday night . . . "Americanism Shows" were held at local Schine houses last week, in cooperation with Boy and Girl Scouts, Veterans of Foreign Wars and American Legion. Warner patriotic shorts were shown . . . The Embassy has reopened with stage shows and pictures . . . Rochester Film Council members were guests of Loew's Rochester.

Local theatre managers attended the 50th anniversary banquet of the Central Trades and Labor Council April 25, as IATSE guests . . . L. B. Schlum, manager of Ascap, has moved here from New York . . . Lester Pollock has received a letter from David O. Selznick commending him for his exploitation program on "Rebecca."

Carl Nilman Reopens Theatre in Valatie

VALATIE, N. Y.—Carl Nilman reopened the Valatie, Valatie, after installing a new marquee, repainting and redecorating. Nilman will relight the Playhouse, a summer situation in Manchester, Vt., Decoration Day. He will do likewise with Memorial Hall in Wilmington, Vt., probably at the end of June.

Ryans at Trumansburg

TRUMANSBURG, N. Y.—James and John Ryan are taking over operation of the Palace and are installing RCA Photophone sound. A third brother, William, owns the theatre.

65 Years of Service by Leo's Philly Bookers

PHILADELPHIA—M-G-M's local booking staff rung up a combined record of 65 years service when Charles R. Baines celebrated his 15th stanza on May 1. Topping the list is William F. Gabriel with more than 20 years; Harry Bache, 13½; Ben Hayney, nine and a half, and Frank J. Sculli, who hits the seven year mark May 22.

Refurbishes Star in Potsdam

ALBANY—Jim Pappayanokos has been refurbishing the Star, Potsdam, for reopening. He also operates the Rialto there.

Educator Lavish in Praise of Pictures

WASHINGTON — The educational motion picture "is the most revolutionary instrument introduced in education in our day and generation," representatives of 500 educational institutions and associations were told Friday by Dr. George F. Zook, president of the American Council on Education, at the opening of the organization's annual meeting in Washington.

"The possibilities of the motion picture in education have scarcely been dreamed of, much less realized," Dr. Zook declared.

"The time has now come for educators in the United States to assume a leadership in the educational motion picture, to advise on the kinds of films needed in education, to develop better ways of distributing films to schools, and to see that films are used, and used effectively, in the classroom.

"No longer can we regard the motion picture as the exclusive possession of the entertainment world, or as a complicated gadget whose value is unproved in formal education. Instead the motion picture supplies a peculiarly vivid experience, which can make the curriculum into a living thing—a new world in which time and space are no longer insuperable."

Counsel to Relay Mayer's Answers to Government

HOLLYWOOD—Louis B. Mayer will not go to New York for pre-trial examinations in the government suit, an agreement having been reached between M-G-M counsel and representatives of the department of justice to eliminate the eastern trek. Studio information sought, it is understood, will be provided by M-G-M counsel on demand.

Ross Federal Drive

ALBANY—The Albany branch of Ross Federal Service is making a determined effort, under direction of Manager Ralph Unks, to pile up checking days over its quota, in a campaign celebrating tenth anniversary of founding of organization. The drive, which is on throughout the 32 branches, is on checking work for film companies. Six branches are competing in Eastern section, and the contest has a different leader each week.

Completing 900-Seater

WASHINGTON—Louis Bernheimer is completing a 900-seat theatre in Brentwood Village Shopping Center on Rhode Island Ave. It will be known as the Village and employ RCA Photophone sound.

Bookers' Dance May 19

NEW YORK—Motion Picture Bookers of New York will hold their spring dinner and dance at the Astor Roof, May 19. Tommy Dorsey and his orchestra will supply the music.

Roxy Sets "Command"

NEW YORK—The Roxy has dated "Dark Command" for May 10.

Columbia (——) 88 Minutes Rel. Apr. 27, '40

Herein Columbia has a worthy successor to its illustrious "It Happened One Night," of which this film is considerably reminiscent. An uproarious romantic comedy, veering toward the farcical, it has a mirthful situation for nearly every turn of the camera and each of them is surefire for its quota of laughs. The picture assays as a cinch bet for the top brackets in revenue and audience acclaim. An adroitly blended screenplay is probably the largest contributing factor to the photoplay's appeal and deals with the necessity of an unmarried pair, who think they hate each other, to pose as man and wife to serve their individual financial interests. Loretta Young and Ray Milland are co-starred, the latter scoring with an outstanding performance which will give solid impetus to his march toward ranking stardom. Alexander Hall directed.

Loretta Young, Ray Milland, Reginald Gardiner, Gail Patrick, Edmund Gwenn, Frank Sully, Gordon Jones.

The Doctor Takes a Wife F — Comedy

Paramount (3934) 70 Minutes Rel. May 17, '40

The drawing power of Dorothy Lamour, complete in assorted sarongs; the further eye appeal of beautiful Technicolor photography, specializing in marine and lush jungle backgrounds; and the lift of a sprinkling of spectacular sequences are the picture's assets. But they will be taxed to the limit if they are to offset the handicap of an unusually fantastic story, which even the most naive fans will find difficult to accept in the serious melodramatic tone it attempts to assume. The cast, in which Robert Preston furnishes the virility and Lynne Overman that which was apparently written as comedy relief, does its best with the material at hand, as does Director Louis King. Their combined efforts, however valiant, hardly suffice to bring the feature up to the standards a more believable screenplay might have afforded.

Dorothy Lamour, Robert Preston, Lynne Overman, J. Carrol Naish, Chief Thunder Cloud, Frank Reicher.

Typhoon F — Melodrama

Universal (——) 73 Minutes Rel. May 17, '40

Bob Burns has ample opportunity to display his homespun drolleries in this re-make of the veteran stage and screen property. Consequently, the Burns fans will undoubtedly find it thoroughly satisfactory comedy entertainment. For those who do not include the bazooka-playing Arkansan on their list of favorites, however, it will probably be considered dull and superficial. The lagging action in some sequences indicates no great pains were taken in developing the screenplay, a defect which Christy Cabanne's direction fails, largely, to overcome. Burns, a carnival card shark, lands in a booming oil town, where, to elude the forces of the law, he poses as a deacon. In this guise he thwarts the town's villain and aids the good citizens before moving on again.

Bob Burns, Mischa Auer, Dennis O'Keefe, Peggy Moran, Edward Brophy, Thurston Hall, Jack Carson.

Alias the Deacon F — Comedy

Universal (——) 94 Minutes Rel. May 3, '40

That Crosby fella—he who has been doing right well in films and radio—breezes entertainingly through another picture, which, although it can hardly be termed an original model, is nicely tailored to his distinctive brand of comedy and crooning. Bing is ably aided and abetted by Gloria Jean, captivating miss of the silvery pipes. In fact the teaming of these two song birds is a ten-strike in smart casting and the resultant feature has much to offer customers of all ages and tastes; with a bonus for the oldsters who will enjoy a nostalgic thrill through the appearances of Blanche Ring, Eddie Leonard and several other oldtimers whose stars shone brightly during the golden era of the theatah. Story, a showcase for the Crosby-Gloria Jean talents, is interest-sustaining. David Butler produced and directed.

Bing Crosby, Gloria Jean, Charles Winninger, El Brendel, Allyn Joslyn, Claire Dodd, Moroni Olsen.

If I Had My Way F — Comedy With Music

M-G-M (35) 85 Minutes Rel. May 3, '40

Fundamentally, of course, this is a western—but one sufficiently different from the pack of run-of-the-mill actioners to make it stand out like an entertainment thoroughbred in a corral full of cow ponies. Its characters steal and fight and kill for prosaic borax instead of the proverbial gold or cattle, which fact fails to detract one iota from the story's pace, suspense and dramatic impact. Produced in the grand manner, the picture merits consideration accordingly, both for its budgetary importance and profit potentialities, which should find a high ceiling in all showings. As the greasiest, cussin'est, orneriest skinner that ever cracked a bull whip over a mule's rump, Wallace Beery approaches perfection, with a performance ranking with his "Viva Villa." Throughout, his support shares Thespic honors. Richard Thorpe's direction is splendid.

Wallace Beery, Leo Carrillo, Anne Baxter, Douglas Fowley, Noah Beery jr., Berton Churchill.

20 Mule Team F — Western

20th Century-Fox (048) 75 Minutes Rel. June 21, '40

Four or five murders are done in Honolulu and on shipboard en route to San Francisco before Charlie Chan gets his man. It seems the Oriental detective requires plenty of slaughter before he can deduce. Here is typical Chan mystery drama that moves in the familiar groove. The patrons will be satisfied. Victim number one is an inspector from Scotland Yard who is bumped off in Chan's Hawaiian office after he informs the Chinese sleuth about a mysterious strangler on a world cruise. Almost immediately afterwards another victim is garrotted in a hotel room. Chan goes along on the cruise ship and, with the aid of his son, sets the stage for the killer's capture, which takes place in an anti-climactic sequence in the San Francisco morgue. Eugene Forde directed.

Sidney Toler, Marjorie Weaver, Lionel Atwill, Sen Yung, Robert Lowery.

Charlie Chan's Murder Cruise F — Mystery Melodrama

RKO (025) 88 Minutes Rel. May 17, '40

All hands concerned hit the jackpot for comedy with laughs galore resulting. Under Garson Kanin's adroit direction, the triangle formula is reversed with happy results. Irene Dunne is the wife, who returns after being reported drowned on a scientific expedition seven years ago, on her husband's wedding day. Cary Grant is the bewildered male and Gail Patrick, the bride of the day. When it appears the gags may run out, Grant discovers his wife's only companion on the island was Randolph Scott. The production reflects the smooth teamwork of Producer Leo McCarey, who also collaborated on the script with Bella and Samuel Spewack, and Director Kanin. Grant proves an excellent light comedian with a deft sense of timing. Miss Dunne is at her lovely best; Granville Bates and Donald McBride are standouts in supporting roles.

Irene Dunne, Cary Grant, Randolph Scott, Gail Patrick, Ann Schoemaker, Scotty Deckett, Donald McBride.

My Favorite Wife F — Comedy

United Artists (——) 57 Minutes Rel. May 3, '40

Straining any number of gags and comic business to their limits, Laurel and Hardy manage at the same time to deliver a rib-tickler that should satisfy their own particular following and liberally entertain others. The laughs, in view of the comedians' particular type of comedy, come off easy. A Broadway audience, about one-third consisting of children, guffawed and howled all over the place. The pair's clowning efforts are draped around a standard plot which sees the boys from horn testing, to a yachting trip, to jail. In between, Hardy has a nervous breakdown. A gangster, eluding the police, goes aboard their decrepit boat and they have to eat an ersatz meal they prepared for the outlaw. Ben Turpin, as a cross-eyed plumber, seen briefly, is responsible for a lot of plot gags.

Stan Laurel, Oliver Hardy, Ben Turpin, James Finlayson, Dick Cramer.

Saps at Sea F — Comedy

Columbia (——) 75 Minutes Rel. ————

This is early vintage Vivien Leigh-Laurence Olivier and the exhibitor should bear in mind that players change through their progression in the arts. In the performance category, it is second-rate and, being an English production aimed for English audiences, much will be lost on U. S. audiences. However, it is an interesting homicide-courtroom story and the British court procedure is interesting. The story: Olivier and Miss Leigh become partners in crime when Olivier kills the long-absent and scoundrelly husband. The body is dumped in a Soho alley. A fallen minister is picked up and circumstantial evidence convicts him. Olivier, torn between blind justice, love and his brother, who seeks a judicial post, attempts to give himself up. Fate intervenes and the piece ends with Olivier and Miss Leigh going on to live an untroubled life. Basil Dean directed.

Laurence Olivier, Vivien Leigh, Hay Petrie, Leslie Banks, David Horne.

21 Days Together A — Drama

SELLING ANGLES: **"Alias the Deacon"**

Bob Burns carries the marquee load on this one, aided and abetted by Comedian Mischa Auer. Above the marquee mount five facsimiles of playing cards, from ace to ten, with portraits of five cast members on them. Distribute complimentary decks of cards to local bridge clubs and other organizations, imprinting theatre and picture billing on the backs of the cards. Hold an amateur night in which local magicians specializing in card tricks go through their routine on the stage. Tie up on Burns' radio show.

CATCHLINES:

He Won Riches for Others . . . And Happiness for Himself . . . Did This Card-Sharp, Who Proved to Be an Honest Gambler.

He Put It Over on Small-Town Slickers Who Thought They Knew All the Answers . . . But Found There Were Still a Few Tricks Left.

SELLING ANGLES: **"Typhoon"**

With Dorothy Lamour and Robert Preston drawing credit as a new romantic team, Technicolor should also be on the marquee as a definite element in advertising and exploitation. Transform the lobby into a South Seas paradise, and, if the usherettes can bear up under it, dress them in sarongs. Obtain a wind-machine somewhere and install it in the foyer, turning it on and off periodically. Tie up with travel agencies, planting stills from the picture in their offices.

CATCHLINES:

A Princess of the Tropics . . . A Pearl-Hunting American . . . And Romance in the South Seas.

Adventure Supreme . . . In This Story of a Strange White Princess . . . Under Southern Stars.

SELLING ANGLES: **"The Doctor Takes a Wife"**

Build up Loretta Young and Ray Milland as a new co-starring team. As suggested by the title, invite local doctors, accompanied by their wives, to attend at special rates. Employ the stunt of offering free admission or a cash award to anyone who can sit through the entire performance without cracking a smile. Print up throwaways as "laugh certificates," exchangeable at the theatre for "one hundred hearty laughs."

CATCHLINES:

They Were Neither Happy Nor Married . . . But They Had to Fake a Romance . . . And Pose as Husband and Wife.

It Will Take You Days to Recover From Laughing at the Season's Most Sensational Fun-Fest.

SELLING ANGLES: **"Charlie Chan's Murder Cruise"**

The exhibitor who exercises his imagination in creating stunts should have little difficulty in putting this one over. What has been done for Charlie Chan before should be revived. Display in the lobby or in a bookstore that handles the Earl Derr Biggers books a collection of various ropes, leather shoelaces and belts, call them instruments of death and invite spectators to see them used in the film. Toler's performance lives up to the Chan tradition. The film has a lengthy marine background and is well produced.

CATCHLINES:

This Killer Was So Forward He Murdered a Cop in Charlie Chan's Office.

From Honolulu, to the High Seas, to San Francisco . . . Charlie Chan Tracks a Strangler . . . And Gets Him.

SELLING ANGLES: **"20 Mule Team"**

Wallace Beery and Leo Carrillo are probably the most potent names for marquee billing and general exploitation. The title can be used in a tieup display with some automobile dealer, contrasting the primitive mule team transportation with his newest model cars. Don't neglect grocery store tieups on borax products and radio plugs in connection with the famous "Death Valley Days" program. Make over the lobby in a desert fashion, strewing sand along one side of the foyer and dressing attendants in western costume.

CATCHLINES:

The Thrilling Battle of Man Against Nature's Tortures . . . In a Living, Blazing Inferno.

Wallace Beery in His Greatest Role . . . A Daredevil of Death Valley in a Savage Fight Against Nature.

SELLING ANGLES: **"If I Had My Way"**

Give the marquee and advertising credits to Bing Crosby and Gloria Jean. Use the title in a letter-writing contest in which entrants tell what they would do if they "had their way" as mayor of your town, a Hollywood producer or something of the sort. The film is Crosby's 21st starrer. Give prizes to a specified number of Crosby fans first under the wire with names of the most of his previous 20 vehicles. Plug the songs in the picture and don't neglect tieups on the Crosby radio show.

CATCHLINES:

He Sang for Fun, and Believed Friendship Came First . . . Even When It Meant Playing Father to a Little Girl.

Another Bing Crosby Hit . . . With That Sensational Little Singing Star of "The Under-Pup" . . . Gloria Jean.

SELLING ANGLES: **"21 Days Together"**

Of course, in the line of opportunism the exhibitor will play up the two lead names for all their current worth. But if he also has his publicity man cook up a yarn on the film's admirable attention to London atmosphere—call it a London travelogue—his patrons might feel that they were not let down too much. The story is based on a John Galsworthy book—bookstores to catch the reading trade—and Galsworthy's following here is quite big. Many of the scenes are actual street shots in and around London.

CATCHLINES:

He Killed a Man in Self-Defense . . . But Fate Stepped in at the Right Moment.

SELLING ANGLES: **"Saps at Sea"**

Drag out all the tried and tested Laurel-Hardy props for this one. Work up a phoney ship for the lobby or the roof of the marquee and have life-size cutouts of the comedians, in color, rolling and tossing to the effect of electric motor animation. Promote a contest in which the goofiest menus are concocted—such as string for spaghetti, red paint for tomato sauce, etc. In a newspaper contest, offer prizes for the best gag titles (see pressbook). There is also an indoor golf game that can be promoted with sporting goods stores to which Laurel and Hardy have lent their capabilities.

CATCHLINES:

The Boys Are All at Sea and in a Fog.

You'll Rock With Laughter and Roll Into the Aisles at This Silly Saga of the Sea.

SELLING ANGLES: **"My Favorite Wife"**

The show should be sold as the "best laugh in town." Comedy angles should be stressed with teaser copy and ads. It could also be played up as a four-star film: McCarey, Kanin, Grant and Miss Dunne. Cutouts of the two stars should be prominently displayed. A contest can be held in which the men submit photos of their wives with prizes going to the best reason on "Why She Is My Favorite Wife." Tieups can be arranged with a local paper and department store to put over the contest.

CATCHLINES:

His Wife Returns on His Wedding Day . . . Then the Fun Began.

A Three-Ring Matrimonial Circus of Laughs.

Thank You, Mr. Smith!

Liberty, Nebraska
March 5, 1940

BOXOFFICE,
Kansas City, Mo.
Sirs:

Enclosed find my subscription to BOXOFFICE for another two years.

BOXOFFICE is by far the best publication of its kind available. Thanks to you for the service you render to the theatre industry.

Just received the 1940 BAROMETER and think it is swell!!

Please send me some sheets for my Date and Booking Guide Book.

Yours truly,

Leo A. Smith,

Liberty Theatre

More BOXOFFICE *Service!*

—And Still More!

THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry

BOXOFFICE

"ROAD TO SINGAPORE" FORGES INTO THE LEAD

AVERAGE IS 100%

Top Hits of the Week

ROAD TO SINGAPORE—
Denver 205

REBECCA—
Cincinnati, Salt Lake City.....200
Milwaukee 150

GONE WITH THE WIND—
New York 160

IT ALL CAME TRUE—
Louisville 150

TOO MANY HUSBANDS—
Indianapolis 150

MY SON, MY SON—
New Haven 150

IT'S A DATE—
Providence 150

EXTENDED RUNS

Gone With the Wind, 19th wk., New York.

Rebecca, 4th wk., New York, Los Angeles; 3rd wk., New Haven, Pittsburgh, Salt Lake City.

It's a Date, 3rd wk., Seattle.

Too Many Husbands, 3rd wk., Portland.

BOSTON

Fenway—**Virginia City** (WB); **Philo Vance** (WB), 2nd run 90
Keith's Memorial—**It's a Date** (Univ); **Viva Cisco Kid** (20th-Fox), 2nd wk.....105
Loew's Orpheum—**Strange Cargo** (M-G-M); **And One Was Beautiful** (M-G-M), 2nd wk.... 75
Loew's State—Same as Orpheum..... 70
Metropolitan—**Dr. Cyclops** (Para't); **Star Dust** (20th-Fox) 70
Paramount—Same as Fenway 85

CHARLOTTE

Broadway—**Geronimo!** (Para't) 100
Carolina—**Vigil in the Night** (RKO), 1st half.. 90
Carolina—**Pinocchio** (RKO), 2nd half 105
Imperial—**The Story of Dr. Ehrlich's Magic Bullet** (FN), 1st half 90
Imperial—**Little Old New York** (20th-Fox), 2nd half 105
State—**Heroes of the Saddle** (Rep).....100
Tryon—**Shootin' High** (20th-Fox) 110

CINCINNATI

Albee—**'Til We Meet Again** (FN).....110
Capitol—**Too Many Husbands** (Col), 2nd wk...110
Keith's—**The Blue Bird** (20th-Fox).....120
Lyric—**House of Seven Gables** (Univ); **Black Friday** (Univ) 130
Palace—**Johnny Apollo** (20th-Fox).....120
Shubert—**Rebecca** (UA), 2nd wk. 200

CLEVELAND

Allen—**Primrose Path** (RKO), 2nd wk..... 55
Hippodrome—**It's a Date** (Univ) 125
Palace—**Star Dust** (20th-Fox), plus Blue Barron Orchestra on stage 105
State—**Young Tom Edison** (M-G-M).....80
Stillman—**My Son, My Son** (UA), 2nd wk.....120

DALLAS

Capitol—**Free, Blonde and 21** (20th-Fox), 1st part 90
Capitol—**Outside the 3 Mile Limit** (Col), 2nd part 90
Capitol—**Pals of the Silver Sage** (Mono), 3rd part 95
Majestic—**Strange Cargo** (M-G-M) 135
Palace—**It All Came True** (WB) 100
Rialto—**Son of the Navy** (Mono), 1st half..... 90
Rialto—**Slightly Honorable** (UA), 2nd half..... 95
Tower—**Road to Singapore** (Para't), 2nd wk...140

DENVER

Aladdin—**Rebecca** (UA); **Viva Cisco Kid** (20th-Fox), after wk. at Denver.....130
Broadway—**Young Tom Edison** (M-G-M); **Marines Fly High** (RKO), after wk. at Orpheum.120
Denham—**Road to Singapore** (Para't) 205
Denver—**It's a Date** (Univ); **Young as You Feel** (20th-Fox) 120
Orpheum—**Primrose Path** (RKO); **Ghost Comes Home** (M-G-M) 100
Paramount—**House of Seven Gables** (Univ); **Black Friday** (Univ) 110
Rialto—**Too Many Husbands** (Col), after wk. each at the Denver and Aladdin; **Zanzibar** (Univ) 115

DETROIT

Adams—**It's a Date** (Univ), after wk. at Fox; **Half a Sinner** (Univ) 120
Cinema—**Human Beast** (SR); **Happiness** (SR), 2nd wk. 90
Fox—**Johnny Apollo** (20th-Fox); **Star Dust** (20th-Fox) 80
Michigan—**My Son, My Son** (UA); **Three Cheers for the Irish** (FN)..... 95
Palms-State—**Rebecca** (UA), after 2 wks. at Michigan; **The Ghost Comes Home** (M-G-M).110
United Artists—**Pinocchio** (RKO); **Millionaire Playboy** (RKO) 100

INDIANAPOLIS

Alamo—**The Texas Renegades** (SR); **Legion of Lost Fliers** (Univ) 85
Circle—**Dr. Cyclops** (Para't); **French Without Tears** (Para't) 90
Indiana—**Johnny Apollo** (20th-Fox); **Chan in Panama** (20th-Fox) 80
Loew's—**Too Many Husbands** (Col); **Dr. Kildare's Strange Case** (M-G-M) 150
Lyric—**Zanzibar** (Univ), plus stage show.....160

KANSAS CITY

Esquire—**Johnny Apollo** (20th-Fox) 110
Midland—**My Son, My Son** (UA); **The Outsider** (SR) 70
Newman—**Virginia City** (WB), holdover..... 75
Orpheum—**'Til We Meet Again** (WB); **East Side Kids** (Mono) 85
Tower—**Free, Blonde and 21** (20th-Fox), plus stage show 115
Uptown—Same as Esquire 105

LOS ANGELES

Chinese—**My Son, My Son** (UA); **Shootin' High** (20th-Fox) 125
Downtown—**'Til We Meet Again** (FN).....110
Four Star—**Rebecca** (UA), 4th wk.....115
Hillstreet—**It's a Date** (Univ), 2nd wk.; **My Son Is Guilty** (Col) 100
Hollywood—Same as Downtown 110
Pantages—Same as Hillstreet 100
Paramount—**House of Seven Gables** (Univ); **Black Friday** (Univ), plus stage show.....115
State—Same as Chinese 140

LOUISVILLE

Brown—**It's a Date** (Univ); **Half a Sinner** (Univ), after wk. at Rialto 90
Loew's—**Young Tom Edison** (M-G-M); **Men Without Souls** (Col) 115
Mary Anderson—**It All Came True** (WB).....150
Rialto—**Millionaire Playboy** (RKO); **Primrose Path** (RKO) 135
Strand—**Abe Lincoln in Illinois** (RKO)..... 95

MILWAUKEE

Palace—**Women Without Names** (Para't); **Too Many Husbands** (Col), 2nd wk. 90
Riverside—**Ma! He's Making Eyes at Me** (Univ), plus Ted Lewis on stage.....130
Strand—**Road to Singapore** (Para't); **Sidewalks of London** (Para't) 110
Warner—**Rebecca** (UA) 150
Wisconsin—**Northwest Passage** (M-G-M); **Free, Blonde and 21** (20th-Fox) 100

MINNEAPOLIS

Aster—**Farmer's Daughter** (Para't); **King of the Lumberjacks** (WB) 90
Century—**Rebecca** (UA), 2nd wk. 95
Esquire—**Beyond Tomorrow** (RKO), 2nd wk... 80
Gopher—**Blondie on a Budget** (Col)..... 90
Orpheum—**Too Many Husbands** (Col) 100
State—**Johnny Apollo** (20th-Fox) 85
World—**Abe Lincoln in Illinois** (RKO)..... 90

NEW HAVEN

College—**Rebecca** (UA); **The Lone Wolf Strikes** (Col), 3rd wk. 120
Loew-Poli—**Johnny Apollo** (20th-Fox); **Star Dust** (20th-Fox) 105
Paramount—**Dr. Cyclops** (Para't); **The Farmer's Daughter** (Para't) 140
Roger Sherman—**My Son, My Son** (UA); **City of Chance** (20th-Fox) 150

NEW ORLEANS

Globe—**Little Old New York** (20th-Fox)..... 75
Lafayette—**In Old Missouri** (Rep), plus vaude..125
Liberty—**Primrose Path** (RKO), 2nd run..... 90
Orpheum—**It's a Date** (Univ) 125
Saenger—**Dr. Cyclops** (Para't) 150
State—**My Son, My Son** (UA), 2nd wk.....125
Strand—**Days of Jesse James** (Rep), 2nd run, plus vaude 125
Rudoe—**Seventeen** (Para't) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 19th wk. 160
Capitol—**40 Little Mothers** (M-G-M), plus stage show 95
Criterion—**Parole Fixer** (Para't) 65
Globe—**Secret Four** (Mono) 65
Paramount—**Dr. Cyclops** (Para't), 2nd wk., plus stage show 90
Radio City Music Hall—**Rebecca** (UA), 4th wk., plus stage show 140
Rivoli—**It's a Date** (Univ), 5th wk..... 85
Roxy—**Johnny Apollo** (20th-Fox), 2nd wk., plus stage show 90
Strand—**'Til We Meet Again** (FN), plus stage show 115

OMAHA

Brandeis—**'Til We Meet Again** (FN); **Man With Nine Lives** (Col).....100
Omaha—**It All Came True** (WB); **Sidewalks of London** (Para't) 100
Orpheum—**Dr. Cyclops** (Para't); **Invisible Man Returns** (Univ) 100

PITTSBURGH

Alvin—**Too Many Husbands** (Col).....100
Barry—**Rancho Grande** (Rep); **Convicted Woman** (Col) 120
Fulton—**Free, Blonde and 21** (20th-Fox); **Viva Cisco Kid** (20th-Fox) 50
Penn—**Young Tom Edison** (M-G-M) 115
Ritz—**Rebecca** (UA), 3rd d. t. wk.....120
Senator—**Shootin' High** (20th-Fox); **Convicted Woman** (Col) 60
Stanley—**Seventeen** (Para't), plus Horace Heidt stage show 130
Warner—**Road to Singapore** (Para't), 2d d. t. wk. 110

PORTLAND, ORE.

Broadway—**Castle on the Hudson** (FN); **Charlie McCarthy, Detective** (Univ) 90
Liberty—**Pinocchio** (RKO); **Seventeen** (Para't), 2nd wk. 95
Mayfair—**Rebecca** (UA), after 2 wks. at United Artists 100
Orpheum—**Fugitive at Large** (Col); **Torpedoed** (SR) 85
Paramount—**Too Many Husbands** (Col); **Man Who Wouldn't Talk** (20th-Fox), 3rd wk..... 85
United Artists—**'Til We Meet Again** (FN); **King of the Lumberjacks** (WB)..... 90

PROVIDENCE

Albee—**Primrose Path** (RKO); **Escape to Paradise** (RKO), 2nd wk. 100
Carlton—**Too Many Husbands** (Col); **Man With 9 Lives** (Col), 2nd wk. 50
Fays—**Rancho Grande** (Rep), plus stage show.110
Majestic—**It's a Date** (Univ); **Ma, He's Making Eyes at Me** (Univ) 150
State—**My Son, My Son** (UA); **The Outsider** (SR) 100
Strand—**Dark Command** (Rep); **Just Like a Woman** (SR) 90

SALT LAKE CITY

Capitol—**The Light of Western Stars** (Para't); **House of Seven Gables** (Univ) 105
Centre—**My Son, My Son** (UA) 115
Roxy—**Exile Express** (GN); **Hero for a Day** (Univ), plus vaudeville 105
Studio—**Rebecca** (UA), 3rd wk. 200
Utah—**The Man From Dakota** (M-G-M); **Slightly Honorable** (UA) 115

SEATTLE

Blue Mouse—**Johnny Apollo** (20th-Fox); **Ma, He's Making Eyes at Me** (Univ), 2nd wk..... 90
Fifth Avenue—**Irene** (RKO); **On Their Own** (20th-Fox) 100
Liberty—**Too Many Husbands** (Col); **My Son Is Guilty** (Col), 2nd wk. 100
Music Box—**It's a Date** (Univ); **Millionaire Playboy** (RKO), 3rd wk. 90
Orpheum—**Primrose Path** (RKO); **Farmer's Daughter** (Para't), 2nd wk. 110
Palomar—**Grandpa Goes to Town** (Rep); **Danger on Wheels** (Univ), plus Major Bowes unit.100
Paramount—**40 Little Mothers** (M-G-M); **Courageous Dr. Christian** (RKO) 80

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Attention Focused on Keeping Boom Alive

Preoccupation with the important task of keeping Hollywood's current film-making boom at its present high levels has apparently sidetracked any other developments in the ranks of the screen citadel's labor contingent, aside from a number of routine activities of no great significance.

Following the action of the Class "B" council in rejecting the proposed plan giving extras complete autonomy and a separate charter, the senior board of the Screen Actors Guild has voted to shelve further discussion of the topic until the "B" membership has worked out its scheme to bring about a spirit of closer cooperation and harmony with the "A" group. One of the important moves to be taken in this direction is the segregation of bit and part players from the regular extra group. Meantime the SAG will take immediate steps to reopen negotiations with producers concerning a proposed 15 per cent wage increase and other adjustments for extra players.

SDG Election

The Screen Directors Guild will hold its annual election of officers at a general meeting May 19, it was decided at a conclave of the SDG board of directors. Candidates for the various offices will probably be nominated within a week, the directorate announced.

Committee reports on opinions and suggestions by various studio scriveners anent the proposed producer contract negotiations were read and discussed at a meeting of the Screen Writers Guild board, which also worked out further details of the mass meeting scheduled for May 8.

The Society of Motion Picture Film Editors has begun voting to select 17 members of its board of directors. The new board will be confirmed at a membership meeting May 16. The SMPFE has also requested that producers begin negotiations with it pertaining to changes in its present contract, calling for shorter hours, a guaranteed weekly wage for certain classifications and other adjustments.

A snag in the Screen Office Employes Guild's drive for certification came when the National Labor Relations Board requested it to amend its bargaining petition, specifying more clearly the extension of its jurisdiction. Office workers at 20th Century-Fox, Warner and Paramount have voted to maintain their own independent unions and not affiliate with the SOEG, which claims in its NLRB petition to represent 1,700 white-collar employes. A mass meeting has been called by SOEG leaders for May 7 to discuss the present status of its negotiations.

The NLRB further is forwarding additional information to its headquarters concerning the status of the Scenic Artists Ass'n, which is contesting claims of the Motion Picture Painters to jurisdiction over studio scenic artists. The Screen Cartoon Guild has agreed to modify its list of classifications and reclassify a number of disputed workers at M-G-M, where it is negotiating a working agreement.

Producers are discussing demands filed by the Society of Motion Picture Interior Decorators and the Society of Motion Picture Art Directors, both of which are asking salary increases.

Current Major Lot Production Striking Boom-Time Pace

As to just what the hurry is, the usually ready and willing studio railbirds seem unable, for once, to venture a guess—but the boom fever which hit Hollywood's film factories about two weeks ago has developed to the point where the prosperous days of the spring of 1937—heretofore considered pretty much of an all-time high—are beginning to look like depression times.

And the 53-picture total now in production on the major lots seems slated at least to be maintained, if not increased, during May, judging from the schedules of films to come at most of the plants.

Warner, for example, with "No Time for Comedy" as the lead off May 1, will start seven other features during the month—including "You Can't Escape Forever," "The House on the Hill," "Flowing Gold" and "City for Conquest." Just a shade slower than the Warner pace is Paramount, which has pegged five to start within the next three weeks—the vehicles to include "Ghost Music," "Mystery Ship," "Victory" and "Doomed Caravan."

For United Artists, Richard Rowland has indicated he will launch "Three Cheers for Miss Bishop" within three weeks. Alexander Korda, having perfected his production plans, has begun filming the sequences necessary to complete "The Thief of Bagdad," which was made largely in England. For 1940-41 he will produce two pictures here and two abroad, and has left for London to complete his plans, intending to return here in June.

Plans to October

Other big-scale operations are planned by RKO Radio and 20th Century-Fox. In May the former will send "Sandra Mala," a story by Gene Fowler; "Photo Finish," to be produced and directed by David Butler; "Too Many Girls," "Men Against the Sky" and a George O'Brien western before the cameras. On Fox's docket are "The Return of Frank James," to start May 6, and "Down Argentine Way," slated to start a few days later.

Monogram plans a May start for its biggie of the year, "Rip Van Winkle." Universal will gun its next Deanna Durbin starrer, "Spring Parade," around May 10. Republic has placed "Hit Parade" back on schedule after shelving it for some time, and will launch the musical within four weeks.

Plans as far ahead as next October are charted by Universal with the announcement that Frank Lloyd will gun his first production for that company around October 1. Lloyd has a six-picture contract with the company.

Universal, Mayfair and Ritzes in Settlement

Dispensing with the necessity for arbitration proceedings which had been scheduled, the argument between the Ritz Brothers, Mayfair Productions and Universal—which resulted in the comedians withdrawing from Mayfair's "The Boys From Syracuse"—has been amicably settled.

Under the terms of the deal, the Ritzes will make two films for Universal, one of which will be produced by Jules Levey's Mayfair unit. The comedy trio had alleged the billing allotted to them in "The Boys From Syracuse" was not satisfactory. An arbitration committee comprising E. J. Mannix, Ben Holzman and Robert Kenney, state senator, had been reviewing the matter when the settlement was made.

LeMaire Joins Columbia

Rufus LeMaire has joined the Columbia studio production staff as a special talent executive.

Griffis, Holman Map Convention Plans

With the arrival of Stanton Griffis, chairman of the executive committee, and Russell Holman, home office production executive, at Paramount's Marathon Street studio, preliminary plans for the three-day national sales convention set to open here May 24 are being shaped by them with Y. Frank Freeman, William LeBaron, Henry Ginsberg and other studio executives. The sales gathering will be attended by about 100 branch and district managers, One Hundred Percent Club salesmen, and New York executives.

Griffis and Freeman will huddle on product and budgets for the 1940-41 program and will arrange the schedule for announcement at the convention, for which President Barney Balaban and Neil Agnew, chief of sales, will be on hand. The studio currently is farther ahead on its schedule than for many years past, and delegates will be enabled to view nearly a dozen pictures either completed or before the cameras.

Murray Silverstone, chief of United Artists' operations, checked in to confer with local UA producers concerning plans for the company's two regional sales meetings, to be held in New York, May 13-15 and in Chicago, May 17-19. His discussions here concerned sales policies, the lineup of product expected from each unit and other corporate matters, including the proposed establishment of a UA publicity department in Hollywood.

Schaefer From Kentucky

Another arrival in the film capital was that of George Schaefer, president of RKO Radio, who pulled in from the Louisville, Kentucky, premiere of "My Favorite Wife."

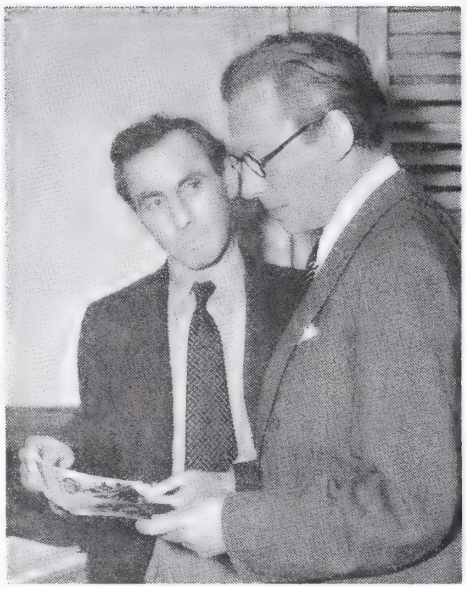
He will stay several weeks, looking into product matters, current and forthcoming pictures. Ned Depinet, sales chief, accompanied him. Also in at RKO Radio is William Sistrom, returning from England, where he surveyed the production field and laid the groundwork for an RKO Radio unit there. Future plans for England will be discussed with Schaefer.

Al Lichtman has returned to the M-G-M lot in Culver City after spending a week in New York conferring with home office executives. Pulling out was William Orr, New York executive of the company, who was here for about ten days discussing product and sales matters with Louis B. Mayer, E. J. Mannix and other studio officials.

Louis Hyman, distribution executive for Sol Lesser Productions, left for New York with a print of "Our Town," to be delivered to the United Artists office.

William F. Rodgers, Metro's sales chief, and Howard Dietz, advertising publicity head, have checked in from New York. They will attend the company's regional sales meeting in San Francisco, May 6 and 7, with Rodgers slated to return May 8 to speak at the first annual convention of the Pacific Coast Conference of Independent Theatre Owners.

To discuss the production lineup and budget allotments, as well as to undergo pre-trial examination in the government's anti-trust suit, a delegation of three 20th Century-Fox executives trained out for New York. The party included Darryl F. Zanuck, William Goetz and Sol M. Wurtzel. They will remain in the east about two weeks, with Joseph M. Schenck taking over the studio production reins during their absence.



Discuss 'Bagdad' Plans—

Planning an early swing into action both in Hollywood and in England for United Artists' 1940-41 schedule, Producer Alexander Korda (right) discusses with his brother, Director Zoltan Korda, arrangements for completing "The Thief of Bagdad," a Technicolor production begun in London but to be completed here because of the War. The producer leaves for England shortly to plan for the making of two films there, which he will match with another pair to be turned out in America.

Patterson Ticket Pushed By HLDA With Campaign

Following a general membership meeting, at which a unanimous vote for the Lieut.-Gov. Ellis Patterson slate in the coming presidential primaries was secured, the Hollywood League for Democratic Action is putting forth all of its organizational efforts in shaping up a campaign in behalf of the Patterson ticket.

The newly-reorganized HLDA community council, under the temporary chairmanship of Dorothy Lishner, met to set up its plans for precinct and telephone work. The Patterson slate is pledged to no one presidential candidate.

For the HLDA's next open forum meeting, May 4, Paul Robeson, Negro baritone and stage and screen actor, is being urged to appear to discuss "The Negro in War" and "The Entertainer in War."

Ullman's First

First production assignment at RKO Radio for Frederic Ullman jr., former head of Pathe Newsreel, is "A Lady in Love," a story by Edmund North. Ullman will make it for the Lee Marcus unit.

Reshuffle Starting Dates on Lineups

A widespread reshuffling of starting dates to point up production activity in May and June is one of the current objectives of studio executives, who have a film-making boom of pretentious proportions on their hands and, seemingly, are intent upon keeping it alive.

Twentieth Century-Fox, for example, has added two properties to its 1940-41 lineup, each scheduled for early treatment. They include "Breach of Discipline," a European play, and "Karpa," both to be made by Sol M. Wurtzel. For the latter a three-month location jaunt to Mexico has been ordered, with Mexican actors to be used in supporting roles in a bid for the Latin-American market. The studio has indefinitely postponed filming of "I Married a Nazi," with "The Return of Frank James" going into work immediately as a replacement. First 1940-41 release will be "The Great Profile," slated to start within a few days.

Warner has set new May starting dates on three top-budgeted vehicles—"The Man From Fleet Street," rolling May 9; "City for Conquest," May 20, and "The Letter," May 28. Universal has May starts chalked up for five features and a serial, "Junior G-Men." In the feature bracket it lists "Where Did You Get That Girl?" "Nobody's Sweetheart Now," "Spring Parade," "When the Daltons Rode" and "Slightly Tempted."

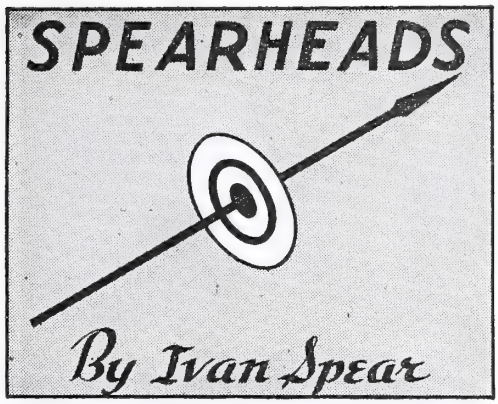
Mannix, Asher to London

Other properties listed for camera work in May include Republic's "Scatterbrain," rolling May 5, and "Carolina Moon," to get underway the next day; Paramount's "Ghost Music," "Doomed Caravan" and "Victory." At the latter plant "The Duchess Rides High," starring Betty Field, is also on schedule for summer production. The story is by M. Coates Webster.

For United Artists, Edward Small has announced a May 10 start on "Kit Carson." Producer Alexander Korda, delaying his projected trip to London for a week, has signalled a start on the production of several scenes for "The Thief of Bagdad," which will require about three weeks of shooting. Korda plans to spend about two weeks in London shaping up plans for turning out two 1940-41 features for UA.

Also London-bound were E. J. Mannix and Irving Asher, of M-G-M, who will survey production activities at Denham and discuss the advisability of sending additional talent abroad. At the Culver City plant "Escape" will roll May 6, to be followed May 15 by "The Yearling" and May 20 by "Wyoming." On June 15 Pandro Berman will roll "The Ziegfeld Girl."

Looking farther into the future, Samuel Goldwyn has charted "Natchez" as his next production. It will star Gary Cooper and goes before the cameras in November, from a script by Jo Swerling and Jan Fortune. Also on Goldwyn's schedule are "Seventh Cavalry," "Hans Christian Andersen," "Tahiti," "The Little Foxes," "Black Gold," "MacIntosh" and "City Without Men."



WHEN an audience outsquawks Donald Duck, history is made—even in Hollywood.

Walt Disney's raucous brain child met his Waterloo at the Pantages Theatre where he appeared in his latest subject on the occasion of the "press" preview of RKO Radio's "My Favorite Wife." The winnah and a new squawking champion is the "press," for which the preview was ostensibly staged.

The invitational telegrams, on specially printed blanks, announced the event as "the first press preview of the Irene Dunne-Cary Grant co-starring comedy . . . tickets at the door, etc. . . ."

But when the "press" arrived to claim its ducats, which are coveted documents indeed at the preview of any Leo McCarey production, it found a mad, milling mob which made a sit-down strike look like an old ladies' sewing circle.

An under-manned table where the tickets were being dispensed was the vortex of the precedentally colossal aggregation of producers, directors, writers, film editors, actors, sound mixers, musical scorers, technical advisors and agents—their assistants, friends, neighbors, relatives and stooges, even to the fourth generation. By organizing a series of flying wedges, end runs and off-tackle plays, the "press" contrived to fight its way to the point of supply, albeit executing the herculean mass attack consumed the better part of an hour. But it was only a mirage. There were no "press" tickets for the "press" at the "press" preview.

It was at this point that Donald Duck took the count.

Eventually, a harassed Nap Harrison, one of the bright boys in the Gower Street orchid-nursery, managed to dig into his shoe and uncover a few tickets which friends of the front office had amazingly overlooked and which gesture resulted in a part, at least, of the "press" crashing the "press" preview.

And so the bouquet of withered vegetables—scallions contributing the dominant note—which graces the desk of Perry Lieber, RKO's genial Number One praiser, is in recognition of having attained a new low in mismanaging a "press" preview.

→

Dorothy Lamour goes vacationing to Hawaii. Whereupon Paramount's never-overlook-a-bet publicists decide to hold the "world premiere" of her current picture, "Typhoon," in Honolulu, billing the event as a typical, glamorous, Hollywood debut, albeit la Lamour was the only attending representative of the film colony.

Now Bette Davis departs for the Islands and the Warner welkin-ringers are caught flat-footed with nary an available foot of romantic South Seas film. They might have protected themselves against such an emergency by trading a few suits of prison denim, of which they certainly have a super-abundance, for some sarongs.

→

Changing the title of Warner's "This Man Reuter" to "The Man From Fleet Street" should certainly help a lot in informing the public as to the nature of the epic.

Add "Oh, Yeah?" department:

Jimmy Fidler columns: "Glad to hear Ed Sullivan's p. a. tour is clicking . . . "

→

And it is the same Fidler who carries keyhole reporting to a new high in bad taste with the following:

"Lana Turner's call on doctors was to check on Little One signs; I hear docs said 'not yet'."

→

With the nation's top political and economic experts guessing as concerns President Roosevelt's ideas on the third term issue, it's mighty sweet of Hedda Hopper to give the real lowdown with the information that he will "undoubtedly be nominated for a third term, will make a flying trip to the convention, turn down the nomination, and suggest Attorney-General Robert H. Jackson, then become secretary of the navy. Which would make him the Churchill of America if we should get into the World War."

Nice reporting, Hedda—especially in a motion picture column, spare the mark.

→

Warner has selected Kane Richmond, Billy Byrne, Nick Lukats and Bill Marshall as the famed "Four Horsemen" of Notre Dame for the fourthcoming "The Life of Knute Rockne." Despite which the four horsemen of Hollywood remain Gene Autry, Bill Boyd, George O'Brien and Roy Rogers.

→

Gossip column reports "Louis Hayward took that place at Laguna for the summer to indulge in his favorite sport—swimming—and now discovers the cove below his home is infested with octopi . . . "

He could have obtained the same effect by renting a summer place among the agents on Sunset Strip.

Borax, Bigamy and Bazookas

Viewing the week's preview lineup, one might be encouraged into believing that Hollywood is making some slight progress toward that Utopia about which production and distribution magi have been romancing for the past two seasons—the elimination of the lowly and maligned "B" feature.

All of the seven films given initial showings are qualified from one perspective or another, for consideration on the top side of first-run programs. Most of them attain such position through both entertainment qualities and budget, while a few must lean entirely upon the impressiveness of the bankrolls that went into their making.

In the first division fall Metro's "20 Mule Team," RKO's "My Favorite Wife" and Hal Roach's United Artists production, "Turnabout."

The first-named, produced in the grand manner, is nevertheless still fundamentally a western; but a western that is completely out of the ordinary in pace, suspense and dramatic impact. As a big-scaled bundle of celluloid in which Wallace Beery delivers a performance ranking with his famous "Viva Villa," it demands consideration by every showman as a potential money-earner of the highest order. Splendid direction was accorded the feature by Richard Thorpe under the faultless production handling of J. Walter Ruben. The screenplay by Cyril Hume, E. E. Paramore and Richard Maibaum, from a story by Robert C. DuSoe and Owen Atkinson, neglects no proven ingredient, despite the fact that prosaic borax—not the proverbial gold or cattle—provides the incentive for the lusting, fighting and killing that characterizes most of the motivation.

Leo McCarey's latest production for RKO Radio, "My Favorite Wife," can hardly miss being a hit, what with the boxoffice magnetism of the Irene Dunne-Cary Grant co-starring team; a brilliantly sophisticated, laugh-laden screenplay; and the high quality of Garson Kanin's direction. Bella and Samuel Spewak did the script from an original by themselves on which McCarey collaborated. It overlooks no bets in attaining its goal—delightful comedy entertainment.

One of the season's funniest and most unusual comedies is Hal Roach's "Turnabout"—in which the veteran producer-director has more or less carefully expunged the risque situations which made the Thorne Smith novel such an outstanding success. What with its delicate change-of-sex motivation, however, it still isn't exactly ideal fare for the kiddies; but sophisticated audiences, seeking novel entertainment, are sure to acclaim it as just what the doctor ordered. Roach paced his direction for laughs all the way, and the screenplay by Mickell Novak, Berne Giler and John McClain, after a somewhat draggy start, gears itself up to an equally fast tempo. As an experiment in droll fantasy it makes few mistakes.

*

In varying degrees, four fell short of the top bracket.

Twentieth Century-Fox's "I Was an Adventuress" limps under the handicap of a somewhat artificial and dated story of international jewel thieves; which is, to a large extent, surmounted by the lavish production trappings supplied by Nunnally Johnson and the hard-working, skillful

(Continued on page 39)

Talent and Casting Units Are Merged at Para't

"Streamlining" of the personnel structure at the Paramount studio, in preparation for the 1940-41 season, is still under way, the latest step being the merger of the talent and casting departments under the general supervision of William Meiklejohn, former agent, who reports for his new duties May 6. Signing of Meiklejohn, as announced by Y. Frank Freeman, vice-president in charge of studio operations, is a move to further the "streamlining" process, which Freeman declared is being undertaken to "increase production efficiency" and to "save money wherever it can be legitimately saved" without sacrificing "production value and showmanship."

John Zinn, business manager of the talent and casting department, will continue in that capacity, and Arthur Jacobson, who has been heading the talent department, also will remain with the studio, Freeman said.

Another addition to Paramount's executive staff was that of Julian Blaustein, former head of the story department for Music Corp. of America, who has become assistant story editor at the studio. At the same time, George Arthur, producer, turned in his resignation, effective May 31, after 12 years with the studio in various capacities.

Harold Dobbs has resigned as casting director for Republic after five years at the plant. He began as assistant casting supervisor.

Creation of a new post, that of public relations assistant, has been announced at 20th Century-Fox, where the position has been taken by Jack Bolton. He will work under the supervision of Col. Jason Joy.

Edward Arnold Seeks Aid In Staging "American"

Pleading that the building of Americanism in the nation's youth is an essential factor under present-day conditions, Edward Arnold headed a delegation which appeared before the county board of supervisors and requested an appropriation of $3,200 to aid in staging an "I Am an American" ceremony at the Hollywood Bowl May 19. Arnold was accompanied by Attorney Joseph Scott and two other members of the "I Am an American" movement.

The board has instructed the county counsel to draw up a contract with Arnold's group pledging aid if an appropriation can be secured from one of the county's exploitation funds.

Borrows Jon Hall for Lead In "Kit Carson, Avenger"

Edward Small has borrowed Jon Hall from Samuel Goldwyn for the title role in "Kit Carson, Avenger," his next production for United Artists release. It hits the cameras May 10 with George B. Seitz, on loan from M-G-M, directing. Hall has just completed the lead in Small's "South of Pago Pago."

Randolph Scott originally was slated for the "Kit Carson" assignment, but withdrew because of other commitments.



Legion Honors Mayer—

For his outstanding activities in behalf of Americanism during the past year, Louis B. Mayer, Metro production chief, is presented with a citation by the California department of the American Legion. Left to right are Dr. John R. Lechner, executive secretary of the Los Angeles county Legion Council; Mr. Mayer; Dr. Russell W. Starr, chairman of the Legion's public relations committee; John C. Dunn, county Council commander; William S. Dunn, commander of the California department, and Louis Greenbaum, general chairman of the county Council.

Tri-City Debut for "Lillian Russell"

With a tri-city sendoff for "Lillian Russell" scheduled for May 15 in Hollywood, Pittsburgh and Clinton, Ia., 20th Century-Fox's drumbeaters have taken the play away from other studio publicists for the time being in the matter of staging elaborate premieres of current and forthcoming product. Present plans are to have a number of stars on hand for the openings in each city, with Alice Faye, who stars in the picture, already slated for the Pittsburgh trek and Don Ameche set to appear in Clinton. The latter city was the birthplace of the noted stage beauty around whom the story revolves.

As advance ballyhoo for the opening of "The Sea Hawk" in New York City next September, the Warner publicity-exploitation staff is drafting plans where the ship used in the making of that picture will be sailed east via the Panama Canal. The "Sea Hawk" will arrive in Manhattan about August 15 and will be docked for a month. Its trip and stay in the east will be covered by a national radio hookup. The departure of the vessel will be signalized by formal exercises in which top city and state officials will participate; Errol Flynn, star of the film, will function as master of ceremonies and about 50 newspapermen will make the trip as far as San Diego, the first stop. Flynn will join the crew in Miami.

Neufeld Productions Ups '40-41 Film Total to 36

Explaining that its exchange branches are prepared to absorb more than twice the number of pictures first planned, Harry Rathner, president of Producers Releasing Corp., has instructed Sigmund Neufeld Productions to turn out 36 pictures for 1940-41 distribution instead of the 15 originally announced. Of this total, 18 will be westerns, the balance melodramas and action features. The company's first release will be "I Take This Oath," going into distribution May 15. Currently in production is "Frontier Crusader," first of a series of six Tim McCoy westerns.

Samuel Bronston has moved his headquarters from General Service studios to the James Roosevelt-Globe offices on the Samuel Goldwyn lot. With all details of the Bronston-Globe merger now officially approved, an early start will be made on the new company's production schedule, initialer which will be "The Bat." United Artists will release. Additional space at the Goldwyn plant has been acquired, and Frank Perry, vice-president of the Bronston unit, has announced he will make his permanent headquarters here, moving out from New York.

With General Service currently crowded to capacity, the Stephens-Lang unit has leased space temporarily at the Fine Arts studio, where it has launched production on the third in a series of "Dr. Christian" films for RKO Radio release.

In order to discern and establish the status of studio properties and pictures claimed by Educational Pictures, a series of hearings in federal court here has been launched by representatives of Harry Fromberg, trustee for Grand National. Among witnesses being examined are Richard Pearl, former GN studio manager; Harold Lewis and E. H. Allen, vice-president of Educational Studios.

RKO Radio gave "My Favorite Wife," co-starring Irene Dunne and Cary Grant, its world premiere at the Rialto Theatre in Louisville, Kentucky, May 2, the event being tied in with the running of the Kentucky Derby. Miss Dunne, invited by Gov. Keene Johnson to be the guest of honor at the turf event, headed a contingent of Hollywood celebrities who planed to Louisville for the affair, including Randolph Scott, Producer Leo McCarey, Producer-Director David Butler and others. Miss Dunne reigned as Belle of the Derby Ball and, on Derby Day, sang the first stanza and chorus of "My Old Kentucky Home" at Churchill Downs. The Hollywood delegation was joined in Louisville by RKO Radio's president, George Schaefer, and Ned Depinet, sales chief.

Officials of the Pacific Coast Borax Co. and Ranger executives who aided Metro in filming "20 Mule Team" in Death Valley attended the preview of the film April 26 at the Village Theatre in Westwood. F. M. Jenifer, president of the borax corporation, and his wife hosted a party comprising 19 other borax executives. The Ranger contingent was headed by Superintendent I. I. Goodwin and included Rangers Cameron, Curry, Gower and Cadwell.

Production Records Fall; 53 in Work

Continuing to set new production records, the total in work at Hollywood's major film-making plants has gained another notch, with 53 features now in work —ten of them new starts.

Columbia, gunning an untitled vehicle in its "Blondie" series, has six in production. Eight films are crowding M-G-M's stages to capacity, newest starter being "Strike Up the Band." Monogram is idle currently.

"Mystery Ship" went into work at Paramount to raise that lot's total to nine. RKO Radio, with no starts listed, is grinding away at seven. "Grand Ole Op'ry," "Carson City Kid" and "Melody Ranch" got the go signal at Republic, which simultaneously completed "Rocky Mountain Rangers" to emerge with four in production.

Seven are in work at 20th Century-Fox, with "The Return of Frank James" getting under way and "Young People" hitting the finish line. Holding to its previously-established four-picture pace is United Artists. Universal gunned "Black Diamonds" and completed "Hot Steel" and "You're Not So Tough" to wind up with three in work. Warner listed two starters—"Money and the Woman" and "No Time for Comedy"—to raise its total to six. "The Sea Hawk" went into the cutting rooms.

Revamping Makes Central Casting Activity Hub

Developments pertaining to the reorganization of Central Casting Corp. which project got under way with the recent appointment of Howard Philbrick to succeed Campbell McCulloch as general manager of that unit, are coming thick and fast, with Philbrick's office the center of considerable activity along that line.

Coincident with a statement in which Philbrick declared "no person related, in any degree, to an employe of Central Casting is to receive any assignment for extra work from this office except when some exigency of casting so demands," Bert Hampton, a staff veteran with 14 years of service, turned in his resignation. No successor has been named. Philbrick reiterated his intention of giving every extra a sympathetic, courteous hearing, but stressed that "these moves affect only specific problems. The basic problem of too many people for too few jobs remains."

In still another pronunciamento, Philbrick asserted Central Casting is not a "happy hunting ground for gangsters" and discussed with the sheriff's office a proposal to fingerprint extras as a means of detecting the presence of gangsters, hoodlums and other "undesirables." Compulsory fingerprinting has been ruled out, however, as being against labor code ordinances.

Along the job placement line, Philbrick will inaugurate a rotation system insofar as it is possible, and meanwhile is clarifying and amplifying the present incomplete and haphazard records.

Hollywood— —Personnelities

Barnstormers

—Metro

NELSON EDDY completes nationwide concert tour and reports to Metro for retakes on "New Moon," in which he co-stars with Jeanette MacDonald.

Cleffers

—Metro

HERBERT STOTHART completes final musical score for "Edison, the Man."

BOB WRIGHT and CHET FORREST to do arrangements and write additional music for "I Married An Angel," co-starring Jeanette MacDonald and Nelson Eddy.

—Paramount

EDDIE KAYE set as musical advisor on "Comin' Round the Mountain."

WESLEY TOURTELLOTTE, radio organist, signed to play the Novachord with the recording orchestra conducted by IRVIN TALBOT for "Life With Henry."

SIGMUND KRUMGOLD scoring "Life With Henry," using music composed by FREDERICK HOLLANDER.

JULE STYNE set as vocal arranger and coach on "Dancing on a Dime."

JOHN SCOTT TROTTER to arrange and conduct songs for "Ghost Music," the Bing Crosby starrer.

—Edward Small

"South of Pago Pago," a song by LEW POLLACK, CHET FORREST and BOB WRIGHT, purchased for use in the picture of the same name.

—Universal

FRANK LOESSER and FREDERICK HOLLANDER borrowed from Paramount to turn out songs for "Seven Sinners," forthcoming Marlene Dietrich starrer which Joe Pasternak will produce.

—Warner

MAX STEINER composing score for "All This and Heaven, Too."

Meggers

—Samuel Bronston Productions

GEORGE MARSHALL to "Pot O' Gold," based on the Horace Heidt radio show. James Roosevelt will function as executive producer, with United Artists to release.

—Metro

GUS CAHN to "Kiddy Kure," forthcoming "Our Gang" comedy. SID SIDMAN is assistant director and JACK GERTZMAN is unit manager.

GEORGE CUKOR to "Philadelphia Story," starring Katharine Hepburn.

NORMAN TAUROG substitutes for Edwin L. Marin on "Gold Rush Maisie" pending latter's recovery from sudden illness.

RICHARD THORPE to "Wyoming," a Milton Bren production starring Wallace Beery.

—Monogram

HOWARD BRETHERTON to an untitled Frankie Darro feature.

—Paramount

LOUIS KING to "Moon Over Burma," which will co-star Dorothy Lamour and Robert Preston.

—RKO Radio

CHARLES ROBERTS substitutes for LES GOODWINS as pilot of "Thousand Dollar Marriage" during the latter's illness.

—Hal Roach

RICHARD WALLACE to "Broadway Limited," story of modern-day railroading by Grover Jones. Victor McLaglen and Victor Mature will be co-featured.

—20th Century-Fox

JOHN FORD to "Chad Hanna," recently-purchased novel by Walter D. Edmonds. Claudette Colbert and Henry Fonda will be co-starred.

—Universal

CHRISTY CABANNE to "Black Diamonds," next Richard Arlen-Andy Devine co-starrer.

TAY GARNETT to "Seven Sinners," a Joe Pasternak production in which Marlene Dietrich will star.

HAROLD SCHUSTER to "A Modern Monte Cristo." Marshall Grant will produce.

—Warner

RAY ENRIGHT to "River's End," a James Oliver Curwood story.

WILLIAM K. HOWARD to "Money and the Woman," from a story by James M. Cain.

LEW SEILER to "Flowing Gold."

Options

—Frank Lloyd

MARTHA SCOTT signs to appear in one picture yearly for three years.

—Metro

MAY MCAVOY, silent-screen star, given term acting contract. Her first come-back assignment is in the Walter Pidgeon feature, "Phantom Raiders."

MAURI GRASHIN joins writing staff, working in the Sam Zimbalist production unit.

—Paramount

JACKIE COOPER signs exclusive term-acting deal. He is set first for another "Henry Aldrich" vehicle.

ROBERT PAIGE, featured player, held for another term.

—RKO Radio

CARL ESMOND given term acting contract.

—20th Century-Fox

SHEPARD TRAUBE, director, wins contract extension.

—Universal

BRODERICK CRAWFORD joins acting roster on a long-term arrangement, his contract having been purchased from Walter Wanger.

—Warner

RICHARD AINLEY, stage actor, given term contract.

LESTER COLE joins writing staff on term ticket.

Percenteers

FRANCES MASON joins Feldman-Blum agency as head of story department. She was formerly story editor for Samuel Goldwyn and Columbia.

(Continued on next page)

Hollywood Personnelities

(Continued from preceding page)

Scripters

—Samuel Goldwyn

CECIL ROBERTS to "MacIntosh," from a story by W. Somerset Maugham.

—Howard Hawks

CHARLES LEDERER to an untitled vehicle with which Hawks will re-enter film production.

—Metro

EDDIE MORAN teamed with JACK JEVNE and HUGO BUTLER on "Wyoming."

BETTY REINHARDT to an untitled "Maisie" feature.

ANALEE WHITMORE and TOM SELLERS to "Soapy Smith," story of the notorious early-west confidence man, which is slated as a Clark Gable starrer under Pandro S. Berman's production wing. Original was purchased recently from William Ross Collier and Edwin V. Westrate. Film will follow "Ziegfeld Girl" on Berman's schedule.

—Monogram

AL MARTIN to "Arm of the Law," next T. R. Williams production.

—Paramount

MICHAEL FESSIER to "I Wanted Wings," story of U. S. Army flying, from an original by Lieut. Beirne Lay jr. Arthur Hornblow jr. will produce.

W. P. LIPSCOMB to "Moon Over Burma."

ADELE ROGERS ST. JOHN to an untitled original for Producer-Director William A. Wellman.

FRANK WEAD to "Blue Lagoon," which will co-star Bing Crosby, Bob Hope and Dorothy Lamour.

BILLY WILDER to "Arise My Love," on which JACQUES THERY and CHARLES BRACKETT are collaborating. The Arthur Hornblow jr. production will star Claudette Colbert.

—Republic

BENNETT COHEN and SOL SHOR to "Lone Texas Ranger," forthcoming chapter-play.

OLIVER DRAKE to an untitled "Three Mesquiteers" western.

JACK NATTEFORD to an untitled original for Donald Barry.

BARNEY SARECKY, PETE ADREON, NORMAN HALL and JOE POLAND to "King of the Royal Mounted," a serial.

—Hal Roach

AGNES CHRISTINE JOHNSTON to an untitled original.

—20th Century-Fox

ETHEL HILL to "Dance Hall." She has been given a new one-year writing contract.

LEE KATZ completes "Schoolmates," forthcoming Shirley Temple starrer.

FRANK NUGENT to "Lucky Baldwin," from a biography by C. B. Glasscock.

—Universal

ROBERT JOHNSON to "Give the Kids a Break," which will star the Dead End Kids.

JOHN MEEHAN to "Seven Sinners," a Joe Pasternak production to star Marlene Dietrich. Tay Garnett will direct.

—Warner

MICHAEL HOGAN completes "The Prime Minister."

ROBERT KENT to "When Thieves Fall Out."

PATTERSON MCNUTT to "$1,000 Window."

HENRY MYERS and JAY GORNEY to "College Widow," an Ann Sheridan starrer which Edmund Grainger will produce.

RICHARD SHERMAN completes "January Heights," from a novel by Polan Banks, in which Miriam Hopkins will be starred.

ULRICH STEINDORFF to "Montana," based upon a book by C. B. Glasscock. George Brent and Olivia de Havilland will co-star.

SALKA VIERTEL completes "The Full Life," adapted from a Hungarian play.

Story Buys

—RKO Radio

"A Lady in Love," by Edmund North. North will do the screen play.

"Valley of the Sun," by Clarence Budington Kelland. Robert Sisk will produce the story, backgrounded in the old west, from a script by Bartlett Cormack.

—Republic

"All Night Long," by Elizabeth Meehan and Robert Lee Johnson.

—20th Century-Fox

"Chad Hanna," a novel by Walter D. Edmonds.

"Heil Jenny," by Jane Eberle, as a Sol M. Wurtzel production. Script is being prepared by Maurice Rapf.

"Man Hunt," a novel by Geoffrey Household. Kenneth Macgowan will produce.

Technically

—Columbia

JOSEPHINE ALEMAN directing dialogue on the current untitled "Blondie" starrer.

—Frank Lloyd

JACK CROSBY directing dance numbers for "The Howards of Virginia."

—Metro

WILLIAM ANDREVE signed as technical advisor on "Phantom Raiders."

WILLIAM DANIELS photographing "One Came Home."

RANDALL DUELL named unit art director on "Wyoming."

PAUL E. MCPHERSON set as technical advisor on racetrack sequences for "One Came Home."

HENRY NORDLINGER set as research technician on "Escape."

—Paramount

GEORGE DUTTON mixing sound on "Comin' Round the Mountain."

HARRY FISCHBECK to photograph "Mystery Ship."

TED TETZLAFF photographing "Ghost Music."

ROBERT USHER named unit art director on "Victory," which John Cromwell will direct.

DR. EDWARD F. WINCKEL set as technical advisor on "Victory." He lived in the Dutch East Indies, locale of the story, for 25 years.

—Stephens-Lang

EDWARD MANN borrowed from Republic to edit the third "Dr. Christian" film.

—20th Century-Fox

PEVERELL MARLEY to photograph "I Married a Nazi," with GEORGE BARNES to handle cameras on "Return of Frank James."

—Universal

GEORGE MARSHALL, who will direct "When the Daltons Rode," scouting locations in Utah. VERNON KEAYS, his assistant, accompanied Marshall.

—Warner

CHUCK HANSEN to assist Director William Wyler on "The Letter."

FRANK MATTISON set as unit manager on "City for Conquest," the James Cagney starrer.

SERGEANT ALVIN C. YORK to arrive July 2 to act as technical advisor on "The Amazing Story of Sergeant York," which Jesse L. Lasky will produce.

Cinémarks

Loren L. Ryder, head of Paramount's sound department, has returned from New York where he attended the Society of Motion Picture Engineers convention.

*

David O. Selznick has accepted an invitation to serve as sponsor for the newly-organized Yale Film Society, comprising students and faculty members who are interested in various phases of motion picture production. A program of revivals has been listed for showings.

*

In from Tennessee are Producer Jesse L. Lasky and Scenarists Julien Josephson and Harry Chandlee, who went south to do research on Lasky's forthcoming Warner production.

*

Frank Capra and Robert Riskin have returned from a sojourn in the High Sierras, where they worked on the script of their forthcoming production for Warner release . . . Alan Hale is vacationing in Santa Cruz . . . Scenarist Jacques Deval has pulled out for a holiday in Hawaii, having completed a Metro writing assignment.

*

With Honolulu, Manila, Hong Kong, Singapore and the Dutch East Indies on his itinerary, Publicist Russell Birdwell has embarked on a brief flying vacation via the China Clipper. George Glass is in charge of the office during Birdwell's absence.

*

A continental buffet supper and musicale, with Mr. and Mrs. James Hilton as the hosts, was attended by Mr. and Mrs. A. J. Cronin, the W. P. Lipscombs, Mr. and Mrs. Michael Hogan, Boris and Mrs. Karloff, Greta Nissen, Mr. and Mrs. Charles Brackett and other Hollywoodians at the Hiltons' hillside home . . . C. S. Forrester, author of "Captain Hornblower," has returned from a Mexican holiday.

SPEARHEADS

(Continued from page 37)

cast. Given the benefit of the smart exploitation it requires, there is no reason why the film should not register on the profit side in the upper brackets. Karl Tunberg, Don Ettlinger and John O'Hara wrote the screenplay, into which considerable suspense and a number of amusing moments were injected through Gregory Ratoff's capable direction. This trio of writers worked from an original by Jacques Companeez, Herbert Juttke, Hans Jacoby and Michael Duran, European authors all. The dence numbers, particularly a striking ballet sequence featuring Zorina, were tastefully staged by George Balanchine.

Paramount's "Typhoon" boasts, on the credit side, the powerful draw of Dorothy Lamour in a sarong; some gorgeous Technicolor photography; and a sprinkling of spectacular action sequences. These comprise its total list of assets, which must be stretched to the limit to offset a highly fantastic story in the melodramatic vein, so filled with loopholes that it offers a serious handicap to the hard-working cast and to the efforts of Director Louis King. Anthony Veiller functioned as producer and Allen Rivkin based his screenplay on an original by Steve Fisher.

Bing Crosby preserves his entertainment record in Universal's "If I Had My Way," which has been deftly styled to his particular brand of comedy and crooning; and in which he receives able support from Moppet Gloria Jean, who sings and acts with the best of them. True, the script by William Conselman and James V. Kern can hardly be called an original model; but the completed feature, as produced and directed by David Butler, has considerable to offer customers of all ages and tastes. It includes, furthermore, a bonus for the oldsters through the incorporation of a sequence featuring Blanche Ring, Eddie Leonard and a number of other old-time theatre greats. Conselman, Kern and Butler combined to turn out the original story.

Given ample opportunity to display his homespun drolleries, Bob Burns should more than satisfy his own particular fans in Universal's "Alias the Deacon." Others who don't go for Burns and his bazooka-playing brand of humor, however, may consider this re-make of the veteran stage and screen property somewhat dull and superficial. There are noticeable defects in the screenplay by Nat Perrin and Charles Grayson, resulting in a lagging of action in some sequences—a defect which Christy Cabanne failed largely to overcome in his direction. Ben Pivar was the associate producer.

Start "Mystery Ship"

Director Edward Dmytryk has gunned "Mystery Ship," featuring Henry Wilcoxon, Carole Landis and Onslow Stevens, as his latest assignment for Paramount. Eugene Zukor is producing.

Congressman Lashes at Federal "Blitzkrieg" in California

WASHINGTON—A federal "blitzkrieg" has been launched against the state of California in which the two Neely bills and the recently-announced interior department charges for use of the public lands are but a few of the weapons, it is charged by Representative Leland M. Ford.

The Neely bills and the Interior charges would primarily affect California, the Congressman pointed out, as would also efforts now being made by the department of justice and the navy to secure possession of the state's underwater oil lands, the attempts to nullify the state community property laws and the discriminatory water rates on west coast freight to the Panama Canal.

"If you lived within the state you certainly would resent some of the things that I am going to outline, the same as we in California resent them," he told the House of Representatives.

"For instance, within a very short period of time, we have had to face the following things:

"The threat of the enactment of the Neely bill, which many people have been led to believe was moral censorship, but as a matter of fact contains nothing whatever pursuant to censorship. This matter of censorship has been entirely handled by the moving picture business, better than the handling of any other parallel conditions by any other business in the country. The bill would destroy at least half of this industry in California and would throw some 30,000 or 40,000 people out of work in Los Angeles county alone.

"The second threat comes from a so-called second Neely bill, wherein the bureaucrats wish to provide that those who produce motion pictures and know the most about it cannot stage them for the public but must put them in other hands. It is far easier for these bureaucrats and those who do not know anything about this particular business to destroy it than it is to build it up and to furnish jobs for our people."

Cites Right to Parks

In addition, Mr. Ford pointed out, Secretary Ickes has imposed charges for the making of motion pictures in the national parks and on the public domain, which are aimed entirely at the California companies.

"Is it coming to a point where the heads of our bureaus feel that this is their personal property, or do they see fit to recognize that those of the moving picture industry have equal rights with all other citizens to go into these parks, and that these same moving picture producers pay the salaries of these same bureaucrats," he asked. "Do the bureaucrats want the exclusive rights for staging scenes in their propaganda in our national parks, or do these parks belong to the people?

"Is it quite possible that all this pressure is being brought against the moving picture business with the future idea in mind of coercing them to such an extent that it will have the effect of a real censorship? If this is true, Congress ought to remove and take out of circulation such heads of bureaus as this."

Representative Ford quoted newspaper reports that Secretary Ickes charged Congress with discriminating against the national parks, and as saying that if Congress will appropriate sufficient money to maintain the parks "I gladly will take off all charges on special privileges to the movie companies."

"The motion picture moguls make big profits and I thought we'd get a little money out of them for using public property," he quoted the secretary as saying. "I don't see why anyone except those at the top of the Hollywood industry should get excited."

REVIEW FLASHES

FLIGHT ANGELS (WB)—This commercial aviation story has what audiences demand and relish. Wayne Morris, Virginia Bruce, Jane Wyman. Lewis Seiler directed.

I WAS AN ADVENTURESS (20th-Fox)—Lavish production handling and a hard-working cast manage to surmount a somewhat dated and contrived story of international intrigue and jewel-thievery in this one, which should register in the upper brackets if given smart exploitation. Zorina, Richard Greene, Peter Lorre. Gregory Ratoff directed.

SKI PATROL (Univ)—Timely and mildly engrossing drama which obviously was inspired by recent headlines concerning the Russo-Finnish embroglio, and which should serve with average distinction as supporting fare. Feature is retarded from attaining a higher station through mediocre scripting and direction and want of important cast names. Warren Douglas produced; Lew Landers directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

"Wild Geese Calling" Is First by Lloyd for 'U'

Frank Lloyd's first production for Universal on his three-year sharecropping deal will be "Wild Geese Calling," a new novel by Stewart Edward White which has Washington, Oregon and Alaska in the 1890's for its background. Martha Scott will be starred.

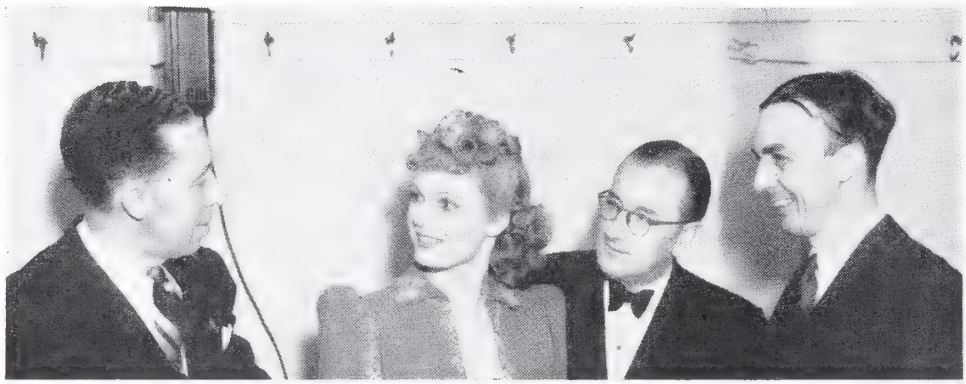
Macgowan on "Man Hunt"

Production reins on "Man Hunt" at 20th Century-Fox have been handed to Kenneth Macgowan.









At Seattle "Irene" Premiere—

Directly above, Anna Neagle, and Producer Herbert Wilcox (second from right) chat backstage at the Fifth Avenue Theatre with Hal Daigler, left, assistant to John Hamrick, and Eddie Rivers, publicity director of the Evergreen Amusement Co. At top left, John Hamrick, of the-Evergreen Theatres, strolls along the station platform with the star. Present at the reception for the star were John Boettiger, publisher, and Mrs. Anna Roosevelt Boettiger, daughter of the President (top center), and Al Rosenberg, division manager for Evergreen State Amusement Co., and Mrs. Frank L. Newman, wife of the president of Evergreen Theatres, top right.

Seattle Goes Gala For "Irene" Debut

SEATTLE—This city literally went Hollywood for the world premiere showing of RKO Radio's latest musical, "Irene," at the Fifth Avenue Theatre. The picture was given a big sendoff the opening day by the personal appearance of Anna Neagle, the star, and Herbert Wilcox, producer and director of the picture.

From the moment she arrived by train, Miss Neagle was kept going at top speed with receptions, radio programs and press interviews. RKO and Hamrick-Evergreen theatres "pooled" press agents to handle the campaign, with Terry Turner arriving from New York and Connie Krebs and Lew Marin from the studios. This trio worked with Eddie Rivers and Vic Gauntlett of the Evergreen staff.

At a special cocktail reception held in the Olympic Hotel, Miss Neagle and Wilcox hosted Mr. and Mrs. Arthur B. Langley, Mayor of Seattle; John Boettiger and Mrs. Anna Roosevelt Boettiger, daughter of the President; Cecil Hope-Gill, British Consul at Seattle, and Mrs. Hope-Gill; Mr. and Mrs. John Hamrick, many of society's leading figures, and the dramatic editors of all papers, including the newspapers in Vancouver.

Following the one-day engagement in Seattle, the star and producer traveled on to Portland for a similar engagement.

Dodge Boosted by Altec; Shriver Western Head

LOS ANGELES—E. C. Shriver, formerly Altec branch manager in Cincinnati, has been appointed western district head for the company with headquarters here. H. W. Dodge, former western district manager, has been boosted to headquarters staff representative in the west.

A Writer to Metro

HOLLYWOOD—Mauri Grashin has joined Metro's writing staff. He will work in the Sam Zimbalist production unit.

SALT LAKE

UTAHANS wore better clothes, Idahoans rode in better automobiles, and Wyoming residents built more homes in March, 1940, than in the corresponding month of last year, according to a report of the month's retail store sales released by the U. S. bureau of census . . . Another "million-dollar" rain hit this section, assuring good crops and meaning much to the community as a whole.

Norman Sprowl, recently returned to the Utah as house manager under the Intermountain regime, makes radio spot announcements during the day publicizing current attractions . . . Chet Price, manager of the Victory, presents "Movie Gossip Along Hollywood Blvd." over KUTA at 10:30 a. m. daily . . . "Rebecca" is being held over a third week at the Studio.

"My Son, My Son," opening at the Centre here, boasts in its cast Laraine Day, a Salt Lake girl . . . Phyllis Bottome, author of "The Mortal Storm," which is being filmed by Metro, was a visitor . . . The Roxy is currently presenting 30 radio and stage favorites in a revue titled "National Barn Dance Revue of 1940" . . . The Montana at Butte is about to reopen after being remodeled and redecorated.

Paul Robeson, Negro baritone, will appear in a concert at Provo, Utah . . . Philip Blair is packing 'em in at the Capitol. He has amateur nights on Fridays, with lots of fun ensuing, and at the kiddie shows in the morning, weekends, gives away whistles and balloons . . . Motion pictures of the Utah Copper Co. operations at Bingham were exhibited at the Newhouse Hotel here.

Sam Gardner, M-G-M branch manager here, is expected back from a vacation trip to the Pacific Coast . . . Manager G. S. Pinnell is in the territory selling Republic's "Dark Command" . . . F. H. Smith, branch manager at Paramount, is planning a sales trip . . . O. J. Hazen is back after a successful sales trip throughout the territory for Service Theatre Supply Co.

PCCITO Committees Make Arrangements

LOS ANGELES—Confidently expecting a minimum of 250 and a maximum of perhaps 400 exhibitors to be in attendance, judging from advance reservations, the arrangements committee for the first annual Pacific Coast Conference of Independent Theatre Owners convention is working ceaselessly to perfect every detail of the affair, which opens at the Ambassador Hotel May 8 for a three-day session. Leading figures in production, distribution and exhibition will be on hand to air their views on every subject pertaining to the three branches of the motion picture industry.

The impressive list of speakers already lined up is being expanded daily by R. H. Poole, convention chairman, secretary of the PCCITO and executive director of the ITO of So. Calif. and Ariz., which is acting as host to other PCCITO units during the conclave. His latest action was to dispatch an invitation to Joe Pasternak, Universal producer, to appear.

One of the significant addresses, Poole predicted, would be that of William F. Rodgers, Metro's chief of sales, who is slated to talk May 9 on distribution and its relation to exhibition and production. Poole declared he "greatly appreciated" Rodgers' acceptance of the invitation to speak and said the showmen he represents "consider that distribution is so important that it will be one of the most valuable subjects" under consideration at the convention.

The complete program, as arranged to date, follows:

PCCITO trustees' meetings—May 7, all day; May 8-9-10, at 9:30 a. m.,; May 11, all day. Pre-sessions—May 8, at 9 a. m., registration; May 8, at 10 a. m., conciliation conference.

Business sessions—May 8, 1:30 p. m.-5 p. m.; May 9, 10 a. m. to noon; May 9, 2 p. m. to 5 p. m.; May 10, 10 a. m. to noon.

Subjects—"What It Is All About," "Organization," "Double Bills," "Legislation," "Advertising Accessories," "Distribution," "MPTOA Viewpoints," "The Government in Our Business," "Your Relations With Your Public," "Zoning and Clearance," "Open Forum" and "Questions and Answers."

Speakers, in addition to Rodgers, Poole and other PCCITO trustees, are to include Frank Capra, George Dembow of National Screen Service, Abe Montague, Columbia; Herman Wobber, 20th Century-Fox; Neil Agnew, Paramount; Ned Depinet, RKO Radio; J. R. Grainger, Republic; Gradwell Sears, Warner; Ed Golden, Monogram; L. J. Schlaifer, United Artists; William Scully, Universal; and Ed Kuykendall, president of the MPTOA.

William Hinckley Dies

POCATELLO, IDA.—At one time a special photographer for M-G-M, who spent 15 months in Italy during the filming of "Ben Hur," William Hinckley, 47, died here last week, the victim of a stroke.

Wobber Outlines Paramount's Theatre Building in 1927

NEW YORK—Paramount's theatre building activity in 1927 and immediately following was largely actuated by a desire to meet a stage show policy which originated in New York and had become "a magnet," plus the fact that "production and distribution had become unprofitable," Herman Wobber, general sales manager for 20th Century-Fox, testified during his pre-trial examination in the all-industry suit before Assistant Attorney General Robert L. Wright.

Wright's questions were almost entirely devoted to Wobber's activities prior to and through his association with Paramount up to the time he joined 20th Century-Fox in 1932 as Pacific coast sales manager. He held a similar post with Paramount.

His background could well have served as the basis for a scenario of the Horatio Alger variety. He started as the operator of a nickelodeon in San Francisco in 1908. The Unique, it was called. Three-reelers were the films of the day, and they came from General Film Co. Soon there was a second house, the Odeon, which operated on the same policy. Then came the Imperial, also in San Francisco, which Wobber claimed to be the first theatre in the country with a definite weekly change and hour policy at an admission of 10, 20 and 30 cents. Films for the Imperial came from the Progressive Motion Picture Co. Three houses in Monterey were added to the group.

Wobber also represented Progressive while operating his theatres and in 1912 became interested with W. W. Hodkinson in the state rights field. Progressive grew until it did business in 12 western states. At about the same time Adolph Zukor released the first feature, "Queen Elizabeth" and, with Zukor producing from 15 to 18 features a year and Jesse Lasky entering production and Bosworth making French and Italian films available, it was no time that Progressive flourished as distributor of these programs. In 1913 Wobber sold his interest in Progressive to Hodkinson but continued to operate his three theatres.

While Hodkinson originated and formed Paramount with the aid of state right buyers in 1915, Wobber succeeded in disposing of his theatres and shortly thereafter was engaged to manage the company's western exchanges. Wright interrupted Wobber's background itinerary to inquire why he disposed of his theatres. "Profit," he replied. "You mean they became unprofitable?" Wright continued. "No," was the rejoinder, "very profitable," and as if to emphasize the point, adding: "I sold them to an advantage."

Wright took the witness over six principal cities while he managed Paramount's western exchange to determine at precisely what time distributors first acquired first run theatres in those situations. In the course of explaining the San Francisco setup, Wobber said Paramount took over operation of the Grenada, Imperial, St. Francis, California and Portala in 1927 while Fox was bidding for the same group. When Wobber declared Paramount relinquished operation of these houses to Fox West Coast in 1933 at the time the company went into receivership, the witness denied, in answer to an inference, that the takeover by FWC included a "consideration" for the National Theatres subsidiary to continue to play Paramount product.

Wobber testified to the distributors that acquired first runs in Los Angeles, Salt Lake City, Portland and Denver.

Oregon Independents Elect O. J. Miller

PORTLAND—The Independent Theatres of Oregon, organized in December as an affiliate of the Pacific Coast Conference of Independent Theatre Owners, announced appointment of O. J. Miller, Portland, as executive secretary. Headquarters were established recently on Filmrow.

In accepting the position, Miller returns to the theatre business after a six-year absence, during which he was associated with Trusteed Estates of Oregon, Inc. Previously he was connected with Multnomah Theatres as unit manager, and also operated for a time the old Chaldean house in Portland.

Directors of the Oregon independents elected Bob White of Portland and A. West Johnson of Eugene as representatives to the PCCITO's first annual meeting at Los Angeles in May.

Monogram Holds First Regional in Frisco

SAN FRANCISCO—Monogram Pictures held its first regional meeting of the year in San Francisco.

W. Ray Johnston, president; Trem Carr, vice-president; Ed A. Golden, general sales manager, and other Monogram executives attended. In addition to all exchange managers and franchise holders in this area, there were several Monogram stars on hand for the meetings and festivities.

Walter Morris Replaces Kofeldt at Santa Rosa

SANTA ROSA, CALIF.—Walter Morris has replaced Walter Kofeldt as manager of the Towne Theatre here. Morris was formerly at the Uptown in Pasadena, where he has been replaced by Gene O'Keefe.

Doing Yarn for Wellman

HOLLYWOOD—Adela Rogers St. John is writing an untitled original at Paramount for Producer-Director William A. Wellman.

LOS ANGELES

FOR conferences with Charles P. Skouras and other Fox West Coast executives, Charles Thall of the San Francisco office checked in for a short stay . . . A visitor at the Warner plant was W. Marsh Gollner of the East Shore circuit in Salisbury, Maryland.

A two-week run at the United Artists Theatre in Long Beach has been completed by "The Challenge," Film Alliance release, booked on a dual with United Artists' "Rebecca" . . . Irwin Wagner, president of the Wagner Sign Service of Chicago is here for a weeks stay.

A bad cold forced Howard Perretz, M-G-M booker, to take the day off recently . . . Henrietta Neilson, who has been doing temporary secretarial work at the Metro exchange, expects to become a bride any day now—but won't divulge the identity of her husband-to-be.

The Federal Correctional Institute on Terminal Island, near San Pedro, is accepting bids for pictures from most of the local exchanges for projection at that penal establishment . . . A booking visitor was Harvey Levinson of the Cozy Theatre.

Ben Welansky and Steve Broidy of the Monogram exchange in Boston were guests at the Warner plant in Burbank. Also John R. Giles of the Giles circuit, Boston, and Clifford B. Broun of the Ottumwa Theatre Co., Ottumwa, Ia. . . . Another out-of-towner making the rounds was Bill McCreary, head of the Minnesota Amusement Co. of Minneapolis.

Jules Levy, general manager of the Premier Pictures' Seattle branch, has returned to his headquarters after two weeks here . . . Stopping off here en route to Monogram's regional sales convention, which opened in San Francisco, May 3, was Ben Elanski, franchise holder from Boston. From the local exchange Marty Solomon, M. J. McCarthy and Dudley Forry made the trip north; as did Howard Stubbins, Pacific Coast franchise holder, Monogram's President W. Ray Johnston and Scott R. Dunlap, production chieftain.

Henry Herbel, coast sales manager for Warner, has returned from a business jaunt which took him to Seattle, San Francisco and Portland.

Mrs. Foster Jackson, of the Elsinore in Elsinore, checked in on one of her few visits since her automobile accident some months ago . . . Julius Moskowitz, owner of one of Filmrow's drug stores, became the father of a baby boy and, resultantly, almost bankrupted his stock of cigars.

Booking visitors: Boris Posner, Arlington Theatre; Jimmy Poynter, operator of the San Clemente in San Clemente; M. Blum, Mecca Theatre, Mojave . . . All 56 members of the Los Angeles Motion Picture Club have finally received their membership cards, duly signed and notated by President Ken McKaig . . . Bob Quinn, district manager for Altec Service, checked in from his San Francisco trip.

Stretching his legs after his recent operation and siege in the hospital, Jack Jacobs, Metro salesman, looked in along the Row to say "hello." He expects to be back on the job in a week or so.

Conspicuous along Filmrow because of their sunburned faces were members of the Los Angeles Motion Picture Club who captured plenty of fresh air and a few fish when, on April 28, they chartered the deepsea vessel, *Kingfisher*, and tried their luck off Hermosa Beach. Ken McKaig, United Artists salesman, is the club's president.

Ralph Carmichael, Metro's office manager, back on the job after a vacation in Palm Springs . . . R. A. Calderon, branch manager for Azteca Films, returned from a trip to the homeoffice in El Paso . . . Visiting the Universal branch is G. Malafronte, auditor from the New York office. Another visitor at Universal was Frank McCarthy, eastern sales manager, who checked in for studio conferences at Universal City.

Booking for his Seattle Theatre in Chula Vista—near San Diego—was Tommy Huntington. He operates the house for the Keogh circuit . . . Other booking visitors: Greg Carter, manager of the Tele-View Newsreel Theatre in Hollywood; Johnny Menard, in from Downey; Ben Peskay, Banner and Palms theatres.

Jimmy Summerville, Universal shipper, is on his annual vacation, while Lane Nichols, of M-G-M's shipping department, headed for San Francisco to attend some IATSE doings . . . The Alexander Pre-Vue Co. of Denver has opened local offices at 1929 South Vermont. Here for the occasion were Don Alexander, president, and Bruce Scholer, western division manager.

Because the RKO Radio, Columbia and Universal conventions all take place toward the end of May, members of the Los Angeles Motion Picture Club have decided to postpone indefinitely the dinner-dance which had been scheduled for May 24 . . . H. V. (Push-Back) Williams, of the Kroehler Seating Co., won the $10 jackpot for bagging the biggest catch at the LAMPC's recent fishing trip.

J. P. Filbert and George Bourke have pulled out for Mammoth Lake for a week's fishing trip . . . Ben Mohi, Princess and Century theatres, came in for bookings . . . Ditto Irving Kanowitz of the Union.

Eddie Golden, Monogram's general sales manager, dropped in at the local exchange.

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LOS ANGELES

"Burma" to Lipscomb

HOLLYWOOD—W. P. Lipscomb will adapt "Moon Over Burma" for Paramount. Dorothy Lamour and Robert Preston will be co-starred.

Popkin Circulating "Service Passes"

LOS ANGELES—After being under a voluntary ban for several years, "service passes" entitling bearers to reduced admission prices are again making an appearance in this exhibition area.

The circulator is Harry Popkin, of the Million Dollar Theatre, who has flooded the city with passes calling for a service charge of 10 cents per person, good only on Monday and Tuesday night. It is Popkin's contention that by so doing he is not violating the price-breaks and zoning ordinances because on those nights he books films which are entitled only to the 10-cent break.

Other downtown and suburban operators so far have not followed suit. Popkin's action elicited no comment from other independent exhibitors or from the Independent Theatre Owners of So. Calif. and Ariz., which several years ago waged a successful campaign against the "service pass" idea.

Anti-Picketing Writ Is Valid at White Center

SEATTLE—Continuance of an anti-picketing injunction in behalf of the Coys Center Theatre at White Center against projectionists Local 154, has been granted by Superior Judge William J. Wilkins.

At the same time, Judge Wilkins dissolved a temporary order against the union for distributing handbills and using sound truck equipment at the theatre. In granting continuance of the anti-picketing injunction, the court also sustained the contention of the exhibitors that they could run their theatre without hiring a union man.

Recently the court ruled that the co-partners could each work a shift in the booth and were not obligated to hire a union operator.

Accord With Labor

SAN FRANCISCO—Eleven American Federation of Labor organizations, representing every class of worker or performer to be employed in the huge entertainment program of the 1940 Exposition, have reached agreements or understandings with employers, the local actors' headquarters announced this week. This makes the Exposition 100 per cent union.

New Edmonds Novel to Fox

HOLLYWOOD—"Chad Hanna," a novel by Walter D. Edmonds ("Drums Along the Mohawk"), has been purchased by 20th-Fox.

Trumbo Original to 20th-Fox

HOLLYWOOD—"The Man With a Shovel," an original by Dalton Trumbo, has been purchased by 20th-Fox. Walter Morosco and Ralph Dietrich will co-produce.

Gunman Is Wounded in Fox Wilshire Holdup

BEVERLY HILLS—One gunman was seriously wounded, while his confederate escaped with a booty of $334.65, in a spectacular holdup at the Fox Wilshire. Ellis Sylvester, assistant manager, who had been forced into the ticket cage with Geraldine Glenn, cashier, by one bandit brandishing a revolver, rushed out and flagged down a police patrol car. The other man, who had been holding Manager Ray Deusern and Sydney Sussman, the doorman, at bay, escaped through one of the theatre exits with the money.

The wounded bandit, Kenneth Clark Brien, was downed across the street from the theatre. The resultant traffic tieup and excitement did not penetrate into the theatre, however, where the audience had been informed of the affair by Deusern.

PORTLAND

AS THIS is written, Hugh S. McLeod, Tusco manager, is lying seriously injured in a Centralia hospital, victim of an automobile accident Saturday night. The full extent of his injuries had not been learned here, nor how quickly he will be able to return to Portland. Details of the accident also were meager . . . Tempus fer-gosh-sakes fugits, with two of the help at 20th Century-Fox off for their summer vacations. Mildred Johns and Joe Ford pulled out Monday for New York and Los Angeles, respectively . . . T. J. Cleary, Fox traveling auditor, moved along to Seattle last week.

Portland's allegiance was transferred temporarily to Great Britain last Thursday, with Anna Neagle taking over for George, R. E. Here with her boss, Herbert Wilcox, for the world premiere (not including Seattle) she was welcomed by Burgomaster Joe Carson and the business gentry with fitting ceremonies. Here also were various RKO officials, including Conrad Krebs, New York, publicity manager; Terry Turner, New York, exploitation director, and Lew Marin, field representative.

Harold Le Duc of Advertising Accessories will desert Filmrow in June to reopen the theatre at Nehalem, closed for the past several years. Meanwhile the house is being completely renovated and modernized, with new booth, equipment, decorations and upholstered chairs per Western Theatre Equipment Co. . . . W. Patterson, Fox assistant booker, took a short count from the flu during the week . . . For whatever it's worth to Hollywood casting directors, four of the first five Princesses selected by students of Portland high schools for the annual Rose Festival were brunettes.

Newsreels sequences of the recent Far West Kandahar ski races at Timberline Lodge, filmed by Will E. Hudson of Seattle, are being screened at various suburban houses . . . Mrs. L. A. Moore of Hermiston, Verne Ross of Toledo, and Mrs. Milt Odem visited Filmrow during the week.

SEATTLE

TWO SHOW-SHOPS this week are refunding their advance ticket sales. First, the Metropolitan, when Alexander Woollcott's engagements were canceled, following his heart attack; second, the Music Hall when Orson Welles cancelled his personal appearance.

H. S. McLeod announces that he has closed his Seattle office of TUSCO and will do all his work out of Portland. Jeff Fretland will move to the Rose City and join the staff there . . . Bill Duggan, local manager, and Al Harris, his assistant at the Monogram exchange, off to San Francisco to attend a regional meeting. Al Goldstein, president of Monogram in the Northwest, will meet the boys there. Al left for San Francisco a few days ago to attend the funeral of his father. Walter Wessling, Monogram manager in Portland, will also attend.

Howard McBride in from Spokane to defend himself in court. Acting as his own attorney, Mac had the case dismissed for lack of jurisdiction. He was being sued over a contract he had with a state right distributor . . . Stan Goodman is the name of the young chap who made his appearance on the Row this week. Stan is manager of the New Hoquiam, one of the Warner chain. He came to the Northwest recently from California.

Last rites were held this week for Henry "Hank" Cady who was well known among Seattle theatres. Hank was for years publicity director for the American Mail Line and he was always promoting some idea that would tie up with a theatre . . . Charles "Tiny" Burnett, for years the orchestra leader at the Orpheum, and his brother, Meyer, who played violin in the same orchestra, each was bequeathed $10,000 *from the estate of their mother who died January,* 1939. *Tiny is now located in Bremerton and Meyer has a jewelry store in Seattle.*

Edna Phillips was selected at the Paramount to represent Seattle in the "Miss Streamline" contest to be held in San Francisco . . . A meeting of the trustees of the Film Club was held this week with another meeting called for May 6. Among those present were J. T. Sheffield, president; Eddie Lamb, B. F. Shearer, Leroy V. Johnson, Herndon Edmond, Harry Blatt and Joe Cooper, club manager.

Dorothy Wilkison, who resigned as form clerk at the Paramount exchange, was honored by a luncheon at the Sorrento Hotel and given a traveling bag. Dot has accepted a post with the federal bureau. Olive Walker has succeeded her . . . Frank L. Newman and Frank X. Christie to Los Angeles for a meeting with Charles Skouras . . . Mrs. Jay Tew of North Bend in town but not doing any booking. She is on jury duty.

E. J. Rising, RCA district manager, here from San Francisco . . . Here's news for you fishermen. Art Gollofon of Warner stands a good chance of winning the Sedro-Woolley steelhead derby. He has the biggest fish to date, 18 pounds and 9 ounces which won the March prize of a fishing rod . . . Anna Neagle and Herbert Wilcox, dinner guests of the John Hamricks . . . Connie Krebs, of the RKO publicity department in Hollywood, back from Portland and over to Vancouver, B. C., to attend a dinner . . . Dorothy Shearer celebrating a birthday.

Bill Warner, who has taken over the booking for the George Eder theatre on Vashon Island, on the Row this week doing his stuff . . . Clarence Watters of the Watters Candy Co. in Everett and a brother-in-law of Mr. and Mrs. Chuck Charles, died following a heart attack . . . G. J. Malfronte, Universal auditor who has been at the local branch for the past month, has returned to Los Angeles . . . Arney Eichenlaub, manager for West Coast in Missoula, Mont., in town and a guest of Maury Saffle of Metro . . . Fred Hanson and board members of the Community Club of Port Gamble on the Row booking pictures for their Community Theatre . . . Capt. Lathrop and his secretary, Mariam Dickey, back from Portland. They are both down from Alaska.

Jack Wright of the Mercy circuit in Walla Walla, president of the Rotary Club in that city, is in Portland attending the Northwest Rotary conference . . . Out-of-towners attending the meeting of the Independent Theatre Owners this week included: Walter Graham, Shelton; Sid Dean, Tacoma; Chuck Charles, Everett; Ollie Hartman, Grand Coulee; Mickey DeLeo, Port Townsend; Jay Tew, North Bend; Ernie Shields, Kent; William Evans, Centralia; Henry Davidson, and Ed Halberg, Port Angeles; Gene Groesbeck, Enumclaw; Bill Ripley, Longview; Arthur Zabel, Olympia; W. A. Cochrane, Snoqualmie; John Smythe, Tacoma; Loren Wahl, Bellingham; W. B. McDonald, Olympia; L. St. John, Chehalis, and Mike Barovic, Puyallup. Among those from Seattle were: Joe Gamble, John Danz, L. O. Lukan, J. von Herberg, Walter Coy, Paul Westlund, Bill Bedgisoff, C. Harrison, Leroy V. Johnson, B. F. Shearer and Fred Mercy jr. A large delegation from the Northwest will attend the Pacific Coast convention in Los Angeles, May 9.

Jack Rosenberg in his glory with his candid camera at the Anna Neagle reception and cocktail party . . . Bill Evans over from Spokane and talking old times with his former partner, Art O'Neil.

'In the Sweet, Sweet Yester Year'

When Showmanship was a money making pleasure, when confections and popcorn were a part of the Exhibitor's Entertainment program, all made money.

THEN CAME STRAIGHT LACED

you can't do that, Entertainment. And then in sequence we had, hiked prices, lean Box Office take, headaches, and now we're all running in circles.

POPCORN SMITH

BOX 284 — SEATTLE

SAN FRANCISCO

THE film houses are already beginning to feel the pinch of the 1940 Exposition. Since the special advance sale admission books were issued a month ago, over 200,000 have been bought. As the Fair comes under the heading of amusements, the money for these books comes out of John Citizen's theatre budget.

Anna Neagle and her producer, Herbert Wilcox, stopped over for several days this week en route to Seattle for the opening there of "Irene." While here, Miss Neagle met the press at a party sponsored by RKO . . . H. Bradley Fish has given up his office in the Monogram Building and moves over to Universal in the capacity of city salesman. The Fine Arts franchise which Fish handled here will probably be taken over by Coast Pictures . . . Gorden Allen is back from a trip through the San Joaquin valley . . . "Rebecca," in its sixth week at the United Artists, is still drawing crowds . . . The light opera season, comprising four weeks and four productions crammed with Hollywood names, starts May 13 at the Curran Theatre.

A. M. Goldstein, president of Monogram in the Northwest, was in town this week to attend the funeral of his father . . . "Red Ryder," Republic's new serial, is getting some fine publicity from the San Francisco *News*, the paper which carries the daily Red Ryder strip . . . Sam Clark, affectionately known as "Little Barnum," has emerged victor from an attack of hostile germs. After a siege in bed he is again tending to Warner exploitation.

The personnel at 20th Century-Fox all received cash bonuses for placing third in the recent S. R. Kent date drive . . . Ed Beck out on a short trip to Los Angeles . . . J. A. Harvey jr. seems to have scored a scoop for his concession at the Exposition. Harvey will have the dwarf horses taken from the Grand Canyon on display . . . Doris Brockhaven, Columbia secretary, announced her engagement and many of the Row boys are going about with gloom in their soul . . . Mike Newman, Columbia exploiteer, in town to direct the campaign for "The Doctor Takes a Wife."

San Franciscana: The Ice Follies, which did a tremendous business during its two months run last fall, returns to town on May 15 with a new show . . . Paul Muni comes to town for two weeks with his "Key Largo" opening May 6 . . . Jeanette MacDonald played to a packed house for her concert here.

The list of exhibitors who have already returned their reservations for the PCCITO meeting in Los Angeles is surpassing even the anticipations of optimistic Rotus Harvey . . . The Row has been extending birthday congrats to Edna Geiger, Warner biller, and wedding anniversary best wishes to Lucille Glover of the same exchange . . . The Harvey circuit has booked "Gone With the Wind" for its entire chain and will open the epic in Portola . . . "Dark Command" has been selected to open the new Redwood house, the Noyo in Willats. The opening was May 3 . . . Jane Clayton, Warner starlet, was recently a visitor and dropped in to see the Harveys who are related to her.

The Tivoli, dark since the attempt three months ago to revive light opera with local talent, opened April 27 with "Scorched Earth" under the sponsorship of the American Medical Relief Corps in China . . . Bob Lippert planed out for a week's trip to New York and Chicago . . . 20th Century-Fox screened "I Was an Adventuress" this week.

Visitors to the Row: Leo Reese, Orpheum, Lakeport; Peter Perry, Yearington, Yearington; Bill Gustine, Sanger, Sanger; Charlie Gray, Newman, Newman; Stewart Kuster, Playhouse, Carmel; Dan Nunan, Turlock, Turlock; Walter Cree, El Rey, Tulare; Ray Summers, Angel, Angel's Camp; Edy Coffey, Santa Clara, Santa Clara, and the Anea brothers, Frank, Sylvester and Salvatore.

Several of the downtown subsequent-run houses are revising their policy in the attempt to keep their heads above water. The Casino and President dropped their admission from 25 and 20 cents to 20 and 15 cents, respectively. The President is discontinuing its policy of weekend vaudeville. The house game was changed this week from "Screeno" to "Wahoo."

Dan McLean is leading the fight for lower film rentals for the Market St. second run houses which have to combat first run competition. Dan's Embassy operates with a 30 cent admission in the evening and a 25 cent afternoon price and with six of the first run houses on a 40 cent evening policy, the jump is not great enough. McLean says he cannot cut admissions and still pay the nut so the only solution is a reduction in the film rental.

Mrs. Sally Davis, 20th Century secretary, is off for her annual two-week vacation . . . . Phyllis Burke also is absent from her regular position at the M-G-M switchboard—the vacation in her case is a honeymoon jaunt. Phyllis was married April 30 . . . L. C. Bingham, M-G-M exchange head, is on the sick list.

Ed Stokes is renovating his Eastmont in Oakland . . . Paul Rosini is in his fourth month at the Bal Tabarin, which breaks all records for runs of magicians at that spot . . . The Harvey Amusement office had an easy week what with all the bosses up at Portola fishing and supervising the opening of "GWTW" at their house there . . . Vernon Hughes has taken over the assistant manager's office at the Orland in Orland . . . E. L. Boles was in town this week making final arrangements for the new house he and J. A. Boles are building in Central Valley. It will be called the Mecca and will open late in June.

Bob Wenzel, Republic shipper, is at home for a few days. His "sprained" ankle turned out to be a chipped bone . . . Myron Hopkins, M-G-M shipper, is back on the job after a vacation.

The local IATSE group has elected William Ring of Los Angeles as representative to the convention in Louisville . . . Charlie Owens got the boys new IATSE buttons and now sports a small diamond in his button in recognition of his services . . . Joe Cane, Republic booker, was the winner of the first cash prize awarded by Sid Weisbaum in the collections drive . . . Jimmy Myers, Republic salesman, is back from a swing through the Nevada territory . . . Les Savage, new Columbia auditor, has been in town.

Metro has tied up with the Pacific Borax Co. in the exploitation of "20 Mule Team" and the Borax people have secured 1,000 windows in this city and 300 windows in Oakland for displays. Credit Ed Beck with the idea . . . Paramount is moving three doors west for the next six weeks while present quarters are gone over with paint brush, hammer and nail. When the renovation is complete, Paramount will have the finest screening room on the Row in addition to a smart new building.

Sid Newman, Warner bookkeeper, is off to a dude ranch in the south for his vacation . . . Row visitors this week: Harry Hyashino, Lincoln, Stockton; George Smith, Willats, Willats.

O. R. McLain Again Heads Northwest Musicians

SEATTLE—O. R. McLain of Seattle was re-elected president of the American Federation of Musicians, now convening in Aberdeen, Wash. Other officers elected were: Dudley Wilson, Spokane, vice-president; Herman D. Kenin, Portland, Ore., secretary-treasurer, and Joe Rausch, Tacoma; Gary McLean, Eugene, Ore., and Oliver Guy, Port Angeles, directors.

This gathering of Pacific Northwest union musicians also voted to seek state legislation to curb high-school bands and orchestras from playing in competition with union musicians.

Voco Productions Plans Lum and Abner Series

HOLLYWOOD—Voco Productions will produce a series of Lum and Abner starring comedies for RKO Radio release, of which the current "Dreaming Out Loud" will be the initialer. Company is headed by Jack Votion and Sam Coslow.

Wurtzel Assigns Rapf

HOLLYWOOD—Maurice Rapf will adapt "Heil Jenny," from a story by Jane Eberle, for Producer Sol Wurtzel at 20th-Fox.

Assign Harold Schuster

HOLLYWOOD—Universal's "A Modern Monte Cristo" will be directed by Harold Schuster for Producer Marshall Grant.

Ind. ATO Condemns Slot-Film Producing

INDIANAPOLIS—Unanimous opposition to the "nickel-in-the-slot" motion pictures as a threat to established theatre owners was expressed by the Associated Theatre Owners of Indiana board of directors at its last meeting.

The opposition was given concrete form in a resolution condemning the slot films and expressed itself further in requesting producers "to give their vigorous support in stamping out this evil by refusing to permit the use for this purpose of any actors, actresses, directors or other personnel now employed in the production of motion pictures."

Fourth District of ATOI Meets in Columbus, Ind.

COLUMBUS, IND.—The meeting of the fourth district of Associated Theatre Owners of Indiana, held here with Trueman Rembusch, head of Syndicate Theatres, Inc., and his manager, C. E. Rogers, as hosts, was attended by the following:

W. J. Haney, Milan Theatre, Milan; Herb Johnson, Madison and Ohio, Madison; W. R. Kelley, Idaho, Terre Haute; Howard F. Murphy, Artkraft and Franklin, Franklin; Ray Howard, Princess and Harris-Grand, Bloomington; Bob Robers, Mode, Columbus; B. W. Brentlinger, Terre Haute; Maurice Reinking, Idaho and Swan, Terre Haute; Roy E. Harrold, president of the ATOI, Rushville, and Don R. Rossiter, association secretary, Indianapolis.

Earl Bell Presides at ATO Luncheon in Indianapolis

INDIANAPOLIS—Earl W. Bell, vice-president of District No. 3 of Associated Theatre Owners of Indiana, presided at the luncheon meeting of the Indianapolis members held at the Variety Club headquarters.

Those in attendance were as follows: Mr. Bell, C. McConaughy, Alfred J Ackerman, Oscar Kuschner, Eddie Zeyen, Harry Markun, Al Hedding, Grey Kilbourne, Dudley Williston and Don R. Rossiter.

The regular monthly meeting of the board has been moved up one day to May 8 because of election day on Tuesday. Plans for the coming summer convention will be definitely made.

B&K to Experiment With A Price Cut at Covent

CHICAGO—B&K is cutting prices at the Covent for a four-week trial period, two days a week. On Wednesdays and Thursdays the house is offering "bargain days" at 15 and 25 cents, going into first-week of release for those days. The remainder of the week it is staying in "C" week with 20 and 30-cent admissions.

Miriam Hopkins Vehicle

HOLLYWOOD—Slated as a vehicle for Miriam Hopkins at Warner is "January Heights," which Richard Sherman has adapted from a novel by Polan Banks.

Speculate on Possible Effect Of Film "Monopoly" Finding

By GENE RICH

CHICAGO—Filmrowites are speculating what effect the findings of the special master, Judge Edgar Eldredge, in the criminal contempt case will have on the local situation. For one, it is expected that with the master's report finding that a monopoly of first-run product does exist in the Chicago loop, the independents' anti-trust monopoly suit against B&K and the majors might be pushed to further conclusion. It was reported also that with this finding more or less in favor of the independents, the two or three other anti-trust suits said to be in the air in the last few months might actually be filed.

Attorneys for Barney Balaban, B&K and Paramount—who were found guilty of violating section 10 of the 1932 consent decree in the master's report—have until May 21 to file objections to the findings. Likewise, it is expected that the government will file objections to the report which found that the other six major companies are not guilty of any violations whatsoever. These will be heard by Federal Judge Charles Woodward after the written objections are filed. After these hearings, he is expected to give his decision, and it is thought the government attorneys will push for an early hearing and finding, as a concurrence by the judge in the master's findings would materially aid the government's big suit in New York.

The master's findings are reported elsewhere in this issue of BOXOFFICE. A cursory survey of opinions of film attorneys shows that the substance of the finding is that Barney Balaban, B&K and Paramount are guilty only of having a monopoly on first-run product in the Chicago loop. The findings exonerated them, as well as the other majors (Columbia was not a party to the suit as it did not enter into the consent decree originally), of any conspiracy charges (which the government withdrew toward the end of hearings last year), or of any coercion. Originally the government had also conceded that RKO Radio Pictures and Universal should be withdrawn as parties to the suit.

"Is a Monopoly"

Master Eldredge found that since B&K through selective contracts bought approximately 80 per cent of the major companies' output annually—and that the other 20 per cent of the pictures were termed "sloughs"—this constituted a monopoly, since no other first-run house could be operated. He also found that B&K bought and paid for product which it did not use first-run and which were thus not available either to other first-run houses.

In his report, Master Eldredge said that he studied approximately 2,000 pages of oral testimony and 500 exhibits, and was asked to judge from 184 propositions of fact and 22 propositions of law by the government attorneys.

Should Judge Woodward concur in the master's findings, the Jones, Linick & Schafer-operated Oriental would be one of the chief beneficiaries in the loop, and would thus have top major product made available to it.

Reports Revive of B&K Settlement With Indes

CHICAGO—The finding of Special Master in Chancery Edgar Eldredge in the federal contempt case here this week led to revival of reports—carried first months ago in BOXOFFICE—that the independents' anti-trust monopoly suit against B&K and the majors would be amicably settled. Shortening of clearance and making available pictures either in a double-feature or single-feature atmosphere were the most discussed points in the rumored settlement.

Niesse Resigns as G. M. for Olson

INDIANAPOLIS—Carl Niesse has resigned as general manager of Olson Theatre Enterprises, operators of the St. Clair, Strand, Ritz, Oriental and Uptown, all neighborhood houses, and the Lyric, a downtown theatre. He will devote his time to the operation of his own Vogue on College Ave. near Broad Ripple.

Charles M. Olson, president of the Olson group, hereafter will personally supervise the five neighborhood houses.

Niesse became general manager of the Olson string when they were acquired last year from R. R. Bair. He opened his Vogue in June, 1938.

Tryouts for "Go West" Open in Joliet, Ill.

JOLIET, ILL.—Initial tryouts of routine, gags and stunts for the forthcoming M-G-M production of the Marx Brothers' next film, "Go West," opened here this week at the Great States Rialto.

With the Marx Brothers on a three-week tour which ends May 16 at the Chicago Theatre in Chicago, are Charles Friedman, stage director, and Irving Brecher, writer, who worked on the skits and who will also work on the scenario. Howard Dietz, M-G-M director of advertising and publicity, attended one of the performances here and conferred with Friedman, Brecher and the Marxes.

Plan Silvis House

SILVIS, ILL.—Carpentier Bros., Charles and Emil, who now operate the Majestic and Strand in East Moline, Ill., contemplate the erection of a 500-seat house here to cost about $35,000. It will be ready for an early fall opening. The manager of the new house is to be Joseph Carpentier, a third brother.

MILWAUKEE

RICHARD MACAULAY, scenario writer for Warner Bros., was in town last week for a fraternity initiation at Marquette University . . . Fox's Zenith, north side neighborhood house, is now offering Targa-Min on Wednesday nights with cash prizes for bulls-eyes.

Harris Ashburn, Marquette University graduate and one-time actor at the old Fox studios, is in town with his dancing act at the Schroeder Hotel.

Some 7,000 persons turned out for the second annual Fox Movie Ball at the Wisconsin Roof here last Monday night. Fifty-cent admission ticket was good either for the dance or any Fox house as well as a chance on an automobile.

Fox's Palace, local first run, which has in the past started its new shows on Fridays, has announced a new policy of Wednesday starts . . . Charles Conway, manager of Fox's Varsity here, has been gracing Harvester cigar ads.

Life Newsreels, Indianapolis, have been shooting local pictures around West Allis to be shown at Fox's Paradise . . . Mrs. Betty Nelson, cashier of the Midway in Rockford, Ill., was robbed of $55 by an armed bandit last week.

As a token of respect to former Gov. Walter J. Kohler, Nic Johnson kept his Van der Vaart at Sheboygan closed on the afternoon of the former executive's funeral.

A saving of 40 cents on each dollar's worth of tickets purchased was offered for three days last week by the Rivoli in La Crosse . . . William Exton has been offering free tea leaf readings in the lobby of his Roosevelt in Kenosha.

J. Clyde Haney, member of the staff of the Orpheum, Madison, was married last week to Miss Vera Wolferman . . . J. M. Rostvold's Harmony in Harmony, Minn., was damaged by fire last week to the extent of $14,000.

Harry Perlewitz, business manager of the ITPA of Wisconsin, has returned from a trip out in the state during which he signed up a number of new members.

W. L. Ashworth, Fond du Lac, president of the ITPA of Wisconsin, has been subpoenaed to appear before the government's investigation of the film industry in Washington . . . Richard Von Zakobiel, operator of the Roxy, is on the sick list.

"Blitzkrieg" to Columbia

HOLLYWOOD—Columbia has purchased "Blitzkrieg," an original by B. P. Fineman, as a Ben Schulberg production.

LOUNGE FURNITURE

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Trade Invited to Attend 'Housewarming' by AA

MILWAUKEE—Exhibitors and other members of the trade are invited to attend the informal "housewarming" to be held May 6 in conjunction with the opening of the new Advertising Accessories, Inc., office here at 814 N. 11th St.

Lunch and beverages will be served from 11:00 a. m. on, according to Lou Patz, former Milwaukee representative for the company who has been appointed manager of the local branch.

Remodeling in Brookfield To Wait Until July 15

BROOKFIELD, Mo.—The work of remodeling the De Graw Theatre here will not commence until about July 15, according to present plans of the owners, the Fox Ozark Amusement Corp.

Contract for the work has been awarded to the Flett Building and Repair Co., Kansas City. The architect in charge is Robert O. Boller.

Universal and UA Slate Chicago Conventions

CHICAGO—Two of the major companies will hold their conventions here at about the same time in May. United Artists' western division regional will be held May 17, 18 and 19 at the Congress, while Universal's western contingent will meet May 18, 19 and 20 at the Drake.

Start Right Away on New Unit in New Haven, Mo.

NEW HAVEN, Mo.—Contract for the construction of the new theatre to be erected here by Walter J. Buchholtz has been awarded to August Sewing, and construction will start at once.

The structure will be one story and basement and will contain an auditorium seating 300.

SPR'GFIELD

SAM KAPLON, representing Al Dezel roadshows, was in Springfield putting on a special campaign for "Reefer Madness" at the Strand . . . "The Doctor Takes a Wife" is having one of the earliest showings in the country at the Senate.

A new game, Screen Quiz, got off to a good start at the Orpheum . . . Howard Moore, assistant manager at the Roxy, is home recuperating from a throat infection after two weeks in the hospital.

Kerasotes Bros. Palace at Chillicothe, Ill., of which L. A. Worley is manager, has a new marquee.

The "Service League Follies," put on by a group of society women for the benefit of a dental clinic, was a huge success at the Orpheum, attracting 2,200 *patrons.*

The Fox-Lincoln, of which A. R. Zimmer is manager, will be host to a health, beauty and charm school, May 7-10.

ST. LOUIS

A SPRING series of foreign-made films has been booked by the S'Renco Art Theatre, opening Monday night, May 6.

The combination of the Royal American Shows and the Beckmann & Gerety Shows at Grand Boulevard and Laclede has provided tough competition for neighborhood motion picture theatres in that section . . . Paul Osborne's comedy, "Mornings at Seven," has been added to the list of attractions for the Town Square this summer. The theatre holds forth on the roof of the General Van Bldg.

Manager Jimmy Irving of the Maplewood, one of the St. Louis Amusement Co.'s fleet, will stage a mock-premiere a la Hollywood at his house on the nights of May 7 and 8. High school pupils will impersonate various stars. As they drive up to the theatre they will be met by liveried attendants and unload in the glare of flood lights. There will be microphoned interviews, bands, banners, flags, etc.

Although the recent St. Louis Police Circus at the Arena set a new attendance record with 266,485 *cash customers for the* 14*-day engagement, the net profit of about* $72,000 *was decidedly off from the* $97,000 *mark set in* 1939. *The reason given was the greater expense. The show was produced by the Fanchon & Marco interests.*

Goldie, a horse that was a gift of the late Will Rogers to Buck Owens, radio cowboy singer, in appreciation of Owen's training of Rogers' string of polo ponies, celebrated its tenth birthday in St. Louis at the Will Rogers Theatre. There was a birthday cake and other trimmings. Maury Davis is manager of the theatre.

The Garrick, a burley house, shuttered for the season April 19. *Manager Jack Beck plans to take a short vacation before going to Atlantic City to open the Globe for the Hirst circuit in June.*

Lou and Joe Ansell, George Wiegand, Ben and Sam Schuchart, Sam Levin, Harry Hines jr., Tony Matrici, Eddie Ashkins, Ray Colvin, Bill Williams and Johnny Walsh, who constituted the St. Louis delegation to the recent Variety Club convention in Dallas, Tex., are back home and telling of the good times they had in Texas.

Anderson Plans 500-Seater

MORRIS, ILL. — The Anderson circuit, headed by F. W. Anderson, plans the erection of a 500-seat house here to be ready for opening September 1 or thereabouts.

Wis. PTA for Neely

FOND DU LAC—The Wisconsin Congress of Parents and Teachers at its annual convention here adopted a resolution urging the passage of the Neely anti-block booking bill.

Cukor Gets "Phila. Story"

HOLLYWOOD—George Cukor will direct the film version of "Philadelphia Story" for Metro. Katharine Hepburn, as in the stage version, will play the starring role.

St. Louis Price War Strikes New Note

ST. LOUIS—The price war in this sector has reached the stage where some independent theatre men are endeavoring to cancel out any and all motion pictures that may be shown at a 15-cent admission for adults or used in a triple feature program.

In letters to managers of exchanges, protestants are naming the theatre and date at which the cut-rate or triple program was used. In connection with the 15-cent admission, the exchange manager is being told the protesting exhibitor's contract for the film being canceled out provides that he must show it at an admission price in excess of 15 cents, and that under the circumstances, he cannot stand by and permit a film to be shown earlier at 15 cents and then follow at a higher admission rate.

"The cancellation of the foregoing mentioned picture," one of the protesting letters states, "is not to be figured as one of the group cancellable under the regular cancellation clause in my contract, but shall be in addition to this cancellation privilege; nor shall this cancellation in any way be construed as a waiver of any other of the terms or conditions of my contract.

"This is also to advise you that if and when new contractual relations are entered into for the next season's product, I shall insist upon a clause in that contract that will definitely prevent houses running for 15 cents admission or less, from playing the pictures ahead of or day and date with my house running at a higher admission price, and in addition provide an equitable amount of clearance against such houses in such instances, to protect my house running at a higher admission price."

The independents also say they shall insist on a clause against triple programs in their new contracts, or at least a reasonable amount of clearance against any house in St. Louis or St. Louis county using motion pictures on triple feature programs.

Milwaukee Teachers Favor Motion Picture Studies

MILWAUKEE—The Milwaukee Teachers' Co-operative council has recommended a critical study of outstanding current motion pictures by junior and senior high school students. Such study, it was contended, would be valuable to members of English classes and amateur camera enthusiasts. It was proposed that bibliographies on films prepared by the Milwaukee County Better Films council be made available to the students.

Sketch Little Theatre

ST. LOUIS—F. Ray Leimkuehler and Hugo K. Graf, associated architects, have completed sketches for the proposed new $40,000 theatre building to house the St. Louis Little Theatre. A campaign to raise funds for the building is now in progress.

CHICAGO

HOWARD BECK of Detroit has been transferred to Chicago by M-G-M as city salesman . . . Frank Williams, Warner theatre booker, is back after that siege of pneumonia.

Romance has struck the Warner film exchange. Betty Hessler will say "I do," in a week or two, to Dave Ramsdell, checking supervisor. Betty is in the bookkeeping department.

Two newcomers at National Screen Service in the office are Arleen Van Praag and Loretta Ginther. Over at Advertising Accessories, new additions are Herman Marks, Seymor Shafer and Gordon McFarland.

Dave Katz of Hollywood Advertising is getting out all of his new line of "cool" items for theatres . . . We got crossed up last week and had Jack Flynn as a B&K district manager. Of course, Jack is still very much of a district manager for M-G-M, and we bow in shame.

Walter Branson, RKO district manager, vacationing in Hot Springs, is due back next week . . . Jack Rose is back from a week's vacationing in his home, Omaha . . . Indiana-Illinois Theatres is remodeling its offices in the Standard Oil Bldg.

Jack Hess is no longer connected with the Downtown Shopping News. *He was amusement manager of the paper . . . The Marx Brothers were through here en route to Joliet where they opened their current tour during which time they will test gags for their next M-G-M film, "Go West."*

Eleanor "Bonnie" Raymer is opening a lingerie and hosiery shop, to be called "The Bonnie Shoppe," Monday, May 6, in the Standard Oil Bldg.

Paul Sander, formerly with Variety, *and for a short while with* BOXOFFICE, *now heads the outdoor division of the American Guild of Variety Artists.*

John and Mrs. Balaban attended the Kentucky Derby, Saturday, in Louisville . . . Ben Kalmenson, Warner western district manager, was here while en route to the west coast.

Bob Gillham, Paramount advertising and publicity head, was due here this week to confer with Ralph Ravenscroft, studio publicity representative, on plans for the coming premiere of "Those Were the Days," at Galesburg, Ill.

Joe Grossman, chief of service at the United Artists, was married recently to Miss Belle Shapiro.

Hear Buddy Rogers

INDIANAPOLIS—A highlight of the Sun Valley ball given by the Civic Theatre last Saturday night at the Indianapolis Athletic Club, was a talk by Buddy Rogers, a life member of the Indianapolis Civic Theatre.

Fast Time and Spring Weather Hit Takes

CHICAGO—With the inauguration of daylight saving time upon a balmy spring day, business was off considerably throughout the loop and suburban houses Sunday. "Rebecca" at the United Artists, however, continued to hold up well, while "Buck Benny Rides Again" was adequate at the Chicago.

In the suburbans, however, practically every house experienced a slump.

Compromise Reached in Street Widening Job

INDIANAPOLIS—The controversy over the widening of Talbott Ave. has at last been settled and the parking ban on one side of the street will be lifted only following completion of the work. Harry Markun, operator of the Talbott and Belmont, and merchants on the street offered to pay the entire cost of the work, but some residents protested. As a compromise, the street will be widened only in the one block, but will be resurfaced from 16th to 22nd St.

Testimonial on May 9 For Tippy Harrison

CHICAGO—Tippy Harrison of the Goodman-Harrison circuit will be feted at a testimonial dinner May 9 at the Congress Hotel. Harrison, who has been in the industry over 20 years, is leaving as general manager to become associated with the Chicago Planograph Corp.

Jack Kirsch of Allied is in charge of arrangements. Harrison is a director of Allied.

"Flowing Gold" to Seiler

HOLLYWOOD—Lewis Seiler will direct "Flowing Gold" for Warner.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

SIGNS - MARQUEES AND MAINTENANCE

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Scheme Picture Selling—

In front of the Great States Madison at Peoria stand, left to right, Fred Bartow, Warner exploiteer of Chicago; E. G. Fitzgibbons, central Illinois advertising manager for the circuit; and Leonard Worley, Peoria city manager for Great States. The trio had just completed a conference on a test run of "Dr. Ehrlich" at the Madison.

Indiana Equipment Corp. Has Motiograph Rights

INDIANAPOLIS — The Indiana Theatre Equipment Corp. here has been named exclusive distributor for Motiograph projection equipment and Mirrophonic sound in this territory.

Associated with the Indiana Theatre Equipment Co. as distributor in the Louisville, Ky., territory, will be the new Central Theatre Supply, located in Louisville.

Cancel One Performance Of "Romeo and Juliet"

CHICAGO—Due to the illness of Vivien Leigh, performance of "Romeo and Juliet" at the Auditorium Theatre here was cancelled on Monday. The play leaves here Saturday for New York. The production has not enjoyed the outstanding business forecast for it.

Rounds Out Line

ST. LOUIS—Acquisition by the L. T. Rockenstein Co. of the Brenkert line gives that company a complete booth equipment setup. The firm recently equipped the Janet with projection devices. A deal also was concluded with the Bremen here.

New Sound at Bridgeport

BRIDGEPORT, ILL.—The 350-seat Capitol, one of the Frisina Amusement's fleet, recently installed new sound equipment.

Sound at Galena

GALENA, ILL.—New RCA sound equipment was recently installed in the Stanley.

INDIANAPOLIS

MILTON KRUEGER, salesman for United Artists, has been released from the Methodist Hospital where he was confined with a foot infection . . . The father of V. U. Young, president of Theatrical Managers, Inc., operating approximately 25 theatres in Indiana, passed away at his home in Gary on Thursday, April 25, after a three-day illness. The elder Mr. Young was 86 years old.

Jan Garber and his band have been booked for the Lyric starting next week . . . Eddie Zeyen, manager at the Zaring Egyptian, claims that his theatre has the distinction of being the city's first drive-in theatre. The first customer was a motorist whose car went out of control and crashed into the front of the theatre.

Seen Along Filmrow: D. D. Lee, Rex, Montezuma; Harry Van Noy, Paramount and Starland, Anderson; J. B. Stine, Garfield, Terre Haute; K. E. Maurice, Wabash, Clinton; Dick Vlastos, Fowler, Fowler; A. McCarty, Roxy, Pendleton; E. K. Crouch, Fairmount, Fairmount; Wayne Garman, Ritz and Marshal, North Manchester; Homer Schenk and Vera Anderson, Lyric, Waterloo; Bruce Aspley and wife, Plaza and Trigg, Glascow, Ky.; Harry P. Vonderschmitt, Indiana, Bloomington; Harold G. Reckley, Chateau, Greencastle; Howard Hargis, Rio, Rockport; William Studebaker, Logan, Logansport; Art Clark, Indiana, Bloomington; Joe Finneran, Elwood, Elwood; J. B. Sconce, Playhouse, Edinburg; Mrs. Annette Kuebler, Astra and Tivoli, Jasper; Mrs. Jane Prewitt, Prewitt, Plainfield; Roy E. Harrold, Princess, Rushville; William Outland, Rex, Windfall; Ben and Jack Van Borssum, Savoy, Terre Haute; Dallas E. Cannon, Kent, Kentland; Howard F. Morin, Morin, Brookville; Herb Johnson, Madison and Ohio, Madison; Walter Easley, Tree, Greensburg; Ferd Nessel, State, Anderson; Al Wingate, Old Trails, Mickleyville; H. J. Arnold, Indiana, Terre Haute; Fred Dolle, Fourth Ave. Amusement Co., Louisville, Ky.; Roy Kalver, Adams, Cort and Madison, Decatur.

Gordon Craddock, manager of the local Universal office, who has been on the sick list for quite a long time, suffering from arthritis, made a short visit to the office last week . . . The Boone County Jamboree, starring Lulabelle and Scotty, playing at the Lyric last week, enjoyed SRO every day of their eight days booking . . . Marc Wolf, general manager of Theatrical Managers, Inc., and chairman for the mid-summer convention of ATOI, and Don Rossiter, association secretary, made a trip through the northern part of the state to locate a suitable resort for the convention.

The Jewish National Fund Council here will sponsor for the benefit of its national fund the showing Sunday of "The Cantor's Son," an all-Jewish talking motion picture with English titles, at B. F. Keith's.

Megs Next Frankie Darro

HOLLYWOOD—Howard Bretherton will direct Frankie Darro's next for Monogram.

Undecided Whether Metro Will Remodel or Move

CHICAGO—It is still undecided whether M-G-M wil remodel its present exchange location, 1327 South Wabash, or move to new quarters. It is reported there is a possibility the company may either build a new exchange or take a floor in the Warner Building at 1307 South Wabash, if it is finally decided to move from its present location.

To Notre Dame Campus for Scenes in Rockne Film

SOUTH BEND, IND.—Pat O'Brien of Warner Bros. studio will be here May 14 for the filming of scenes on the Notre Dame campus of his forthcoming picture, "The Life of Knute Rockne."

Donald Crisp, Director Lloyd Bacon, Albert Basserman and Mrs. Rockne also will visit the campus.

Students will appear in campus scenes.

Name McMahon Booker For Metro in Chicago

CHICAGO—Joe McMahon, country salesman for M-G-M, has been shifted to a booker's post here. This gives M-G-M five bookers in the local exchange, headed by Miss Edna Frank with Wally Bennin, Art O'Toole and Harry Hopkins the others.

Mays Renovate

CORYDON, IND.—Mr. and Mrs. G. M. May, operators of the Dream, have replaced the old sign of the house with a new marquee. A new boxoffice is being installed and the front modernized with structural glass.

Superior Pictures Moves

CHICAGO—Superior Pictures has moved into the quarters formerly occupied by Grand National.



On "Rockne" Set—

In clerical garb for his role in "The Life of Knute Rockne," Donald Crisp entertains Mr. and Mrs. Phil Fischer, of the Hollywood Amusement Co., Inc., of Chicago, on the set at the Warner studio.

Advertising Outlays Prove Profitable

MINNEAPOLIS — While loop first-run houses apparently are cutting down on newspaper advertising expenditures in what appears to be an economy campaign prompted by a more-than-seasonal business decline, many of the neighborhood theatres have been doing the very reverse and with good results.

A number of the larger independent houses are taking double and triple their usual amount of display advertising space for such outstanding boxoffice pictures, for example, as "Northwest Passage." Evidently the policy is bearing fruit because it is being used more extensively all the time.

When "South of the Border" went into independent neighborhood situations for its first Minneapolis showings, display newspaper advertising space in most instances was doubled, tripled and quadrupled. The picture did exceedingly good business in nearly every neighborhood and suburban house where it played.

Feeling among the uptown independent neighborhood exhibitors is that advertising expenditures should be governed by the merit of the attraction. Increased outlays for top-notch pictures usually prove justified and boost profits, it's asserted.

Theatre Building Activity Confined to St. Paul

MINNEAPOLIS — Considerable theatre building activity is in evidence in St. Paul and also probably would be manifest here, too, except for the refusal of the city council to issue any more permits.

Three showhouses are under construction in St. Paul and vicinity. Licenses apparently are forthcoming to everybody desiring them.

In Minneapolis anywhere from six to a dozen prospective builders are unable to get permits. The aldermen take the position that the town already is overseated and that further theatre construction would jeopardize present investments and lower entertainment quality. One suit to force the issuance of a license is pending.

Governor Ratner Names New Film Reviewer

KANSAS CITY—Governor Ratner of Kansas has appointed Mrs. Mary Numbers of Paola to the state board of review, as successor to Mae Claussen, Emporia. The term of Miss Claussen, who was named by a Democratic administration, expired March 31, this year. Other members of the board are Mrs. J. M. Meek and Mrs. J. R. Stowers.

Build in Spencer

SPENCER, S. D.—Joe Bradley of American Theatre Supply is building a new 210-seat theatre here. It will be opened in June.

Dubinskys and Majors Face Conspiracy Suit by Cassil

ST. JOSEPH, MO.—A suit for $452,775 damages was filed in the federal district court here Monday (April 29) by Frank H. Cassil of the Rialto Theatre against major distributors and Dubinsky Brothers circuit. The suit, plaintiffs to which are Cassil and Mrs. Eugenia D. Cassil, his wife, alleges that through "unlawful combinations and conspiracies" in violation of the Sherman and Clayton anti-trust acts the defendants damaged the Rialto's business and the plaintiffs to the extent of almost half a million dollars.

Defendants are 20th Century-Fox, M-G-M, RKO, Paramount, United Artists, Universal, Columbia, Vitagraph, Charles G. Geiger, Barney Dubinsky, Irwin Dubinsky, Edward Dubinsky ("who is also know as Edward Durwood"), Dubinsky Bros., a co-partnership consisting of Barney Dubinsky, Irwin Dubinsky, Edward Dubinsky and William Dubinsky, and the Kansas City Operating Co., co-partnership consisting of Barney, Irwin, Edward and William Dubinsky.

Specifically, the Cassils charge that because of "the unlawful acts of the defendants" they, the Cassils, have suffered the following particular damages to their business and property:

(1) Their business, and their investment in it, amounting to $59,500, have been substantially destroyed.

(2) Their purchase of the Valley Theatre, "coerced as aforesaid by the unlawful acts of the defendants, resulted in loss and damage to the plaintiffs in the amount of $5,925.96.

(3) The forced reduction of the admission price at the Rialto Theatre, as hereinbefore alleged, brought about by the unlawful acts of the defendants, resulted in loss of operating receipts in amounts aggregating more than $60,000.

(4) "In order to offset the devastating effects of the unreasonable and excessive protection features herein alleged and the other unlawful acts of the defendants pursuant to the combinations, conspiracies and attempts to monopolize," the Cassils were "compelled to incur large and unusual expenses for special promotional and advertising projects, to maintain a reasonable minimum patronage sufficient to enable the continued operation of their theatre; that by reason of" this, the Cassils have been damaged in the total sum of $150,925. The total damages asked are three times this amount, or $452,775.

The suit, filed by Monsky-Grodinsky-Mayer & Cohen of Omaha, relates that the Cassils became owners and operators of the Rialto, located in the suburban district of St. Joseph, in March, 1930, and began operations on June 21, 1930. The "defendant exhibitors" (the Dubinskys and Geiger) assumed ownership and operation of the Electric, Missouri, Orpheum, and Crystal, in downtown St. Joseph, in the fall of 1932.

"The operation of the plaintiffs' theatre was solely dependent upon plaintiffs' ability to obtain motion picture films produced and distributed by the defendant distributors in sufficient number and upon such terms and conditions, both as to time of showing and price, reasonably required to enable the operation of the theatre in competition with other theatres operating in St. Joseph."

The petition charges that "the defendants unlawfully and in violation of the Anti-Trust Laws of the United States, entered into a combination and conspiracy in restraint of trade among the several states and combined and conspired to monopolize, and attempted to and did monopolize, the trade and commerce among the several states in reference to the motion picture trade or part thereof, and the said defendants unlawfully combined and conspired together for the purpose of driving the plaintiffs out of the business of exhibiting motion pictures and eliminating the said plaintiffs from the motion picture trade and industry." It further charges that "the defendants combined and conspired together for the purpose of aiding and assisting the defendant exhibitors and the defendant Geiger to remove the plaintiffs as competitors of the defendant exhibitors and the defendant Geiger."

Specifically, the Cassils base their suit for damages on the following allegations:

"That ever since the fall of 1932 and pursuant to the aforesaid unlawful combinations and conspiracies:

"(a) Defendant distributors refused to furnish pictures to plaintiffs for second run showing and plaintiffs were forced to show in the Rialto third and subsequent run pictures, whereas prior to 1932 and prior to the inauguration of the conspiracies, combinations and monopolies alleged herein, plaintiffs had contracted for second run showing of films with defendant distributors for the Rialto, to be shown upon the lapse of 60 days after the first run; that with reference to some of the pictures the refusal to furnish them for second run showing was in direct violation of contracts theretofore entered into between plaintiffs and defendant distributors.

"(b) Defendant exhibitors were permitted by distributors to and did contract for the entire production of pictures of distributors for both first and second run for St. Joseph, even though the number of pictures thus contracted for were greatly in excess of the maximum number that could possibly be used by the defendant exhibitors, as a result of which the defendant exhibitors were placed in a position to and did control and direct what pictures should become available to and be played by the plaintiffs and the time of their exhibition.

"(c) Defendant distributors granted to defendant exhibitors a special privilege and advantage to the detriment of and injury to plaintiffs in that the Crystal Theatre, after its acquisition by the defendant exhibitors, notwithstanding its 15 cent adult admission price, was given protection and prior showing privileges over the Rialto which then maintained a 20 cent adult admission price, with the result that the Rialto was forced to lower its admission; and to the end of accomplishing the

(Continued on page 57)

Kaycee Quartet Is In Tie for Honors

KANSAS CITY—It was a draw.

The mellifluous finals of the barbershop quartet contest came out a tie on the voting at Variety Club Monday, and it looks like half a milk pail for each of the two participating groups: Hal Perrin's Bodiform Bobolinks (M. R. Perrin and Bill Perrin, Hal's brothers, John Nelson, Kenneth Smith and Ed Matheny) and Gus Kubitzki's Red River Oakies, composed of Gus, John Long, Charley Crawford and Bob Conn, all of 20th-Fox.

F. E. Ritter of the Fox Uptown emceed the finals (and did a swell job of it!), and the boys really leaned into those long notes.

Variety Monday accepted the challenge of the Cinema Club to a golf tournament May 19, place to be announced. It will be five men on a side, with Leon Abraham chairmanning for Variety and Martin Stone for Cinema.

Chief Barker Jay Means appointed an initiation committee consisting of Frank Hensler, Norris Cresswell and Leon Abraham.

Among the guests were Harold Harris of H. J. Griffith Theatres, Inc., guest of E. L. Harris of Alexander Film (and no relation); Jack Zern, Altec, Dallas, and Sam Whiteside jr., new assistant to Hal Perrin of American Seating Co.

Commenting briefly on the Dallas trip, Jay Means said that for him it was an eye-opener. He praised John Harris of Pittsburgh as the inspiration of Variety, and reiterated Variety's primary purpose of charity.

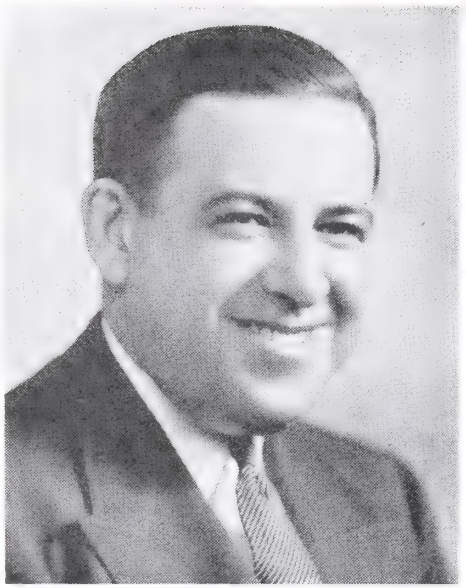
Charley Gregory suggested the tent here send the Dallas tent a scroll signed by members of the club who attended the recent convention and telling how much the Dallas affair was appreciated.

Burlington Plaza Bow Draws Trade Figures

BURLINGTON, KAS.—The new $25,000 Plaza made its formal bow here with a full house and standing room taken. Hosts to townspeople and the trade were A. J. Simmons and Warren Weber. Simmons has moved to Burlington, and will manage the new 400-seater, which, stadium-type, is modern throughout. Mrs. Simmons and Mrs. Weber and the Webers' young daughter also were on hand to participate in the opening celebration.

Crump Taylor, Plaza, Appleton City, Mo.; C. S. Laird, Madison, Madison, Kas., and other exhibitors, attended. Film and allied trades were represented by John Scott, Republic-Midwest; Ben Marcus, Columbia; E. L. Harris, Alexander Film; Stanley Goldberg, Monogram; Reube Melcher; Sam Abend, Film Delivery; Bud Truog and Homer Ellison, National Screen Service, and others. Larry Larsen, architect (and an exhibitor), was unable to attend.

Weber also operates the Pix at St. John; Ellinwood, Ellinwood, and Ritz, Stafford, Kas. Simmons and Weber have the Plaza at Howard, Kas.



With Universal—

Lou Levy, promoted from salesman to branch manager for Universal in Des Moines, succeeds Jere Spandau, who has been transferred to Albany, N. Y. Filmrow has known Levy since 1920, *when he started film selling out of Omaha. He came to Des Moines in* 1925.

Lou Levy Optimistic In 20th Trade Year

DES MOINES—Stacks of congratulatory letters and telegrams are helping Lou Levy, new Universal branch manager here, to admit that he's as optimistic this spring as he's been in any of his 20 years in the film business.

The dark-haired smiling Lou started his film selling in 1920 when he went to work for Sidney Myer at the Fox exchange in Omaha. Two years later he shifted to Universal, selling for Harry Lefholtz there.

Educational and Premier Pictures attracted Levy in 1924. Jimmy Winn, now Warner district manager in Kansas City, was his boss in those days and A. H. Blank was the Des Moines and Omaha franchise holder.

Levy came to Des Moines in 1925, still with Educational and Premiere. Doc Banford at the Metro office here put him on the M-G-M staff in 1926, however, and for 11 years Lou peddled Metro product.

He turned to Grand National as branch manager here in 1937 and stayed with that concern until the district court closed its doors this year.

Levy went to Universal as a salesman at that time and became branch manager of that office April 22 when Jere Spandau was transferred to Albany, N. Y.

"I except to be just as fair with exhibitors as I have been in the past," outlines Levy in regard to his policy in the territory. "And I've never been more enthusiastic about any product than I am about the top six pictures listed on the Universal schedule for 1940-41."

Rising Farm Income Foretells Big Year

MINNEAPOLIS—An explanation for the improving theatre business throughout the territory, except for the Twin Cities and other isolated instances, is found in government figures, just issued, showing a substantial gain in Minnesota and North and South Dakota farm income.

The latest figures available are those for February. They reveal gains of 40 per cent for Minnesota and 95 per cent for North Dakota over the corresponding month a year ago. South Dakota also forged considerably ahead.

This trend foreshadows a greater measure of prosperity for exhibitors the ensuing year than they've experienced for a considerable period, in the opinion of local exchange managers. It looks like a big year ahead, they say. Rising farm prices and increasing demand for various products, due in part to war developments, should make for steady improvement in all lines of business, but particularly for such luxury industries, leaders feel.

The territory primarily is dependent on agriculture's welfare for its prosperity. And with every indication that the farmers and those who serve them will be better off than at any time in recent years, optimism is mounting in the film exchanges.

February government payments to Minnesota farmers amounted to $4,898,000, compared to $2,259,000 for the same 1939 month. North Dakota farmers received more than $5,000,000, as against $1,106,000 a year ago.

Despite the fact that wheat exports to Great Britain are below expectations, prices have soared due to various causes and if there is a normal yield of grain this summer still better times are in the offing.

Engagement of Des Moines Film Star Stirs Comment

DES MOINES—Hollywood's inadvertent release of the news that Universal's Helen Parrish was engaged to Forrest Tucker stirred comment here among those who remembered him at Casady grade school and at North High where he played football as Meredith Tucker. He was widely known then for his impersonations of stage and screen celebrities.

Tucker's grandparents, Mr. and Mrs. Charles Heringlake, live at 1422 22nd St. here. He came here when he was six, shortly after the death of his father at Indianapolis, Ind., and lived with his grandparents until three years ago.

Time to Duck, Maybe

DES MOINES—Any theatre manager in Iowa who is blaming hard times if his grosses aren't up to snuff, may take time out now to duck. Fact is, new home construction permits in 15 larger Iowa cities showed a 27 per cent gain in March as compared with the volume in March, 1939. The dollar gain was $166,402. Des Moines led, Waterloo was second, Davenport third and Cedar Rapids fourth.



Makes a Recording—

Barney Oldfield, motion picture editor of the Lincoln State-Journal, *interviews Anne Shirley on the "Anne of Windy Poplars" set at RKO Radio. Transcriptions of this and other interviews were sent to Station WFOR at Lincoln to be broadcast.*

Extensive Remodeling on Central States' Grand

OELWEIN, IA.—A $35,000 remodeling project is scheduled to be started at once on Central States' Grand here.

The entire front will be remodeled with a boxoffice brought forward under a U-shaped canopy and the present inner and outer lobbies converted into one large furnished lobby.

The theatre will be modernized, air-conditioned and redecorated throughout. The first floor is to be equipped with new seats, and $5,000 worth of new sound equipment will be installed.

The job, under the direction of Wetherell & Harrison, Des Moines architects, is expected to be completed about the middle of June.

Lid Clamped Tight on Minny Night Spots

MINNEAPOLIS—Night clubs and taverns are having a tough time of it here as a result of a citizens' law enforcement league's activities. A number of licenses have been revoked because of gambling and other law infractions. Two of the largest and leading night clubs, "Happy Hour" and "Curly's," obtained injunctions from the district court to restrain the city council from revoking their licenses—the former for permitting gambling and the latter for selling liquor after hours. The lid is on the tightest that it ever has been.

EQUIPMENT FOR SALE

BARGAIN—Complete single bearing Simplex, perfect condition, original sprockets, very slightly worn. Mazda lamp and control. Everything complete, ready to run silent, $75 cash plus transportation.

JIM STANSEL, 416 West 6th St., Lawrence, Kas.

KAYCEE

EDWARD AUGER, big, genial maestro of RCA Photophone, was in town visiting Don Davis and others here last Saturday.

Miss Virginia Beurman of the booking staff at H. J. Griffith Theatres, Inc., has been promoted. She's now booker's assistant. Miss Jean Lutz succeeds Miss Beurman as booking secretary. W. G. McKinney continues as head booker for the circuit.

Eddie Green of Metro recently presented the boys at the Cozy, Wheaton, Mo., with a copy of BOXOFFICE, which they liked so well they wrote him the other day to repeat. It just shows you how BOXOFFICE grows on exhibitors—and with them.

Walt Talbot is doing things to the Victory at Rogers, Ark. Among other things, he has put in a new screen, a pair of high intensity lamps and rectifiers, 200 *yards of carpet, etc.*

Sam Whiteside jr., who has been in Chicago for American Seating Co., now is located in Kansas City with Hal Perrin and will handle part of this territory . . . M. A. Otto, Linn, Pleasanton, Kas., was an early-in-the-week visitor.

Clyde Badger of Stebbins Theatre Supply reports the sale of new screen floor covering, wall and lobby fixtures, etc., to D. Donnici's Palace.

Mr. and Mrs. C. H. Barron of Pratt, Kas., will start installing new seats in the rebuilt Kansas Theatre there on May 20. Oklahoma Theatre Supply Co. made the sale.

R. N. Bernau is completing the rebuilding of his Iowa at Lake City, Ia., which burned two months ago. The new house seats 600 *. . . Earl Kerr plans to open his new* 900*-seat Odeon, Marshalltown, Ia., May* 8.

The lads out at Fox Midwest are really happy. They placed first in the first week of the 13-week National Theatres campaign. Nice going!

We just learned this one. At Lawrence, Kas., during the premiere of "Dark Command," Wendy Barrie was signing autographs in one of the hotel rooms. As she signed them, she passed them along to a man sitting nearby, practically concealed beneath a large hat. The fellow, alleged to be a "Hollywood cameraman named Jack Carr," finally was discovered to be R. W. McEwan, former Bank Night distributor, and Filmrow familiar.

Cinema Club has challenged Variety Club to a golf match. V. C. thought it was funny when C. C. started "challenging" them to this and that, but after C. C. took 'em at bowling, they don't laugh so easy. The date's to be set.

The Palace has been reopened by Dominic Donnici, veteran Kansas City exhibitor, after refurbishing. "Everything New But the Price"—which is 10 *cents—Donnici is advertising. That includes acoustic plaster on ceiling and sidewalls, new screen carpet, sound, etc. Donnici has been* 25 *years at the Palace. He is one of* BOXOFFICE'S *oldest subscribers, over* 22 *years.*

Commonwealth Theatres, Inc., plans to open the 450-seat Plaza, Harrison, Ark., which burned late last year, and which has been rebuilt and re-equipped, this week . . . Commonwealth has begun remodeling the Melba, Batesville, Ark.

Glen W. Dickinson has changed the name of his Mission Acres Theatre to the Dickinson. The house is in Johnson county, near Kansas City.

Kuykendall in Meeting In Kaycee Stopover

KANSAS CITY—Ed Kuykendall, MPTOA president, paused here Thursday for an informal conference with local trade figures en route to Los Angeles where he is a featured speaker at the convention of the Pacific Coast Conference of Independent Theatre Owners.

Included among those present at the luncheon in the Variety Club here were Dick Biechele, Frank Cassil, Jay Means, Bill Formby, Joe McGuire, Beverly Miller, George Baker, Peck Baker, Leland Allen, Norris Cresswell, Reube Finkelstein, Ward Scott, Jack Barnett, Earl Jameyson, Sam Abend, Leo Finkelstein, Arthur Cole, Jim States and Joe Manfre.

A Story to Republic

HOLLYWOOD—"All Night Long," a story by Elizabeth Meehan and Robert Lee Johnson, has been purchased by Republic.

Reins to Louis King

HOLLYWOOD—Louis King will direct Paramount's "Moon Over Burma," to co-star Dorothy Lamour and Robert Preston.

POPCORN

POPCORN THAT POPS

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SUPREME SOUTH AMERICAN.....$3.50

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POPCORN

How They Sell 'Em

DES MOINES—Most successful and one of the most original of the theatre exploitation projects in the middle west these days is Orville Rennie's semi-annual local stage revue in his Rivoli at Hastings, Neb.

His third such revue was staged April 11, 12 and 13, titled "Sense and Nonsense" with an all-local cast. The local revues regularly boost Rivoli business 200 per cent above normal and this year netted space in the Omaha *World-Herald* roto section to boot.

Rennie produces them at an expense which, plus the cost of a good flat rental picture, has never been more than equal to that of a straight picture expense on a top bracket percentage film, he reports.

None of the cast receives pay and they all provide their own costumes. All they receive is the fun of being in the show, the training they get and a banquet after the final performance.

Through the three days of the revue, Rennie worked a tieup with a Hastings florist shop to provide his ushers with roses to hand every woman attending the theatre. On each flower was a tag reading: "IT'S A DATE to see Deanna Durbin next (date)."

Benefit ticket sales are helping the grosses in some Iowa areas. Jimmy Schlatter ties up regularly with the Junior Hadassah in a ticket sale drive to swell attendance at his Capitol Theatre in Sioux City, Ia.

With "Young Tom Edison," Dale McFarland scored for his Capitol in Davenport, Ia., by giving the YMCA Mothers Club members 25 per cent on all tickets sold, the campaign being conducted two weeks in advance of playdate.

In addition to the ticket sale itself, the tieup gave the Capitol window cards in all classrooms and the distribution of 5,000 heralds in the Davenport schools. The club set up ticket booths in every department store and bank with stills and posters on the picture displayed. It also arranged for three spot announcements daily on Radio Station WOC.

In Cedar Rapids, Ia., Hal Sheridan put the Young Men's Bureau to work for "Young Tom Edison" and his Paramount Theatre with the 25 per cent offer. The sale there was conducted with a "kickoff" dinner, general chairman, majors, captains, team workers and all the trimmings.

Graduating classes of surrounding towns are providing business for Bob Fulton at the Paramount in Waterloo, Ia., and Jimmy Redmond of the Bonham in Fairbury, Neb.

In Fairbury, Redmond arranges with the chamber of commerce to send a letter to every senior and junior class in all towns within a radius of 100 miles. This invites the class members to spend their "Sneak Day" in Fairbury and points out the pleasures of such a visit—and the entertainment to be found at the Bonham Theatre.

Last year more than 50 schools took advantage of the invitation and each class contained from 15 to 60 students.

Warren Butler built up the gross on "Pack Up Your Troubles" at his Princess in Sioux City, Ia., by staging a "Laugh Week." He stickered everything in sight, stenciled the sidewalks, had a float touring the business district with a laugh record amplified and a display on a corner near his theatre with laugh records inside the display. His radio announcements carried the same idea, and in the Princess lobby he had two distorting mirrors, borrowed from an amusement park. On these were placards reading: "If you think this is funny, wait until you see 'Pack Up Your Troubles.'"

Butler, incidentally, gets his heralds around town free, through local distribution of *Liberty* and *Life* magazines. In exchange he gives 50 of the boy salesmen free shows the following Monday afternoon.

Harry Schiller in Grand Island, Neb., has worked the popularity contest twice as a ticket-selling promotion. Each girl is required to sell at least $10 worth of tickets in order to qualify. All Tri-States theatres in the town participated with votes counting according to the price of tickets sold.

Special numbered hard tickets were used to provide an easy checkup. Votes were all issued from the boxoffice, when the hard ticket was exchanged or regular admission tickets purchased, but the rules specifically provided that contestants could not solicit votes in or around the theatres.

Grand Island contestants worked hard for the top prize, a trip to Hollywood, promoted through the Union Pacific advertising department, and a screen test.

Schiller also has been successful with an annual stage wedding, discreetly handled.

Jake Cohen, Tri-States partner at Ottumwa, Ia., still views giveaway nights as great business-getters, but cuts the cost by including a sponsor on the merchandise giveaways. The grapevine says he offered $400 worth of merchandise prizes one night at a cost of $50 by the sponsor method.

Orville Rennie used a simple lobby display to start people talking about "Virginia City" at his Rivoli in Hastings, Neb. He installed a desk and had an usher dressed like a sheriff in attendance. A sign on the desk read: "Park your guns here before you see 'Virginia City'!" The stunt might apply to any horse-opry.

Bob Fulton at the Paramount in Waterloo, Ia., has picked up gratis newspaper space in the Waterloo *Evening Courier* during national want ad week in each of the last three years through cooperation with the classified ad department. Copy reads:

"On all classified ads which are inserted and paid for in advance, one ticket to the Paramount Theatre is given to see (name of attraction)."

A midnight sarong contest in conjunction with a late showing of "The Road to Singapore" gave the Omaha at Omaha, Neb., a 25 per cent lift on the day's gross.

Bookmarks were distributed to help promote the showing of "Rebecca" at the Des Moines and Roosevelt theatres in Des Moines.

LINCOLN

CLEARING up odds and ends before your regular agent returns from a Hollywood journey: Beatrice and North Platte are busy planning "Sod Buster Days" and "Days of '69" celebrations. Gracie Allen's going to be on hand for the latter, a hangover from last year's "Union Pacific" holiday.

Slowly, local houses are edging back towards vaude . . . Nebraska is featuring amateur night on Tuesdays, and the Lincoln brought in a "Frozen Alive" gal flash for this week.

Irv Deer, midwest rep of Motion Picture Producers and Distributors of America, spent a couple of days speaking at Hastings.

Present conductor of this pillar, Glenn Trump, a Nebraska State Journal *sports writer, is planning a trip to York for a track meet just so he can find out if Carl Rose can still write.*

Laura Walker and some of the other "How many, please?" gals frequent the bowling alleys . . . We'll offer a reward to the person that finds Bob Livingston when he isn't chewing gum or hasn't a paper tucked under his arm.

Runs Nudist Film Despite Deep Censor Excisions

DES MOINES—Despite police censorship that stripped the film of most of its nudist scenes, Hayden Peterson continued showing "Children of the Sun" as scheduled through last weekend at his State in East Des Moines.

There is no legal provision in Des Moines or Iowa for censorship of motion pictures, but there is a state law prohibiting the displaying of "obscene" pictures or literature or providing "immoral" entertainment.

Giveaways Progress In Minneapolis

Minneapolis—Survey shows that giveaways of various kinds are on the increase here. Bank Night is still the most popular stunt with exhibitors, but book nights, free table and dresser ware also are much in evidence. In numerous instances, neighborhood houses are playing up their giveaways over their screen attractions in their newspaper display ads.

F. Cassil Files Suit Against Dubinskys

(Continued from page 53)

same unlawful purpose, the same discriminatory procedure was put into effect with respect to the Electric Theatre, owned, managed and controlled by the defendant exhibitors . . . The Electric, prior to July, 1938, was a first run house with an admission of 25 cents and upward, but was transformed into a 15 cent admission price theatre upon the closing of the Crystal, and was given protection over the Rialto.

"(d) Defendant distributors refused to permit the plaintiffs to show any of their pictures prior to the expiration of a minimum period of 132 days from the completion of the first run of the pictures by defendant exhibitors or prior to two weeks after completion of the second run of the pictures by defendant exhibitors, although the protection period prior to such unlawful combinations and conspiracies and monopolies had been approximately 60 days from the completion of the first run of the pictures; and the defendant distributors at the instance of the defendant exhibitors and pursuant to and because of the unlawful combinations and conspiracies then and now existing between them enforced and imposed the protection period of from 132 to 146 days in favor of the defendant exhibitors and against the Rialto, notwithstanding the same was excessive and unreasonable and wholly without justification.

"(e) Defendant exhibitors have at all times since the fall of 1932 contracted for and received from the defendant distributors greater privileges in their license contracts than did the plaintiffs and the license contracts between defendant exhibitors and defendant distributors have been of a character advantageous to the defendant exhibitors and disadvantageous to and discriminatory against the plaintiffs, in that among other things they allowed defendant exhibitors substantial rejection privileges and special options as to the time of exhibition, all of which rights and privileges were denied or substantially withheld from the plaintiffs.

"(f) Defendant distributors at all times subsequent to the fall of 1932 . . . refused to furnish pictures to the plaintiffs except upon the basis of excessive and unreasonable protection periods hereinabove alleged in favor of the defendant exhibitors and except at prices equal to and in many instances greater than the prices that plaintiffs had theretofore been paying for second run pictures which were subject only to the lesser period of protection; namely, 60 days after first run; that such prices which plaintiffs were required to pay subsequent to the inauguration of the unlawful combinations and conspiracies were unreasonable, excessive, discriminatory and frequently prohibitive."

In addition, the Cassils allege, the Dubinskys and Charles Geiger in March, 1934, opened a theatre competitive with the Rialto, the Valley, in suburban St. Joseph. This was in the same trade area as the Rialto.

The Dubinskys, "who owned and operated a large number of theatres in Kansas and Missouri and were in a position to and did induce defendant distributors to discriminate in their favor and against plaintiffs with respect to price of and other matters in connection with motion pictures, threatened to procure for the Valley and the defendant distributors threatened to give the Valley not only price advantages but also protection and priority in the exhibition of pictures over the Rialto."

All of this "was designed by defendants to and did compel plaintiffs, in an attempt to preserve the Rialto" and its business to purchase the fixtures and equipment of the Valley and to take over the lease on the Valley for the unexpired term; namely, July 1, 1937, to March 31, 1939, "and to operate the theatre at a loss," with resulting damage to the Cassils of $4,925.96.

These advantages have been granted to the Dubinskys and Geiger by each of the distributors, and these restraints have been imposed upon the Cassils by each distributor, the petition charges, "at the instance of defendant exhibitors and pursuant to uniform agreements made with the defendant exhibitors, the agreements being pursuant to concerted action on the part of the defendant distributors, with full knowledge on the part of the defendant distributors of the effect of their uniform and collective agreements with the defendant exhibitors. The granting of such rights and privileges to defendant exhibitors, while they were denied to and withheld from the plaintiffs, was in pursuance of and to the end of making effective the unlawful combinations and conspiracies hereinabove alleged."

Cassil is president of the Kansas-Missouri Theatres Ass'n.

A Note of Realism Employed by Till

Kingston, Mo.—In selling "Gone With the Wind," Harry Till of the Courter tacked what would otherwise have been a window card, to a wind-uprooted walnut tree near the Long Creek bridge two miles south of here.

Redecorate at Miller

MILLER, S. D.—The entire front and lobby of the Princess here is being redecorated and modernized. National Screen of Minneapolis is furnishing six 40 by 60 frames.

Lon Cox Weds

KANSAS CITY—Lon Cox, Fox Midwest circuit executive, and Miss Peggy Hollis Davis were married in Trinity Methodist Church, Wednesday.

Finishes "Full Life"

HOLLYWOOD—Salka Viertel has completed the script of "The Full Life" for Warner. Film is based on an Hungarian play.

"Wyoming" to Thorpe

HOLLYWOOD—"Wyoming," a Milton Bren production for Metro to star Wallace Beery, will be directed by Richard Thorpe.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

WHOOPS for Bert Thomas, who's to be the new booker at Columbia . . . Bert'll put his pencil behind his ear for Evidon May 6 . . . Jean Post gets Bert's old stall at Republic, and Al Blair is expected to fill Post's shoes in Tilton's poster department . . . Being one of the judges, Tri-States' DD (Dorothy Day) oughta get some of the credit for that pretty blonde Merle Lindsten who paraded for the Drake Relays with the *Register's* Baby Mine.

Ollie Reese is back on the Row at RKO after a five-week session with high blood pressure . . . Margaret McGaffey (the Mrs. Efficiency who made such a hit as a secretary with Charley Levy when he was here for "Career") subbed for Ollie while she was gone . . . Gretchen Kelleher and Ollie's sister, Rhoda, popped up at the Fort DM Coffee Shop after Edward Everett Horton's performance Sunday . . . Gretchen says she doesn't get time to read BOXOFFICE, *but she hears all about what she's been up to from those who do.*

After seeing her at the Shrine Sunday, we have again decided that Mrs. Emil Franke is without question the most striking-looking Filmrow wife, but who'd expect a showman like Emil to pick anything else? The Dimples may have severed some of his Filmrow connections, but the Walt Lohman-Opal Judd combine still seems to be in effect . . . Opie and Walt were at the Shrine Sunday . . . Mitzi loved the little pants, Opie . . . the Burton Jerrells saw Horton fiddle around on the stage at $2.24 a throw, too.

For a long time we've been casting a baleful eye on the art-about-this and story-about-that system Tri-States has been using on the R&T *theatre page . . . now it's come to G. Ralph's attention and he's decided it's pretty sour business to spike the guns that way, too . . . at least it'll be an art-and-story-about-the-same-pic system from here on out. Nancy Branton took the center of the society page Sunday as befits a young lassy of her extraordinary beauty.*

The Blank brothers, Myron and Ray, had Sunday dinner together at the Fort DM Coffee Shop . . . Some p. a.'s face ought to get veree red when he reads this item: Ken Clayton received a 30-cent refund from the Pullman company on an alleged compartment ride to Delray Beach, Indianapolis, Ind., January 29 . . . Ken has never been to Delray Beach, and luckily happened to be well accounted for on January 29 (he was the guy who shared BOXOFFICE's honeymoon in NY on that date) . . . The Claytons have long been aware that they go lotsa places, see lotsa things and drink lotsa liquor by proxy, but this is the first time they ever got a refund!

Lou Levy says he's looking for some new pictures for his office walls and he'll be pleased with the smiling faces of some exhibs . . . We note that six months after the DM BOXOFFICE *tells Dear Editor she thinks something ought to be done about the pretty ducat peddlers, Barney Oldfield comes out with the very same suggestion for a cashiers' beauty contest.*

We'll have to pass over local Passover activities lightly, because we don't know much about them . . . Anyhow, a lot of Filmrowers looked fat and well-fed after the big holidays . . . Chick Friedman entertained Mr. Haas, Joe Deitch, Joe Russell and Lou Levy among others, and from what we hear, Chick is some entertainer. Morris Smith had his usual Passover gang over including Joe Smith, and Joe Rogatnick. Lou Elman played at being host, too, and a lot of Filmrowers deserted their ping-pong tables for the Temple on Polk Blvd.

Morris Smith took some sulfanilimide to prevent pneumonia, and acquired a fine skin eruption. Now he knows he's allergic to sulfanilimide. Because Morris had to spend some six days in the hospital . . . Joe Smith and Jack Kennedy spent one day discovering that a skin eruption doesn't affect pitch technique . . . Joe Rogatnick at Universal is trying to find a gal who looks like Nan Grey, but Kennie Weldon says he'll still take his Bibianne . . . That good-looking girl in slacks who strolled into Universal at 9:30 the other night was Mrs. Ralph Olson coming to tell him it was about time to quit working.

Bing Miller has a new red Pontiac coupe with which to impress the exhibs in his territory . . . We hear for the first time about Tim Evans' love affair. She's a smart DM schoolmarm . . . Ray Copeland is slated to come up missing the week of the 15th. He'll be hobnobbing with the three little fishes (he'll never admit they're little, though) . . . Enthusiasm for reopening the local Variety Club may get a shot in the arm since some of the boys have returned from the national whinging in Texas.

Tri-States managers outside of Des Moines and Omaha are taking Horace Greeley seriously . . . A free trip to Hollywood is the prize offered the manager who shows the greatest increase in boxoffice gross over house average on "Dr. Cyclops." The film packed 'em in for half of its week at the Paramount here . . . Central States' "Lillian Russell" premiere in Clinton gets a free ride in tomorrow's Sunday Register *with Alice Faye's picture and story on the mag cover and a roto layout on the chorus gals in the film . . . Don't be surprised if a sarong contest pops up in connection with "Typhoon."*

Speaking of snozzles as we were a while back, reminds us of the day Jere Spandau put the new Spandau profile through its paces for our benefit, and we opined that with his new pug, everybody would pick him for the Irisher and BOXOFFICE as one of the chosen people . . . Lou Levy tells us that everytime he goes out in the territory with a nice fresh BOXOFFICE, he comes home with that release sheet in the back torn out by some exhib. Handy thing to have around, BOXOFFICE.

Universal convention is slated in Atlantic City on May 10-11-12 for the eastern districts, and in Chicago on May 17-18-19 for the western districts . . . Bert Thomas' new blue suit with the stripes is reputed to be a honey. Watch for its appearance, folks . . . The R&T *listed only RKO, but we understand most every exchange on the Row was roped in for a worthless check by Raymond D. Peters, a cook at Tama, Iowa's King's Tower. Thursday, the Row showed up en masse at the jail to identify Peters. Probably there were never so many Filmrowers at the police station all at one time before.*

Clinton Planning to Make Premiere Three-Day Fete

CLINTON, IA.—Clinton business men, having been assured of one-third of the "Life of Lillian Russell" premiere here May 15, are now planning to stretch their celebration into a three-day fete, starting May 13.

The first two days will be limited to local events and merchandising programs, however, with the big show still limited to May 15 when the film stars will show up and the film will be shown.

A beauty contest has been added to the program here with Iowa and Illinois girls competing for the title of "Lillian Russell of 1940." Merle Lindsten, blonde queen of the Drake relays from Coe College at Cedar Rapids, already has agreed to compete and there will be entries from Cornell and Grinnell colleges and the University of Iowa.

Other beauty contestants are to be selected in the quad-county area—Clinton and Jackson counties in Iowa and Whiteside and Carroll counties in Illinois. Competitors from this area will be picked at a costume semifinal contest May 14.

Christening of the North Western-Union Pacific's new streamliner "Treasure Island" may be added to the days events, also. It is possible it will make its maiden run from Chicago to Clinton to bring the stars to the premiere.

Meanwhile, although simultaneous premieres will be staged at Pittsburgh, Pa., and Hollywood. Clinton residents were gloating over the news that in addition to Don Ameche and Lynn Bari, Joan Davis, Brenda Joyce and Cesar Romero were expected to be among the big-name Clinton visitors.

Minneapolis Celebration Will Present Autry

MINNEAPOLIS—Gene Autry, western film star, will be brought to Minneapolis for the local civic aquatennial celebration July 20-28. He'll have his horse, Champion, along, and he'll be one of the features and master of ceremonies at a huge rodeo. Negotiations now also are pending for the appearance of other screen luminaries during the celebration.

Weisfeldt to Omaha

MINNEAPOLIS—Jerry Weisfeldt, former Warner booker, has resigned from Film Alliance sales staff to join the 20th-Fox booking staff in Omaha.

MINNEAPOLIS

MOE LEVY, 20th-Fox district manager, back from a Des Moines inspection trip . . . "Nickey" Goldhammer, RKO district manager, visited New York on business . . . Paul Mans, independent circuit operator, called to Los Angeles by the illness of his wife's mother . . . Harold Field making a tour of inspection of his Pioneer circuit of Iowa theatres . . . Excelsior Amusement Park opened for the season . . . Bing Crosby has promised to attend midsummer golf tournament in Twin Cities.

The boys still are raving about that Variety convention at Dallas. They agree it was the greatest convention they ever attended and the best time that they ever had. Chief Barker Ben Blotcky prizing a huge drawing of himself that was on display at the convention. At the big birthday party for Abe Kaplan, circuit operator, at Dallas the boys presented him with a beauty of a pocket watch . . . Don Buckley of Redwood Falls, Minn., proved the party's dancing sensation . . . Bruzz Rubel, the showmen's broker, was mistaken repeatedly for Ricardo Cortez and pestered for autographs.

Bill Elson had a reunion with his brother, an army officer stationed in Texas . . . The married men brought back nifty gifts for the wives whom they left at home. Likewise some of the single fellows for their sweethearts . . . Ben Spewak flew in the last day and was the center of much attention . . . Bill Cameron, M-G-M salesman, was dubbed the most serious-minded delegate . . . Mike Manas, Twin City Variety club steward, returned with a Mexican regalia . . . The boys were glad to see Harry Sherman, in from New York. He's a member of the Tent here . . . Exhibitor W. L. Hamilton's hearty laugh was the envy of everybody who heard it . . . Those cowboy hats and boots are attracting lots of attention.

Out-of-town exhibitors visiting Filmrow included Lyle Webster, Chippewa Falls, Wis.; Leo Backer, Browns Valley, Minn.; S. Backer, Hankinson, N. D.; Harry Knowlton, Elsworth, Wis.; W. Faulkner, Plum City, Wis.; A. M. Inman, Fairfax, Minn.; E. P. Parsons, Renville, Minn., and Abe and Udell Gill, Farmington, Minn. . . . C. K. Olson, Warner Bros. branch manager, has recovered from his tonsilectomy and is feeling like his old self once more. He had a tough time of it for a few days . . . Eph Rosen, representing the Producers' Releasing Corp., screened "The Beast of Berlin" for Bennie Berger and others who were much impressed. Rosen is distributing the picture in the territory.

"Rebecca" a holdover both in Minneapolis and St. Paul and did big business in both cities . . . Joe Fieldman of National Screen out of business a few days following a tooth extraction . . . Twin City Variety Club to hold a diner and general meeting Monday at Hotel Nicollet. Those who attended Dallas convention to tell about it and future plans to be discussed.

Joe Podoloff, 20th-Fox branch manager, visited South Dakota accounts . . . J. L. Stern of Majestic back after a spring vacation trip on which his wife accompanied him. They motored through the south and attended the Variety convention at Dallas . . . Minnesota Amusement Company asserts that boxoffice stage attractions are unavailable and nothing is in prospect for the Orpheum at the present.

Bill Evidon, Columbia office manager, now at his summer home at Mound, Minn., with his bride of a few weeks . . . LeRoy Smith, M-G-M booker, is vacationing at International Falls, Minn. . . . Bess Crane, Eddie Ruben's private secretary, on a diet, and from the way she's looking these days we'd say it's a beauty diet . . . "Hy" Chapman, Columbia branch manager, gaga over his new flicker, "The Doctor Takes a Wife." Happy, too, because of the big business that "My Girl Friday" and "Too Many Husbands" did at the State and Orpheum, respectively.

Doesn't Pantages Theatre look pretty in its new spring coat of paint? . . . Mannie Sgutt, Columbia's roving statesman, pleased over party prospects in the forthcoming South Dakota election . . . Now that Tommy Charack has been away from these parts for some time, Harold Lyons, 20th-Fox salesman, is being rated as the Row's best-dressed man. But no wonder—he took over Tommy's tailor . . . Florence Harris, Universal secretary, top horsewoman among the film crowd . . . Morrie Levenger, formerly of the Hollywood Theatre staff, Sioux Falls, S. D., has taken over a main-stem tavern which promises to be quite a popular spot.

Quite a few of the boys were seen the other night at the stag promoted by a Northside business men's organization. And most of them weren't doing so well . . . "Randy" Merriman, former Minnesota Theatre house manager, handling "Quizzer Baseball," new money game being installed in Minnesota Amusement Company houses . . . The inimitable Dick Wagner, Sioux Falls, S. D., showman and fireworks impresario, was mistaken for Jim Farley during the postmaster's trip into

(Continued on next page)

OMAHA

BERGER A. TOMTE, Paramount peddler, has a birthday to celebrate. It's hard to believe that the handsome fellow is a grandfather. Just look at him! . . . Bill Haarmann, Paramount booker, also celebrated a birthday recently . . . BOXOFFICE is readying a personal news flash for next week.

Fritz Largen, Lyric, Creighton, Neb., says the exhibitors need the help of producers who will turn out consistently good pictures . . . Ed Stengel, film peddler, also a birthday celebrant this week . . . When will Wally Johnson, exhibitor at Friend, Neb., be married? Soon, we hear, to a charming girl working in Omaha.

Carroll A. Lane, exhibitor at several Iowa towns, has a birthday soon. Lane is worth a whole column. He was formerly a school teacher and principal, now has several good circuit spots. The punch line is, he lives in Carroll, Ia. He's just 35 years old.

Earl C. Arehart, Strand, Milford, Ia., has a birthday soon. He's just past the half-century mark. Earl is a follower of baseball, is opposed to double features and thinks BOXOFFICE *is "very good" . . . Marie Gamerl at Warner's celebrates her ninth wedding anniversary.*

How the years roll by! . . . Carl White, theatre supply man, and wife, Hazel, celebrate their 22nd wedding anniversary this week . . . Bob Oliver, popular exhibitor at Onawa, Ia., will soon be 34 years old. Bob would like to spend full time fishing and hunting if running two theatres didn't interfere just a bit!

A quick trip through the exchanges and we discover: Joe Scott, Fox boss, has been warming up his golf clubs. Joe has the very fortunate situation of living next door to two golf courses . . . Frank Van Husan, Western Theatre Supply, wonders how the fish are biting in the northern lakes . . . Glenn Rogers of Film Transport certainly has a lot of trucks around his place.

When will Meyer Stern of Capitol Pictures fix that glass in his office wall, or will Mike Roth pay for it? . . . Don McLucas, United Artists chief, wonders if grass will grow on that terrace back of his house . . . Regina Molseed at RKO is getting the Omaha territory directory ready for print.

The Metro outfit has more than its share of good looking gals, Mr. Shumow. How's the garden coming, Harry? . . . Joe Jacobs in Columbia wants a plug for a certain picture which we won't mention this week, just to spite him . . . Carl White has already had his mention . . . Carl Reese of Republic fears he's next in line for a nose operation.

Bob Ballantyne's layout looking as well kept and prosperous as ever . . . Walt Green is certainly proud of all the machinery at Fepco . . . Sid Rose was out so we couldn't get the dope on the change of salesmen there . . . Ted Mendenhall has moved to his summer home for a while to escape the heat (it's only a gag, Ted).

Exhibitors generally wondering what about the summer business. Two years ago it was jackrabbit circuits, last year soft ball, and this year, what to come? . . . Harold Hall, exhibitor at Elkader, Ia., says "low cost entertainment" is the solution.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

WE THOUGHT that Wes Mansfield of Tama was about the most versatile of theatre exhibs (Wes operates the famed King's Towers in Tama and did employ that cook who recently worked his taking ways to death on the Row) . . . Now we discover that George Frick of Graettinger has almost as many fingers in the pie.

Leonard Kaplan (Iowa City-Waterloo-Mason City) is being accused of rushing in and out of DM for play dates, but not on pictures.

The C. M. King with the insurance biz in New Hampton is the same C. M. King who operates the theatre at Monona . . . what do you do, King, sell 'em a policy and then tickle 'em (or bore 'em) to death with the product?

Wes Mansfield sold Traer to Bly McLaughlin, they're saying along the Row.

Edna Rector Grand of the Star in Sioux Rapids and D. F. Grand of the Avery in Garner were in last week . . . Edna sent two identical telegrams, and Western Union returned one to her because she scribbled.

The B. F. Hagemann's of the Waverly and Bremer theatres in Waverly are quite a couple—he's chubby and she's charming. Does anybody else think he looks like Smiley Burnette?

R. E. Brown opened his new Cozy in Harlan last week. The house seats 310 persons.

Ralph Green of the Dodge at Fort Dodge is the fair-haired boy of these parts, they say. Ralph is young, handsome and of all things, smart! He started out with the Loop in Minneapolis. Now, in addition to the Dodge, he has recently acquired the Pix and Time in Aberdeen, S. D.

Bob Malek jr. of Independence and Gladbrook says the Gladbrook Uptown is his dream castle, and that he'll never, never give it up. In other words, the joint makes him dough.

Julio Massarini of Melcher drives a hard bargain, the boys tell us.

Ed Nordhus of the Strand in McGregor sounded like the Little Man Who Wasn't There to us. Everybody said Ed was in town, but nobody reported that they had seen him.

William Obrecht of the Ritz in Rolfe is so big he makes all the DM bookers feel small.

J. D. Peck recently opened a new stub circuit which includes Rippey, Callender and Stratford.

We can't understand why we don't hear from Jack Bauma at Pocahontas.

We just received a letter from Doc Twedt of the Lido in Manly. Doc claims he's growing that beard to promote "Virginia City," but you can't fool us. Doc knows he's one handsome guy in them beard and them tall silk hat.

If you don't think Orville Rennie of the Rivoli in Hastings is some promoter, then you haven't seen the space he's been pulling down in the Omaha *World-Herald* roto section with his annual stage reviews . . . or maybe you don't know just how hard it is to rate that much space in any roto section.

Walter Carroll of the Star in Colfax was shopping along the Row for Sunday shows last week . . . Leo Wolcott of the Grand in Eldora was around . . . The Petersons, Charles and Walt, from Hampton, showed up . . . so did Henry Rehfield of the Iowa in Bloomfield . . . Harry Herman was in from New Hampton booking and lining up some equipment for the May 15 opening of the Fireman's Hall. Why don't you change that name, Harry?

: The Ideal Salesman :

COUNCIL GROVE, KAS. — Cle Bratton, manager of the Ritz here, who believes a film salesman should be an all-around man with diversified interests, suggests "The Requisites of a Good Film Salesman" as follows:

Must be a man of vision and ambition, an after-dinner speaker, before and after dinner guzzler, night owl, work all day and drive all night and appear fresh the next day.

Must be able to entertain exhibitors, exhibitors' wives, cutie pies, and pet cashiers without becoming too amorous; inhale dust; drive through snow ten feet deep and ten below zero and work all summer without perspiring or acquiring B. O.

Must be a man's man, a ladies' man, a model husband, a fatherly father, a good provider, a plutocrat, democrat or New Dealer, old dealer and fast dealer, a technician, politician, mathematician and mechanic.

Must be a sales promotion expert, create a demand for mediocre pictures, a good promiser, correspondent, attend all conventions, funerals, visit exhibitors in hospitals and jails, contact all accounts every six weeks and in spare time look out for new business, do missionary work, attend all sales meetings.

Must have unlimited endurance for frequent over-indulgence in wine, women, wind and gab; a wide range of telephone numbers in all the principal towns. Must have a car, an attractive home and an aptness for padding the old chisel sheet.

Should be an expert driver like "Parky" Parkhurst, a talker like Bob Carnie, a man of wisdom like Bud Riley, a getter-arounder like Ben Adams, a dancer like "Shack" Shackelford, a poker player like Herb Stultz, a diplomat like Tom Baldwin, a golf player like Charlie Knickerbocker, a financier like Jack Renfro, a capitalist like Tommy (Univ) Thompson and a bridge player (can any film salesman play bridge?)

Should always live in one state, buy his automobile tag in another, so that he won't have to pay taxes in either.

Fawcett's Breezy Point Resort Is for Sale

MINNEAPOLIS—Breezy Point, Minn., summer resort near here, owned by the late Capt. Billy Fawcett, publisher of film fan publications, and which has been visited by many screen stars, has been offered for sale. Although the resort represents a $1,300,000 investment the price has been set at $225,000. Gordon Fawcett, a son of the deceased publisher, will manage the resort this summer.

Veterans of Foreign Wars Name Ellen Drew Ideal

KANSAS CITY—Ellen Drew, Paramount star, was selected as the "Ideal American Girl" by the Veterans of Foreign Wars of the United States, it was announced by Adjutant General Robert B. Handy jr., at the national headquarters of the order here.

With the selection, Miss Drew becomes the 1940 national Buddy Poppy Girl of the veterans organization and hostess to the forty-first national encampment of the VFW in Los Angeles, August 25 to August 30.

MINNEAPOLIS

(Continued from preceding page)

the west. Dick was kept busy signing autographs . . . Newton Green, theatrical sign man, has taken over the business of the late Jack Date, veteran sign artist, who died last week.

Kay Green, the magical maestro, in Chicago selling his new band idea to the highest bidder, with several booking offices interested . . . Ben Spewak has denied rumors that he is bidding for the leases of the closed Minnesota and Palace theatres with the idea in mind of turning them into giant bowling and sports' arenas . . . Ben Ashe, Bennie Berger's general manager, has just completed a tour of the Minneapolis Berger houses.

Banning of card games in its rooms seems to have spelled finis for the Fiddlers' Club, organization of young film men. A K. Evidon, the club's First Fiddler, says he is negotiating with Chief Barker Ben Blotcky of the Twin City Variety Club regarding merging of the two groups.

Helen Johnson, Welworth circuit gal, back from a wide vacation swing around the Southland. Said she had to return to Minnesota to get warm, but on Tuesday, when the temperature suddenly dropped again down to around freezing, she rued those words.

Overshadow Classic At Churchill Downs

LOUISVILLE—Hollywood stars in droves descended on Louisville this week overshadowing, in part, the 66th annual running of the Kentucky Derby classic at Churchill Downs.

Irene Dunne, Randolph Scott and Walter Connolly and eleven other west coast luminaries were to have flown here Thursday to participate in the pre-release world premiere of Miss Dunne's new picture, "My Favorite Wife," at the Rialto, and the Stephen Collins Foster memorial celebration at Bardstown, Ky., on Friday.

Meanwhile, the annual business session preceding the seventh annual dinner Derby Eve of the Honorable Order of Kentucky Colonels, was to have been laid at noon Thursday at the Kentucky Hotel, with additional Hollywood and film celebrities attending.

Others in the group scheduled to have arrived with Miss Dunne for the RKO film's premiere included Leo McCarey, producer, and Garson Kanin, director of the picture; Sam and Bella Spewack, writers; Gene Fowler, author and scenarist; Hal Roach, producer; David Butler, director; Dr. Francis Griffin, Miss Dunne's husband; Mrs. Walter Connolly, Miss Margaret Ettinger, and Perry Lieber, RKO publicity chief.

To Bardstown Celebration

At the invitation of Gov. Keen Johnson, Miss Dunne was to have sung "My Old Kentucky Home," "Jeannie With the Light Brown Hair," and other Foster melodies at the Bardstown celebration honoring the Kentucky composer with the issuance of a one-cent commemorative postage stamp. Postmaster General James A. Farley and the film group were to have participated in a coast-to-coast radio broadcast of the ceremonies.

The premiere group was to have been welcomed at Bowman Field airport by Governor Johnson, Mayor Joseph D. Scholtz, some mint juleps, a delegation of prominent Louisville women, several bands, some mint juleps, the student body of Loretto Academy, of which Miss Dunne is an alumna, and some mint juleps.

Miss Dunne, a native of Louisville, and the city's second premiere within a month, vied with other stars, flood lights, bands, the Derby itself and the Colonels' dinner for brightness. A broadcast was to have been held from the lobby of the Rialto the night of the film's debut, with Boyd Martin, film critic of the *Courier-Journal* and director of the Little Theatre, as master of ceremonies.

At the Colonels' dinner, besides the governor, Mayor Scholtz and Miss Dunne, the following were to have attended:

Bing Crosby, Postmaster General Farley, William A. Quigley, Joseph Schenck, Howard Chandler Christy, Bryan Field and George E. Allen, all members of the governor's committee; and the following members of the general staff for 1940:

Jack Alicoate, Sidney R. Baer, Jack S. Connolly, Frank G. Menke, J. J. Pelley, Charles E. Pettijohn, all with the rank of "general," and Don Ameche, Dick Andrade, Bill Corum, Bernard Dickman, Samuel Fuson, Clark Gable, Charles F. Gannon, Joseph Hartfield, Howard Hawks, Clem McCarthy, George L. Schein, Harry Switow and Credo Fitch Harris, all with the rank of "colonel," besides others.

It's 100 Per Cent Shea In Zanesville, Ohio

ZANESVILLE, OHIO—The Liberty, Quimby, Imperial and Grand theatres have been acquired by the Shea Theatre Corp., independent circuit which operated the Weller here for the past five years. It gives the Shea interests all five theatres here.

The four houses added were operated by the late Caldwell H. Brown who died recently. The estate sold them to the Shea circuit. The Weller has 1,100 seats, while the Liberty is a 1,400-seater. Others are smaller.

Additions give the Shea group more than 50 theatres, largely located in smaller cities and big towns mainly through Ohio, Pennsylvania and the New England states.

Newspapermen and Stars To Pittsburgh Premiere

PITTSBURGH—World premiere of 20th-Fox's "Lillian Russell," May 15, at the Harris Alvin and Senator here, will be attended by several dozen newspaper men from eastern cities who will be guests of the producing company. In addition to Alice Faye, who plays the title role, also scheduled for a personal appearance at the premiere is Edward Arnold, who will again enact the role of Diamond Jim Brady. Harris circuit executives stated this week that Henry Fonda may also be present.

Special 20th-Fox representatives are here in advance of the opening and are arranging a number of premiere festivities. Don Ameche is scheduled to attend the Clinton Ia., premiere of "Lillian Russell" the same evening as the local opening.

"Montana" to Steindorff

HOLLYWOOD—Warner has assigned Ulrich Steindorff to adapt "Montana," based on a book by C. B. Glasscock. George Brent and Olivia DeHavilland will co-star.

Move in Detroit to Organize Managers

DETROIT—Organization of the newly-formed Theatre Managers and Assistant Managers Local No. 22312 in Detroit and suburbs is now under way, a charter having been granted to the Local by the American Federation of Labor.

At an election last week, Roy Miller, who formerly managed the Palms-State, Broadway-Capitol and other houses, was elected president and acting business manager. Names of other officers are being withheld for the present.

Miller says there are probably 300 eligible members in the city and suburbs. Cashiers and treasurers, who were included in a proposed union started here about a year ago, are not covered in the present organization unless they rank as managers or assistants. It was these classes of employes which prevented granting of a charter a year ago, due to conflicting union jurisdiction.

Miller points out some type of permit could be worked out in cases where an operator or owner manages his own house, similar to the permits granted by the IATSE in a few cases where the owner functions as projectionist.

In an exclusive statement of the union's objectives to BOXOFFICE, Miller said:

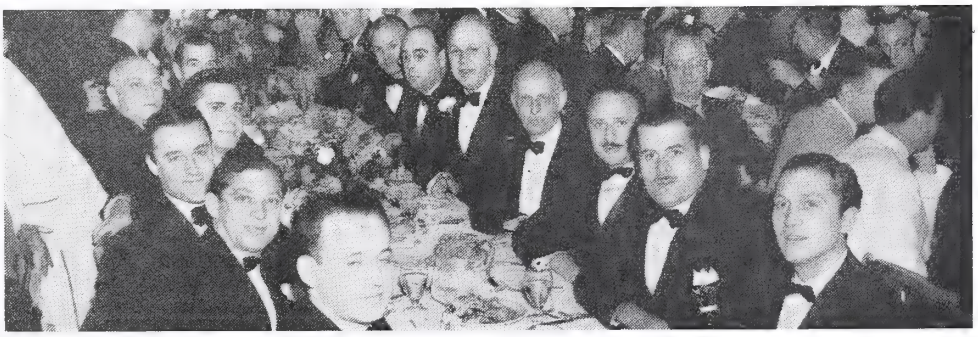
"We are organizing to improve conditions for managers and assistants. The management position has gone back further than any other position in the theatre today. Any time the operator had to economize, the manager had to take a cut. Projectionists, stagehands, electricians, engineers—all union crafts—have improved their salaries and conditions over ten years ago, but the managers are getting about one-third of what they got then.

"I found some theatres paying managers as low as $22 a week—and it takes six to seven years of training to be a manager."

Miller has established temporary headquarters at 4072 Pingree Ave.

Kent Adapts "Thieves"

HOLLYWOOD—Robert Kent is adapting "When Thieves Fall Out" for Warner.



At the Festive Board in Dallas—

Detroit Barkers attending the Variety national convention banquet are, reading from the front of the table, on the left side: Irving Belinsky, Film Drug Store; Lou Wisper, Adolph Goldberg, Charles Komer, Frank Wetsman, all circuit owners, and Jack Susami, Universal booker. On the right side are: Mac Krim, circuit owner; Jack Ross, Flint exhibitor; Carl H. Shalit, Columbia district manager; Edgar E. Kirchner, Family Theatre; Carl Buermele, Coop general manager; Jack Haley, and Don Widlund, Jam Handy Pictures.

Paramount Into Ohio Over Outlet Need

NEW YORK—It was Paramount's lack of sufficient representation and the inability to sell the Warner circuit, which had the principal theatres at the time, that prompted the company to acquire interests in, or build theatres in, Mansfield and Steubenville, Ohio, and Wheeling, W. Va., declared George J. Schaefer, RKO president, during his deposition in the government's key suit before Assistant Attorney General Robert L. Wright. The period referred to was 1930-31 when the witness was eastern division manager for Paramount.

In order to assure Paramount a permanent outlet for its product, the company built theatres in Mansfield and Steubenville where Warner also operated, Schaefer said. The deal in Wheeling was a partnership arrangement with a Mr. Zeppos, who had an old house and needed financial help in modernizing it to meet the Warner competition, the witness added.

CINCINNATI

SOCIAL event of the week was Monogram's invitational opening to their handsome new quarters on the Film Mart. Crowds of exhibitors, exchangemen and friends in the trade called during the day to congratulate William Onie on his new enlarged offices, and to partake of the refreshments.

Several houses closed by the flood, including Manchester, Athens, Ohio, and Ashland, Ky., are reopening following the clean-up. Augusta, Ky., kept its theatre going when high water closed all business houses. Patrons came to the show in boats and skiffs. Mr. and Mrs. Crist of Ripley, Ohio, were not forced to close down, but all roads leading to the town were shut off. Business in consequence, suffered a severe setback.

Mrs. M. E. Thalheimer, wife of Marcus E. Thalheimer, Logan Theatre, Logan, W. Va., was seriously wounded when a gun falling from a cupboard accidentally discharged, piercing her shoulder. Reports are she now is convalescing at her home. Mrs. Thalheimer is a daughter of Ferd Midelberg, well known exhibitor . . . Milt Jacobs, Metro representative, is to undergo another operation at the Branch Hospital, Columbus.

Cheering news is that Max Margolis, Republic manager, is home from the hospital, and will soon be back at his desk . . . Homer Guy, Dayton exhibitor, made a flying trip to the Row and also took in a few baseball games. Herb Bird and Fred Krimm also here from Dayton . . . Bob Harrel, Cleves, Ohio, is getting his new Avalon ready for an early opening.

Virgil Jackson is anticipating an early May opening for his new Overlook here . . . Mike Vane, brother of Willis Vance, prominent exhibitor, is coming back into the game with the erection of a new house at Lindenwald section, Hamilton. Mike formerly operated the Crescent at Winton Place.

Archie Clemmons, the Black Diamond Coal Co., had his fun with Jerry Marks, Universal representative for West Virginia. Archie refused to sign on the dotted line unless Jerry took a plane ride with him. Marks was game, Clemmons introduced a few somersaults in the air, and finally brought his nervous passenger to earth, where a crowd of friends were gathered to witness the flight. The moral is, Marks got his contract, with a few thrills thrown in.

Tom Larkin of the Roosevelt, New Bremen, Ohio, is putting in a new marquee and sign . . . Warner personnel are lining up their annual vacation periods . . . Peter Rosian, Universal manager, was guest of honor at a testimonial dinner tendered by the Cleveland branch . . . Irving Sochin of United Artists announces holdovers throughout the territory on "Rebecca," which bids fair for a five-week stay here.

The Cincinnati Cinema Club will discontinue meetings during the summer months, due to so many of the membership being addicted to golf. The club, almost a year old, has a thriving membership, and a splendid financial foundation. Its primary purpose is for mutual benefit to film salesmen, who comprise its roster. Rudy Knoepfle of Republic, is prexy. Incidentally Charley Powers of Paramount, one of the Cinema Club's charter members, has been transferred to the Paramount Cleveland office. Powers is a West Virginia representative.

Manager Moran closed his theatre at Mt. Olivet, Ky., in order to install new seats and new sound equipment. Following a three-day shutdown the house was set for reopening about May 1 . . . Mrs. Joe McKnight, wife of RKO's Kentucky representative, is convalescing following her recent operation at Lexington, Ky. . . . Gus Boudot, RKO office manager, will be back at his desk May 12 following a rest in Florida.

Metro's E. M. Booth spoke over WKRC, campaigning for the Will Rogers Memorial Hospital fund. Metro's 20-mule team was here also, parading the city streets, with the Mayor, William Devanney, office manager; City Manager Col. Sherrill and Lieutenant Governor Herbert gracing the procession.

C. B. "Burt" Hukle has completed plans for the construction of the Westmore, new $45,000 theatre, at Huntington, W. Va. Hukle also operates the Roxy. The new house will be ready in four months.

Correct Amusement Tax Figures for Kentucky

FRANKFORT, KY.—The correct rate of impost in the Kentucky amusement tax is three cents for each admission over 38 cents and one cent for each additional ten cents, J. M. St. John, executive assistant of the department of revenue, points out. The citation is in response to incorrect earlier reports published.

Coin Machine Pictures In Censor's Province

DETROIT—Inquiry by BOXOFFICE discloses that the new coin-controlled films will be subject to the censorship of the police in this city. The question was taken up with legal authorities of the police department, and Censor Charles W. Snyder said:

"These films will definitely be subject to censorship, inasmuch as they are to be shown for public exhibition. They will be reviewed by the censor, under some plan to be worked out by the distributors."

Because the idea has not been worked out locally, details have not been filled in, but is understood that they may not be subject to showing in the regular equipment in the Film Projection Room, where Snyder now reviews all films, and that some special arrangement may be required, with some suitable location provided with adequate projection facilities for the censor's use.

CLEVELAND

HARRY REINHART, Canton exhibitor, and Mrs. Reinhart, who have been trying since the first of the year to pull up stakes for a vacation, are finally and definitely leaving on May 7 for an extended stay in California. Their first objective is Los Angeles, but they hope to spend at least a month in Hawaii.

Nat Wolf, Warner zone manager, and Saul Bragin, head booker, after a week in New York, held a series of meetings with circuit managers. The southern district met in Columbus, while the boys of the northern Ohio district gathered in Cleveland to discuss forthcoming product.

Tom Lyons, assistant auditor of the Associated circuit, was the object of a sentimental singing telegram in the office in honor of his birthday. It was a toss-up whether the messenger boy who sang the message, the boys in the office who sent it, or Lyons who received it, was most affected.

Al Sunshine of Hollywood Advertising Co. is hiding behind those glasses so he can see you better, my dears . . . The Roy Russells of Millersburg are celebrating the recovery of their son from an operation for appendicitis.

Harry Barlow didn't open his St. Clairsville as scheduled. Unfinished electrical work delayed the opening . . . The old Duncan Theatre in Killbuck, abandoned by Carl Duncan when he built his new house, has a new name and a new operator. Now called the Family, it is being run by James King for the owner, Mrs. Ada Bedford.

"That They May Live," French peace propaganda film, is booked to play the Hanna at a 25-75-cent admission scale. The picture is being handled locally by

Nate Gerson and Dick Deutsch of Real Art Pictures.

Charles Raymond, recently appointed Loew district manager, is spending a lot of time getting acquainted with out-of-town situations . . . Frank Belles, Republic field sales representative, spends his spare time counting the bricks as they go into his new home out Lake Shore Blvd. way . . . And Rudy Norton, also of Republic, is still having trouble with that eye infection.

Joe Kauffman, Universal branch manager, and Mrs. Kauffman, after celebrating the successful run of "It's a Date" at the Hippodrome where the picture had a bigger weekend than any other Durbin picture, pulled out of town for a bit of ocean air at Atlantic City.

Fred Meier of the *News* put Cleveland Variety Tent very much on the map when he tied for first place in the golf tournament down Dallas way. But Fred's a better golfer than gambler. When it came to drawing for the trophy, he wasn't so good, so instead of bringing home the trophy for the clubrooms, he brought a new golf bag for his own use.

That was a good one they pulled on the radio the other night when interviewing D. W. Griffith, who recalled the good old days when Lillian and Dorothy Gish were stars of the first magnitude. The interviewer bridged the time from then to now by tagging the interval "from Gishes to dishes."

Paul Pontius of Woodville was a visitor at the exchanges. So was Bill Selman of Norwalk, who comes in very seldom these days . . . Charles Powers, who has been with the Paramount office in Cincinnati, has joined the Cleveland Paramount sales force as successor to Max Greenwald, who resigned to head the Eyria chain of houses which he and associates bought from John Pekras. Powers is succeeded in Cincinnati by Bob Clark, former Paramount ad sales manager in Pittsburgh.

Manny Pearlstein, head of the Warner Theatre publicity department, is using his relaxation time brushing up on the philosophy of the old Greeks who invented the Quiz Bee method of questions and answers. Right now, Manny is developing a paper on the mental workings of Aristotle before a group of young people who are presenting papers on the development of philosophy.

George Lefko, RKO branch manager, is working on deals with subsequent run independent circuit owners for city showings of "Pinocchio" . . . It is reported M-G-M is considering re-titling Spencer Tracy's picture, "Edison, the Man," because of the apparent lack of public interest in "Young Tom Edison."

Thousands in Louisville Glimpse 20-Mule Team

LOUISVILLE—En route to the New York World's Fair, Dell "Curley" Eagles, 58, veteran muleskinner, piloted a 20-mule team through downtown Louisville as thousands lined the curb to witness the procession. The team is the one used by Metro in their picture "20 Mule Team," soon to appear at Loew's here.

Kentucky Is Calmed As River Recedes

LOUISVILLE—Reaching a crest here of 35 feet, seven above flood stage, Ol' Man River early this week slowly began to slip back into his regular channel.

Although there was no repetition of the serious damage which resulted from 1937 flood conditions when the Ohio set an all-time high here, waters throughout the Ohio River Valley and its tributaries in Kentucky overflowed their banks, covering highways, flooding theatres in some sections of the state, slowing deliveries of prints to theatres and, in general, slowing patronage.

Ashland, Ky., probably was worst hit in Kentucky, with water standing in the city's streets and several theatres closed. Elsewhere, only the loss of some patronage and late print deliveries were the chief complaints.

Expect ICC Decision on A Film Transit Permit

LOUISVILLE—A decision of the Interstate Commerce Commission on an application of Kentucky Film Transit, Inc., for permanent authority to transport by truck, motion picture films and supplies to Kentucky cities other than Louisville, is expected next week. The application was opposed at a recent hearing here before J. L. Bradford, Nashville ICC examiner, by the Railway Express Agency on the ground that it already was giving adequate film distribution service.

"Proven Pictures" Will Continue at Madison

DETROIT—"The House of Proven Pictures" will continue to be the slogan and policy of the Madison, recently taken back by UDT, it is stated by officials. Rumors have been current the house would switch to a first run policy.

Policy of the Madison for several weeks has been to invite patron requests for films, and book accordingly. Latest dual was "The Adventures of Robin Hood" and "Dark Victory," to be followed by "Rose Marie" and "Wings of the Navy."

Mr. and Mrs. Rees Open New House at Cameron

CAMERON, W. VA.—Mr. and Mrs. E. G. Rees, newlyweds, are opening their Rees Theatre this week. House had been under construction for a number of months.

Cameron's old theatre, the Almo, continues in operation under the management of C. E. Kuhn.

Holds "Pinocchio"

DETROIT—The United Artists, ace first run here, is holding "Pinocchio" a second week. The house, usually a single biller, is co-featuring the Disney film with "Millionaire Playboy."

Roadshow Men Will Swarm Michigan

DETROIT—Roadshow operators are planning a more intensive coverage of Michigan this year, reports from the field indicate. Some 20 are expected to be active, setting a new high for the state. Size of the field is indicated by the fact these men will run from one to five circuits apiece with at least five towns to a circuit.

Indications are these will be almost exclusively in theatreless towns, as Michigan roadshowmen have generally followed the policy of not invading towns with established houses. In some cases, they come into towns where the theatre is open only one or two nights a week, however.

Dennis Film Co., which has had a number of circuits in the past, is reported coming into the state with a systematized selling plan, while Raoul Cleaver, who formerly headed Powers Pictures of Michigan here, is another new operator, assisted by his son, Bud, and Chuck Harris. Established operators reported adding new towns include Robert Helmore and Harrison Beach. Sixteen mm films are used in most cases.

A Series of Lawsuits by Delray Merged Into Two

DETROIT—A series of lawsuits involving the Delray Theatre has been resolved into two, clarifying the issues involved, Charles P. Nathanson, theatrical attorney, informs BOXOFFICE. The suits filed over the past couple of years, are now listed in circuit court by his client, Delray Theatre, Inc., as No. 217895 against Charles Stepanauckas, and No. 217896 against Mrs. Ida Klatt.

The suits are an outgrowth of the failure of Delray Theatre, Inc., to obtain possession of the house, Oct. 1, 1937, under an alleged agreement with Mrs. Klatt, according to Nathanson. Mrs. Klatt was former owner of the property, which was being operated by Stepanauckas at the time under a lease which, the attorney said, expired the same day. Possession was not obtained for some six weeks, according to Nathanson, who said his client is suing for the cost of proceedings alleged necessary to secure possession from Stepanauckas, and for loss of business during this period.

The house is now being operated by Saul Korman and associates under a deal made with Delray Theatre, Inc.

The National Surety Corp. is being included in the Stepanauckas case as garnishee defendant, Nathanson said.

Construction Under Way On New John Stahl House

PITTSBURGH—Foundation for the new theatre in Homestead Park, Munhall, is completed and building construction will go forward immediately. John Stahl, who owns and operates two Homestead theatres, is owner of the new house which will have a seating capacity of 700.

Fast Time Fight in Cleveland Intense

NEW YORK—With radio and oil interests favoring daylight saving in Cleveland, theatre interests in the Ohio town are predicting a tough battle in trying to continue under standard time. According to Nat Holt, Ohio RKO circuit district manager, union labor has always given unqualified support to the move to stave off adoption of daylight saving.

However, the opposition this year indicates one of the toughest fights. A hearing is scheduled before the Cleveland city council next Wednesday when it is hoped to again defeat the move.

Hundreds Greet Autry At Pitt Reception

PITTSBURGH—Hundreds of Gene Autry fans, all members of the industry, greeted their boxoffice champion at a reception Monday afternoon in the assembly hall of the AMPTO of W. Pa., on Filmrow. Exhibitors were on hand with their kiddies to shake hands with the singing cowboy and to obtain his autograph on stills and photos supplied by Republic Pictures Corp. of Pittsburgh.

Berlo Vending Co. furnished several hundred candy bars for the occasion and Canada Dry donated six cases of "Spur."

Joseph Gray of Spangler Is Congress Nominee

SPANGLER, PA.—Former Congressman Joseph Gray, veteran exhibitor of Spangler, is the Democratic nominee for the political post which he occupied several seasons ago. He won the nomination by a large majority at last week's primary election.

Gray's nomination is for the U. S. Congressional seat for the 27th District, comprising Armstrong, Jefferson, Indiana and Cambria counties.

Benefit Dance by Variety On May 17 in Auto City

DETROIT—The Variety Club will stage a charity benefit dance, May 17, at the Naval Armory. Little Jack Little has been booked, plus a number of headline stars. Admission will be $1 per person.

Entertainment arrangements are in charge of Tom McGuire of Cooperative Theatres of Michigan.

Projectionists Pick Ashtabula

ASHTABULA, OHIO—This city will be host next year to the annual tri-state convention of projectionists, when the local union celebrates its 25th anniversary.

Shifted to Paris, Ky.

PARIS, KY.—Ed May has been transferred to the Schine circuit's Paris here from the Hippodrome in Corbin, Ky.

BOWLING

PITTSBURGH — Republic copped season honors in the Filmrow Bowling League by a one-game margin over Universal at the final evening of play last Friday and will be awarded the "Columbia Pictures Trophy" at the ninth annual banquet of the league at the Roosevelt Hotel, Saturday evening, May 4.

Final games were hotly contested. The league leaders won two of three games from Columbia and Universal took a like number of games from Monarch. Had Universal won three games, it would have been tied for first and a playoff would have been necessary. Angelo Marino of Universal was awarded the final $1 for high individual score for the evening, having turned in a 195 game.

SUMMARY OF SEASON

Player—	Games	Avg.
Joseph Gins*	69	142.5
George Tice**	50	141.5
Lou Hanna**	80	139.72
Joe Pemberton***	81	138.59
John Mayer*	78	136.58
Peter Quiter*	69	135.62
Art Levy**	61	135.26
William Hollenbaugh**	81	135.16
Eddie Mackins*	74	134.49
Milt Lefton	78	134.
Earl Friedman*	74	133.6
Saul Perilman*	70	132.8
George Ball	72	131.23
Angelo Marino*	77	129.19
Al Lostetter	66	129.16
Frank Silverman	75	126.59
Jim Alexander*	62	126.28
Carl Miller*	74	126.16
Joe Daugherty	77	124.72
Jack Kohler	42	123.5
Duddy Lefton	77	122.49
John Zomnir	66	121.8
Ben Hanna*	72	119.41
Jake Palmer	57	119.25
Joe Stack	78	117.62
Frank Marino	80	117.61
Orlando Boyle	75	115.56
Irving Stein	75	114.11
William Nesbit	23	113.2
Howard Evans	64	112.61
Jake Valdenzer	73	112.46
Stanley Leiberfarb	62	111.47
Bud Thomas	71	108.47
Jack Weltner	75	106.70
Jim McGuinnis	69	106.3
Jack Rosenfeld	67	105.33
Saul Steinfeld*	63	104.31

*Indicates individual weekly high scorer.

STANDING OF THE TEAMS

	Won	Lost
Republic	55	26
Universal	54	27
Columbia	50	28
Monarch	40	41
Loew's	35	46
20th-Fox	26	52

HIGH INDIVIDUAL SCORE—ONE GAME

Lou Hanna, Republic	248
William Hollenbaugh, Republic	242
Art Levy, Columbia	221

HIGH INDIVIDUAL SCORE—THREE GAMES

Saul Perilman, Republic	564
Joe Pemberton, Universal	550
Earl Friedman, Monarch	548

HIGH TEAM SCORE—ONE GAME

Universal	878
Republic	823

Harry Goldstein Meets With Branch Managers

CLEVELAND—Harry H. Goldstein, Paramount district manager, held a meeting here of branch managers in his district, with the following present: "Duke" Clark, Cleveland; Dave Kimelman, Pittsburgh, and J. J. Oulahan, Cincinnati. It was a routine meeting to discuss forthcoming Paramount releases and sales policies.

Choose Louisville Co-ed

LOUISVILLE—Miss Helen Keith Ransdell, a University of Louisville co-ed, is one of 48 selections chosen in Paramount's All-American College Queen contest.

Vote to Reconsider Status of Bingo

AKRON—By a 7 to 6 vote, the city council has voted to reconsider the legality of Bingo, which, along with other forms of gambling, was banned here recently.

The fight for a rehearing on Bingo was led by Edward O. Flowers, president of the council, who is planning an ordinance which would tax each dollar played at Bingo, and similar games, three cents.

He bases the legality of his proposed ordinance on his contention that the state considers Bingo an "amusement," and, as such, is subject to the three per cent amusement tax.

A Check on Theatre Fire Alarm Boxes to Be Made

DETROIT—Special fire alarm boxes in five of Detroit's largest theatres have not been serviced in seven years, Fire Commissioner Nate S. Shapero told the commission at a meeting. In other cases, he said, there are "dead" boxes in theatres. In contrast, the city is maintaining some 400 alarm boxes not required by law in private buildings at an annual cost of $7,000. The theatre alarm boxes are legally required.

Fire Marshal Otto G. Lindemeyer jr. was instructed to check up on the situation.

Curfew Law Is Costly to Small Nabes in Detroit

DETROIT—The Detroit curfew law has meant an actual loss of about $15 a week to small neighborhood houses, Edward Hilke, manager of the Perrien, tells BOXOFFICE.

Particularly during the bowling season, parents have been accustomed to driving up and leaving their youngsters at the show, calling for them later. Under the new regulations, managers cannot admit minors under 16 in the evening unless accompanied by parents.

Hukle Starts Building In Huntington, W. Va.

HUNTINGTON, W. VA.—Construction has been started on a new theatre on Adams Ave., between West 12th and 13th streets, for C. B. Hukle of the Roxy here on Fourth Ave. The one-story building will seat 600 and include a stage.

F&Y Construction Company of Columbus, Ohio, is the builder. Estimated cost is around $50,000.

Sentenced for Manslaughter

HARLAN, KY.—Crussie Collins, projectionist at Hazard, Ky., was convicted of manslaughter in the shooting to death last November 4 of Clora Roberts, and was sentenced to five years in the state penitentiary at Eddyville, Ky.

PITTSBURGH

"MULE SKINNER" Charlie Baron was a busy man this week in connection with the local appearance of M-G-M's 20-mule team. He obtained railroad permit, water rights permit and a number of incidental permits in addition to city street parade license. The big parade attracted unusual attention Thursday morning and the Wallace Beery picture opened the next morning in the Stanley . . . Sympathy of the trade went out this week to Jack S. Graham, RKO city sales representative, whose wife, Mrs. Sadie Joyce Graham, died last Saturday at the West Penn Hospital. Solemn requiem high mass was at St. Paul's Cathedral. Burial was in St. Mary's Cemetery . . . C. C. Kellenberg was general chairman of Pittsburgh's "Americanization" rally in Soldiers' Memorial Hall, Oakland, Wednesday evening. A dinner at the Variety Club honored Assistant Secretary of War Louis A. Johnson, former national commander of the American Legion, who was the chief speaker at the patriotic rally.

Jimmy Nash, who joined the Allegheny Elks' bowling league two months ago, was at Fort Wayne, Ind., over the weekend where he competed in the National Elks' tenpin tournament . . . Pauline Basenko, 16-year-old concert mistress of South High School's orchestra, was the first prize winner in the Phil Spitalny talent hunt at the Stanley, obtaining a special engagement at the theatre with Guy Lombardo's orchestra, $100 in cash, and a chance to go far in the entertainment world. She is a clarinetist. Second prize, a silver loving cup, went to eight-year-old Hilda Fern, actress . . . Theodore S. Davis, M-G-M student salesman, formerly of the Detroit office, is working out of the local branch exchange.

A. & S. Steinberg are installing air conditioning at the Columbia, Shinnston, W. Va., which Miss Lynne B. Monroe is remodeling. At a later date, Miss Monroe and associates plan to erect a new theatre there across the street from their Princess . . . M-G-M Pep Club at its Tuesday meeting presented gifts to recently married members of the exchange staff: Anthony Semplice was given a mix-master; Edward Micinski got a floor lamp, and Beverly (Semenow) Robin received a three-way portable radio.

Art Morrone and M. N. Shapiro returned from a vacation at Mineral Wells, Tex., following attendance at the Variety Club shindig at Dallas . . . W. M. Lodge, McConnellsburg exhibitor for 20 years, has the California bug. He visited there last year and he wants to return and live in the Golden West, in which event his son Bob will look after the Fulton. The veteran exhibitor told us of his desire to return to California while here this week on a booking tour . . . Christy Wilbert, a local press agent several years ago, is here in the interest of "Lillian Russell" for 20th-Fox . . . Wallace Bros. Circus here May 17-18 will feature Lee Powell, the original "Lone Ranger" who is seen in "Hi-Yo Silver!" now showing at the Senator . . . Sydney, Australia, wishes a Variety Club charter.

Vincent Scatena is redecorating the Washington, Swissvale, for Morris Roth. New theatre for Leon Reichblum at Charleroi is another house being decorated by the Scatena Studio . . . Harris circuit has discontinued the one-day stage attraction at six neighborhood spots after a month's tryout . . . Dorothy Hipple of Chicora was a special guest at the Gene Autry reception at the AMPTO headquarters. She brought along a beautiful Gene Autry scrap book which the handsome cowboy was glad to page-through and to autograph for his good fan . . . Our thanks to the Berlo Vending Co. for the candy donated for the Gene Autry party. Thanks, too, to Canada Dry for its supply of "Spur."

The Weisses of McKeesport and Tom Gilbert of the New Oakland, among local exhibitors subpoenaed in the all-industry suit, were notified this week that the new federal court trial date is set for June 3 . . . From our observation at theatres this week, we would state that the Will Rogers National Theatre Week was a grand success. Exhibitors who didn't use the gratis drive short subjects or who haven't contributed for the benefit of the Will Rogers Memoral Hospital, Saranac Lake, N. Y., should make out a check and forward it to Harry Seed, zone chairman, at the Vitagraph exchange.

Filmrow visitors included V. F. Scott, F. E. McClellan and George Gartland of the Scott-Ideal circuit, Johnstown, Pa.; Nick Anas, Weirton, W. Va.; John Kozak, Philippi, W. Va.; Joseph P. Delisi, Saltsburg, Pa.; Thomas Schrader, Beaver Falls, Pa.; John Perry, Belle Vernon, Pa.; A. Proctor, Chicora, Pa.; Frank King, California, Pa.; William Nidetch, Claysburg, Pa.; John Panopoulos, Belington, W. Va.; Bernard Buchheit, assistant to Michael Manos, Greensburg, Pa.; Gene Basle, Washington, Pa.; Vincent Choate, McKees Rocks, Pa.; Joseph L. Fechek and Matteo Faenza, Republic, Pa.; Jack Mapel, Point Marion, Pa.; Lou Padolf, Parkersburg, W. Va.; Edgar E. Shaffer, Slippery Rock, Pa.; William Thomas, Zelienople, Pa.; George and Gus Notopoulos, Altoona, Pa.; Werner Lund, Daisytown, Pa.; Mrs. Floyd Bender, bride of the Millvale, Pa., exhibitor; Joe Huszar and Glenn Floyd, Follansbee, W. Va.; Mr. and Mrs. George J. Corcoran, Monongahela, Pa.; Mike Winograd, Rochester, Pa.; J. H. McKenery, West Newton, Pa.; Joe Bell, Fayette City, Pa.

Gene Autry (there we go again) officially closed Jim Alexander's 20th annual "round up." Prize winners will be announced soon, according to Hymie (Gene Autry) Wheeler . . . Frank Barr, manager of the State, Wilkinsburg, testified before county detectives that a Pittsburgh holdup suspect was in attendance at this theatre enjoying a Gene Autry picture last Saturday evening at the hour of the robbery.

James H. Alexander was in New York for several days last week conferring with James R. Grainger, president of Republic Pictures . . . William D. Davis, East Liberty theatreman for many years, ill for for several weeks at a private hospital at Washington, Pa., has been removed to the local Veterans Hospital at Aspinwall . . . Frank J. Harris, theatre executive and county Republican chairman, was elected as a national delegate to the Republican convention at last week's election. The primary vote in every way indorsed the local rule of the former state senator . . . Manager Charles L. Beares is opening West View Park Sunday, May 12, for its 35th season.

Local Universal branch held top spot in the eastern division as the company drive was in its closing week, and although the final standing is not available it is hoped that Jules Lapidus and his crew will draw the prize. Each member of the staff has worked hard throughout the contest which found the Pittsburgh office in the lead from the start, a position it has maintained right up to the final week . . . Attorneys for the distributing companies have been working here on angles of the all-industry suit . . . Ralph "Ray" Mervis, city exhibitor, is up and around again following an operation . . . After holding a property on Wood St., Wilkinsburg, for many years as a proposed (but never announced) theatre site, Peter Antonoplos has sold this lot. The building under construction there will be occupied by the "Hollywood Shop," a women's store.

John Shultz, Wilson exhibitor and bartender, couldn't sell three properties he owns in Homestead Park as a theatre site, but with a theatre under construction nearby he is pleased that the improvement has increased the valuation of his land, and already he has had good offers . . . Johnny Harris will fly to Hollywood with Gene Autry May 5 and will return by air May 15 with Alice Faye, who will attend the world premiere of her "Lillian Russell" here at the Alvin . . . William E. Kane, son of John B. "Pop" Kane of Pitcairn, failed to win a Republican

(Continued on page 67)

Air Conditioning Well Permit Is Refused

PITTSBURGH—Mayor Cornelius D. Scully has refused to sign an ordinance granting permission to the Shadyside Amusement Co. to drill a well for air cooling a proposed theatre in the Shadyside district. Returning the ordinance to city council, which had approved it last week, Scully said:

"Air conditioning is increasing at such a rate in the city that revenue promises to be a substantial source of income and I believe we should adopt the policy of requesting those who install air conditioning equipment to buy their water from the city."

The ordinance petitioned for permission to "use and operate a vault together with an eight-inch water well at 5520 Walnut St., adjacent to their property between Ivy and Bellefonte Sts."

DETROIT

CULLY BUERMELE, Co-op chief, is busy supervising redecorating of his offices . . . Alban J. Norris of Michigan Film Library is going to Chicago to investigate the new nickel-in-the-slot machines.

Marshall Adams, formerly with Schram & Goldberg at the Columbia, is new house manager of their newly-acquired Echo, succeeding Frank Mellon. Mellon is new manager of Dave Flayer's reopened Alvin (ex-Loyal).

M. Robbins, ex-owner of the Echo, is taking things easy out in California . . . Jerry Siddock, manager of Jack Broder's Time, has ambitions in the advertising field.

President Jack Ferentz and Secretary George Clancy of the Musicians Union got caught in the floods at Wheeling, W. Va. . . . Theatrical Post will hold its annual installation party, May 17.

Jack Haley of Jam Handy has been on a business tour of the south . . . Jack Bell of United Billposting Co. has recovered from a bad cold.

George Kapps of Decorative Metal Products is busy on some picture frames . . . Mac Zipperman of the Cinema, thinking too steadily about bookings, almost got run over by a backing truck on Vernor Highway.

Emil Beck, inde film booker, belongs to the "T. F. T." fraternity—two-finger typists . . . V. F. W. 18-week dramatic tent show opens May 5 at Livernois and Elmhurst.

Max Bluegrind has returned from Mexico and rejoined the Film Drug staff . . . Max Blumenthal, Film Exchange projectionist, needs a cigarette extinguisher for his lighter.

Irwin Pollard is planning for that big Film Bowling League banquet, Saturday, May 4, at the Sky Club of the Fort Shelby Hotel.

Mrs. Max Manteuffel of the Martha Washington has a new type adhesive that is used for wrapping insulation. It looks good. Frank Strukel, Martha Washington manager, is getting chummy with Ted Rogvoy, theatrical architect.

Al Ruttenberg is repairing his two sulphur wells for air conditioning at the Iris . . . Henry Sadlowski, Crane manager, is "like the wind," his assistants tell—always gone.

Ed Carlson, managing Barney Kilbride's Dawn, has the blueprints of the remodeling job for the lobby, and he's keeping open with the bare auditorium. Front and boxoffice are torn down.

Albert Schwenter, for six years at Fred DeLodder's Flamingo as manager and who has watched new houses grow up around him, thinks they're getting thicker.

Bernard Hoyt opened his new Book Night offices, fifth floor of the Film Building on Thursday . . . Jack Broder is installing new lamp and rheostat in the Loop . . . It's Dolly Benrock, "ex" of the Loyal, who is interested in a new theatre.

Pat Lombard has joined the booking staff of Delbridge & Gorrell . . . Thomas Lancaster and Gustave W. Funk have a special display in front of their Great Lakes for the Grand River Business Men's Ass'n.

Bill Hurlbut, Monogram franchise holder, and W. R. Stebbins, Film Building boss, managed to be missing when they took those pictures of our gang at Dallas. Irving Belinsky made some private history of his own "down south."

Al Champaign, 20th-Fox booker, celebrated the trout season opening way up north . . . Joseph Renick, formerly of Acme Theatre Supply, is living on Seward Ave. now.

Lester Sturm, 20th-Fox, announces his Will Rogers Week committee: John Howard, Paramount; Frank J. Downey, M-G-M; James Sharkey, RKO; F. E. North, FN; Moe Dudelson, UA; Eddie Heiber, Universal; Sam Seplowin, Republic; Harlan Starr, Monogram, and Claire Townsend, Columbia.

Syd Bowman, UA salesman, blew in with a sneeze and a brief case . . . Sol and Mac Krim seen together in broad daylight, believe it or not!

Ernie Forbes is shipping equipment down to the World's Fair . . . Tom Napoletano, formerly with Acme Theatre Supply, is renaming his business Tom's Model Hobby Shop.

David M. Idzal, Fox boss, had Margaret Black, "double" for Linda Darnell, making an appeal for the Will Rogers Fund . . . Four Blenders, who did some of the voice recording in "Pinocchio," plus singing numbers in a dozen Gene Autry's, are headliners at the Commodore Club.

Bernard Brooks of the President says Mack Avenue must be the "Western Front." Maybe it's the opposition . . . Jim West, Filmrow photographer, takes Readers' Digest with his lunch . . . Irving Belinsky, busy planning Allied campaign strategy, between calls.

Saul Korman of the Grant is new "kernel" of the Curbstone Brigade . . . Nat Haase, Metro Premiums, strolling up Cass after his daily shopping.

Art Robinson, circuiteer, soliciting for the Allied Jewish Campaign among showpeople, reports not a single refusal . . . J. E. Stocker, Myrtle operator, reminiscing over macaroons for lunch.

Arthur Cohen is new theatrical representative for Ozone Air Co. He succeeds the late Thurman C. Riley, affectionately remembered as "Thurman the Great."

John Dembeck, M-G-M booker, makes appointments for after lunch . . . Harold C. Robinson, Film Truck Service, spends most of his business day at the White Star office; son Bill Robinson is in the big desk daily on Filmrow.

Warren A. Slee, M-G-M exploiteer, has "numbers" trouble. First its the Three Marx Brothers, then it's 20-mule teams, now comes "40 Little Mothers" . . . Helen Brown, Metro Premium secretary, has a turquoise ring that means a lot.

John Coveleskie has reseated the Catherine . . . Pete Simon filmed the start of Edsel Ford's Good Drivers' League for Universal Newsreels . . . Bert Tighe, Universal salesman, is back from Florida.

Tom McGuire, Co-op publicist, and y'r scribe, lunching Saturday at Stouffer's . . . Fred C. Dickely, Altec manager, given a recorded vote of thanks by Variety directors in formal acceptance of the new p. a. system for the clubrooms.

Captain Volney Phifer and Curley Eagles of the 20-mule team staged a swell publicity stunt Monday, meeting the mayor, parading Woodward Ave. and being on display on downtown streets . . . Curley was showing Pat Slee how to manipulate his whip at Variety afterwards.

New theatre to be erected on the far east side at Gratiot and Pfent, we hear—potential opposition to Fred De Lodder's Flamingo . . . George E. Cusick, 53, manager of the old Broadway-Strand some 20 years ago, died April 28 from a heart attack while driving his car.

John Heidt, Service Seating, has real luck catching folks on the fly when he pops onto Filmrow . . . Bill Flemion, Excellent president, had a show for shutins, staged by Variety, at the Marine Hospital Tuesday.

Fred C. Dickely, Altec manager, caught visiting W. J. Turnbull of National Theatre Supply . . . The Krim Boys are all het up over the possibilities of nickel-in-the-slot movies—may use 'em as trailers to plug their theatres, they claim . . . Saul Korman of the Grant and Delray has acquired a new Buick . . . Art Black of the Chargot circuit headquarters at the Grand Victory now.

Bernard Hoyt, Book Night distributor, has ten theatres starting the deal in the next two weeks. He's selling four different sets now—Standard American Encyclopedia, 15 volumes; Universal Dictionary, 5 volumes; University of Knowledge, 24 volumes, and World's Greatest Literature, 20 volumes.

Carl Shalit, Columbia district manager, was off to St. Louis and Indianapolis.

Bill Carlson, late Chief Barker of Variety, made low score for the entire season in the Shrine Bowling League . . . Wade Allen, of the Fine Arts, is showing

MICHIGAN'S No. 1 Date for show business, Friday, May 17
Detroit Naval Armory
Charity Ball by
DETROIT VARIETY CLUB
Little Jack Little and his orchestra.
$1.00 per person

his own films, taken at the Dallas convention, as a feature attraction at Variety's clubrooms.

John Wagar found plenty of fire engines pulling up to the Eastown Saturday—somebody pulled the fire box in the lobby for a small fire down the block. No theatre damage.

Howard Beck, M-G-M salesman, has been transferred permanently to Chicago territory . . . Theodore David, M-G-M student salesman, has been moved to Pittsburgh . . . Hoyt Morris was elected president of the Optimists Club . . . Bill Green, MCA, in town weekending from Chicago, to see his mother.

Merle Jacobs has closed the Detroit office of MCA, comes in regularly from Cleveland, though . . . Charlie Perry, Adams manager, in sombrero, lumberjack shirt and mustache, all returned from Dallas . . . Wade Allen came back with a cowboy scarf.

Jack Morgan, Howard Beck, Floyd Chrysler, Warren Slee, Harold Sandelman and their respective ladies made it M-G-M night Saturday at Variety . . . Cem Merritt is installing air conditioning in the Palace, Windsor.

Society of Detroit Magicians, with a special show of their own, drew out near record Saturday at Variety—181 guests . . . Carl Krueger, Paramount special exploitation representative, in town for "Dr. Cyclops."

L. Lichtenstein, auditor for 20th-Fox, in town for several weeks . . . Why do so many of our newcomers use just one initial. No first name?

WOLVERINE DOINGS:

Allen Usher, Paramount district manager, in from Chicago on a swing around the state . . . W. P. Kirchner, owner of the Belleville at Belleville, is building a new 502-seat house, double present size, to open around July 5.

Michigan State College, East Lansing, has a unique new double auditorium—6,000 and 1,000 seats in each. A single stage, 60 feet deep, is erected between, capable of being used in any desired depth in either auditorium.

Mike Chargot is installing new sound in the Pine Grove and Riviera at Port Huron . . . John Vallier, of the Saint Ignace, of St. Ignace, is installing a new front.

The Carrow boys held a reunion on Filmrow Monday—all in together from their sundry towns . . . E. K. Lane is closing the Our at Sparta, to build a new one.

E. C. Loomis is building a new Elk Theatre at Elk Rapids, replacing the Community.

Mike J. Chargot, Port Huron and Detroit exhibitor, took over the Esquire in Grosse Pointe, from Anthony Lubinski . . . Louis Calhern, screen actor, will appear at the Lydia Mendelssohn Theatre, Ann Arbor, in two stage shows next month.

Matt Mann, U. of M. coach, will talk on "Swimming, Diving, and Motion Pictures" at the Michigan Conference on Bathing Places, at Ann Arbor, May 10.

Walter Shafer, owner of the Wayne and Garden City houses, stole a march on Detroit exhibitors by registering the name of the Academy Theatre. It will take the coveted top position in all alphabetical listings, advertising, etc.

Nat Holt Lines Up a Few Summer Shows for RKO

NEW YORK—Although the RKO Palace, Cleveland, on May 10 goes to a straight policy of films only for the summer, Nat Holt, district manager, spent several days in town lining up a few shows to spot during the warm months. Orrin Tucker and his band with Bonnie Baker, vocalist, will open at the theatre June 7. Negotiations are under way for another top radio star name to play the house later.

Ban on "Path" and "Cargo" Gets Catholic Approval

DETROIT—Detroit's League of Catholic Women has passed a resolution supporting the ban here on "Primrose Path" and "Strange Cargo." The resolution:

"We extend to Police Commissioner Eaman and Sergeant Snyder an expression of enthusiastic encouragement in the practice of their high moral integrity and the courage of their convictions in the exercise of their censorship authority in banning the motion pictures."

Screen Craft Club Holds Tenth Banquet, May 20

DETROIT—The Screen Craft Club will hold its tenth annual banquet on May 20, at midnight at Saks Cafe. Event is being handled by Roy Ruben of the Fox, assisted by Jacob M. Gross of the Fisher, and Max Kolin, commander of the Theatrical Post of the Legion.

Members of the club made their fifth annual pilgrimage May 2 to the grave of Max Rubem, only honorary member of the club and for years business agent of the IATSE here.

Reeves Dies in Pasadena

WARREN, OHIO—James A. Reeves, 66, owner of the Ohio Theatre building here, and for years owner of other theatre properties in the district, died in Pasadena, Cal., from a heart attack.

Star's Mother-in-Law Dies

EDISON, OHIO—Mrs. Mary Jane Olney, 70, mother of Mrs. Otto Kruger, wife of the actor, died at her home here of cerebral hemorrhage. Burial was locally.

Scripts "Highway 66"

HOLLYWOOD—Fred Kohlmar, 20th-Fox producer, has assigned Michael Blankfort to script "Highway 66," a semi-sequel to "The Grapes of Wrath."

Adapt "Girl's Best Friend"

HOLLYWOOD—"A Girl's Best Friend Is Wall Street," which Charles R. Rogers will produce for Columbia, is being adapted by Art Arthur and Robert Harari.

Deckman Tosses Hat In Political Ring

CLEVELAND—George Deckman, prominent local exhibitor, is a candidate for state representative on the Democratic slate.

In association with Howard Reif, P. E. Essick, James E. Scoville, Dan Stearns, Harry Flinn and H. Fickensher, he is interested in the Berea Theatre, Berea; the Willoby, Willoughby; Mount Union, Alliance, and the Highland, Akron.

Deckman was recently named a director of the ITO of Ohio to succeed M. B. Horwitz, resigned.

To Distribute Motiograph

LOUISVILLE—The newly-formed Central Theatres Supply Co., headed by Arthur Vincent Sheckler, has been named distributor of Motiograph products in the Louisville area.

Hawks Assigns Lederer

HOLLYWOOD—Charles Lederer has been assigned to do an untitled original for Producer Howard Hawks. The film will mark Hawks' re-entry into production.

"Diamonds" to Cabanne

HOLLYWOOD—"Black Diamonds," next Richard Arlen-Andy Devine co-starrer for Universal, will be directed by Christy Cabanne.

Warner Termer to Writer

HOLLYWOOD—Lester Cole has joined the Warner writing staff on a term ticket.

PITTSBURGH

(Continued from page 65)

nomination for the legislature, but he made a good showing and may be persuaded to be a candidate two years from now.

Bert M. Stearn, UA district chief, was a visitor the other day . . . New names were added this week to the list of the local delegation which will attend the annual national Allied convention in Chicago, April 19-21. *Exhibitors who plan to be present at the three-day affair are having their names posted on the blackboard at the AMPTO headquarters. Fares, hotel rates and all information regarding the confab are available from Fred J. Herrington, local Allied secretary.*

John C. Fisher, a member of the Pennsylvania censor board and a former local area theatre manager, was around town last week . . . Plans of Bobby Coyle for the construction of another theatre at Charleroi have been shelved for the present. Meanwhile, the new house there for Leon Reichblum is progressing rapidly . . . L. C. McElroy, who recently returned to the Melrose as manager, announces that matinees, except for Saturdays, Sundays and holidays, have been discontinued . . . Si Feld, Universal's main line representative, was on special assignment in the southern area last week.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT164 Drinking Fountains
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MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
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MT173 Paint Products
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MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

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MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

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MT213 Fire Extinguishers
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MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
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MT319 Sound Heads
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MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
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Adorno Permit Victory Is Not Contested

MIDDLETOWN, CONN.—There will be no appeal on the part of the city of Middletown from the decision of Judge William H. Comley of superior court in ordering the superintendent of public works to issue the proper construction permit for Adorno's proposed open-air theatre.

Judge Aaron J. Palmer, corporation counsel, announced to this publication last week that "the superintendent of public works has been advised to cancel his order forbidding Maria Adorno's operation of the theatre forthwith."

Judge Comley's decision, issued early during the week, followed a trial of the case on its merits in March. Mrs. Adorno, having secured a permit for the theatre, was later ordered not to operate it, having been charged with violation of the building ordinances. The case went into superior court on a mandamus action, with Judge Joseph H. Adorno and Judge Leonard O. Ryan for Mrs. Adorno, and Judge Palmer and Attorney Carlos Ellis jr. appearing on behalf of the city.

Summer Theatres Freedom From Licenses Riles

KEENE, N. H.—Peter D. Latchis, one of the state's leading film men, has notified the licensing committee of the local board of aldermen that his license fees for each of his two theatres here are paid under protest while the summer theatre is not required to pay for any permit.

Trade members, who face competition from the state's summer theatres, are watching with interest the controversy.

Interrogatories by Ascap Filed in Lavietes Suit

NEW HAVEN — Lengthy interrogatories have been filed in federal court by Ascap, Irving Berlin, Inc., and Santly-Joy-Select, Inc., in their damage and injunction suit against Harry L. Lavietes, operator of the Pequot. Following filing of answer by the defendant, it is expected the case will reach trial some time in May.

Theatre Prospects in New England Bright

BOSTON—Theatre prospects in the northeast look bright. Business has generally been picking up throughout the territory. Leading hotel men of the six New England states prophesy that 1940 may equal or even surpass the record of 1929 when New England hotels returned over $500,000,000.

Would Set Allied Meet Before Neely Hearing

BOSTON—Frank Lydon, eastern regional vice-president of Allied, still tentatively plans to set the next regional meeting of Allied States Ass'n in Washington slightly in advance of the proposed hearing on the Neely bill.

Standard Contract Is Itself a Conspiracy, Contends M&R

By BRAD ANGIER

BOSTON—"The standard contract, which in a form may look so harmless, was in itself a conspiracy which crystallized the practices of the industry," George S. Ryan, attorney for the plaintiffs in the Morse and Rothenberg anti-trust suits, charged in summing before Philip Hendrick, Master, at the federal building the record-long motion picture monopoly suit.

"In the contract," Ryan said, "you will notice provisions for almost every contingency that might arise. It defines protection and tells about the giving of protection. It talks of first, second, and subsequent-runs. It provides for availability of film. Though the guise of standard contract the distributors got together and put in all the practices of the industry in the form in which they wanted them to operate; had them agreed upon and put into effect. Even the matter of admission prices is regulated.

"In the standard contract they provide that there shall be a minimum admission price of ten cents unless a greater price is provided in some other part of the contract. There in itself is a conspiracy as to the admission prices.

"They agree that they will not sell to a theatre unless it charges a certain amount. It is the same kind of agreement that has been condemned as a conspiracy time and time again. The supreme court has said that the question of whether that is a responsible price or not is of no consequence, and this is an agreement to fix prices.

"In addition to that, there is, of course, an agreement as to protection in various other provisions (all the practices of the industry, so far as they relate to distributors and exhibitors), consolidated in the form of a contract and made law by a combination which the supreme court has said—so far as it is related to arbitration —was a conspiracy."

Cites Credit Committee

Ryan took notice at another point that, "Counsel have asked for documentary evidence of proof of conspiracy.

"In accordance with the provisions which I made in my opening," Ryan said, "if you will look at the credit committee rules, you will find there the proof of conspiracy. They will find proof of conspiracy in the standard contracts which have been in evidence, contracts over the signatures of the defendant distributors. These are certainly evidence of conspiracy by the distributors.

"If there was anything like competition among these distributors, wouldn't it seem that there would be some other way of operating these credit committees. Why is it that whenever they are putting a sanction upon a man with whom they are dealing or whenever they are raising the mailed fist to crash it upon him, it has to be by an agreement of distributors not to sell?

"Why do they resort to boycotting? They knew the value of their products. They knew they had the one weapon which no one could resist, and they were combining to put into force that irresistible engine of destruction.

"If you take that credit committee, for example, wouldn't it have been sufficient for those men to appoint an agency and send out the questionnaire? Or have some man who could go out and talk to the exhibitor if he did not reply, and then report and let the distributor decide what they wanted to do about it?

"If Paramount, with an uncompleted contract with so and so in Somerville, is faced with the sale of that theatre to another fellow, it is all right for Paramount if it says 'I am not going to supply you because there is this other contract. Perform that contract and I will talk business with you.'

"Wouldn't it seem as if they could do it that way? Why is it that they always have to get together and they have to use the power which they have and which they know they have to put a man out of business if he does not yield to them?"

Attacking "the contention of the defendants in regard to what is ethical and what is proper in the motion picture industry," Ryan sought to prove to Philip Hendrick, Master, that, in substance, "First National was destroyed by Paramount in combination and collaboration with the Fox and Warner, and it was finally ended by Warner, with the cooperation of Fox and with the cooperation of Paramount, and as the result of securing stock from those two companies, gained control of First National, merging it with Vitagraph and putting it out of existence."

Questions Counsel

"William Mallard, RKO," Ryan told the court "as to whom it took five pages to find out if there were certain representatives of the distributors who attended meetings of the law committee, stated that he could not specify any particular man at any particular time, and he did a great job of evading and avoiding.

"We have a copy of his signature twice on this exhibit (593, the proposal to Mr. Hays to take his protection matter up with the department of justice).

"Mr. Mallard testified at some length in his deposition and said that he did not remember any discussion of protection in 1930 at any meeting of the law committee. He recalled no discussion of the matter of protection at the meeting of the law committee. He did not remember that in the fall of 1930 the Motion Picture Producers and Distributors of America was attempting to put into effect a plan for adoption of protection in various territories throughout the United States.

"Then he went on to say that he recalled that he had read in 1930 that there were going to be throughout the United States and 32 key cities, meetings of exhibitors and distributors, for the purpose of setting up in each section a plan of protection. He testified that he knew generally of the existence from the fact

(Continued on page 72)

Operators Anniversary Banquet a Success

BOSTON—The 30th anniversary of the Moving Picture Operators Union, Local 182, was observed in Boston Wednesday when a banquet in celebration at the Copley-Plaza turned out to be a strictly SRO affair. Thad C. Barrows, president of the organization during most of its three decades of service, was chairman in charge of the affair.



THAD BARROWS

"It is with a great deal of pardonable pride and pleasure that the Motion Picture Projectionists of Boston, Local 182, are today honoring their organization's 30th anniversary," the AFL affiliate formally stated on the occasion.

"Thirty long years of mutual friendship and achievement; 30 years of progress and realization of high ideals in craftsmanship; 30 years of growth upon a foundation of truth fostered by a spirit of willing cooperation; 30 years highlighted by a tenacity of purpose dedicated to the entertainment of the motion picture public; 30 years of constant research in an effort to reach the highest standard of motion picture projection!

"We are always conscious of the ever present fact that the projectionist is the connecting link between studio and theatre; we appreciate the tremendous responsibility that is ours in presenting a high standard of entertainment; we assume the burden of research and constant experiment in order that our craft might contribute to the advancement of this great industry.

"The projectionist of today is a skilled craftsman with an excellent knowledge of mechanics, electricity and optics. He has indeed a very great responsibility—for failure to measure up to the high standard means that all the producer, director and cinematographer have striven for loses much of its value.

"Today as we mark the 30th year of our existence—with obligations and achievements finely balanced—we pause for a brief moment with our friends and associates to honor the inspiring progress of a great organization."

Five Head Group

Officers of the IATSE Local, which requires that all members be American citizens, include Thad C. Barrows, president; Bernard McGaffigan, vice-president; Joseph Rosen, treasurer; Albert R. Moulton, financial secretary, and James F. Burke, business manager.

The executive committee is composed of Louis Pirovano, John Diehl and Joseph Nuzzolo. James O'Brien is sergeant-at-arms.

Regular members include: Jacob Adam, Douglas Adshade, James W. Anglin, Harold Armistead, William Armstrong, George Atlas, Charles Audette, Benjamin Bearman, William H. Benoit, Gordon Berry, William Bishop, Myer Bixgorne, Herman Bornstein, Arthur W. Brann, Norbet F. Brink, Paul Brown, George Buckley, John J. Buckley, Robert J. Bullock, James Caddigan.

Charles E. Cain, Ray N. Call, Joseph Caplan, Samuel Cardi, Arthur J. Carey, Charles G. Carroll, John E. Carson, Joseph Carroll, Anthony Cerella, Wendell P. Chase, Robert K. Cheney, Sidney R. Chisholm, Russell Clark, William Clark, Joseph M. Cohen, Charles Cole, George W. Cole, Frank E. Comerford, P. E. Comi, James Concannon.

John Conlin, George Corey, Ernest F. Costa, Herman Costa, William J. Costello, Peter R. Cowan, John J. Cox, Charles Cifre, Joseph S. Cifre, Isaac E. Craven, Joseph Crimmins, Michael D'Arena, John H. Davitt, Daniel J. DeBassio, Edward Deitch, Walter Diehl.

Herbert S. Dill, Hymen N. Dinerstein, Joseph Dooley, Michael J. Driscoll, A. A. Ducote, William Dwyer, Charles W. Fermoyle, Rocco Ferraro, S. A. Fiske, Frank Flanigan, Arthur Foley, Martin Foley, Edward Foulds, William C. Franke, Alfred Fratus, Ralph Frazier, Leo Friedman, Murray Garry, Noyer Gerber, James M. Gibbons, Martin Gibbons, Arthur J. Gilman, William F. Glennon, Henry F. Gleken, Maurice A. Goldman, Jack Goldstein, Leo Goodman, Michael J. Grady.

Henry L. P. Graham, W. E. Grant, Gilbert Greek, George S. Grow, Arthur Hamilton, Joseph L. Harris, Clarence Hastings, Charles E. Heath, George A. Higley, W. A. Hillman, Charles Hodgkins, Harry T. Holbrook, George W. Hookailo, I. Fred Hookailo, George Hughes, Frank Huzzar, Carl Hymoff, Charles E. Jandreau, Curtis Johnson, Robert J. Johnson, Fred S. Jones, Ralph Jordan, Harry Kaplan, Vito Karoska, Harold A. Katz, William Katz, Aaron Kaufman, Jack Kaufman, Michel Kellar, Patrick Kelley, W. F. Kiley, Roy Kinckle.

George Kingsbury, George Lannon, Arthur A. LeBlanc, Alex Lesoff, Theodore Lowenberg, Rufus S. Luboa, Hulbert Lydon, Thomas J. Lynch, Gordon N. Lyons, Frank Mager, Thomas Marino, John Mason, Nathaniel Max, Edward McCabe, Francis McCullum, Walter E. McDermott, William McIsaac, Percy Milne, Julius Mintz, Frank L. Mossman, James Mulvey, Richard F. Murphy, Leon A. Narbut, William E. Neenam, Michael O'Brien.

Charles M. O'Malley, Edward P. O'Neil, John O'Neil, C. H. Parker, Forest Parker, Charles Parshley, Louis F. Payson, Harold C. Pearl, Oscar Perlow, Anthony L. Philips, Webster Pike, B. I. Pinkham.

Clifford Porte, Albert J. Reith, Albert Reith jr., Joseph W. Ritchie, Stephen A. Rockwell, Jack M. Rosen, Jacob Rosenberg, Sol Rosenthal, Maurice Rothenberg, Harry Rotman, Morris Rotman, Guy Ruggerio, Michael Salamone, Louis Sargent, Fred G. Schell, Edward E. Schindler, Fred A. Seabrooke, Joseph L. Sheehan, Harold J. Sheerer.

Victor Shinberg, Maurice L. Snyder, John Spence, Alex Sulesky, F. P. Sullivan, J. J. Sullivan, Joseph M. Sully, Carl Thayer, Walter Thibodeau, August Thims, Earl Thompson, Frank Tock, Alexander S. Tradd, William J. Voltam, Leon Waldo, Carl Wasserber, Leo Westfield, John B. Williams, Leslie W. Winchenbaugh, William Wood, P. J. Young, and Nathan Zohn.

Apprentices are Francis L. Brink, Thomas F. Buckley, Walter H. Burke, Joseph Cerella, Augustus F. Costello, William Driscoll, William Fallon, Herman D. Fox, Joseph P. Griffin, Michael Guiliani, Alfred Harvester.

Nathan Hymoff, Walter Katz, Mark A. Kelly, Frank Laby, Gordon N. Lyons jr., Raymond McKeever, Joseph Nuzzolo jr., Jacob Rotman, William H. Spence.

Extending "sincere appreciation" to the friends and business associates of Local 182, the committee said, "This happy occasion which marks the climax of 30 years of fruitful accomplishment and genuine mutual understanding has been made possible only through the wholehearted and cheerful cooperation of a host of firms and craftsmen who worked day and night to make this affair a brilliant success.

"In deep sincerity, therefore, the entire committee extends appreciation to all whose assistance has been invaluable in making this occasion a noteworthy event.

The General Committee, headed by Thad C. Barrows, included Myer Bixgorne, James L. Caddigan, Arthur Carey, Joseph Caplan, John Diehl, Herbert Dill, Michael Driscoll, Frank Flanigan, Martin Foley, James Gibbons, Martin Gibbons, Maurice Goldman, George Grow, Murray Garry, George Hookailo, Fred Hookailo.

Charles Heath, George Higley, Roy Knickle, Nat Max, Leslie Winchenbaugh, Albert Moulton, Bernard McGaffigan, Joseph Nuzzolo, James O'Brien, Charles Parshley, Louis Pirovano, Joseph Rosen, Maurice Rothenberg, Joseph Sheehan, Harold Sheerer. James F. Burke was general secretary.

Junior M. P. Councils' Symposium on May 28

NEW HAVEN—The Junior Motion Picture Councils in the public schools here have set their annual public symposium for May 28 at Troup Junior High, with Elizabeth Connellan as faculty chairman. The program will be planned around general motion picture appreciation and a demonstration of a classroom film. The groups have been rotating in motion picture appreciation programs broadcast over WELI.

Paper Defends Trade And Urges Reform

HARTFORD—"In the recent congressional discussions of the Neely bill, which would revolutionize the movie industry, the small, independent exhibitor has been pictured as a down-trodden individual, with no rights of his own," says the Hartford *Times*.

Continuing to discuss the above but other current theatre problems as well, the newspaper points out that, "Double features, bum pictures and financial losses have been charged against an industry pictured as a Big Bad Wolf. Actually the small, out-of-the-way theatres have been leading their big brothers and sisters around by the nose for some time. Often they have misled, as in the case of double features, screeno games, giveaways and other strictly non-theatrical wheezes calculated to lure people into the theatres.

"The double feature, now a major menace, may have been legitimate in the old silent days . . . when poverty-stricken side-street theatres offered two pictures for the price of one to compete with the more prosperous downtown palaces that had symphony orchestras and pipe organs to play an accompaniment.

"But today, things are different. Sound reproduction and projection in the neighborhood theatres is generally as good if not better than in larger places. A patron approaching any theatre offering 'two pictures for the price of one' has just as much reason to be suspicious as the housewife who is offered a quart of milk for the price of a pint. There's apt to be water in it!"

New York and Boston Film Men to Pitkin Banquet

NEW HAVEN—Connecticut film men will be augmented by film notables from New York and Boston when they gather at Racebrook Country Club May 7 to celebrate Barney Pitkin's 20th anniversary on Meadow Street.

Barney has had a steadily rising career from his first job as poster clerk and assistant shipper for Gordon & Mayer, to the managership of RKO in 1928, and his friends and associates will gather to extend felicitations and talk over old times and new.

Harry F. Shaw, Loew-Poli division manager, will act as toastmaster, his now traditional role in the film district. The part of chairman, usually assumed for all sorts of industry parties by Barney himself, is this time being handled by Thomas J. Donaldson, Metro manager.

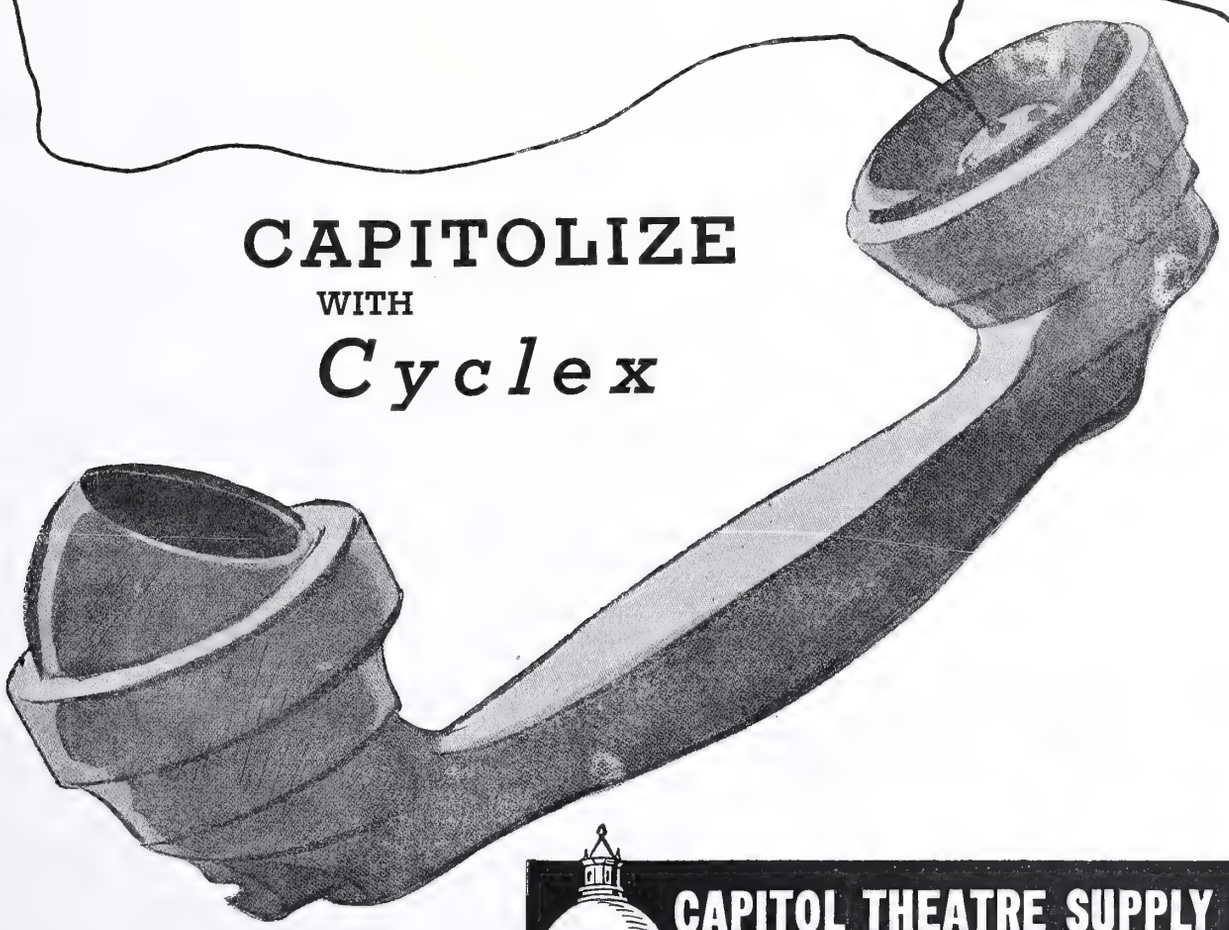
Those who have not yet made reservations for the event may do so at the door. Outstanding entertainment features are planned, in addition to the dinner.

RKO Studies Exchange Plans

BOSTON—Pereira and Pereira, Chicago architects, have been completing plans for the proposed new RKO exchange in Boston.

"I want that new projection lamp. The name slips my mind— No, it's not just a low intensity lamp, converted to burn Suprex carbon. It's brand new, sensational; made on an entirely new patented principle. No, it doesn't use any rectifiers or generators. Gives high intensity light at less than low-intensity cost. Carbons? It only burns one pair of carbons per lamp in nine hours— That's it. Cyclex! Cyclex, Cyclex, Cyclex! I don't want to forget that name again."

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A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

Standard Contract Is Termed 'Conspiracy'

(Continued from page 69)

that he saw a published account of it but that he had no participation in it and, therefore, recalled no particular discussion.

"Then he went on to say that he did not recall that the Hays organization itself was attempting to set up the protection.

"Here is the general counsel of a defendant, a man who is also general counsel of the parent or controlling corporation, and also general counsel of affiliated theatre corporations and general counsel for distributors in a conspiracy suit where suspicious acts have been unearthed, and where the only possible defense could be honesty, deliberately committing perjury.

Touches on Block Booking

"Your Honor, no other word can be more applied to the testimonies of the general counsel of RKO; no other word but perjury. His own signature proves it. If that is the case, what can we expect when we try to get the truth from these men? If a lawyer, a member of the bar for a number of years, in the high position in this company, has to resort to tactics of that kind in order to keep the plaintiffs from recovering, what will you expect from the fellows 'whose jobs are on the table?' "

Touching upon block booking, Ryan said that this industry practice, "as has been indicated by the circuit court of appeals for the second circuit, would be illegal if it were arrived at as a result of combination or agreement among the distributors. In substance, they said that in the case of Federal Trade Commissions vs. Paramount-Famous Lasky Corp.

"In ordinary business, if a man were conducting a grocery store or a book store, or an automobile agency, or almost any other line of enterprise that you could imagine, suppose that the men from whom he got his supplies came to him and said, 'We are willing to sell to you, but you have got to take out every article we produce in the next year. You have got to buy them,' wouldn't you say that was a rather strange method of doing business?

"And then if you came to the motion picture industry and you found that one company is doing business that way, you would wonder how the company had arrived at or was able to enforce such trade practices. But then if you found that all the major companies were doing subsequently the same thing, you would wonder how it is that the motion picture industry, of all the others, this unusual practice is in effect and all the leading companies are doing it?"

Contends Control Complete

Said Ryan at another point, "the representatives of the defendants who have testified here have tried to create in Your Honor's mind the impression that they are bidder competitors, that they are out to sell their pictures, and they do not know and they do not care what the other distributor is doing. Wherever a man gets a chance you see that thrown into the record.

"Your Honor will notice from an inspection of these papers something that cannot be made up for the purpose of this case. If you can see how they competed, as we go ahead you will notice that these companies, started back around 1921 or 1922, they so worked together to control and dominate this industry that there is no other factor in it of any real consequence.

"They control everything. If you were to go back and look at this industry in 1921 and say, 'Suppose these eight distributors and producers and their affiliates set out to control this industry, to dominate it in every respect, to dominate competition, what would they do?' Your Honor would find that they did exactly what any man would see would be the most effective way of dominating and controlling the industry and eliminating competition.

"These competitors have pooling arrangements among them. While counsel will say, 'That is another one of the words of Mr. Ryan that does not mean much, like block booking,' it seems a lot.

"When they say they are competitors and you will find that every opportunity they are working together, whether it is in production or distribution or exhibiton of films, in any situations where they are presumably in competition with each other and where you would not expect the public to get a run for its money by reason of these people operating in competition, you will find that they have pooled their theatres and are operating them for their joint benefit."

Hartford Eagles Hold a Benefit for Boys Town

HARTFORD — The Fraternal Order of Eagles is contemplating the erection of a new building at Boys Town, Neb., at a cost of about $150,000.

As part of a nationwide campaign to raise funds for Father Flanagan's famed project, the local Charter Oak Aerie sponsored a benefit performance of the motion picture, "Boys Town," at the Harris Bros.' State here on Thursday, April 25. In addition to two showings of the feature picture, there was a competition between five drum corps.

Chairman for the event was Rocco Matarese, stage manager of the State.

Theatres Help Hartford Publicize Traffic Law

HARTFORD—Nearly all theatres in the metropolitan Hartford area cooperated with the Hartford Chamber of Commerce when the latter began publicizing the new 30 miles-per-hour speed limit in the city by showing a special motion picture trailer which urged observance of the new law. The trailer was shown in theatres from April 22 to May 1.

Returns to New Haven

NEW HAVEN—Eddie Cantor came back to New Haven last week for the first time since acting in "Kid Boots" at the Shubert in 1925, this time for the opening of "40 Little Mothers" at the Loew-Poli. He also made a two-day personal appearance with the opening of the picture at the Loew-Poli in Waterbury.

BRIDGEPORT

HARRY F. SHAW, Loew's New England division manager, spent the Passover with his mother, Ida, here . . . The Pickwick, Greenwich, played a one-night stand of the Ballet Russe to excellent business.

Lawrence Pastore, Warner projectionist, is building a new home . . . Lillian Yanott, American cashier, is a year older . . . Dan Finn, Warner district manager, made one of his rare visits to the city . . . Tony Calwell, Rialto projectionist, is a 16mm camera fiend.

State, Torrington, is stressing girl acts on its Sunday vaudeville, and getting nice results . . . New sound has been installed at the Pickwick in Greenwich . . . Excavation has started on a new North End neighborhood theatre here.

William, brother of Walter Nitsche, projectionist at the American, was seriously injured when two locomotives crashed in the railroad yards . . . Matt L. Saunders of the Loew-Poli is already working on plans for the M-G-M 20-mule team due here May 15.

Fred H. Russell, stage and screen editor of the *Post* and *Telegram*, and his wife are in Burlington, Vt., this weekend visiting his mother.

Champion among the theatre trout fishermen to date is Leo Staneoko, American doorman . . . And the first to get out on the beach, is Harold C. Kilborn, Majestic doorman.

The Pickwick, Greenwich, has tied up with the Greenwich *Time* and is giving two passes daily to the person finding their name among the classified advertisements.

Strand Amusement Co. bowlers sat down to a steak dinner and charming entertainment to wind up their bowling season . . . There is talk the seating capacity of the Playhouse, New Canaan, may be increased.

Rose Bartelini is back in the cashier's booth at the Warner after an operation for appendicitis . . . Manager Matt L. Saunders of the Loew-Poli, the city's No. 1 circus fan, was the first to see the Ringling show in Madison Square Garden.

Bona fide sister dance acts were admitted free to the first showing of "Two Girls on Broadway" at the Majestic . . . Charles Strakosch, former district manager here for Fox, was in the city ahead of the San Carlos Opera Co.

Local Newsreel Draws For Lloyd Goulding

LYDONVILLE, VT. — Lloyd J. Goulding, manager of the Gem, has launched a monthly local newsreel titled "Lydonville on Parade." Photographed and projected in 16mm width, the reels cover local scenes and individuals.

Cued through the theatre sound system is music and a running commentary via a microphone. The reel itself is silent. Goulding is aided by Adrian H. Hebert. The reel now is in its third edition.

BOSTON

PHILLIP LAVINE, booker for the Phil Smith circuit, is a grandfather. His daughter, Phoebe Frances Loeb, gave birth last Tuesday to a 7½-pound rhumba dancer, Miss Sonia Leigh Loeb, at the Wyman House in Cambridge. His son's wife is expectant.

Daniel J. Duggan of Worcester, former vaudevillian, and Charlotte Kingsbury have married . . . Anthony Zinn, house manager of the RKO Boston, was expected to return to work this week after being out for some time on sick leave.

Jack Granara, local theatre publicist for RKO, tied in with the recent annual G. A. R. state encampment and put on a special preview of "Abe Lincoln in Illinois" for the 13 remaining veterans. The stunt garnered mention in all local papers.

Mario Daru, assistant publicity manager for the Paramount and Fenway, went on leave of absence this week because of the annual summer slack. Daru, who is considering offers, may be contacted at the Paramount Theatre in Boston.

Frank Lydon of the Hamilton in Dorchester, Arthur K. Howard of the Independent Exhibitors, Wilber Peterson of the Orpheum in Somerville, and Morris Pouzzner, circuit owner, met to consider dues at local Allied headquarters.

Marjory Adams, Boston Globe *film critic, has been mulling over plans for another trip to the studios . . . Charles Howard of the* Globe, *dean of American drama critics who admits to being 73, has been dusting off golf clubs.*

John Longo, film representative for the Buck Printing Co., became a father last Friday. Mrs. Longo and son, who may be named Richard, were at the Boston Lying-In Hospital . . . Evelyn Goldstein of the Fine Arts and Arthur Kreisman have married.

Harry McDonald, RKO divisional manager, put on a special screening of "Pinocchio" at the RKO exchange the other day for a ten-year-old girl, here from Australia for a brain operation . . . Wayne Crankshaw, manager of the Middleboro in Middleboro, has outfitted his ushers in new uniforms . . . Tom Woodbury, formerly with the George Ramsdell circuit, is putting the Strand in Beverly on the map with carefully planned promotions and an array of daily boxoffice bolsters.

Dave Perkins of Western Massachusetts Theatres, Inc., was in town last week. Perkins was formerly a top publicity man for M&P Theatres and local Paramount interests . . . William Kelly, Universal manager, is wearing the Florida sun . . . Dick Gorman, veteran theatrical publicist, was in the district.

Arthur K. Howard, business manager of the Independent Exhibitors, Inc., and Carol Howard celebrated their 13th wedding anniversary . . . Charles Brent, New England distributor of "Wages of Sin" and "Race Suicide," and Beth Brent also went in for a wedding anniversary on the same day.

Julius Mintz, projectionist at the Bowdoin Square in Boston, is doing all right with his stable of prize fighters . . . Charles C. Permane, retired vaudeville performer, died at his home in Milford at the age of 51. He left a widow, a son and a daughter.

Walter Gillis, booker for Cameo Screen Attractions, has returned to work after being on the invalid list with a serious infection . . . Al Lauder, manager of the Trans Lux, revived "The Plainsman" . . . Harry Segal of Imperial was in New York . . . Lupe Velez was in the Hub defending a lawsuit . . . I. J. Hoffman, with Warner in New Haven, was conferring with home office executives in New York last week.

Sal DiManno, formerly assistant to Fred Greenway at Loew's State, has been temporarily assigned to the post of assistant manager at the Bijou in New Haven . . . Mrs. Jack Byrne, wife of the local exchange manager for M-G-M, has been convalescing following an operation . . . Kenneth Douglass and Leon Foster, Capitol Theatre Supply Co. executives, have had their respective offices rejuvenated with fluorescent lighting, exploiting the new Capitol line.

Irene Sullivan, secretary to Henry Wolper, local M-G-M office manager, underwent a spinal operation at Worcester Memorial Hospital. Due to be out for perhaps several months more, Miss Sullivan is being substituted for by Edith Lechton . . . A. A. Shubart, manager of RKO exchange operation, was in town . . . Adolph Haas, Alexander Screen executive, was in town most of last week, leaving Friday . . . George Holland, Boston American *film writer and columnist, has been in New Mexico. Joe Carter, staff writer, has been substituting.*

Peter Holland, five-year-old nephew of George M. Cohan and son of Columnist George Holland, was the guest of honor when local film critics were hosted at a luncheon at Dinty Moore's following a trade showing of "Irene" at the Uptown . . . Kenneth Forkey has opened a new dish deal at the Strand in Boston, handing out ovenware Thursdays and Fridays. Forkey is using "Lucky Strike," a giveaway with ten regular winners, on Wednesdays and Saturdays.

Joe DiPesa of Loew's presented a bronze plaque to Port Captain Henry Atwood of the Forty Fathom Fishing Fleet to exploit "Strange Cargo," which held for two weeks at Loew's State and Loew's Orpheum here . . . Patricia Henderson daughter of Pop Henderson, assistant manager of the Paramount in Boston, is convalescing following her 35th operation necessitated by the burning of a leg when she was 17 months old. She is reported to be coming along well.

Horace McNab, formerly with the publicity departments of the local RKO theatres and the Majestic, is now special representative for Jack Haley. It was McNab who arranged Jack Haley Day in Revere . . . Bob Horter, who handled Chaplin's "Modern Times" for UA at the Majestic, is back in town on a film talent proposition.

Several local theatre personalities have a new proposition now that major league baseball has reopened. They go, of afternoons, to check the billboards "just back of Fenway Park" . . . Frank Ryan, well known publicist who formerly handled press relations for Harvard, has been appointed to head Suffolk Downs publicity.

Ben Domingo has gone into Friday openings at the RKO Boston . . . George Kraska put in a 30 cent admission price until 1:00 p. m. at the Fine Arts for "Guiseppe Verdi." Doors open daily at 12:30 . . . Mona Lightowlers, secretary to Harry McDonald, RKO divisional manager, recently visited her family in Manchester, N. H. . . . Phil Sigel is considering propositions after having recently resigned as manager of the Humboldt in Roxbury . . . The Kirby Memorial in Amherst, new $200,000 house, is slated to open June 24 for summer legit.

Nat Furst, former local Warner manager and now special representative here for Monogram, announces the engagement of his daughter, Estelle, to Arnold Silverman of this city . . . Frank Faille, manager of the Paramount in North Adams, has been handling out free patron-made records to participants in a special promotion ballyhooing "Young Tom Edison." Everything was promoted . . . John Kamuda of the Grand at Indian Orchard was in town . . . Sam Kaufman was up from Fay's in Providence . . . Harry Zeitz, New Bedford chain operator, was in the district.

George Rabb, manager of the Jefferson in Springfield for Herman Rifkin, had patrons guess what time a candle light would fail to exploit "The Light That Failed" . . . Anesti Pouchi, operator of Nesti's Sandwich Shop in the film district, has been handing out official Boston American and Boston National League baseball schedules. Nesti's has been dispensing film district sandwiches for the past 25 years.

Fred Freschetti of the Lyric in Fitchburg was in town . . . Ed Charbonneau was down from Concord . . . Rose and Michael Fasano, Fitchburg and Lowell exhibitors, were in town . . . H. M. Addison, former local Loew's divisional manager now with the Schine circuit, had a birthday on May 1.



BLINDMAN'S BUFF IS OKAY — BUT

if you're looking for a

Boston Film District Location

Private Office—Separate Film Vaults

See HARRY ASHER

12 Piedmont Street Boston

HARTFORD

MANAGER BERNARD M. LEVY of the main stem Proven Pictures was a Boston visitor . . . There's a new marquee on the Crown . . . State, Waterbury, held a special screening of "It's a Date" for Brass City film critics . . . Harold H. Maloney, manager Loew-Poli, Worcester, had an electric train ballyhoo placed on top of that theatre's boxoffice with the train labeled, "Bringing Hollywood to Worcester."

Lyric, Bridgeport, has closed for the season . . . Rocco Matarese, stage manager at the Harris Bros. State, was chairman of the Eagles' benefit showing of "Boys Town" at that theatre last Thursday . . . New manager at the Bijou, New Haven, is Stanley Barlup, former assistant manager of the Palace, Washington.

Jack A. Simons, Loew-Poli manager, while renovating the lobby, used a new type of plastex with spray coloring for the background . . . Capitol Park Casino, new type danceteria for Hartford, and which was expected to go over big, hasn't been getting the crowds . . . Reports have it that the New Canaan Playhouse will enlarge its seating capacity . . . Julian B. Tuthill, film columnist, Hartford *Times*, was in the biggest city . . . Ditto Mrs. M. Oakley Christoph, Hartford *Courant*.

Strand, Waterbury, has reduced prices for matinees to 15 cents . . . All Bridgeport theatres affiliated with Allied presented safety trailers on their screens . . . "Hollywood Party" was presented to patrons at the Schulman's Plaza, Windsor . . . Manager Jack Sanson, State, Manchester, was in New York recently . . . Warner's Strand had a midnight showing of "My Son, My Son."

Capitol, Middletown, began the first session of the Middlesex Cooking School last Monday for lady patrons . . . Manager George E. Landers, E. M. Loew's, was in Boston . . . Both Jack A. Simons, Loew-Poli, Hartford, and Edward Lynch, Warner, Worcester, did good jobs of selling "Rebecca."

Book Night biz at the E. M. Loew's Court Square, Springfield, has been pretty good of late, according to Assistant Manager Earl Whitford . . . William Elder, formerly with the Loew-Poli Bijou, New Haven, is now at the Loew's, Harrisburg, Pa. . . . Palace, New Britain, offered free ovenware to patrons . . . Loew-Poli, Waterbury, offers $100 cash awards at its "Movie Parties."

Foreign films are getting more play at the Avery nowadays . . . Student Assistant Russell Grant, Loew-Poli, took photos of Comedian Eddie Cantor when the latter was here in Hartford for a p. a. at the State. Photos were published in local press . . . Manager Jack A. Simons, Loew-Poli, was away from his desk for several days, due to an attack of pleurisy.

Milton Berle and Simone Simon played the Harris Bros. State . . . Ditto Glenn Miller, bandster, on a weekend . . . Filling in for Jenny Sumowoci, Loew-Poli candy girl who was ill, was Ann Barscheski . . . Manager George E. Landers, E. M. Loew's, was in New Haven . . . A Hartford visitor was Henry Spingle, member of the exploitation department, Columbia, New York, who was in town in regard to a forthcoming film, "21 Days Together."

An enthusiastic baseball fan is M. Sullivan, cashier at the Loew-Poli, who travels every now and then to Boston and New York to see major league ball teams play . . . Henry Boehn, member of the office staff, Harris Bros. State, has announced his intentions of going to Maine this summer for a vacation . . . Pauline Talarski, candy girl, E. M. Loew's, was in New York the other day . . . Tommy Vaughan, Loew-Poli policeman, is thinking of an auto trip to Baltimore, Md., in his new Packard.

Assistant Manager Wallace J. Cooper, Loew-Poli, reports that "40 Little Mothers" is due at that theatre soon . . . Lillian Vishkin, secretary to Rudy Frank, Harris Bros. State publicist, will be leaving in a few weeks on a trip, the destination of which has not been announced as yet . . . 5,000 cutouts of Horace Heidt, bandster, were distributed by Rudy Frank of the State in advance of the local p. a. by the band leader . . . Oscar Cappuccio, captain of the E. M. Loew's ball team, reports that practice has been going on, and that the team will be ready to play soon.

"On to California" is Sam Harris' way of announcing proposed plans for a trip to the Golden State this summer . . . Matt Saunders, Loew-Poli, Bridgeport, and Jack Foxe, Loew-Poli, Springfield, were in Hartford to see Cantor and Jessel at the State . . . Also in Hartford to see the two comedians were Sam Seletsky, Republic branch manager, and Larry Germaine, Warner theatre department, New Haven.

Frank Grandfield is a new doorman at the Central, West Hartford, succeeding Bennie Foxe, who is now working at Colt's Co., Hartford . . . New Haven visitors last week were Martin Kelleher, Princess, and Charlie Repass, main stem Crown . . . Colonial had its marquee repainted, reports Manager Dave Sugarman, who also says that spring renovation will also include the entire front of the house repainted.

Two of Warner's nabe houses, the Lenox and Rialto, started the new serial "Terry and the Pirates" . . . State Senator Charles H. Ledwith has been elected by the Meriden operators' union to attend the national convention of that organization at Louisville, Ky., as the town's delegate . . . The Maurice Schwartz production of "Salvation" was presented at Bushnell's Memorial, Tuesday evening, April 30.

May Stanton, Rialto cashier, was sick with a cold . . . Vacation for Hartford public school pupils was from April 26 to May 6. Several metropolitan Hartford theatremen put on special shows during the week . . . Victor Morrelli, recently installed manager at the Rialto, has introduced "Spring Bargain Day" to his patrons, which offers lower prices of ten cents reductions on Fridays and Saturdays . . . Reports from the west coast have it that Hartford's own Jerome Cowan, who's "Torrid Zoning" at Warner Bros., had a busy weekend recently, to wit: His cow gave birth to a calf, his chicken flock increased by the hatching of 30 eggs, his horse got loose and trampled the neighbor's barley field—and his hired man had the weekend off.

Norman Beaulieu is a new usher at the E. M. Loew's . . . George MacDonald is now doorman at the WB's Lenox . . . Holliss Sweeney, Loew-Poli Palace usher, sang at a recital Monday night . . . Charlie Jennings is the new porter at the Loew-Poli Palace.

Riverside Park-In Theatre, open air picture house located midway between Hartford and Springfield, re-opened again on May 1 . . . A trunk supply store next to the E. M. Loew's is at present renovating the entire store.

Leo Levenson V. P. of New B'nai B'rith Unit

BOSTON—Leo Levenson of M&P Theatres has been elected vice-president of the newly-founded theatrical unit of B'nai B'rith. The organization, named the Midnight Lodge because members' occupations require late confabs, has established headquarters at the Fox and Hounds on Beacon Street where assemblies will be held the first Monday of every month.

Marty Glazer, assistant publicity manager of the Metropolitan, has been elected recording secretary. Harry Levenson of the Jewish *Advocate* is financial secretary. Frank Solomont of the Franklin Park is treasurer. Jack Saef, publicity manager for the Paramount and Fenway, is warden.

Louis Newman of the Rivoli and Abner Pinanski of the Modern are members of the executive board. Ben Bartzoff of the Jewish *Advocate*, one of the founders, has been installed as president.

Joe Dondis Duo in Calais Is Booked by Higgins

BOSTON—Herbert Higgins, independent film booker, has contracted with Joe Dondis, Maine circuit owner, to book the latter's Strand in Skowhegan and the State in Calais. Dondis is an M&P Theatres Corp. partner in Rockland, Me. Higgins was local Warner head booker for years. He is now located in the Statler Building, Boston.

Trio Opens Manco Service Company on Boston Row

BOSTON—Offices of the newly-formed Manco Service & Supply Co. have been opened in the film district. Joe Cohen, William Mancuso and Phil Markell are partners in the enterprise, which has taken over the Boston Theatre Supply Co. The firm is specializing in cleaning supplies for motion picture concerns.

Lou Cohen Returns

HARTFORD—Lou Cohen is back in town again as manager of the Loew-Poli Palace, after having filled in for George E. Freeman, manager of the Loew-Poli, Springfield, who was ill at the Mount Sinai Hospital, New York. Cohen's assistant, Sidney Klepper, managed the Palace while Lou was in the Bay State city.

NEW HAVEN

AN admiring and congratulating audience Wednesday night was followed by an equally admiring overflow audience of patrons on the official opening Thursday of the 900-seat Whitney Theatre. Flower baskets flanked the lobbies, and Maurice, Sam and Meyer Bailey and Manager Franklin E. Ferguson were on hand to greet all comers. Rudy Vallee, Bing Crosby and John Barrymore, in telephone broadcasts, were greeted enthusiastically by the audiences. Their messages were recorded and repeated on several succeeding nights.

The house will have a three-change-a-week policy, with daily matinees. Single features will be tried on Wednesdays and Thursdays with a "Whitney Hour" of shorts, selected and edited by Ferguson. A WELI tieup has been arranged for four spot announcements daily following news periods and announcements in the WELI Dial, *a weekly sheet. In return, the house carries a screen announcement of the news periods and Whitney announcements on the station. The manager is also planning to launch a weekly paper, carrying the theatre program, Hamden news and some ads.*

The Tower, Waterbury, new 600-seat Fred VanDoren house, was scheduled to open about May 1, and as BOXOFFICE went to press, Lou Phillips of Modern predicted everything would be ready to launch Waterbury's 12th theatre . . . Among the early reservations for the Barney Pitkin dinner was that of Harry Arthur of Fanchon & Marco, St. Louis, once the operator of the Poli and an old friend of Barney's. Harry Rogovin of Columbia, Boston, former New Haven manager, was one of the first Bostonites to promise attendance . . . John B. Kennedy, commentator of Metro's News of the Day, addressed the Metro Pep Club at the exchange office.

It's still Florida: Sam Rosen, Sam Weber and seven-year-old Billy Rosen left by train for Florida, where Abe Rosen will join them for a few weeks of deep sea fishing on the Gulf of Mexico . . . Max and Mrs. Tabackman and son journeyed to Boston for the Passover . . . B. E. Hoffman, Warner executive, is one of the town's most efficient workers on charity and welfare ventures . . . Murray Kaufman of Strand Amusement sustained internal injuries when a car driven by Peggy Post, Bridgeport journalist, hit and smashed his car to smithereens on its first birthday. After seeing the train wreck in last week's news and going through a narrow escape in the air on his recent trip west, Ben Simon has decided to do his future traveling on foot.

New non-theatrical, Groton U. S. submarine base canteen, will feature daily shows beginning May 15 . . . Special children's admission of 15 cents at the Paramount for "Blue Bird" . . . "My Son, My Son" was held a second week at the Regal, Hartford . . . Riverside Park-In opened its fourth season on May 1 . . . Dick Cohen has signed up the Dixwell Playhouse for his 20-week Standard American encyclopedia deal, starting May 5, two-a-week. Giveaway will have a four-day opening. Cohen also signed Empire, New London; Palace, New Britain; and Fialto, Bridgeport . . . N. C. Wrisley moved to new, larger quarters at 123 South Orange St. . . . Jean Du Barry, new Lincoln manager, is doing a good job tying up with student and music school groups on Grace Moore's "Louise," coming May 6.

Harry Shaw and Lou Brown are by now experts on cavalcades and hail the national "20-Mule Team" to pass through this territory soon as one of the biggest yet. The tieup with Pacific Borax sends a 20-mule team with a mule skinner and two old wagons on a tour starting at Kansas City and winding up at the World's Fair. Present schedule sets the visit to Worcester for May 9; Hartford, May 13, New Haven, May 14; and Bridgeport, May 15, but New Haven date may be switched to coincide with Powder House Day celebration, with important officials participating.

Bostwick, Bridgeport, starts Progressive's Essex silverware deal this month . . . Bill Scanlon, assistant at the Poli, Meriden, planned a five-day 100-word essay contest on "Rebecca" in the morning *Record,* asking contestants to describe what they thought was the film's best scene. Also tied up with General Electric plant for display of stills on "Young Tom Edison" in every department . . . Nat Rubin, Poli assistant, New Haven, arranged a prettiest boy and girl under five contest on WELI with cash and ticket prizes in connection with "40 Little Mothers." Also promoted 6,000 samples of shredded wheat for lobby giveaway. Bob Russell arranged with Sagal-Lou for use of attractive milk bottle collars on the picture.

Morris Weinstein, who won the first prize in the 20th-Fox ad sales managers contest, bought a Plymouth automobile and had it delivered full of gas and oil. Only one hitch—neither Morris nor his wife could drive it into the garage . . . Grace Weissman, formerly of the Fox office staff, will be married at the Hotel Taft, June 9. Eleanor Fishman replaces her in the office . . . Strand Amusement wound up its bowling season with a banquet at the Broadway Casino. Al Smith, former manager of the Lyric, was m. c. The six four-man teams were captained by Murray Kaufman, Del Delarocco of the Strand, Morris Jacobson, Hippodrome; Nathan Greenberg, Park City; Joseph Briebord, State, and William Haug, American. Delarocco won the highest award for pin score. Entertainment acts were imported from Hartford. Among those present in addition to the captains were Max Kaufman, Duke Pinder, Sam Kaufman, Harry Kronish, and the entire staffs of Strand Amusement houses.

Ralph Civitello of the Devon is house-hunting with a view to relinquishing his bachelorhood . . . Irving Altshuler, Columbia auditor, has left for New York after a five-week stay . . . Angelo Tomasino is the latest in Mike's family to go in for surgery with a tonsillotomy at St. Raphael's . . . Florine Bauer, former Poli Theatre secretary, has been promoted to the staff of the Poli New England division, succeeding Helen Elder, who has left for Harrisburg to join her husband, now manager of Loew's . . . Eddie Ruff, Paramount manager who goes around the course in the low 80's, is aching for a few more clement weekends . . . Also Al Bookspan of the Fishman Theatres staff, and many others along Filmrow.

Visitors: Sam Farber, in town after showing many Maine exhibitors the encyclopedia light . . . Sam Haase, Boston broker . . . William Erbb, Paramount district manager, in town for two days . . . Harry Segal of Imperial Pictures, Boston, visited the district with Joe Schmuck . . . Frank J. Marks of National Committee of Education, distributing the Dick Cohen encyclopedia deal, looked over the territory . . . George Wilkinson jr. an infrequent visitor; also Mr. and Mrs. Hess of Moosup and Joe DiFrancesco of Cheshire . . . Allied Theatres of Connecticut is awaiting the signal from the state public safety commission to proceed with distribution of ten trailers being printed by the organization in cooperation with the current safety campaign.

Tower, Waterbury, has been signed by Jules Livingston for Alexander previews . . . Tom Thornton, Advertising Accessories branch manager here, visited his folks in Boston . . . Edward Fitzgerald, Paramount booker, has been promoted from top sergeant to second lieutenant in the 102nd regiment of the Connecticut National Guards . . . IATSE Local No. 273 annual ball at the Taft Saturday was a social and financial success . . . Dechantel Smith, Paramount exchange chief accountant, left May 3 for a two-week cruise to Cuba and Haiti . . . Billy Nutile, Paramount traffic manager, and hot DiMaggio fan, is yearning to sit in the bleachers at the Yankee Stadium. Billy was a disappointed man when he couldn't get to Boston for the Yankee-Red Sox series.

Failure of Lyric, Bridgeport, to open with Don Redmond, rumored to have been due to union difficulties . . . Census bureau forecast of population for New Haven this year is 162,694; 1930 *census figure was* 162,655 . . . *Managers' doings: Jack Sidney, assistant at the Poli, Bridgeport, had a girl street ballyhoo for "It's a Date." The girl carried a traveling bag with photos of Deanna Durbin, used as a lobby giveaway . . . John Hesse built a six-foot revolving wheel covered with silver glitter for his Roger Sherman lobby piece on Ginger Rogers in "Primrose Path" . . . Bob Russell planted a picture of Eddie Cantor being made a member of the local Child Welfare Ass'n, in the New Haven* Register.

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SPRINGFIELD

BACK at work now is George E. Freeman, manager of the Loew-Poli, who was laid up for more than a month at New York's Mount Sinai Hospital. Lou Cohen, manager of the Loew-Poli Palace, Hartford, who filled in for George during the hospital interval, has returned to Hartford . . . Ventilating apparatus at the E. M. Loew's Court Square has been fixed over.

Miss Anna Mahoney, cashier at the Park, Westfield, was married to John W. Glynn . . . Assumption College Alumni rented the dark Regent, an E. M. Loew house in Worcester, for a special showing of "Port of Shadows" . . . Chief Projectionist Edward Roe, Mohawk, North Adams, was in Boston for a few days. While Roe was out of town, Arthur Fugiere took over his duties.

A new dish giveaway has been started at the Forest Park Phillips, one of the Rifkin circuit . . . Both E. M. Loew's, Hartford, and Goldstein Bros.' Paramount, Springfield, brought in "Abe Lincoln in Illinois," after great campaigns on the part of both houses.

"Rebecca" played two weeks at WB's Capitol . . . The screen timetable, daily help to theatre patrons in town, is a useful feature of the Springfield Daily Republican.

A guess-work contest was on hand at the Paramount, North Adams, during the run of "Magic Bullet" which was as follows: Capsules were put in a jar and $5 offered to the patron who could guess the nearest to the correct answer amount of so-called "bullets."

Local newspapermen accompanied Jack Foxe, assistant manager, Loew-Poli, to Hartford last fortnight to see the p. a. of Eddie Cantor in the Nutmeg State Capitol City, in connection with "40 Little Mothers."

Manager Cal King, of up Williamstown way, gave use of his theatre for two days for benefit showings by the Williamstown League of Women Voters . . . Manager Bernard Payne, Mohawk, North Adams, had a tieup with a North Adams car deal on a special reel with the dealer cooperating with press advertising . . . Strand, Westfield, is approaching its silver anniversary.

Regular Vaude May Wind Up Stand at RKO Boston

BOSTON—Regular vaudeville may wind up at the RKO Boston this month. The house is the Hub's only remaining de luxe stand for flesh. Present indications are the house may book stage attractions from week to week throughout the summer, engagements depending largely upon availabilities.

Adapts "Heart of Paris"

HOLLYWOOD—Louis Meltzer is adapting "Heart of Paris," which Columbia will remake from a French film. Charles Vidor will direct.

Two Releases Yield Some Dialogue to Censors

BOSTON—"So This Is London" and "Torpedo Raiders" were the only pictures to draw eliminations in a list of 31 announced last week as approved for exhibition on the Lord's Day.

Cut from the 20th-Fox release was the dialogue: "Oh, what a lovely lay-me-down . . ." to and including, ". . . Ta ta, sir. Toodle-oo."

Deleted from Monogram's "Topedo Raiders" were two instances of "'ell" from the sound track.

McLaughlin Pushes Plans For Legion's Cruise

BOSTON—William H. McLaughlin, operator of the Stoneham in Stoneham and commander of the theatrical post of the American Legion, has been furthering plans for the fraternity's annual New York-Boston weekend cruise. This year's circuit will be held Saturday and Sunday, May 18 and 19. A number of prizes will be awarded on the boat on Saturday.

Graphic Circuit Plans Belmont 1,000-Seater

BOSTON—The Graphic circuit, operated by Sam Kurson of Bangor and headed here by Newell and Kenneth Kurson, tentatively plans to put up a 1,000-seat house in Belmont at a cost of $125,000. A seven-day license is being sought. At a public hearing, attended by less than 200 voters, opposition was raised to proposed Sunday films.

Cedar Directs a Starrett

HOLLYWOOD—"West of Abilene," Charles Starrett western for Columbia, will be directed by Ralph Cedar.

BOWLING

BOSTON—The local M-G-M bowling league continued Thursday after a one-week hiatus. Record scores up to that time were held by Jerry Crowley with a pin fall of 112 and Clara DeCane who toppled 101 candle pins.

Totals, not including this week, are:

MEN	Pinfall	Strings	Average
Joe Rahilly	1648	18	91.6
Barney Bebchick	1612	18	89.6
George Toolan	1613	18	89.6
Al Wheeler	931	11	84.6
Harry Golden	248	3	82.7
Herb Donovan	1136	14	81.1
Art Krohn	716	9	79.6
Jerry Crowley	1409	18	78.3
Eddie Renick	232	3	77.3
Saul Levin	618	8	77.2
Matt Donohue	922	12	76.8
Tommy Farrell	438	6	73.0
Victor Shenberg	961	18	53.4

GIRLS	Pinfall	Strings	Average
Marie Coleman	261	3	87.0
Dot Gardiner	746	9	82.9
Clara DeCane	1296	18	72.0
Katherine McGovern	638	9	70.9
Dot Rolfe	624	12	69.3
Helen Helvitz	206	3	68.7
Ruth Cummings	824	12	68.7
Alice DeWolfe	712	12	64.7
Marion Bell	952	15	63.5
Sadie Feldman	248	4	62.9
Edith Lechten	307	5	61.4
Florence Scully	548	9	60.9
Dot Glavin	896	15	59.7
Grace McGowan	616	11	56.0

PROVIDENCE

BAN on "Strange Cargo" placed by the Providence bureau of police and fire a fortnight ago had an aftermath in Pawtucket Saturday when police officials there ordered A. L. Lashway, manager of M&P's Strand, to discontinue showing of film after a two-day run.

The E. M. Loew battle against the IATSE, which has been waged since Loew entered the Newport scene with a lease on the Colonial two years ago, came to a climax last week when agreements between the theatre and the union were signed. Monday Gerald Wagner, house manager of the circuit's new Paramount, and W. H. White, president of Local 309, announced agreements would be signed that day. Loew, accompanied by Mrs. Loew, visited Newport Tuesday to look over circuit's newest link. In addition to Manager Wagner, others moving to Paramount from Colonial include Francis Shaffell, assistant manager; Alfred Perry, Mrs. Alice Sherman, Sidney King, Ed Sherman, Anthony Serra, Chester Wlodkowski, Lewis Shepley, Charles Forman, William O'Connell, Manuel Ferreira, Wallace Peterson, Francis Sullivan, Cornelius Sullivan and Manuel J. Sears.

When the Pawtucket zoning board sat in session April 24 to consider application for permit to build new theatre at 561½ Smithfield street, in Fairlawn section of city, no one appeared to argue for or against the project and the matter was "taken under advisement" by the board. Permit is being sought by Fairlawn Enterprises, Inc., but identity of officials back of new house remains undisclosed. Meanwhile, in Pawtucket, William A. Pinault, who is building a new neighborhood house in the Darlington section of city, announced plans to lease it on completion to Currie & Harmon, Inc., new corporation recently granted papers. Walter B. Harmon of Providence and Chester J. Currie and Judge Raymond J. McMahon of Pawtucket are incorporators.

Edward L. Reed, Strand manager, is in New York this week booking up extra strong features for house's 25th anniversary, which falls in June. Assistant Manager Johnny Hodge is in charge during Reed's absence.

All first run houses had a shutdown April 29 when a short-circuit fire in one of the power stations of Narragansett Electric Co. caused circuits in downtown area to go off for about 20 minutes. Most houses made no attempt to entertain patrons during interval, but at Loew's State, Manager Ed McBride had the stage manager wheel piano out from wings and Maurice Cooke, house organist, entertained.

Ledwith Union Delegate

MERIDEN, CONN.—State Senator Charles H. Ledwith has been elected by the local Stage Employes and Moving Pictures Machine Operators' Union to attend the national convention of that organization on June 3 at Louisville, Ky., as Meriden delegate.

Cole Checks Up on Claim by Walker

DALLAS—Stating that he will be in a "rather embarrassing position" when he appears before the Interstate Commerce Commission of the House in Washington on May 12 to testify for the measure, if Judge R. L. Walker's contention that 92 per cent of the exhibitors in Texas have signed petitions against the Neely bill is correct, Col. H. A. Cole is canvassing the trade to determine the authenticity of the claim put out by the president of the Theatre Owners of Texas.

The letter sent out by the national Allied head included an enclosed form which asked the recipient two questions, one, whether he signed a petition against the Neely bill, and if so, his reason or reasons for doing so.

A stamped envelope was also enclosed to "facilitate the matter" of a reply.

R&R-United Plan Two New Ones; Restore Another

DALLAS—Three R&R-United theatre jobs are on the way, two coming up immediately. Plans for a new 800-seat deluxer in Huntsville are completed and construction will get under way soon, while construction contract for a new 800 seater in Crockett will be let at an early date. Plans to restore the Pal at Palestine have been under way and this job will be undertaken within a short time.

Corgan & Moore, local theatre architects, executed plans for all three houses.

McLendon Will Build New 800-Seater in Atlanta

DALLAS—B. R. McLendon, fast developing circuit operator with headquarters in Atlanta, says he has purchased a property in Atlanta on which he will soon build a new streamlined 800-seat theatre. The cost was $4,000, and the entire layout with building and equipment, he said, will aggregate $40,000. McLendon's circuit is known as Tri-State Theatres.

McLendon said that Lloyd Epperson has been made advertising manager for the circuit, with headquarters in Atlanta.

Martin Building a New House in Andalusia

ANDALUSIA, ALA.—Construction of a new 1,200-seat theatre was started by R. E. Martin immediately upon his acquisition of the one-half interest in the Paramount-Fox Theatres owned by Mrs. Z. D. Studstill.

The new house, to be known as the Paramount, replaces the one destroyed by fire early this year.

Griffin Into Lake Lure

CHARLOTTE—J. W. Griffin is opening a theatre, not yet named, at Lake Lure, N. C., May 15.

Fulgham Sues Interstate Unit Under the Anti-Trust Laws

DALLAS—The fifth in a second series of damage suits by independent exhibitors against the Interstate circuit, or affiliates, was filed last Saturday in Judge Atwell's federal court by H. E. Fulgham, covering the period he operated the Joy Theatre in Tyler. Fulgham now owns and operates the Ideal in Fort Worth. His case is against Texas Consolidated Theatres, Inc.

The Fulgham complaint, based on the Sherman and the Clayton anti-trust acts, asks damages of $20,000—triple under federal law—plus $3,750 attorneys fees, making a total of $63,750.

In his petition, Fulgham claims he is a citizen of Tarrant county whereas the defendant is a Delaware corporation with general offices in the Majestic building at Dallas. Fulgham says his admission prices at the Joy in Tyler were 10 and 15 cents and that the theatre was known as a subsequent run. He points out that the defendant operated the Arcadia, Queen and Majestic in Tyler and that showings in these houses were largely first runs.

Fulgham does not charge conspiracy in his case, but cites alleged agreements between film companies, claiming he was unable to secure playdates on a bona fide contract he had with Paramount and charging that Consolidated "threatened" Paramount to this end. His playing arrangement with RKO was terminated for the same reason, he says. Because of the conduct of these two distributors, other exchanges refused to do business with him, Fulgham claims.

In his petition, Fulgham also claims he had a conference with Karl Hoblitzelle in the latter's office during the summer or early fall of 1936 when he was told that Consolidated did not want an independent exhibitor in Tyler—that Fulgham's existence there interfered with the plan and operation in Tyler of the Consolidated (Interstate) circuit and that Fulgham was certain to lose money and eventually his investment. At the same time, Fulgham claims he was offered terms to sell out.

The Fulgham case marks the eighth to be filed against Interstate within recent months. Cases of the Joy in Houston; Cliff Queen in Dallas; River Oaks in Houston jointly with the Varsity in Dallas, were settled out of court. Others were filed within the past few days by H. N. Jorgenson of the East Grand, Dallas; R. Z. Glass, Fair, Knox and Lawn, Dallas; Sam Kirchheimer, Northside, Houston, and Louis Richker, Gayety, Fort Worth.

Claim Exclusive Right to Operate Texas Drive-Ins

HOUSTON—Events in the operation of local film houses have been very smooth for the past few months, but it seems things will take a faster turn in the next few weeks with the appearance of a large advertisement in the *Chronicle* on the theatrical page, to the effect that any persons other than W. G. Underwood and C. C. Ezell who try to operate drive-in theatres in any Texas city, with the exception of El Paso and Corpus Christi, would be legally challenged by Park-In Theatres, Inc., of New Jersey.

C. A. Richter, Nick and Pete Katsaris and Leon Newman, who operate a drive-in in Corpus Christi, have stated in the local press they intend to build and operate a drive-in in Houston and are now constructing the Texas Drive-In Theatre, which they claim will be the largest in the world.

Build in Mercedes

SAN ANTONIO—Manager G. L. Wood of the State, Mercedes, has announced that the Texas Consolidated Theatres, Inc., will erect a new house in Mercedes. The purchase of the old Manhattan Cafe building as a site was authorized by Karl Hoblitzelle, president of Interstate circuit.

NTS Outfits Two

DALLAS—The local National Theatre Supply branch has sold mechanisms and magazines to the Beltonian, Belton, Tex., and virtually all equipment to Carl A. Milentz for his new theatre in San Antonio.

Interstate Faces Two Anti-Trust Actions

HOUSTON—Two federal court suits were brought against Interstate Circuit, Inc., seeking damages of about $100,000 and alleging provisions of the Sherman anti-trust act had been violated.

Sam Kirchheimer, Houston owner and operator of the North Side Theatre, is asking damages of $30,094 and attorney's fees of $3,500.

R. Z. Glass, also of Houston, operator of the Knox, Fair and Lawn in Dallas, brought the second suit, asking a judgment of $68,443.47 and attorney's fees of $7,500.

Sam Kirchheimer said his suit was an outgrowth of a federal charge filed in 1938 against Interstate, alleging violation of the Sherman act, at which time the supreme court decided against the defendant. Before this time Kirchheimer claims he could not get "A" pictures and that after the decision he was able to get "A" films but that he had to wait for them and pay more than other houses who charged 25 cents while he maintained a 15-cent price for over 25 years.

R. Z. Glass, who also operates the Stude here, was out of the city and did not make a statement.

Fire in Stephenville

DALLAS—The Majestic, owned and operated by Mrs. Thomas Donnell at Stephenville, was badly damaged by fire a few days ago, according to news reaching Filmrow.

Ark. ITO Convention Names Wren Head

LITTLE ROCK—O. G. Wren, Little Rock, again heads the Independent Theatre Owners of Arkansas, following the election of officers held by the organization at its recent annual convention attended by over 100 trade members, at the Hotel Marion here.

Also re-elected are W. E. Malin of Augusta, vice-president, and K. K. King of Searcy, secretary. C. C. Mundo of Little Rock, H. E. Ruh of Berryville, and W. L. Landers of Batesville were named to the board of directors.

Brief addresses were made by Miss Emma Cox of Osceola; J. F. Norman, Little Rock, and G. Carey, Paris. Trade problems were discussed and a stronger state organization urged.

Registrations:

ARKANSAS

Mrs. G. Sterling, Gurdon; S. A. Arnold, Little Rock; D. E. Fitton, Lyric, Harrison; Herod Jimerson, Rex, Little Rock; G. Carey, Strand, Paris; Mrs. J. M. Ensor, Crescent, Little Rock; H. H. Evans, Evans, Mt. Home; L. F. Haven and L. F. Haven jr., Imperial, Forrest City; B. F. Busby, Republic Pictures, Little Rock; M. J. Kilbourne, Royal, Bentonville; Miss Emma Cox, Gem, Osceola; J. Henry Smith and wife, and Burris Smith, Imperial, Pocahontas; O. W. McCutcheon, Ritz, Blytheville; Sidney Wharton, Pastime, Warren; Ray Wilson, New, DeWitt.

O. G. Wren, Crescent, Little Rock; K. K. King, Rialto, Searcy; C. C. Mundo, Rex, Little Rock; Harrigan Worthsmith, Republic, Little Rock; Chas. F. Nelms, Ritz, El Dorado; C. W. Tipton, New, Manila; S. C. Tipton, New, Monette; M. I. Denning, Manila; S. M. Perrin, Alexander Film Co., Little Rock; Fred Lawrence, Republic, Little Rock; H. J. Pitman, Paradise, Cotter; J. F. Norman, Best, England; W. L. Landers jr., Landers, Batesville; O. C. Hauber, Pine Bluff; D. S. Edenfield, Altec Service, Little Rock; H. E. Ruh, Ozark, Berryville; E. W. Capps, Foreman; G. W. Jones, Republic, Little Rock; W. E. Malin, Lura, Augusta; Charles Bonner, Community, Pine Bluff.

MISSOURI

Jimmy Gregg, United Artists, St. Louis.

LOUISIANA

N. B. Blount, RCA, New Orleans.

NEW JERSEY

E. Auger, RCA, Camden.

TENNESSEE

Herbert Kahn, Columbia; M. Lindner, National Screen Service; W. S. Osborne, Monogram; Jimmy Pritchard, Universal; Bailey Pritchard, Peerless Adv.; Floyd Shaffer, American Desk Co.; M. L. Basse, M-G-M; W. A. Lewis, Monogram; Buddy Mansfield, Universal; B. H. Jordan, Universal; R. H. Conway, National Screen Service, all of Memphis.

R. V. Reagin, RKO; Mr. and Mrs. Howard L. Dean, Paramount; Homer Hisey, Warner Bros.; Peter Dawson, Nat'l Theatre Supply; Tommie Haynes, Columbia; A. C. Holland, RCA Photophone; O. D. Bland and wife, Nat'l Theatre Supply; N. T. Towler, Monogram; Miss E. M. Wagner, Film Transit; all of Memphis.

TEXAS

J. A. McInaney, Alexander Film, Dallas; A. J. DelCambre, United Artists, Dallas.



At the Arkansas ITO Convention—

A few of the personalities attending the annual convention of the Independent Theatre Owners of Arkansas. Top row, left to right: O. G. Wren, Little Rock, president; W. A. Malin, Augusta, vice-president; K. K. King, Searcy, secretary (all re-elected); D. C. Hauber, Pine Bluff; J. F. Norman, Little Rock, and D. E. Fitton, Harrison.

Second row: C. C. Mundo, Little Rock; Jack Arnold, Little Rock; Charles Bonner, Pine Bluff; Milo Franklin, Little Rock; S. M. Perrin, Little Rock, and J. A. McInaney, Dallas, all of Alexander Film Co.

Third row: M. Linder, National Screen Service, Memphis; Pete Dawson, National Theatre Supply, Memphis; Mrs. Vernie Olinghouse, in charge of registrations; G. Carey, Strand, Paris, Ark.; E. W. Capps, Ace, Foreman, and N. B. Blount, RCA, New Orleans.

Bottom row: Tom Young, Memphis 20th-Fox manager; Forest Dunlap, general sales manager of American Desk Mfg. Co., Dallas; Buddy Mansfield, Universal, Memphis; Robin Lightman, Rialto, Arkadelphia; L. F. Haven jr., Imperial, Forrest City, and R. V. Reagin, RKO, Memphis.

Campus to Open With a New Monogram Picture

DALLAS—Lee Threet, who was in town early this week conferring with V. A. "Buddy" Walker on the opening of the new Campus at College Station, said the christening would take place Thursday night and that the opening picture ought to satisfy college students who have been vigorously objecting to clearance of Bryan theatres over the College. The picture is even ahead of Houston, Threet said. It is Monogram's "Son of the Navy."

Ritter's Austin Visit Spells SRO Business

AUSTIN—Elmo Hegman, skipper of the Ritz, really dug his spurs into the task of exploiting the recent personal appearance of Tex Ritter along with the star's current Monogram release, "Pals of the Silver Sage." The Ritz played four SRO days and could have handled a couple of more days holdover.

Manager Hegman traded heavily on the "home town boy" angle, Ritter being a former University of Texas student. Here's what Hegman's exploitation schedule looked like:

Monday—The Men's Glee Club of the University gave a banquet in Ritter's honor.

Tuesday—The western star visited a half-dozen local schools. Interviews and pictures appeared in the local newspapers.

Wednesday—Ritter was interviewed over Radio Station KNOW.

Thursday—The sagebrusher was the guest of honor on Tom Martin's Texas State Network broadcast.

Appearing with Ritter at the Ritz were the western-film comedian, Slim Andrews; and Dick Phillips and Curly Hogg, musicians.

NEWS BRIEFS

ALABAMA

ANDALUSIA—The building housing the Fox Theatre has been leased by the Waters Theatre Co. of Birmingham. The corporation proposes building a new house here and remodeling the Fox.

OPELIKA—LeRoy Martin, assistant manager of the Martin, has been transferred to LaFayette as manager of the LaFayette there.

FLORIDA

PAHOKEE—Gold and Dobrow, Glades Theatre operators, have awarded the contract for the construction of their new house here.

STUART—Some 40 to 50 managers were the guests here of E. J. Sparks, owner of the largest theatre chain in Florida, on a fishing tour.

TITUSVILLE—Repair work on the theatre here has been completed.

WINTER PARK—Saturday morning shows for children have been adopted by the Colony Theatre.

GEORGIA

ATLANTA—A certificate of incorporation was granted Dixie Theatres. Incorporators are Paul A. King, Lurline B. King and Oscar Oldknow. Capital stock is $2,000.

CANTON — Martin-Thompson Theatres have started construction on their new building.

COCHRAN—Emmett Grimsley jr., manager of the Roxy, has been transferred by Martin-Thompson to Hawkinsville. George Yarbrough of Baxley will be the new local manager.

COLUMBUS—Lawrence Shields of the Royal was guest columnist recently on the *Enquirer-Sun*.

EAST POINT—Construction on an 800-seat house for Mion and Murray is under way.

LAGRANGE—Joe Jorman, manager of the LaGrange, has been transferred by the Lam Amusement Co. to Hogansville.

NORTH CAROLINA

ASHEVILLE—A new roofing job has been completed by the Imperial.

ASHEVILLE—Publix-Bamford Theatres, Inc., have been denied a permit to construct a broadcasting station.

SOUTH CAROLINA

BISHOPVILLE—New projection equipment and screen has been installed by the Lyric.

LANCASTER—Construction for a new theatre for George Parr is underway.

TENNESSEE

CHATTANOOGA—Permit to remodel a building here into a theatre for colored has been granted.

KNOXVILLE—W. E. Drumbar is readying the opening of his new 600-seater. A house at Bearden and one at Vestal also are planned by Drumbar.

MEMPHIS—Mrs. Nellie V. Gillett, mother of E. R. Gillett, proprietor of the Bristol, died recently.

NASHVILLE—A sale of Bristol Theatre Corps. bonds was conducted by the trustee.

The Arcadia in Dallas May Precipitate a Price War

DALLAS—Threat of a possible price war in Dallas became apparent this week as the Arcadia, seating over 1,000, intimated to film companies the big house may drop to 15 and 20 cents the first of May.

Since it was built a number of years ago as the ranking neighborhood theatre here, the Arcadia has maintained a 35-cent top on various availabilities. During the years, however, it was superseded by at least two houses, the Village and Lakewood. Arcadia seats are about evenly divided in its ramp balcony and lower floor. Under the new setup, it is presumed the lower floor will go to 20 and the ramp to 15 cents.

Discussion of the price cut brought much talk and some excitement to the Row. One neighborhood exhibitor felt that any 500-seat theatre making a like price cut would have no appreciable effect, but that the Arcadia, around 1,100-seats, going to 15 and 20 cents would have an effect on every theatre in Dallas charging more.

One 25-cent theatre owner, who owns no balcony, was undecided whether to match the Arcadia cut with a straight 20 cents or 15 cents admission. When the Arcadia makes its cut, it is certain the East Grand, Peak, Haskell, Rita and Fair in that section will have to match it, one neighborhood exhibitor believes. If the price is met in these quarters, then it will be up to theatres all over Greater Dallas to do likewise, he said further.

Puzzling Filmrow is why should the Arcadia cut from 35 cents to 20 cents. The answer from distributor circles is that the Arcadia claims it does not want to play pictures day and date with six or more 25-cent theatres on Sunday as has apparently been the custom here during recent years.

The Interstate office said Wednesday it had no interest in a possible price war—that it knew nothing about one and certainly would not join up if it came. Several independents, however, were visibly disturbed over the outlook.

R. H. "Bob" Clemmons, manager of the Arcadia, told BOXOFFICE he had nothing to say this week, but that within the next few days he would make his position clear in reference to the price cut.

Two Drive-Ins Seen Possible for Tulsa

TULSA, OKLA.—At least two drive-in theatres will be constructed near the city limits of Tulsa, one of them to be in operation by June 1.

These intentions were announced here by Lew A. Chatham and Abe Rosewall, representatives of the Griffith Southwestern Theatres organization. Chatham says he closed deals for options on four pieces of land outside the city limits. The options involve 10 to 15 acres. Traffic checks will be made and the two drive-ins constructed on the most likely two of the four locations but only one will be ready within a month.

It will accommodate about 1,000 cars on ten elevations. Minimum admission fee will be 15 cents for adults with a possibility of family nights when a carload will be admitted for 50 cents. Pictures will be second-run.

Simplex
TRADE MARK REG'D.

4 Star
SOUND

E-7 Projectors-- Simplex
H. I. Lamps

Why do we say so much about SIMPLEX? Because the builders are past the stage of experimenting with YOUR money—YOUR box office receipts . . .!

NATIONAL THEATRE SUPPLY COMPANY
Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

SANTONE

A BATTERY of cameramen were on hand to "shoot" clips of the parades during the Fiesta last week. They were Charles Lee, Jimmie Lederer, Taylor Byars, Lee Orr, and several others . . . Tommy Leigh has been promoted to chief of service at the Majestic, succeeding William Eubanks who has taken a post in a Houston theatre.

Amusement Editor Mary Louise Walliser recently started a new column in the San Antonio Evening News *tagged Chatter-Graphs on local and national screen, drama and radio happenings . . . Stage actor Jay Ralston planning that vacation out Hollywood way this summer with designs on taking a course in one of the dramatic schools there.*

Billy Sharp, erstwhile tabster, has opened a dancing academy at 115 Pleasanton Road, he wants his friends to know . . . Interstate Theatre circuit here had two cars entered in the Trades Parade which was viewed by 30,000 persons.

Miss Maria Cristina Jimenez, daughter of J. J. Jimenez, skipper of the local Azteca Film office, was one of the featured dancing entertainers on the Muny Auditorium stage last Saturday in the colorful Mexican presentation, "An Evening in Taxco."

Seen along the Rubin & Cherry Shows midway: Samuel Word, formerly with the A. B. Marcus Show; Oliver "Buzzo" Thomas, State manager, and Jimmy Zintgraff . . . Marie Isaacson, psycho-analyst, is being held over for an indefinite period on the Majestic mezzanine floor.

Jimmy Lederer, having finished shooting 5,000 feet of descriptive film on San Antonio, has announced that half of that amount has been sent to the RKO studios in Hollywood, where cutting and editing on the local news short is being handled.

All local theatres (Interstate) participated in the Will Rogers Memorial Fund Drive by exhibiting trailers on the subject and having ushers pass collection plates at each showing.

Several local actors are adding a San Antonio flavor to the shorts now being produced in and around Santone by Premier Pictures. They include Sidney Berkowitz, Sterling Waters, Buster Bill Bryan, and Marie Jayne.



FOUL ODORS
Are Unnecessary

The KOZONO eliminates ALL odors electrically and PURIFIES the air. Hundreds used throughout the nation by theatres of all sizes. Easy to own. A real asset. Write today for catalogue and convincing proofs. Agents wanted.

The Kozono Co.
123-B Trade St., Charlotte, N. C.

Advises Witnesses Against Interviews

Dallas—Referring to reported activities in Texas in advance of the government key industry suit, Col. H. A. Cole, president of national Allied, makes the following statement:

"A number of Allied members have come to us stating that attorneys for the film companies are seeking interviews of all witnesses named by the government in the New York suit, and have asked my advice.

"I told them they were not obligated to discuss anything with such attorneys or other representatives of film companies in connection with testimony they expect to give in that trial and, further, it would be better to refuse to discuss such matters at all."

"Strange Cargo" Picketed During Run in Houma, La.

HOUMA, LA.—Pickets carrying banners paraded in front of the Bijou here all day April 28 in protest of the motion picture, "Strange Cargo," which they branded as "indecent." Clyde Busch, local labor leader, stated the pickets were not a union undertaking, but only a protest by private individuals against the "indecency" of the picture.

"Strange Cargo" was condemned by the local branch of the Legion of Decency.

NEW ORLEANS—"Strange Cargo" is playing here at Loew's State to excellent business and without any disturbance.

Allied Dallas Offices Will Be Streamlined

DALLAS—The combined Allied Theatre Owners of Texas and the national Allied States Ass'n offices are going swanky and streamlined, if decorators and furnishers now on the job come through. Colonel Cole is moving across the hall into new quarters where it appears there will be no resemblance to the old location. Acoustical treatment, refrigeration cooling and fluorescent lighting are in the plans.

About paying for the costly setup, Cole jocosely remarked enough lawsuits may be won soon to pay for the overdraft.

Killmer Sells for NTS

CHARLOTTE—Don F. Killmer, formerly store salesman with National Theatre Supply, is covering South Carolina territory. He is succeeded in the local office by Floyd Adams.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

NEW ORLEANS

DALLAS RICHARD of the Rex Poster exchange has returned from a week's vacation in Rayne, La., his home town . . . Henry Werling of the Rex Poster exchange is stocking up on cigars and candy (for the ladies). He expects to be called papa in July . . . O. J. Barre of the Edgard, Edgard, La., chatting with exchange managers and telling of prosperous conditions in his section . . . "Usy" Pelegrim, skipper of the Rex, Chauvin, La., an interested spectator at the Grand National auction . . . In town: Max Connett, circuit manager with headquarters in Newton, Miss.; Claude Darce, Opera House, Morgan City; Mrs. Henry Bye, Robertsdale, Robertsdale, Miss.; Mrs. E. A. Anthony, manager and booker for the Ideal, Ponchatoula, La.

Mrs. Joseph E. Friend has been renamed president of the Louisiana Motion Picture Council. Mrs. Samuel S. Lewis is corresponding secretary, and Mrs. Albert S. Tucker is an advisory vice-president . . . The Orleans parish court of appeals has held that the operator of a public amusement place is not an insurer against injury to his patrons. The opinion reads: "A proprietor of a place of public amusement is not an insurer of the safety of his patrons, but he owes to them only what, under the peculiar circumstances, is exercise of reasonable care."

The old Dauphine, closed for the past two years, will reopen with a program new to New Orleans. The lower floor will be stripped of its seats and tables substituted. Motion pictures and burlesque will be seen on the stage. Patrons on the lower floor will be served drinks and refreshments. Smoking will be allowed. The first balcony will be reserved for patrons who come only to see the shows. The third gallery will be turned over to colored patrons at 10 cents admission. The spot will open about June 1.

Office equipment and fixtures of defunct Grand National were auctioned off, April 30. Purchasers were mostly local exhibitors . . . Upstate exhibitors suffered this week due to heavy winds and rain . . . New Orleans and Louisiana theatremen will not be bothered by daylight saving time.

Motion pictures, especially shorts and serials, will be one of the features at the opening of City Park, May 12 . . . Sidney Fuhrman of Covington, La., has taken over the Elks at Mandeville, La. . . . Bill Lake of the local Monogram office has been transferred to Memphis. Harold Cowan will succeed him . . . Since the death of Dave L. Lyon, owner of the Opera House at Crowley, La., the town has been devoid of amusements. However, A. J. Brousard, a merchant there, is making arrangements to erect a new house. The Southern Amusement Co. of Lake Charles will also enter Crowley in the near future.

Charles Meyers Building

COLERAIN, N. C.—Charles E. Meyers is building a new theatre here. He recently installed new RCA sound in his house at Rich Square.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

DALLAS

JACK GRUBEN, Monogram's east Texaner, had a thrilling experience as he stopped to gas up at Frankston just as the tornado and cloudburst was passing through. At the station, he was talking to a young fellow by the name of Cook who was filling up the tank. Someone told Cook his baby had just drowned in the high waters. Gruben was just getting ready to sign a ticket when Cook threw it in his lap and was away. Gruben learned later that the young Cook was a son of an elder who operated a silent theatre in Frankston in about 1917, and who Gruben knew in those days Jack said had he been on the road a few minutes before, instead of at the station, he would have either had to buy a new car, or Monogram would have had to hire a new salesman.

Howard Baskin, booker for Oskar Korn; Charlie Helms, manager of Texas Theatrical Printing, and Paul Plumley, were injured in an automobile accident Monday night in front of the union terminal. Baskin and Plumley were on the job after a day. Helms, however, was still confined to Parkland Hospital where it was believed he would be released within the next few days.

Lester J. Sack, one of the owners of Sack Amusement Enterprises and manager of the New York branch, will remain in Dallas for two weeks or so. He came down for the Variety conclave.

Paul Short, who worked himself a little shorter in putting over that memorable Variety convention, is vacationing in Florida with his wife, Interstate's Besa Short, and is expected back in his National Screen office within the next few days.

Forest White, owner of the Ind-Ex Booking Service, is back on the job after an appendix operation . . . J. J. Jimenez, Latin-American Film Co., San Antonio, passed through Monday en route home after a visit with Jack Adams jr. Accompanying him was Mrs. Jimenez, and both couldn't resist dropping by for one of Shoemaker's barbecue sandwiches, and that's where we ran into them.

Universal men leave next week for the company's national convention in Atlantic City, the procedure to start May 11. In the contingent will be E. S. "Dutch" Olsmith, branch manager; J. E. Mitchell, office manager; Eddie Green, head booker, and Salesmen W. R. Pittinger, C. M. Miller, Dave Lutzer and Jake Lutzer.

Position Wanted

OPERATOR-ARTIST—20 years experience, 34 years old, sober, reliable family man. Expert sound, excellent artist. Thoroughly experienced every form of progressive publicity and exploitation.

Furnish $3,000 worth of sound, P. A., machine repair equipment, cameras for movies, make own screen ads and trailers.

Sincere, thorough workman who wants to establish permanent home in small south Texas town, preferably near gulf.

If you want a really capable man who can produce real results and exceptional services, I can prove my qualifications to earn whatever the situation will permit. Will start for $30.

An early reply to this ad will be appreciated.

Box JS, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

And Without Benefit Of Subsidy

Ft. Worth—Co-eds at Texas Christian University have agreed upon nine points of correct behavior for their boy friends.

Number 6 on the list:

"Take the girl friend to a picture show Sunday afternoon."

AUSTIN

CHARLIE ROOT, helmsman at the Queen, bedded by the flu . . . Manager Gerald Raines of the Texas awfully proud of that new car.

At the Varsity, where Jesse Melinger is boss, "High School" (20th-Fox) did a big day's business which Mel attributes to the fact that there are so many former Thomas Jefferson (San Antonio) High School students in the university who wanted to see their old school on the screen.

"The Hurricane" played the Texas two days last week, without abating in its box-office force . . . Eloise Engle, Texas cashier, getting quite a rush at the San Antonio Club's spring formal.

John Rosenfield, amusement editor of the Dallas Morning News, *was in town to catch the premiere of Dr. E. P. Conkle's three-act drama, "Johnny Appleseed," as produced on the U. of T. campus.*

South Carolina Solons Invite Ann Sheridan

COLUMBIA, S. C.—The House and Senate of South Carolina have passed a concurrent resolution inviting Ann Sheridan to visit here as the guest of the state and city when her latest picture, "It All Came True," comes here.

HOUSTON

THE summer slump has hit local film houses and most of them are in an extensive economy campaign . . . Manager Bremer of the Kirby drew all the kids to the opening of Gene Autry and Jane Withers picture with a special cartoon party and prizes.

Freddie Gibbons of the Texan sponsored a local talent quest to find the best personality singer of "Oh Johnny, How You Can Love" as a promotional stunt for Universal's picture of the same name.

John Byus, regular assistant manager of the Kirby, will stay at the Alabama for the next few weeks while Ellis Ford leaves for hospital treatment . . . Donald O'Connor, Hollywood starlet, gave some gay moments to the Houston Food and Home Show in the Music Hall.

Loew's comes in for a lot of free space in the Press *on M-G-M's short "Jackpot." The* Press *which is carrying on a campaign against "honky-tonks" and rackets used the subject for a double column article.*

The Majestic-Chronicle June Bride Wedding, to take place on the Majestic stage, is gaining momentum as new merchants offer gifts to the couple to be wed.

Ellis Ford, Alabama manager, will undergo an operation that will keep him away from his post for several weeks. Neal Oldham, Tower treasurer, is going through the nervous condition of a man who will soon be a father . . . Al Barnett, Met engineer, has taken a wife.

Mrs. Grider Recovering

CHARLOTTE—MRS. Blake Grider is recovering nicely from an illness which is keeping her in the hospital for a few weeks. Mr. Grider is with Paramount.



Our Complete NEW SOUND EQUIPMENT

Produces *Wonderful* Results

YOU NEED IT

We Will Trade In Your Old Equipment

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 S. Harwood Dallas, Texas

MEMPHIS

DUE to the Independent Theatre Owners of Arkansas convention being held in Little Rock this past week, fewer exhibitors than usual were along the Row, but among those who made it were: W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; Norman Fair, Fair, Somerville, Tenn.; Odis Taylor, Uptown, Dresden, Tenn.; B. F. Jackson, Delta, Belleville, Miss.; J. F. Bruce, Bruce, Bruce, Miss.; John Shannon, Maxon, Portageville, Mo.; Gordon Lee Hutchins, Corning, Corning, Ark.; W. F. Sonneman of Fayetteville, Bentonville and Springdale, Ark.; "Slim" Brewer, Savoy, Clarksdale, Miss.; W. R. Tutt, Savoy, Tunica, Miss.; Charles Collier, Globe, Shaw, Miss.; C. M. Mounger, City, Calhoun City, Miss.; G. H. Goff, Ritz, Bruceton, and Rustic, Parsons, Tenn.; Bob Martin, Bells, Bells, Tenn.; J. W. Wofford, Eupora, Eupora, Miss.; K. H. Kinney, Hays, Hughes, Ark.; L. F. Haven sr. and jr. of Imperial Theatres, Inc., Forrest City, Ark.; George Hale and C. H. Collier, Globe, Drew, Miss.; W. T. Ellis, Regent and Ellis, Cleveland, Miss.; J. F. Wofford, Union, Union, Miss.; C. N. Eudy, Ackerman, Ackerman, Miss.; R. B. Gooch, Ritz, Selmer, Tenn.; Mrs. J. C. Noble, Temple and Rex, Leland.

It was "All-Zerilla" day at the Rugby Hill shooting range as brothers Phil and Paul captured top laurels in skeet shooting with 50 perfect shots apiece. Incidentally, Phil owns and operates the Rialto, and Paul, the Daisy, Palace and Lamar in Memphis . . . H. R. Mitchell of Memphis Scenic Co. visited the local office. He makes his headquarters in Hartselle, Ala. . . . Alton Sims, R&R's local booker, returned from Little Rock where he spent a couple of days visiting his brother Bill, who is booker for R&R in Dallas, and his parents.

Mr. and Mrs. W. S. Thornton of the Pastime, Carbon Hill, and Winfield, Winfield, Ala., were in Memphis for the first time in something like nine months. They were returning from a business trip that took them to Nashville, Oklahoma City and Shawnee, Okla. . . . B. F. Liddon of the Coliseum and Pickwick theatres, Corinth, Miss., was on the Row for the first time in over a year . . . While en route to the bank, Dave Flexer, operator of the Ritz, Memphis, was robbed of more than $500 by three men who drove up beside his car when he stopped for a traffic light . . . Jess and Mrs. Norman have returned after several days in Little Rock and England, Ark.

M. Stephens of the Sherman, Sherman, Miss., was on the Row advancing his bookings . . . Mrs. Margaret Higginbotham of the Ozark Amusement Co., Hardy, Ark., was in town for the first time in a couple of months, and advised she and Senator Higginbotham have purchased a "cottage small by a waterfall" on Spring River. They moved into the new home April 1 . . . Al Wilson of the Bay, Red Bay, Ala., was in advancing bookings and incidentally informed he was breaking in his new Dodge on the trip . . . A. C. Bromberg stopped in Memphis for a few hours en route to New York.

Robert Mochrie, RKO's southern district manager, visited the local office recently . . . Don Prince, RKO publicist, arranged tieups on "Primrose Path" while in Memphis this week . . . The fluorescent carpet at the New Malco is causing much favorable comment . . . Nate Evans of the Savoy, Memphis, is now handling name bands and has booked Jimmie Lunceford at the Rainbow Terrace Rollerdrome for a one-night stand . . . P. E. Morris of the Regent and Honey, Idianola, Miss., was a recent Filmrow visitor. He brought his six-year-old daughter with him.

Congratulations to Herman Chrisman, Columbia office manager, who is the proud poppa of a daughter named Bonnie K. This is the first child for the Chrismans . . . James Winn, Warner southern district manager, spent a couple of days with Homer Hisey, local branch manager . . . Ollie Williamson, Warner's Kansas City manager, was on the Row for the first time since his transfer from the Memphis post . . . Jack Dempsey, a Variety visitor.

Harold H. Clark of the Cozy, Hazen, Ark., was on the Row advancing bookings . . . Variety's regular "Ladies' Day" luncheon was postponed this week . . . Oscar Oldknow, district manager for NTS, visited the local office . . . Bob Bostick, local manager, is back on the job after being incapacitated for ten days due to an eye infection . . . Jess Norman of the Best, England, Ark., is installing new projection equipment.

Writes Starrer for Shirley

HOLLYWOOD—"Schoolmates," forthcoming Shirley Temple starrer at 20th-Fox, was written by Lee Katz.

: Florida Flashes :

By EDWARD S. NYE

THE old Orpheum in Tampa has been reconditioned by J. L. Raulerson and is now known as the Rex. Raulerson did a streamlined job. Front is black and cream with a black base. Marquee carries Neon and fluorescent lighting, the Neon being in green and white. Interior is done in a delicate pink with maroon trimming and maroon masking around the screen. Seating capacity is 300.

It is reliably reported Carl Floyd is to be the general manager of the new Stein theatres in Florida. These are owned at present by Fred Mullins and are known as the Mulco circuit. Stein reportedly takes over June 1.

Tom Brandon of the Magnolia at Titusville has reconditioned his projection booth.

W. B. Small of the Victoria, New Smyrna, is enjoying his new quarters over at the theatre.

S. L. Cason of the Bushnell, Bushnell, has recovered from his tonsil operation . . . The recently installed candy machine at the Bushnell is now operating in full swing, and the lobby is being given a new coat of paint.

ATLANTA

A. C. BROMBERG, president of Republic of the Southeast, has returned from Hot Springs where he went for a short rest . . . Filmrow visitors include: R. E. Martin and E. D. Martin jr., Martin Theatres, Columbus, Ga.; Walter Brackin, Dale, Ozark, Ala.; Clyde Sisson, Mt. Vernon, Tallassee, Ala.; Hammond Green, All-Amusements, Inc., Albertville, Ala.; Harold Laird, Lam Amusement Co., Rome, Ga.; Erwin Reiss, Park, St. Petersburg, Fla.; George Peek, City Theatre, Ashland City, Tenn., and Warren Newman, Pastime, Sandersville, Ga.

Mrs. Edith Peterson replaces Charlotte Myers, who resigned (to get married), as secretary to Paul Wilson at 20th Century-Fox . . . Our deepest sympathy to Buford Styles, office manager and booker at Monogram Southern exchange in New Orleans, on the loss of his sister.

Monogram Southern in Atlanta is leading the entire southern territory in sales for the company . . . Gene Manston is the new assistant manager at the Emory . . . The new shipping clerk at Columbia is Herbert Leg. He was formerly with Theatre Service Co.

Miss Katherine Johnson replaces Mrs. Anne Freeman (who is retiring to keep house) in Universal's booking department . . . Mrs. Frances Martin, inspectress at Universal, is now enjoying her vacation . . . Miss Eleanor Clark is the new switchboard operator at Universal.

Carl Cape of the Colonial, Buford, Ga., is ill with double pneumonia . . . Norman Elson, general manager for Film Alliance of New York, visited in Atlanta for several days . . . Mrs. Howard Wallace, wife of the Sack Amusement executive, has returned to her home after a stay in the hospital and is reported much improved from her long illness.

The new heir of Mr. and Mrs. John Thompson of the DeKalb, Decatur, Ga., has been named John Cheney Thompson jr. . . . John Mangham, Monogram Southern Exchange, held a sales meeting of the southern district here. Those attending were: Jack Lamont, O. S. Barnett and M. L. Stevens, all of Charlotte, and Fred Mathis, M. E. Wiman, Johnnie Cummins and P. H. Savin, of Atlanta.

R. P. Higginbotham of the Lyric, Pell City, Ala., in town getting his bookings set. With him was the manager of the Rex, Goodwater, Ala., Millard Robbins . . . Robert L. Patrick has purchased the Roxy, Lithonia, Ga., from Jesse Cox, and is changing the name of the theatre to the Dixie.

Paul Rogers, who books for the Warm Springs Comerford Theatre, Warm Springs, Ga., was in town getting his bookings set this week. He also brought the news that the public swimming pool at Warm Springs opened for the season Saturday, April 27, and extends a cordial invitation to Filmrowers to come down and visit. He is an ardent supporter of BOXOFFICE *not only because of the news it carries but of the help it gives him on all reviews.*

Dr. Long's Daughter Grants Writer Biography Rights

ATLANTA—Dr. Crawford W. Long, Georgia's discoverer of the use of ether anesthesia, may be the subject of a motion picture. This is indicated by the information that Mrs. Eugenia Long Harper, the physician's daughter, has granted William G. Minder, scenario writer, all rights for the portrayal of Dr. Long's life.

Mrs. Harper said Minder planned to write a scenario depicting the life of Dr. Long and would go to Hollywood soon. The agreement grants Minder exclusive rights for radio, moving picture and stage presentations to "any and all of Dr. Long's life story or history."

LeRoy Martin Is Named Manager at LaFayette

LAFAYETTE, ALA.—LeRoy Martin, former assistant manager at the Martin Theatre in Opelika, Ala., has been appointed manager of the LaFayette Theatre, succeeding Miss Dorothy Slay, who has been transferred to the R. E. Martin home office in Columbus.

A. T. Vinson, who has been on an extended vacation, due to illness, is back at the Martin in Opelika, as assistant manager.

Howell Knows the Answer; Remodel to Make Money

DALLAS—You have to spend money to make money (or stay in business). Take it from Roy Howell, who was here from Coleman taking in all of the Variety convention. Roy, well known here and throughout Texas, said his outfit is going to spend a lot of money to remodel and modernize the Howell and the Dixie.

Adopt "Book Night"

HOUSTON—All Interstate circuit suburban houses in Houston are using Book Night, boxoffice stimulant.

And He's Not Sorry

MEMPHIS—One might say that Warren Moxley, who operates the New in Turrell, Ark., literally fell into the show business.

It was while on his dairy route in Memphis that Moxley slipped on an icy step and busted a knee-cap, and from here we'll let Moxley tell his own story:

"The company took care of my doctor bill and everything and just treated me swell. I was laid up quite a while and when I went back to work I'll be doggoned if I didn't slip right down and crack the cap on my other knee.

"I was so embarrassed that I didn't want the company to know, and I stayed home and had my wife phone that I just wasn't feeling well. They found out about it later, though.

"Anyway, I decided I was too clumsy for that job. Besides, I had a little money saved and I decided the time had now come for me to do something I had always wanted to do—get in the show business."

And, he reflects, he's not sorry he did.

Dixie Doin's

By "AL" HENDERSON

JAMES DIXON who has had the managerial spot at Saenger's Centenary at Shreveport, La., has resigned to enter the roofing business in Texas. Much luck, Jimmy.

Harry Hunter has swapped places with friend Buchanan at Vicksburg, Miss. Buchanan going to the Alamo and Hunter to the Strand.

R. V. DeGrey, managing the W. S. Taylor interests at Laurel, Miss., tells me that he has installed new equipment at all three of their houses. They operate the Arabian, Strand and the Jean, all in Laurel.

Had a short but pleasant visit with Miss Geraldine Ames of the A and G theatre at Bay St. Louis, Miss., and she tells me that she has just celebrated her 25th year of theatre operation and ownership, all of which have been spent at Bay St. Louis. Here's hoping you stay in the business another 25 years, Jerry.

Ran into E. L. O'Neill of New Orleans Universal, working on Sheffield of the Strand at Poplarville, Miss. Wonder if they got together?

Noted here and there: Royal about ready to open his new theatre at Gulfport, Miss. . . . C. C. Meyer at Biloxi, winding up the construction of the new theatre he is erecting there . . . Bill Carmicheal expects to open his new house at Hazelhurst, Miss., around June 1 . . . Bill Mosely putting the finishing touches to his new theatre at Picayune, Miss., and it certainly is a nice house.

Seen here and there: Johnny Martiniere of the Saenger at Gulfport, Miss.; Jake Alford of the State at McComb, Miss.; met Frances Gatlin at Hattiesburg, Miss., and Bob Swanson, the Saenger at Shreveport, La. Thanks for favor, Bob.

Jake Alford of the State at McComb, Miss., has a talented son in Louis (Lit) who is president of his law fraternity at the University of Mississippi and captain of the ROTC. Jake is really proud of his son.

W. S. Stroud, who owns and operates the Palace at Wiggins, Miss., tells me that he has installed new sound, a new screen, remodeled the interior (using Temlock in coral, ash and walnut), new projection equipment and remodeled and redecorated the lobby and the front. It really improved the appearance of his theatre.

May Produce a Sequel To "The Biscuit Eater"

HOLLYWOOD—Plans for a sequel to "The Biscuit Eater" are being laid by Paramount with the assignment of James Street, author of the original, to write another story, tentatively titled "Lonnie." Jack Moss, who made his debut as a producer with "The Biscuit Eater," will hold the production reins, and Stuart Heisler, who directed the initialer, also draws a repeat assignment.

Three Azteca Films Current

EL PASO—Azteca Films, made in Mexico and now being shown in this territory include the following: "Juntos Pero No Revultos," "Dorados de Villa," and "Papacito Lindo."

ARKANSAS

A $50 prize, offered by M-G-M to the theatre which had the best promotional material for "On Borrowed Time," in various districts, was recently received by City Manager Paul F. Jones of the Saenger, Pine Bluff.

The Royal, Newark, has been remodeled . . . Carl Presley announces the name of the Dixie at Huntsville has been changed to the Madison . . . O. V. Brown, assistant manager of the Best Theatre, England, states that the house will soon undergo extensive remodeling.

OKLA. CITY

PARENTS of Martin Cooper Smith, manager of the Victoria and Ritz theatres here, visited him during the past week. Their home is in Milford, Del. . . . T. B. Noble jr., managing director of the State, was in town for a brief visit, checking contract bids on the house's new air conditioning system which has been let. Work started this week.

Joe Cooper and Joe Phillipson of the Standard Theatres home office were visitors . . . Jimmy Birge, Criterion manager, and wife spent a week in Texas.

Don Denerey, doorman at the Midwest, has been promoted to assistant manager of the Ritz under Martin Cooper Smith. John Trotter, formerly the assistant, has resigned and gone to Dallas.

Arnold E. Kloxin has reopened the Billings at Billings, Okla. House has changed hands four times in the past year . . . Sam Caporal, owner of the Yale and Mayflower here, is considering two new houses at 23rd and Lottie and 44th and Western. Both are in the blueprint stage.

Walter B. Shuttee, general manager of Standard, is on a two-week vacation trip to Mexico City accompanied by his wife and family.

Free Park Shows Open

HOUSTON—The 1940 park free film shows have opened under the direction of Orrill O'Reilly. They will be exhibited in two parks each night throughout the summer.

Date.....1940

To:

The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

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Date Played..... *Weather*.....

Exhibitor .....

Theatre ..... Seating Capacity.....

Type Patronage..... Admission Scale.....

Town ..... State.....

Population.....

How Did It Do at Your Boxoffice?--Mail This Coupon Today

National Theatre Supply In Dallas Reports Sales

DALLAS—The local branch of National Theatre Supply reports the following sales:

Campus Theatre, College Station, marquee frames and letters, screen, cashier's chair, ticket chopper, lenses, changeovers, reel end alarms, automatic rewind, mechanisms, magazines, pedestals, film cabinet, film splicer, operator's stool, cleaner, ticket machine, change machine, carpet and padding, curtain control and track, high intensity lamps, generator, Simplex sound, measuring machine, storage cabinets, drinking fountain, sand urns and lighting fixtures.

Pete and Nick Katsaris and C. A. Richter have ordered Simplex sound, projectors, magazines, bases, generator, lenses, changeovers, rewind, high intensity lamps, film cabinet, film splicer and reel end alarms, for their new Drive-In in Houston.

T. M. Hasty, who will open the Joy, Mt. Vernon, has ordered Simplex sound, projectors, bases, magazines, lamps, chairs, screen, lighting fixtures, carpet and padding.

Richards to New Orleans From Miami Holiday

MIAMI BEACH—E. V. Richards jr., here on his usual winter vacation, has sailed for New Orleans on his boat, the *Loretta*.

The day before he left, Richards conferred with Leon D. Netter of Paramount who then flew to New York. Also here were Harry Oliphant, treasurer of Saenger Theatres, and "Slim" Higginbotham, Saenger partner in Baton Rouge.

Plans Are Completed for 1,000-Seater in Atlanta

ATLANTA—Plans are completed for the new 1,000-seat theatre the Grant & Fairview Amusement Co. will build here at Little Five Points on Moreland Ave. Anticipated opening is around August 15. The theatre will be known as "The Little Five Points."

Ordinance Segregating Negroes to Continue

BESSEMER, ALA.—The ordinance prohibiting the assembling of white persons and Negroes in the same building for amusement or entertainment, will not be amended, the city council voted at a recent meeting. A request had been made to amend the ordinance, making an exception of theatres to use the gallery for Negroes.

Play "Dark Command"

OKLAHOMA CITY—The State here and the Ritz, Corpus Christi, first-runned Republic's "Dark Command."

A Case Where Effort Doesn't Pan Out

New Orleans—"It's a sad world in which your own best past performances return to do you out of next month's rent," opines the New Orleans "Item" editorially, in calling attention to the growing trend of broadcasting Hollywood's best film efforts over the radio while various cultural groups over the country screen the better product of the past at private gatherings.

Canadian Pioneers Meet in Toronto

TORONTO—The Canadian Picture Pioneers, an organization of men and women actively engaged in the business more than 25 years, held its inaugural gathering at the Royal York Hotel here, May 1, under the chairmanship of Clair Hague, dean of Canadian film executives. The program consisted of a business session after registration, cocktails, a formal dinner, and an old-time floor show. The entertainment was arranged by Archie Laurie.

The life membership list of the group has reached the 125 mark, and for each was prepared a bronze membership plate similar in design to that created by the original pioneers' club in the United States.

The Canadian Pioneers have been granted a charter by the Dominion government and details of the incorporation were unfolded at the business meeting by Hon. Earl Lawson, former member of the Federal Parliament, who started as an exhibitor here before the last war. Because of the distances to a central point in Canada, announcement was made that provision had been arranged for the organization of club branches under a warrant charter and these are to be established at Vancouver, Winnipeg and Montreal.

Guests were in attendance from New York City as representatives of the American Pioneers Club, the party being headed by Jack Cohn, president of Columbia Pictures and president of the New York club. Among those who had accepted invitations for the Toronto rally were Max A. Schlesinger of South Africa, W. Ray Johnston, Eddie Golden, Arthur Gottlieb, Arthur A. Lee and Max Levy of Chicago. Because of a function in New York the following night, special arrangements were made for the transportation of the guests by airplane on Thursday morning, the party being driven in automobiles to the Buffalo, N. Y., airport where they were to catch the plane for Gotham.

It was brought out at the Toronto dinner that the oldest Canadian exhibitor still in harness is John Schulberg of Winnipeg and the evidence was sufficient to prevent a challenge by rival claimants. A pioneer in attendance from the Maritime Provinces was A. J. Mason of Springhill, N. S., who captured the honors for traveling the farthest distance for the celebration. Mason is still energetic, as evidenced by his vigorous leadership of independent exhibitors in Nova Scotia in trade and legislative issues.

Installs Duo Sound

WINNIPEG—New Duo Sound Master sound equipment with arc lamp and rectifiers are being installed in the Bailey, Camrose, Alta., it is reported by the J. M. Rice & Co.

Complete Garfield Story

HOLLYWOOD—Script of "Fiesta in Manhattan," forthcoming John Garfield starrer for Warner, has been completed by Robert Rossen and Charles Kaufman.

Fast Time to Ontario; Frowned On by Some

TORONTO—Daylight saving went into effect in most cities and towns of Ontario, but the comments regarding "false time" were not unanimous. Merchants and many others of Orangeville presented a last-minute petition to maintain standard time and there was a sharp division of opinion but the measure went through. Several cities in isolated spots are having no part of it and this only adds to the confusion.

Out in the Canadian West the only city to adopt summer time is Regina, Sask., and just to make it interesting, the city lawmakers out there put D.S.T. into effect way back on April 14. Some centers in the east are not changing the clocks until June and some turn 'em back September 1. Others again revert to standard time September 15 and still others not until September 29.

"School Days" Will Be Premiered in Ottawa

TORONTO—The world premiere of "Tom Brown's School Days" will be held in Ottawa, with Sir Cedric Hardwicke and Freddie Bartholomew, male stars, to make personal appearances at the opening.

The announcement came from Major Hugh A. Green, a wartime official of the Canadian government, in behalf of the Canadian Legion of the British Empire Service League which is made up of veterans of previous wars. The proceeds of the opening are to be donated to the Legion for its war charity fund. Major Green's own son, Hugh, 19 years of age, had a small part in the picture, having gone to Hollywood to try his luck as an actor.

The theatre was not named while the date of the premiere was not stated.

Brampton Capitol Observes Seventeenth Anniversary

BRAMPTON, ONT.—A successful anniversary week has been completed by Jack Campbell, manager of the Capitol, on the occasion of the theatre's 17th year in business.

Easing of Child Ban Stirs Satisfaction

TORONTO—The decision of the Quebec government, as announced by Premier Adelard Godbout, to lift the ban on juvenile patronage at theatres, in effect since 1927, as soon as a special censor board can be set up for the selection of films for children, has been received with considerable satisfaction among the film distributors here, who see a pronounced benefit from the change in policy.

The principal effect will be that parents will be able to take their families with them to the show whereas, previously, they have had to take turns in looking after their offspring while the other enjoyed screen entertainment—or else not go at all.

During the past year the Quebec government let down the bars for such features as the Royal Visit film, "Snow White," "Gulliver's Travels" and "Young Tom Edison," but otherwise the juveniles knew little of pictures with the exception of those shown in churches under questionable conditions. Theatres showing these approved features charged 25 cents admission for juveniles, by the way.

Another angle to the situation is the granting of the voting franchise to the women of Quebec, and it is believed the women's vote will bear considerable influence in matters affecting family life. Quebec has been a weak sister in the point of theatre revenue among the various provinces, while taxation there has been comparatively high but the theatre interests are now to get a break.

Biltmore in Oshawa, Ont., Has a Gala Opening

OSHAWA, ONT.—The new Biltmore, completed in three and a half months, opened recently to an audience of civic notables including the mayor, aldermen, and others of the city's prominent. Construction of the theatre, owned by Barnett E. Laxer, was supervised by the Demelis Brothers of Toronto.



Convention in Calgary—

Delegates of the Sharpe Theatre circuit, with units located wholly in country points of Alberta, attending the luncheon held at their first annual convention in Calgary.

British Films Find a Path to Montreal

By ROY CARMICHAEL

MONTREAL—An inability of British pictures to achieve more than a limited success here seems to have been definitely relegated to the past.

Feeling that British films—unpopular possibly because the French-Canadian population are more accustomed to American diction and Hollywood stars—might do better if shown in an English-speaking suburb and well advertised, United Amusement recently tested that theory at the Snowdon, with the British comedy, "A Girl Must Live." The amazing popularity of the attraction, which has just concluded a fourth week, has confirmed United Amusement in the merit of such a policy.

With British films now a regular feature, Montreal, which always sees the best Hollywood and Parisian attractions, becomes increasingly an international film center.

Independently owned theatres in the city are almost all of small size. On the east end of St. Catherine St. are several independents playing only French films. Other independent theatres are located on St. Denis St. and elsewhere in the north end of the city. One of the latest independents is the Empire, almost on the northern limit of the city, and France Film Co., which controls the distribution of Parisian films in Canada, is proprietor of the latest French cinema, the Beaubien.

Chains Are Linked

The largest chain is that of the United Amusement Corp., which has several theatres on St. Catherine St., including the most modern of all, the centrally located York, which gathers its patrons from all over the city. The United Amusement theatres usually get leading pictures after they have been shown at the Imperial. A few years ago United Amusement secured a controlling interest in Confederation Amusements, another large chain which continues to be operated separately and successfully. An illustration of the close relationship between the two chains is to be found in the Savoy, modern house in Verdun, which was constructed for United Amusement, but which is operated by Confederation Amusements. Other Confederation houses are located north, south, east and west, at a considerable distance from the center of the city. Some play only Hollywood pictures while others alternate these with Parisian films, this depending on the district in which they are located.

Montreal's first-run houses are located on St. Catherine St. west, within a few blocks of each other. Farthest west is Loew's, then come the Capitol, Palace, Cinema de Paris, Orpheum and Princess. The Cinema de Paris, smallest of the first run theatres, confines itself to Parisian productions. Films which are likely to have long runs are usually booked by Loew's or the Orpheum.

Two of the largest theatres in the city are the Imperial on Bleury St., which plays second run of leading films at reduced prices within a few weeks of their appearance on St. Catherine St., and the St. Denis on St. Denis St., which shows only French films.

Thirty years ago, when the first motion picture theatres made their appearance here, Montreal was plentifully supplied with legitimate theatres. His Majesty's, formerly Proctor's, and the Academy, witnessed productions by the world's leading theatrical stars. The Princess alternated between stage productions and vaudeville, and Bennett's, later the Orpheum, ran stock and sometimes vaudeville. Occasionally leading Parisian stars took part in a season of French stock. The Theatre Francais was a center for melodrama, and burlesque flourished at the Royal and the Gayety. Now, there is not a single theatre in Montreal devoted to the legitimate drama, although stage plays, when they come, can always find a home at His Majesty's, which, between times, exhibits outstanding films at slightly more than the St. Catherine St. first-run prices. The Orpheum, Princess, Francais and the Gayety (now known as the Mayfair), have been converted into cinemas, the last-named recalling its burlesque days by adding a light vaudeville program.

Traces War Expenditure Effect on Business

TORONTO—"Huge sums of money are being spent by the British government and the government at Ottawa for essential war supplies," declared Dick Main, supervisor of Associated Theatres chain, in a statement regarding the present and future trend of business as it applies to moving picture entertainment.

"The effects of war orders tend to increase the cost of materials and the cost of labor," he continued. "This increase will filter through from primary industries to the retail merchant, the professions and to amusements. The theatre business is looking forward to a great year. The extra dollars that we can make now will help us to prepare for a period of depression which may follow. They will also enable us to contribute more generously toward the multitudinous charities and services, not to mention taxes, which are the necessary accompaniment to the Allies' war effort."

Bill Passing Concession In St. Catharines, Ont.

TORONTO—L. T. Coyle, manager of the Granada, St. Catharines, Ont., faced a problem when the city council adopted the license system for handbill distributors and then placed a stringent curb on door-to-door delivery of literature by issuing a permit to only one man. The immediate result was a skyward boost in the charges for distribution because of the monopoly.

A protest by Coyle, who has been a school trustee for several years, brought an easement by the city fathers in the granting of permission to the theatre for the distribution of heralds but only by employes of the Granada, on the understanding that there would be no littering of the streets.

'Calling Down' Contest Elates in Hamilton

TORONTO—A novel stage stunt in which a number of lady patrons participated aroused tremendous laughter at the Granada, Hamilton, Ont., when Manager Lloyd Taylor staged a "Calling Down Contest." Four ladies were invited to the stage and were asked to portray the role of a wife whose husband was missing from home at 2 a. m. following pay day. Each lady was asked in turn what type of husband she preferred, such as tall, short, dark, fair, thin or fat. As soon as each had made her choice, a male of designated characteristics staggered on stage from the wings in an apparently drunken condition and the lady was told to bawl him out just as she would at home. The results were startling and effective and the audience had a big time selecting the winner by applause.

Henry Marshall of the Rideau, Ottawa, has introduced a new angle to his musical quiz contest by inviting members of the audience to the stage to name the title of their favorite song. As soon as it is mentioned, the pianist starts up the number and the competitor must sing the chorus, after which the audience picks the winner. Marshall introduced the stunt with four young ladies.

A stage act that created much merriment at the Royal, North Bay, was a bottle-drinking stunt staged by Manager Gordon Beavis. Four big men, one weighing more than 250 pounds, crawled across the stage on their hands and knees, wearing bright-colored baby bonnets. The stunt wound up with the huskies imbibing milk from pop bottles through nipples.

Originality in Stunts Is Revealed in Ontario

TORONTO—A very interesting stunt for "The Light That Failed"—in fact, two of them—was worked by Manager Grant Garrette of the Geneva, Orillia, Ont. One was a guessing contest for guest tickets which involved the burning of a tall candle in a jewelry store window, with the proprietor registering the exact time at which the flame extinguished itself. The public was invited to name the moment—in advance.

The other trick was a lighted electric bulb lying on the earth of a flower pot in a hardware store window. Fixed to the front side of the pot was a dummy base plug with ends of wires protruding but hidden under the pot was the real connection. This was a tie-up with a brand of light bulbs which did not fail.

Manager Tom Mascaro of the Capitol had the people of Belleville Ont., running all over town to figure out a stunt for "Four Wives." He printed cards, each of which bore a picture of one wife of the story, and these were handed to customers of selected stores as they made purchases. Any person bringing a complete set of four to the theatre received a complimentary. The inside story is that an equal number of cards was printed for three of the characters but only 100 for Wife No. 4. At that, 16 complete sets were presented at the Capitol for a prize.

TORONTO

N L. NATHANSON, president of Famous Players Canadian Corp., is not eligible for the Canadian Pictures Pioneers which requires association with the industry for 25 years to qualify for membership, the start being in 1915. Nathanson inaugurated his first theatre, the Toronto Regent, in 1916 and therefore must wait until 1941 before joining the paternal circle, according to Chairman Clair Hague of the Pioneers. The company vice-president, James J. Fitzgibbons, is not only a member of the Canadian Pioneers, but also of the club in New York City. The historic downtown rivals in Toronto, Tom Daley of the Imperial, Jack Arthur, until last September the manager of the Uptown, and Jules Bernstein of Loew's are all charter members of the Canadian club.

One film exchange executive who was compelled to miss the big party of the Pioneers May 1 was Leo Devaney, general manager of RKO Distributing Corp. of Canada, because he had left the hospital only a few days previously after having an appendectomy. His Ontario branch manager, Frank Meyers, is fully qualified as a Pioneer.

B. E. Norrish, head of Associated Screen News, and also of the Allied Film Industries of Quebec, is numbered among the film pioneers. Ben was the man who created the Canadian government motion picture bureau, being succeeded by the late Raymond S. Peck and by the present incumbent, F. C. Badgley. This bureau is rated the first official film agency to be established by any government.

Two ladies of the motion picture field have admitted their age and are full-fledged members of the Canadian Pioneers. One is Ray Lewis, owner of the Avenue and Pylon in Toronto, and the other is Mrs. B. K. Moore, proprietor of Moore's, Grimsby, Ont. Incidentally, both have families—Ray Lewis boasts that she is a grandmother.

Archie Laurie, now in business for himself after these 30 years, deserves considerable praise for the manner in which he organized the entertainment fare for the charter banquet of the Canadian Picture Pioneers. This took the form of a floor show reflecting the style of motion picture presentation a quarter of a century ago.

Arthur Lee of New York, who has tendered his resignation as general manager of G-B Pictures effective June 1, is one Pioneer who has designated his present classification as "unemployed." His summer home in the Georgian Bay district of Ontario is shown on the map as Royal Canadian Island and he announced that he is spending some time there before getting into new harness.

In line with old-time events, J. L. Hunter, veteran manager of the Ontario branch, Paramount Film Service, Ltd., is exhibiting a group photograph of the 1927 convention of Famous Players Canadian Corp. in which there are many familiar faces and, alas, of several who are gone.

Joe Holliday, former sports writer and also connected with the Radio Station CFRB, Toronto, has been appointed manager of the Circle in the Toronto north end owned by H. H. Freedman, former president of the Independent Theatres Ass'n.

Manager Jimmie Lynch of the Runnymede, Toronto, was host to about 2,000 juveniles at the Saturday matinee for a stamp club stunt in which everybody received souvenirs . . . Sam Ulster has introduced giveaways at the Embassy in the Bloor-Yonge zone of Toronto for the first time. His opposition, the York of the B&F circuit, started the fireworks by offering volumes of an encyclopaedia and Ulster has taken up the challenge by announcing dishes for an extra charge.

Manager Fred Trebilcock of the big Uptown, Toronto, was enthusiastic in his announcement of the holdover of "Rebecca" for a fourth week . . . Paul Nathanson, vice-president of Empire-Universal and son of N. L., has returned from a lengthy vacation in California.

Lorne Green of Toronto is getting plaudits for his work as narrator of the National Film Board's "Atlantic Patrol," dealing with the Canadian Navy, which has its first run at the Imperial. Frank Follett and E. R. Wilson were the cameramen, the director being Stuart Legg, formerly of England.

After one week for the second run of "Gone With the Wind" at the Bloor, Toronto, Manager Jack Laver returned to the regular policy of the theatre.

A Canadian Film Board Feature to Columbia

TORONTO—Columbia has secured the distributing rights for the first picture, "Atlantic Patrol," to be directly produced by the National Film Board of Canada, the first run being at the Imperial, large F-P house in Toronto.

"Atlantic Patrol," which deals with the wartime activities of the Royal Canadian Navy, was produced under the supervision of F. C. Badgley, director of the Canadian Government Motion Picture Bureau, and the director was Stuart Legg. Work is already proceeding on a picture dealing with Canadian soldiers across the Atlantic to be called "Privates' Lives."





To ASN Staff—

Left, D'Arcy Marsh, Canadian writer, who has joined the Associated Screen News staff in Montreal to write scenarios. Right: Frank L. Armstrong, for ten years engaged in the film trade, who joins Associated in an undesignated capacity.

MONTREAL

FILMROW has a couple of vacant offices which, it is hoped, will be taken up by somebody in the film business. The vacancies are caused by the departure of Empire-Universal and Regal Films, which have taken offices downtown . . . Championship of the Filmrow Bowling League has been carried off by Paramount, which defeated Warner two out of three games. Interest now centers on the bowling league banquet to be held at an early date.

Sports arenas, vacant since conclusion of the hockey games, are being converted into motion picture halls in some centers. Joliette, Que., did this successfully, and now William Frigon is understood to be contemplating a similar enterprise in Shawinigan Falls . . . Leo Choquette's new theatre at Kenogami, near Jonquieres, is reported to be doing remarkably good business. Named the Princess, it is under the management of "Billy" Hall. Choquette also owns theatres in Farnham and Waterloo, Que. . . . A new theatre is planned for Hudson, Que., by J. Rozon.

Fire in the paint shop of the Roxy on St. Lawrence Blvd. brought a section of the fire brigade to the scene. They succeeded in extinguishing the small outbreak without alarming the audience which continued to view the film unperturbed while the firemen worked . . . Motion pictures are a necessary relief from war worries. The other day Winston Churchill attended the opening in London of "Gone With the Wind" and King Leopold of Belgium postponed acceptance of Premier Pierlot's resignation in order to enjoy the Brussels premiere of "The Rains Came," a benefit showing for wounded war veterans.

R. Vallee has taken over the old Premier at Sherbrooke and is remodeling and re-equipping it . . . Britain has determined to eclipse German film publicity of war activities, and Sir Edward Grigg, financial secretary to the war office, announces the First Lord of the Admiralty has made arrangements to have a number of newsreel cameramen accredited to units of the British fleet. More official photographers will also be attached to the British Army . . . Katharine Cornell's "No Time for Comedy," which is playing at His Majesty's, will be filmed, with James Stewart and Rosalind Russell in leading roles . . . "Atlantic Patrol," Canadian government film which will be released shortly, was produced and directed by Stuart Legg of the National Film Board, with the assistance of Captain F. C. Badgley, director of the Motion Picture Bureau and his staff of technicians.

Morris Davis of the Belmont gave the North End a treat by arranging the personal stage appearance of Richard Tyrol, star of "The Great Waltz," in conjunction with a special Sunday vaudeville show and the Palais d'Or orchestra . . . Ed English, province of Quebec manager of 20th-Fox, has returned from his company's convention in Chicago . . . Tom Dowbiggin, sales manager of Paramount in Quebec province, is in the United States on his annual vacation . . . Archie Cohen, salesman for Columbia, has returned from a business tour of Gaspe.

WINNIPEG

AT THE Metropolitan, "Public Opinion," the new stage quiz cooked up by Don Gauld and Syl Gunn, is scheduled for its opening bow to the public on Monday night. In the form of a contest in which members of the audience test their ability to discern public opinion on a number of controversial subjects, "Public Opinion" originated with Neil Leroy, assistant sales manager at radio station CJRC. This station will stage broadcasts from the Metropolitan weekly, which will be conducted by Esse Ljungh, well-known radio and theatreman and authority on national and foreign affairs.

Hilliard Gunn, formerly head usher at the Metropolitan here, is now assistant to Frank Willis at the Fort William Orpheum. Willis formerly managed the Metropolitan . . . Eddie Newman is regarded as the coming threat to all local golf kings now that he has managed to break 100 *with a magnificent* 99, *putting him definitely in the category of the elect . . . "Beau Geste," banned in Canada just after the war broke out because of protests on the part of the French consul at Ottawa who thought it detrimental to the French army, has now been released and will be shown next week at the Metropolitan.*

Twelve sequences for the scheduled motion picture, "Women in the War," showing the war effort of Canadian women, will be filmed in Winnipeg next week, according to J. B. Scott of Ottawa, production supervisor of the Canadian government motion picture bureau who arrived here to direct operations. The picture is one of a series on Canada's war effort, sponsored by the Dominion government through the bureau in conjunction with the national film board.

Stopping over in Winnipeg on their way across the Dominion on a trip to pick up atmosphere and possible locales for a British film to be made in Canada this year, three British film makers disclosed their venture is being backed by John Sutro, one of the original members of the board of London Films. It is intimated the proposed cast would be large, and would contain a number of the best-known British stars. The entire company is expected to arrive in Canada some time in June. The three visiting Britishers included: Michael Powell, producer, director and author, who was chief assistant to Alexander Korda in the film, "The Lion Has Wings;" Emeric Pressburger, author of "U-Boat 29," *and Roland Gillett, production manager of "Fire Over England," "Fairwell Again" and "The Beachcomber."*

Two British films, "School for Husbands" and "The Crimson Circle," are doing SRO business at the Osborne . . . A. E. Zorn, district supervisor for F-P, returned from a trip to the head of the Lakes and is now out again on an inspection trip to Calgary and other western points of the circuit . . . J. Miles, president of Western Theatres, Ltd., returned from a trip to Toronto . . . Lennie Norrie, formerly assistant to Manager Charlie Taylor at the Portage la Prairie Playhouse and before that with Leno Toraldo at the Winnipeg Uptown, has been appointed booker with Western Theatres, Ltd.

No Film Rejection By Ontario Board

TORONTO—Of 2,278 features and short subjects examined during the last fiscal year by the Ontario film censor board, 403 less than in the previous 12 months, not one feature was officially rejected, according to the report of O. J. Silverstone, chairman.

Paramount's "Beau Geste" was withdrawn at the request of the French consul, and two other features, "6,000 Enemies" and "The Primrose Path," were held back but later given approval. "Beau Geste" may yet be released, it is intimated.

The board made alterations in 184 films before approval, including 15 changes in 54 British films.

The statistics show there were 1,915 features and shorts from the United States and 304 foreign, mostly French.

The policy of the board is to exercise "extreme caution" to avoid the spread of propaganda, and Chairman Silverstone states that all foreign product except that from France is barred from Ontario during the war on the ground that war considerations must have precedence over any contention that the screen should enjoy the greatest degree of freedom. Says he:

"It is the object of this board to foster education and stamp out propaganda."

During the previous fiscal year, the board condemned one feature outright.

CALGARY

THE Palace, an F-P unit dark for two weeks, has opened. Eddie Zorn, district manager from Winnipeg, was in Calgary for the opening. The Palace was reseated and redecorated.

Dewey Bloom, publicity man for Metro at Toronto, stopped off for the weekend en route to Vancouver. Dewey is planting exploitation for "GWTW" bookings in the smaller towns.

H. Phillett arrived from Winnipeg to take over the managerial reins at Regal Films. Joe Myers, former manager, resigned owing to ill health.

J. B. Barron, controlling the Grand, is in Winnipeg arranging to take over the Walker Theatre, now in the hands of the city.

Ottawa Theatre Landmark Razed for New Structure

OTTAWA—The Family Theatre, a landmark here in the heart of the downtown section, is being wrecked to make way for a modern business structure. Dark in recent years, the Family was opened 40 years ago and was successively used for all forms of theatrical entertainment. Many celebrities of the stage have played in it.

The Family was operated by various interests, chief of which was the Brouse-Brock sponsorship with the late Harry Brouse of Ottawa operating this and the Imperial for many years.

VANCOUVER

THE Filmrow Table Tennis Club had its first clash with an outside team, and though it went down in defeat, it put up a good fight against the seasoned players of Imperial Oil Co. There was a broad smile on Norman Duncan's face as the Strand resounded with the squeals and laughter of children as they watched the screening of "Swiss Family Robinson" . . . Norman says adults at evening performances were just as numerous and as appreciative as the young ones.

Maynard Joiner went down to Seattle to see the first showing of "Irene," but is disappointed that Anna Neagle, who made a personal appearance there, cannot be here for its premiere ta the Capitol.

By skillful planning and close cooperation between C. Denham, the house manager, and Sam Lechtzier, who furnished and installed the seats, the Dominion, Victoria, was reseated without interruption to performances, though the balcony had to be closed for a short period while a new floor was being laid.

The Dominion of Vancouver is the next reseating job in view, but the house will probably be dark for a short time as an entirely new floor will be put in which will involve some excavation and concrete work. Charlie Doctor, the manager, anticipates a start within the next ten days.

R. John Dawson expects a long run for "So This Is London," which had its premiere Canadian showing on April 27 . . . It is pretty well understood, though not officially confirmed, that a new theatre will be built on Granville St. opposite the Dominion. It will be a 1,200-seat house and will be erected by Vested Estates for lease to operators represented by W. J. Long. Details are withheld for the present.

Big Production in Canada Is Planned by Briton

MONTREAL—Michael Powell, of London, a well known British producer, director and author, now on his way west, announced that one of the most ambitious British pictures to be produced this year will be filmed in Canada this summer.

Powell will produce and direct the film, which will be from a story now being written by Emeric Pressburger, who wrote the screenplay for "U-Boat 29."

Powell and Pressburger and other members of the advance guard of the production, including Roland Gillett, associate producer, Alfred Seabourne, film editor, and William Paton, personal assistant to Powell, conferred with government officials in Ottawa, then left to visit Winnipeg, Edmonton, Calgary, Vancouver and Victoria.

Marlene in "Seven Sinners"

HOLLYWOOD—"Seven Sinners," a Joe Pasternak production for Universal, will star Marlene Dietrich. Tay Garnett will direct from a script by John Meehan.

The Exhibitor Has His Say

Columbia

Beware, Spooks!
Better than average midweek business. Joe E. Brown always draws and pleases. Wish he made more pictures. Wed., Thurs. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 343.—Arthur E. Phifield, Park, South Berwick, Me.

His Girl Friday
Another fine comedy from Columbia but no boxoffice pull. Business less than average and many folks missed a fine picture. Talked with only one couple that didn't like it and I suspect that the picture was "too fast" for them. Sun., Mon. Weather: Good. Admission: 25-10. General patronage. Population: 1,000. Capacity: 200.—Mrs. Orville Von Gulker, Roberta, Okeene, Okla.

Metro-Goldwyn-Mayer

Bad Little Angel
Played with "Two Thoroughbreds" (RKO). Poor business. People just did not care for this combination, so I consider I made the error and must profit by my mistake. I am not telling you where to play them. I don't know myself. Fri., Sat. Weather: Good. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Balalaika
Very satisfactory for Eddy fans, but I haven't enough of them. Very poor business. Thurs., Fri. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Broadway Melody of 1940
Very good musical. Pleased almost all. Business only average. Should have done better. Sun., Mon. Weather: Cool. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Congo Maisie
Fair, but not nearly as good as "Maisie." Average business. Saturday. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Earl of Chicago, The
Absolutely no good. Montgomery acted like he was nuts and if I ran one a week like this I would go nuts also. No business. Too much "Me Lord" stuff. Tues., Wed. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Fast and Furious
Played on Bank Night (Wednesday). Most of patrons asked why it wasn't played on Sunday-Monday. Good entertainment. Pleased everybody. Weather: Cold. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix Tisdale, Ritz, Brantley, Ala.

Judge Hardy and Son
Just as good and just as interesting as the others in this series. If you cannot do business and satisfy your patrons with Mickey Rooney, Lewis Stone, Cecilia Parker and Fay Holden in this family series, your place is not in show business. Fri., Sat. Weather: Fair. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Young Tom Edison
Metro sure produced a natural here. This type of picture doesn't do too well with our particular audience, but from a production standpoint, you couldn't find anything better to display on your screen. Put on a real campaign to get them in and you'll be proud to face your patrons as they leave. Audience: **All** went out pleased. Boxoffice: A little better than average. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Paramount

Great Victor Herbert, The
Fine entertainment but business below average for Sunday-Monday. Good music not appreciated by my crowd. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 343.—Arthur E. Phifield, Park, South Berwick, Me.

Law of the Pampas
Not bad at all, and compared with run-of-the-mill westerns, I'd say good. Photography very nice, acting acceptable, and story as good as could be expected. Audience: Enjoyed it. Boxoffice: Average for Saturday. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Light that Failed, The
Good acting, good directing, fair business. English story always ruins any show for me. Wed., Thurs. Weather: Rain. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

What a Life
Good little picture. J. Cooper popular here. Rain kept business down. Wed., Thurs. Admission: 25-15. General patronage. Population: 2,600. Capacity: 343.—Arthur E. Phifield, Park, South Berwick, Me.

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Republic

In Old Monterey
Autry popular here as elsewhere. Here is the best picture we have had from him. Pleased all. Wed., Thurs. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 343.—Arthur E. Phifield, Park, South Berwick, Me.

South of the Border
One of Autry's best. OK from every angle. Push it and make money. Fri., Sat. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

RKO Radio

Bullet Code
Just another O'Brien western. Same plot—hero saves ranch for old man with beautiful daughter. Fri., Sat. Weather: Good. Admission: 25-10. General patronage. Population: 1,000. Capacity: 200.—Mrs. Orville Von Gulker, Roberta, Okeene, Okla.

Flying Deuces
Good enough comedy which brought many laughs. My people seem to like comedies, as they generally go over better than average. Fri., Sat. Weather: Fair. Admission: 25-15. General patronage. Population: 2,600. Capacity: 343.—Arthur E. Phifield, Park, South Berwick, Me.

Hunchback of Notre Dame
As per grosses, very poor. Just another English picture. If the Hunchback had looked any worse I don't think anybody would have come. Sun., Mon. Weather: Good. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

: Warns Against Shock :

WICKENBURG, ARIZ.—Metro's "Northwest Passage" is tainted with several gruesome sequences which don't add anything to the picture that I can see.

This is the second instance of gruesomeness appearing in Metro pictures with no good excuse. The first was in "Man From Dakota" where Beery commits an axe killing. The head-eating incident in "Northwest Passage" is the second.

I would like to suggest to Mr. Mayer that he unload the individual who believes these kinds of things enhance the attractiveness of a picture enough to warrant their inclusion. In my humble opinion, resorting to tricks like the above constitutes an admission on the part of the producer that he is trying to cover up lack of real ability, and to me it is a bad sign.

When vaudeville artists some years ago began using the "shock technique" to cover up their inability to give *real* entertainment, they sounded their own deathknell. The folks of the legitimate stage hanged themselves the same way. In both cases the great American family trade was scared off by embarrassment and/or disgust. Let's hope the film industry does not maneuver itself into the same corner.

E. A. STEIN,
Out-Wickenburg-Way Theatre,
Wickenburg, Ariz.

20th Century-Fox

Day-Time Wife
The title and subject matter raised a question in my mind as to the advisability of using it for Sunday-Monday on account of a matinee for children. However, after playing it I believe I made a wise choice and business held to better than normal. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Honeymoon's Over
Acceptable little program pix with a good lesson in it which is well coated with entertainment. We played in a spot where we knew we would have pretty good attendance anyway, and everyone went out happy. Boxoffice: Pretty fair. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Universal

Charlie McCarthy, Detective
Played with "What a Life" (Paramount). Both these pictures were good, but one is no good without the other, or something similar. Either one is too weak to stand alone. At least, that's my personal opinion. It may be different in your situation. I took a chance on double billing and everyone seemed satisfied including myself. Fri., Sat. Weather: Snowy. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Charlie McCarthy, Detective
Fair business. Quite a number of wisecracks that register. Fri., Sat. Weather: Cold. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Destry Rides Again
Good show to less than average business due to heavy rain both nights (Sunday-Monday). James Stewart fine as usual with entire cast giving excellent support. Admission: 25-10. General patronage. Population: 2,600. Capacity: 343.—Arthur E. Phifield, Park, South Berwick, Me.

Warner Bros.

Brother Rat and a Baby
Played Sunday-Monday. Thoroughly enjoyed by young and old. I think Wayne Morris had too much part and Priscilla Lane too little. Fair business. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix Tisdale, Ritz, Brantley, Ala.

Dead End Kids on Dress Parade
On a double bill (with Universal's "Laugh It Off") for Tuesday at bargain prices, I had SRO the first hour after opening. This beat all previous records for Tuesday in the past six months. I am not saying what it was that brought them in. That's up to you to decide. Weather: Fair. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Kid Nightingale
Played this with "Missing Evidence" (Universal) at bargain prices against strong opposition in other lines of amusement. Drew fair business. The Pot O' Gold does not seem to affect us here. No one has been called around here. Tuesday. Weather: Rain. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.



Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Several Window Displays Plug "Child Is Born"

CLEVELAND—Julius Lamm, manager of Warner's Uptown, and his assistant, Don Myers, really sold "A Child Is Born" to the community. The local Five and Ten store came through with a large window display. Then Lamm put in a window display in a vacant store and followed this up by getting a free window in the neighborhood department store. The department store featured a card with the copy:

"Baetz's supply the things the stork forgot to bring. See 'A Child Is Born.'"

To add to the campaign, Lamm made a folder from an ad mat and sold the back of the folder to four merchants, which paid for the entire campaign.

In the lobby Myers strung up a clothes line from which hung a row of diapers, each with a stencil of the name of the picture, and also an array of baby clothes.

To round out the campaign, local hospital heads and nurses were invited to be guests of the management at the opening performance of "A Child Is Born."

Send Traveling Bookshop Exploiting "My Son"

CLEVELAND—A new word has been added to the English language by Milt Harris and Ed Huegle of the Loew publicity department. The word is "Bookmobile" and it was coined for the traveling bookstore put on the streets by Loew's to exploit "My Son, My Son," playing at the State Theatre. A special vendor's license was secured from the city; an attractive blonde was the saleslady; and the automobile parked at strategic locations all over town to sell copies of the book.

The stunt was a tieup with Burrows Brothers Co., one of the city's leading book stores.

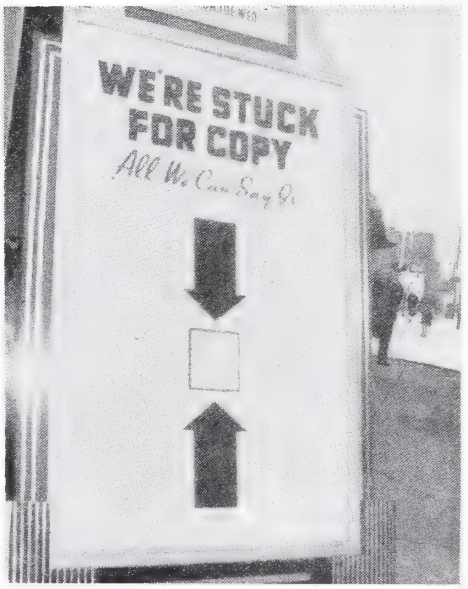
This was the first time Cleveland book buyers were ever given curb service.

Misses No Angles

KANSAS CITY—Warner's "'Til We Meet Again" was sold in Kansas City by Lawrence Lehman of the Orpheum with an eight-day contest in the local *Journal* inviting the women to write 50-word letters on the situation in the picture, and with the distribution in leading bars and hotels of a card giving the ingredients of a "'Til We Meet Again Cocktail." In the case of the letters, ducats to the Orpheum were awarded the best 20.

Prizes for Toasts

CLEVELAND—In addition to the usual tieups with radio, newspaper classified ads, restaurant menu cards, trailers, and displays, Manny Pearlstein, head of the local Warner publicity department, arranged a toast contest with the *Plain Dealer* on "'Til We Meet Again" that caught the popular fancy. The toasts submitted had to be based on the theme of the title. Cash prizes were awarded for the best.



Get Them Looking—

Here is how E. R. Erickson of the Warner Rhodes on the south side of Chicago got the public attention focused on "Mr. Smith Goes to Washington." The small square between the two arrows contains copy on the picture.

NUGGETS

WARNER is seeking to popularize orchids with men in its promotion on "Brother Orchid." Through an arrangement with the FTDA, comprising more than 7,000 retail florists, the organization will plug a new species of the flower named after the picture. The angle is to persuade men to wear white orchids with formal attire and purple with sports apparel.

●

A special full-color streamer, calling attention to Gene Autry's airshow and to "Rancho Grande," has been forwarded for window posting to all of its dealers by the William Wrigley Jr. Co. These streamers are also available to exhibitors at Republic exchanges.

●

Manager M. E. Lofgren of the Stuart, Lincoln, Neb., arranged with a department store to give away 50 pairs of silk stockings to the first 50 women whose leg size was similar or close to the "silken legs" in "Earl of Chicago."

●

Part of Manager Irving Lipnick's campaign for "Geronimo" at the Symphony, Chicago, consisted of a tieup with a nearby archery range. Passes went to the best archers of the week.

●

M-G-M's short, "Drunk Driving," had a strong lobby promotion at the Detroit Harmony Theatre, managed by Eddie Jacobson. Jacobson borrowed two dozen 8x10 photos of auto wrecks from the recent files of the Detroit police department, and put them on an easel in the lobby, making an impressive exhibit.

Masked Bathing Beauty on Horseback for "Florian"

HOUSTON, TEX.—A masked girl in a white bathing suit rode a very valuable horse through the leading streets as one of the highlights of the "Florian" campaign put over by Manager Francis Deering and Publicity Director Homer McCallum for the run at Loew's State.

The horse, loaned by a local sportswoman, was covered with a royal purple robe with the title of the picture in cutout letters. The masked girl rode each day at noon and appeared in front of the theatre each evening during the first two days of the engagement.

One week in advance, want ads were inserted to learn the whereabouts of Austrian war veterans to be interviewed by the press and over the air. Through a tieup with *Liberty* magazine, 8,000 folders were distributed along with the magazine. Four three-sheets using teaser copy were carried up and down the main street. Special cards featuring the dancer, Baronova, were planted with dancing schools.

Selling the Industry as Well as Their Program

OSHKOSH, WIS.—The Strand here prefixed its advertising of "Too Many Husbands" and "King of the Lumberjacks" with a prologue captioned, "Remember the old 'Peep Shows?'" and continuing as follows:

"Yes? The old 'Peep Shows' of 40 years ago just two minutes long . . . and the 'Nickelodeon' with hard benches a fellow started in that stuffy, empty old store . . . and the bangin' piano . . . and then the big silent movies . . .

"Just look back and see what a change the years have brought to the modern theatre . . . NOW the screen brings you voice, sound, color and music—MUSIC of the 100-piece symphony orchestras—the VOICES of your favorite stars—COLOR that has never been equaled—SOUND of war-torn Europe and the laughter of happy little children at the school picnic.

"Too, the new works of great authors-stories you remember in childhood . . . all come to life TODAY in motion pictures . . . in comfort, healthful surroundings, safety and refinement.

"Sincerely, we don't believe there is a place on earth where you can get so much enjoyment and pleasant entertainment as at the 'movies' today . . . and for such little money.

"So we invite you to bring your family—your friends—your best girl or beaux to the theatre tonight or tomorrow . . . and we suggest the STRAND because we really have a fine show."

"20 Mule Team" Campaign Elaborate in Detroit

DETROIT—Elaborate program of exploitation is being arranged by Warren A. Slee for the Michigan Theatre's opening of "20-Mule Team," centering about the visit of the famous wagons here. Letters to civic organizations and leaders, and the standard publicity tieups have been expanded in amount.

Plans call for Henry Ford, Edsel Ford and Hank Greenberg to greet the parade at the city hall on Monday, with letters to and from these celebrities and others as well, delivered by mule team.

Extensive radio tieups are being ar-

Short Subject Reviews

Unusual Occupations

Paramount (No. 4) 10 *Mins.*

Here is a man with a novel hobby. William Parker Lyons has a collection of relics of the old west worth over $500,000. This sequence is by far the most unusual to appear in a long time. There are also clips about a woman bag-puncher; a dentist who constructs bridges with toothpicks; a woman who paints on cobwebs; and an English family which makes the tall fur toppers for the Coldstream Guards.

The Blue Streak

Paramount (Sportlight) 10 *Mins.*

The story of the blue geese which migrate from the Hudson Bay region in the winter to the marsh lowlands of Louisiana. The sequences show how the Indians lure the bird within gun range in contrast to the white sportsmen. The photography of birds on the wing is top-notch.

Stealin' Ain't Honest

Paramount (Popeye) 7 *Mins.*

Short of ideas, this is quite a fantastic concoction about the adventures of Popeye and Olive Oyl against the greedy Bluto. There is also a scarcity of humor.

Me Feelings Is Hurt

Paramount (Popeye) 7 *Mins.*

Popeye takes his boat and goes west to win back the heart of Olive Oyl from cowpuncher Bluto. There is the slam-bang fight, the can of spinach, and the inevitable ending. Not very good.

SHORT OF THE WEEK

The Flag Speaks

M-G-M 19 Mins.

The advance dope on this short indicates that it will have plenty of attendance pressure applied to members of various patriotic societies and groups throughout the country. Likewise, the exhibitor will also be urged to play it by these same groups. Done in Technicolor, it tells of the history of the American flag from revolutionary times down to the present. Various historical moments are re-enacted by a cast of familiars and there is a general spectacular air about the entire film. It concludes with information and displays on the right and wrong ways in which the flag should be flown, paraded and draped. Audiences have accepted historical shorts in the recent past and this one should keep that interest alive. Embarrassingly vigorous patriotism has been soft-toned in this film. In any case, it's guaranteed to make audiences applaud.



Popular Science

Paramount (No. 5) 10 *Mins.*

Most substantial and absorbing sequence in this issue is the one which covers the various activities at Langley Field where the government tests the latest sky cruisers. There is another bit of equal calibre showing how modern developments in house furnishings can make a home out of one room. Opening shot discloses how dental students practice on a rubber head.

Have You Met Yvette?

Paramount (Headliner) 10 *Mins.*

Introducing Yvette, radio's throaty chanteuse who impresses favorably in her screen debut. Paul Baron's band supplies the straight musical numbers. The director rates a cheer for the informal presentation which sets the reel apart. Yvette skillfully blends her songs in English and French.

ranged, with radio interviews, and a special tieup by spot announcements with the "Death Valley Series" being broadcast over WWJ currently.

Jacobson Calls the Army To Help Sell "69th"

DETROIT—A tieup with the Army is being arranged by Eddie Jacobson, manager of the Krim circuit's Harmony, for "The Fighting 69th." Jacobson is arranging to borrow a big cannon, no less, as well as smaller army equipment, to put out in front of the house. In addition, he is arranging for 120 ROTC youths in uniform to march three miles down the main business street of the neighborhood, with band playing, to the theatre, where they will be admitted free.

Display Big Boots

LOUISVILLE—Presaging the arrival of "Dr. Cyclops," a huge pair of black leather boots weighing 400 pounds was set up in the lobby of the Rialto here. Then four bootblacks were put to work applying polish to the clodhoppers, which proved quite amusing to patrons and passersby.



On a Big Scale—

One of the advance lobby displays used at the Paramount in New York for the opening of "Dr. Cyclops."

Fashion-Book Tieups for "Rebecca" by Macy's

NEW YORK—Capitalizing on the speculation as to what the non-existent heroine of "Rebecca" might be like, UA has arranged a series of tieups with Macy's to publicize the Music Hall run and to push the store's line of fashions representing its conception of her wardrobe.

Additional exploitation was given the picture by the store which featured the novel in the book department and window display. UA spotted small ads on book pages when the picture opened.

To focus attention on the tieup, a contest was held at the theatre to pick the girl who most resembles "Rebecca." A group of judges were stationed at the theatre and handed cards to women patrons inviting them to attend the finals which were held at the store the following day. The winner is to receive a screen test.

"Edison" School Display Sells in Harrisonburg

HARRISONBURG, VA.—Displays on "Young Tom Edison" were placed in the schools by Manager Jack W. Fretwell of the State, who received cooperation from the teachers by stressing educational aspects of the film.

A special 40x60 cutout of Mickey Rooney was ordered for lobby display emphasizing the fact Rooney was selected "1940's King of the Movies." Three window displays were arranged featuring electrical illusions accompanied by posters carrying credits.

The merchants contributed to a series of co-ops with the local utility placing a large ad in the newspaper giving full credit to the theatre and picture at no cost to the management.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ❶ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 30	[28] Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	[29] Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	[25] Drama **3912** **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	[29] Drama **3916** ❶**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	[27] Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	[29] Drama **015** **Hunchback of Notre Dame** (114) Chas. Laughton Maureen O'Hara R—Dec. 23	[29] O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	[29] Com. **M'drama** **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	[29] Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	[25] Drama **FN453** **Four Wives** (110) R—Dec. 2 [30] M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	[4] Western **1303** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. **M'dr. 18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6	[10] Act. Drama **3939** **Danger Ahead** (56) R—Mar. 30	[5] Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama **017** ◎**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		[5] Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	[10] Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[15] Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	[12] O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	[12] Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	[18] Melodrama **1002** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	[19] Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	[15] M'drama **3909** **Fatal Hour** (65) R—Jan. 13 [20] M'drama **3922** **Hidden Enemy** (63) R—Mar. 30	[19] Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		[19] Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	[19] Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	[19] Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	[19] Western **4061** **West of Carson City** (55) Johnny Mack Brown Bob Baker	[20] M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	[15] Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	[26] Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	[26] Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	[25] Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	[26] Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	[26] Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	[26] Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	[26] Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		[26] Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	[27] Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	[26] Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice** Schwartz **R—Jan. 27**
FEB. 3	[31] Drama **1034** **Convicted Woman** (66) R—Mar. 2 [1] Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	[2] Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	[30] Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	[2] Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	[30] Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	[2] Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	[2] Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		[2] Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	[3] M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	[8] Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	[9] Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	[10] Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	[9] Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		[9] Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	[10] Com. Dr. **WB423** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		[16] Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		[16] Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		[16] Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	[16] Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	[16] Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	[16] Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	[17] Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form. Years Without Days)**	[15] Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		[23] Drama **25** ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	[25] Act. Drama **3940** **Murder on the Yukon** (57) James Newill R—Apr. 27 [20] Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	[23] Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		[23] Anim. Cart. **091** ❶◎**Pinocchio** (80) R—Feb. 3	[23] Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		[23] Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	[29] Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	[1] Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	[2] Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	[1] Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		[1] Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	[1] Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 30	[1] Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	[1] M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	[2] Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	[5] Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 [7] M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	[8] Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	[9] Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	[8] Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	[12] Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	[8] Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	[15] Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		[8] M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAR. 16	[14] Drama 1030 **Men Without Souls** (62) Rochelle Hudson John Litel	[15] Drama 2? **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		[15] Drama 3923 **Women Without Names** (62) Ellen Drew R—Feb. 24	[15] Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	[15] Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			[15] Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	[16] Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	[15] Comedy **Al'ance** **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	[21] Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		[20] M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	[22] Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	[22] Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette	[22] Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	[22] Fantasy 025 **The Blue Bird** (83) Shirley Temple R—Jan. 27	[22] Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	[22] Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	[23] Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	
MAR. 30		[29] Drama 29 **Florian** (91) Robert Young R—Apr. 6	[30] Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	[29] Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	[26] Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		[29] Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	[29] Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	[4] Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	[5] Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		[5] M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	[10] West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	[5] Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	[5] Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	[5] Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	[5] Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 [5] Western 4062 **Riders of Pasco Basin** (57)	[6] Com. Dr. **WB407** **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	
APR. 13		[12] Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	[10] Western 3963 **Covered Wagon Trails** (53) Jack Randall [15] Action Dr. 3928 **Sky Bandits** (56)	[12] M'drama 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	[12] Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	[12] Western 083 **Bullet Code** (59) R—Apr. 13	[12] O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	[12] Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	[12] M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	[13] O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	[18] M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	[19] Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	[20] Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	[19] Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	[15] Drama 901 **Dark Command** (94) R—Apr. 13 [19] Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	[19] Drama **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	[19] Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		[12] M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	[20] Drama **FN456** **'Til We Meet Again** (98) **Merle Oberon** George Brent Pat O'Brien R—Apr. 13	[16] **M'drama Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	[25] Drama **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	[26] Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	[30] Melodrama **Mysterious Mr. Reeder** (..) [20] Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 4	[26] Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	[17] Musical 921 **In Old Missouri** (67) Weavers & Elviry [22] Western 965 **Covered Wagon Days** (..) Three Mesquiteers	[26] Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	[26] Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		[19] M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	[27] Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	[2] Western 1213 **Man From Tumbleweeds** (..) Bill Elliott	[3] Action Drama 35 **20 Mule Team** (85) Wallace Beery Leo Carrillo R—May 4	[2] Western 3964 **Land of Six Guns** (..) Jack Randall	[3] Comedy 3932 **Buck Benny Rides Again** (80) Jack Benny Ellen Drew R—Apr. 20		[3] Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	[3] Comedy 043 **So This Is London** (84) Gracie Fields R—Apr. 27	[3] Comedy **Saps at Sea** (..) **Laurel & Hardy**	[3] Musical **If I Had My Way** (94) B. Crosby-G. Jean R—May 4	[4] M'drama **WB423** **Tear Gas Squad** (55) Dennis Morgan Gloria Dickson R—Apr. 27	
MAY 11	[9] Drama **Babies for Sale** (..) Rochelle Hudson Glenn Ford	[10] Drama 36 **Edison, the Man** (..) Spencer Tracy Rita Johnson	[9] Western 3955 **Cowboy From Sundown** (..) Tex Ritter	[10] Comedy 3933 **Opened by Mistake** (66) Charlie Ruggles Janice Logan		[10] Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Binnie Barnes	[10] M'drama 038 **I Was an Adventuress** (..) Vera Zorina		[10] Action Drama **Ski Patrol** (..) Luli Deste	[11] Drama **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	[16] Melodrama **Island of Doomed Men** (..) Peter Lorre	[17] Drama 37 **Waterloo Bridge** (..) Robert Taylor Vivien Leigh	[16] Western 3965 **Kid From Santa Fe** (..) Jack Randall	[17] Drama 3934 **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4		[17] Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	[10] Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	[17] Drama **Turnabout** (..) John Hubbard Adolphe Menjou Carol Landis	[17] Comedy **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	[18] Melodrama **Flight Angel** (..) Virginia Bruce Wayne Morris	[15] Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	[23] Melodrama **Lone Wolf Meets a Lady** (..) Warren William Jean Muir		[23] Com. Drama **Amateur Detective** (..) Frankie Darro	[24] Drama 3931 **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13		[24] Com. Drama **You Can't Fool Your Wife** (..) Lucille Ball James Ellison	[24] Drama 045 **Lillian Russell** (141) Alice Faye Henry Fonda Don Ameche	[24] Drama **Our Town** (..) William Holden Martha Scott	[24] Western **Hot Steel** (..) Richard Arlen Andy Devine	[25] Drama **Torrid Zone** (..) James Cagney Ann Sheridan	
JUNE 1	[30] Comedy **Five Little Peppers at School** (..) Edith Fellows Dorothy Peterson	[31] Drama **Susan and God** (..) Joan Crawford Fredric March		[31] Drama **Way of All Flesh** (..) Akim Tamiroff Gladys George	[29] Western 943 **Gaucho Serenade** (..) Gene Autry	[31] Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	[31] Drama 046 **Marriage in Transit** (..) Virginia Gilmore Robt. Sterling		[31] Musical **La Conga Nights** Hugh Herbert [31] Western **Bad Man From Butte** (..)		
JUNE 8	[6] Western **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith			[7] Western 3958 **Hidden Gold** (..) William Boyd Russell Hayden		[7] Melodrama **Saint Takes Over** (68) George Sanders R—Apr. 27	[7] Drama 034 **Earthbound** (..) Warner Baxter Andrea Leeds		[7] Drama **No Exit** (..) Wallace Ford Kathryn Adams	[2] Melodrama **Murder in the Air** (..) Ronald Reagan Lya Lys	
JUNE 15				[14] Drama **Safari** (..) Doug. Fairbanks jr. Madeleine Carroll		[7] Western **Prairie Law** (..) George O'Brien [14] Com. Drama **Tom Brown's School Days** (..) Fred. Bartholomew	[14] Drama 047 **Four Sons** (..) Don Ameche Mary Beth Hughes		[14] Com. Drama **Sandy Is a Lady** (..) Baby Sandy Eugene Pallette	[9] Com. Drama **Brother Orchid** (..) Edw. G. Robinson Ann Sothern	

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) .....Dec. 15
Glove Slingers (18) .....Nov. 24
Mooching Through Georgia (19) .....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18) .....July 28

CINESCOPES

World of 1960 (Futurama) (..) .....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..) .....Jan. 12
Crop Chasers (8) .....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7) .....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7) .....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½) .....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10) .....Aug. 11
New Hampshire (..) .....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11) .....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..) .....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7) .....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½) .....Jan. 26

(Series 19)

No. 1 (9½) .....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10) .....Dec. 1
No. 4 (..) .....Jan. 5
No. 5 (..) .....Feb. 9

SPORT REELS

Big Fish (10) .....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..) .....Dec. 29
Jai Alai (8½) .....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½) .....Oct. 6
Rockin' Thru the Rockies (..) .....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10) .....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19) .....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11) .....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9) .....Oct. 7
Night Descends on Treasure Island (8) .....Jan. 20
Old Natchez (9) .....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9) .....Feb. 17
Vallant Venezuela (9) .....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8) .....Nov. 4
Miracle at Lourdes (sepia) (11) .....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..) .....Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9).....Mar. 23
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11) .....Jan. 20
Captain Spanky's Showboat (11) .....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11) .....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..) ...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8) .....Nov. 18
Stuffie (11) .....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8) .....Feb. 10

ROBERT BENCHLEY

Home Movies (7) .....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8) .....Sept. 22
◎Little Lambkin (7) .....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10) .....Apr. 5
Chile (10) .....Nov. 10
Cuba (10) .....Jan. 5
Ecuador (10) .....Sept. 1
Peru (9) .....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10) .....Sept. 8
Frankie Masters and his Orchestra (10) .....Dec. 29
George Olsen and His Music (10) .....Mar. 15
Here's Hal (10) .....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10) .....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11) .....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10) .....Oct. 6
The Champagne Music of Lawrence Welk (10) .....Sept. 8
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10) .....Feb. 16
Public Hobby Number One (11) .....Sept. 22
Sugar Wind (10) .....Jan. 19
Television Preview (10).....May 3
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7) .....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7) .....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22

POPULAR SCIENCE (In Cinecolor)

No. 6 (11) .....Aug. 4
No. J9-1 (11) .....Sept. 15
No. J9-2 (10) .....Nov. 3
No. J9-3 10) .....Dec. 15
No. J9-4 (10) .....Feb. 16
No. J9-5 (10) .....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) .....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10) .....Feb. 23
Hydro-Maniacs (10) .... Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (..).....Mar. 15
Way Back When a Nag Was Only a Horse (7) .....Mar. 8
Way Back When a Triangle Had Its Points (7) .....Feb. 9
Granite Hotel (7).....Apr. 26

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11) .....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10) .....Jan. 19
No. 4 (10) .....Mar. 29

RKO Radio

DISNEY CARTOONS (In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (..).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18) .....Aug. 4
Metropolis—1939.
No. 1 (19) .....Sept. 1
Soldiers with wings.
No. 2 (19) .....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) .....Nov. 24
Newsfronts of War—1940.
No. 5 (17) .....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18) .....Feb. 16
The Vatican of Pius XII.
No. 8 (18) .....Mar. 15
Canada at War.

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11) .....Feb. 23
No. 8 (10) .....Mar. 22

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20) .....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) .....Jan. 19
Gun Play (9) .....Sept. 1
Hunting Hounds (9) .....Sept. 29
Ice Cutters (9) .....Oct. 27
Kennel Kings (9) .....Aug. 11
Pennant Chasers (9) .....Feb. 16
Sky Game (9) .....Dec. 22
Winter Playground (9) .....Nov. 24
Flycasting (9) .....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7).....Feb. 9
Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
Two Headed Giant (7).....Aug. 11
Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
Life Begins for Andy Panda (8).....Oct. 9
100 Pigmies and Andy Panda (7).....Apr. 22
Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13
No. 77 (9).....May 27

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6
No. 77 (9).....May 20

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS

Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Wise Quack (7).....Aug. 5

NEWSREELS

TUESDAY, APRIL 23

Movietone News, No. 65
Train wreck; British rush Singapore defenses; sheep sheared in Washington; Panama fire; Ohio floods; New England storm; schoolboys on cutter trip; Variety Club convention in Dallas; president at Warm Springs; dinghy racing; marathon race in Boston; crew race in Seattle; agriculture show in Australia; track meet in Kansas City; Lew Lehr.

News of the Day, No. 263
Train wreck; troops at Singapore; Roosevelt on war policy; Variety Club convention; New England storm; Chinese girls on coast; tennis; wrestling.

Paramount News, No. 68
Train wreck; Chiang Kai Shek on new Chinese government; blizzard in Bay State; Roosevelt on foreign affairs; Rio Grande Valley housing project; FHA unit in Florida; "upside down" girl weds.

RKO Pathe News, No. 80
Panama fire; Roosevelt at Warm Springs; Ickes and General Johnson argue third term; train wreck in New York; Australian horse show; crew race in Washington.

Universal Newsreel, No. 869
Train wreck; new Chinese government; flood in Ohio; storm in New England; Roosevelt on war policy; Dewey at Republican rally; Variety Club convention; Chinese girls in California; baseball, horse racing.

THURSDAY, APRIL 25

Movietone News, No. 66
President host to Canadian prime minister in Georgia; Navy Secretary Edison reviews sailors at coast training station; Linda Darnell leaves imprints on Grauman's sidewalk; Sweden arms against invasion; England tests new commercial plane; French coastal battery shoots Swedish Bufors gun; Skyline Caverns, Va., exploration; summer fashions by Donner; Lew Lehr; female lifeguards in Australia; Baer and Galento train for fight.

News of the Day, No. 264
Rumania arms; British suicide fleet patrols North Sea; Edison reviews naval trainees; Canadian prime minister visits Roosevelt in Georgia; Dies warns of plot; "Angel" wrestler visits Field Museum in Chicago to look at prehistoric man; streamlined jewelry; gymnasts at University of Illinois; Baer and Galento in training.

Paramount News, No. 69
Cameron Highlanders in Canadian flag rites; Maine beach after storm; cotton into ice cream in Texas; Canadian prime minister at Warm Springs; Captain Bob Bartlett off to Arctic; Baer-Galento fight preparations; New York Fair brightened up for opening; Northwestern students in mock political convention; "Dust Bowl" rejuvenation.

RKO Pathe News, No. 81
Canadian premier visits Roosevelt; gale lashes Argentina; Mexican air force in tactical maneuver; film players attend Bill Tilden's tennis school in Los Angeles; Southern California goes fox hunting; Baer-Galento prepare for bout.

Universal Newsreel, No. 870
War costs Britain $10,000,000,000; F. D. R. host to Canadian premier; aircraft carrier "Wasp" leaves for trial run; Edison reviews naval recruits; Spanish refugees in Mexico; Indians ban swastika symbol; Fair Perisphere overhauled; salmon run in Oregon; New Orleans girl softball team warms up; Lucky Teeter in Memphis; Baer-Galento fight story.

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sioux Me (7).....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

In the Making

COLUMBIA

Untitled Blondie—Penny Singleton, Arthur Lake, Larry Simms, Jonathan Hale, Fay Helm. Director: Frank R. Strayer. Producer: Robert Sparks. **(Starting)**

West of Abilene—Charles Starrett, Sons of the Pioneers. Director: Ralph Cedar. Producer: Irving Briskin. **(Completed)**

METRO

To Own the World—Lana Turner, John Shelton, Ian Wolfe. Director: Harold S. Bucquet. Producer: Seymour Nebenzahl. Original Screenplay: Dalton Trumbo. **(Starting)**

MONOGRAM

Wild Horse Range—Jack Randall, Phyllis Ruth. Director: Raymond K. Johnson. Producer: Harry Webb. **(Completed)**

PARAMOUNT

Dancing on a Dime—Robert Paige, Grace MacDonald, Virginia Dale, Eddie Quillan, Frank Jenks. Producer-Director: Joseph Santley. Screenplay: Maurice Rapf, Joseph Santley. **(Starting)**

Ghost Music—Bing Crosby, Mary Martin, Basil Rathbone, Oscar Levant. Director: Victor Schertzinger. Producer: Paul Jones. Original: Jacques Thery, Billy Wilder. Screenplay: Jacques Thery, Dwight Taylor. **(Starting)**

RKO RADIO

Anne of Windy Poplars—Anne Shirley, James Ellison, Patric Knowles, Louise Campbell, Slim Summerville, Henry Travers. Director: Jack Hively. Producer: Cliff Reid. Original: L. M. Montgomery. Screenplay: Michael Kanin, Jerry Cady. **(Completed)**

REPUBLIC

Carson City Kid—Roy Rogers, Pauline Moore, George (Gabby) Hayes. Producer-Director: Joe Kane. **(Starting)**

Grand Ole Op'ry—Lois Ranson, Weaver Brothers and Elviry, John Hartley, Henry Kolker. Director: Frank McDonald. Producer: Armand Schaefer. **(Starting)**

20TH CENTURY-FOX

Pier 13—Lloyd Nolan, Lynn Bari, Douglas Fowley. Robert Lowery, Chick Chandler. Director: Eugene Forde. Producer: John Stone. **(Completed)**

UNITED ARTISTS

Captain Caution—Victor Mature, Louise Platt, Bruce Cabot, Leo Carrillo, Roscoe Ates, Andrew Tombes. Director: Richard Wallace. Producer: Hal Roach. Original: Kenneth Roberts. Screenplay: Grover Jones. **(Starting)**

UNIVERSAL

Black Diamonds—Richard Arlen, Andy Devine. Director: Christy Cabanne. Producer: Ben Pivar. Screenplay: Clarence Upson Young, Sam Robins. **(Starting)**

One of the Boston Bullertons—Hugh Herbert, Roland Young, Nancy Kelly, Robert Cummings, Montagu Love, G. P. Huntley jr. Director: Al Rogell. Producer: Glenn Tryon. Screenplay: Leonard Spigelgass, Charles Grayson. **(Completed)**

Hot Steel—Richard Arlen, Andy Devine, Peggy Moran, Anne Nagel, Myra McKinney. Director: Christy Cabanne. Producer: Ben Pivar. Original: Maurice Tombragel. Screenplay: Maurice Tombragel, Clarence Upson Young. **(Completed)**

You're Not So Tough—Nan Grey, Billy Halop, Huntz Hall, Eddie Phillips, Bobby Jordan. Director: Joe May. Producer: Ken Goldsmith. Original: Maxwell Aley. **(Completed)**

WARNER-FN

All This and Heaven, Too—Bette Davis, Charles Boyer, Jeffrey Lynn, Barbara O'Neil, Virginia Weidler, Harry Davenport. Director: Anatole Litvak. Producer: David Lewis. Original: Rachel Field. Screenplay: Casey Robinson. **(Completed)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

415 A Child Is Born .....WB
.... A Chump at Oxford.....UA
.... Abe Lincoln in Illinois....RKO
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
.... Alias the Deacon.....Univ
.... Amateur Detective .....Mono
468 An Angel From Texas....FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

.... Babies for Sale .....Col
17 Balalaika .....M-G-M
031 Beyond Tomorrow .....RKO
025 Bill of Divorcement.....RKO
3935 Biscuit Eater, The .....Para
.... Black Eyes .....Alliance
4018 Black Friday .....Univ
1205 Blazing Six Shooters.....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
.... Brother Orchid .....WB-FN
406 Brother Rat and a Baby..WB
3932 Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

420 Calling Philo Vance.....WB
459 Castle on the Hudson.....FN
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
012 Cisco Kid and Lady...20th-Fox
027 City of Chance 20th-Fox
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
965 Covered Wagon Days.....Rep
3963 Covered Wagon Trails....Mono
3955 Cowboy From Sundown..Mono
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
3939 Danger Ahead .....Mono
4055 Danger on Wheels.....Univ
901 Dark Command .....Rep
3901 Death of a Champion....Para
4002 Destry Rides Again.....Univ
3929 ◎Dr. Cyclops .....Para
30 Dr. Kildare's Strange Case .....M-G-M
.... Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

18 Earl of Chicago .....M-G-M
034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
36 Edison the Man .....M-G-M
3917 Emergency Squad .....Para
4033 Enemy Agent .....Univ
462 Espionage Agent .....FN

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
.... Five Little Peppers at School .....Col
.... Flight Angel .....WB-FN
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
047 Four Sons 20th-Fox
34 40 Little Mothers.....M-G-M
453 Four Wives .....FN
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para

G

943 Gaucho Serenade .....Rep
3912 Gentleman From Arizona..Mono
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
922 Grandpa Goes to Town....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
3916 ◎Great Victor Herbert...Para
4041 Green Hell .....Univ

H

4040 Half a Sinner .....Univ
023 He Married His Wife..20th-Fox
009 Here I Am a Stranger..20th-Fox
963 Heroes of the Saddle.....Rep
129 Hi-Yo, Silver .....Rep
3922 Hidden Enemy .....Mono
3958 Hidden Gold .....Para
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
4056 Hot Steel .....Univ
.... House Across the Bay.....UA
4013 House of Seven Gables....Univ
3916 Human Monster .....Mono
015 Hunchback of Notre Dame.RKO

I

26 I Take This Woman....M-G-M
038 I Was an Adventuress.20th-Fox
.... If I Had My Way.....Univ
921 In Old Missouri .....Rep
4009 Invisible Man Returns ....Univ
408 Invisible Stripes .....WB
3841 Invitation to Happiness...Para
024 Irene .....RKO
.... Island of Doomed Men.....Col
017 Isle of Destiny .....RKO
407 It All Came True .....WB
4001 It's a Date .....Univ

J

042 Johnny Apollo 20th-Fox

K

3965 Kid From Santa Fe.....Mono
422 King of the Lumberjacks .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

.... La Conga Nights .....Univ
22 Lambeth Walk .....M-G-M
3964 Land of Six Guns.....Mono
082 Legion of the Lawless.....RKO
3931 Light of Western Stars...Para
3921 Light That Failed.....Para
045 Lillian Russell 20th-Fox
.... Lion Has Wings .....UA
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
.... Lone Wolf Meets a Lady..Col
1019 Lone Wolf Strikes.....Col

M

4022 Ma, He's Making Eyes at Me .....Univ
24 Man From Dakota.....M-G-M
1213 Man From Tumbleweeds....Col
030 Man Who Wouldn't Talk 20th-Fox
1017 Man With Nine Lives.....Col
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
046 Marriage in Transit...20th-Fox
1035 Men Without Souls.....Col
016 Mexican Spitfire .....RKO
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
917 Money to Burn .....Rep
3808 Mr. Wong at Headquarters .....Mono
.... Murder in the Air.....WB-FN
3940 Murder on the Yukon.....Mono
1018 Music In My Heart.....Col
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
1033 My Son Is Guilty .....Col
.... My Son, My Son .....UA
.... Mysterious Mr. Reeder....Mono

N

324 Nancy Drew, Trouble Shooter .....WB
.... No Exit .....Univ
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
4021 Oh, Johnny, How You Can Love .....Univ
452 Old Maid, The .....FN
044 On Their Own 20th-Fox
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
.... Our Town .....UA
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
.... Prairie Law .....RKO
023 Primrose Path .....RKO

R

.... Raffles .....UA
942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
3953 Rhythm on the Rio Grande .....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
3926 Road to Singapore.....Para

S

.... Safari .....Para
021 Saint's Double Trouble....RKO
.... Saint Takes Over .....RKO
.... Sandy Is a Lady.....Univ
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
.... Saturday's Children ...WB-FN
3924 Secret Four .....Mono
3924 Seventeen .....Para
041 Shooting High 20th-Fox
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Ski Patrol .....Univ
3928 Sky Bandits .....Mono
043 So This Is London....20th-Fox
3902 Son of the Navy.....Mono
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
.... Susan and God .....M-G-M
017 ◎Swanee River 20th-Fox
019 Swiss Family Robinson..RKO

T

939 Tarzan Finds a Son!....M-G-M
423 Tear Gas Squad .....WB
.... Tevya .....SR
.... Texas Stagecoach .....Col
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
916 Thou Shalt Not Kill.....Rep
465 Three Cheers for the Irish.FN
456 'Til We Meet Again.....FN
.... Tom Brown's School Days.RKO
11 Tomboy .....Mono
1004 Too Many Husbands.....Col
.... Torrid Zone .....WB-FN
.... Turnabout .....UA
35 20-Mule Team .....M-G-M
1203 Two-Fisted Rangers .....Col
33 Two Girls on Broadway.M-G-M
3934 Typhoon .....Para

V

007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
404 Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

37 Waterloo Bridge .....M-G-M
.... Way of All Flesh.....Para
4061 West of Carson City.....Univ
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
3925 Women Without Names...Para

Y

.... You Can't Fool Your Wife.RKO
032 Young as You Feel...20th-Fox
954 Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

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The Pulse of the Motion Picture Industry

BOXOFFICE

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PRODUCTION INDEX





Above: *M-G-M's great travelling ballyhoo, the original 20 Mule Team from the picture. It's a sensation when it rolls down the Main Streets of America. Now on tour!*

HOT OFF THE WIRE!

Raves From Coast Preview!



"20 MULE TEAM"

starring

WALLACE BEERY

with Leo Carrillo, Marjorie Rambeau, Anne Baxter, Douglas Fowley • Screen Play by Cyril Hume, E. E. Paramore and Richard Maibaum • A Metro-Goldwyn-Mayer Picture • Directed by Richard Thorpe Produced by J. Walter Ruben

"'20 Mule Team' A-1 Western. Done in the grand manner, with top-flight production, direction, performance and photography. Wallace Beery at his best, playing the type of role in which he is most popular and providing extremely good entertainment. As brilliantly executed western drama as the screen has seen. Historical authenticity and presenting the most vivid panorama of the arid majesties of Death Valley ever shown on the screen. Beery is in his element in the role of the mule skinner, giving an even better characterization than in 'Bad Man of Brimstone'."

—Hollywood Reporter

"A natural for Wallace Beery and will serve further to ingratiate him with an ever-increasing audience. The story, absorbing excitement and suspense, both romantic and melodramatic. One of the best gun-fights ever seen on the screen winds up for a happy ending. High level of gripping entertainment. A topnotch job all the way. Scenically the picture is remarkable."

—Daily Variety

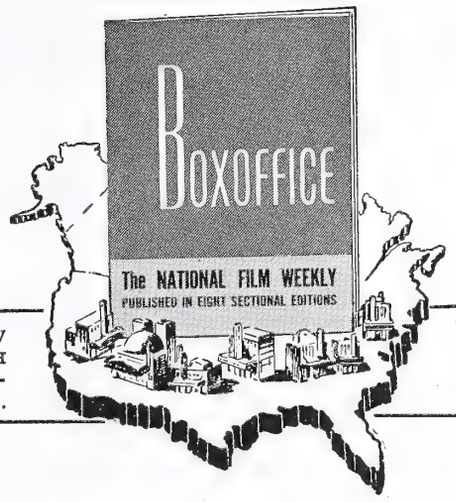
"Death Valley has been overlooked too long by Hollywood in picking stories for Westerns. In '20 Mule Team' M-G-M will cash in strong on the picturesque history and strangeness of this locale. Story offers excellent role for Wallace Beery, one of the most colorful parts he has had."

—Harry Friedman, L. A. Examiner

"'20 Mule Team' roaring melodrama of Death Valley. A rip-roaring tale with its desert panoramas and its bad men, with a superabundance of action and a great fight-to-the-finish wind-up. Death Valley has seldom been delved into so effectively. All in all a hit."

—Edwin Schallert, L. A. Times

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 25
May 11, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

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SHADOW-BOXING WITH ISSUES

THAT the government's case will go to trial June 3 is widely accepted and expected. In that sense, the suit is discounted although settlement by consent decree is not so thoroughly frozen as some would make out.

The news columns last week told the story: How decree advocates in New York feel they have gone as far as they could; how the department of commerce is for the method and the department of justice against, after having indicated acceptance; how action, if action there is to be, must come from Washington through intervention reaching beyond Attorney General Jackson and Thurman Arnold of the anti-trust division.

Thus, as there needs must be in view of equally, if not more pressing, problems removed from the courtroom, time allows for other considerations.

No more vital one confronts this industry than the necessity of working out a mathematical formula to make its ends meet. Once more, as inevitably it must, this brings the discussion to the war, to what it has done and will do further to income, to rising costs in Hollywood, to unemployment in America.

Three points already have been established as pat Hollywood conviction, in toto representing the studios' road out. One is the impossibility of cutting costs by placing the blame on labor. Two is the expressed opinion admission prices must be raised. Three, and a complement of two, is the insistence big pictures must be accorded more playing time.

The first impresses as a defense argument for the current system and the level at which it is functioning. Unmentioned arguments which make up the whole, however, include:

The foolhardy competition of the producers among themselves for names which they think are indispensable, but about whom theatremen have vastly different ideas.

The archaic belief money thrown to the winds and partially, or substantially, caught on the celluloid will make up for thinness in story, direction or talent. That's an old chromo designed to cover up bad judgment or lack of brain power, or brain power ineffectually applied. Also, it must be remembered the public is thoroughly accustomed to having its eye knocked out.

Competition among producers for the best achievement record and the persistently lingering custom of making pictures more for each other than for the customers. Anyone familiar with the Hollywood scene knows what this is about.

The second is typical of the wishful thinking which is prone to replace the realistic. A pleasant indulgence, it can be comforting and comfortable, but how practical is another story. Over ten millions are out of work in this country. Sidney Kent places the figure at eleven. CIO declares it is about fifteen, and there are dependents. How, then, admissions can be stepped up in view of this economically dislocated panorama is something this department eagerly seeks to learn.

The third, as a trailer of the second, suggests exhibitors either are not playing the product for all it contains or ought to pile on added days to help out the producer even if the drawing power of the attraction has waned. Several producers mean precisely the latter. They feel the theatreman must extend himself by giving the studios all possible breaks, for otherwise the flow of quality merchandise will be interrupted. Presumably on this theory, they also mean quality ultimately will cease altogether.

It may be that pictures are being pulled while there is still life in them. By way of leaning backwards, assume it to be true in some instances. Yet certainly this cannot be the general rule. The average theatre operator will run any film for what he can get out of it; he does not require any distributor advice to follow the obvious course. Assuming, further, that extra playing time ought to be, and will be, thrown in by way of aiding the producer—and this is assuming a great deal—the combination cannot add up to a successful answer.

Hollywood, consciously or not and we believe consciously, is dazzled by the phenomenal gross of "Gone With the Wind." Its success is imprinting a damaging brand in many coast directions. This is the circumstance which, in short, explains statements that theatres do not know their gross ceilings; that possibilities undreamed of and untapped are lying dormant in the existing structure; that admissions can be hiked at will, runs extended.

All of this is quite correct, provided there can be a series of "Gone With the Winds," but this is hardly likely and, for evidence, there is its producer's own statement.

The successful, as well as the only, answer is in quality product more reasonably turned out and at a cost measured by the conservative possibilities of the domestic market.

Those who produce insist it cannot be done.

This rolls up an overwhelming array of expert opinion thundering against a more of less solitary voice.

The roar may out yell, but it won't silence it.

Kann

52,000 AMUSEMENT SEATS AT NEW YORK FAIR; 6,200 HOUSE FILMS SHOWN WITHOUT CHARGE

Increase of 15,000 Seats Over Last Year in Free And Admission Spots

By LEONARD WEISBERG

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WORLD'S FAIR, FLUSHING, N. Y.—The 1940 edition of the World's Fair opened its gates over the weekend with close to 52,000 amusement seats of all descriptions. This exclusive tabulation by BOXOFFICE, repeating the sole effort of a like nature last year, indicates an increase of 15,000 seats available in both gratis and admission charge attractions. The aggregate may conceivably swell to 55,000 within a month, on the basis of contracts that were in the signing stage when this survey was completed late in the week.

As last minute preparations were rushed it appeared there will be more than 6,200 seats in 30 auditoriums designed exclusively for the showing of films at which there will be no charge. The official survey of free films at the Fair last year, compiled by the newsreel and film department, of which Claude R. Collins is director, places the number of seats at 6,000. This survey estimates that attendance ran "well in excess of 20,000,000." The nature of the pictures to be shown remains the same—industrial, scientific, documentary, travel, educational and commercial reels with plugs plentifully smothered by entertainment.

On the basis of last year's attendance, which Collins admits is arrived at without accurate tabulation by the film sponsors' management, Fair spokesmen are hopeful that up to 35,000,000 will see the free films this year. Their theory is that, if 21,000,000 of the 26,000,000 who turned up one or more times at Flushing Meadows in 1939 saw the shows, it may be predicted that the 40,000,000 expected to attend the Fair before it closes could provide a potential audience of 35,000,000. This, again, is sheer guess work, but it stems from the belief eight of every ten persons who went to the Fair last year took in at least one free picture show.

All things being equal, there appears to be good reason for the Fair spokesmen's optimism in regard to attendance in the ensuing months, and its bearing on the consumer potentialities for which exhibitors have invested in costly auditoriums, not to mention union scales for projectionists. Firstly, admission to the grounds has been reduced from 75 cents to 50 cents. Children's admissions have been cut in proportion, with even greater cuts on specially designated days. Parking rates for automobiles are down from 50 cents to 25 cents. The cost of food, over which there was much criticism last year, has been perceptibly sheared, with new restaurants offering hot dishes from 25 cents up.

(Continued on page 26)



A Typical Crowd at the Fair—

Indicative of the extent to which many of the exhibits at the New York World's Fair were patronized last year and expected again this, is this scene in the Previews of Progress auditorium in the General Motors Building. It seats 612, *runs a variety of ten-minute shorts, charges no admission. Last year's attendance:* 1,200,000.

Amusement Area This Season Boasts 75 Big, Little Shows

NEW YORK—In addition to the estimated 6,200 free seats for films at the World's Fair, exhibitors in the metropolitan area face about 75 counter-attractions to their own shows. About 37 of these—all in the amusement area—will charge from 15 to 25 cents for adults, with children's admissions scaled to about one-third less. The balance will be mostly in the 10-cent group. Definitely listed are but three shows at 40 cents and two calling for a 99-cent top. The latter two shows start their scales at 40 cents.

Following is a compilation of the Fair's principal attractions in the amusement area:

Name	*Type*	*Adult Price*
Aerial Joyride	Ride	25 cents
Auto Dodgem	Ride	15 cents
Billy Rose's Aquacade	Show	40-99 cents
Bobsled	Ride	25 cents
Centipede	Ride	10 cents
Crimson Tower	Show	15 cents
Cyclone Coaster	Ride	25 cents
Dancing Campus	Village	25 cents
Dreams of Venus	Show	25 cents
Ferris Wheel	Ride	10 cents
Frank Buck's Jungleland	Animal Show	25 cents
Flying Scooter	Ride	15 cents
Gay New Orleans	Village	———
Glass Blowers	Show	25 cents
Hawaii	Show	15 cents
Hot and Cold	Show	25 cents
Infant Incubator	Show	25 cents
Laff in the Dark	Ride	15 cents
Little Miracle Town	Village	25 cents
Live Monster Show	———	10 cents
Magic Mountain	Show	10 cents
Midget Autos	Ride	15 cents
Nature's Mistakes	Show	15 cents
Over the Top	Ride	15 cents
Parachute Jump	Ride	40 cents
Plantation Show	Show	25 cents
Ripley's Believe It or Not	Show	40 cents
The Scroll of Life	Show	25 cents
Serpentine	Ride	15 cents
Sky Ride	Ride	25 cents
Snapper	Ride	10 cents
Through Forbidden Tibet	———	———
Wall of Death	Show	25 cents
Zoological Exhibit	Show	25 cents

FAINT RUMBLES OF SETTLEMENT AGAIN HEARD AS CAPITAL CALLS FOR MORE CIRCUIT DATA

Companies Check Records To Supply Details to Commerce Dep't

WASHINGTON—Indicating that all hopes for an amicable adjustment of the all-industry suit are not in vain is the persistent report experts of the department of commerce have asked major companies with theatre affiliations to supply additional data on the operations of the various units all over the country.

It is understood the five distributor-producer-exhibitor companies are checking up on records and will comply with the request. It is believed the commerce department is anxious to secure every available detail on theatres, such as the time each was built or taken over, seating capacity, types of policies and when changes were made, admission prices and when changes were affected, costs, clearance and protection, film rentals, advertising expenditures and other operating expenses.

N. M. Schenck, Active in Capital Talks, Back in New York

NEW YORK—Nicholas M. Schenck, president of Loew's and M-G-M, and a prime mover in the industry's negotiations with the department of commerce to set up a program of basic principles for eliminating alleged abuses within the industry, returned from his winter home in Miami Beach Sunday. His wife and three daughters accompanied him.

Major Attorney Back East After Griffith Dismissal

NEW YORK—C. B. Cochran, Oklahoma City attorney representing major companies in the government suit against the Griffith circuit, arrived Wednesday for conferences with distributor counsel in connection with the unexpected dismissal of the action requested by the plaintiff.

Considerable talk pivoted about what the government can and cannot do as a result of the sudden move.

Distributor counsel here, however, are not overlooking the fact there is a possibility of a new action being filed by the department of justice against the same circuit, probably in Dallas because of the independent's circuit operations in Texas and also because that city is the stamping ground for Col. H. A. Cole, president of Allied.

The fact that Allied won the Interstate case which dealt with precluding duals and minimum admission prices of 25 cents may also have a bearing on a re-filing in Dallas.

Attorneys for majors point out the government has something up its sleeve by its lastest move. It is stated that, after distributor defendants won an order directing the government to supply a bill of particulars in the Griffith case, counsel for the plaintiff asked that the time allotted be cut down. The court complied and a short time later the government defaulted on its own request. Following this, the department of justice asked that an order for dismissal be entered because of the default.

Just what is in the government's mind

(Continued on page 38)

See Gov't Slough on Production

New York—With government counsel foregoing pre-trial examinations of Darryl F. Zanuck and William Goetz of 20th-Fox and indicating also it will not be necessary to bring Louis B. Mayer, production head of M-G-M, for a quiz before starting the trial, industry attorneys are of the belief that the production angle of the all-industry suit will not be stressed.

Major counsel also points to the fact that Paul Williams, assistant to the attorney general, has admitted before Federal Judge Goddard that the government's information on production is meagre and what data it has is about 10 years old.

This leads distributor attorneys to conclude the government will stress theatre divorcement, alleged unfair clearance and protection and alleged overbuying by major circuits.

Federal Bigwigs Dress Stage For Trial Appearance June 3

WASHINGTON—Government bigwigs are rapidly shaping plans for the presentation of the all-industry suit, slated to get under way before Federal Judge Henry W. Goddard in New York, June 3.

While the plans are far from complete, the tentative outline calls for Attorney General Robert Jackson, "Trust Buster" Thurman Arnold and Paul Williams, in charge of the suit, to make the opening presentations. Jackson is expected to appear on behalf of the government for about an hour at least, pointing out the importance of the action as it bears on the industry as a whole.

Presentation of the government's history of the suit and rebuttal by attorneys for each of the major company defendants is expected to take about a week.

The next procedure will be to call all industry executives subpoenaed. The intention here is to give the court a complete history of the industry by the men who have spent a greater part of their lives in it and at the same time familiarize the judge with necessary and vital background.

As soon as the leading executives complete their testimony, the government will then call upon 11 independent exhibitors from the Philadelphia area. These men will be queried on exhibition and practices by major circuits in that area.

While it was believed Greater New York exhibitors would first be called upon to delve into the exhibition problems confronting the small theatre operator, the government is inclined to believe the situation as it prevails in that territory is much too complicated because of the Loew and RKO strength. In Philadelphia, Warner, of course, is viewed the lone major circuit controlling many important situations.

Seymour Krieger will handle this phase of interrogation. It is pointed out Philadelphia and parts of New England are Allied strongholds in the east and, since Krieger has spent the greater part of a year interviewing exhibitors with complaints, he would be the logical man to examine the witnesses on the stand. Examination and cross-examination of witnesses from the Quaker City area are expected to take from four to five weeks.

About the time the government and defense attorneys finish with the Philadelphia witnesses an adjournment will be taken for the summer months, starting about Aug. 1 and resuming about Oct. 1.

William P. Farnsworth, who has been handling the New York end of the suit, will examine witnesses from the New York and northern New Jersey area. He may also handle exhibitors to be called from the Connecticut territory. These examinations are slated to get under way in October.

The next territory will be the midwest. Robert L. Wright, in charge of pre-trial examinations, will query complainants from Illinois, Indiana, Michigan and adjacent areas. Wright comes from Chicago and is familiar with the territory. He also acted for the government in the contempt proceedings against B&K. It is figured that these examinations will carry the case over until the first of the year. Beyond that nothing has been worked out.

When it is time for the coast exhibitors to be called, Albert J. Law and Harold Collins will go to New York and conduct the examinations. The two men have been on the coast for more than three years checking into various complaints before and after the suit was filed in the summer of 1938.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "Boxoffice, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: Boxoffice BAROMETER, Boxoffice RECORDS, Boxoffice PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of Boxoffice.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
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EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
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Notes to You from Red Kann

WITHOUT even referring to them, Hi Phillips goes champion for the exhibitor at large with a profound discussion of daylight saving in his "Sun Dial" column, appearing in the "New York Sun."

For your amusement:

"Daylight Saving is with us again.

"Daylight Saving stymies the night and makes the dawn anybody's guess. It was once an experiment, but it is now a habit, a tradition and regular routine business.

"Daylight Saving confuses the cows, balls up the birds and exasperates the milkman, but it delights the golfer, tickles the kiddies and is a joy to the after-dinner motorist.

"It makes daylight last longer at the end where it is supposed to be shorter, and makes it shorter at the end where it used to be longer.

●

"Daylight Saving provides for 'the mostest light where the mostest people can enjoy it the mostest.'

"It drives the philosopher's sage observation 'It is always later than you think' from the minds of people who are sure it is never as late as it is supposed to be.

"It proves that you cannot only fool some of the people all the time and all of the people some of the time, but that you can fool all wrist-watch wearers half the time.

●

"Daylight Saving moves bedtime from midfield to the ten-yard line.

"It puts America on a Share the Sun basis, brings the privilege of mowing the lawn after dinner within the reach of all and gives to the late golfer the more abundant life. With all his alibis delivered under natural lighting.

●

"The alarm clock set for six now goes off at seven, but leaves everything all even. The man who quit work at five now gets off at four, but it's really six. (Or are we, too, all mixed up?)

"Wives accustomed to having dinner ready at dusk suddenly discover the steak is done in a bright sunshine, but find it doesn't make any difference. Henry will be late, light or dark.

●

"The 4 p. m. boat leaves at five, the three o'clock train is an hour late, but still on time; the laundry that was to be done at two will be ready at three, which is really two, anyhow, and if your watch is an hour fast it is probably okay.

"Welcome, Daylight Saving. We were so muddled that nothing could make it worse."

IT wasn't available to Phillips at the time, but there's the instance of Huttonville, that Ontario town which finds itself staggering under three kinds of time. The town itself determined to stay on standard time. Local industries, however, went for daylight time. The school board added the final touch by advancing half way when it advanced school clocks thirty minutes.

A slight case of confusion.

Another Sign

Official:

"Due mainly to war conditions abroad, Loew's, Inc., has revised its table of amortization of film costs, applicable to all pictures released subsequent to August 31, 1939 by reallocating such costs in the proportion of 70 per cent to domestic and 30 per cent to foreign, instead of the previous respective allocations of 65 per cent and 35 per cent."

Warner did it first, Columbia only a handful of days back. Now Loew's, controlling M-G-M, the company with the largest foreign business of them all. It's merely another marker swinging in the wind, emphasizing anew the trouble boiling overseas and the need for this industry to rely heavier and heavier on its home market.

Waiting

The amiable and widely respected Dr. A. H. Giannini, to whom many in New York and in Hollywood owe allegiance for financial aid extended them when he was active in the Bank of America, has been visiting along Broadway. Actually, he came on for a meeting of the Columbia board.

"I have a complaint," he was remarking the other day. "When I joined the board of Selznick-International, I thought I'd get a lunch out of it, at least. Being a normal individual, noontime, or thereabouts, to me suggests food time. But Jock Whitney usually walks in at one o'clock and declares he has just had breakfast. Dave Selznick arrives a few minutes later saying he just got up. No lunch.

"When I was asked to join the Columbia board, a sort of understood stipulation went along with it I was to get lunch, anyway."

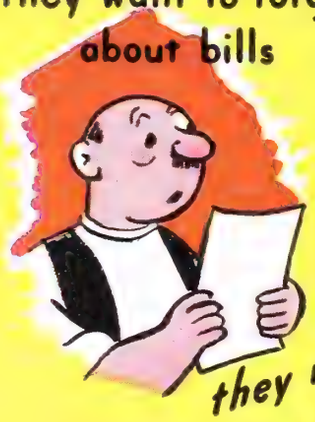
Natural query: "Well, what's happened?"

The doctor: "The board never meets around lunch time."


GET ON THE SUNNY SIDE WITH PARAMOUNT!
IT'S ALL A MATTER OF FACTS ...FOLLOW ME

What Mr. and Mrs. John Q. Public want is to RELAX!

They want to forget about bills



they want to LAUGH!

They want to forget about squabbles!



they want ROMANCE!

They want to forget the lines in their face



they want YOUTH!

They want to forget their humdrum life



they want THRILLS

They want to forget about BANG! BANG!

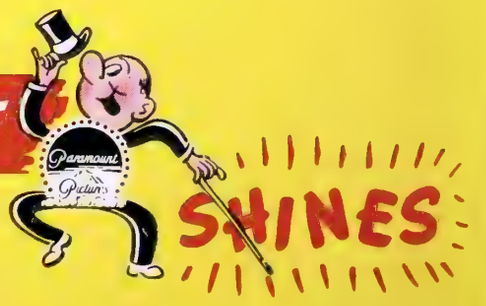


ACTION!

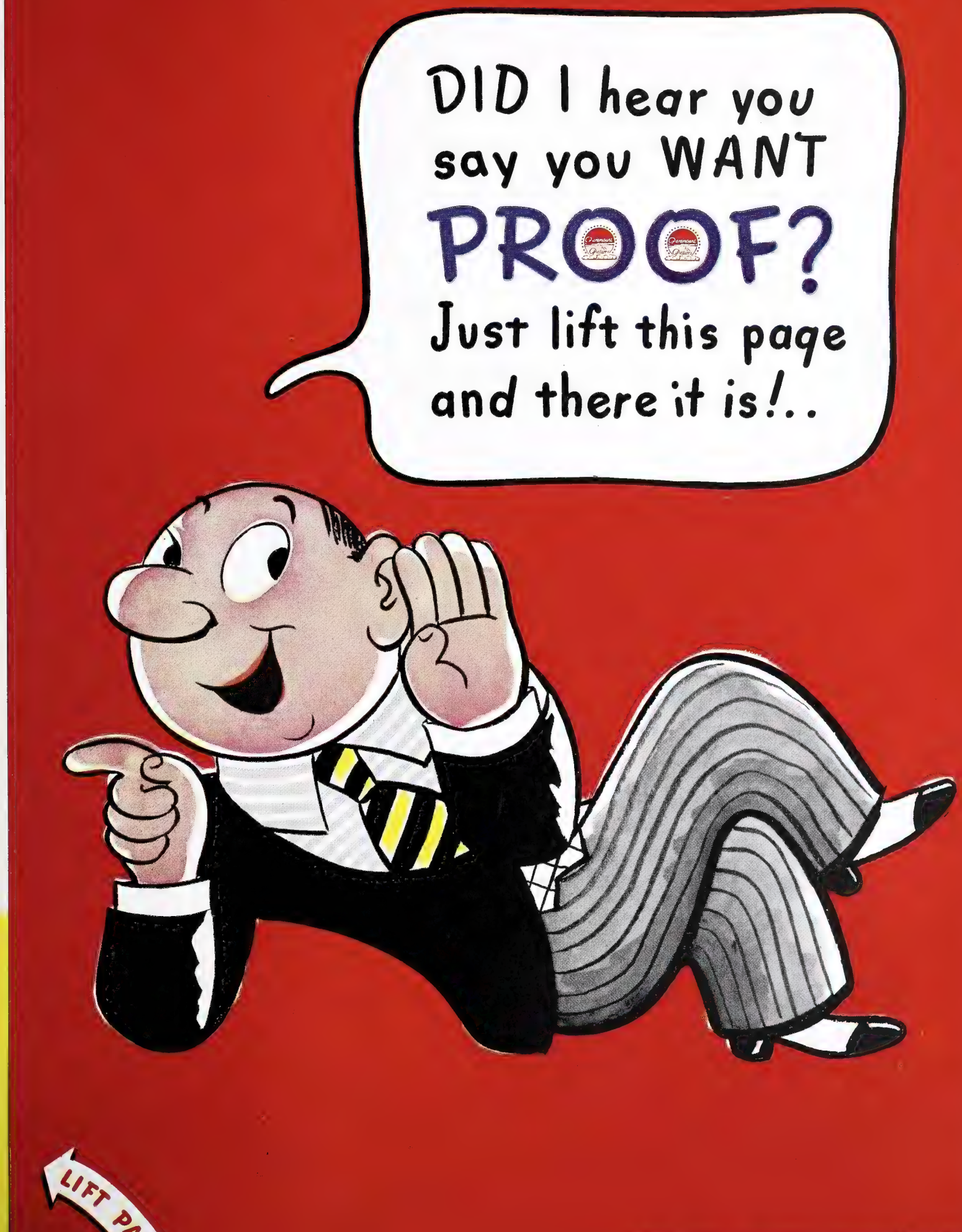
they want MUSIC!

in other words...

THEY WANT ENTERTAINMENT



...and that's where **PARAMOUNT** SHINES


DID I hear you say you WANT PROOF? Just lift this page and there it is!..
LIFT PA





N.Y. Paramount gets biggest week-end gross in 7 years!...Memphis runs even with "Beau Geste" . . . Houston ahead of "Jamaica Inn"...Phoenix ahead of "Remember the Night"... it's the young love and laughter hit of the Spring!

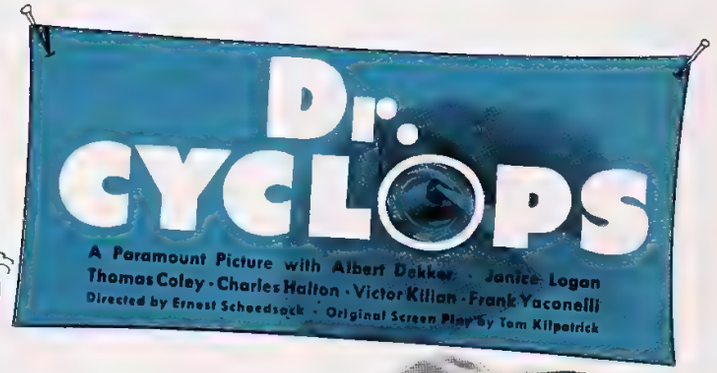




Exhibitors got the hold-over hit of the year. N.Y. Paramount—4 weeks, Los Angeles—3 weeks, San Francisco—3 weeks, Newark—3 weeks, Oakland—3 weeks, Kansas City—3 weeks, Minneapolis—3 weeks...in every key city, the story's the same: they can't get enough of "Road to Singapore"!



Showmen got the greatest exploitation show that ever hit the screen. Ballyhoo booms box office grosses in Kansas City, Altoona, Hartford, Providence, Nashville, and Denver, coming close to equalling "Beau Geste"!







Watch the box office shake off those old winter blues. In its first 22 openings in Georgia, "The Biscuit Eater" shoots way out in front of such money-makers as "Beau Geste," "Man About Town," "Honeymoon in Bali" and "The Cat and the Canary"!





Showmen will round up their biggest crowds in many a moon. World Premiere at New York Paramount gives house its biggest opening in the history of the theatre!



"SEVENTEEN"

Best 'teen age picture the screen has had in years . . . Betty Field is the screen's most-in-demand actress, currently appearing in "Of Mice and Men" and the Broadway stage hit "Two on an Island" . . . the team that scored so solidly in "What a Life" are back to cash in on the wave of popularity . . . 17 "seventeeners" from 17 cities win national breaks with radio stunts that attract millions . . . trade and newspaper reviews give big send-off!

"DR. CYCLOPS"

in Technicolor

No picture this year has had the publicity build-up of this Paramount Technicolor thriller. Spreads and lead stories in papers from coast to coast . . . breaks in color and rotogravure (even front page breaks). Why? Because "Dr. Cyclops" is NEWS . . . "Dr. Cyclops" is a new kind of picture, new kind of entertainment . . . the kind of entertainment that pays off in gold at the box office . . . and don't forget the sock ads, the sock exploitation Paramount has given to make this one of the big pay-off pictures.

"ROAD TO SINGAPORE"

Solid smash that has clicked heavily wherever played . . . and no wonder. South Seas locale . . . a story loaded with belly laughs . . . five songs that everyone's singing . . . and three top-money stars, Bing Crosby, Dorothy Lamour and Bob Hope. "Singapore" gets best radio exploitation any picture ever received . . . Crosby show . . . Hope program (assisted by Jerry Colonna, who is also in the picture) . . . and guest appearances by Lamour . . . every star a Paramount salesman . . . and they're working for you!

"BUCK BENNY RIDES AGAIN"

The hottest phrase in America today is the title for the hottest show on the screen . . . Plugged week after week by Jack Benny and Fred Allen on their radio programs. Personalities that everyone wants to see. They've been sold to the public via Benny, Allen and Kate Smith programs . . . tell everyone you've got 'em on the screen . . . including Rochester and Carmichael, Jack's famous bear. Four terrific song hits. World premiere in N. Y. has received national publicity in press and radio!

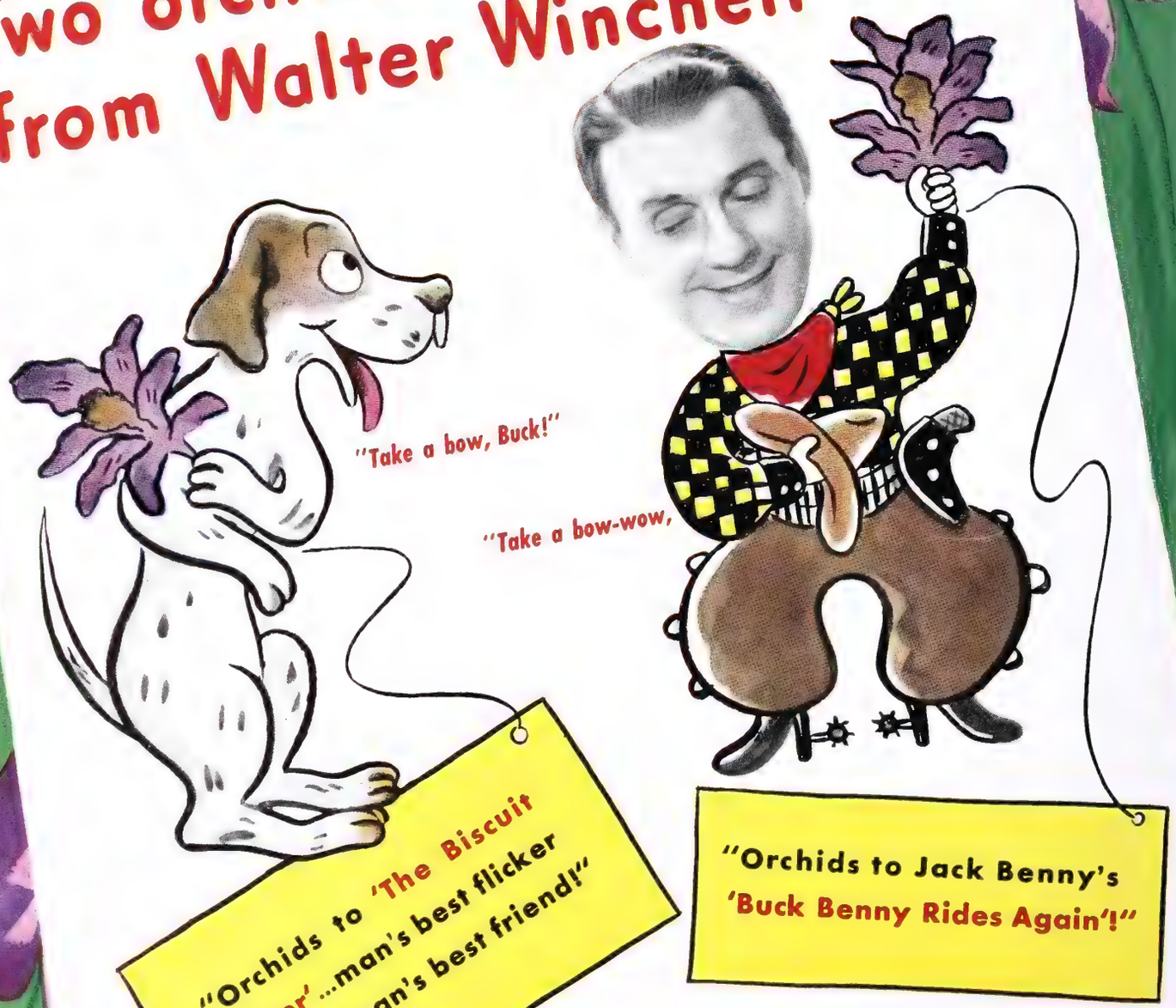
"THE BISCUIT EATER"

Hollywood Reporter keynotes critics comments with "One of the prize entertainments of the year. Mr. Exhibitor can issue a written guarantee to his customers for enjoyment!" Huge premiere in Albany, Georgia, gives terrific send-off to the surprise hit of 1940 . . . press association breaks . . . radio broadcasts . . . newsreels . . . magazine feature stories in Life, Liberty. And business in the first 22 cities proves that here is a real "sleeper" that'll wake up the box office a-plenty!


Life is just a bed of roses with these Paramount posies!
"ADVENTURE IN DIAMONDS"
"FRENCH WITHOUT TEARS"
" The FARMERS DAUGHTER"
"THOSE WERE THE DAYS"
"THE WAY OF ALL FLESH"
"SAFARI"
"TYPHOON"
Cecil B. DeMille's "NORTHWEST MOUNTED POLICE"
"UNTAMED"
"NIGHT AT EARL CARROLL'S"

THE FLOWERS THAT BLOOM IN THE SPRING, TRA-LA!

Two orchids in a row from Walter Winchell



"Orchids to 'The Biscuit Eater' ...man's best flicker about man's best friend!"

"Orchids to Jack Benny's 'Buck Benny Rides Again'!"



Down-on-the-farm, down-to-earth laugh hit!

"THE FARMER'S DAUGHTER"

with
Martha RAYE • Charlie RUGGLES
Richard Denning • William Frawley
Gertrude Michael • Betty McLaughlin
Screen Play by Lewis R. Foster
Directed by JAMES HOGAN

Heart drama of the romantic diamond country!

GEORGE BRENT • ISA MIRANDA
in
"ADVENTURE IN DIAMONDS"

with John Loder • Nigel Bruce
Elizabeth Patterson • Cecil Kellaway
Screen Play by Leonard Lee and Franz Schultz
Based on a story by Frank O'Connor
Directed by GEORGE FITZMAURICE

Gay, exciting Springtime romance!

RAY MILLAND • ELLEN DREW
in
"FRENCH WITHOUT TEARS"

From the Stage Play by Terrence Rattigan
Produced by MARIO ZAMPI
Directed by ANTHONY ASQUITH

A tornado of tropic love!

"TYPHOON"

in Technicolor!
with
DOROTHY LAMOUR • ROBERT PRESTON
LYNNE OVERMAN • J. CARROL NAISH
Screen Play by Allen Rivkin • Based on a story by Steve Fisher • Directed by LOUIS KING

Daring drama of a man who sells his pride for love!

"THE WAY OF ALL FLESH"

AKIM TAMIROFF • GLADYS GEORGE
WILLIAM HENRY • MURIEL ANGELUS
Screen Play by Lenore Coffee • Based on a Story by Lajos Biro and Jules Furthman
Directed by LOUIS KING

Jungle . . . Adventure . . . Romance!

DOUGLAS FAIRBANKS Jr. • MADELEINE CARROLL
in
"SAFARI"

with
Tullio Carminati • Muriel Angelus
Lynne Overman • Billy Gilbert
Screen Play by Delmer Daves • Based on a Story by Paul Hervey Fox • Directed by Edward H. Griffith

Another and bigger "Seventeen"!

"THOSE WERE THE DAYS"

(At Good Old Siwash) with
WILLIAM HOLDEN • BONITA GRANVILLE • EZRA STONE
(Courtesy George Abbott)
Judith Barrett • Vaughan Glaser
Screen Play by Don Hartman
Produced and Directed by J. THEODORE REED

Adventure . . . Romance . . . Spectacle!

RAY MILLAND • PATRICIA MORISON • AKIM TAMIROFF
in
"UNTAMED"

with William Frawley • Jane Darwell
IN TECHNICOLOR
Screen Play by Frederick Hazlitt Brennan and Frank Butler • Based on the Story "Mantrap" by Sinclair Lewis • Directed by GEORGE ARCHAINBAUD

The best picture of the year!

"DOWN WENT McGINTY"

BRIAN DONLEVY • with MURIEL ANGELUS • AKIM TAMIROFF
Written and Directed by PRESTON STURGES

Sweet mountain music!

BOB BURNS in
"COMIN' ROUND THE MOUNTAIN"

with Pat Barrett (Uncle Ezra) • Bill Thompson and Harold Peary (of the Fibber McGee program) • Don Wilson (famous announcer) • Jerry Colonna (comic on Bob Hope's program)

Another "Cat and Canary"!

BOB HOPE • PAULETTE GODDARD
in
"THE GHOST BREAKERS"

with Richard Carlson • Paul Lukas
Anthony Quinn • Willie Best
Screen Play by Walter De Leon • Based on a Play by Paul Dickey and Charles W. Goddard
Directed by GEORGE MARSHALL

"A NIGHT AT EARL CARROLL'S"

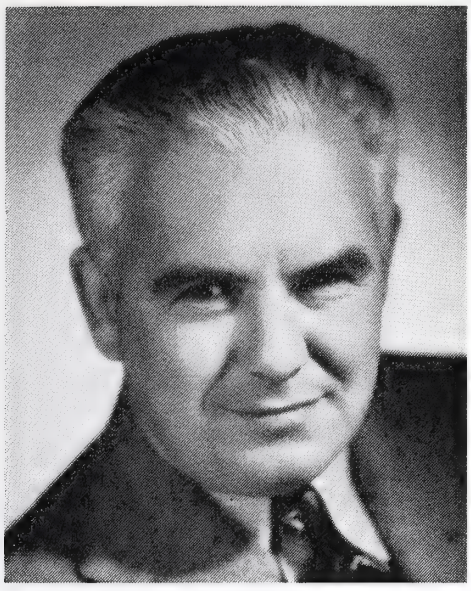
The most glamorous title you ever flashed on your marquee. The world's most gorgeous gals brought to the screen by show world's most famous producer . . . in a story packed with more romance, laughs and OOMPH than you've ever seen in one show!

A TECHNICOLOR TRIUMPH of love and adventure!

GARY COOPER and MADELEINE CARROLL
in CECIL B. De MILLE'S
"NORTH WEST MOUNTED POLICE"

with Paulette Goddard • Robert Preston
Produced and Directed by CECIL B. DeMILLE


The Sunny Side's got that GOLDEN GLOW...
...So get on the SUNNY side with PARAMOUNT!



NATE J. BLUMBERG



WILLIAM A. SCULLY



CLIFF WORK

"U," AFTER DOMESTIC PEAK, STEPS TO 59 FOR NEW YEAR

ATLANTIC CITY—Universal is setting its cap for greater domestic returns next season in the effort to offset diminishing foreign returns by increasing its schedule to 59 features, William A. Scully, general sales manager, told the eastern regional convention at the Ambassador Sunday. "We realize the only way to combat our smaller foreign grosses is to produce for American exhibitors the best boxoffice pictures we have ever made," he stated.

The main block will be made up of 42 features in addition to which there will be three Frank Lloyd productions, seven co-starring Richard Arlen and Andy Devine and seven starring Johnny Mack Brown. The latter two are action series. Planned are these:

Two starring Deanna Durbin to be produced by Joe Pasternak and directed by Henry Koster.

"Back Street," from the Fannie Hurst novel.

Three Frank Lloyds.

"When the Daltons Rode," with Walter Pidgeon, Kay Francis, Brian Donlevy, Robert Stack, Andy Devine and Broderick Crawford. George Marshall will direct.

One Irene Dunne.

Two Marlene Dietrichs. One will be "Seven Sinners," based on Ladislaus Fodor's story and directed by Tay Garnett. The other will be "Countess of New Orleans." Pasternak will produce them.

W. C. Fields in "The Bank Dick." Eddie Kline will direct.

"Glamour," starring Charles Boyer. Based upon Edna Ferber's story. Pasternak will produce and Henry Koster directs.

"Riviera," starring Allan Jones and two unnamed feminine stars. This will have an original music score by Jerome Kern and will be based on a novel by Earl Derr Biggers. Leonard Spigelgass will be associate producer.

"Little Bit of Heaven," starring Gloria Jean with Helen Parrish, Robert Stack and Lewis Howard. Pasternak will produce and Richard Wallace direct.

"Straight From the Heart," starring Gloria Jean with Robert Cummings, Nan Grey and Butch and Buddy, the kids from "The Under-Pup."

One William Seiter production.

One starring Bob Burns and Martha Raye.

"Trail of the Vigilantes," early Montana story with a historical background.

A George Marshall production as a follow up to "Destry Rides Again."

"Tight Shoes," by Damon Runyon.

One with the Ritz Brothers, produced by Jules Levey.

Two Baby Sandys. These are "Baby's Day Out" and "Butch Minds the Baby," the latter by Damon Runyon.

Victor McLaglen in "Modern Monte Cristo," with John Loder, Anne Nagel, Philip Dorn and Cecil Kellaway. Harold Schuster will direct. Marshall Grant will be associate producer.

Two Hugh Herberts. "Who's Crazy Now?" and "Slightly Tempted." The cast of the latter includes Johnny Downs, Peggy Moran, Elisabeth Risdon and George Stone. Lew Landers will direct and Ken Goldsmith produce.

"Invisible Woman" which Joe May will direct and Burt Kelly produce.

The Andrews sisters in "Argentine Nights." Albert Rogell will direct.

"The Black Cat," based upon a comedy-horror version of the Edgar Allen Poe story.

The Dead End Kids and the Little Tough Guys joined in two. One will be "Give Us Wings," the other, "Fighting Stowaways." Ken Goldsmith will produce.

Boris Karloff and Bela Lugosi in "The Monster of Zombor."

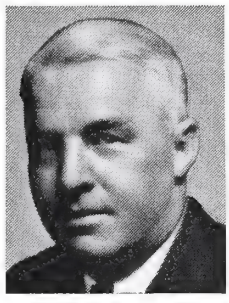
"Moonlight in Hawaii."

The balance of the 42 will be known as Marquee Productions and will be selected from these properties:

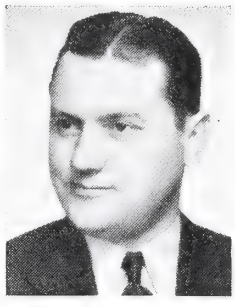
"San Francisco Docks," "Streets of Cairo," "Black Pearls," "Ragtime Cowboy Joe," "They Dance in Havana." "The Wildcat of Paris," "Rhapsody in Stripes," "The Acquittal," "Dust Bowl," "Ghost Patrol" and "Margie."

The Arlen-Devines are "Tall Timber,"

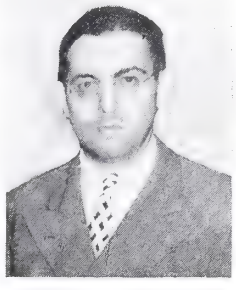
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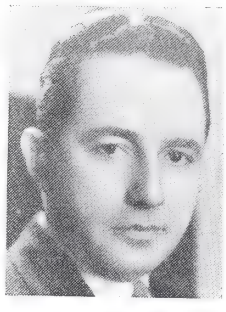
F. J. A. McCARTHY



WM. J. HEINEMAN



LEO ABRAMS



J. H. SEIDELMAN



JOHN JOSEPH



LOUIS POLLOCK

UA LOOKS TO ITS PRODUCERS TO DELIVER 26 FOR 1940-41

By BILL ORNSTEIN

NEW YORK—UA looks forward to a minimum of 26 pictures from its various producers for 1940-41, Murray Silverstone, chief company executive, declared upon his return from Hollywood where he finalized plans for the new season. A few weeks ago, it appeared UA might hit 30 for next year.

The detail goes to the eastern sales regional meetings at the Waldorf-Astoria Monday through Wednesday and to the western regional meetings at the Congress, Chicago, Thursday through Saturday.

"Only big pictures make money today," Silverstone observed on his return. He appeared happy over Samuel Goldwyn's acceptance of a personally extended invitation to attend both conventions, but shied clear of questions seeking to learn if the Goldwyn circumstance was interpretable as an extension of an olive branch. More or less regularly for weeks now, reports have been around that the Goldwyn-UA litigation might be settled amicably and out-of-court.

The UA executive likewise preferred not to discuss reports indicating Harry L. Gold, vice-president in charge of eastern sales, is about to become general sales manager, thereby ending the dual control which Gold currently shares with L. Jack Schlaifer, vice-president in charge of the west.

The following day, the UA executive, confined to his home by illness, held a bedroom interview when, in the presence of both Gold and Schlaifer, he stated flatly no change in sales control was contemplated or had been under consideration.

When asked if any new producers were in prospect, Silverstone said none. UA, therefore, will draw its product from an official roster of 13 made up of Samuel Bronston Productions, in which Globe Productions, originally formed by James Roosevelt, is merged; Charles Chaplin, Samuel Goldwyn, Alexander Korda, Sol Lesser, Ernst Lubitsch, Loew-Lewin Productions, Gabriel Pascal, Hal Roach, Richard A. Rowland, David O. Selznick, Edward Small and Walter Wanger.

Silverstone appeared quite upset over the Hollywood story in the New York *Times* on the day of his arrival to the effect Gene Markey, former 20th-Fox producer, was negotiating to make three a

(Continued on page 30)

NEW YORK—Drawing upon 13 producers for its minimum of 26 for the new season, UA's official lineup designates 19 by title. They are:

Charles Chaplin—"Production No. 6," variously titled "The Great Dictator" but not finally so. Stars Chaplin, of course, and is being directed by him with Paulette Goddard, Henry Daniell and Emma Dunn in the cast.

Samuel Goldwyn — "The Westerner," starring Gary Cooper with Doris Davenport, Walter Brennan, Fred Stone and Lillian Bond. William Wyler directed. Goldwyn plans "Natchez," starring Cooper, for a November starting date and has on his list of futures, with no indication as to availability, "Seventh Cavalry," "Hans Christian Andersen," "Tahiti," "The Little Foxes," "Black Gold," "MacIntosh" and "City Without Men." There is no indication about their distribution beyond the persistent and unchanged circumstance that UA maintains Goldwyn in its official list of producers. Beyond releasing "The Westerner" for UA handling, the producer has maintained silence on whatever else he may produce.

Alexander Korda—"The Thief of Bagdad," with Sabu, Conrad Veidt, June Duprez and John Justin, Ludwig Berger and Michael Powell directing and William Cameron Menzies producing. This was partially sold on the 1939-40 lineup, then sales effort ceased. "Womanhunt," starring Vivien Leigh and based on "Gone to Earth," a novel by Mary Webb. "Lady in the Dark," starring Merle Oberon with Melvyn Douglas in the lead.

Sol Lesser—One production. Vehicle not selected.

Ernst Lubitsch—One production. Vehicle not selected.

Loew-Lewin Productions — "Flotsam," from the novel by Erich Maria Remarque, starring Fredric March and directed by John Cromwell. "Night Music," based on the play by Cliff Odets.

Gabriel Pascal—"Major Barbara," by George Bernard Shaw. This is being directed and produced in London by Pascal with Wendy Hiller and Robert Morley in the leads.

Hal Roach—"Road Show," comedy based

(Continued on page 30)



—Photo by Cosmo-Sileo

MAURICE SILVERSTONE



HARRY L. GOLD



L. JACK SCHLAIFER



A. W. KELLY



H. D. BUCKLEY



LYNN FARNOL



M. GREENTHAL

TWO IN A ROW FROM RKO!



LOUISVILLE OVER "MY FAV

WHAS
Page 15—Section 3

The Courier-Jo

VOL. CLXXI. NEW SERIES NO. 26,036. LOUISVILLE, FRIDAY MORNING, MAY 3, 19

Stupendous and Colossal Describe Irene Dunne Visit

Huge Crowds Storm Rialto

(Pictures on Picture Page.)
By MARION PORTER.

Now we know why stupendous and colossal are Hollywood's favorite words.

They are necessary to describe such showings as the world premiere of "My Favorite Wife" at the Rialto Theater Thursday night with Irene Dunne, Louisville-born star of the RKO-Radio picture, appearing in person.

Boyd Martin's review of the film is on page 6, section 2.

Stupendous, colossal and terrific were the crowds that surged in front of the theater in hopes of a glimpse of the famous actress. Thousands were unable to get seats inside.

Group Arrives By Plane.

Miss Dunne, together with Randolph Scott, also in the production, the director, and other movie moguls arrived by plane earlier in the day at Bowman Field.

The big events of the Kentucky visit for Miss Dunne are her appearance at the Stephen Collins Foster stamp issue celebration at Bardstown at 10:30 a.m. Friday and the Kentucky Derby Saturday, when she will sing "My Old Kentucky Home."

Upon the advice of other members of her party who told her it would be "dangerous" to enter The Rialto through the crowded front entrance, Miss Dunne reluctantly consented to abandon the traditional premiere "entrance" with lights and a word of greeting for the populace, and agreed to slip in the rear door.

Star Wears Light Blue.

Dressed in a light blue long-sleeved dinner dress and matching turban and wearing a shoulder bouquet of orchids, Miss Dunne, seated backstage with Mr. Scott, smiled at the dialogue of their picture which came from the sound box behind the screen.

Meanwhile photographers scurried about taking pictures of the stars and the director, Leo McCarey; Boyd Martin, The Courier-Journal dramatic critic, who was master of ceremonies, membled over his lines of introductions for the visitors; the crew of WAVE, which broadcast the program, ar-



—(C.-J. Photo.

Irene Dunne and Randolph Scott
Backstage at The Rialto

D. Scholtz and Mrs. Scholtz were introduced all around and the stage hands patiently assembled a drawing room set while walking around numerous ladies in evening dress, furs and flowers and gentlemen in dinner coats.

When Miss Dunne was presented to the audience the applause was deafening and elicited pleased head-noddings among the backstage contingent. She spoke briefly in her pleasant voice and consented to sing a song—"Wishing Will Make It So."

Ticket "Scalper" Nabbed.

Mr. Martin was introduced by Burt Blackwell of WAVE. The dramatic critic presented in succession Bella and Sam Spewack, authors of the production; Walter Connolly, who played in a stock company here and who recently appeared in "The Great Victor Herbert;" Mr. McCarey, David Butler, director of "Kentucky;" Mrs. Connolly, Mr. Scott, the Mayor and Miss Dunne. Mr. Martin thanked the Fourth Avenue [illegible] Company, RKO-Radio Pictures and Johnson Musselman, manager of The Rialto, for bringing Miss Dunne and her party to Louisville. Mr. Martin, Fred J. Dolle and Dennis H. Long were hosts at a dinner party for the star preceding the premiere.

Evidence that Irene Dunne's Louisville homecoming reached the ultimate in public success was offered by the Police Department Friday night when they charged a Detroit youth, here for the Derby, with scalping tickets in connection with the premiere of Miss Dunne's picture.

The youth is Fred Karam, 20, who was charged also with disorderly conduct and vagrancy. He said he purchased eight tickets for the premiere at 45 cents each, but admitted he had to sell them, good only for standing room, at that price. He had sold six when arrested.

A real, true tear that was not a movie product came to the eye of Irene when she heard and saw the extent of the ovation that

(Continued on Page 8, Column 2.)

Wage Act



RKO RADIO PICTURES
DIRECTED BY
GARSON KANIN
Screen play by
Bella & Samuel Spewack

GOES WILD
ORITE WIFE"!

urnal



RIALTO DOES BIGGEST BUSINESS IN 3 YEARS!

Coast Preview Critics Say—

VARIETY—
"Sure-fire . . . made to order for the top first runs."

FILM DAILY—
"One laugh after another...should do land-office business."

MOTION PICTURE DAILY—
"One of the funniest pictures of the year."

MOTION PICTURE HERALD—
"The audience was swept with laughter."

BOX OFFICE—
"All hands hit the jackpot for comedy."

HOLLYWOOD REPORTER—
"RKO has a solid hit . . . Should take the kinks out of a lot of box-offices."

HOLLYWOOD VARIETY—
"Sure-fire prescription for a hit show of most prosperous dimensions."

LOUELLA PARSONS, L. A. Examiner—
"A rogue of a picture...Sophisticated, sparkling, gay and so hilarious it will make the worst grouch forget he is mad."

EDWIN SCHALLERT, L. A. Times—
"Will yield enjoyment and laughter in largest measure."

VIRGINIA WRIGHT, L. A. Daily News—
"Rapid-fire nonsense, played in broad comedy style...Great antidote for the news of the day."

JAMES STARR, L. A. Herald-Express—
"If it is not the comedy favorite of 1940 I will eat the film reel by reel."

IRENE DUNNE CARY GRANT

"My Favorite Wife"

with RANDOLPH SCOTT GAIL PATRICK

A LEO McCAREY PRODUCTION

MORE BIG OPENINGS REPORT



New Orleans, Kansas City, Montreal, Vancouver, Buffalo, Sioux Falls – six out of six – flashing word of sensational success . . . with Seattle and Portland holding over to terrific business!

ash!

FOR

ANNA NEAGLE
RAY MILLAND

IRENE

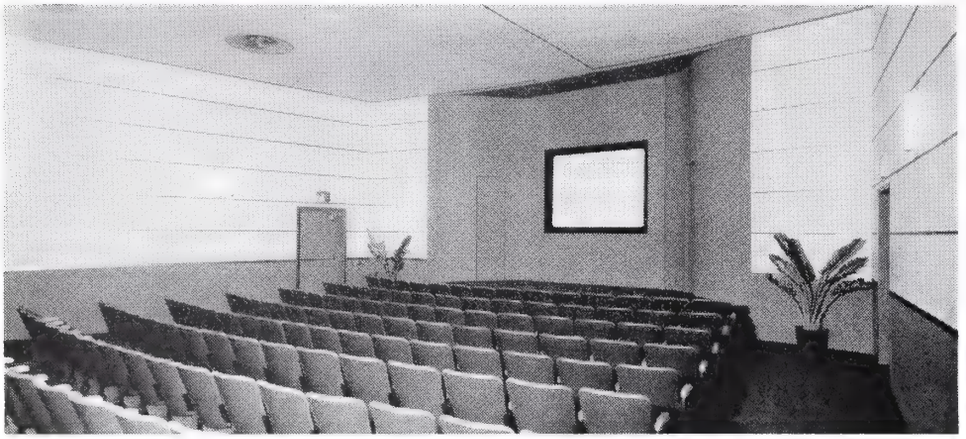
with

ROLAND YOUNG · ALAN MARSHAL
MAY ROBSON
BILLIE BURKE
ARTHUR TREACHER · MARSHA HUNT
ISABEL JEWELL · DORIS NOLAN

RKO RADIO PICTURES

PRODUCED AND DIRECTED BY
HERBERT WILCOX

Screen Play by Alice Duer Miller • From the Musical Comedy—"IRENE" • Book by James H. Montgomery • Music and Lyrics by Harry Tierney and Joseph McCarthy



A Typical Theatre at the Fair—

Indicative of the extent to which commercial sponsors have gone is this interior of the theatre in the Johns-Manville Building on Bowling Green Plaza at the New York World's Fair. The house seats 150, is air conditioned, runs films and charges no admission.

52,000 Amusement Seats, 6,200 Show Films Free at N. Y. Fair

(Continued from page 4)

The amusement area has been entirely renovated, with about 75 attractions of every conceivable entertainment nature. This represents a sizable increase over the setup last year and is additionally significant in that tariffs have been generally lowered.

The foregoing data is not intended to link up with the free film outlook for the 1940 edition of the Fair, but it remains that Ford has built a new 420-seat theatre, Lucky Strike has installed divans for its guests to view pictures, the railroad industry has increased its seating capacity in its theatre from 50 to 200 seats, New Jersey is a newcomer with a 60-seat auditorium and other governmental and industrial exhibitors have gone to additional expense to improve last year's sound apparatus.

Few Free Film Shows Lost

The Fair has lost a few free-film shows with the departure of the Russian Pavilion, the nominal charge instituted by the French Pavilion for the benefit of the Red Cross, the closing of the Frank H. Lee exhibit and its 25-seat theatre and the discontinuance of the WPA exhibit and its 299-seat auditorium. This loss in free seats already has been overcome and stands to widen as some of the darkened theatrettes are taken over by as yet unsigned sponsors.

No cross-section of what the Fair is offering this year would appear to be complete without noting the glaring and direct absence of one of the greatest of all industries—motion pictures. Radio, television, communications, transportation, petroleum, steel, glass, publishing, automotive, clothing, photography, utilities and so on down to the smallest industries are all represented in tangible, animated and progressive manner. But the film industry, again as last year, has its focal point in "Land of Liberty," showing in the Federal Building. It is the picture edited by Cecil B. DeMille, showing sequences of Americana as pieced together from 125 features.

The bulk of the other pictures have been made available by commercial sponsors and are either outright advertising in tone or treated with a semi-entertainment approach. Many are animated and these are mostly in color. The foreign film shows are virtually all of a travelogue character, although a few go into elaborate statistics. These are for the most part of eight or ten minutes duration, and are screened with greatest turnover possibilities in mind.

From a size point of view the 612-seat theatre of General Motors tops the list. The program consists of a large variety of 10-minute, 35mm shorts. The same type of policy drew for General Motors more than 1,200,000 persons last year, according to a spokesman. Safety driving hints and new line improvements make up the material for the films.

Next largest, also in the automotive field, is Chrysler, with a 500-seat theatre. The show here is novel in that the audiences view the screen through polaroid lenses which impart a three-dimensional effect.

Ford is represented with films for the first time with a new 420-seater, which provides standing room for an additional 300. The feature there runs about 45 minutes and is titled "Melody in F," being a Technicolor fantasy of cartoon technique on transformation of raw materials into cars.

Federal Building Program

The Federal Building houses a 350-seat auditorium where "Land of Liberty" is shown. The program runs continuously from 2 p. m. to 8 p. m.

The 300-seat World of Fashion theatre features fashion films for men and women, as well as presentations of new apparel.

The government's recent efforts in the line of documentary films, such as "The Fight for Life," which is currently playing at the Belmont, "The River" and "The Plow That Broke the Plains" constitute the program in the 299-seat theatrette in the Federal Works Agency project.

National Biscuit, in the Food Building, is operating a 260-seat house featuring a cartoon in Technicolor especially produced by Walt Disney, and other subjects showing the use of packaged goods.

The Little Theatre in the Science and Education Building is planning a profusely diversified program of films. The declared success of this enterprise last year, when 43 different subjects were shown, is again expected to draw capacity crowds.

Household Finance is operating a 250-seat auditorium in the Communications Building and is repeating, in 15-minute films, the advantages and advisability of its services. The subjects are titled "Happily Ever After" and "Heap O' Livin'!" The performances run continuously from 10 a. m. to 10 p. m.

The petroleum industry is represented with an elaborately produced 15-minute subject animated through the use of rubber puppets to demonstrate petroleum's modern uses. The showings are in a 200-seat theatre. The film is titled "Oil-Can-And Does."

In the Railroad Building, the Railway Supply Industry's exhibit is focused on a series of 16mm silent shorts in a 200-seat auditorium, enlarged from 50 seats last year. The subjects are shown daily from 10 a. m. to 10 p. m.

The 196-seat theatre in the New York State building again accommodates a large variety of shorts showing the manifold functions of state departments. such as the board of education, the police and fire departments, civil service, parks, sanitation, etc.

A Macfadden Theatre

Macfadden Publications' 180-seat theatre features a 35-minute film of a typical American family and its relationship to modern advertising.

Johns-Mansville is repeating a series of educational subjects in its 156-seat auditorium dealing with acoustics, heat, cold and modernization of old houses.

International Business Machines, Metropolitan Life Insurance Co. and York Safe & Lock Co. are sharing the 130-seat theatre for subjects of an educational, social and scientific nature.

Maison Coty, Boys' Club of America, the states of New Jersey and Ohio, Lucky Strike and Eastman are exhibiting films in auditoriums averaging 60 to 70 seats.

Then there are the foreign countries' projects. Belgium and Great Britain are showing pertinent subjects in 225-seat theatres; Brazil, Switzerland and Sweden each are exhibiting films in 150-seaters; the Dominican Republic and the Jewish Palestine Pavilion each have about 150 seats; the Danish Pavilion, 75; Icelandic Pavilion, 50; while Cuba and Czechoslovakia have as yet not opened their theatres, the former containing 200 seats, the latter, 91.

Although the situation frequently changes without official notification, a checkup reveals that about 20 other commercial exhibitors screen all manner of 16mm subjects for stand-up viewing. These for the most part are of a strictly commercial or technical nature to demonstrate their wares.

This about completes the picture insofar as films are concerned. But it is only a drop in the bucket insofar as the rest of the show on Flushing Meadows is concerned.

Higher Admissions Only Out—Zanuck

NEW YORK—Declaring "we are taking a helluva beating in Europe," Darryl F. Zanuck, vice-president in charge of 20th-Fox production, avers that the "only salvation is in increased admissions" in the domestic market. The producer outlined his opinion as he stepped off the 20th Century, arriving from the coast with William Goetz, Sol M. Wurtzel and Mack Gordon, for home office conferences with Sidney R. Kent, president.

Because of schedules made up in advance, Zanuck maintained 20th-Fox could not readjust its production budget downward. "As a matter of fact," he added, "we spend more than we announce. We can't spend less."

Taking into consideration the losses from abroad, the 20th-Fox production head continued, "I don't know where the money is coming from and how any company can break even unless admission prices are raised.

"The public is anxious to pay for pictures they want to see. The public has become highly selective in its film entertainment. That's why we are planning the greatest number of big pictures ever on our program for next season. We are hoping for big domestic grosses. Increased admissions and extended playing time will give us that."

While the company does not intend to abandon "B" pictures, Zanuck declared the smaller type film is "of no consequence."

He cited the cost of "Lillian Russell" as $1,800,000, and added properties like "Brigham Young" and one or two others had exceeded the $1,000,000 bracket. To continue his plan of high-powered pictures, Zanuck closed for "Wild Geese Calling," by Stewart Edward White, while en route to New York. The book is among the best sellers. Two others owned by the company are "Chad Hanna" and "How Green Was My Valley."

The producer appeared to be satisfied over the price he paid for two of the stories, but would not disclose the figure on the third. For "Wild Geese Calling," $50,000 was paid; for "Chad Hanna," $65,000. "How Green Was My Valley" cost more than the latter.

All indications point to a parting of the ways with Shirley Temple, who has another year to go on her contract. Zanuck, in answering reports about 20th-Fox dropping the moppet, said: "While I am here one of the things to be taken up with Mr. Kent is whether we will use Shirley Temple for the balance of her contract."

For the second year in a row, Zanuck said he had bought up Alice Faye's free radio time. He said he was still against stars appearing on the air unless the tieup had a direct connection with a particular picture.

Although the government has been vitally interested in Zanuck's arrival for pre-trial examination, the producer was not served with a subpoena as he alighted from the Century. Zanuck said he expected to testify by deposition.

Fox Sales Plan Set, Regardless of Suit

New York—That 20th-Fox's sales policy for the new season is set and the company is going ahead despite the all-industry suit is emphasized by Sidney R. Kent, president.

"If we had to wait for developments in the suit in Washington and New York that would take four to five years," Kent avers.

Although Darryl F. Zanuck, William Goetz and Sol Wurtzel were in New York this week for production conferences with him, Kent plans to head for the coast later in the month.

Schenck Pact Extension 20th-Fox Topic May 27

NEW YORK—Extension of the contract held by Joseph M. Schenck, chairman of the board of 20th Century-Fox, may be acted upon at the board meeting May 27. Contracts of both Darryl F. Zanuck, in charge of production, and Schenck were slated for consideration at the annual stockholders' meeting.

Only action was taken on Zanuck's contract which was extended for five years.

Plan Concentration on Weekend Booking

NEW YORK—A greater concentration on Saturday and Sunday dates is on 20th Century-Fox's selling agenda for 1940-41. Herman Wobber, general manager of distribution, registered the point at the Chicago sales convention, a transcript of his address there now reveals.

Stressing those instances where the selling force will be required to direct greater attention, he said:

"If we analyze the results of all our sales in the final completed form, we would find we probably wasted several millions of dollars through improper protection of our contracts. And in saying that I am not referring to the percentage or price terms you obtained, but rather am I referring to our failure to have contracts fulfilled as written. Our failure to specify the proper number of days—the proper days of the week—and the proper houses in which pictures should be played.

"The absence of Saturday and Sunday playtime on our top pictures is entirely too costly to be overlooked and this is a matter that we are going to watch very carefully this year when contracts are submitted.

"The privilege of playing the greater percentage of our pictures in situations where we sell to ownerships that control three or four houses and through which they have a right to play the bulk of our pictures in the poorest houses is another matter of great cost to us.

"We have been careless in many instances in not selling an adequate number of pictures on percentage; and in many instances of selling too few pictures in too many localities. Our great weakness is that we enjoy the best terms obtained on any contract on entirely too few pictures."



—Photo by Cosmo-Sileo

20th Century-Fox Tycoons Arrive and Are Properly Met—

Into New York for a couple of days of production huddles away from the studio and other business come Darryl F. Zanuck, Sol Wurtzel and William Goetz. What the camera caught on their arrival is depicted above. The designations: Mack Gordon, songwriter; Joseph H. Moskowitz, Wurtzel, Goetz, Sidney R. Kent, Zanuck and Spyros Skouras.

DEFINITELY A BIG

SAME BIG OPENINGS...

BIJOU THEATRE
SPRINGFIELD, Mass.
and
E. M. LOEW'S
HARTFORD, Conn.

Booked at
RIVOLI, N. Y.



Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

R. B. WHITE
PRESIDENT

The filing time shown in the date line on telegrams and

BUFFALO-LAFAYETTE

COLUMBIA PICTURES

21 DAYS TOGETHER W

AGAINST OPENING BA

WHICH IS GOING SOME

HAVE OUTSTANDING

MATINEE BIGGER THAN

TRUTH. NIGHT BUSIN

LAFAYETTE THEATRE

COLUMBIA PICTURES

MONEY PICTURE!

UNION (25)

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

ters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

ORP. 729 SEVENTH AVE.

TH LEIGH AND OLIVIER OPENED TODAY

EBALL GAME TO STANDOUT BUSINESS

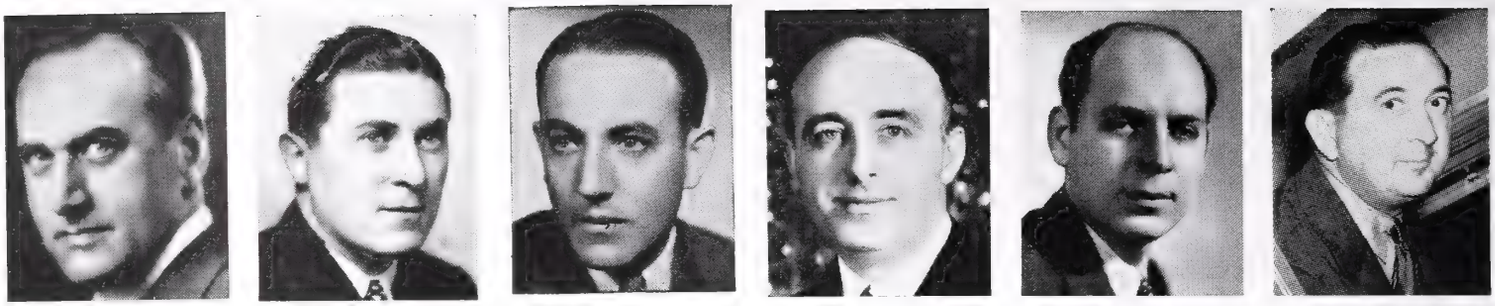
DAY'S RECEIPTS WILL PROVE THAT YOU

OX OFFICE ATTRACTION.

MR. SMITH, LOST HORIZON AND AWFUL

SS WILL EXCEED ABOVE THREE PICTURES,

GEORGE H. MACKENNA, MANAGER.



Producer Representatives at UA Sales Convention—

Left to right, which makes it perfunctory, are Lowell V. Calvert, who represents Selznick-International in New York; Harry Kosiner, representing Walter Wanger; J. J. Milstein, representing Edward Small; James Mulvey, representing Samuel Goldwyn; Emanuel Silverstone, representing Alexander Korda, and Thomas C. Walker, representing Hal Roach.

UA Calculating 26 For '40-41 Season

(Continued from page 20)

year for UA.

"It is a positive outrage," he snapped, "papers coming out loosely with stories of negotiations of this kind. We don't air our negotiations in the trade or lay press. We announce our deals when they are set and don't talk about them in the papers." Silverstone added he had not seen Markey for at least five years.

Arthur W. Kelly, foreign head, who was down at the train to meet Silverstone, as he usually does, said he has delayed his trip abroad until next week when he will most likely take the Clipper.

The company's four vice-presidents will attend the eastern regional. Aside from Kelly, Gold and Schlaifer, Harry D. Buckley likewise will be on hand. The home office group will include Paul N. Lazarus, contract manager; Lynn Farnol, director of advertising and publicity; Monroe Greenthal, director of exploitation; Arthur Silverstone and Phil Dow, assistants to Gold; H. J. Muller, treasurer; N. A. Thompson, comptroller; Thomas P. Mulrooney, foreign sales manager; Walter Gould, assistant to Kelly; Charles M. Steele, in charge of exchange maintenance; Seymour Poe, assistant to Schlaifer; Al Margolies, publicity manager; Sam Cohen, in charge of foreign publicity; Len Daly, member of Cohen's department; Robert Hilton, print manager and S. W. McGrath, Jack Wrege, George Roth, Abe Dickstein, Earl J. Denison, Robert Goldfarb and R. G. Sidley of the headquarters' sales department.

Fourteen exchanges will be represented, plus six from Canada. The delegates:

Atlanta: Dave Prince, district manager; T. L. Davis, manager; R. J. Barnes, L. E. Dunn and William Shiell.

Boston: John Dervin, manager; George Hager, Joe Cronan, Herb Schaeffer and Nate Ross.

Buffalo: Syd Lehman, manager; Mat Sullivan and Joe Kaliski.

Charlotte: Jay Schrader, manager; R. M. Boovy and H. D. Hearn.

Cincinnati: H. Dudelson, manager; J. Hendel, I. Sochin and J. Finberg.

Cleveland: Bert Stearn, district manager; Mat Goodman, manager; Lou Geiger, Nat Levine and Dick Miller.

Dallas: Hugh Owen, manager; T. L. Barber, B. C. Gibson, A. J. Del Cambre and T. E. Laird.

Indianapolis: Dick Frank, manager; E. V. Donnelly, M. M. Kruger and E. R. Golden.

New Haven: Lou C. Wechsler, manager; Lew Ginsburg.

New Orleans: C. E. Peppiatt, manager; E. P. Murphy and Milton Dureau.

New Haven: Charles Stern, district manager; Moe Streimer, special representative; Clarence Eiseman, manager; Nat Beier, Dave Burkan, Sam Rifkin, Sam Stern, Lawrence Brown, Harold Sugarman, Arthur Weinberger, Ed Mullen, Herb Richek, Ben Levine and Tony Agoglia.

Philadelphia: Harry Bodkin, manager; Morton Magill, Saul Krugman and Horace Wright.

Pittsburgh: Abe Weiner, manager; Harry Rees, William Scott and James Nash.

Washington: Fred Rohrs, manager; Mark Silver, Fred Sandy and Dick Harrity.

The Canadian contingent follows:

Calgary: A. Feinstein.

Montreal: A. J. Jeffery.

St. John: Charles Chaplin.

Toronto: Haskell Masters, Canadian representative; Sam Glazer, Dave Axler and Pete Myers.

Vancouver: Sam Nagler.

Winnipeg: Dave Griesdorf and Victor Rackow.

New York representation at the Congress will be limited to Silverstone, Schlaifer, Gold, Buckley, Farnol, Greenthal, Arthur Silverstone, Lazarus, Poe, Steele, Thompson and Margolies. Twelve exchanges will be represented there. Their delegations:

Chicago: I. Schlank, manager; Ben Eisenberg, Frank Young, J. E. Armgardt, Will Baker, Nat Nathanson, H. D. James and Oscar Bernstein.

Denver: Earl Collins, manager; Al Hoffman, Alex Singlelow and B. E. Mariner.

Detroit: Jack Goldhar, district manager; Moe Dudelson, manager; I. Weingarden, Sid Bowman and P. Monsky.

Kansas City: Bill Truog, manager; John Graham, O. O. Flake and G. I. Bradford.

Los Angeles: Ben Fish, district manager; Guy Gunderson, manager; Fred Gage and Kenneth MacKaig.

Milwaukee: Jimmy Abrose, manager; N. Provencher and L. Weingarden.

Minneapolis: Ralph Cramblet, manager; Frank Eisenberg, C. J. Chouinard, F. J. Kaiser and E. B. Lund.

Omaha: D. V. McLucas, manager; J. E. Schlank, E. P. Pickler, H. R. Barker and E. Rostermundt.

St. Louis: Ben Robins, manager; James Greig, Eddie Ashkins and Ray Wylie

Salt Lake City: Tony Hartford, manager; W. K. Millar, Joe Solomon and E. M. Gibson.

San Francisco: D. J. McNerney, manager; Ollie Watson, Paul Bush and Jack O'Loughlin.

Seattle: F. M. Higgins, manager; A. H. Kloepper, Jack O'Bryan, A. J. Sullivan and Alfred Bloom.

Goldwyn Suit No Korda Cross-Country Topic

NEW YORK—Although Alexander Korda came east with Samuel Goldwyn on the same chartered plane, Korda did not at any time bring up the suit Goldwyn has against UA for abrogation of his contract,

(Continued on page 37)

Five UA Producers To Attend Powwows

New York—Five of UA's producers will attend the first of two sales meetings to be held at the Waldorf, Murray Silverstone, chief executive, stated on his arrival from the coast. The quintant will be Samuel Goldwyn, Hal Roach, James Roosevelt, Sol Lesser and David O. Selznick.

Silverstone pointed out he invited Goldwyn, who accepted. "I am happy he has accepted," said Silverstone jubilantly.

Will Draw Releases From 13 Producers

(Continued from page 20)

on a novel by Eric Hatch with songs by Hoagie Carmichael. Walter Connolly will play the lead. "Niagara Falls," featuring John Hubbard, Carole Landis and Billie Burke. "Topper Returns," followup on "Topper" and "Topper Takes a Trip," with Billie Burke and Roland Young. "The Unholy Horde," with Lon Chaney jr., and directed by Richard Wallace from a script by Grover Jones. "Broadway Limited," comedy romance with Victor McLaglen and Victor Mature.

James Roosevelt—"Pot O' Gold," suggested by the radio program of that name. Horace Heidt's orchestra will appear in the film. Organized as Globe, Roosevelt's company has been merged with Bronston Productions, which states it will release four through UA over an undesignated period of time.

Richard A. Rowland—"Cheers for Miss Bishop," based on the novel by Bess Streeter Aldrich. Barbara Stanwyck has been mentioned for the lead.

One to Star Leigh

David O. Selznick—Two, one starring Ingrid Bergman; one starring Vivien Leigh. At a recess press interview, the producer declared he did not know what the vehicles would be.

Edward Small—"The Corsican Brothers," by Alexander Dumas. "The Barbarians," described as a story of the effect of international events on the average man and woman.

Walter Wanger—"Foreign Correspondent," based on "Personal History," by Vincent Sheean. Alfred Hitchcock is directing, with Joel McCrea, Laraine Day, Herbert Marshall, Albert Basserman, George Sanders, Robert Benchley and Eduardo Ciannelli. Charles Bennett and Joan Harrison did the screenplay with dialogue by James Hilton. "The Long Voyage Home," based on four short plays by Eugene O'Neill. John Ford is directing from a Dudley Nichols script with John Wayne, Thomas Mitchell, Ian Hunter, Wilfrid Lawson, John Qualen, Barry Fitzgerald and Arthur Shields. Ford is making this for the Argosy Corp.

THE ALL-STAR DOUBLE BILL!

Frank Capra's
IT HAPPENED ONE NIGHT
starring CLAUDETTE COLBERT and CLARK GABLE

Still as great as they ever were

...and that's very great indeed!

Frank Capra's
MR. DEEDS GOES TO TOWN
starring JEAN ARTHUR and GARY COOPER

★ ASK THE MAN WHO'S BOOKED 'EM!

★ CALL THE EXCHANGE THAT HAS 'EM!

COLUMBIA PICTURES

Just as timely... just as amusing... just as thrilling... as the first memorable day they were screened!

Solon From California Finds Bill 'Uncertain, But Drastic'

WASHINGTON — The Neely block-booking bill is "an uncertain but drastic" effort to regulate prices and transactions in the motion picture business "that is likely to produce quite unexpected and devastating results," according to Representative John M. Costello of California.

The bill he said, "is offered as a legislative patent medicine to cure all the ills of the motion picture industry, but it contains a slow poison as its active ingredient."

Explaining the composition, operations, practices and difficulties of the film industry in a lengthy article in the *Congressional Record,* Costello declared that it is an industry set apart from all others in that its prices and transactions cannot be governed by the rules which apply generally between wholesaler and retailer.

Explaining that a standard price for films is impossible because one theatre is able to pay more than another and one picture may be worth more than another, even in the same location, the congressman pointed out that these conditions resulted in selling on what he designated as a "horse trading" basis, with distributor and exhibitor each seeking to make the best deal possible.

"Since what is bartered has uncertainties and contingencies much greater than is predictable as to its ultimate value there is an inherent premium upon attempts at sharp trading," he admitted.

Marketing "Uncertain"

As a result, the business "is kept in a turmoil of disputes, arguments and controversies brought about by the fact that the marketing of the exhibition rights has to be on this uncertain basis, with the suspicion always present that the other fellow is getting the better of the bargain, or that a better bargain could be secured if it could be done over again," he added. "Years of experience have developed many shrewd traders in this field on both sides, many ingenious and resourceful tactics to secure commercial advantages in this bargaining and trading," he said. "To complicate the matter even further, there are numerous factors other than the picture itself and the theatre itself that affect the value of the exhibition rights bargained for and the prices paid for such exhibition rights. Some of these are psychological, such as the efforts of exhibitors to convince the distributors that their business is bad and not up to expectations, and to keep secret the actual receipts on the distributors' pictures."

Explaining that block booking is merely wholesale selling, Costello pointed out the desirability to a distributor of accepting an offer for all his pictures over that of a competitor who wanted only part of them. Thus, he contended, it is the competitive buying between rival exhibitors that exercises the compulsion in block booking.

The Neely bill, he said, does not prohibit block booking but only "compulsory" block booking, and, he added, "apparently the sponsors of this legislation realize that this compulsion, at least in part, is based upon the compelling desire of the exhibitor to secure the best possible terms in buying motion pictures for his theatre, because the important part of section 3, the block booking section of the Neely bill, is concerned with regulating the prices quoted by the wholesale distributor to the exhibitor on the exhibition rights offered for sale."

Warning to Congress

"Exactly what pricing or price quotations by the wholesale distributor it is intended to declare illegal and punishable under the act appears to be uncertain and ambiguous," he continued. "But as this is the heart of the act, it should be examined carefully and clearly understood before Congress ventures into the field of price-control legislation for an industry that has the peculiarities of the motion picture to contend with in its marketing and pricing problem.

"Independent theatre owners who have examined the price control provisions of section 3 of the Neely bill, and who are familiar with practical theatre operation and management responsibilities, are alarmed at its possible interpretation and application to their business by the courts under the severe penalties provided for any violations. In their opinion it will arbitrarily freeze the asking prices first quoted by each distributor on its pictures, which is usually somewhat higher than those finally agreed upon, will prevent negotiations for more favorable prices and terms, and will prohibit price discounts and reductions by the wholesale distributor to secure orders for more than one picture.

"It is strongly urged that an arbitrary requirement by statute will force an artificial and very substantial increase in film costs, particularly to the smaller theatres, with no improvement likely in quality or values, which may prove disastrous to many small independent exhibitors,

(Continued on page 34)

Col., WB, Last Majors To Set Conventions

NEW YORK—The last two majors to set dates for sales conventions are Columbia and Warner. With all others either having cleared their conclaves or already committed to future dates and locales, only Republic is to be heard from.

Columbia is down for a three-day session in Chicago, to start June 4, to be followed for a like period June 11 in Atlantic City.

Warner will open the first of two meetings in Pittsburgh June 10, to run for three days, with the second regional getting under way in Chicago June 17, also for three days. The company states its original plans for a national meeting in Washington to have started June 10 was canceled "for reasons of practicality and economy."

Tactics to Pursue Plaguing Neelyites

WASHINGTON—Faced with an early conclusion of the Congressional session, proponents of the Neely block booking bill are torn between the desire to make a smashing showing of the need for such legislation and, the knowledge that if the hearings before the House committee on interstate and foreign commerce are too long prolonged chances of securing action on the floor will be proportionately diminished.

Hearings on the block booking legislation will open before the House committee May 13 with the Senate judiciary committee scheduled to swing into action three days later on the Neely divorce bill.

Secretaries of neither committee could give any estimate of the number of applications for time which have been filed nor the length of the hearings, but admitted that "hundreds" of requests have been sent in by individuals and organizations who want to tell the members just why the two measures should be enacted without delay.

Seek to Shorten Hearings

The House committee is making an effort to shorten the hearings by asking that where groups represent individual interests or areas they appoint one representative to speak for all, but it was not believed much headway was being made in that direction due to the fact that many of those who have applied for time believe that he or she is qualified as no one else to present the particular viewpoint which it is desired to bring out.

Unless the hearings on block booking can be restricted to a very few days, it is hardly likely that the committee will be able to reach any decision before the end of the session, now looked for very early in June.

On the other hand, estimates of the time required for the hearings, on the basis of the appearances which have been filed, run from two weeks to a month, the latter a period which would make adjournment of the session and the end of the hearings simultaneous.

See No Divorce Push

On the Senate side, there is no indication that any effort will be made to push the divorce bill through the Senate this year unless the session is prolonged beyond present expectations. It is not believed that the hearings will be very lengthy, since proponents of the bill have said they might be able to present their entire case in as little as two days, but it is expected that the committee will require considerable time to make a decision on the measure, particularly from the standpoint of constitutionality.

It is recalled in Washington that the same committee two years ago held hearings on a measure providing for divorce for the oil industry, but never took any action because of doubts as to the constitutionality of the legislation. A House committee, incidentally, held similar hearings last year and pigeonholed the bill.



Darryl F. Zanuck's

PRODUCTION OF

LILLIAN RUSSELL

with

ALICE FAYE
as Lillian Russell

DON AMECHE
as Edward Solomon

HENRY FONDA
as Alexander Moore

EDWARD ARNOLD
as Diamond Jim Brady

WARREN WILLIAM
as the Famous J. L.

LEO CARRILLO
as Tony Pastor

Helen Westley • Dorothy Peterson • Ernest Truex • Nigel Bruce • Claude Allister
Lynn Bari • Weber & Fields • Eddie Foy, Jr.
Una O'Connor • Joseph Cawthorn

Directed by IRVING CUMMINGS
Associate Producer Gene Markey
Screen Play by William Anthony McGuire







SONGS!

Old . . . "After the Ball is Over", "Rosie, You Are My Posie", "The Band Played On" ("Strawberry Blond") "My Evening Star"
and other famous Lillian Russell hits!

New . . . "Adored One" "Blue Love Bird"

● Previewed at Pomona, Cal. . . . "never has there been a greater boxoffice achievement!"



—Metropolitan Photo

He Spoke for a Liberal Cause—

Part of the dais at the Astor when The Nation, *liberal weekly magazine, celebrated its 75th anniversary. Among the speakers was Melvyn Douglas, currently available in "Too Many Husbands." This group includes Clifton Fadiman, literary critic of* The New Yorker; *Mrs. Franklin D. Roosevelt, who was awarded a bronze plaque for "distinguished service in the cause of American social progress;" Frank Berend, Douglas, and William Allen White, famed editor of the* Emporia Gazette.

Chasms Created by Legislation Must Be Bridged-Kuykendall

KANSAS CITY—While the outcome of legislation pending against the industry and the government suit against major producers and distributors is important, the ultimate fate of the trade will depend upon the ability of different factions to bridge the chasms that will be created by such legislation, in the opinion of Ed Kuykendall, MPTOA president, who expressed his views in a brief stopover en route to the Los Angeles meeting of the Pacific Coast Conference of Independent Theatre Owners.

"The most desperate need today," said Kuykendall, "is for exhibitors and distributors alike to forsake provincialism and its attendant concentration on local problems for the national industrial welfare. The problems we have in this respect are quite similar to those confronting a congressman when he must consider the welfare of the nation instead of the immediate benefit accruing to his particular locality. Whenever the legislative barrage has subsided, and the big guns of litigation have echoed into the background, as eventually they must, there remains the greater job of reconstruction, which will be made far easier and less costly if all factions in the trade now will realize the magnitude of this job and conduct themselves in these preliminary proceedings accordingly."

Addressing an informal gathering of theatre owners here, Kuykendall reiterated his opposition to the Neely bill, predicating it almost entirely upon the economic and political aspects rather than the moral. He said that the contention the bill was a necessity on moral and community selection grounds had been rather completely disproved and asserted that many public groups he had addressed in the south recently had gone on record against the measure.

Kuykendall will attend Neely bill hearings in Washington starting May 13.

Second Metro Regional Opens Monday in Chi

CHICAGO—Leo's representatives from ten exchange centers will foregather at the second of M-G-M's four sales regionals at the Drake Monday and Tuesday. William F. Rodgers, general sales manager, in from the first meeting in San Francisco will attend, of course, as will John E. Flynn and Harris P. Wolfberg, Detroit and Kansas City district managers, respectively. The field force will include:

Chicago—Walter E. Banford, manager; Frank P. Ishmael, John L. Kelley, Julian H. King, Joseph J. McMahon, A. Jack Shumow and Henry W. Kahn.

Denver—Henry A. Friedel, manager; Robert A. Cain and Daniel J. Foley.

Des Moines—Dexter C. Kennedy, manager; George A. Baumeister and Gerald E. McGlynn.

Detroit—Frank J. Downey, manager; Howard J. Beck, Floyd W. Chrysler, John F. Morgan and Harold Sandelman.

Indianapolis—Wade W. Willman, manager; Jerome Adams, Herbert A. Wagner and Timothy J. Cleary.

Kansas City—Frank C. Hensler, manager; Harold Cohen, Edward S. Green, Joseph W. Maguire and Truman B. Wildman.

Milwaukee—Sam Shurman, manager; Edward J. Lipson, David E. Ross, Max Schwartz and Sanford Gittlieb.

Minneapolis—William H. Workman, manager; William P. Cameron, Allen S. Clatworthy, Louis H. Coen, Charles R. Stoflet and George W. Turner.

Omaha—Harry J. Shumow, manager; Charles Lieb, Carl P. Nedley and Fred C. Thortsen.

St. Louis—John X. Quinn, manager; Herbert J. Bennin, George F. Reilly and Ellis N. Shafton.

Colman Stars for RKO In Five of 10 From UPC

HOLLYWOOD—Swelling its ranks of outside producers, RKO gets Ronald Colman as a star in five of ten pictures to be made by United Producers Corp. in the next three years. The company is headed by William B. Hawks as president and executive producer. A brother of Howard, the director, this will be William's first venture in production from the agency field.

George J. Schaefer, RKO president, set the deal while here.

California Solon Dubious on Neely

(Continued from page 32)

though possibly not contemplated or understood by the supporters of this legislation.

"Exactly how the exhibition rights to motion pictures must be priced according to the specifications of section 3 of the bill when offered to an exhibitor by the wholesale distributor, what changes in the quoted prices are allowed during negotiations, and just what changes are forbidden, and specifically what arrangement of prices and percentage terms finally agreed upon will be within the law are matters of considerable doubt that have never been made explicit. To impose such uncertainties and risks of fine and imprisonment on the innumerable transactions of the motion picture industry seems intolerable."

The other operative section of the bill, dealing with blind selling, is equally uncertain of application, the Congressman asserted, and "no one quite knows what would be required to comply with the prescribed 'accurate synopsis of the contents of such film' and other descriptive matter specified."

Finally, he said, while "no one quarrels with the avowed purposes" of the bill to bring about the exhibition of better pictures, there is nothing in the measure to prohibit the showing of objectionable pictures or to require the showing of the finest. Rather, he asserted, "it is merely an uncertain but drastic bill to regulate wholesale prices and commercial transactions between the wholesale dealers and the retail dealers in the motion picture business that is likely to produce quite unexpected and devastating results. It is offered as a legislative patent medicine to cure all the ills of the motion picture industry, but it contains a slow poison as its active ingredient. I strongly urge the members of Congress to examine the operative sections of the Neely bill carefully before taking the responsibility of imposing it upon the motion picture industry as a federal statute."

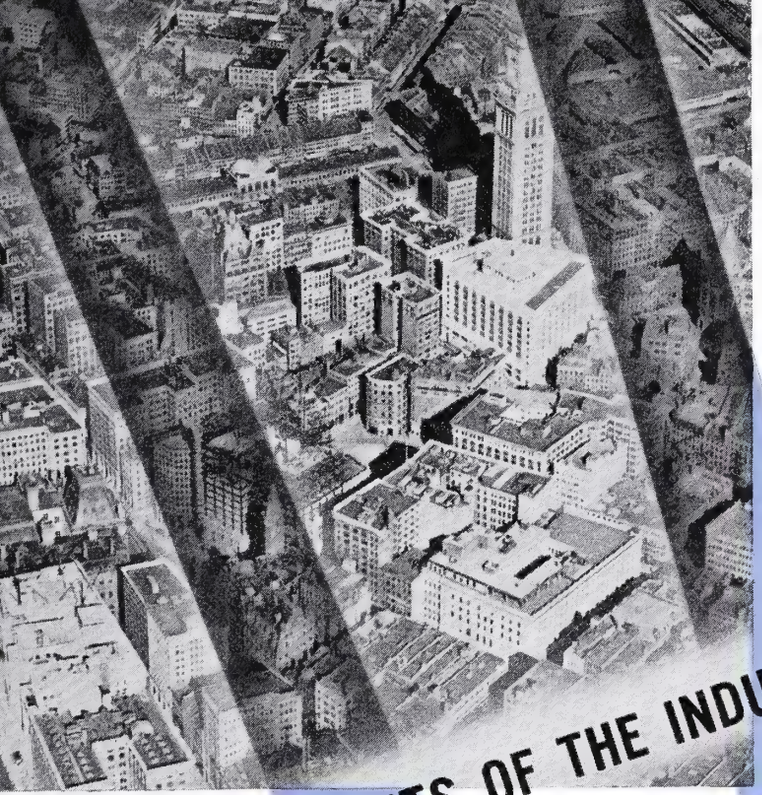
Wanger to Concentrate On Bigger Features

HOLLYWOOD—Walter Wanger is through with programmers and will concentrate on bigger attractions at a minimum cost of $1,000,000 each for 1940-41. "Foreign Correspondent," based on "Personal History," by Vincent Sheean, is understood to have gone over that figure already and the film is not completed.

The producer, therefore, will trim his total output. This season with "Winter Carnival" as a carryover from last, he did four. Next season, the peak will be three. Wanger plans a New York trip when he finishes "Foreign Correspondent" and "The Long Voyage Home."

Hecht to Coast

NEW YORK—Ben Hecht has gone to the coast on a one-picture deal for Columbia, calling for him to direct "Before I Die."



"The Picture of the Month—a great achievement!"

says
Redbook
Magazine

THE FLOODLIGHTS OF THE INDUSTRY'S INTEREST ARE TURNED ON

BOSTON

...selected by Sol Lesser for the

WORLD PREMIERE

of his distinguished production of the great Pulitzer Prize play

at Loew's State and Orpheum Theatres

Thursday, May 23rd

OUR TOWN

From the play by Thornton Wilder

starring WILLIAM HOLDEN • MARTHA SCOTT
with FAY BAINTER • BEULAH BONDI • THOMAS MITCHELL
GUY KIBBEE • STUART ERWIN • FRANK CRAVEN

Directed by SAM WOOD (*"Goodbye Mr. Chips"*) *Released thru* UNITED ARTISTS

From Michigan to Wisconsin New Theatres Are on the Way

BOXOFFICE, *in the issue of May 4, published its quarterly survey embracing the first three months of the year. It covered 37 states, revealing 81 houses are planned, 65 are actually under construction while 69 opened in that period. Detail dealing with 11 states not included in the first installment and Canada, follows:*

Michigan

Berkeley—A new theatre is to be built here.

Birmingham—A new house is contemplated here.

Cass City—C. H. Schuckert's new Cass had a late March opening.

Deckerville—Joseph P. Uvick opened his new 350-seat Thumb in January.

Detroit—Wisper & Wetsman are erecting a 2,500 seater at Seven Mile and Meyers Roads in the northwestern section.

The Broder circuit has opened its third house here, known as the Time and seating 680.

Komer & Goldberg announce plans for a new house in the northwest section to be called either the Cornell or the Oxford. They also plan a theatre on the Seven Mile Road, tentatively called the Sherwood, and a third house in Royal Oak, northend suburb.

Ecorse—Construction on the new Harbor at Outer Drive and W. Jefferson Ave. has been started for Andrew Bzovi and will seat 1,200. A September opening is scheduled.

Farmington—Associated Theatres will build a new theatre.

Flint—The new Nortown, a 900 seater, was opened by Dr. A. Eiseman late in February.

Melvindale—A new house is to be erected for Louis Schlussel.

Plymouth—Harry Lush will have a new house here.

Wayne—Walter Shafer is planning a second house.

Oregon

Bend—Hodkinson & Blount's new house, the Tower, had an early March opening.

Seaside—Construction has started on Eddie Callahan's new house, which will seat 650.

Pennsylvania

Altoona—The new Rivoli in the Llyswen residential district is now open.

Fairdale—A new 500 seater costing upwards of $45,000 is now under construction for Benny Gugliotta and Sons.

Charleroi—Robert S. Coyle will erect a new theatre to accommodate 900.

Ebensburg—Plans have been completed for a new theatre on High St., opening within 60 days is expected.

Work will start at once on a new theatre to replace the Rivoli which was destroyed by fire several months ago. It will accommodate 700 at an estimated cost of $50,000.

East McKeesport—The site has been cleared for Frederick Theatre Co.'s new 500 seater to be erected at Broadway and Fifth.

Media—Building reports show that Harry Dembow will erect another house here.

Meadville—The theatre under construction on Water Street will be owned by Grace Boehm.

Munhall—Construction has been started on a theatre by John S. Stahl.

Philadelphia—Sam Stiefel is building a new house in Roxborough, as is Charles Kirkel.

Pittsburgh—The new Whitehall Amusement theatre is now under construction in the Brentwood district.

The new Gerard in the West View section opened in January.

Shadyside district is to have a theatre on Walnut St. near Aiken Ave.

Sunbury—L. J. Chamberlain is building the Island Park.

Rhode Island

Pawtucket—The zoning board has approved plans for a 900-seat theatre in the Darlington section. It will cost about $50,000 and be ready by the fall.

Harry Brandt intends to build here.

Providence—It is the intention of Harry Brandt to include this city in his operations.

South Carolina

Calhoun Falls—A new theatre is under construction by W. M. Broadwell at an approximate cost of $10,000.

Latta—The new house which opened here is called the Latta and is operated by R. E. Atkinson and J. W. McMillan.

Rock Hill—Robert E. Bryant has handed out the contract for construction of a 750-seat theatre which will be completed soon.

Tennessee

Knoxville—Construction on the 600-seat Sunset is expected to be completed within three months, according to W. E. Drumbar, owner.

Memphis—Bernard Woolner expects to open Memphis' first drive-in theatre this spring.

Nashville—The new Belle Meade is expected to be completed shortly, according to the Crescent Amusement Co.

Paris—The New Princess was opened by B. F. Biggs.

Texas

Alvarado—Will Barnes' new theatre has opened. This replaces the old one wiped out by fire.

Corpus Christi—Work on the new theatre on North Beach is progressing and is expected to be ready sometime this month. Seating capacity is 400 and the cost is about $17,000.

Dallas—Construction of a theatre on the Cole estate on North Fitzhugh has been approved by the zoning board.

El Paso—The new Pershing located at Five Points opened the latter part of March.

Garrison—Kenneth McFarland recently opened a theatre here.

Honey Grove—The new State opened early in March.

Houston—Albert Farb is building a $125,000 house to be called the Hollywood and seating 1,200 in the Riverside section.

A second drive-in theatre for Texas is now under construction for the Texas Drive-In Theatre Co.

Lisbon—A new 500-seat theatre is to be erected adjacent to the U. S. Veterans' Hospital and will be managed by Irving Lambert.

The OK Theatres Circuit is building a new theatre in the southernmost limits.

San Antonio—Carl Milentz of Houston plans to construct an all-Negro theatre on East Commerce St.

Tenaha—The Queen was recently opened by E. Lee Scarborough.

Tyler—A building permit has been granted the Texas Consolidated Theatres, Inc. for a new 1,000-seat house.

Virginia

Arlington—The new 700-seat house here is another link in the Neighborhood Theatres chain.

Richmond—The Lichtman Theatre Corp. of Washington is building a 450-seat theatre on W. Cary St. for colored patronage.

Herbert Green will also build a colored theatre.

Waverly—Hal Lyons is building a new theatre.

Washington

Battleground—M. A. Rhoads of Woodland was reported to have opened his new theatre here before giving it a name.

Clarkston—A new theatre, scheduled for an early summer opening, will be erected by the Mercy Circuit.

Kelso—William Ripley says he is planning a new house.

West Virginia

Beckley—Plans are set for a new theatre seating 850 and costing about $60,000

(Continued on page 38

: —*And in Canada* :

In the first quarter of 1940, Canada witnessed the opening of four new theatres, the launching of three and decisions to build three, according to surveys made by BOXOFFICE correspondents. They reported:

Opened

Alberni, B. C.—Harold Warren opened his new theatre, the Roxy, recently. It seats 300.

Guelph, Ont.—The latest link in the Famous Players Canadian chain was opened in late March and is known as the Palace.

Toronto, Ont.—David Romberg is manager of the Colony which opened here recently and seats 700.

Wallaceburg, Ont. — Tony Allevato opened his new house recently.

In Construction

Hamilton, Ont.—Scheduled to open in July, the York is under construction here and will be operated by L. Gregory.

Islington, N. B.—Brock Farrow will manage the Kingsway now under construction.

Montreal—Windsor Theatres is progressing with the construction of a house at Ottawa St. and Moy Ave.

Planned

Edmonton, Alta.—Construction on the tenth theatre here to be erected at an approximate cost of $25,000 will start shortly and will be located on the south side.

Moncton, N. B.—A new theatre with a capacity of 1,000 or more will be erected on the corner of St. George and Weldon Sts.

Wells, B. C.—Reports are current this town is to have a new theatre to be operated by Levi Graham.

Griffis Urges U. S. To Let Films Alone

LOS ANGELES—Pleading for the continued independence of the "nation's most widely-patronized art," Stanton Griffis, chairman of the Paramount executive committee, charges the government in its current attack is pointing its heaviest guns at an industry which has consistently refrained from exerting its own vast potential influence on the government.

In an address before the Town Hall, a weekly luncheon club composed of local business men, Griffis stated the government is beginning its offensive at the moment when the foreign situation has made the industry's position the most difficult in its history.

Calling attention to the current plight of the industry, Griffis outlined the problems which now confront it. "A great combination of art and business finds itself today beset on every side by attacks of local, state and federal agencies, in the courts and the legislature," Griffis said.

"We are harassed by such congressional bills as the Neely bill; harassed and tormented by suits of the department of justice aimed toward forcing the major companies to separate theatre ownership from production; worn down by taxes of every conceivable nature; inhibited and limited by almost 100 censor boards which have sprung up around the country; all at a time when an unprecedented collapse of foreign income is upon us due to the breakdown of foreign currencies and the war."

"Sticks to Its Knitting"

The political paradox of the government's attack on the industry was compared by Griffis to Hollywood's conspicuous aloofness from partisan politics and propaganda.

"This is an industry," the Paramount executive affirmed, "that consistently, even if not quietly, sticks to its knitting of furnishing amusement, laughter, entertainment and escape; spends its far-flung energy in making the world a happier place to live in, and resolutely endeavors to keep out of the field of politics and propaganda."

Griffis contended if the companies so desired they could within a very short time influence public opinion as to elect a congress and a president. He added motion pictures probably have more influence on the lives of the younger generation than most schools and colleges put together.

Speaking as a New York financier and businessman, Griffis took issue with those who claim that government regulation is the way to improve quality of pictures and asked the industry be allowed to solve its own problems in the future as it had in the past.

Declaring films have reached the point where they educate as well as entertain, he said, "It is a remarkable truth that perhaps this development is followed by the fact that, as pictures become better, they invite more intellectual and intelligent criticism and tend to create, not obscure, the growth of perfectionism."

Griffis defined his own position as an organizer of art. He quoted a prominent Paramount theatre partner as saying "the greatest art in the world is art of the organization of art" and described his job as just that.

Goldwyn Suit No Korda Cross-Country Topic

(Continued from page 30)

the former stated. Korda also has a motion up in court to dismiss the action as it applies against him, and this phase assertedly was not mentioned either.

But taking the matter by and large, Korda feels that the situation will be straightened out eventually. He said he was not concerned with details of the action and was not familiar with what legal developments were taking place in the local federal and Wilmington courts.

Korda was slated to take a Clipper to England to resume work on two pictures planned there and for UA's schedule next season. He did not know the names of the stories to be chosen, although several are being considered. He also has a number of players lined up and arrangements will be set on his arrival at Denham Studios. Two pictures annually for two years in Hollywood also are planned.

The British-American producer is not taking his wife, Merle Oberon, with him for the four to five weeks he expects to be gone.

When a newspaperman asked Goldwyn and Korda if their trip east was in connection with the former's suit, both denied it.

Roach Rounding Out Bank Loan Details

NEW YORK—In addition to attending the UA convention here, Hal Roach arrived from the coast, with a stopover at Louisville for the Kentucky Derby, to complete final details of a $6,000,000 loan from Bankers Trust Co. of New York and Security-First National Bank of Los Angeles.

While here, the producer finalized plans with Bankers Trust which will participate in the financing of six pictures planned for next season. Up to the present, the Los Angeles bank has been financing Roach alone. Of the $6,000,000, approximately $500,000 will be spent on advertising.

Victor Mature, who plays the male lead in "One Million B. C.," is being groomed by Roach as star material. The player is set in two pictures with a possibility of a third for next season.

Also while here, Roach looked over the new batch of plays and conferred with his eastern representative, Thomas C. Walker, and Grace Rosenfield, who handles the talent and publicity end of the local office.

Actress Pact Settled

LONDON—It is reported here Gracie Fields has settled her 20th Century-Fox contract by mutual assent.



"U," After Domestic Peak, Steps to 59 for New Year

(Continued from page 19)

"Leather Pushers," "South of the Amazon," "Skyhawks," "The Wreck of the Zaraga," "The Return of the Sheik" and "Northern Lights." Christy Cabanne will direct and Ben Pivar produce.

The Johnny Mack Browns with Fuzzy Knight and Julie Duncan, new stunt girl, are "Son of Roaring Dan," "Man From Cheyenne," "Forgotten Valley." "Calgary Stampede," "Martial Law," "Vigilante" and "The Lariat Kid." Joseph G. Sanford will be associate producer.

The short subject lineup includes 13 two reel musical shorts, 13 one reelers, a two reel special, 15 "Stranger Than Fiction" and 15 "Going Places." Universal News continues at its accustomed two issues a week. Six cartoons are to be reissued. Known as Color Cartune Classics, titles are "Jolly Little Elves," "Toyland Premiere," "Springtime Serenade," "Three Lazy Mice," "Candyland" and "The Fox and the Rabbit."

Four serials likewise in the schedule are to be Dick Foran in "Winners of the West," the Dead End Kids and the Little Tough Guys in "Junior G-Men," "The Green Hornet Strikes Again" and "The Leopard's Claw." Henry MacRae will produce the last-named three.

In a statement of policy, Scully declared, "While Universal joins with the other producing and distributing companies in the belief that the exhibitors of America must help in the fight to retain and even improve the level of production values on motion pictures which must now look almost exclusively to the domestic field for profitable distribution, the company, nevertheless, holds to the conviction that such cooperation on the part of exhibitors should not be forced upon the basis of production costs alone. The resulting product must be meritorious and boxoffice."

Although a second regional will be held at the Drake, Chicago, beginning Saturday and terminating Monday, William J. Heineman, western sales manager, is attending the eastern meeting here. Similarly, Frank J. A. McCarthy, eastern sales manager, will attend the Windy City sessions. Scully, of course, presides at both.

The home office group here includes Nate J. Blumberg, president of the company, and Cliff Work, head of the studio. Others are Joseph H. Seidelman, vice-president in charge of foreign sales; Leo Abrams, short subject sales manager; Morris Alin, Oscar Binder, J. Jordan, John E. Joseph, Charles Kirby, Hank Linet, C. Margon, James Miller, E. T. Murray, Louis Pollock, Adolph Schimel, Andy Sharick and Herman Stern. District managers from the field include Harry Graham, A. J. Herman and Dave Miller.

From the field are these exchange managers, salesmen and bookers:

Albany—Jere Spandau, manager; Joe Engel, special representative; I. Shiffman and C. Weill.

Atlanta—John T. Ezell, manager; L. Brauer, E. Cox, R. Gann, C. Jordan and T. Miller jr.

Boston—W. P. Kelly, manager; J. Callahan, F. P. Dervin, H. J. Martin, J. H. Murphy, W. Murphy, E. Warren and J. R. Wilson

Buffalo—J. J. Scully, manager; W. F. Bork, J. Fater, C. Heerdt and L. J. Leiser.

Charlotte—Paul Baron, manager; J. W. Bishop, R. Good, J. W. Greenleaf and R. Masterman.

Cincinnati—Peter Rosian, manager; G. B. Gomersall, Nate Le Vene jr., J. Marks, F. Schreiber and H. W. Young.

Cleveland—J. R. Kauffman, manager; J. Frew, J. Krenitz, G. Rosenbaum and A. W. Young.

Dallas—E. S. Olsmith, manager; E. Green, J. M. Lutzer, L. D. Lutzer, C. M. Miller, J. E. Mitchell and W. Pittinger.

Memph.s—J. A. Prichard, manager; L. H. Andrews, B. Jordan and H. Mansfield.

New Haven—Morris Joseph, manager, and J. Pavone.

New Orleans—W. M. ("Snake") Richardson, manager; N. Lamantia, C. McMillan and E. O'Neill.

New York—Dave A. Levy, manager; W. Benson, M. Cohen, H. Furst, N. Goldberg, J. Liggett, B. Price, L. Simon and P. Winnick.

Oklahoma City—James Hobbs, manager; M. Holstein, H. H. Martin and White Cliff jr.

Philadelphia—G. F. Schwartz, manager; W. J. Doyle, Jack Engel, F. Fortunate, M. Koppelman, J. Leon and S. Perlswe g.

Pittsburgh—J. Lapidus, manager; D. Barnholtz, S. Feld, F. Guehl, L. Hess and W. Satori.

Washington—Bernie Kreisler, manager; O. Blumenthal, W. E. Davis, B. Frank, S. Tabor and L. J. Young.

Canada is represented by Clair Hague, Paul Nathanson and M. Perry.

Suit Settlement Hints Continue

(Continued from page 5)

with this unusual procedure is as mysterious to lawyers for the defendants as it is to some of the local special assistants to the attorney general, it is learned.

But something is expected to happen shortly. In the event another suit is filed in a different city and jurisdiction, counsel for distributors are expected to take advantage of the dismissal by asking that it be made prejudicial.

Gov't Asked Dismissal Rather Than Tip Hand

WASHINGTON—The government moved for dismissal of the Griffith suit in Oklahoma City rather than tip its hand by furnishing what it feared was too broad a bill of particulars, it is explained here. If a dismissal motion is granted, the way is left open to appeal on the question of whether the particulars demanded were too sweeping. After a decision, the case could be re-filed.

Michigan to Wisconsin, New Theatres on Way

(Continued from page 36)

by Carl Meadows and W. A. Stanley of the Lyric Theatre Co.

Cairo—The Grant, Bill Heaton's new house, opened recently. It seats 280.

Cameron—The new theatre which will be opened here at an early date has been named the Rees.

Dunbar—Construction has been started on a modern 800-seat theatre by Lester Rosenfeld at a cost of more than $100,000.

Fairmont—The new Lee has opened.

Marmet—The new Marmet, Harry McHaffie's theatre, seating about 700 has opened.

Nitro—Clemence & Hensley have a June 1 opening in mind for the new house here.

Shinnston—Plans have been completed for a new theatre to replace the one destroyed by fire.

Wisconsin

Brookfield—A new drive-in is being erected here.

Pulaski—Mrs. Fred Ziehm is building a new house.

Sturgeon Bay—A new 800-seat theatre is being erected by George Hannon.

Sawyer—A new house to be called the Bay View will be constructed this spring.

Goldwyn Hits N. Y., Brings Cue Along

NEW YORK—Fewer and better pictures, higher rentals and higher admission prices make up the triple-barreled solution offered by Samuel Goldwyn for the industry's current ailments.

In fine fettle in a press interview in his Waldorf-Astoria suite, the producer reaffirmed his oft-repeated axiom that what the industry needs is quality, not quantity.

"I feel the same amount of money spent on 600 pictures should be spent on 200," is the way Goldwyn puts it.

A raise in admission price is essential, according to Goldwyn, who observes, "No exhibitor will raise the price unless the picture is worthy of it."

In keeping with his beliefs, Goldwyn is introducing some innovations for the sale of "The Westerner." He says every exchange will have a print so exhibitors can view the film before buying it.

"Anyone who wants to buy the picture can see it first," he declares. "I'll show it to exhibitors all over the country. If they don't like it, they don't have to buy it. After all, I put my hard-earned money into it and I'll tell them what I want."

World premiere of "The Westerner" will take place in Fort Worth, Texas, June 25-27. The film, which will be released by UA on its 1940-41 program, will be unreeled for the first time before delegates at the eastern divisional sales meeting here Monday night.

Goldwyn also plans to attend the western sales session in Chicago. He places no significance on his presence at both conventions except for his interest in the sale of his picture. For the producer shed no light on his relations with UA. "It's all in the brief," he said in countering questions about his reported out-of-court settlement with the distributing company.

He says quite definitely, although his studio is working on important properties, that his plans for the future are not settled. "What's the use of getting oil out, unless you know what pipe-line it is going through?" he asks.

Drastic changes in production will have to take place in production, Goldwyn maintains. He does not expect negative costs to be pruned, but instead, looks for an increase.

"One thing about eliminating bad pictures," he points out, "is it will eliminate a lot of incompetents who make them. Making fewer pictures will do that."

Goldwyn believes the Neely bill is "terrible," except in that it would eliminate block booking.

Majors Again Move To Re-Open Italy

NEW YORK—A last stab at Italy will be made by the majors through the state department via Ambassador William A. Phillips in Rome. The foreign managers, BOXOFFICE learns on good authority, have rejected the proposals resulting from conferences between Vezio Orazi, head of the Italian government monopoly, and F. W. Allport, Hays office representative, held in Rome last week.

Allport was informed direct distribution would not be permitted nor would the American companies be allowed to buy control of existing Italian distributing companies. The negotiations, however, were carried on in a friendly manner and it is reported Orazi signified a willingness to make a number of concessions.

Foreign managers have reaffirmed their stand on direct distribution and it is highly doubtful whether they will relinquish it at this point, it is said.

As BOXOFFICE reported last week, distributors were placing their hopes on the current exchanges taking place between Washington and Rome over a new commercial trade treaty or reciprocal trade agreement.

The state department will place before the highest officials in Rome the following:

American companies will not sell pictures to Italy unless they can do so under their own management. Otherwise, Italy cannot expect any concessions or compromises from the distributors.

The Italian plan, as submitted to Allport, would allow distributors to sell 75 pictures to Italian franchise holders for a flat price of $750,000 which would be allocated among the eight companies.

It was also suggested the blocked lire of the American companies be used for Italian production with the American companies keeping the foreign exchange earned by the picture abroad.

As an alternative to selling pictures at a flat price, the American companies might arrange for percentage contracts with Italian distributors. A flat amount on each picture would be paid to the American distributor and remitted in dollars. Then the American distributor would receive as percentage an amount not to exceed a fixed sum which could not be transferred in dollars.

One executive in summing up the situation said it was *sine judicie*, which can be literally translated as being "before the judge" or "in the laps of the diplomatic gods."

Bigger Films, But Less, Outlook In London Under Money Quota

NEW YORK—Bigger and fewer pictures probably will be produced by distributors in England as a result of the optional monetary quota. Under the agreement, the distributors must produce one British picture for every 100,000 feet of film imported, short subjects and newsreels excluded, with labor costs equalling three pounds per foot.

The original footage quota remains in effect at 22½ per cent. Currently distributors are producing a number of single British quota pictures which are profitable in the British Empire as features suitable for duals.

Main inspiration for the monetary quota is the desire of some distributors to produce top pictures suitable for world consumption. The example set by M-G-M with three successful British features in a row, no doubt influenced other distributors to do likewise. Another important reason is that as long as 50 per cent of the revenue is "frozen," distributors feel it can be satisfactorily applied for the production of quality pictures.

M-G-M to Continue In England—Asher

NEW YORK—Those reports being circulated that M-G-M planned to discontinue production in England are untrue, according to Irving Asher. Rather, it is the intention to increase the number of pictures to be made there, if possible, he states.

Leaving over the weekend with E. J. Mannix, studio executive, Asher explained he was going to England to make a special report on the situation for Louis B. Mayer. The duo planned to be away four or five weeks. Asher denied he would make any films in England for M-G-M. His wife remains in Hollywood while he is abroad.

Two reasons are given for the trip. One is that the studio has had no transatlantic telephone communications with Ben Goetz since the latter went over some time ago. Secondly, cable advices are meager and the only way a complete report can be made is for one to go over and see for himself.

Further emphasizing the falsity of the discontinuance reports, Asher declared "the only thing to stop us from producing in England is for the studio to be bombed."

Building in China Goes On, Despite the War

NEW YORK—Despite the severe handicap placed upon importation of commodities and the unsettled financial condition in the Orient, the Chinese are continuing activities in the new theatre field, according to D. D. Wight, former manager of Western Electric's activities in Shanghai and Manila. He is here on his first visit in four years.

There has been a considerable number of theatre openings in China, he states, and exhibitors there are striving to offer as much entertainment as possible. Some new building has been going on in Shanghai, Hongkong and Tientsin and the Japanese have reopened some houses in the occupied areas. Considerable building has taken place in the Philippines during the past year.

Wight has been transferred to the Erpi foreign department here and is succeeded by H. von Seppelin in Shanghai.

Australian Restrictions In Effect for One Year

NEW YORK—Distributors have been notified by the Australian government that the 50 per cent restriction on remittances from that country is in effect from March 1 of this year to Feb. 28, 1941.

Last minute efforts of the distributors to get the Australians to increase the allocation of revenue to 75 per cent proved fruitless. The distributors argued that as long as England is "freezing" 50 per cent, Australia should only retain 25 per cent.

Based on figures for year ending June 30, 1939, majors will be allowed to withdraw only 50 per cent of an approximate total of $9,100,000. As in the English plan, 75 per cent of the $4,520,000 may be withdrawn the first six months and the balance the last six.



—Photo by Metropolitan

Louisville, Hollywood, Then New York—

Trainshed scene as S. Barret McCormick, Ned E. Depinet and George J. Schaefer left for the Derby at Churchill Downs, and the Louisville premiere of "My Favorite Wife," then Hollywood on studio business. Final stop in the great circle route, of course, is New York. McCormick returned Saturday. His fellow travelers are due Monday.

Suit Vs. Columbia Dismissed in Part

NEW YORK—Biggest court news of the week was the partial dismissal of a stockholders' action against Columbia, its officers and directors by Supreme Court Justice Philip McCook. The judge tossed out that portion of the action which sought an accounting on salaries received over six years ago and bonuses paid to Jack and Harry Cohn and Joe Brandt in 1929. The balance of the action charging waste and mismanagement remains.

Federal Judge Vincent L. Leibell has denied a plea by Gustav Delemos, unsuccessful bidder for the Grand National property, to reopen the sale. The high bid was $17,500 by Mohawk Pictures Corp. who also agreed to pay the trustee 30 per cent of the gross to $100,000 and 50 per cent thereafter, with the trustee estimating the additional revenue at $50,000-$55,000. Delemos had bid $37,500 outright for the property, but the creditors' committee accepted the percentage bid.

Reserves GN Decision

Federal Judge Edward A. Conger has reserved decision on an application by Harry G. Fromberg, trustee of Grand National, to throw James A. Davidson, trustee of Educational Pictures, Inc., out of office, and appoint him in Davidson's place. Fromberg claims Davidson, a former GN employee, would not render impartial verdicts. Davidson claims he left GN long before the present officers were connected with the company.

Trial of Paramount's suit against the collector of internal revenue for $134,134 in allegedly excess taxes paid in 1930 was set for June on the jury calendar by Federal Judge John C. Knox.

William La Varre's $50,000 suit against Warners for alleged non-payment on two stories written for Warren William and Barbara Stanwyck has been settled out of the supreme court.

Spanish Films Are Losing Out in Colombia Acers

NEW YORK—Spanish-made pictures are rapidly losing their appeal in first run situations in Colombia, according to Stanley J. Day, former manager for 20th Century-Fox in that territory, who is here awaiting a new Latin-American assignment.

Operators of first-run spots, Day says, are becoming increasingly reluctant to book the Spanish language films. The Spanish films still carry wide appeal in the neighborhood situations, he adds, while French films continue to be an important competitive factor in Colombia.

Largest circuit and franchise holder in Colombia is Cine Colombia. Day reveals that only M-G-M, Paramount, UA and his company operate their own offices. He contends if the others did likewise the market could be developed more advantageously for distributors. At present, he says, the others sell outright at a flat price to Cine Colombia which has a "monopoly" in distribution and exhibition.

From Page Boy to Manager in 12 Years

Memphis—From page boy to manager of Loew's Palace in 12 years. That's the story of Robert Kilgore, who has just won his permanent managerial spurs from Joseph R. Vogel, in charge of the circuit's out-of-town theatres. Kilgore won a promotion to the New York circuit ten years ago, serving as assistant and relief manager in a number of units.

He takes over the new post at the Palace later this month after it has undergone extensive remodeling. Loew's is again taking over active management after M. A. Lightman operated the house for the past five years.

New RCA Televiser Only 'Forerunner'

NEW YORK—RCA's demonstration of what it terms large-screen television via a laboratory model that projects images four and one-half by six feet is admittedly not the machine that will be used for its planned invasion of theatres. It is, however, described as a forerunner.

As described by RCA spokesmen, the machine's power and transmitting mechanics are being stepped up so that it will be possible to project images on a 9 by 12 foot screen. This development is expected to be completed for initial tests in about two months, with full-line marketing requiring some 12 to 18 months after that. The present smaller model is claimed to be ideal for viewing in clubs, schools and similar spots where the viewing group numbers from 100 to 150.

Clarity and definition comparable with films is claimed for the larger screen apparatus. It differs in principle from the large screen equipment shown by Baird in that it is based on an optical system of extremely wide aperture. This, coupled with a kinescope capable of high voltage operation, is said to provide four times more light than has been possible before. The system effectively utilizes industry transmission standards as formulated—441 line definition and 30 frames per second.

RCA First Quarter Net $2,312,893, Jump of 60%

NEW YORK—RCA's first quarter net profit is $2,312,893, an increase of 60 per cent over the 1939 quarter earnings of $864,783, David Sarnoff, president, told those attending the 21st annual stockholders' meeting. The 1940 earnings are equivalent to 10.8 cents on outstanding common, compared to four and six tenths for the same period last year. Gross volume of business for the first quarter totaled $28,310,407, compared to $25,004,989 in the same period last year, an increase of 13 per cent.

Reviewing RCA's progress over the past ten years and looking into the future, Sarnoff held significant possibilities for television. Of the new medium he said: "In time, television is bound to revolutionize the broadcasting industry just as the addition of sound to sight revolutionized the motion picture industry." RCA is proceeding on three fronts in the development of television, he said—(1) research is continuing to develop new processes and equipment; (2) manufacturing and sales personnel are exploring new markets, and (3) NBC is proceeding with the development of programs.

On the financial side, he said RCA's bank loans were reduced in 1939 from $8,000,000 to $4,000,000 and the rate of interest from two and one half to one and three-quarter per cent. On March 1, 1940, these loans were further reduced by $2,000,000, leaving the present bank indebtedness at $2,000,000.

Loew's 28-Week Net Jumps by $420,981

NEW YORK—Reflecting profits on distribution of "Gone With the Wind," Loew's, Inc., net rose $420,981 to $6,789,828 for the 28 weeks ended March 24. This compares with $6,368,847 for the similar period last year.

Before depreciation, taxes and reserves, but including its share of profits of affiliated companies and after deduction of preferred dividends of subsidiaries, the earnings totaled $11,101,356, as compared with $10,516,538 for the same period in the preceding fiscal year. After the necessary allowances, the net emerged as $6,789,828, equivalent to earnings of $3.79 a share on the outstanding common as of March 14, after allowing for preferred dividends, as compared with $3.68 per share for the previous comparable period.

Here is the comparative earnings statement:

	28 Weeks Ended Mar. 14, '40	28 Weeks Ended Mar. 16, '39
Company's share of operating profit after subsidiaries' preferred dividends	$11,101,356	$10,516,538
Depreciation and taxes	3,411,528	3,247,691
	$ 7,689,828	$ 7,268,847
Reserve for contingencies	900,000	900,000
Company's share of net profit	$ 6,789,828	$ 6,368,847
Per share-preferred	$49.66	$46.58
Per share-average common	$3.79	$3.68

In keeping with a general industry trend, precipitated by the situation in foreign markets, Loew's has shifted its table of amortization charges. Applicable to all releases subsequent to Aug. 31, 1939, the domestic market now has charged against it 70 per cent when formerly it was 65 per cent. This, of course, reduces the allocation against the foreign to 30 per cent as compared with the former 35 per cent.

Additionally, the company has accelerated its amortization rates. "As a result of such revision and reallocation, approximately $865,000 more has been charged off to amortization expense during the 28 weeks ended Mar. 14, 1940, than would have been deducted had the company's amortization procedure not been revised," a company statement points out.

Leo Priming Lineup For N. Y. Regional

NEW YORK—M-G-M is withholding announcement of its 1940-41 title schedule until May 17, at which time the company will break down those films definitely set for production and those under consideration but where a degree of uncertainty exists, according to Howard Dietz, director of advertising and publicity. He is back "from a weekend on the coast where I saw seven pictures."

Although the company made known what it described as its program for the 1939 40 season at its convention in Chicago last year, Dietz said this "did not work out, because we did not make all we said we would." Next season's lineup will be revealed during the company's regional meeting at the Hotel Astor, May 17-18.

Seven Exchange Staffs To Metro Regional

NEW YORK—When M-G-M's third sales regional gets under way at the Astor Friday for its two-day session, representatives of seven eastern and New England exchanges will be on deck. This is the roster:

Albany—Ralph Pielow, manager; Arthur Horn, Eugene Vogel and William Williams.

Boston—Jack P. Byrne, manager; Benjamin Bebchick, Raymond J. Curran, Maurice Goldstein, J. Edward Renick, Harry Rosenblatt and Harry O. Worden.

Buffalo—Ralph W. Maw, manager; Abraham T. Harris, Alexander W. Weisman and Emanuel M. Woronov.

New Haven—Thomas J. Donaldson, manager; Morton L. Katz and Milton Hyams.

New York—Jack Bowen, manager; Howard M. Levy and Harry W. Miller.

New Jersey—Ben Abner, manager; Louis Allerhand and Herman L. Ripps.

Philadelphia—Robert Lynch, manager; Salem E. Applegate, Frank M. Jalenko, Nicholas P. Lloyd jr., Joseph F. Morrow and Clarence C. Pippin.

Campaign Is Gone, But Slogan Lingers

New York—It's been some time since Motion Pictures' "Greatest Year" folded, but its slogan carries on. Locally, Consolidated Amusements, operating about a dozen houses, continues to advertise "Motion Pictures Are Your Best Entertainment."

In Florida, Wometco uses the same line, but adds the name of the circuit in its newspaper lineage.

20th-Fox "Russell" Guns Blast on Three Fronts

NEW YORK—Twentieth Century-Fox has trained its ballyhoo guns on three widely separated fronts to garner a major share of national publicity for "Lillian Russell" when the film premieres simultaneously in Pittsburgh, Clinton, Ia., and Hollywood, May 15.

No less than 40 ranking critics from key city newspapers and syndicates will be among the guests, not to mention a flock of Hollywood names and civic lights. The Pittsburgh celebration begins May 14 and will be a two-day affair, while the Clinton party will run three days. Alice Faye and Edward Arnold will be present at Pittsburgh and Don Ameche, Binnie Barnes, Cesar Romero and Mary Healy will be among the Hollywooders at the Clinton opening where 100,000 visitors are expected.

Under the direction of Charles E. McCarthy, the Pittsburgh premiere will be handled by Rodney Bush and Christy Wilbert. Earle Wingart and Eddie Solomon will be in command in Clinton. The coast preview will be a de luxe affair for the press.

Metro Brings Edison To the 4 Oranges

NEW YORK—When Governor A. Harry Moore of New Jersey officially proclaimed: "The State of New Jersey was for many years the home of one of the greatest men of all time, Thomas Alva Edison . . . It is fitting and proper that New Jersey join in this tribute to our late fellow-citizen and with a feeling of great appreciation for the many benefits conferred by Thomas Alva Edison on mankind," it was as though a magic publicity wand had drifted into the M-G-M offices.

For "Edison, the Man" is just what the governor is talking about. And that has come to mean three days of what is now known as The Thomas A. Edison Pageant of Progress to be held May 14 to 16 in the five Edison New Jersey "home town" communities of Orange, East Orange, West Orange, South Orange and Maplewood.

The festivities begin on Tuesday as sort of a prelude to the quadruple world premiere of the film two nights later in the four Orange towns. The opening event will be the unveiling of the largest photograph ever put on public display. Measuring 22 by 28 feet, the photograph of Edison will be mounted in front of the West Orange Municipal Building, supplemented by an electrical display utilizing more than 30,000 watts.

On Wednesday there will be ceremonies at the dedication of the "Crypt of Cinema Progress" and the "Black Maria," in other words the birthplace of motion pictures. That evening, at 10 p. m., there will be a giant fireworks display at Eagle Rock in West Orange, which is 700 feet above sea level and should be visible for miles. The display will have an area of 400 square feet and is claimed to be of such proportions as to surpass any aerial pyrotechnic barrage ever presented before. Following the fireworks there will be a gala Edison Premiere Ball at the Orange armory, proceeds of which will be for local charitable organizations.

The final day of the pageant sounds like something that even press agents have not yet dreamed of. According to M-G-M's own description, it begins with "New Jersey's first concentration of a provisional battalion of mechanized military units that will form the colorful vanguard of the brilliant parade through the Oranges." Colorful sounds like the word for it, too. The procession will include 45 floats, a host of mounted bands and many cars containing visiting film stars. The National Guard unit will be in front, leading the state's largest show of motorized military equipment, with military planes as air escort. That evening, at 9 p. m. will come the four simultaneous showings of the film.

Seek Help in Cuba

WASHINGTON—Distributors are asking the state department to intervene with the Cuban government over the increase of the gross income tax from three to 20 per cent. The local Cuban sales tax has also been increased from one and a half to two per cent which affects theatres.

The Bedside Interview Appears

NEW YORK—Trade paper reporters accustomed to interviewing film personalities at trains, piers and airports took a new stamping ground well in stride when UA's president, Murray Silverstone, who was confined at home by illness, invited the press into his bedroom for an interview.

The boys behaved nicely. Cigarette butts were deposited gingerly in ash trays generously scattered around the room, instead of on the floor. Monroe Greenthal and a representative of Banker's Trust, Alex Ardrey, were the only ones who sat on the bed. That was because there were no more chairs left. When it was all over, L. Jack Schlaifer, who is vice-president in charge of sales for the western division, kindly poured the Coca Cola drinks and did miraculous tricks with ice.

Apparently there had been rumors and Silverstone wanted to put them to rest. He said he had never contemplated appointing a general sales manager and was more than satisfied with his two vice-presidents, Schlaifer and Harry Gold, who is in charge of eastern sales.

Then Silverstone discussed the field exploitation staff of 15 men who will operate under the guidance of Monroe Greenthal. The idea, as developed by Silverstone, is to insure increased returns domestically from the better pictures by extensive preselling campaigns aimed squarely at the exhibitor. Greenthal's office will probably be his hat, Silverstone observed, because he will be kept hopping from key center to key center during the exploitation drives.

More seriously, Silverstone said it was his belief the industry either will make or break itself on the American market. That, primarily, he said is the company's reason for gambling on bigger pictures. He stated one more year of the war will prove dangerous to the industry unless adjustments are made on native terrain.

Illustrating how serious the situation has become, Silverstone referred to a statement made by Ambassador Joseph E. Kennedy that without England the industry cannot survive. He suggested the future of the industry lies within its own borders.

His remarks concluded, Silverstone thanked all for coming and turned to matters material with the man from Banker's Trust. The reporters left the apartment and slipped back easily enough into their regular routine.



—Photo by Cosmo-Sileo

Before the Examination Started—

Nate J. Blumberg, witness of the day, awaits arrival of government lawyers. Seated is Edward C. Raftery of O'Brien, Driscoll and Raftery. Adolph Schimel of the Universal's home office legal department is on the right.

Blocks Revival of Youngclaus Issue

NEW YORK—Attempts by John F. Clagett, assistant to the attorney general, to revive the famous Youngclaus case by repeated references to the Omaha clearance in the pre-trial examination of Nate J. Blumberg Thursday were quickly squelched by Edward C. Raftery, counsel retained by Universal for the all-industry suit.

The examiner was anxious to learn from the witness how clearances had been set up in various territories. Blumberg stated in all instances they had been established before he came into the RKO circuit setup.

Won't "Re-Try" Case

Blumberg denied he had met with the Omaha Film Board in 1934 to establish a schedule for the territory. When Clagett persisted in this line of questioning, Edward C. Raftery, representing Universal in the all-industry action, flushed and interjected:

"We are not going to re-try the Youngclaus case. Mr. Blumberg has said he knew nothing about the Omaha clearance."

After a brief pause, Raftery continued directing his remarks to Clagett:

"The board did not set up the clearance in Omaha. It was done by some of your clients and shoved down our throats."

Asks About Omaha

Clagett was stymied for the moment. He then asked Blumberg if he had not received complaints from the Omaha Chamber of Commerce on the local clearance situation.

The witness answered he personally never received as much as one clearance complaint from any part of the country during his tenure of office in the RKO circuit.

"Do you mean to tell me," the examiner added, "you don't remember any clearance complaints?"

"No!"

Clagett then wanted to know about some of the clearances the RKO circuit enjoyed. Raftery objected to the word "enjoyed," and the question was re-phrased to eliminate it.

With Raftery continuing his objections, Clagett apologetically addressed him, stating, "We are entitled to know from the witness if he has any knowledge of clearances." Raftery responded by answering, "If that is all, go ahead." Which Clagett did by asking if work sheets on product deals contained clearance provisions. The answer was, "No."

Blumberg outlined his history in the business from the time he started as a shipping clerk in 1911 for the General Film Exchange in Milwaukee. He remained there a year and then was transferred to the Chicago office where he became a combination poster clerk and salesman. He then joined Famous Players in Minneapolis in 1913 and was with the company about a year when he opened a theatre on his own in Milwaukee. He continued this operation until February, 1916. The same year he opened a theatre in Racine, Wis., and operated until 1926. It was the Palace. Subsequently, he opened the Rialto. In July, 1926, he sold both houses to Universal Chain Theatres and joined the company as general manager of operations with all of Wisconsin and two Indiana houses under his supervision.

Relates Background

He left Universal Chain June 1, 1928, and then joined KAO. On January 1, 1929, he was appointed general manager of the junior Orpheum theatres, operating out of Chicago. He had about 20 houses under his wing in Springfield and Rockford, Ill., South Bend, Davenport, Sioux City, Cedar Rapids and Des Moines, Ia., in addition to a theatre in Madison, the Riverside, Milwaukee, and two neighborhood Chicago houses.

In 1932, a receiver took over the Orpheum houses and in 1933 Blumberg came to New York in charge of all operations for the receiver. During the receivership, the Orpheum circuit which originally had 70 theatres was left with units in Los Angeles, San Francisco, St. Paul, Des Moines, Champaign, Ill., Chicago and Kansas City.

The RKO circuit had about 175 houses

Blumberg Quizzed Before Big Trial

before receivership, but in the first six months under court jurisdiction the number dwindled to 90 or 95, according to Blumberg.

When Clagett asked what title he held at the time he represented RKO Film Booking Corp., for which he bought pictures. he said the various corporations approved the deals after he made them.

"After the receivership, what title did you have?"

"Sometimes I wondered what it was," Blumberg smiled. "The best way I can explain is that I was responsible to each unit for its operation."

When asked what the determining factors were in buying pictures, Blumberg said, "I would consider stars, directors, stories and general setup of pictures." The witness characterized the answer as "very speculative." He said he had been wrong many times and that the public was the best judge.

Clagett continued along these lines when Raftery again objected, this time admonishing the examiner not to go into the Neely bill.

Into Pooling Deals

First run product in RKO situations and pooling deals were then gone into by the examiner. Boston was the first town. Next was Brooklyn, Greater New York, Chicago, Cincinnati, Memphis, New Orleans, Washington, D C., San Francisco, Providence, Sioux City, Des Moines, St. Paul, Minneapolis, Cleveland, Los Angeles, Kansas City and Omaha.

Where pools were made it was because there were too many first runs and not enough product, Blumberg stated. In most cases the arrangements turned losses into a profit by "intelligent handling."

Cites RKO Chain Climb

A year before he went with RKO, the circuit lost about $2,500,000, Blumberg stated. A year later, in 1933, the loss dropped to approximately $500,000 and in 1934 it shifted into the black.

His pleas for reductions from various film companies resulted in "zero." Blumberg said he tried to get them, but the companies "wouldn't give us the right time."

Raftery would not permit the witness to give his opinion to the question of whether it was necessary for a distributor to own theatres. Blumberg was on the stand for a little more than two hours the latter portion of his deposition dealing with his activities at Universal, how the program is set up and policies established for the various groups of pictures. Designations are made after a dozen or so test engagements, he asserted, and, "although we hope all are 'A's,' the allocations are made after pictures are tested."

Charles C. Moskowitz, head of Metropolitan New York operations for Loew's, detailed his background with the circuit and the operation of the houses under his supervision on Friday.

281-Page Volume Highlights Suit

New York—Distributors' attorneys have gotten up a 281-page printed volume on the government's all-industry suit which is now in the hands of field counsel for checking on probable witnesses outlined by the department of justice.

The first 26 pages contain an alphabetical listing of all exhibitors named while the balance of 255 pages repeats the names of theatre owners, a brief history of the complaint, their theatres and competitive situations in each instance.

Pros, Cons Raging About N. Y. Allied

NEW YORK—The pro and con of "Whither goest Allied of New York?" has its supporters staunchly voicing the organization's purported solidarity and the rival camp predicting a blitzkrieg by national Allied.

Starting from somewhere near the beginning, those who foresee a swing to the national setup insist this is inevitable because the understanding when Max Cohen formed the New York unit was that it would be part and parcel of national Allied. One such a believer goes so far as to declare: "There were 99 to 1 who went in because we thought we were being backed by Abe Myers and his entire organization. When Cohen saw things differently and we were expelled, sentiment was still with national Allied, although to all appearances Cohen still held the reins."

Meanwhile, rumors persist that upstate factions are quietly organizing support for national Allied from within the ranks of the Cohen unit and that when the proper strength is mustered national Allied will come through with the necessary funds.

Yet, an Allied of New York spokesman insists everything is just as orderly as it ever was, despite the fact there has not been a regional meeting since January and none planned for the immediate future. Asked the reason for this inactivity, the source replied that "until the atmosphere in Washington and New York is cleared up we don't know where we stand; we may have to change our entire setup." His reference was to the Neely bill outcome and the trial in the government's key suit.

Meanwhile, Louis Goidel and his partner, Max Cohen, the latter not the Allied head, recently were ousted from the Paras-Court, Brooklyn, because of differences with the landlord over a dance hall above the theatre. They have taken the Lido, same borough, and will open it this week.

To quote Goidel and Cohen, who had been ardent Allied constituents until they resigned from the local organization:

"If we had a strong Allied organization, the exhibitor would be protected and not thrown out of a neighborhood after 20 years."

Both exhibitors believe a national affiliation is needed by a local organization. Shortly after Allied of New York was ousted from the national group, the Brooklyn exhibitors took their leave. Cohen was a regional vice-president and Goidel was a member of the executive committee.

Brennan Coast Visitor

HOLLYWOOD—James Brennan, New Jersey district manager for the RKO circuit, is here with his wife on a vacation.

See Exploitation Staff As Aid to Small Towns

NEW YORK—Paramount's consideration in setting up a permanent exploitation staff is described as stemming from the realization that "small towns have forgotten what an exploitation man looks like; we've got to remember that the key cities are not the only places that show pictures."

Such is the estimation of an informed source, who states the proposal will be one of the major topics at the company's coast convention May 24-26. If the delegates give the idea "whole-hearted approval" there will be established immediately one permanent exploiteer in each district. Supervision would be maintained from the home office, with local matters largely under the discretion of district managers.

As matters stand, the home office must directly assume the responsibility of contacting each account on new exploitation ideas. This work, plus many other angles, could be handled with greater facility and results, it is felt, through local men.

WB "Mystery Cruise"

NEW YORK—The Warner Club will hold its annual outing, June 19, with "a mystery cruise." Ralph Budd is chairman of the arrangements committee which has on it Nat Fellman, head of the club, Sam Schneider, Harry Mayer, Robert Solomon, Stuart Aarons, I. H. Birnbaum and Ann Martin.

Agnew Tips Off 11 On New Para't List

NEW YORK—In a general production story pointing out Paramount finishes work on its current schedule with completion of shooting on "North West Mounted Police" in ten days, Neil F. Agnew tips off attractions which will lead off the company's schedule for 1940-41.

Either completed or in production are these: "I Want a Divorce," starring Joan Blondell and Dick Powell; "Rhythm on the River," starring Bing Crosby, Mary Martin, Basil Rathbone and Oscar Levant; "A Night at Earl Carroll's" with Ken Murray, Rose Hobart and Blanche Stewart; "Texas!" with John Howard, Ellen Drew, May Robson and Broderick Crawford; "Dancing on a Dime" with Robert Paige, Peter Hayes, Eddie Quillan and Grace MacDonald; "Rangers of Fortune" with Fred MacMurray, Albert Dekker, Patricia Morison and Gilbert Roland; "Mystery Sea Raider" with Henry Wilcoxon, Carole Landis and Onslow Stevens; "Three Men From Texas," tentatively titled, but with William Boyd, Russell Hayden and Andy Clyde; "Comin' Round the Mountain," featuring an all-star radio cast headed by Bob Burns, Uncle Ezra, Una Merkel, Don Wilson and Jerry Colonna; "A Date With Destiny," starring Basil Rathbone, Ellen Drew and John Howard, and The Aldrich Family in "Life With Henry" with Jackie Cooper, Leila Ernst and Eddie Bracken.

Settling Vineland

PHILADELPHIA—The Landis (Vineland) Theatre suit trial has been delayed from Friday to Tuesday to permit the principals to work out a settlement. Joint operation of the Mori and Warner houses is understood to be the basis.



—Photo by Cosmo-Sileo

Seven of the Prosecuting Staff—

The lawyers who will represent the government in the all-industry suit. Seated, left to right, are John F. Clagett, Paul Williams, in charge of the case, and William P. Farnsworth. Standing, in the same order, are J. Stephen Doyle jr., James M. Malloy, J. Frank Cunningham, and H. G. Robinson. Absent and thus unavailable for the camera were Seymour Krieger, Robert L. Wright and H. G. Robinson.

BROADWAY

NATE BLUMBERG and Joe Seidelman holding pre-office conferences on the sidewalk hard by the Time and Life building long before most of the Universal employes had checked in . . . Half a block away, F. J. A. McCarthy, spied coming out of the Rockefeller Center Garage, confides he has officially recognized spring by driving to the office . . . Rube Jackter and Max Weisfeldt knee deep in pink shirts, yellow ties and purple socks as the spring wardrobe shopping gets under way at the Custom Shop on 48th St. . . . Sam Krellberg says Joe Louis' fight with Arturo Godoy June 20—win, lose or draw—isn't going to prevent the Brown Bomber from getting before Sam's cameras June 27 for that serial film . . . Arthur Israel's office in the Paramount Bldg. a profusion of apple blossoms, from the Brooklyn orchard of Secretary Frances Gashel . . . Alec Moss making one of his infrequent appearances at Lindy's, and the fact being brought to his attention by many friends . . . Phil Bloomberg, president of Naumkey Amusements of Salem, Mass., was the first exhibitor to sign the visitor's register as the Loew Information Center was re-dedicated in Times Square.

Joe Hornstein says he didn't miss a thing by not visiting Miami this year for his annual vacation . . . Izzie Perse of Capitol Film Supply is another localite who is sold on Florida. He has been there all winter and is engaged in building activities . . . Herman Starr of the Skouras circuit has lost his tan, acquired expensively during his month's stay in Cuba . . . Bernie Brooks is hoping to get away soon for a short vacation . . . H. J. Yates is back from another trip to Republic studios . . . Among those spotted at Toots Shor's restaurant during the week were Grad Sears, Carl Leserman, Bert Wheeler, Eddy Duchin, Charles Stern and Clarence Eiseman, Charles MacDonald, Terry Turner, Jack Pegler, John J. O'Connor, Fred Meyers, Max Fellerman, A. Montague, Louis Weinberg, Irving Wormser, Nat Cohn, Max Weisfeldt, A. M. Wally, Laurence Bolognino, Herb Ebenstein, Leo Justin, Morris Jacks, A. W. Smith, Bob Wolff, Leslie E. Thompson and many others.

Herb Ochs, former Warner manager in Cleveland, spent about a week in town renewing acquaintances . . . Harry Harris says he has no connection with the President, Bronx. Max Herbert, formerly at Adam Adams' house in Newark, is operating the unit on his own . . . Harry Goetz left Sunday for Washington and, after two or three days there, will head for the coast to resume production for RKO. Max Gordon departed by train Sunday and headed directly for Hollywood. Their next picture is undecided . . . Ted O'Shea is trying to keep his waistline trim by keeping away from fatty foods . . . Ben Abner, New Jersey branch manager, has gone out and bought himself an extra tuck and bib for quadruple opening in the Oranges for "Edison, the Man" during the coming week . . . Henry Randel, Brooklyn exchange head for Paramount, has gone to the coast for a two-week vacation preceding the company's annual vacation. He did the same last year.

Leon Rosenblatt of the Rosenblatt-Welt circuit has returned from a five-week vacation in Atlantic City where he recuperated from a recent illness . . . Harry Brandt plans to head for Washington during the week to speak on the Neely bill . . . Herman Sussman has delayed the opening of the Amenia, Amenia, N. Y., until May 23 because of extensive alterations. He says he expects to add still another house to his circuit which consists of units in Pleasantville, Mt. Kisco and Brewster . . . Mike Kallet, upstate exhibitor, was expected on Filmrow during the week . . . Anatole Litvak is in from the coast for a vacation for several weeks . . . Alice Faye is due from the 20th-Fox lot in a few days to attend the premiere of "Lillian Russell" at the Alvin, Pittsburgh.

Joseph (Buddy) Stern, son of Charles, UA eastern district manager, was Bar Mitzvahed May 4 with 250 friends, relatives and associates of daddy's on hand for the occasion . . . John Hay Whitney accompanied Hal Roach up from Louisville by plane after the Kentucky Derby . . . Tom Murray spent last weekend in Atlantic City on preliminary arrangements for the Universal convention . . . Myron Sattler, local Paramount exchange manager, had another birthday Sunday, which happened to be Mother's Day . . . Norma Shearer flew in from the coast on the plane especially chartered for the Alexander Kordas and Samuel Goldwyns . . . Martin Moskowitz left Friday for St. Petersburg, Miami and a Havana vacation. Mike Rosen is with him and Ben Joel of Loew's is planning to meet them in Miami after a stopover at Atlanta . . . Herbert T. Kalmus, Technicolor president, has arrived from the coast . . . Philip H. Reisman jr., son of the RKO foreign head, has announced his engagement to Anna Louise Tiebout of New Rochelle.

Sidney Picker of the local Republic exchange has returned from a vacation in Honolulu. He was away four and a half weeks . . . Clarence Eiseman, UA branch manager, is back from an Atlantic City vacation . . . George Skouras manages to

(Continued on page 38-I)

The Pioneers Frolic—

They called it a spring conference, a very fancy description for a beefsteak and fun at the Waldorf-Astoria. The pictorial saga on the right conveys an idea of what went on as the Picture Pioneers met. Beginning with the left panel and allowing the eye to travel down the page, the pictures just about tell their own story. Man and horse are properly linked together, while below shows one of the nags in full flight on a treadmill. Nobody seemed to explain how the horses got by the Waldorf's doorman for the Pioneers' own Derby, but everyone wondered. Anyway, the wide picture panel on the far side of the page reveals a batch of rookies being inducted, and cautioned, by Judge Ferdinand Pecora who, in truth, was more friendly than legal about it; Sam Rinzler, Myer Schine, Rube Jackter and Charles Hayman in horseplay; ditto, but this time involving Jack Bowen, Joe Seider, Bob Wolff and Joe Lee; Dr. A. H. Giannini in conversation with former Mayor James J. Walker with Jack Alicoate's profile and cigar adding production value and Schine and Hayman in the background. In the lower panel, apparently in the way of the horse's flying hooves are Sam Dembow; then Charles Moses and Max Cohn, illustrating camaradiere and good cheer.
Camera work for BOXOFFICE *by Metropolitan Photo Service.*



—Metropolitan Photos



—Cosmo-Sileo Photo

Two Arrive and Two More Leave—

John Hay Whitney and Hal Roach reach La Guardia Field from Louisville and the Derby. Mrs. Boyer (Pat Paterson) and husband Charles as they left New York for Hollywood. Boyer's latest is "All This and Heaven, Too."


ROBBIN'S HERMAN
COHN'S JACK
BUCKLEY'S HARRY
FINISH

Slot Machine Film Impresses Observer

NEW YORK—Another milestone in the evolution of sight-and-sound entertainment may well be in the making. It can best be described as a glorified public phonograph. It is called Phonovision and is the forerunner of what is expected to be a flooded market of nickel-in-the-slot machines that supply pictures synchronized with music.

As demonstrated by Sam Sax, one of its originators, the machine is not unlike those that have made their way into bars, hotels, clubs and other public meeting places which dispense popular band recordings at five cents each. In fact, Phonovision adds sight to these very band numbers. But that is where the resemblance would appear to stop. Because the new sight plus sound machine might just as easily displace the sound-only device as sound pictures did with silent.

Variety of Subjects

And it looks mighty interesting. The demonstration reels covered a variety of subjects, both in black and white and color. Newsreel clips, travelogues, cartoons and band numbers were shown. The color subjects showed up better than the black and white. The sound was good. It is RCA. Both screen and sound are adjustable as to focus and volume by the consumer. However, he has no choice of subjects, since all will be stripped on the same reel and will follow each other as nickels are dropped. The machine shown stands 72 inches high, is 28x32 inches at the base, tapering as it rises, and holds a screen above the midway mark 21x28 inches. Inside the cabinet is a 16mm rear projection machine built to hold 10 subjects each running three minutes. The reels are self winding.

As explained by Sax, three distinctly separate machines will be offered for different markets. One will be for straight entertainment. A second will be for commercially sponsored subjects, while a third will be a combination radio, phonograph and Phonovision attachment for home use. The first two will be rented on 99-year leases, the prices of which have not yet been fixed. The straight entertainment machines will show only band numbers, Sax states. His own organization will produce these as well as the merchandising promotion and sales subjects.

He denies that the Vitaphone studio in Brooklyn will be taken over for production of band numbers. While in the east he will attempt to locate another studio, he states. The servicing of the machines will be on a weekly basis. This will require the setting up of a national organization. This function, as well as volume production of the machines, is said to be taking shape, but Phonovision spokesmen would not predict how soon they will be placed on the market although the claim is made that many orders have already been received, especially from large advertising agencies.

When the question of competition to theatres came up a spokesman made the point that, in the main, name bands would supply the Phonovision material and these band leaders are not recognized as film theatre personalities. In fact, it was added, it may turn out that theatres would use Phonovision machines in their lobbies to show coming attractions. All pictures shown in the machines will be produced in accordance with the production code of ethics of the MPPDA, it is said. The flat statement is made that Phonovision "will not license use of its machines in direct competition with theatres."—L. W.

Dietz Names Art Schmidt Metro Publicity Chief

NEW YORK—Arthur Schmidt, for almost five years in charge of advertising for Loew's out-of-town theatres, has been appointed by Howard Dietz, M-G-M advertising and publicity director, as manager of the film company's publicity, effective immediately. The promotion brings a sizeable realignment in the circuit's publicity personnel. Schmidt's post, newly created, parallels that of Si Seadler in advertising and William R. Ferguson in exploitation. He was with Paramount for six years prior to his Loew's affiliation, handling advertising in Detroit and Toledo.

Gene Murphy, formerly daily newspaper contact for the state and the entire circuit, succeeds Schmidt. Tom Rogers, press agent at the Valencia, Jamaica, gets Murphy's post. Teddy Arnow, who handled four Westchester houses, succeeds Rogers. Jerry Sager, formerly in charge of the mid-town district, goes to Westchester. Al Lippe, of the State, Newark, switches to Sager's spot, while Arthur Egberts, in charge of Jersey City, adds Newark to his present territory.

Schmidt's duties will embrace correlation of the newspaper, fan magazine and trade paper fields. His appointment is said to have been largely predicated on his practical experience in theatre requirements.

Lights in Alexandria Bay

ALEXANDRIA BAY, N. Y.—The Bay here, which has been closed since last December, will reopen May 15.

ITOA to Champion Greenfield's Case

NEW YORK—At the request of Leon Rosenblatt, Harry Brandt, president of the ITOA, will call a meeting of the organization's members during the week to protest the leasing of the Boro Hall, Brooklyn, by Rachmil & Katz, away from Dr. Leon Greenfield.

Dr. Greenfield has been confined to a sanitarium for the past few years and his son, Leo, has been operating the theatre as the only means of support for his mother and two other children, 9 and 13.

Although the theatre had been offered by a downtown bank to several other independent exhibitors, none would touch it because of the cimcumstances surrounding the Greenfield family. The current lease is up in November when Rachmil & Katz plan to take possession.

At the exhibitor meeting, efforts will be made to induce Rachmil & Katz to continue the Boro Hall under Greenfield's management.

Services in New York For Mort Green, 49

NEW YORK—Funeral services were held for Mort Green, 49, Bronx division manager for the Skouras circuit, during the week. Burial was at Mt. Hebron Cemetery, Flushing, L. I. Surviving are his widow, a daughter, Ruth, who is cashier at the Valentine, and a son.

About 60 managers and home office personnel attended the services held at the deceased's home. The entire staffs of the Valentine and Crotona, where Green had made his headquarters, also attended. Green joined Fox Metropolitan Playhouses in 1915 and continued with the circuit and the houses taken over by the Skouras circuit until the time of his death. He had been ill on and off for about a year. No successor has been named.

Honor Rabbi Hillel Silver May 23 at Astor Luncheon

NEW YORK—The amusement division of the United Jewish Appeal, under the leadership of David Bernstein, will honor Rabbi Abba Hillel Silver at a luncheon at the Hotel Astor, May 23.

United Jewish Appeal represents the three largest agencies interested in refugee aid and war relief namely the Joint Distribution Committee, the National Refugee Service and the United Palestine Appeal.

Those attending the opening meeting of the drive included: Chairman Bernstein, Barney Balaban, Jack Cohn, Louis Bernstein, Leopold Friedman, Irving Caeser, Harry Buxbaum, Leon Goldberg, Joseph Hazen, Marcus Heiman, Arthur Isreal, Malcolm Kingsberg, William Klein, Joe Lee, B. S. Moss, Louis Nizer, Gene Picker, Sam Rinzler, Herman Robbins, Harold Rodner, Charles Sonin, Sam Strausberg, Joe Vogel, J. H. Seidelman, Abe Schneider and A. P. Waxman.

Agree on Check of Files

New York—The department of justice and major film company counsel have successfully worked out the problem of what documents the government is entitled to inspect relative to the suit. Starting Monday, the government will examine Loew's, Warner's, and Paramount's files in that order. This eliminates the necessity of going before Federal Judge Henry Warren Goddard to secure an inspection order.

The motion had originally been brought on by a government plea that it could not proceed with the Philadelphia end of the suit until it had the files of the defendants at its disposal. Under the agreement it will have access to all records in all situations.

BROADWAY

(Continued from page 38-F)

keep himself in shi-shape by indulging in chef salads for lunch . . . Irving Dollinger, president of Associated Theatres, N. J., booking combine, is expecting to add three theatres to the organization shortly. This would make a total of 17 *. . . Earle Sweigert, Paramounnt Quaker City manager, was in town the other day and lunching at Bob Christenbury's Hunting Room . . . Dave Levy's son is coming along nicely after a serious illness . . . Howard Dietz returned by air from San Francisco Thursday after attending the first of M-G-M's district conferences.*

Paul Graetz is due to leave for the coast any day now to confer with Harry Cohn, Columbia president, on production plans in Hollywood for Julien Duvivier and Rene Clair, prominent French directors . . . E. S. Gregg, Erpi general foreign manager, is back from a tour in Central and South America which took three months . . . Rudy Sanders is interested with Harry Brandt in the operation of the Elton, Brooklyn, taken over recently from Rachmil & Katz . . . Incidentally, Hyman Rachmil is planning to go to California within the next few days to visit his son, Lewis, art production head for Sol Lesser. Lewis recently became a father and the grandfather cannot wait until he arrives on the golden coast for a peak at the new offspring.

Harry M. Warner's arrival from the coast for pre-trial exams is uncertain. He has not been feeling any too well lately and his wife recently was discharged from a coast hospital and is recuperating at home . . . Mrs. Hal Roach is here from the coast, joining her husband, the UA producer, who flew up from Louisville after attending the Derby . . . Gracie Rosenfield, who handled publicity and the like for Roach in the east, is now Mrs. Weiss, the event having taken place secretly a few weeks ago . . . Annie Laurie Williams, agent for John Steinbeck and Lloyd Douglas, has returned from a month's stay on the coast during which she conferred with both novelists . . . Sidney R. Kent has taken a penthouse at 39 *E.* 79*th St.*

Having passed through the sacred portals of the Picture Pioneers, Inc., sanctorum, these men are now members, full-fledged and in perfect standing: James J. Walker, J. Myer and Louis Schine, J. S. Barkey, Douglas Rothacker, Joe Malcolm, Jack Bowen, Samuel Strausberg, Arthur Ziehm, Paul Benjamin, Jack Alicoate, Oscar F. Neu, Richard V. Anderson, Paul Terry, Joe Lee of the Fabian circuit, David Blankenhorn, Bert Sanford, David I. Pincus and Red Kann . . . Charles McDonald, RKO circuit district manager, is looking over cruise literature again. He's hunting for a place, not too distant, that he has not visited . . . Homer Harmon, Roxy publicity head, has moved from Jackson Heights. He was planning to transplant to a point across the Hudson, but decided on a community hard by the old one.

Bob Gillham is back from a quick trip to Chicago and Kansas City . . . Herman Rifkin, Republic New England franchise holder, has been visiting friends here . . . Fred Meyers moved into his new Larchmont home and gave a housewarming the other day. The event also was a farewell party to Jim Brennan, RKO New Jersey district manager, who left for the coast on a vacation . . . L. W. Conrow, Altec chieftain, is back from a fortnight on the road during which he visited the south and west coast . . . Jack Savage's daughter, Babs and seven and a half years old, will appear in "Showboat," scheduled to open May 13 *at the Los Angeles Philharmonic Auditorium . . . Max Cohen, Allied of New York head, is taking it easy these days and says he has no plans for a meeting of his organization for the next few weeks.*

Lou Johnson, head shipper at the M-G-M exchange and president of Local B51, backroom employes union, suffered the loss of his right eye at the Manhattan Eye, Ear and Throat Hospital . . . Al Bondy, back from the hinterlands, reports that Manager Leo Trainor of the Rialto, Allentown, Pa., is the father of a seven and a half-pound baby boy. Mother and son, John Bernard, are doing nicely . . . Walter Gould, UA's Latin-American supervisor, is back at his job . . . Evelyn Gerstein is back from Washington where she arranged a White House showing of "Lights Out in Europe" for President Roosevelt and another at the National Press Club. Her next stop is Boston for the Hub premiere . . . Morris Goodman, Republic vice-president in charge of foreign sales, is due at the end of the month from a three-month Latin-American trip.

Eddie Cantor was guest of honor Thursday at a luncheon sponsored by the women's division of the United Jewish Appeal at the Harmonie Club. Chairmen of the luncheon were Mrs. Leo Spitz and Mrs. Hal Horne. Guest speaker was Sam Levene. Among the guests attending were Sholem Asch and his wife, Belle Baker, Sophie Tucker, Mrs. Ben Bernie, Mary Livingstone, Mrs. Ted Lewis, Mrs. Arthur ("Bugs") Baer, Mrs. Ruby Schinasi, Molly Picon, Mrs. Max Gordon, Mrs. Lou Holtz, Ruby Keeler, Mrs. William Morris jr., and Mrs. Eddie Cantor.

New officers in the Press Photographers Ass'n following elections at the Lexington Hotel are Joe Heppner and Jimmy Sileo, lensmen for the industry. Heppner is first vice-president and Sileo, chairman of the board. The boys also presented Heppner with a traveling bag for his effort as co-chairman of the recently concluded dance . . . Jack Hoffberg has signed Johannes Steel as script writer and narrator for a series of documentary films dealing with world events . . . The grand old comedy team of Joe Webber and Lou Fields is at the Waldorf-Astoria while in town.

Robert Schless, Warner general manager for Europe and the United Kingdom, arrives on the Washington *May* 27. *He will confer with H. M. Warner either here or on the coast . . . Moe Ieuschewitz, public relations director for Local* 306, *will be a father any day now . . . Jack Shea shoves off for an Ohio trip of the circuit Monday . . . Counselor Bob Benjamin is out on the coast on business . . . As a result of the second postponement of the Clipper, Alexander Korda leaves for Europe, he hopes, on Monday . . . Saturday's sailing of the* Roma *for Genoa may have Arthur W. Kelly and Walter J. Hutchinson, foreign sales managers for UA and* 20*th-Fox respectively, as passengers . . . Herman Wobber, as usual, was at the ringside of the Ambers-Jenkins title fight Friday.*

A. A. Schubart, general chairman of RKO's forthcoming sales convention, has named the following members of the local exchange as the reception committee: Bob Wolff, Frank Drumm, Phil Hodes, Jack Ellis, Lou Kutinsky, Harry Zeitels, Ed Carroll and John Dacey . . . Al Woods, stage producer, has signed Joan Blondell for the starring role in a play titled "Sex Takes a Holiday" . . . Wallace Beery led the parade of the 20 Mule Team caravan down Broadway Friday. The parade marked the end of the transcontinental trek staged in conjunction with the release of the picture . . . Gene Autry arrived in New York Sunday to do his radio show from CBS's local studio.

WB's "Torrid Zone" Is a "Scorcher"

Hollywood—Warner's "Torrid Zone" is hotter than the proverbial fire-cracker; so scorching, in fact, that it should burn out the bearings in the theatre's cash register. And if it doesn't, it's because the customers aren't in a mood to buy a prize package of action-laden, laugh-inciting entertainment.

The Cagney-Sheridan-O'Brien combination is perfect for this brand of hard-boiled comedy-drama and there are a half dozen or more minor portrayals comparably impressive. The dialogue is bright and the wisecracks many. William Keighley directed.—SPEAR.

United Artists' "Our Town"—

Hollywood—Paradoxical according to established Hollywood standards, here is a picture that attains the nth degree of artistry and still succeeds in fitting the average entertainment taste with the comfort of an old shoe.

Producer Sol Lesser's film version of Thornton Wilder's stage hit is an innovative treat. It pursues the same unusual treatment that made the original presentation outstanding and amplifies thereon by taking full advantage of the widened scope the screen affords in narration, motivation and technical details.

It is hard to conceive the selection of a cast more ideally suited to the conscientious interpretation of the story of provincial Americana in its most rudimentary and delightful concepts. Sam Wood's direction is masterful in its understanding and restraint.—SPEAR.

PHILADELPHIA

THE SHOWMEN'S CLUB is reported to have signed a lease for the second floor of 1315 Vine St., to become effective September 1. Club members will meet Monday night at the Broadwood to discuss the deal . . . Ben Harris, Masterpiece, arranged a show by some of the "junior members" of the film exchange employes union at its last meeting for the season Friday. Among those scheduled to perform were the daughter of Jim Flynn, Columbia, and Ben's three children. Joe Sapsis, necktie and shirt magnate, came through with a door prize.

Leonard Mintz, 20th-Fox ad sales manager, has plighted his troth to one Thelma Solar, the Foxes say . . . Denny Welsh, cameraman, dropped around the office to show everybody he has got over his appendix adventure, expects to be back on the job soon . . . That sweet-romance look in the eyes of the girls at Republic is on account of a visit by Gene Autry. He was in town to help put over the Rodeo . . . Steve Coppola, Republic advertising manager, will slice a birthday cake May 23.

The usual springtime music is being provided for Filmrow by the pick and shovel boys tearing up 13th Street . . . Spaghetti-untanglers are looking forward to the opening of the Italian restaurant at 1335 Vine . . . Warner Club members are recuperating from their hectic dinner-dance at the Cedarbrook Country Club, Friday . . . Lillian (Ninotchka) Bernstein is leaving the Warner office . . . Tillie Solomon, UMPTO secretary, has resigned . . . Dave Supowitz had his picture all over the *Inquirer's* feature page as a result of his donation of funds for children's playgrounds. He's also contributing his services to design the playgrounds.

Proud papas at the Warner office: Milt Young's Patsy is singing in a school operetta; Charley Perry's (United Artists) son, Jay, can now play "Roll Out the Barrel" on his violin; Al Zimbalist's Donald is returning to his child-prodigy achievements after a layoff on account of gland trouble, and Sid Mesibov—well, we're a little premature with Sid. He expects next week . . . Bob Kessler, Benn, treated the boys with a box of candy . . . Paramount's cameraman made a newsreel of Mayor Lamberton starting the city's safety campaign.

Politicos say James P. Clark, Horlacher, has been named by John B. Kelly, Democratic city chairman, as his choice to succeed him. Clark hasn't said yes yet . . . Friends of William Goldman say his penthouse at the Warwick is in the super-colossal class . . . John Rose has taken over the rights for "Mad Youth" in the Washington territory . . . Jack Greenberg is handling "Mother Cabrini" in this territory for the Roma Film Co. Release is through Clark Film . . . A Mr. Landenslager is reported to have taken the Cameo, Allentown.

Fred Ackley, Carman, says Philadelphians must be the most skeptical people in the world. He put one-dollar bills inside cellophane envelopes with a blurb for the Carman printed on the outside—"You will Win if you Place your money on a Carman Show"—and tried to sell them on a corner for 50 cents apiece. Not a single taker . . . Warner opens its New Astor, June 15, with Jack Minsky manager. Plans are for a parade, and a television screen outside to bring to the crowds the ceremonies on the stage . . . The Broadway closes June 3 for alterations, reopens June 20 . . . The Palace is getting new seats . . . Keith's will soon get a new marquee.

Blumberg Remembers Omaha 7 Years Ago

New York—RKO's experience with the Orpheum, Omaha, in early 1933 stands out in Nate J. Blumberg's memory because of an unusual incident.

The receiver was about to dispossess the circuit when Blumberg was called to Omaha and asked to put up $5,000 on the lease.

It was about noon when he appeared in court. Bill Robinson and 50 colored performers were scheduled to open at the house at about the same time. When Blumberg informed the court he could not get the money, he said he told the judge: "You have just inherited 50 colored gals and you will have to take care of them."

New House in September At E. 8th Off 5th Ave.

NEW YORK—A new theatre, the 599-seat Art, is under construction by the Eighth Street Realty Co. at East Eighth St. off Fifth Ave. The opening is slated for September 1.

Harry Brandt has acquired the Stanley, Manhattan; Max Cohen and Louis Goidel are now operating the Toledo, Brooklyn; Joe Parascomdola is the new operator of the Paris Court, Brooklyn; Howard Herz has taken over the Crest, Bronx, and Dan Caputo is operating the Lyceum, South Beach, S. I.

The Century, Manhattan, has closed for the summer.

Allied ITO Will Resume Luncheons on Tuesday

PHILADELPHIA—Allied Independent Theatre Owners of Eastern Pennsylvania will resume weekly Tuesday luncheons at its headquarters. Purpose is for members to get together and discuss issues and problems currently occupying exhibitors.

37½-Cent Roxy Dividend

NEW YORK—The regular quarterly dividend of 37½ cents a share on the outstanding preferred has been declared by the Roxy, payable June 1 to those of record, May 18.

Preiskel Builds in Passaic

PASSAIC, N. J.—Abraham Preiskel is constructing a 2,500-seat house, the Central, to be completed about October 1.

Raftery Expounds on B'klyn and First Runs

New York—If you take Edward C. Raftery's word for it, the only thing Brooklyn has first run is a baseball team.

He was referring to the Dodgers at the pre-trial examination of Nate J. Blumberg, Universal president, when John F. Clagett, government examiner, asked the witness about the Albee as a first run across the bridge.

Blumberg said he never considered Brooklyn a first run, but always felt it was subsequent to Broadway. Clagett admitted the whole situation has never been clear in his own mind, following which Raftery remarked his remark which, according to those present, cleared up the entire situation nicely.

Stock Exchange Approves RKO Securities Listing

NEW YORK—The N. Y. Stock Exchange has approved listing for trading of securities of reorganized RKO. The issues include 128,170 shares of six per cent cumulative preferred; 2,753,053 of $1 common; 1,025,360 additional shares of common upon conversion of the six per cent preferred; 2,559,573 common upon exercise of option warrants and 147 common upon official notice of issuance, pursuant to the reorganization plan.

Joe Shea Is Mentioned as Hazel Flynn's Successor

NEW YORK—The Music Hall management declines to comment on a possible successor to Hazel Flynn, who has resigned after six years as publicity director. However, private publicity circles are mentioning Joe Shea, who held the same post for a brief period under Terry Turner, as a possibility.

Buffalo RKO Ahead in Depinet Drive Stretch

NEW YORK—With only one week to go in the 15-week Ned E. Depinet drive, Al Boasberg, manager of RKO's Buffalo exchange, holds the lead with A. N. Schmitz, Milwaukee, second, and Barney Pitkin, New Haven in third place.

Net Loss of $228,608 Is Reported by RKO Corp.

NEW YORK—The RKO Corporation reports a $228,608 net loss after amortization and trustee expenses and a $400,000 settlement of a lease obligation, but before providing for $297,801 dividends on KAO preferred.

"Father of Photoplay" Dead

NEW YORK—Alexander Black, 81, is dead. He was prominently identified with the early development of photography and has sometimes been described as "the father of the photoplay."

WASHINGTON

MARK SANDRICH, Paramount producer-director, while visiting the nation's capital with his family, met the press at a special luncheon tendered in his honor at Harvey's Restaurant by Eddie Fontaine, Paramount branch manager, and Ray Bell, Loew publicist . . . The Variety Club donated a tidy sum to the Will Rogers Memorial Fund, and also to the Soroptomist Club to enable 20 crippled kids, from the Friendship House to attend the dramatic play, "Peter Pan," at the Wardman Park . . . Deepest sympathy is extended to Walter Davis on the recent death in his family, and also to the family of William L. Marshall of the Dunbar, Wash., who died suddenly.

Hunter Perry, Dominion Theatres, visited here accompanied by Jack Katz. On their return trip to Newport News, they were joined by Goleum Ketchum, chief booker, who spent a few days visiting the various Dominion houses . . . Lichtman Theatres put on a very unique campaign on "Dr. Cyclops" . . . Republic's Opal Long visited her sister in New York over the weekend . . . UA's George Helms and NSS's Johnnie Redmond are checking off the days to June 1 when they will hit the trail for a two-week vacation in Atlanta.

Leo speaks: Esther Blendam will grace the office with her presence in the near future. Her birthday on May 10 was remembered by the ladies ensemble in the form of a gift . . . Phil Bobys packed the satchel for a two-week swing through the Clinch . . . Al Burks, pinchhitting exploiteer for Carlton Duffus, hit the Great White Way over the weekend . . . Mrs. Sara Brown, formerly of the staff, visited . . . Margaret Donaldson chose the Big City for her vacation . . . The engagement of Dorothy Berman to Irving Friedenberg of Washington has been announced by her mother. A fall wedding is planned.

Universalites attending the regional convention at Atlantic City included Bernie Kreisler, branch manager, Salesmen Walter Davis, Joe Young, Sam Tabor, Barney Frank, and Chief Booker Oscar Blumenthal . . . Kreisler was gifted with a combination radio-victrola by Helen Parrish on her departure . . . Albert Landgraf, Universal booker, is setting dates for short engagements and extended runs while combining jury duty with his daily routine . . . Columbia's Sam "Judge" Galanty is on jury "location" as well . . . Visiting the Row: Jeff Hofheimer, Norfolk; Sam Eisenstein, Annapolis; H. B. Branscome, Hillsville; Barry Goldman and Leon Back, Baltimore.

Paramount Flashes: The months of May and June have been designated by the local branch as "Eddie Fontaine Playdate Time" . . . Eddie, incidentally, will soon be heading for the coast convention, May 24-26 . . . Those making the trek will include sales, district and branch managers, and members of the 100 Per Cent club . . . Mrs. Ollie Claspell is off for three weeks of New Mexico . . . "Buck Benny Rides Again" is doing SRO in first run situations, and "Road to Singapore" is clicking nicely in the subsequents . . . Hugo Johnson, cameraman and member of the presidential party, returned to the local scene suddenly due to the Mediterranean crisis.

Red Skelton returns to the Earle for another stretch of emceeing and the famous doughnut dunking routine a la two digits . . . Glenn Morris' youngster gave him a scare when he swallowed a flock of pills. A hasty trip to the hospital and expert attention avoided severe consequences . . . Sara Young's son, Herbert, while engaging in a Maryland-Princeton la crosse game on the Princeton campus, was stricken with an acute attack. He is home again and well, but the doctors are still baffled.

The RKO exchange, second in the eastern group in the current Ned Depinet drive, hopes to finish in the money . . . Grace Dyer, secretary to Branch Manager Bob Folliard, will celebrate her fifth wedding anniversary, May 16 . . . Jess Smith is still loyal to Bimelech . . . Mrs. Isabelle Baugh, secretary to Warner Theatre's Charles McGowan, has been confined to her home with illness . . . Earl Westbrooke, manager of the Granby, Norfolk, pulled a nifty when he distributed capsules labeled "dope," the contents being bally on the Karloff-Lugosi horror feature, "Black Friday."

Columbia Again to Trial Against B. Zimetbaum

NEW YORK—Columbia will go to trial a second time against Bernard Zimetbaum, operator of the Tremont, as a result of the appellate term of the supreme court reversing the municipal court in dismissing the original action on its merits. The distributor sought to collect certain funds it claimed was due on a percentage picture that played the theatre before it went into receivership.

Warner Denies Affiliated Charges in Phila. Answer

PHILADELPHIA—Affiliated circuit's suit against the Warner circuit and major producers moves a step closer to trial with the filing of an answer by counsel for Warner, denying the charges of anti-trust law violations. Answers were filed by the producers several weeks ago. Maurice Stern, counsel for Affiliated, reports he is whipping his evidence in shape for an early date in court.

Arbitration Proceeds in Dismissal of Phillips

NEW YORK—Arbitration proceedings in the dismissal of Sam Phillips, head booker at the Universal exchange where he has been employed by the company for over 20 years, continue Tuesday.

Phillips, who is a member of the American Federation of Office Employes, Local 20940, is represented by Charles Voni, AFL representative, and Floyd Stickles, president of the Municipal Transit Employes. E. C. Grainger and E. C. Raftery are the arbitrators.

Government-Schine Trial Date Set Back 100 Days

BUFFALO—Legal jousting in the government suit versus Schine Theatres, Inc., sets back the trial date for 100 days.

U. S. Judge John Knight has directed the government to serve bills of particulars within 60 days on Loew's, Warner, Vitagraph and Paramount and has granted the defendant 40 days beyond to answer.

ALBANY

VISITORS: Irving Barker, New, Hoosicks Falls, and Cambridge, Cambridge; Carl Nilman, Shelburne Falls, Mass., and other points; Sammy Milberg, Ritz, Scotia, and family, Watervliet; Sid Dwore, operator of two Schenectady theatres; Kingsley Ryan, Ausable Forks and Keesville; Leonard Rosenthal, State, Troy; George Thornton, Orpheum, Saugerties; Henry Frieder and Henry Grossman, Hudson . . . Laverne Winne, Cherry Valley exhibitor, can project film, and did temporarily, when his operator resigned . . . Bill Kraemer, Schine booker, on a quick journey through the exchange en route to New York . . . Summer vacation schedules are already being discussed in some branches . . . Camille Alli, assistant booker at Columbia, back after a brief stay in hospital . . . Nate Sodikman, Monogram branch manager, to Gloversville for a huddle with Louis W. Schine and other Schine men. Incidentally, Louis, George Lynch, chief booker, and Harold Sliter were among Schine executives at annual dance of Schine Club in Saratoga Springs. Add name of Joe Miller, Columbia manager, to Filmrowers attending.

"Rebecca," which caused pressure on turnstiles at Strand, was brought back for a week's run at Ritz, other Warner downtown house . . . Republic had top films at Grand, the second of Fabian's two first run theatres, and at Leland, also a Fabian downtowner, same time. "Dark Command," glowingly noticed by local critics, was main feature at Grand . . . Joe Sternberg, Boonville exhibitor and one of territory's most skillful nimrods, was on a brief trip to Kingston, Ont. Caught some big ones . . . Weldon Waters, Paramount salesman, to Cleveland over weekend to bring back his wife. She had been vacationing . . . Dates being set for George Thornton's Orpheum, Tannersville. This is a summer situation. Thornton operates Orpheum, Saugerties, year round.

Mrs. Fred Spath (the former Emma Decker) temporarily back on the job, and friendly as ever, at Ross Federal Service, following resignation of Ann Lois Delehanty as secretary . . . Ralph Unks, Ross local manager, was in New York on a business trip . . . Charles A. Manchester, same office, driving a shiny new automobile . . . Edward J. Purcell, Ross Service man well known on Filmrow, is confined to his home by illness. Purcell, who was in the hospital for a time and then managed to return to work, is being cheered by visits of friends.

RICHMOND

THE State Corporation Commission has issued a charter to Galax Amusement Co., Inc., with a maximum capital of $35,000. Rex M. Sage, Galax, is listed as president to engage in the motion picture business . . . The Shelton-Amos Players will open a season of stock at the Lyric, May 14 . . . Herman Kaplin, manager of the Century, Petersburg, is quite a frequent visitor . . . Edgar Moss, district manager for 20th Century-Fox, and Sam Wheeler, Washington exchange manager, were here conferring with Morton Thalhimer and Sam Bendheim jr. . . . Jean Woodson Koenig, veteran cashier, is back at the Colonial doing a couple of hours work daily in order to make up enough hours to get in on social security.

No sooner does Jimmy Adams, member of the National's stage band, begin to recuperate from his serious illness, than another member of the band, Nardi Mallet, falls off the bandstand during a performance, fracturing an arm . . . Tom Pitts has added Bits McDonough to the service staff of the East End, succeeding Clarence Edwards, resigned . . . Night baseball is certainly taking away business from the downtown houses . . . Clarence MacDonald, theatre owner and brother-in-law of Walter Coulter, was here from Columbus, Ohio, to be diagnosed by a local specialist.

Mr. and Mrs. Robert Coulter celebrated their 20th anniversary by taking a motor trip down to Jamestown, Yorktown, Williamsburg and West Point, later catching Jack Benny at the Colonial. Bob is manager of the Byrd . . . Ralph Binns, Washington manager for Horlacher Film Delivery, was a visitor . . . Floyd Stawls, manager of the Carillon, and Charlie Yerby, assistant manager at Loew's, drove up to Washington.

Bob Bertshey, manager of the Be-Jo at Mathews and also operator of bowling alleys in Mathews and Gloucester, was in town on business . . . Mercer Stillman, representative for the Berlo Co., has been installing new candy machines in several houses down on the peninsula, including the Warwick in Newport News. He also put a machine in the Grandin, Roanoke . . . Calvin Lucy is the new member of the staff at the Brookland, succeeding William Wickham . . . Doris Driskill is the new member of the staff at the home office of Neighborhood Theatres . . . Allen Brown, manager of the Brookland, has bought a new home. He and the wife had open house the other night with a number of theatre folk attending. Seen there were William Pearsall, Mr. and Mrs. A. O. Budina, Mr. and Mrs. Conrad McRee, Travers Carter, Mr. and Mrs. Harris Williams, Ann Donati, Percy Pollard, Mr. and Mrs. Harold Wood, Dr. and Mrs. Sam Weinstein, Pete Southward, Mr. and Mrs. Norman Wanwaring, Carl Martin, Dorothy Shewbridge and Harry Nordin.

Edith Lindeman, film editor of the *Times-Dispatch*, will attend the world's premiere of "Lillian Russell" in Pittsburgh . . . N. C. Haefele, Baltimore manager for National Theatre Supply, was here looking for new business.

David Selznick Comes Out Against Block Booking

ROCHESTER, N. Y.—David O. Selznick registered his opposition to block booking when he participated in the University of Rochester's "New Frontiers in American Life" clinic Wednesday.

Goldwyn, in Interview, Says That Block Booking Must Go

NEW YORK—Samuel Goldwyn declared block booking must go in a press interview here Tuesday.

It is being pointed out, however, that UA traditionally sells each picture individually and does not group its program for full-line selling.

Scully Names Garrison Midwest District Head

NEW YORK—William A. Scully, Universal's general sales manager, has appointed Joseph Garrison, formerly branch manager in St. Louis, district manager of the Omaha, Kansas City, Des Moines and St. Louis territory.

Garrison replaces Pete Dana, who comes to New York on special assignment out of the home office.

Harry Hines, salesman in St. Louis, will fill Garrison's former post of branch manager.

Kallet Reported Dealing For 5 Summer Situations

ALBANY—Mike Kallet, prominent upstate exhibitor who some time ago closed with Jack Kaplan to take over the latter's theatres in Fallsburg, Woodridge and Lock Sheldrake, after Labor Day, is reporting negotiating for five more summer towns operated by independents in Sullivan county.

Towns mentioned are Livingston Manor, Monticello, Liberty, Ellenville and Jeffersonville.

N. J. Allied Meeting at Hotel Astor on May 21

NEW YORK—Allied of New Jersey will hold a full-day meeting at the Hotel Astor, May 21. The morning will be devoted to a board session, the luncheon will be for the entire organization and the afternoon will be devoted to a general membership meeting.

Max A. Cohen Acquires Wallach's on W. 42nd

NEW YORK—Max A. Cohen, head of Cinema circuit, has acquired Wallach's, on W. 42nd St., from B. S. Moss. It is understood Cohen is negotiating for three or four additional houses.

Big Pay for Trio

NEW YORK—Darryl F. Zanuck drew $255,000; Sonja Henie, $249,166, and John Ford, $235,000 in 1939, according to data filed by 20th Century-Fox with the N. Y. Stock Exchange.

BALTIMORE

BILL HICKS is reported to have taken over the Auditorium and will have it remodeled for a September opening . . . Manager Charles Colby, of Moe Cohen's Clover, was robbed of $133 . . . Newest papa in showbusiness in town is Calvert Silverblatt. It's a girl. Calvert passed out cigars to Leon Back, Phil Sollers, Eddie Kimple, Harold Grott, Met; Leo McGrevey, Cameo; Bob Ashcroft, Apollo; Ed Wyatt, Preston; Wilbur Brizendine, Rialto; Edward Kimple sr, Capitol; R. Marhenke, Broadway, and Walter Cohen, Leader.

The management of the Gov. Ritchie open air theatre has adopted a double feature policy . . . Harry Meyerberger, Lexway, has changed the seating arrangement at the Lexway . . . Frank Durkee's Republic marquee in Annapolis is being given a fresh coat of paint.

A large neon sign has been put up in front of the Globe by Livingston . . . Morton Baker, manager of the Times Newsreel Theatre, announces in addition to the latest newsreels the house will have a double feature policy . . . Lawrence Schanberger, Keith's, used the *Eve Sun* critic's plug in his newspaper ads which said "It is doubted if Keith's ever resounded with more whoops of delight than were heard at the premiere of "Buck Benny Rides Again."

The Variety Club is having a special drawing for its Charity Fund. Shares are being sold by barkers at 25 cents each. First prize will be $250 and 5,000 shares are on sale. The drawing will be held June 21 at the Variety golf tournament.

Among those present at an Americanism meeting held last week by the Jewish War Veterans were: Abe Cohen, Essex; Walter Silverberg, Park; Harry and Al Vogelstein, Balto Poster Co., and Dave Kaiser, Maryland Display Co. . . . Lillian Dietz has resigned at the Lexway . . . Julius Goodman, Ideal, has installed new lamps.

Radio Commentators See Publicists Negligent

NEW YORK—The National Radio Film Commentators Circle took over Ampa's regular luncheon-meeting at Jack Dempsey's and let all assembled know they have been slighted no little by the studios. The alleged lack of cooperation and the "second-hand" attitude taken by the film publicity departments when it comes to servicing radio film critics with pertinent material was the chief "beef."

See Steffes Out of Allied Picture for Some Time

MINNEAPOLIS—It is believed here W. A. Steffes will not resume his Northwest Allied activities, at least for some time, following a second heart attack which has him confined to Abbott Hospital for observation and treatment. Steffes spent several months in a Washington hospital recently when he suffered a similar attack. He then went to Florida for a rest.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Production Schedule RKO Meet Topic

A detailed discussion of RKO Radio's 1940-41 production schedule, in preparation for the company's annual national sales convention to be held in New York, May 27-29 inclusive, is the order of the day at the studio, where President George Schaefer, Ned Depinet, sales chief, S. Barret McCormick, publicity-advertising director, and Leda Bower, eastern story editor, have checked in for conferences with Harry Edington, Joseph Nolan, Lee Marcus and other studio officials. Also checking in at the plant from New York was N. Peter Rathvun, Floyd Odlum's representative on the RKO Radio board, with whom the other executives are discussing phases of the company's financial setup for the new year. Schaefer indicated that the studio will adopt an "elastic" schedule as to the number of films to be turned out, contingent upon foreign and domestic market conditions. Miss Bower is discussing available properties with Collier Young, studio story editor. Schaefer and Depinet came here directly following the "My Favorite Wife" premiere in Louisville, Ky.

Concluding two weeks of discussion on the new season's product lineup and budget allotments, Russel Holman, Paramount's homeoffice production liaison, has returned to New York. He will be followed shortly by Stanton Griffis, chairman of the executive committee, who has scheduled further conferences on the subject with Y. Frank Freeman, William LeBaron, Henry Ginsberg and other studio executives. Griffis, who will return east via San Francisco, is to check back in Hollywood around May 18 accompanied by President Barney Balaban and Neil Agnew, distribution chieftain, who will attend the company's national sales convention, scheduled to be held at the Ambassador Hotel, May 24-26.

Herbert J. Yates has arrived at Republic from the east to confer with M. J. Siegel, production head, on future picture-making plans. During his ten-day stay Yates will also set advertising budgets on a number of forthcoming productions.

Eastward bound was Howard Dietz, Metro's advertising-publicity director, who spent a week here huddling with studio officials on summer and fall campaigns. He accompanied W. F. Rodgers, sales head, west, with Rodgers staying on to attend the Pacific Coast Conference of Independent Theatre Owners convention.

Cliff Work, Universal's production chieftain, planed out for Atlantic City to attend the company's regional sales meeting, which opened May 11. He is expected in early next week.

After spending five days here conferring with various United Artists producers as to their production plans for the new season, Murray Silverstone, UA's operations head, returned to New York, where the company will hold a regional sales meeting May 13-15. Alexander Korda and Samuel Goldwyn have both planed out to attend the gathering, with Korda planning to continue on to London, returning here in June. Already in the east for the sales meeting are Hal Roach, David O. Selznick and Mary Pickford. Goldwyn will also discuss release plans for his Gary Cooper starrer, "The Westerner," with UA executives.

Six by Hal Roach for UA to Average $1,000,000 Apiece

Announcement of a $6,000,000 production schedule for 1940-41, costliest in the company's 25-year history, has been made for Hal Roach by Hugh Huber, vice-president in charge of production. The six-picture lineup, for United Artists release, will be financed through the Bankers Trust Co. of New York and the Security-First National Bank of Los Angeles, Huber said. Five hundred thousand dollars of the sum will be expended on national advertising, four-fifths of it in newspaper campaigns urging "exhibitor cooperation." Of the six pictures, three will be written and directed respectively by Grover Jones and Richard Wallace—"Broadway Limited," featuring Victor McLaglen and Victor Mature; "The Unholy Horde," starring Lon Chaney jr., and "Fiesta," a musical. Roach, currently in New York, will personally direct "Topper Returns," a sequel to "Topper" and "Topper Takes a Trip," with Roland Young and Billie Burke. Gordon Douglas is set to pilot the initialer on the 1940-41 slate, "Road Show," from a novel by Eric Hatch. Sixth vehicle will be "Niagara Falls," a romantic comedy.

New Independent Unit

Formation of an independent unit with a three-year distribution contract through RKO Radio has been announced with the incorporation of United Producers Corp. Heading the new company is William B. Hawks, who is relinquishing his agency to handle the new job. He will serve as president and executive producer. Ronald Colman has been signed to star in five of the ten pictures the company will produce. The first vehicle has not been chosen as yet. Hawks is the brother of Producer-Director Howard Hawks.

Producers Corp. of America has set June 15 as the starting date of "Kingdom Come," its initial vehicle, starring John Charles Thomas. Hope Manning, operatic soprano, and Charles Bickford have been set in support of the singing star. No release has been secured. This film will be followed by "Ivanhoe Keeler," from a story by Phil Stong, which Karl Brown is scripting under the supervision of David Boehm.

Replacing Paul Whiteman, who withdrew because of conflicting commitments, Boris Morros' National Pictures Corp. has signed Artie Shaw and his orchestra to star in "Second Chorus," which will be Morros' first picture under his new corporate setup. It goes into work June 15 with Henry C. Potter directing.

Sidetrack "The Bat"

Samuel Bronston Productions, which recently merged with James Roosevelt's Globe unit for United Artists, has sidetracked "The Bat," originally scheduled as its first vehicle, and which had been pegged for a June 15 start. One of three other properties now in script form will be substituted. The switch was occasioned through the unavailability of Alfred Hitchcock, signed to direct, until a later date. Hitchcock currently is megging Walter Wanger's "Foreign Correspondent."

Just prior to his departure for London, Alexander Korda announced his completed Hollywood production setup. It includes Emanuel Silverstone, business representative; Morris Helprin, production assistant; Basil Bleck, legal counsel; Jack Okey, production manager, and William Hornbeck, film editor. Director Zoltan Korda is now filming scenes necessary to complete "The Thief of Bagdad," a Technicolor production started in England and halted because of the war. United Artists will release.

Sig Neufeld Productions has rolled "Frontier Crusader" as the first in a series of six Tim McCoy westerns. William Lively, who scripted, is now working on "The Sagebrush Family Fights Rustlers," second in another series which stars Bob Steele. Producers Distributing Corp. will release.

Producers Increasingly Train Cameras on Best-Sellers

By IVAN SPEAR

Apparently acting on the theory that subjects which sell fast over bookstore counters will sell with equal speed and in similarly large quantities at the boxoffice, Hollywood's motion picture makers are taking out 1940-41 revenue insurance in the form of an imposing array of best-selling novels and non-fiction volumes. At the present time, a survey reveals, the new season's films will boast a larger percentage of stories which have established circulation records in the literary field than at any one time for several seasons past.

Although the policy of acquiring best-sellers for filmization is one which has always been practiced to a greater or lesser degree, it reached new heights in the 1939-40 season and seems destined to show further gains during the new production year. In the season just drawing to a close, for example, David O. Selznick turned out one of the top grossers of all time in "Gone With the Wind," written by Margaret Mitchell. It was released by Metro, which itself produced Kenneth Roberts' "North West Passage," Brock Williams' "The Earl of Chicago" and MacKinlay Kantor's "Arouse and Beware," which reached the screen as "The Man From Dakota." For United Artists, Edward Small manufactured "My Son, My Son" from Howard Spring's novel; Selznick, as well as "GWTW," turned out another money-maker in Daphne DuMaurier's "Rebecca," and Hal Roach filmed "Of Mice and Men," by John Steinbeck. Prominent in the 20th Century-Fox lineup were Steinbeck's enormous seller, "The Grapes of Wrath," and "Drums Along the Mohawk," a historical novel by Walter D. Edmonds. A. J. Cronin's "Vigil in the Night" was filmed by RKO Radio, which also turned out "Little Orvie" from a series of stories by Booth Tarkington. Columbia's entry was "Too Many Husbands," from a novel and play by W. Somerset Maugham. Paramount distributed the English-made "Jamaica Inn," written by Daphne DuMaurier.

Currently in work or already completed for early release are Columbia's "The Howards of Virginia," based on "The Tree of Liberty," by Elizabeth Page, and "Arizona," from a novel by Clarence Budington Kelland; Metro's "Escape" by Ethel Vance, and Phyllis Bottome's "The Mortal Storm;" Warner's "They Drive by Night," new title for "The Long Haul," by A. J. Bezzerides, and "All This and Heaven, Too," by Rachel Field. For United Artists, Sol Lesser has completed "Our Town," written by Thornton Wilder; other UA entries include Vincent Sheean's "Personal History," being filmed as "Foreign Correspondent" by Walter Wanger; "Turnabout," which Hal Roach produced from the Thorne Smith novel, and Wanger's contemplated "Dynasty of Death," by Taylor Caldwell.

On Columbia's 1940-41 lineup is "I Married Adventure," by Osa Johnson, a Book-of-the-Month selection. Metro will film "The Yearling," a novel by Marjorie Kinnan Rawlings; Louis Bromfield's "Bombay Nights," and "Tortilla Flats," by John Steinbeck. Paramount's properties include Wessell Smitter's "F. O. B. Detroit," to be produced as "The City That Never Sleeps;" "Country Lawyer," by Bellamy Partridge; "Miss Susie Slagle's" by Augusta Tucker, and "Triumph Over Pain," by Rene Fuelop-Miller, to be filmed as "The Immortal Secret."

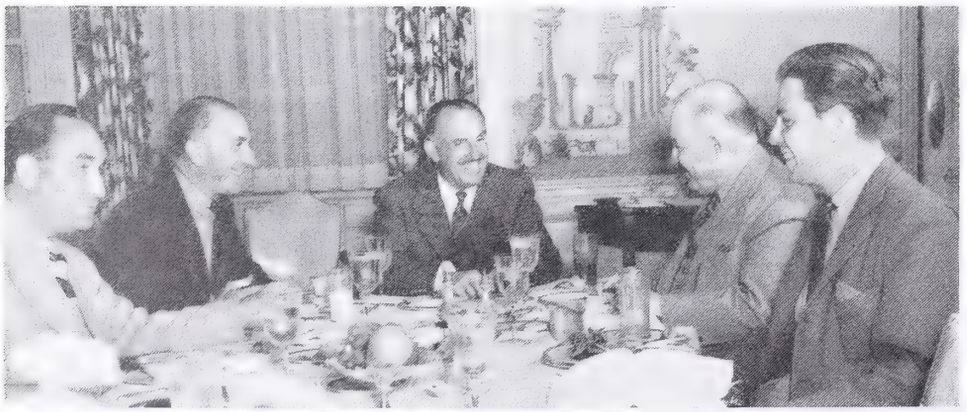
A leader on RKO Radio's schedule will be "Kitty Foyle," by Christopher Morley, one of the top-sellers among current fiction, and Clarence Budington Kelland's "Valley of the Sun." Republic recently purchased Irving Stone's "False Witness." Twentieth Century-Fox is preparing "How Green Was My Valley," from a novel by Richard Llewellyn, and "Yesterday's Heroes," written by William Brent. For United Artists, David L. Loew and Albert Lewin will film "Flotsam," a new novel by Erich Maria Remarque, and Alexander Korda has acquired rights to Sinclair Lewis' "Bethel Merriday."

The Warner schedule is heavily-laden with popular literary properties. They include "Captain Hornblower," by C. S. Forester; "Out of Gas," by James Hall and Charles Nordhoff; "Villa on the Hill," by W. Somerset Maugham; "Forgive Us Our Trespasses," by Lloyd C. Douglas; "Jupiter Laughs," by A. J. Cronin; Henry Bellarmine's "King's Row;" "Mr. Skeffington," by Elizabeth; "Quietly My Captain Waits," a historical novel by Evelyn Eaton; Phyllis Bottome's "Danger Signal;" and "War of the Copper Kings," by C. B. Glasscock, which will be produced under the title of "Montana."



At the Takeoff—

Samuel Goldwyn (left), William Paley, president of the Columbia Broadcasting System (center), and Alexander Korda, United Artists producer, board a transcontinental airliner bound for New York. They were accompanied on the eastern trip by Mrs. Goldwyn, Mrs. Paley, Mrs. Korda (Merle Oberon) and Norma Shearer.



Kuykendall in Burbank—

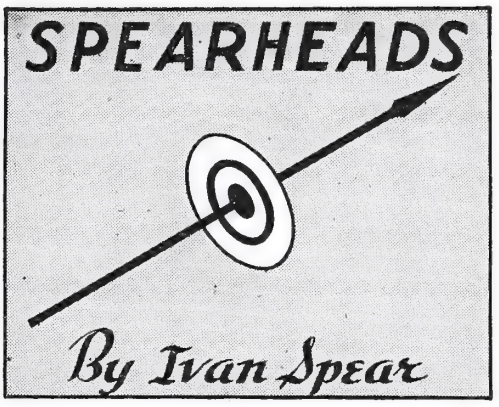
Ed Kuykendall, president of the Motion Picture Theatre Owners of America, who was one of the principal speakers at the Pacific Coast Conference of Independent Theatre Owners convention in Los Angeles, May 8-9-10, is a luncheon guest of Harry M. and Jack Warner at the Warner studio in Burbank. The lineup here, left to right: Hal B. Wallis, Harry M. Warner, Jack Warner, Kuykendall, and Jack Warner jr.

HLDA Open Forum May 12 On the State of Europe

While details of a mass meeting for May 30—Decoration Day—are being worked out, the Hollywood League for Democratic Action meantime has scheduled another of its studio council open forums for May 12, at which latest developments in the European War will be the subject of discussion. Highlights of the event will be a transcription of the Arch Oboler radio sketch, "Johnny Get Your Gun," as played by James Cagney, and the presentation of 75 "war horrors" slides. Edward Biberman of the American Artists Congress will serve as commentator.

The Hollywood Peace Forum, heretofore an independent organization, has officially joined forces with the HLDA, according to Michael Elkins, League executive secretary, and henceforth will meet every Friday. Heading the group are Herbert Biberman, Scenarists Guy Endore and Sam Ornitz, and Dr. Herbert Alexander of City College.

The May 30 mass meeting will be held in behalf of the four students recently expelled from City College because of their political activities. The League currently is endeavoring to secure the co-sponsorship of the California Youth Legislature.



IT WAS just about a year ago now that RKO Radio's publicists—the entertainingest gang in town—invited the hungry press to a soiree at Orson Welles' then newly acquired estate in exclusive Bel-Air. Object: An opportunity for local news outlets to meet the Boy Wonder in person, to be impressed by his poise and geniality, and, above all, to broadcast the studio's ambitious and rosy plans for his future as a producer-director-writer-actor, under what was heralded as Hollywood's first four-way contract. Since that time, reams have been written—and printed—concerning the production activities of the Gower Street Jack-of-All-Trades, which have established a new high in on-again-off-again vacillation and a new low in film footage actually produced.

One year. And apparently Welles is no closer to delivering something specific to RKO and a breathless public in return for his munificent weekly salary than on the day he arrived.

Situations of this kind—and they are plentiful at most of the majors—make tongues fly into cheeks when Stanton Griffis says, " 'Don't shoot the pianist, he's doing the best he can'." Griffis' allusion to the sign in the old Arizona saloon was made in an address (See page 37 for details) before the Town Hall, a local luncheon club whose members comprise leading bankers, brokers, businessmen and professional folk.

➞

The drug stores along Hollywood Boulevard reported a bull market in banana splits following the preview of Warner's "Torrid Zone."

A yes-man's dream: To be commanding officer of the outfit in which Producer John Considine jr., as a member of the U. S. naval reserve, will have to put in two weeks drilling at a San Francisco station, according to orders received recently by the M-G-M producer.

➞

Cecil B. DeMille reportedly lost his voice and couldn't utter a sound for a few days. It would have been a more serious blow to the DeMillean modus operandi had his constantly-in-attendance coterie of yes-men been the victims.

➞

Inviting the wisecrackers to a field day is the following from a local gossip column:

"Ann Sheridan is buying want ads in local papers, seeking to reward the truck driver who rescued her when she ran out of gas on the open road."

➞

And, "they are calling Charles Laughton 'Chuck' on the RKO lot." Chummy, what? His girth indicates, however, that they are not calling him late for meals.

➞

To further confound the reactionaries who wailed to high heaven when Darryl Zanuck made "Grapes of Wrath," comes the news that the John Steinbeck masterpiece has been awarded the Pulitzer Prize as the best novel of 1939.

➞

The rapidity with which talent agents are entering the production field establishes a striking parallel to Aesop's classic fable about the Arab, the tent and the camel.

➞

Among the blurbists: The community being slightly short on free-lance press agents, George R. Bilson establishes an office—"And Associates." The announcement of his venture, a booklet yclept "The Opening Sequence," displays ingenuity, a somewhat rare quality in the fraternity, while the "And Associates" touch probably reflects the Russell Birdwell influence . . . Those statistically-minded people who go in for calculating what would happen when so-and-so is laid end to end, might find an interesting problem determining the ratio between independent publicists and maximum possible clients—probably a praiser for every account . . . Frank Seltzer scored again through the exceptional break given Roach's product announcement in the trade press, metropolitan dailies and on the air . . . Perry (Step-Right-Up-and-Call-Me-Speedy) Lieber managed to get an announcement concerning the signing of the Hawks-Colman deal through the mail and on the news desks only three days after Russell Birdwell had planted the same yarn.

Scorching, Soaring and Sagging

Possibly it was the influence of their Hollywood Park's impending opening that caused Warner Freres to cop both win and place money in the week's preview handicap. Only two entries, both from the Burbank celluloid stables, ran in the money, the other contenders having been grouped far down the stretch as programmers. Breezing home several lengths ahead of the field was "Torrid Zone," followed by "Flight Angel."

Generating considerably more heat than the title would indicate, the first-named is practically certain to set almost every theatre's cash register afire, being a great deal warmer in boxoffice potentialities than the proverbial fire-cracker. From every angle it stands as a picture-making triumph for Mark Hellinger, the associate producer, who invested it with a superabundance of action-packed, laugh-getting entertainment values. Not the least of its merits is the screenplay by Jerry Wald and Richard Macaulay, which is loaded to the hilt with bristling dialogue and wisecracks, while the cast approaches perfection in itself. William Keighley piloted with his customary steady hand.

Coincidentally, the writing team of Wald and Macaulay also was responsible for the second, but in "Flight Angel" it failed to attain the same high standards of originality, pace and prattle that distinguished its outstanding running mate; which shortcoming was further accentuated by the fact that the cast packed considerably less ability and wallop. Nevertheless, the picture added up as a very worthwhile effort, the credit for which must necessarily be placed at the doors of Producer Edmund Grainger and Director Lewis Seiler, both of whose work surmounted the comparative story and cast deficiencies. The yarn has to do with commercial aviation and the training, loves and lives of pilots and air hostesses.

* * *

If there was any advantage among the grouped platers, it belonged to Paramount's "Opened by Mistake"—a good example of compact, melodramatic comedy in the program brackets. The screenplay by Stuart Palmer, Garnett Weston and Louis S. Kaye, from a story by Hal Hudson and Kenneth Earl, is a bit ridiculous in spots but carries its share of chills and chuckles, while the cast, although not powerful marquee fodder, is vigorous and pleasing. George Archainbaud's direction was entirely competent and Producer Stuart Walker marshaled his entertainment elements well.

* * *

A bit too liberally interspersed with raucous slapstick for more discriminating tastes, Universal's "I Can't Give You Anything But Love, Baby," will probably serve adequately as lightweight supporting fare. The script by Arthur T. Horman, adapted by Paul Gerard Smith from James Edward Grant's original, manages to be funny on occasion; and Director Albert S. Rogell timed his laughs well, although seemingly unable to keep the proceedings from becoming entirely too noisy in a number of sequences.

From the same studio came a timely and mildly engrossing drama in "Ski Patrol," which might have ranked higher on the list had the scripting and direction been stronger and the cast imbued with one or two important names. As it stands, the feature will probably meet an average reception. Paul Huston obviously based his original screenplay upon the recent headlines concerning the Russo-Finnish war. Lew Landers directed for Producer Warren Douglas, whose associate was Ben Pivar.

Patterned in familiar style is 20th Century-Fox's "Charlie Chan's Murder Cruise," which should satisfy fans of the cinematic Oriental sleuth. The screenplay by Robertson White and Lester Ziffren contains plenty of the desired slaughter, and Eugene Forde paced his direction well. John Stone produced.

Premiere Spotlight On Fox and Metro

Large-scaled premieres of two important films—one, 20th Century-Fox's "Lillian Russell," to be booked in three cities; the other, Metro's "Edison, the Man," in five communities—comprise the bumper load of star-studded screenings upon which the theatre-going public's attention will be focused next week.

Grauman's Chinese Theatre in Hollywood has been selected as the scene for the local debut of "Lillian Russell," May 15. Simultaneously the Alice Faye starrer will be shown in Clinton, Ia., where the famous stage beauty was born, and in Pittsburgh, where she spent many years of her life. The studio will dispatch Don Ameche to Clinton, Miss Faye to Pittsburgh and expects a record turnout of industry notables for the local premiere. The film opens its regular day-date engagement at the Chinese and Loew's State the following week, May 22.

Tiein With Pageant

Metro's five-city premiere will be tied in with a "Pageant of Progress" set to be held May 14-16 in New Jersey, the picture itself to be screened in Orange, East Orange, South Orange and Maplewood—each community having been, at one time or another, one of Thomas A. Edison's home towns. Proceeds from the quintuple affair, including a gala "Edison Premiere Ball" in the Orange armory, will be turned over to local charitable organizations. A bevy of film players, as well as a number of Edison's old friends, will be guests of honor.

Looking further into the future, Columbia and Frank Lloyd are already working out plans for the premiere of "The Howards of Virginia," now shooting, in Richmond, Virginia, next September. Lloyd, who is producing and directing independently for Columbia release, filmed considerable of the picture—from the novel, "Tree of Liberty," by Elizabeth Page—on location in and around Richmond. Cary Grant, Martha Scott, other cast principals and Columbia executives, as well as Lloyd, will attend the affair.

"Days" in Galesburg, Ill.

Galesburg, Illinois, will be the scene of another two-day celebration highlighted by the world premiere of Paramount's "Those Were the Days," May 21. Tied into the affair will be the selection of the "All-American College Queen" at a "Movie Ball" in Galesburg, as well as a street fair and a bonfire on the Knox College campus. The picture itself was filmed largely on location at the university.

Samuel Goldwyn has arranged to hold the world premiere of "The Westerner," starring Gary Cooper, in Fort Worth, Texas, June 25. It will be a feature of Fort Worth's annual "Casa Manana" celebration. The stunt was worked out by Goldwyn with Amon Carter, Texas newspaper publisher; William Holden of the Fort Worth chamber of commerce, and Karl Hoblitzelle and Robert O'Donnell of the Interstate circuit, in one of which houses the film will be screened. Cooper and other film stars will attend.

Cinémarks

With 276 enthusiasts competing, the largest turnout in several years, Roy Webb of RKO Radio's music department romped home with a low gross of 76 to win first honors in the studio's annual golf tournament at the Altadena Country Club. In the women's division, Mary Van, secretary to Sid Rogell, placed first with a low gross of 98. Whitey Matthews, Russell McKinley and Errol Sanders were in charge of arrangements.

*

Casey Robinson, Warner scenarist, has left for a vacation in the Philippines, the Orient and the South Seas . . . James Cagney has checked in from a yachting cruise off Catalina Island.

*

Metro will hold its 12th annual golf tourney at the Fox Hills Country Club, June 23, with Harry Rapf heading the tournament committee.

*

Mitchell Leisen has checked in at Paramount after a two-week sojourn in New York.

*

Kenneth MacKenna, Metro's story editor, has returned from a trip to New York. He was gone two weeks on business and pleasure . . . Ed Beloin, one of Jack Benny's writers, planed in from New York, where he was on hand for the opening of Benny's newest Paramount picture.

*

Lou Smith, Columbia's studio publicity director, left for Tucson for conferences with Wesley Ruggles, who is shooting "Arizona" there and for huddles with Gov. Robert Jones on promotional material.

*

Joan Crawford has returned from a two-week holiday in New York. While in the east she was appointed a Kentucky colonel by Gov. Keen Johnson and added to his staff . . . Jerry Wald is vacationing in San Francisco, having completed a Warner writing assignment.

*

To secure background material on a forthcoming feature, Director Anatole Litvak and Scenarist John Wexley planed out for New York. They'll return to the Warner lot in a few days . . . George Cukor has returned to M-G-M after spending a week in Chicago conferring with Katharine Hepburn on the picture he will direct featuring the stage and screen star.

*

A quiet evening at home was the manner in which Producer Eugene Zukor of Paramount and Mrs. Zukor celebrated their 20th wedding anniversary.

Hollywood But Runner-Up As Site for Sales Meet

Hollywood, which a few years ago—in more prosperous times—was the mecca for the major companies' annual sales meetings, for the second successive year seems to be getting the go-by in large quantities, what with only one organization, Paramount, selecting the film capital as the site for its pep parley this year.

Aside from the Paramount conclave, the west coast will participate to a slight degree in the plans of a number of majors to hold regional meetings instead of one central gathering. Metro chose San Francisco as the meeting-place for its get-together of western district managers and sales personnel, which was held May 6-7 with William F. Rodgers, company sales head, as the chief speaker; Monogram also held a two-day regional meeting there May 3-4 with President W. Ray Johnston, Scott R. Dunlap, production chief, and Eddie Golden, general sales manager, attending. Also on hand were Howard Stubbins, west coast franchise holder, and his Pacific Coast sales personnel. Republic will hold a regional meeting, probably in San Francisco, in June. Two other companies, Warner and Columbia, have not yet announced their plans, but may take the west coast into consideration.

The Paramount conclave will be a three-day affair, attended by studio and home office executives, branch and district managers, members of the One Hundred Per Cent Club and others. Headquarters will be at the Ambassador Hotel, the proceedings to get under way May 24.

"New Orleans" Initialer By Stevens for Columbia

A long-term producer-director contract has been signed at Columbia by George Stevens, who recently obtained a release from his RKO producer-director agreement. Stevens' first assignment will be "New Orleans," from a story by Louis Bromfield, to star Jean Arthur.

Her refusal to accept an assignment in "Money and the Woman," in which she was to have played opposite George Brent, has placed Priscilla Lane on the suspended list at Warner. After a short delay in production, Brenda Marshal was named as her replacement in the part. Miss Lane rose to stardom as a Warner discovery, coming to the screen after appearing as vocalist with Fred Waring's orchestra.

Expected in shortly to begin work under a recently-signed writer-director contract at RKO Radio is Norman Corwin, who has been a producer for the Columbia Broadcasting System in New York.

Creating of a permanent, full-time music department, with Edward Ward as supervisor, has been announced by Edward Small, United Artists producer. Ward currently is scoring "South of Pago Pago" as well as an outside chore for RKO Radio. Offices at General Service studio have been acquired for Ward and his crew.

Charles Cashon has been appointed head of Republic's still photography department.

Hold Ann Southern

Metro has granted Ann Southern an extension on her acting deal.

Writers Negotiate For Closed Shop

In sharp contrast to previous stormy sessions during the past four years, all of which reached deadlocks because of a variety of stumbling blocks, what was expected to be a peaceful series of parleys have been launched by the Screen Writers Guild with producer representatives relative to the negotiation of a closed-shop contract. The huddles, which opened May 10, were preceded by an open meeting of the SWG at which the negotiating committee, headed by President Sheridan Gibney, presented a detailed report on the rough draft of the proposals filed with the producers. Among the demands are the placing of a ban on "flat sum" deals in lieu of weekly salaries, except in the case of high-wage bracket writers; ownership by the scrivener of all material written during layoff periods; and a minimum wage for all writers, regardless of experience. Aiding Gibney for the SWG are Mary McCall jr., Charles Brackett, Dore Schary and Boris Ingster. Representing producers are Mendel Silberberg, Alfred Wright, Homer Mitchell and George Cohen.

To continue its discussion of a plan for the establishment of greater harmony between the Class A and Class B groups, the Screen Actors Guild's senior directorate held its regular weekly meeting. The SAG has started a series of tests to reclassify a number of extra players, such as dancers, swimmers and the like, the completion of which, the Guild hopes, will result in increased earnings for those extras who have special qualifications. The Central Casting Corp. is cooperating with the SAG in the enterprise.

Hannan Heads Film Editors

First meeting of the new board of directors of the Society of Motion Picture Film Editors, voting on which has just been completed, has been scheduled for May 14, to be followed two days later by a general membership huddle. New officers include Edmund D. Hannan, also SMPFE president; James E. Newcom, Archie Marshek, T. McHenry Holley, Frederick Y. Smith, Louis Sackin, Richard Steenberg, Richard J. Cunningham, Frank B. Magee, E. K. Martin, William S. O'Hara, Albert C. Clark, Douglas Dennis, Edward Mann, William M. Morgan, Charles E. Gerlich, Carroll Lewis, Harold Palmer and Richard Heermance. Negotiations with producers for new hours and improved working conditions have already been launched by President Hannan.

The Screen Office Employes Guild, in a general membership meeting, okayed the procedure of a mail-in-vote to determine whether it shall affiliate with the Hollywood Guild Council. Its membership is now being divided into some 75 classifications pending resumption of its negotiations with producers for a closed-shop pact. Robert Tasker, of the SWG, spoke at the SOEG meeting.

Other labor developments:

The Society of Motion Picture Art Directors met to discuss the status of its negotiations with producers for a basic agreement. A similar meeting was held by the Moving Picture Painters Local 644, at which President Otto Geiser resigned as a member of the bargaining committee. Local 644 has submitted membership application blanks filed by studio scenic artists to the National Labor Relations Board preparatory to the election to be called by the NLRB to determine whether the painters or the Scenic Artists Association shall be designated bargaining agent for that craft.

Studio Plasterers Union will nominate new officers June 4 and will elect its pilots for the coming year at a special meeting June 18. Ben Martinez currently is the craft's business representative. The Screen Cartoonists Guild met with M-G-M representatives to continue discussion of the contract now being negotiated with that studio.

Paramount Adds One to Production Schedule

"The Little Broadcast," based on newspaper stories dealing with the tiny broadcasting station in a Dartmouth College dormitory, has been added to Paramount's production schedule. It will mark the screen debut of Norman Hayden, 23-year-old yachtsman. Susan Hayward, Robert Paige and Peter Hayes are also set for toplines.

Darmour Signs Buck Jones

Larry Darmour has signed Buck Jones to star in "The White Eagle," a western to be released by Columbia.

REVIEW FLASHES

CROOKED ROAD, THE (Rep)—An entertaining drama that will give its spectators nary a dull moment. Edmund Lowe, Irene Hervey, Henry Wilcoxon.

SONG OF THE ROAD, THE (Select)—In this, Harry Lauder appears at a disadvantage as an actor, yet advantageously as a variety performer who can put over Scottish songs and all the business in the style that has made him internationally famous. At best, it's a novelty.

SUICIDE LEGION (Film Alliance)—This early vintage Herbert Wilcox is pretty meagre stuff, poorly performed and seldom capable of holding interest. Tullio Carminati, Lilli Palmer, John Garrick.

WEST OF CARSON CITY (Univ)—A perfect blend of story and action that is recommended unreservedly as a first-rate western. Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Producers Association In Routine Meeting

Adhering strictly to routine because of the current quiescence of the Hollywood labor scene, members of the producers association held their regular monthly meeting May 6. Highlight of the session was the presentation of a report on the current status of negotiations with several crafts by Fred Pelton, labor contact. Members also agreed to comply with a request submitted by J. W. Buzzell, secretary of the Conference of Studio Unions, for an early meeting to resume discussion of the CSU's demands for improved working conditions for some 12,000 studio workers. Attending the session were President Y. Frank Freeman, Joseph M. Schenck, Cliff Work, J. R. McDonough, Walter Wanger, Pelton and Mendel Silberberg.

Meantime, however, the work of reorganizing Central Casting Corp., as authorized by the producers association, is proceeding at a fast rate. Howard Philbrick, the new general manager, issued an ultimatum prohibiting any employe from accepting gratuities; reiterated his earlier manifesto that all employes who have relatives in the extra ranks must turn in their resignations at once; indicated he may revise the call system entirely and is considering, as the first step in that direction, the abolition of "request calls," and appointed Ralph Acton as his special assistant to aid in cataloguing extras, filing reports and other chores.

Hollywood's extra players have been the targets of a pair of deadly rabbit punches during the first four months of 1940, according to figures released by Central Casting Corp., which reflect a cut of approximately one-third in both job placements and earnings for the period as compared to the corresponding period in 1939. During January, February, March and April of this year, 67,587 calls were passed out by Central, while 93,655 calls were issued in the first four months of last year. Earnings for the first third of 1940 amount to approximately $750,000, while they passed the million-dollar mark at the end of April, 1939. January, 1940, was the lowest month in point of calls of any month for the past four years, Central Casting executives admitted.

Harlan Thompson has been signed to an associate producer contract by Warner, joining the staff under supervision of Hal B. Wallis. Thompson recently terminated his association with Paramount, where his last assignment was "The Road to Singapore."

Transferring from Consolidated Films, Ben Kadish has joined the Republic staff as studio secretary to Herbert J. Yates.

"Dr. Christian Diet" Next

"Dr. Christian's Diet" has been set as the title of the third Stephens-Lang production, starring Jean Hersholt, which is now being filmed for RKO Radio release.

Decker Story to Republic

"Sing, Dance, Plenty Hot," a magazine story by Dwain Decker, has been bought by Republic.

Hollywood—
—Personnelities

Barnstormers

—Metro

JACK CUMMINGS and EDDIE BUZZELL, respectively producer and director of the next Marx Brothers comedy, "Go West," join the tryout road unit in Detroit to study audience reactions. Cummings continues on to New York to catch the new plays; Buzzell is to accompany the road unit to San Francisco for final tryouts.

—RKO Radio

RANDOLPH SCOTT and PAUL MANTZ traveled to Guaymas, Mexico, for the Mexican premiere of "My Favorite Wife," May 4. Scott made a personal appearance.

Cleffers

—Metro

DANIELE AMFITHEATROF scoring and recording music for "Servant of Mankind," a short produced by Frank Whitbeck and dealing with the life and works of Thomas A. Edison.

SCOTT BRADLEY completes scoring "The Milky Way," a color cartoon.

—Republic

PETER TINTURIN writing music and lyrics for "The Ranger and the Lady," next Roy Rogers western.

—Voco Productions

LUD GLUSKIN named musical director on "Dreaming Out Loud," the Lum and Abner comedy, which RKO Radio will release.

Meggers

—Columbia

AL HALL to "He Stayed for Breakfast," starring Melvyn Douglas, which B. P. Schulberg will produce.

LAMBERT HILLYER to "Durango Kid," a Charles Starrett western.

CHARLES VIDOR to "Hearts of Paris," starring Luise Rainer, as his first assignment on a new long-term contract.

—Monogram

WILLIAM WEST to "Last Alarm," a T. R. Williams production in which Warren Hull will feature.

—RKO Radio

EDWARD KILLY to "Stage to Chino," starring George O'Brien. DAVID HOWARD, who usually pilots the O'Brien sagebrushers, withdrew because of illness.

ROY DEL RUTH withdraws from "Dance, Girl, Dance" after disagreement with Producer Erich Pommer as to story interpretations. Del Ruth, who holds a one-picture commitment with the studio, will be given another assignment. No successor on the Pommer production has been named.

—Republic

SIDNEY SALKOW borrowed from Columbia to pilot "The Girl From God's Country," rolling May 13 as an Armand Schaefer production.

—20th Century-Fox

IRVING CUMMINGS to "Down Argentine Way," starring Alice Faye. John O'Hara is doing the script.

LYNN SHORES to "Charlie Chan in the Wax Museum," starring Sidney Toler, which Walter Morosco and Ralph Dietrich will co-produce.

SHEPARD TRAUBE to "The Bride Wore Crutches," which Lucien Hubbard will produce from a story by Ed Verdier and Alan Brady.

—Universal

LEW LANDERS to "Slightly Tempted," featuring Hugh Herbert. Kenneth Goldsmith produces from a story by Manny Seff.

ARTHUR LUBIN to "Nobody's Sweetheart Now."

AL ROGELL to "Argentine Nights" for Producer Ken Goldsmith.

Options

—Metro

MARY HOWARD, featured player, held on a new long-term pact.

ELEANOR POWELL given new five-year acting ticket.

ANN SOTHERN given extension on her acting deal.

—Paramount

ANDY CLYDE signs six-picture deal to appear in the "Hopalong Cassidy" westerns for Producer Harry Sherman.

—Republic

ROBERT LIVINGSTON, one of the "Three Mesquiteers," held for another term.

—Hal Roach

GORDON DOUGLAS given five-year contract as writer and director. His first assignment will be "Road Show."

—20th Century-Fox

TRAVIS BANTON, fashion designer, given new contract.

SHEPARD TRAUBE, director, given new term contract.

—Warner

THOMAS MITCHELL signs three-picture acting deal.

Percenteers

JACK LEIGHTER joins the Stanley Bergerman agency staff as an associate.

TERRY BRICKLEY joins John McCormick agency as an associate. He was formerly with the Myron Selznick office.

Scripters

—Columbia

CHARLES CONDON to a western starring Charles Starrett, as yet untitled.

PAUL FRANKLIN to "Blazing the Oklahoma Trail."

MARTIN MOONEY to "Missing Persons Bureau," from his own original.

FRED MYTON to "Into the Crimson West," a Charles Starrett western.

JOSEPH O'DONNELL to "The Taming of Cripple Creek," a Charles Starrett western.

MARION ORTH to "Why Was I Born."

ERNEST VAJDA to "He Stayed for Breakfast," teaming with P. J. WOLFSON. B. P. Schulberg is the producer.

LUCI WARD to an untitled original western to star Bill Elliott.

—Metro

HUGO BUTLER to "The Life of Captain Cook," James A. FitzPatrick's first full-length feature. It will be filmed in Technicolor.

JACQUES DEVAL completes "Strange Honeymoon." Milton Bren will produce.

VINCENT LAWRENCE to "The Great Canadian," a hockey story.

MARION PARSONNET completes "Dawn's Early Light" for Producer Sam Zimbalist.

MARION PARSONNET to "Adventures of Pierre," which Edgar Selwyn will produce from an original by himself.

WELLS ROOT to "The Man on America's Conscience," a biography of President Andrew Johnson.

DONALD OGDEN STEWART to "Philadelphia Story" which will star Katharine Hepburn. Joseph L. Mankiewicz is the producer.

—National Pictures

ELAINE RYAN borrowed from M-G-M to team with FRANK CAVETT on "Second Chorus."

—Paramount

VIRGINIA VAN UPP to "Virginia," for Producer-Director Edward H. Griffith. She has completed "There's Always Juliet," from the play by John Van Druten.

—RKO Radio

DALTON TRUMBO polishing "Kitty Foyle," the Ginger Rogers starrer, which was scripted by DONALD OGDEN STEWART.

—Republic

BETTY BURBRIDGE to "Ride, Tenderfoot, Ride."

RICHARD ENGLISH to "Hit Parade of 1940" for Producer Sol C. Siegel.

RAY HIGGINS to "The Life of James Bowie," projected as a Roy Rogers western which Joe Kane will produce and direct.

DORIS SCHROEDER to an untitled original for the "Three Mesquiteers" series.

—Hal Roach

JOHN ENTENZA writing dialogue on "Road Show."

—Harry Sherman

J. BENTON CHENEY polishing "Doomed Caravan," forthcoming "Hopalong Cassidy" western. He collaborated with JOHNSTON MCCULLEY on the original.

—20th Century-Fox

NIVEN BUSCH to "Belle Starr," featuring Alice Faye. He has completed "Brooklyn Bridge" from an original by Arthur Caesar.

PAMELA HARRIS to an untitled original for Producer Kenneth Macgowan.

—Universal

ALEX GOTTLIEB to "Streets of Cario," from his own original.

EDMUND L. HARTMANN and STANLEY RUBIN to "San Francisco Docks."

NANNETTE KUTNER to "They Don't Weep," a Joe Pasternak production to star Deanna Durbin.

ALEEN LESLIE to "Moonlight in Hawaii."

MAXWELL SHANE to "The Mummy's Hand," a Ben Pivar production.

HAROLD SHUMATE to "When the Daltons

Rode." George Marshall will produce and direct.

LEONARD SPIGELGASS and CHARLES GRAYSON to "Riviera," which Spigelgass will produce as his first production chore. Film will star Ellen Jones and will incorporate music by Jerome Kern.

CLARENCE UPSON YOUNG to "Northern Lights."

—Warner

LESTER COLE to "Bad Boy."

DELMER DAVES completes "Stuff of Heroes."

LEONARD HOFFMAN to "Second Wind."

ULRICH STEINDORFF to "Montana," based on C. B. Glasscock's "The War of the Copper Kings;" JOHN HUSTON completes "High Sierra," to star Paul Muni.

JERRY WALD and RICHARD MACAULAY to "Calamity Jane," an Ann Sheridan starrer.

Story Buys

—Fine Arts

"A Letter From the President," by Arthur Hoerl.

—Metro

"The Ballot," by Arthur Caesar. It is a story of Tammany Hall.

—Paramount

"Transatlantic Clipper," by William H. Wright and John Speaks.

—Republic

"Melody Ranch," title of the Gene Autry airshow, purchased for use as the name of a forthcoming Autry western.

"Moon Over Mulberry Street," a Broadway play by Nicholas Cosentino.

"Sing, Dance, Plenty Hot," a magazine story by Dwain Decker.

—Universal

"Uneasy Payments," by Erna Lazarus and Scott Darling. The authors will write the screenplay.

Technically

—Alexander Korda

LAWRENCE BUTLER, director of special effects, checks in from London to begin work on sequences in "The Thief of Bagdad."

—Metro

ROBERT PLANCK to photograph "Escape," the Norma Shearer-Robert Taylor co-starrer.

NEWELL SPARKS and JACK CLINK assigned as sound men on "One Came Home," the Albert Levoy production which S. Sylvan Simon is directing.

RICHARD THORPE, who will direct the forthcoming Wallace Beery starrer, "Wyoming," checks out for Jackson Hole, Wyoming, scouting locations. He is accompanied by ART SMITH, unit manager, and RANDALL DUELL, art director.

—Paramount

HUGH BENNETT to edit "Ghost Music," the Bing Crosby comedy which Victor Schertzinger is directing.

EVERETT ISRAELSON handling props for "Mystery Raider."

HUGO GRENZBACH mixing sound on "Mystery Sea-Raider," which Edward Dmytryk is directing for Producer Eugene Zukor.

EARL HAYMAN mixing sound on "Ghost Music," the Bing Crosby-Mary Martin comedy, which Victor Schertzinger is directing.

LEO TOVER to photograph "Victory," which John Cromwell will direct.

CHARLES WOOLSTENHULME set as business manager on "Victory."

—RKO Radio

LOU BROCK guns "He Knew What He Wanted," a two-reeler starring Leon Errol. CHARLES ROBERTS is directing from his own script.

MARY LEE KIRK set as art director on "The Other Man," which will co-star Carole Lombard and Charles Laughton.

VERNE WALKER, special camera effects chieftain, planes to New York to supervise filming of backgrounds for "Lucky Partners" and "Have It Your Own Way."

—Warner

BOB ROSS set as unit manager on "The Letter," forthcoming Bette Davis starrer.

SHERRY SHOURDS named assistant director on "The Letter."

A Drift of 10 Percenters Into The Film Production Field

In steadily increasing quantities, Hollywood's talent agents are turning from their once-dominant pursuit—the placing of clients as actors, writers, directors, et al (with the attendant 10 per cent commission)—to what they apparently consider are greener fields, the actual production of motion pictures. Latest to make the change from talent representation of filmmaking is William B. Hawks, who has formed the United Producers Corp. to make ten pictures for RKO Radio release.

And the reasons for this drift of agents into production?

Protectional, in the opinion of some railbirds. In the spasms of precedental organization with which the Hollywood scene has been inflicted for the past several years—witness the growth of the actors', writers' and directors' guilds and the comparable unionization of nearly every other studio craft—the agents' place has been made considerably less secure, an important factor which was recognized with the organization of the Artists Managers Guild.

Capitalize on Talent

Further, some dopesters are inclined to believe, agents have entered production not only as insurance to keep their respective clients working, but also as an attempt to capitalize on the talent they represent to a greater degree than the established and customary 10 per cent commission.

Hawks, with his entry into film-making ranks, withdraws from the agency business which he established seven years ago. In this action he follows in the footsteps of such other ten percenters as:

Harry Edington, who relinquished his interest in the Edington-Vincent agency more than a year ago, incorporated Famous Productions, made one film for Universal release, and then was named executive producer at RKO Radio, which post he now holds.

William Stephens and Howard Lang, both formerly agents, who organized the Stephens-Lang production unit and are filming a series of "Dr. Christian" pictures, starring Jean Hersholt, for RKO Radio release.

Jack Votion, agent and major studio talent scout, who, with Songwriter Sam Coslow, formed Voco Productions to produce a series of Lum and Abner comedies which RKO Radio will distribute.

Sig Schlager, who, while maintaining his agency, also functions as president of Producers Corp. of America, which will turn out a series of films starring John Charles Thomas.

In "Slot" Film Field

Frank Orsatti. While not a motion picture producer in the strictest sense, Orsatti is actively engaged in one of the industry's newest by-products, the dime-in-the-slot automatic projector. In association with Sam Sax and Solly Freedman, Orsatti will soon market the Phonovision device for use in cocktail lounges, hotel lobbies, restaurants and other non-theatrical spots.

Although not himself actively engaged in film production, Myron Selznick has a substantial interest in Selznick International, of which his brother David is president. Further, he once was on the brink of a plunge into film-making with the incorporation of Ernst Lubitsch Productions with himself as the backer; which deal, however, never reached the culminating stage.

Then, too, there is a constant migration of agents into studios as contract employes and back again into the free-lance field. Paramount recently signed William Meiklejohn, formerly with the Music Corp. of America, as head of the merged talent and casting departments, and Julian Blaustein, who had been head of MCA's story department, as the studio's assistant story editor. Ivan Kahn, currently a 20th Century-Fox talent scout, has at various times in the past been a participant in the agency field, while Dave Diamond, now a ten-percenter, has several times taken a flyer into independent production. A short time ago RKO Radio added Danny Winkler to its staff as executive in charge of studio commitments. Winkler was formerly a radio and film agent. Lew Wertheimer, now in the agency field, was for a time a member of 20th Century-Fox's production staff.

George Bilson Launches Own Publicity Company

George Bilson has opened publicity offices to create special advertising-exploitation campaigns for independent producers. He was formerly connected with Warner and Columbia.

Assign Robert Lord

Warner has assigned Robert Lord to produce "Footsteps in the Dark," starring Edward G. Robinson. The mystery drama is slated for early summer production.

Harmony and Comprehension Mark PCCITO 3-Day Parley

LOS ANGELES—Sounding a note of harmony among the bulk of the west coast's independent showmen, and demonstrating a comprehensive grasp of the problems that confront them as well as the industry's two other principal branches—production and distribution—more than 250 theatre operators met here May 8-9-10 for the first annual convention of the Pacific Coast Conference of Independent Theatre Owners. Delegates attended from the ITO of So. Calif. and Ariz., the ITO of Northern Cal. and Nevada, the ITO of Washington, Northern Idaho and Alaska and the ITO of Oregon.

Prominent names in the production, distribution and exhibition fields studded the list of speakers under the general chairmanship of R. H. Poole, executive secretary of the PCCITO, with Hugh Bruen, Rotus Harvey, L. O. Lukan and Bob White as co-chairmen. The three-day meeting was divided into four sessions, plus a banquet at the Ambassador Hotel—convention headquarters—May 8 with the producers' association as host.

The two most significant speeches were presented by Ed Kuykendall, president of the Motion Picture Theatre Owners of America, and William F. Rodgers, distribution chieftain for M-G-M. Kuykendall's topic was "The MPTOA's Viewpoint," while Rodgers chose "Distribution" as his subject, stressing the need of cooperation between independent showmen and the major companies' sales forces.

Stresses "Partnership"

The opening address of welcome was delivered May 8 by Poole, who reiterated the PCCITO's program of conciliation and outlined the organization's aims and purposes —chiefly, to create a feeling of genuine goodwill among distributors, producers, independent theatremen and the circuits on the west coast.

Hailing exhibitors as partners of the production phase, Joe Pasternak, Universal producer, declared in his impromptu talk May 8 that the future existence of the motion picture industry depends upon the discovery of new talent, in which enterprise he asserted showmen are of supreme value to Hollywood. With the industry now depending almost entirely on the American market, Pasternak said, it is up to Hollywood to keep up a high production quality in order to satisfy the American public. Along this line, he declared, most of Universal's executives are former exhibitors and for that reason able to keep a close watch on changing public tastes.

Disclosing that the ITO of Washington advocates the abolition of dual bills, L. O. Lukan, a member of that organization, presented a resolution urging all independent exhibitors throughout the United States to go on record as being in favor of a return to single-billing. Lukan declared his group feels duals are too tiring; that mothers, influenced by Parent-Teacher Associations, charge they are harmful to children through eye-strain and long hours, and asserted he considers the booking of one good and one bad film on a single program is faulty merchandising.

Bob White Loses Mother While at Convention

LOS ANGELES—Condolences are being offered by delegates to the Pacific Coast Conference of Independent Theatre Owners convention to Bob White, trustee from the ITO of Oregon, who received word of the death of his mother shortly after his arrival here.

Gratifying Attendance At PCCITO Parley

LOS ANGELES—Delegates attending the Pacific Coast Conference of Independent Theatre Owners convention May 8-9-10 included:

K. E. Ames, Portland; Blanche Barnett, Portland; Mr. and Mrs. M. Barovic, and daughter Marie, Puyallup, Wash.; Mr. and Mrs. William Bedgisoff, Seattle; Mrs. Dave Benjamin, Los Angeles; Mr. and Mrs. Isidore Berman, Los Angeles; Mr. and Mrs. Jack Y. Berman, Los Angeles; Mrs. L. Berman, Los Angeles; Carolyn Bernstein, San Francisco; Wilfred K. Bert, San Francisco; Mrs. Bess Black, Hawthorne; Mr. and Mrs. Abe Blumenfeld, San Francisco; Mr. and Mrs. Jeff Blumenfeld, San Francisco; Mr. and Mrs. George Bourke, Los Angeles; Mr. and Mrs. Ben Bronstein, Los Angeles; Mr. and Mrs. Hugh Bruen, Whittier; Mr. and Mrs. Irving Carlin, Los Angeles.

Mr. and Mrs. E. S. Calvi, Hawthorne; Mrs. K. Camba, Los Angeles; Miss Natalie Chapman, Los Angeles; Clive Church, San Francisco; Mr. and Mrs. Lloyd Claver, Coquille, Ore; Mr. and Mrs. W. A. Cochrane, Snoqualmie, Wash.; Mr. and Mrs. K. W. Cocerline, Portland, Ore.; Harry Cohen, Los Angeles; Mr. and Mrs. Herman L. Cohen, San Francisco; Mr. and Mrs. Walter Cree, Tulare, Cal.; Mr. and Mrs. John Danz, Seattle; Mr. and Mrs. Joseph Danz, Seattle; Mr. and Mrs. Arthur De Stefano, Los Angeles; Mr. and Mrs. Frank Diamos, Tucson, Ariz.; Mr. and Mrs. J. W. Di Stasio, Sacramento; Mrs. Jenne Dodge, Ventura; Mr. and Mrs. M. Ellstein, New York City; Mrs. Frances Falge, Los Angeles; Mr. and Mrs. Charles Ferry, Pasadena.

Mr. and Mrs. C. L. Fairmage, Melford, Utah; Mr. and Mrs. W. A. Fairmage, Beaver, Utah; Mr. and Mrs. E. Freed, San Francisco; Jack Frost, San Francisco; Norma Gambogi, Sebastopol, Cal.; Tom W. Gilboy, San Francisco; Aaron Goldberg, San Francisco; Henry Goldenberg, Berkeley; Mr. and Mrs. Harry Goldfarb, National City, Cal.; Mr. and Mrs. Jack Goldman, Los Angeles; Mr. and Mrs. H. E. Goodpastor, Sacramento; F. W. B. Graham, Shelton, Wash.; Alice Grey, Portland; Charles Grey, Newman, Cal.; E. W. Groesbeck, Enumclaw, Wash.; Mrs. Howard Grove, Los Angeles; Ed Halberg, Port Angeles, Wash.; L. S. Hamm, San Francisco; Al Hansen, South Gate, Cal.; Eleanor Hardin, Portland; Mr. and Mrs. Gerald Hardy, Fresno; Mr. and Mrs. Frank Harris, Los Angeles; Mark Harrison, San Francisco.

O. R. Hartman, Grand Coulee, Wash.; Mr. and Mrs. Julian Harvey, San Francisco; Mr. and Mrs. Murray Hawkins, Los Angeles; J. L. Henning, San Francisco; W. H. Hebert, Sheridan, Ore.; Art Hile, Portland; George Hines, Los Angeles; Mr. and Mrs. M. Hoffman, Los Angeles; Mr. and Mrs. Charles Holtz, Sacramento; Mr. and Mrs. J. N. Hone, Seattle; Mr. and Mrs. M. W. Hone, Los Angeles; Mr. and Mrs. George A. Hunt, Medford, Ore.; A. E. Jackson, Los Angeles; Mrs. Foster Jackson, Elsinore, Cal.; Mr. and Mrs. Leslie Jacobs, San Francisco; Mr. and Mrs. Harry Jacobs, Los Angeles; Mr. and Mrs. A. West Johnson, Eugene, Ore.; Mr. and Mrs. D. C. Johnson, Seattle.

Mr. and Mrs. Jesse Jones, Portland; Marguerite Jones, Portland; A. C. Karski, Oakland; Gerald L. Karski, San Francisco; Mr. and Mrs. Ira Kohn, San Francisco; Mr. and Mrs. Rollin Kuhn, Lebanon, Ore.; Ed Kuykendall, New York City; Thelma Macy, Portland; Mr. and Mrs. Kurt Laemmle, Los Angeles; Mr. and Mrs. Max Laemmle, Los Angeles; Mrs. Alice Lane, San Francisco; Lenora Lazzarini, Sebastopol, Cal.; Mr. and Mrs. Ben Levin, San Francisco; Ed Levin, San Francisco; Mr. and Mrs. Hyman S. Levin, San Francisco; J. Levin, San Francisco; Sam C. Levin, San Francisco.

Herman Lewis, Los Angeles; J. B. Lima, San Jose; Robert Lippert, San Francisco; Lillian Lockwood, Portland; J. G. Lovett, Longview, Wash.; Mr. and Mrs. John Ludwig, Los Angeles; L. O. Lukan, Seattle; Mr. and Mrs. L. H. Marks, Sacramento; M. W. Mattecheck, McMinnville, Ore.; W. B. MacDonald, Olympia, Wash.; T. C. McElroy, Vale, Ore.; W. A. McKigett, Newport, Ore.; Mrs. Meade, Los Angeles; Mrs. J. A. Menardi, Norwalk, Cal.; O. Mercy, Yakima, Wash.; A. E. Meyer, New York City; J. Edward Miller, Seattle; Jesse Monroe, Kalama, Wash.; Mr. and Mrs. Max M. Morris, San Francisco; Mr. and Mrs. H. H. Moyer, Portland; Mr. and Mrs. Fred W. Norman, San Francisco; Elaine Offenbach, San Francisco; Mr. and Mrs. A. J. Olander, Montebello; Mr. and Mrs. L. C. Ownby, San Francisco.

Josephine Paulson, Portland; Mr. and Mrs. G. E. Pease, San Francisco; John Peters, Oakland; William Peters, Manteca; Mr. and Mrs. Charles Peterson, San Francisco; Orange Phelps, Hillsboro, Ore.; Mrs. Rose Poole, Klamath Falls, Ore.; Mr. and Mrs. Harry Popkin, Los Angeles; George Poulof, Tucson, Ariz.; H. W. Dodge, Los Angeles; R. A. Quinn, Los Angeles; Eva Rabinoff, Los Angeles.

L. E. Randolph, Cathlamet, Wash.; Mr. and Mrs. Mike Rapaport, Los Angeles; Mr. and Mrs. Dave Rector, Los Angeles; May Ripley, Longview, Wash.; Mr. and Mrs. W. T. Ripley, Longview, Wash.; Mr. and Mrs. A. T. Robbins, Los Angeles; Mr. and Mrs. Ray M. Robbins, Los Angeles;

Mr. and Mrs. H. M. Rosenbloom, Los Angeles; Mrs. Sylvia Rosenthal, San Francisco; Sam Rosey, San Francisco; Mrs. Carl Rummler, Beaver, Utah; Mr. and Mrs. Milton Samis, San Jose; Mrs. R. E. Secharin, New York City; Mrs. Helen Seiter, San Francisco; B. F. Shearer, Seattle; Mrs. Max Sinift, Los Angeles; Mr. and Mrs. G. K. Slipper, Los Angeles; Mr. and Mrs. R. B. Smith, Chowchilla, Wash.; Mr. and Mrs. Al Snadow, Los Angeles.

Mr. and Mrs. Arthur Soffler, San Francisco; Mr. and Mrs. S. B. Steck, Los Angeles; Mrs. Fred Sterns, Los Angeles; A. C. St. John, Centralia, Wash.; Mr. and Mrs. B. A. Stover, Bend, Ore.; Mrs. H. E. Swan, Los Angeles; C. V. Taylor, San Francisco; Mr. and Mrs. H. I. Tegtmeier, San Francisco; Mr. and Mrs. J. H. Thurmond, Gresham, Ore.; Mr. and Mrs. Dan Torchini, Sebastopol, Cal.; Mr. and Mrs. G. M. Urey, Los Angeles; Harry Vinicof, Los Angeles; E. Wagner, Chicago; Mrs. Morgan Walsh, Klamath Falls, Ore.; Mrs. Sam Weimer, Los Angeles; Mrs. F. C. Weskil, Sandpoint, Ida.; Mr. and Mrs. L. H. Weskil, Colfax, Wash.; Mr. and Mrs. Bob White, Portland; Mr. and Mrs. Sam Whiteside, Corvallis, Ore.; Mr. and Mrs. R. D. Whitson, Los Angeles; Mr. and Mrs. Eric Wilson, San Francisco; Mr. and Mrs. O. L. Wood, Coquille, Ore.; Mr. and Mrs. B. R. Wolf, Los Angeles; Mr. and Mrs. A. C. Zabel, Olympia, Wash.; Mr. and Mrs. E. A. Zabel, Olympia, Wash.; Florine Zinnet, San Francisco.

Delegates From West to Company Conventions

LOS ANGELES—Major sales conventions are drawing a number of delegates from this territory. Metro's regional sales conclave, held May 6-7 in San Francisco, was attended by Clayton Lynch, resident manager, and George Hickey, district manager, who headquarters here.

Charles Feldman, Universal's branch manager, has pulled out for Chicago, where the company's convention will open May 18. He plans stopovers en route at San Francisco and Omaha.

When the United Artists meeting opens in Chicago May 16, in attendance from this office will be Ben Fish, district manager; E. W. MacLean, office manager, and Salesmen Fred Gage, Guy Gunderson and Ken McKaig.

Universal Delegation to Convention in Chicago

LOS ANGELES—Attending the Universal regional sales meeting in Chicago, which begins May 18, from the local office will be:

A. J. O'Keefe, district manager; Charles J. Feldman, branch manager; Eddie Cooke, office manager; Harold Whitman, head booker, and Salesmen Lon Hoss, Foster Blake and Sam Milner.

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LOS ANGELES

LOS ANGELES

ALEX SCHREIBER, a circuit operator from Detroit, was a visitor on the Warner lot in Burbank . . . E. V. Shriver and S. M. Periseau, district manager and service manager respectively for Altec Service, pulled out for the northwest territory on a business jaunt.

Fox West Coast has booked "The Challenge," a Film Alliance release, for playing time in its orange-belt division through Pomona, Ontario, San Bernardino and Riverside. Harry Stern of FA set the deal . . . Adele Welter, secretary at Monogram, has left for Portland, Oregon, for a two-week vacation.

Armand Cohn of the All-Star exchange in San Francisco, dropped in to visit Hi Peskay at Majestic . . . On the Row: George Diamos, Lyric Amusement Co., Tucson, Ariz.; Mr. and Mrs. F. Navarro, Alvarado Theatre, Alvarado; Jenne Dodge, Mission, Ventura.

Visitors: Phil Greenbaum, Castle and Mecca theatres; Harry Umann, Regina, Beverly Hills; Arthur Fukuda of the Royal theatres in Hanford and Sanger . . . Enid Kasten has replaced Gladys Brownsey as a member of Metro's accounting department. Enid comes from the New York exchange where she worked in the same capacity.

E. C. Shriver has arrived from Detroit to take over as western district manager for Altec. He replaces H. W. Dodge, boosted to the post of headquarters staff representative, who has reported to L. W. Conrow, Altec president, in New York . . . Jesse James Jones, a Portland, Ore., exhibitor, is vacationing hereabouts.

Astor Films booked "Hell's Angels" and "Scarface," reissues acquired from United Artists, into the Filmarte, Hollywood, for a three-day run which began May 10 . . . Ben Peskay of the Banner and Palms theatres, checked in for bookings.

Alma Lang, secretary-booker at M-G-M, is back on the job after a week's illness with the flu . . . Ote Lewis of the Mission Playhouse in San Gabriel and Art LaShelle, who operates the Avalon and Riviera theatres on Catalina Island, were booking visitors.

Sam Nathanson, general sales manager for Coast Pictures, has appointed Frank Maun as a San Francisco salesman. Maun was formerly with Universal in the Bay City . . . Edward L. Alperson, National Theatres booker and former Grand National executive, has checked out for Milwaukee after spending several days conferring here with Charles P. Skouras of Fox West Coast.

Topping the list of Class A houses in the National Theatres circuit at the close of the second week of the Spyros Skouras showmanship drive was the Four Star, managed by Bruce Fowler.

Builds in Klamath Falls

SEATTLE—George M. Mann, head of Redwood Theatre Corp., announces construction of a new theatre for Klamath Falls to begin immediately.

Urges Solid Bar to "Destructionists"

LOS ANGELES—"This business can never be secure until all its branches present a solid front to keep out those whose interference can only mean its destruction," William F. Rodgers, Metro general sales manager, told the Pacific Coast Conference of Independent Theatre Owners in convention here.

The sales executive delivered a scathing indictment of the Neely block booking bill, charging it would do "unutterable harm" if passed, and urged a solid front of exhibitors and distributors against it. He said he was "delighted" to hear of PCCITO plans to send a delegation to Washington next week to fight against passage of the bill. He said that his company would be forced to cut production 25 per cent if the measure is enacted.

One of the industry's greatest handicaps, Rodgers said, is the government suit and other litigation, pointing out that 50 per cent of his and other executives' time, "which would better be devoted to the progress and refinement of production and distribution," is being spent in consultation with lawyers.

Rodgers pledged his company's cooperation in the PCCITO conciliation program, saying he heartily approved of the scheme.

"Jealousies" Blamed

The MPTOA head, Ed Kuykendall, highlighted his talk before the assembled exhibitors with an expression of belief that a fair trade practice program would be in effect now but for "petty jealousies" among distributors. Doubt that a consent decree acceptable to all interests could be worked out was expressed by him. A corollary to his belief that the government suits will continue, was the opinion that, if government regulation must be established, the department of commerce is the logical agency.

Kuykendall further charged that the Neely bill would restrain production and increase costs to the theatre owner and sees in divorcement little benefit, because opposition, whether independent or producer-distributor controlled, would still exist. He branded dime-in-the-slot movies and 16mm "non-theatrical" exhibition a "growing menace."

His closing plea for harmony expressed faith that there is "hardly any limit" to the good that can be accomplished by conciliation if the proper setup is organized.

J. M. Hone, secretary of MPTO of the Northwest, asserted that the cultivation of friendly cooperation with members of the legislature in Washington state had proved of great value to his members. He said that personal acquaintanceship has made his exhibitors feel they "need have no fear of adverse legislation as regards non-theatrical competition, taxes and licenses."

Major studio executives, talent and convention delegates numbering more than 600 attended an all-studio banquet at which the Motion Picture Producers Ass'n was host.

S' FRANCISCO

ANNA NEAGLE came to town, both on the screen and in person and scored a hit with both her cinematic and personal appearance. Miss Neagle did three shows in conjunction with the opening of "Irene" at the Golden Gate on Wednesday. In addition to the three-a-day, the star of "Irene" made four radio broadcasts, gave a luncheon backstage for the press, and appeared at the Palace Hotel. Accompanying Miss Neagle was her producer, Herbert Wilcox, and Eddie Rubin, RKO publicist.

Metro held the first of its regional meetings here May 6-7 at the St. Francis. Edward Saunders, Howard Dietz and William F. Rodgers were in charge of meetings and luncheons . . . "Rebecca" is in its eighth week at the United Artists.

The Row extended sympathies to William Fishback, Harvey associate in Angel's Camp, whose wife, Phyllis, died last week in childbirth . . . The Embassy is drawing attention to its Silver Dollar Ten-O-Win with a huge pump outside the house that has facsimile dollars dropping into a bucket. A dummy that talks loud and long takes over next week to proclaim the appeal of the game . . . Republic has tied in with Golden State Creamery, and gives an autographed picture of Roy Rogers for a number of tops from the Creamery's nickel ice cream boxes . . . Arthur Meyers, general salesmanager of International Sound Equipment, has been visiting on the Row.

Mrs. Morgan Walsh and Mrs. Poole of Klamath Falls were on the Row this week renewing acquaintances. Their guide was Vern Taylor of the Golden State chain. Mrs. Walsh and Mrs. Poole recently sold part of their holdings to Golden State . . . Columbia is renovating their building and an epidemic of headaches has resulted from the odor of paint that hangs over the place . . . Warner previewed "Cavalcade of Academy Awards," showing the Oscar award winners from 1928 to 1940, and the featurette was judged a knockout . . . Charlie Feldman, Universal vice-president, visited the local exchange this week.

The Union Label and Industrial Exhibition was held this week and the list of stars from Hollywood who made personals seemed endless. The list included Don Ameche, Robert Young, Rudy Vallee, Edward Arnold, Rita Hayworth, Cecilia Parker, Claire Trevor and many others . . . Frank Maun, formerly of Universal, now is selling for Coast Pictures . . . Dave Weinberg is handling "Wahoo" in this territory and has already placed the game in several theatres . . . Sol Lachman has sold his Reno in Reno to the T&D Enterprises.

The local contingent will train out May 14 for the Universal convention in Chicago. The troupe was made up of Barney Rose, King Trimble, H. Bradley Fish, Al Bowman, and C. F. McBride . . . The love bug has bitten Willis Bell, assistant ad sales manager at 20th-Fox. He announced his engagement to Inez Roush of El Mira, Ore., this week . . . Jack Erickson and Floyd Bernard left this week for their rounds for the 20th-Fox sales department.

Walter Kofeldt has resigned his managership at the Tower in Santa Rosa to take over the Roseville in Roseville. Ed Morris takes over in Santa Rosa . . . United Artists contemplate taking over the entire first floor of the Paramount Building when the renovation job is completed two months hence . . . Bob Lippert and Doc Henning took a display of the complete Pacific Premium line to Los Angeles to show the delegates and visitors to the PCCITO convention with an eye out for business.

Coast Pictures took over the Fine Arts productions this week and are booking them under the name of Productions Distributing Corp. Dave Nathanson is directing the release of the pictures and has already booked several into Market and North Beach spots . . . Al Dunne, formerly with Paramount as publicity man, is convalescing from an operation.

Dick Roma, director of publicity for the Fox, is off to Los Angeles for two weeks . . . This section of California was well represented at the PCCITO conclave with over 100 exhibitors attending.

Exhibitors to the Row on booking tours were scarce due to the convention in Los Angeles but we did manage to see Peter Garrett Yolo, Woodland; E. K. Angle, Dos Palos, Dos Palos, and A. R. Peck, Dixon, Dixon.

SALT LAKE

SALT LAKE trading area was one of only seven in the nation that showed an increase in consumer buying between January and February, according to Dun & Bradstreet . . . Gracie Allen and George Burns were here May 10 campaigning in behalf of Gracie's "candidacy for the presidency." Gracie led a parade, riding with Mayor Ab Jenkins in his Mormon Meteor, through the business district, terminating at the Hotel Utah. A dance at the Cocoanut Grove concluded festivities.

Ken Lloyd, Columbia salesman, writes he ran into "snow drifts" up on the high line of Montana . . . Manager Bill Seib of Columbia is back from Idaho . . . Columbia screened "The Doctor Takes a Wife," now in release, and starring Loretta Young, Ray Milland and Gail Patrick.

W. W. McKendrick, Monogram manager, is expecting Lon Fidler, district manager . . . Frank Murphy, manager here for Mercury Films, is working Montana . . . "Rebecca" packed the Studio for an additional two weeks after its first run at the Centre.

Fresh from a coast vacation, Sam Gardner, local branch manager for Metro, and his sales staff journeyed to San Francisco for a company regional convention at the St. Francis, May 6-7.

Berman Chore Set

HOLLYWOOD — Pandro Berman's initial M-G-M production will be "Ziegfeld Girl," from William Anthony McGuire's script, which Berman will place in work in mid-June. Cast will be topped by Eleanor Powell, George Murphy, Walter Pidgeon and Hedy Lamarr.

PORTLAND

CHARLIE WHITE'S "Star Room" collection of more than 8,000 photos of film stars and stills, which was viewed by some 50,000 persons in a ten-day exhibition at Meier & Frank's, has been booked for the San Francisco Fair. Charlie has arranged for a summer's leave of absence from his duties as chef at a local restaurant and will arrange the display as part of the Neil Hamilton-F. Herrick Hollywood Shows —Stage 9, the exposition's motion picture entry.

The "Joe Dodge Quiz," weekly radio-stage show, moved from the Paramount to the Liberty last Monday, to make way for the Collegiate Choral Festival and Portland Philharmonic orchestra presentation on the Paramount stage . . . Last week's dope on the stage version of "Abe Lincoln in Illinois" facing cancellation due to the poor reception of the film was a bum steer. The show definitely is on, but has been moved from the Mayfair to the Civic Auditorium. William B. McCurdy, entrepreneur, reports greater interest in Raymond Massey's scheduled appearance than in any other stage presentation this season, despite the short notice.

Bookers on local exchanges had a light week due to the exodus of exhibitors to attend the Pacific Coast conference of independent theatre owners in Los Angeles. A. West Johnson of Eugene and Bob White of Portland, as official representatives of the Oregon association, headed a delegation including O. J. Miller, executive secretary; S. A. Whiteside of Corvallis, M. W. Mattecheck of McMinnville, W. H. Hibbard of Sheridan, Oscar Phelps of Hillsboro, Mrs. Jessie Monroe of Kalama and Mr. and Mrs. Kenneth Ames, Mr. and Mrs. K. W. Cockerline, Mr. and Mrs. H. H. Moyer, Mr. and Mrs. Eddie Niemann, Mrs. Lillian Lockwood, Mrs. Eric Paulson, Jesse Jones and Art Hile of Portland.

Bill Graeper, Egyptian operator, is father of an eight pound, three ounce boy . . . Zena Wilson, inspector, and Tilly Maki, filing clerk, led off the summer round of vacations at the Universal branch . . . G. A. Smith, Paramount district manager headquartering in Los Angeles, was due in Portland, following a visit in Seattle last week.

Manager Wilson, Salesmen Farnes and Hommel and Booker Johnny Harvey will be pulling out in a few days for the Universal company convention in Chicago, May 18, 19 and 20 . . . Bill Forman of the Danz circuit called in last week.

Seattle's New Penthouse Formally Opens May 16

SEATTLE—May 16 is the date set for formal dedication of the new Penthouse Theatre, now nearing completion on the University of Washington campus. Costing $64,328, it will seat several hundred in a three-tier circle arrangement.

Traube to Direct

HOLLYWOOD—"The Bride Wore Crutches" will be directed by Shepard Traube. Lucien Hubbard will produce for 20th-Fox.

Exhibition Drawn to Hollywood Blvd.

HOLLYWOOD—To the world in general Hollywood Boulevard may represent glamour in all of its ramifications, but this celebrated thoroughfare's present claim to fame is of a less illusory nature. It concerns the opening of two new theatres and the scheduled debut of a third for next week—May 16, to be exact.

First of the newcomers, which bowed in May 2, was the News-View, second newsreel house to be opened in this film-making community. A 650-seat showcase, it is operated by Greg Carter for the Tele-View Newsreel Theatre Corp., which almost two years ago constructed and began operating the Tele-View, also on Hollywood Boulevard, about five blocks away. Streamlined in every architectural detail, the News-View is being operated on a 25-cent admission policy for a one-hour show, with program changes every Wednesday and Saturday. It is serviced by Movietone, Universal, Paramount, Pathe and News of the Day, and sandwiches in variegated short subjects including Pete Smith's Specialties, James FitzPatrick's Travel-Talks and selected cartoons.

The first de luxe, Class A house to open in the Hollywood sector for many years is the Hawaii, independently owned and operated by Albert Galston and Jay Sutton, who also operate the Marcal and the Center. Seating 1,200, it is estimated to have cost more than $500,000. The formal opening May 6, which brought out a crowd of 10,000, including motion picture celebrities, civic officials and sightseers, was replete with all the trappings for which Hollywood is famous—spotlights, sleek limousines, autograph hounds and the like. Numbered among those making appearances in addition to Messrs. Galston and Sutton were Edith Fellows, Gene Lockhart, Tom Neal, Robert Baldwin, Henry O'Neill, Montagu Love, Jack Mulhall, Jackie Moran, Edgar Kennedy and Jack LaRue. The house itself features push-back chairs, special balconies for smokers, a children's nursery and several acres of free parking. Opening bill was RKO Radio's "Abe Lincoln in Illinois" and "The Courageous Dr. Christian."

Number three on the list is A. E. Rice's Admiral Theatre, located near the celebrated Hollywood-and-Vine intersection. In keeping with its name, Architect S. Charles Lee imbued it with a modernized nautical atmosphere in both foyer and auditorium, with fluorescent Neon lighting. Construction on the 700-seat house was launched in January. Rice is planning a gala opening for May 16.

Empire to Goldman

LOS ANGELES—Jack Goldman has purchased the Empire from Irving Carlin and Max Sinker. Goldman also operates the Pico, while Carlin and Sinker run the Oriental in Hollywood.

Shaping Starrett Western

HOLLYWOOD — Columbia has assigned Charles Condon to script an untitled Charles Starrett western.

SEATTLE

BIG HURRY and bustle of the week was the departure of many independent exhibitors to attend the confab of the Pacific Coast Conference of Independent Theatre Owners. Meet is being held at the Ambassador Hotel in Los Angeles. Among those leaving from this territory are Ben Shearer, L. O. Lukan, Mr. and Mrs. John Danz, Mr. and Mrs. Bill Bedgisoff, Fred Mercy jr., Paul Westlund, Mr. and Mrs. L. R. Rowe, Mr. and Mrs. Jim Hone, Mr. and Mrs. B. C. Johnson, Mr. and Mrs. Joe Danz, J. von Herberg, all from Seattle; Mr. and Mrs. Fred Mercy sr., Martin Brown, Yakima; Mr. and Mrs. Bill Ripley, Longview; Al St. John, Centralia; Mr. and Mrs. Gene Groesbeck, Enumclaw; Mr. and Mrs. W. A. Cochrane, Snoqualmie; W. B. McDonald, Mr. and Mrs. Ed Zabel, Olympia; Walter Graham, Shelton; Mike Barovic, Puyallup; Mr. and Mrs. Louis Perunko, Sid Dean, Tacoma; Mr. and Mrs. Ed Halberg, Port Angeles; Paul Mercy, Yakima. Please pardon if we have missed anyone. We will get you when you return.

Maury Saffle, Wally Rucker and Mac Rubenfeld off to attend the regional meet of Metro men in San Francisco . . . George F. Dembow, vice-president in charge of sales, and Art Aaronson, western district manager for National Screen Service, in by plane for a visit with Jack Flannery, local manager . . . George Smith, western district manager for Paramount, in from Los Angeles and holding a conference with Maury Segel, branch manager, and the sales force . . . Charley Beale down from Juneau, Alaska, for his annual vacation. Charley handles the theatres in that city for B. F. Shearer. He is also president of the chamber of commerce in Juneau.

Jack Burk with that don't-know-what-to-do-with-myself look. His wife, Marge, has gone to California for a month vacation . . . H. S. McLeod, head of Theatre Utilities Service Co., badly injured in a car wreck while on his way back to Portland from Seattle. Mac is in bad shape in a hospital in Centralia. Accident occurred on the highway near Tenino when Mac and another driver hit headon . . . Bob Clancy is pinch hitting for Bob Laing, staff artist with Hamrick-Evergreen, who is in the hospital with an infected hand.

Bill Shartin telling that the Warner convention will be held in Washington, June 10, 11, 12 at the Shoreham, within walking distance of the Capitol. Invitation to attend will be extended to congressmen and government officials . . . Lloyd Lamb has started his tour of eastern Washington, Idaho and Montana with the Hilton Sisters, the Siamese Twins . . . Jack Allender has opened Independent Film Exchange here and is handling independent and state right productions . . . Jack Anderson off for Chicago by plane. He will return driving a new car . . . Jules Levy of Premier Pictures driving to Los Angeles where he will stay for some time. Art Bishell will handle all the business for Levy.

C. A. LaHar, RCA sales engineer, here from San Francisco and having a lot of laughs with Selom Burns, the local service man . . . I. C. Dill, the former exploiteer, is back in this territory handling the product of "Say-It-in-Neon." Product consists of Neon clocks for theatres . . . Ralph Abbett of Jim Handy Films off to Salt Lake after spending a few days here . . . Homer Garvin, visiting the Row for the first time in months. Homer formerly had theatres in Beatrice, Neb., and is now in the auto business here . . . L. J. McGinley, Mrs. McGinley and daughter Patricia weekend guests of W. B. McDonald in Olympia . . . The George Blairs moving into their summer home on Vashon Island . . . Tommy Cleary, auditor for 20th Century-Fox, here for a stay at the local branch.

Jack Sampson, publicity demon for Sterling, has built a darkroom in his home to develop his candid camera shots . . . Al Wilson having his ups and downs at the Metropolitan. The advance sale on Woollcott's "The Man Who Came to Dinner" was terrific and so the refunds are heavy and the folks who had tickets for the show that was canceled want to exchange them for identical seats to "Abe Lincoln in Illinois," coming in the flesh . . . W. B. Ackles of the Roycroft feeling lots easier now that the burglar who has held him up three times has been caught . . . Charley Comfort, drama editor of the Star, *getting ready to fly to Hollywood to attend a preview of "Lillian Russell." Film company paying all expenses . . . Ernie Rose in from Spokane . . . Rae Rowan to San Francisco for a month vacation.*

Aronson Appointed West Coast Head for NSS

LOS ANGELES—Arthur Aronson has been appointed west coast district supervisor for National Screen Service, replacing Harry Taylor, who resigned to join the Constance Bennett Cosmetics sales organization. Aronson will supervise the Los Angeles, San Francisco, Portland, Salt Lake City and Denver territories.

Appointment was made by George Dembow, vice-president in charge of NSS sales, just prior to his return east. While here Dembow also signed a deal with the Screen Publicists Guild whereby NSS publicists will receive a $100 weekly minimum.

Fine Arts Story Buy

HOLLYWOOD—Fine Arts has purchased an Arthur Hoerl story entitled "A Letter From the President."

"Regardless of Personal Ideals"

or opinion, Showmanship won't make you an entertainer, unless your Ideals and Opinions click, and compulsory ideas can't possibly be entertaining.

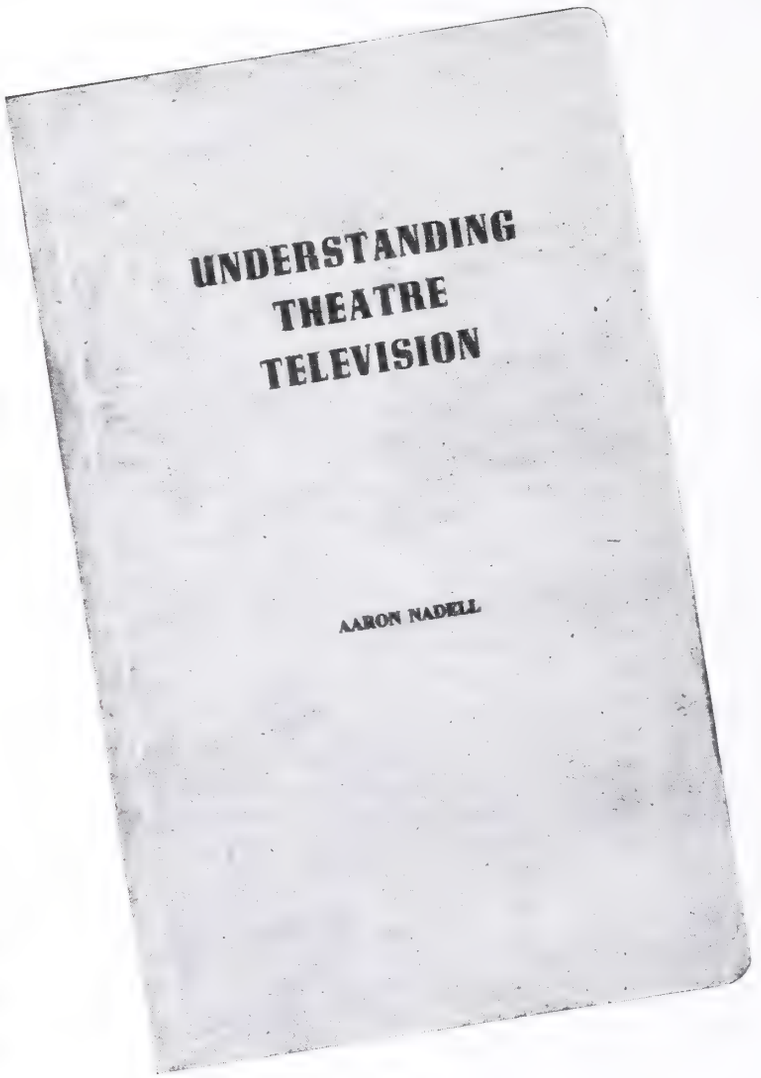
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Universal Regional in Chicago on May 18

(See Page 19 for Details)

CHICAGO—Home office officials and the managers of three districts, besides the branch managers and salesmen are slated to attend Universal's regional sales meeting Saturday, May 18, at the Drake Hotel here.

From the home office will come J. Cheever Cowdin, Nate Blumberg, Cliff Work, W. A. Scully, W. J. Heineman, F. J. A. McCarthy, Leo Abrams, John Joseph, J. J. Jordan, O. C. Binder, A. J. Sharick, H. Stern, M. Alin, A. Schimel, F. T. Murray.

Heading the local contingent and those from Detroit, Indianapolis, Milwaukee and Minneapolis will be District Manager E. T. Gomersall.

Chicagoans attending will be M. M. Gottlieb, manager; Theo. G. Meyers, William Weinshenker, Robert W. Funk, Max C. Brodsky, Alfred Kent, John Blank, salesmen, and Walter A. Hyland, head booker.

From Detroit will come E. Heiber, manager; Jack Stewart, Bert G. Tighe, Jack R. Susami, salesmen, and Eugene Alexander, head booker. From Indianapolis: G. C. Craddock, manager; William H. Sherman, Wilbur B. Grant, Carl F. Mock, salesmen, and Milton Ettinger, head booker. From Milwaukee: Frank Mantzke, manager; E. W. Gavin, R. J. Bassett, D. McFadzen, salesmen, and Orval Peterson, head booker. From Minneapolis: L. J. Miller, Arch Zacherl, Sylvan Leff, Malcom Halloran, Fred E. Abelson, Harold Johnson, salesmen, and Claude Dickinson, head booker.

Midwest and West

Heading the midwest contingent, comprising the cities of Des Moines, Kansas City, Omaha and St. Louis will be J. E. Garrison, district manager. From Des Moines will come Manager Lou Levy, Salesmen Joe Smith and R. G. Olson, and Head Booker J. Rogatnick. From Kansas City: Grover Parsons, manager; Ralph A. Morrow, Roscoe Thompson, Leslie Durland, Isadore Beiser, salesmen, and Edward Solig, head booker. From Omaha: Otto A. Siegel, manager; Lawrence Hensler, Isadore Weiner, R. J. Cadman, salesmen, and William E. Barker, head booker. From St. Louis: Harry Hynes, manager; J. H. Sarfaty, S. H. Nesbitt, salesmen; Harry Hynes jr., head booker.

Leading the westerners from Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle will be District Manager A. J. O'Keefe. From Denver: Jack Langan, manager; A. W. O'Connell, Emmett Warner, Jack Allender, salesmen; Thomas A. McMahon, head booker. From Los Angeles: C. J. Feldman, manager; Edward Cooke, office manager; Sam Milner, Lon E. Hoss, Foster M. Blake, salesmen; Harold Whitman, head booker. From Portland: R. O. Wilson, manager; C. J. Farnes, J. S. Hommel, salesmen; J. W. Harvey, head booker. From Salt Lake City: C. R. Wade, manager; J. R. French, H. W. Landstrom, salesmen; E. H. Smyth, head booker. From San Francisco: Barney Rose, manager; King Trimble, Bradley Fish, Al Bowman, salesmen; Charles McBride, head booker. From Seattle: L. J. McGinley, manager; C. L. Theuerkauf, M. G. Whitman, salesmen; A. M. Kallen, booker.

St. Louis Better Films Group Support to Anti-Neely Drive

ST. LOUIS—The rank and file of the Better Films Council of Greater St. Louis is swinging unanimously behind the drive launched in Columbia, Mo., last week against the Neely bill, now pending in Congress. It will be recalled this bill was condemned at the annual meeting of the Missouri State Federation of Women's Clubs held in Columbia. A move was then started to enlist the aid of other women's clubs throughout the country in a fight to defeat the Neely bill.

The motion to blast the bill out of the halls of Congress was introduced by Mrs. Martha A. Burt, one of the founders and currently honorary president of the Better Films Council of Greater St. Louis. She is chairman of the Motion Picture Committee of the General Federation of Women's Clubs, a national organization.

Sticking to Policy

In presenting the motion, Mrs. Burt informed the Columbia meeting that the General Federation of Women's Clubs, at its annual convention in Denver several years ago, had voted against federal control of the motion picture industry and it has not since withdrawn from that position.

Continuing, Mrs. Burt said: "A problem confronting the motion picture industry as a whole, which has become controversial in many groups, is the Neely bill, popularly designated to eliminate block booking and blind buying. Those of us who have been in close contact with the exhibitor, know that block booking is not a consumer problem, nor is it a moral issue.

"The bill primarily attempts to affect contractual relations between the producer and exhibitor. The quality of the pictures, or their entertainment value, if affected at all would be indirectly. Our interest in motion pictures has been to raise the standard of the product. At the present time 95 per cent of the films produced are recommended by the reviewing groups. Since the exhibitor is permitted to cancel ten per cent of his bookings under the block booking arrangement and thereby eliminate the undesirable and disapproved pictures from his purchases, it can readily be seen that legislation eliminating block booking will in no way aid the exhibitor in securing pictures of a higher standard.

Kuykendall Is Quoted

"Mr. Edward Kuykendall, president, Motion Picture Theatre Owners of America, said: 'The Neely bill has no merit for the exhibitors. It gives us nothing that we do not have and it will take many things from us.'

"This department is vitally interested in the problem offered by double feature programs and has taken a position in favor of the discontinuance of that policy. Long programs are a physical and mental strain on children and young people. Many family night programs are marred by the presentation of an adult film with one rated for the family, and it is impossible to expect support for an outstanding film when it is shown with an inferior one. Every effort should be made to have this practice abolished by the exhibitor."

Work to Start on New Paramount Exchange

ST. LOUIS—The Exchange Building Corp., Detroit, will construct the new Paramount exchange building at 2949-53 Olive St., on the sub-contract basis. Work gets underway at once. The sub-contract for the excavating and concrete work was given to the George L. Cousins Contracting Co. of St. Louis.

The building is to be one story and basement, and will cost upwards of $50,000. Brick, reinforced concrete, hollow tile, gypsum blocks, and stone and glass blocks will be used in the construction work.

Fairbanks Fund to Heirs

PITTSBURGH—A $196,068 trust fund established here by the late Douglas Fairbanks was turned over to the executor of his will by the court. The fund is to be distributed proportionately among his heirs, Lady Sylvia Ashley, Douglas jr., and several nieces.

IATSE Will Discuss Backing Managers

CHICAGO—The matter of whether the IATSE will take jurisdiction over a managers' union is expected to come up at the organization's national convention June 3 in Louisville, it is understood. A group has been organized in Detroit and other groups are contemplating organization shortly, provided that they received official IATSE backing.

Local operator delegates to the Louisville convention will be John Smith, Pete Shayne and Nel Bishop, officers; and Robert Burns, operator at the Chicago; John Mulvaney, operator at the RKO-Palace, and Frank Galuzzo, operator at the Drake.

The ninth district representatives of the "B" locals, i. e., the film exchange groups, which are supervised by the IATSE, to the convention are Irene Sharp, inspectress for 20th Century-Fox, Kansas City; John Asterly, St. Louis ushers' union; and George Bush, shipper for RKO, Chicago.

"Jack-Rabbits" in Big Numbers Expected in Wisconsin Towns

MILWAUKEE—Certain sign of spring is the appearance of "jack-rabbit" operators in Wisconsin towns in numbers expected to exceed those of previous years.

The Herrick Amusement Service, Marshfield, Wis., has announced weekly showings in cooperation with local merchants in Auburndale, Lindsey, Pittsville, Fenwood, Edgar, Hewitt and Chili.

Other towns announcing the free weekly shows include Bancroft, Galloway, Stevens Point, Rosholt, Wisconsin Rapids, Milladore, Arnott, Amherst, Juda, Bonduel, Johnson Creek, Howards Grove, Johnsonville, Five Corners, Silver Creek, Beechwood, Glenbeulah and Almond.

Population of these towns range from several hundred to 15,000 persons and the majority of them are without theatres of their own, but they are located in territories from which theatres in surrounding towns draw on for their patronage.

AGVA Plans Campaign for Vaude in Suburban Areas

CHICAGO—The American Guild of Variety Artists, AFL affiliate, is planning a campaign to help exhibitors in suburban areas use vaudeville more frequently, especially over weekend periods, according to Leo Curley, Chicago executive secretary of the AGVA.

"We hope to show exhibitors that a vaude-film policy will draw in more patrons to the boxoffice," Curley said, "especially many more than the over-emphasized double and triple feature programs are doing now. And we plan to work in every possible way with theatre owners and will give them every break possible. More dates mean more work for our actor members and more ticket money returns for the exhibitors."

Already several of the neighborhood houses are using vaudeville occasionally. The B&K Congress used several acts last weekend, while the Alex, managed by Henry Saperstein, did likewise. The Warner Stratford has been a constant user of weekend vaude, while the circuit used a vaude program last week also at the Ogden. Many others are toying with the idea, and Curley said he expects to announce additional users of vaudeville shortly.

Chicago Softball League Is Headed by Sam Lamm

CHICAGO—Sam Lamm is president of the Filmrow Softball League which will be in action again this year. Secretary and treasurer is Russ Uswetsky. There will be six teams again with games every Monday night.

Sponsors thus far are 20th Century-Fox, Henri Elman, National Screen Service and Accessories, and Spector's Restaurant. The league is still looking for two additional sponsors. Volunteer umpires are also being sought.

"Laugh" Program to Build Up Midweek

Chicago—The newest wrinkle in exhibitors' attempts to get additional coin at the boxoffice during midweek is that of Rube Levine at the Rio, Chicago Heights. He booked in 12 reels of comedies, shorts and cartoons on Tuesday, calling it "Laugh Your Troubles Away Day." No features were offered.

Action on "Contempt" Stirs Other Suits

CHICAGO—Stepping up of the tempo in the federal contempt case here is causing other film suits to come to life.

Lewis Jacobson, attorney for Frank Ford in the latter's anti-trust suit against B&K, Sam Meyers and the majors, is planning to go into court at the first opportunity to seek dismissal of defendant objections to his suit.

It has not been learned yet whether Verne Young of Gary, Ind., plans to appeal his suit against B&K, Warner Theatres and the majors to the federal circuit court of appeals. His anti-trust suit was dismissed some weeks ago in federal court.

Name Holden Manager of B&K's Chicago in Loop

CHICAGO—Bill Holden, manager of the State-Lake, has been promoted to the managership of the ace B&K loop house, the Chicago, to succeed Roy Bruder, who has resigned to open a bowling alley in East St. Louis.

Holden's promotion and other managerial shifts necessitated by the change, were announced by John Balaban at the B&K breakfast meeting of managers Tuesday at the Sherman Hotel.

The other shifts: Charlie Cottle, from the Marbro to the State-Lake; Ed O'Donnell, from the Paradise to the Marbro; George Romyne, from the Senate to the Paradise; Jerry Winsberg, from the Lakeside to the Senate.

A Summer Change

CHICAGO—A decision to close the Palace on May 16 will move RKO and Universal product over to the Oriental. The Oriental vaude-film policy will start May 17 with Universal's "If I Had My Way" starring Bing Crosby, and with Milton Berle on the stage. A 65-cent top admission will prevail.

Paramount Story Buy

HOLLYWOOD—Paramount has purchased a story by William H. Wright and John Speaks entitled "Transatlantic Clipper."

Big "Wind" Campaigns In Small Situations

CHICAGO—Having substantially completed its initial key city runs, "Gone With the Wind" is now being spotted into the smaller situations of several thousand population for one, two and three-day runs backed by company exploitation campaigns.

Advance exploiteers are being sent out by Metro to confer with the small town exhibitor, or his manager, on plans for selling the picture in his community. Results reported have been exceedingly satisfactory.

Assisting exhibitors in the Chicago exchange area are Bill Bishop and Norman Pyle, who confer with the small town showmen on advertising budgets, the manner of presentation of the film, etc. A number of the exhibitors report advance sales of tickets for "Wind," something new for them since their entry into the business.

The smallest town in the Chicago area in which "Wind" has been shown thus far, is Tampico, Ill., population 645, where J. A. Dauntler operates the 245-seat Tampico. Then there is the Rem, 300-seat house operated by Harold Heyer in Remington, Ind., a town of 800. Heyer also showed the picture at his Moroko, Morocco, Ind. Another small town showing was the 400-seat Walnut, operated by Ed Hammerle in Walnut, Ill., population, 800.

Other small towns in which exhibitors are putting on high-powered campaigns for the film are: Homer, Homer, Ill., operated by Logan Hendrick; Capitol, Batavia, Joe Burke; Oak, Roanoke, C. M. Phillips; Lyric, Lacon, B. F. Shafer; Roxy, Toluca, Joe Tozzi; Fargo, Sycamore, Stanley Levine; El Tover, Crystal Lake, S. R. Sankstone; Brad, Bradford, Si Griever; Bement, Bement, Loren Fenstermaker; Antioch, Antioch, F. B. Swanson, and Royal, Sheffield, L. G. Keelen.

Three Chicago Regionals Are Scheduled for May

CHICAGO—The Windy City will see three regional conventions this month. Starting Monday with M-G-M, that company's midwestern representatives will meet at the Drake, May 13 and 14. United Artists' western contingent meets at the Congress May 17 to 19, while overlapping those days, May 18 to 20, will be the Universal western confab at the Drake.

Warner Theatres Collect $5,524 for Rogers Fund

CHICAGO—Warner Theatres, headed in this territory by Jimmy Coston, have finished collection of funds for the Will Rogers Memorial Drive for the Saranac Lake sanitarium. The circuit's 18 houses in the Chicago zone collected $5,524 this year, which is $400 more than last.

Expert Tub Thumping For Clinton Premiere

CLINTON, IA.—It's a pretty well established fact in these parts of Iowa that the world premiere of 20th Century-Fox's "Lillian Russell" will be held here next Wednesday night, May 15, at two Central States' houses, the Capitol and Rialto. For 20th Century-Fox's praise agents, sent on by Charles E. McCarthy from New York —Earl Wingart and Eddie Solomon—and Lionel Wasson, Central States' space grabber, have been letting the populace know all about.

The usual 100,000 forecast for the big event has been made, and Solomon, who has been here working with Wasson for the last two weeks, says that the town's own population of 25,000 will be somewhere in the crowd.

The Northwestern Railroad has been tied in to the event and will send its new crack streamlined train, "Treasure Island," on a special preview run from Chicago to Clinton, May 15, carrying 20th Century-Fox stars and midwest newspaper and trade-press writers to the event. This train is not scheduled to start regular runs until June. Don Ameche, Leo Carrillo, Lynn Bari, Brenda Joyce, Cesar Romero and Mary Healy are the Fox players now set to make the trip here. Alice Faye and Edward Arnold will head a troupe who will attend the simultaneous premiere the same night in Pittsburgh.

Clinton will celebrate the premiere for three days starting May 13, with ball games, dances, band serenades and selection of a "Miss Lillian Russell of 1940" among Iowa college coeds. The premiere day will open with a parade, followed by a city-wide luncheon for the guests. In the afternoon a plaque in memory of Lillian Russell will be dedicated. A dinner will precede the evening dual premiere, followed by a grand ball.

Local headquarters is the Lafayette Hotel.

A Good Publicizing Job Heralds "Abe Lincoln"

MILWAUKEE—Harry MacDonald, manager of the Warner, did a good job of publicizing "Abe Lincoln in Illinois." He arranged for the presentation of an album of the original records made by Ramond Massey in his portrayal of the film to Mayor Carl F. Zeidler. The presentation was portrayed in the daily press.

He also acted as host to scout troops at a showing of the picture and promoted a newspaper picture in this connection.

Censors Okay Herb Kline's "Lights Out in Europe"

CHICAGO—"Lights Out in Europe," which is to be distributed in Illinois, Wisconsin and Indiana by Abe Teitel, has been passed by the censor board with a general permit and without any cuts. It was produced by Herbert Kline.

CHICAGO

WILLIAM B. BRENNER, vice-president of National Screen Service, was through here conferring with Morton Van Praag, en route to New York, following a business trip that took him all the way to the west coast.

Millie Anderson, TWA publicist, who lets us know all about the film stars' arrivals, is back from a quick week's vacation to Hollywood . . . Emile Montemurro, Movietone News bureau head here, had an exclusive feature last week dealing with the selection of Mrs. Charles Mayo, widow of the famous Doctor Mayo of Rochester, Minn., as the "American Mother of 1940."

Al Dezel is now re-issuing "Assassin of Youth," which has just played the Rialto. "Fools of Desire," another of his releases, has just finished at the Rialto, and the Lubliner & Trinz Clark . . . Gladys Lax of Indiana-Illinois Theatres, about the time you read this, will be on board a Hawaii-bound steamer, for a three-week vacation on the tropical isle. Gladys planed-out to Los Angeles last Thursday and will return from there the same way. And from what we're told it's not one of those "$49.50 cruises" either.

Mannie Gottlieb, Universal branch manager, is back from his Los Angeles vacation . . . Bob Slayback is due back shortly from a Florida vacation. The manager of Bill Pearl's Alcyon in Highland Park, Bob sent all of the folks at Allied postcard greetings from the southland.

Regina Lane of National Screen Service is spending a month's vacation in Los Angeles with relatives.

George Topper of the Haymarket is still knocking on wood. You would, too, if you saw his car after it turned over twice near Grand Rapids, Mich., as George was returning from a fishing trip in northern Michigan.

Phil Fischer of Hollywood Amusement Co., who has just returned from a vacation and honeymoon trip to the west coast with Mrs. Fischer, is now comfortably ensconced in a north side penthouse.

Dave Kimmel, here as an RKO booker just long enough to get acquainted with the Windy City, has been shifted to Omaha by the company.

Jim Donohue of Paramount was in California this week, called there by the illness of his mother.

Bob Montgomery of Essaness' publicity crew and Mrs. Montgomery were planning their summer vacation trip this week. Said Mrs. Montgomery: "You know I can't make up my mind whether to stop in River's End and visit Dr. Christian, or go to Carvel for a few days visit with Judge Hardy and family."

Bill Hollander will head the Chicago contingent to the "Lillian Russell" premiere in Clinton, Ia., next Wednesday, which will include Windy City newspaper and tradepaper writers.

O. K. Fischer Is G. M. of Hollywood Amusement

CHICAGO—Phil Fischer, president of Hollywood Amusement Co., announces the appointment of his brother, O. K. Fischer, as general manager of the company. He will headquarter in the home offices here.

Reopened for Weekends Only

WASHINGTON, IND.—The Switow circuit's Temple Court here has been reopened for showings on weekends only.

Announcing

The DROLL THEATRE SUPPLY

DIVISION OF J. W. DROLL CO.

A new source of supply and service on **Everything for the Theatre,** under the handling of "old heads" in the equipment business, including Charlie Williams, long connected with supply business in the Chicago film trade area, and Vic Maylon, who has dispensed equipment and supply service to theatre owners in this territory for years. NOW at YOUR SERVICE.

VIC MAYLON	GUS ANDERS	CHARLIE WILLIAMS
Office Manager	Gen'l Manager & City Sales	Territorial Sales

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MILWAUKEE

SAM SHURMAN, M-G-M branch manager, has been on a fishing trip the past two weeks. During his absence, Dave Ross, city salesman, was in charge of the local exchange . . . Nelson Eddy, in his first local appearance in ten years, sang to a crowd of 6,500 at the Auditorium . . . Ted Kraft, manager of the Riviera, was host recently to 50 Sons of the Polish Legion of American Veterans, Woodrow Wilson Post.

Robert Hynes, manager of Fox's Shorewood, arranged for the filming and showing of "Life in Shorewood," a picture of local civic and social activities . . . Russ Leddy, manager of Fox's Orpheum, Green Bay, was host to more than 100 *school patrol boys from Green Bay, De Pere and Brown county.*

William Exton, manager of the Roosevelt in Kenosha, was host to Boy Scouts of Troop 25 in connection with the showing of "San Francisco" and "The Ex-Mrs. Bradford" . . . Members of the local Motion Picture Operators' Union, through Erving Austin, assisted with the screen and sound equipment and donated the services of an operator in connection with the showing of educational films on cancer before several women's groups in Superior.

Maud Mosher, Hollywood handwriting analyst, has been appearing in the lobby of the Palace at Superior . . . The Sheboygan and Rex theatres, Sheboygan, participated in the local junior chamber of commerce's "Rural Youth Day" by conducting morning theatre parties for the children.

Ben P. Poblocki & Sons Co., Milwaukee, are providing a new front for the Vista at Negaunee, Mich. . . . Films shown last week at the Rocky Knoll sanatorium near Sheboygan were made possible through the courtesy of Warner Bros., J. C. Ebersberger, manager of the Rex, Sheboygan, and the Motion Picture Operators' Union, Local No. 655.

Limited Free Admissions Publicize "Horror Duo"

CHICAGO—Fred Hartman, manager of the H&E Balaban Windsor, concocted a new idea to get publicity for the Universal "horror duo" of "Black Friday" and "House of Seven Gables."

Hartman announced that the first 50 patrons who come to his theatre will be admitted free, provided it rains between 12 and 2 p. m. the day the pictures open at the Windsor.

LOUNGE FURNITURE

SPECIALISTS in SMART MODERN or PERIOD FURNITURE for THEATRE LOBBIES and LOUNGES.

DAVIDSON LTD.

420 N. Orleans St. Chicago

New Glencoe 1,100-Seater To Be Run by Valos

CHICAGO—Rumored for some time, announcement has been made of the second house to the built in Glencoe, fashionable suburb north of Chicago. It is to be an 1,100-seat house and will be operated by George T. Valos.

The house, scheduled to be opened by August 15, is announced as a $125,000 expenditure, with Irving M. Karlin as architect. It will be in the center of Glencoe's business district.

The first house announced for the section was that of Sam Meyers, operator of the Teatro del Lago in Wilmette. Meyers' house, reported to represent an investment of $175,000 in land and building, is just over the north Winnetka limits and derives its name, the Glenwin, from the first part of the two suburbs' names.

A Bishop Stresses Need For Realism in Films

CHICAGO—Realism, such as that depicted in "Grapes of Wrath," is needed more in this country so that people can better understand the trouble of others in order that remedial measures may be initiated. This is the opinion of Bishop William Scarlett of the Episcopal Church, St. Louis, who spoke here before the Sunday Evening Club in Orchestra Hall.

"What we need," said Bishop Scarlett, "is an imagination so sensitized as to bring us into a fellow feeling with all who suffer." He added that pictures such as "Grapes of Wrath" can best do that.

RACINE

SEVERAL buildings on Racine's Main Street are undergoing frontal changes, including Warner's Rialto and Venetian theatres, which are soon to have new canopies in the current streamline design.

Members of the Better Films League were guests of Stanley Lambert, Rialto manager, at a showing of "Abe Lincoln in Illinois" . . . With the Marx Bros. in their performance at the Chicago in Chicago was Jules Grandon, former Racine boy. Grandon (Julius Sklute to his Racine friends) did outstanding work in music before going west for music and picture work in Hollywood.

Brownee Brown, daughter of Len S. Brown of the Mainstreet, took 35 of her dancing students to Chicago, to present a demonstration performance before members of the Chicago Association of Dancing Masters.

Warner's Venetian is offering books on numerology to women patrons on Wednesday and Thursday afternoons . . . Under new management, the Granada, northside neighborhood theatre, is providing patrons with a free lighted parking space at the rear of the building.

B&K Managers Parley

CHICAGO—B&K managers held one of their regular meetings on discussion of policy Tuesday at the Sherman Hotel.

Chicago June Releases

WEEK OF JUNE 2

.....—Sky Devils (Mono), reissue—93.
943—Gaucho Serenade (Rep)—62.
3926—Road to Singapore (Para)—86.
27—Ghost Comes Home (M-G-M)—79.
025—The Blue Bird (20th-Fox)—82.
465—Three Cheers for the Irish (FN)—99.
1017—Man With Nine Lives (Col)—72.
1205—Blazing Six Shooters (Col).
.....—Stage Door (RKO), reissue—92.
4040—Half a Sinner (Univ)—58.

WEEK OF JUNE 9

.....—Amateur Detective (Mono)—65.
.....—Pals of the Silver Sage (Mono)—52.
965—Covered Wagon Days (Rep)—56.
.....—The Juggernaut (Astor)—60.
3924—Seventeen (Para)—77.
28—Young Tom Edison (M-G-M)—86.
035—Charlie Chan in Panama (20th-Fox) 67.
468—An Angel From Texas (FN)—68.
.....—Of Mice and Men (UA)—104.
083—Legion of the Lawless (RKO)—59.
4033—Enemy Agent (Univ)—61.

WEEK OF JUNE 16

3902—Son of the Navy (Mono)—72.
.....—The City (Mono)—40.
923—The Crooked Road (Rep)—68.
.....—The Spy (Astor)—78.
3931—Light of Western Stars (Para)—64.
26—I Take This Woman (M-G-M)—92.
033—They Came by Night (20th-Fox)—72.
493—Telegraph Trail (WB), reissue—45.
.....—Singing Marine (WB), reissue—105.
1004—Too Many Husbands (Col)—81.
091—Pinocchio (RKO)—87.
030—Courageous Dr. Christian (RKO)—66.
4062—Riders of Pasco Basin (Univ)—56.

WEEK OF JUNE 23

.....—She Goes to War (Mono)—64.
955—Carson City Kid (Rep)—58.
.....—Prisoner of Corbal (Astor)—74.
3927—Farmer's Daughter (Para)—60.
037—Free, Blonde and 21 (20th-Fox)—66.
404—Virginia City (WB)—120.
457—Story of Dr. Ehrlich's Magic Bullet (FN)—103.
.....—Babies for Sale (Col).
020—Little Orvie (RKO)—66.
4022—Ma, He's Making Eyes at Me (Univ)—60.

WEEK OF JUNE 30

.....—Treachery on the High Seas (Mono)—63.
.....—Land of Six Guns (Mono)—55.
.....—Gangs of Chicago (Rep).
3956—Santa Fe Marshal (Para)—68.
21—Broadway Melody of 1940 (M-G-M)—101.
30—Dr. Kildare's Strange Case (M-G-M)—76.
042—Johnny Apollo (20th-Fox)—93.
422—King of the Lumberjacks (WB)—57.
4001—It's a Date (Univ)—101.

Goldman Forms Chicago State Rights Company

CHICAGO—Saul Goldman has formed Variety Pictures to distribute independent and state-rights' product. In addition, Goldman, who has been general manager of the Sack Amusement Enterprises Chicago office for nearly two years, announced that he has taken over the exclusive distribution in this territory of the Sack company's Negro pictures, in addition to those of Million Dollar Productions, also producers of Negro product.

Goldman has been in the film industry in Chicago since 1923, and has been connected in the past with Educational, B N. Judell and Monogram Pictures.

Droll Theatre Supply Co. Opens Under Anders

CHICAGO—The Droll Theatre Supply Co. has been organized to serve the Chicago film territory, with Gus Anders as general manager in charge of the city sales. In the office as office manager will be Vic Maylon, who has been in the film equipment business for several years in Chicago. Charlie Williams has been assigned country sales.

A division of the J. W. Droll Co., the theatre supply company, is located on East Ohio St., where the company also maintains manufacturing facilities for its patented carbon-saver device.

Sheboygan Film Council Elects New Officers

SHEBOYGAN, WIS.—New officers of the Better Films Council here were elected May 2 as follows: Mrs. William Festerling, president; Harry J. Emigh, first vice-president; Mrs. Earl Trowbridge, second vice-president; Mrs. Theodore Grasse, recording secretary; Mrs. James Moers, corresponding secretary; Mrs. S. F. Sprengel, treasurer.

The council was the guests of Nic Johnson at his Van der Vaart and State theatres here, May 4 and 11, respectively. The latter house has been newly renovated.

English on "Hit Parade"

HOLLYWOOD—Richard English is scripting "Hit Parade of 1940" for Producer Sol C. Siegel at Republic.

Fanchon & Marco Tie With Police Circus

ST. LOUIS—Some local theatre owners are "beefing" because Fanchon & Marco used the recent annual Police Circus at the Arena to put over a stunt to boost attendance at the Ambassador, Fox and Missouri theatres by holding out the opportunity for those attending the police circus to obtain price reductions at the F&M first run houses.

On the back of the program, listing the 31 displays at the Police Circus, which was produced by the Fanchon & Marco interests, was this catchy heading: "This page is worth $$$$ to you."

"Fanchon & Marco is proud to have served the St. Louis Police Relief Association for the second consecutive year in the production, direction and supervision of the 1940 Police Circus.

"It will be of great assistance to Fanchon & Marco if you will kindly answer the following questions to guide us in the future:

1. Which act did you most enjoy?

2. Which acts would you like to see again next year?

3. What suggestion have you for possible improvement for next year's circus?

4. Do you feel that you received worth-while entertainment?

"The 1940 Police Relief Circus perfectly typifies that entertainment which Fanchon & Marco strives to serve you in its theatres — enjoyable — wholesome, and worth your while.

"Present this program with your answers filled in, at the Ambassador, Fox or Missouri theatres prior to August 1, 1940, for a five cent allowance on a 15 cent ticket, 10 cents allowance on a 25 cent ticket, 15 cents allowance on a 35 cent ticket, 20 cents allowance on a 40 cent ticket, 25 cents allowance on a 50 cent ticket.

"Watch for the first annual Great American Spectacle! The wildest, wooliest Wild West Show ever presented in America. Cowboys! Indians! Stage Coach Attack! Bucking Bronco's! Sharpshooting! Brahma-Steer Riding! Cowboy basketball! To be produced and presented this fall by Fanchon & Marco at the Arena."

Photoplay Indorsers Honor Pettijohn on Anniversary

INDIANAPOLIS—The 25th anniversary of the founding of the Indianapolis Indorsers of Photoplays and the homecoming of Charles B. Pettijohn, MPPDA general counsel, were celebrated at the Claypool Hotel. Pettijohn was the principal speaker.

Pettijohn discussed the foreign situation, block booking, blind buying and community selection. He formerly lived in Indianapolis, and recalled speaking before the indorsers 20 years ago when he brought 19-year-old David O. Selznick along with him as a guest speaker. Selznick, who was asked to attend the meeting, expressed his regrets. Attending the meeting with Pettijohn was his wife, whom he met here and who was Belle Bruce of the films.

Mrs. Clarence J. Finch, general chairman, presided. Recognition was given founders of the organization. Three who attended the meeting besides Mrs. David Ross, president, were Mesdames Curtis Hodges, John Downing Johnson and Fred D. Stilz.

Sam Meyers Again Joins Illinois Allied Ranks

CHICAGO—Sam Meyers, brother-in-law to the Balaban Brothers, who was one of the original founders of the Illinois unit of Allied in 1929 and who pulled out shortly thereafter over factional disagreements, again has become a member of the Illinois unit. Meyers' Wilmette house, the Teatro Del Lago, was announced this week, by Jack Kirsch, president of Allied of Illinois, as a new member.

While Meyers has not actually been a member for some years, he is known to have been in accord with many of the Allied group's fundamental principles.

Another new Allied member is Ray Jarman, operator of the Don, Downers Grove, Ill.

INDIANAPOLIS

MAURICE RUBIN, operator of the Tivoli, Lido, Lake and Uptown theatres in Michigan City, is taking a few days vacation to do some trout fishing and to rest up after being under pressure the last few months with his new theatre.

Orville Crouch, former assistant manager to Ward Farrar at Loew's here, has been advanced to manager of Loew's in Canton, Ohio, where he has been relief manager since leaving Indianapolis.

Claude Allison of the Strand is bragging about his big catch of fish that he only had to travel 11 miles out of town for—sounds "fishy" to us . . . The Paramount office force held an outing last week with "Duff" Newman acting as Chef —some fun, they all report.

Wilbur Grant, salesman for Universal, is back on the job after an illness of several weeks . . . Cecilia Hughes, secretary to Gordon Craddock, manager at Universal, is vacationing in the east for several days . . . Joe Smith of Affiliated Theatres, Inc., has gone to his summer home in Michigan . . . J. H. Stevens, manager at Paramount, has returned to the job after a very short illness.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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ST. LOUIS

THE Variety meeting May 3 featured a report on the recent national convention held in Dallas . . . Wallace Beery has asked Gov. Lloyd C. Stark to pardon the actor's former chauffeur, Larry Suddeth, now serving a sentence in the Missouri State Penitentiary at Jefferson City for murder. After conferring with the governor, Beery went to Marshalltown, Ia., for the opening of a new theatre and then to New York for the opening of his "Twenty Mule Team."

The French film, "Ballerina," had a four-day run at the S'Renco Art Theatre . . . Mildred Carpenter Bailey will do publicity and advertising for the Civic Theatre, St. Louis county strawhat which opens next month . . . Forest Park Highlands, local amusement park, has opened its 44th season.

"Request Weeks" were featured by the Ritz, Norside and Uptown, all in St. Louis; the Esquire, Richmond Heights, and the Varsity, University City . . . Eddie Cantor was in town as the guest of Arthur B. Baer of Stix, Baer & Fuller, department store.

Kay Kyser, including Harry Babbitt, young St. Louis warblist, opened at the Fox, May 3. Babbitt's parents, Mr. and Mrs. Harry E. Babbitt, reside here at 6576 Arsenal St. . . . Orrin Tucker and Bonnie Baker open a run at the Fox, May 17.

Chicago Headlines Make "Babies for Sale" Cinch

CHICAGO—Jack Thoma, Columbia exploiteer here, didn't wait long when the local "baby mart" case broke, to tie in Columbia's "Babies for Sale," which has a plot similar to the local case

Thoma had a print rushed here and screened it for Judge Harry Fisher, circuit court jurist, who is investigating the local case. Judge Fisher endorsed the film as the type of picture that will give the public an opportunity to beware of similar real-life cases, and his statement was used by International News Service in a wire story that mentioned the film and tie-in with the local case.

Trampe Widens Anti-Bingo Activities in Milwaukee

MILWAUKEE—Charles W. Trampe, local exhibitor and head of Film Service, Inc., who was successful in his action to restrain the Bahn Frei Hall from holding Bingo games, has started action against the American Luther Ass'n to restrain it from staging the games.

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"Rockne" Production Unit To Pause in Windy City

CHICAGO—A Warner production unit is expected to arrive here this week on the Santa Fe Chief en route to South Bend, Ind., where background and atmospheric shots will be made for the forthcoming feature, "The Life of Knute Rockne." The shots will be made on the campus of Notre Dame University.

Besides technical men, those in the party will be the star, Pat O'Brien, Mrs. O'Brien, Mrs. Knute Rockne, and J. Arthur Haley, business manager of Notre Dame, who has been on the west coast conferring with Warner executives.

Jack Benny in Brief P. A. On Chicago Stopover

CHICAGO—Paramount made the most of Jack Benny's stopover in Chicago between planes, by having him appear once on the stage of the Chicago, B&K loop house, where "Buck Benny Rides Again," is in its second week. With Benny, continuing westward, were other members of his troupe, including Mary Livingstone, Dannis Day, Phil Harris and Rochester.

Keystone Launches 16mm Branch in Windy City

CHICAGO—A distribution office has been opened here at 711 Steuben Bldg. by Keystone State Amusement Circuits, self-styled "largest 16mm movie circuit operators in the world."

In charge is Mr. Schlosberg and his assistant, Lynn Blocher, formerly of the Pittsburgh home office.

Opening Plaza in Marion

MARION, ILL.—Fox Midwest will open the new Plaza here about May 15.

A New Measure

CHICAGO—With "Gone With the Wind" leaving the Oriental May 16 to be followed by another vaudefilm policy, and the film still set for an indefinite stay at the Woods, the praise agents of the two houses have been going to town with fancy figures on the run here.

Fritz Blocki, publicist for the Oriental, has figured out that at least 750,000 fans will have seen the picture at that house by May 16, and Norman Kassel and Bob Montgomery of Essaness say that about 125,000 have viewed it at the Woods.

The boys, additionally, have figured out that—

"Twelve miles of film a day is run through the machines at the Oriental.

"The fourth print is now in use at the Oriental, which totals 88,000 feet or 16⅓ miles of film.

"The 337 performances at the Oriental will constitute the longest run of the film under the continuous run (three-a-day) policy.

"The film outlasted carpets, that had to be renewed, seats that had to be recovered, etc."

SPR'GFIELD

THOMAS J. FININ, house manager of the Orpheum, has been transferred to the Decatur at Lincoln, under City Manager Paul Witte, according to an announcement by Thomas P. Ronan, district manager for Great States.

Tommy, youngest son of William Feldstein, booker for Frisina, underwent a successful appendectomy . . . Howard Moore, assistant manager of the Roxy, has returned to his duties after being hospitalized three weeks with a throat infection.

Russell Hoag, manager of the Heart and Effingham theatres at Effingham, visited at the Frisina home office . . . Dominic Frisina, president of Frisina Amusement Co., has returned from Hot Spings where he has been resting with Harry Hershey, attorney for his company and Democratic candidate for governor of Illinois.

The health, beauty and charm school got under way Tuesday, Wednesday, Thursday and Friday at the Fox-Lincoln . . . Springfield theatre operators are hoping the city council will decide against Daylight Saving for Springfield when it meets to make the decision, May 21.

'Fair and Warm' Weekends Taking Patrons Afield

CHICAGO—Business continued off as the public took to the outdoors on the second "fair and warm" weekend in a row.

The only competent draw in the loop continued to be UA's "Rebecca," which was in its fifth loop week, having moved over to the Apollo, after four weeks at the Chicago.

Some of the suburban houses enjoyed fair patronage in the evenings, but the afternoons found thousands flocking to the parks and countryside.

Heart Attack Fatal to William C. Tracy, 51

PLATTEVILLE, WIS.—William C. Tracy, 51, operator of the Avalon here for more than 15 years, died suddenly at his home following a heart attack. Prior to taking over the Avalon, Tracy operated the Regent at Prairie du Chien for many years.

Gifted With Organ

MADISON, IND.—The former owner of the Madison here, Louis E. Holwager, has presented the board of education a $7,500 pipe organ which has been unused and in the theatre since the advent of sound. It will be removed and placed in the new Madison High School gymnasium, now nearing completion.

Stunter Sues Universal

INDIANAPOLIS—Contending that filmed stunts he performed for the Studebaker Company in 1935 were used by Universal in a film dedicated to Lucky Teeter, a suit for $100,000 was filed here by Earl L. (Wild Bill) Simon, against the Studebaker Sales Corp., Universal, and Lucky Teeter.

Clinton Busy Making Plans for Premiere

CLINTON, IA.—With a fine disregard for the business interests of Harold Barnes at the Capitol and Jerry Greenbaum at the Rialto, Clinton business men last week were busily engaged in lining up competitive entertainment for the two days prior to the "Lillian Russell" one-third-of-a-premiere here.

The premiere is scheduled on the eveing of May 15 at both the Rialto and Capitol. Premieres are booked in Pittsburgh, Pa., and Hollywood at the same time.

Clinton merchants are stretching the fete here into a three-day celebration with special window decorations of Gay Nineties "antiques," an old fiddlers contest, a quad-county costume-beauty contest and a free street dance on the program.

May 15 will be the Central States "Theatres Day," however, after film stars Don Ameche, Cesar Romero, Binnie Barnes and Mary Healy arrive at 11 a. m., on the special new Northwestern streamliner, Treasure Island, making its maiden trip from Chicago.

Christening of the streamliner will be part of that day's program along with a parade and dedication of a plaque marking the birthplace of Lillian Russell.

Efforts to get a Mississippi River passenger boat here for a movie ball on the river after the evening premiere fell through when river transport firms refused to alter schedules. A dance still is tentatively on the program, however, with Don Ameche expected to do a whirl or two with competitors in a "Belle of the Forties" beauty contest from the University of Iowa, Coe College, Cornell College and Grinnell.

Newsmen from 11 midwestern cities have been invited as guests of 20th Century-Fox. Most of them are expected to meet in Chicago and ride in on the streamliner with the stars.

Earl Wingate and William C. Gehring from Fox's New York offices directed preliminary arrangements here. Eddie Solomon of the Fox publicity department, and Lionel Wasson of Central States are supervising the developments now. Milt Howe is to make the trip from the coast with the Fox stars.

Preliminary work of erecting platforms outside the Capitol and Rialto theatres (they're side by side) already has started. Special spotlights will be installed Tuesday and WMT broadcasting facilities from the theatre will be shoved into place on Wednesday, the big day.—R. C.

A 16mm Film Exchange Is Opened in Kaycee

KANSAS CITY—The largest 16mm film exchange in the west has been opened here in the Midland Bldg. by Keystone State Amusement Circuits, "largest 16mm movie circuit operators in the world."

Larry G. Brady, formerly of the organization's Memphis office, is in charge.

Relapse Sends Steffes to Hospital in Minneapolis

MINNEAPOLIS—Following another heart attack, President W. A. Steffes of Northwest Allied is in Abbott Hospital for observation and treatment. The attack occurred Monday.

Steffes suffered his first heart attack in Washington last January while attending the Allied States directors meeting. He was confined to the hospital there for several months and then went to Florida for further recuperation before returning to Minneapolis.

It is believed that Steffes will be unable to resume his Northwest Allied activities for some time. The aggressive leader of independents also will be compelled to take an extended vacation from his World Theatre here.

See Settlement Trend In St. Joseph Case

NEW YORK—Private legal opinion veers toward the belief an out-of-court settlement may be entertained in the $425,000 anti-trust action brought by Eugenia and Frank H. Cassil, operators of the Rialto, St. Joseph, Mo., against the eight majors and the Kansas City Operating Co., comprised of the four Dubinsky brothers.

The Cassils charge the majors conspired with the Dubinskys and Charles Geiger, another defendant, to refuse to furnish the Rialto with second run product in and since 1932, allegedly in violation of the Rialto's contracts with defendant distributors. The Rialto claims it is compelled to wait up to 132 days for product.

Tri-States Deal for K-8 Product Is Approved

NEW YORK—Approval by Herman Wobber, 20th-Fox general sales manager, of the deal for the 1940-41 (K-8) product, negotiated by Central Division Manager W. C. Gehring with Tri-States circuit of Des Moines, makes this the first such deal closed with a major sectional circuit.

The circuit embraces some 26 situations in the Des Moines and Omaha territories.

Gillman Reduces

MINNEAPOLIS—Irving Gillman's loop independent sure-seater, the Esquire, this week went to a 25 cent flat admission, the same as the Minnesota Amusement Company downtown Gopher. Initial offering under the new price policy was a reissue, "The Old Dark House."

Twin City Barkers Have $20,000 Goal

MINNEAPOLIS—The Twin City Variety Club must raise $20,000 for the Milk Fund this year, Chief Barker Ben Blotcky told members at a dinner meeting this week. He pleaded for closer cooperation and greater help and requested that members make suggestions as to how the needed money should be obtained.

The Milk Fund, with Twin City Variety club sponsorship, has distributed 24,000 quarts of the beverage to needy families so far this year—a considerably larger amount than ever before, Blotcky said. The recent ball was a big success financially and a substantial profit was realized for the Fund, he revealed.

"Variety is building over the entire state," said Blotcky. "We even have received letters from towns as small as 400 population inquiring about us and our work. We are doing something for the motion picture industry which never has been done before—making it a civic and philanthropic force and winning the public's respect and good-will."

Blotcky particularly commended Barkers Bill Elson, Frank McCormick and Theodore Hays for their hard work and effective efforts to make the recent ball a success. Elson, Don Buckley and others reported on the Dallas convention.

It was announced by Blotcky that there will be several other social events and a golf tournament during the course of the year. He called attention to the fact that one of the local barkers, Eddie Ruben, was given national recognition by being elected secretary-treasurer at the Dallas convention.

"Hy" Chapman, first assistant chief barker, urged a larger turnout for the Saturday night Bank and Bingo nights in the clubrooms. He declared that members "should take the club more seriously and go to work." Frank McCormick pointed out that the chief barker needs "a lot of help" and pledged to assist to the best of his ability. The Variety club's objective was called "most commendable" by Theodore Hays. Its accomplishment of being helpful to the underprivileged is one that every member can take pride in, he said.

Build at Linn, Mo.

LINN, MO.—A 300-seat house is being built here for the Lyle-Brown Co. of St. Louis.

Tabulate the Grievances

Minneapolis—Chief grievance among local independent exhibitors is compulsory block booking, it is indicated. Those summoned to testify in the government anti-trust suit against the distributors are ready to voice their complaints.

Many of the independents hereabouts also wish to have producer ownership or control of theatres done away with, although the feeling toward the Minnesota Amusement Company (Paramount), generally, is exceedingly friendly. Except in the matter of clearance, the latter is regarded by the independents as a fair competitor.

A number of the independents, however, feel that the Minnesota Amusement Company is demanding and receiving unfair protection in Minneapolis and St. Paul particularly. Others feel that the big thing to be accomplished is the elimination of percentage.

Wherein the Odeon Is Opened

By KEN AND RENE CLAYTON

MARSHALLTOWN, IA.—That dinner with Exploiteer Speed Lambert and Earl Kerr, one-third of the Odeon triumvirate, was only the beginning, folks . . . and you can imagine grinding an ax with two Gardenias? But anyway, Speed and Earl did it . . . Before the Gardenias had started to droop on her lapel, they'd caught BOXOFFICE & Co. off-guard to get a promise to show up in Marshalltown for the big Monday opening of the Odeon . . . They even roped BOXOFFICE into gaily urging & Co. to M. C. the show for them.

But everybody forgot to tell BOXOFFICE that & Co. had promised Speed via Bell System that she'd do a radio stint in the lobby . . . she was kept completely in the dark until she suddenly found herself in Marshalltown being kicked around by some 30,000 people who wanted to see Wally Beery . . . they saw Beery, who paraded past the new Odeon and on to his hotel.

We go to our hotel room . . . we feel fine . . . we're gonna have fun . . . and then at about seven o'clock, somebody says this is Charlie Lienhaas of KFJB . . . you'll work with him in the lobby at 7:45 while & Co. does the M. C. chores on the stage . . . Charlie was a good egg and knew his stuff or we'd have decided against the whole thing even in the face of & Co.'s promise.

But the Odeon was such a perfect example of how beautiful, fine, compact and yet spacious a small theatre can be that we couldn't help being enthusiastic . . . and when we saw all those DM Filmrowers pouring in the foyer, we felt right at home . . . Sam Horowitz (another third of the Odeon triumvirate) appeared from nowhere with Rheba and pinned a second rose on us . . . Mike Roskopf, the final third, wandered in and said, "I'd rather be in Africa hunting elephants."

No small item in the crowd was Stan Mayer, whom we snagged and presented to Charlie for a little chat on the air . . . next came Don West who plugged Stone's cafeteria and had the Marshalltown gals sure he was Nelson Eddy from Hollywood . . . Al Schuyler gave his expert opinion of new Odeon then showed us pix of Phillip, his latest acquisition, and bragged that he was one Filmrow papa who scooped BOXOFFICE with his own offspring.

Jack Kennedy skipped into the lounge and talked with Charlie while we noted that Lois was even prettier than we'd thought she was that night out at the Club 100 . . . We talked with Charlie Peterson of Hampton and for once found Chick Friedman short of words when we popped him in front of the microphone.

We spy Bill Toney in the crowd and discover that his red nose the day we saw him was because he didn't know about sunlamps either . . . Elmer Tilton spoke like a veteran and informed us on the side that he wears those pink shirts only in the winter . . . George Beaumeister repeated his ill-fated chicken dinner invitation and again we accepted.

Howard and Hazel Dunn decided the triumvirate had done all right by the Odeon . . . and Art Jacobs of the Neon Sign Co. in Omaha viewed with delight the way the stuff was slathered all over the Odeon front . . . Jack Kennedy bet it wouldn't cost him $1.25 to play Morris Smith a game of pitch under that mirrored ceiling . . . Jerry McGlynn was seen admiring his crowning glory beneath same ceiling.

Just to show the boys they weren't pea-green, a lot of exhibitors showed up at the Odeon, too . . . we saw Butch Lambert of the Monty in Monticello . . . Harold Hall of Elkader . . . Rudy Falls of the DM Theatre . . . Harry Herman of New Hampton . . . Bob Fulton of Waterloo . . . Tom Arthur of Mason City and Jenson, his right-hand man. George LeBlanc and Lois (he's with Altec Service Corp. in Waterloo and she bakes cakes) . . . Gilley Wells and Ruby were there and when we declared Gilley the cutest on the DM Row, he generously presented us with a watch (wrist).

We saw the Morris Smiths and had time to bedevil Moe Levy from Minneapolis in the lounge before Speed Lambert dragged us backstage to see what was going on there . . . and what was? Well, & Co. was out front wearing a scarlet carnation to match those wonderful velvet curtains, and trying to be flippant with some people he'd never seen before (and getting away with it, McKechneay!) . . . Charlie Lienhaas was tearing his nice blond locks because Beery was manhandling the sensitive 125-buck mike . . . Sam Horowitz and Mike Roskopf were showing us just how the Odeon looked before they started turning it into a dusty-pink, aquamarine Grecian classic . . . and Don Olson, Earl Kerr's assistant at the Casino and destined to be the head man at the new Odeon, was being very calm about it all.

Beery lunched with Governor Stark of Missouri Monday, then flew his own plane from St. Louis to Marshalltown in 90 minutes . . . An estimated 30,000 lined Marshalltown streets to greet him . . . the same streets where only an estimated 6,000 ogled Politician Thomas E. Dewey's parade Saturday . . . Twenty highway patrolmen, the entire Marshalltown police force and the junior patrol were unable to keep the crowd in check through the entire parade . . . Onlookers broke up the line of march twice when they swarmed around Beery's car and forced it to stop.

Gov. George Wilson of Iowa had to decline an invitation to the Odeon opening in order to sit at home by his telephone, just in case there should be some new development on the scheduled hanging of Walter H. (Dusty) Rhodes at the Fort Madison penitentiary Tuesday morning . . . The governor's gesture was in vain . . . Rhodes died at 7:29 a. m. Tuesday on the gallows.

The new Odeon Theatre is on the site of the old Odeon, originally opened in Marshalltown in 1888 . . . A. A. Moore and Mrs. Lou Abbott, both of whom attended the opening 52 years ago, were present at Monday night's midwestern premiere of "20 Mule Team."

Nebraska's Gov. Roy L. Cochran had planned to attend the Odeon opening on May 10 but was forced to send his regrets to M-G-M Exploiteer Speed Lambert . . . The Nebraska senatorial race kept him from showing up when the date was switched to May 6 . . . "I think that's sweet," Speed commented, after telling about the governor's note . . . but woebegone was & Co. who had counted on introducing the white-thatched Nebraska executive as the "white spot of the nation."

Ruby Cummings was claiming to have located the key to marital bliss when she related that her husband was attending a stag party back in Council Bluffs . . . but she had an argument on her hands from BOXOFFICE & Co. who think they've learned a thing or two in that direction . . . Ruby is Earl Kerr's secretarial gem . . . Earl's two-toned green ensemble couldn't have looked better on a Fisher body, but he switched to a dignified blue in the evening anyway.

Beery had the Odeon crowd with him on his story of how his little daughter, Carol Ann, spent $47.60 telling him via telephone to New York that she wanted a new ironing board so she could save $1.54 on laundry, but for our money the top remark of the evening was hours later from the lips of that rotund, bespectacled film salesman. Said he: "I wish they'd flavor this stuff with chocolate so's you could enjoy drinking it, too."

A Disconsolate Wallace Beery

Des Moines—"Boy, was I dumb?" queried disconsolate Wallace Beery of the world at large here Tuesday as he awaited a United Air Lines plane to take him to New York for the "20 Mule Team" opening there.

"I should have landed in Des Moines and driven over to Marshalltown. Six thousand hours in the air and I set the plane down on a soft field with heavy rain coming up. My plane's so far down in the mud I don't know when they'll get it out."

Beery had landed his plane at the Marshalltown, Ia., airport Monday in order to make a personal appearance at the opening of the new Odeon Theatre there. Rain muddied the field so Beery couldn't take off in his own ship Tuesday morning. He left his mechanic there to take the plane on to New York as soon as the Marshalltown field dries off.

NSS-AA Employes at Variety Luncheon

KANSAS CITY—Approximately 75, one of the largest crowds in its history, attended the Variety Club luncheon May 6. About 35 were employes and staff members of National Screen Service and Advertising Accessories, Inc.

Their attendance marked the inauguration of a new idea in Variety Monday luncheons, that of having, each Monday, all employes of an exchange or Filmrow firm as guests. The firm invited will provide entertainment. Charley Gregory of NSS and Homer Blackwell of AA were the joint hosts of the two groups Monday.

Through Jerry Zigmond of the Newman, the NSS-AA group presented Ming, only Chinese magician in this country who was so entertaining he was impressive. President Jay Means gave a brief story of the ideals and inspiration behind Variety Clubs of America.

Next Monday, May 13, 20th-Fox employes will be guests. It is interesting to note that George Baker stood when the NSS-AA group was introduced, claiming that "I'm working for them." It just goes to show you what a little feminine influence will do to a group of men.

Beverly Miller, who is in charge of ticket sales for the party May 18, spoke briefly. In addition to a buffet supper, dancing, music, and entertainment, a set of dishes will be given away in order to make exhibitors feel at home.

Guests on Monday included Bob Gorham and Walter A. Koger of the Liberty, Horton, Kas. (Herb Stulz), and L. J. Hensley of Hollywood Advertising (Nat Hechtman).

Saturday Night, May 18, to Be Gala Night for "Whingding"

KANSAS CITY—"Let's Sing and Swing at the Spring Whingding" is the theme of the Variety Club Saturday night jamboree May 18. Members and their friends are promised a gala evening of fun and merriment for the price of 50 cents a person. The event is mainly for couples.

Judge Applebee of WDAF's Barrel of Fun program will preside at a quiz, awarding prizes to the wise ones. There will be Bingo, special music and other entertainment, plus a de luxe buffet supper.

Jerry Zigmond is in charge of the entertainment, assisted by Barney Joffee, Leland Allen, Douglas Desch, Jim McConnell and Don Woods. Hal Perrin is in charge of publicity.

Plan to Add More Members And Increase Activities

KANSAS CITY—A plan for increasing its membership and the scope of its activities has been launched by Variety, according to Jay Means, chief barker.

Deal in Piedmont, Mo.

PIEDMONT, MO.—A deal for a building which he will remodel into a 400-seater has been closed by A. B. Jefferis.

KAYCEE

HOMER BLACKWELL, branch manager for Advertising Accessories, really had a big weekend. Saturday he went fishing with his family on Roaring River—and caught five. On Monday he celebrated his birthday anniversary—which one he won't say . . . Have a look at Norris Cresswell's new cream-colored car with the green fenders and see if you don't think it's the snappiest you've seen this spring.

Currently in progress at Commonwealth is a "dog house" contest, with the "Mutt Brigade" in and the "Huskies" out of the kennel as the managers reach or fail to reach quotas . . . L. J. Kimbriel reports the sale of an air conditioning job to the Sosna, Louis and Sam Sosna's new house at Mexico, Mo.

W. D. Fulton has just completed remodeling and re-equipment work on the Strand . . . June Medcalf is working for the Norris Distributing Co. (W. Lee Norris) at 19th and Wyandotte.

On a stack of empty "coke" bottles, Finton H. Jones swears the following was taken, with only a few variations, from the expense account of a local film man.

Expense Account, Month Ending Mar. 31, 1940

Date	Item	Amount
1	Advertisement for girl stenographer	$ .50
2	Violets for new stenographer	.65
8	Week's salary for new stenographer	15.00
9	Roses for new stenographer	3.00
11	Candy for wife	.75
13	Lunch with stenographer	6.25
15	Week's salary for stenographer	20.00
17	Movie tickets—wife and self	.80
18	Theatre tickets — stenographer and self	7.50
19	Candy for wife	.75
20	Mitzi's salary	25.00
21	Theatre and dinner with Mitzi	21.75
22	Doctor	100.00
23	Fur coat for wife	625.00
24	Advertisement for man stenographer	.50

These boys at Warner Bros. really sport fancy addresses. There's Porte Cima Pass for Russ Borg, for instance, which is, in case you didn't know, in Kansas City. And then there's Pippin Court, which is Don Woods' street in Wichita, Kas.

More visitors: Percy Davis, Fox, Barnes, Kas.; Lee Sproule, Rex, Newton, Kas., and others; Nick Kotsis, Holden, Holden, Mo., and Oswego, Oswego, Kas.; Bob Gorham, Liberty, Horton, Kas., with Walt Koger, his assistant; R. R. Winship, Majestic, Phillipsburg, Kas.; Mr. and Mrs. C. A. Bessier, Cozy, Humboldt, Kas.

On the Row: Bob Ringler, Lake, Storm Lake, Ia., and Sunflower, Peabody, Kas.; Ferd Ledoux, Arcadia, Holton, Kas.; M. S. Heath, Plaza, Liberty, Mo.; Homer Strowig, Plaza, Abilene, Kas.; Glen Newbold, Temple, Yates Center, Kas.; Harry Till, Courter, Hamilton, Mo.; A. E. Jarboe, Ritz, Cameron, Mo.

Leland G. Lay of Great Plains Amusement Co. temporarily has closed the Grant at St. Joseph and the Novenger at Novenger, Mo. . . . Frank Hensler, M-G-M branch manager, just returned from a trip to Mexico with his family. He brought back some sombreros (pottery) and Monarcas (Mex cigarettes).

Ed Solig, booker at Universal, spent last weekend in Omaha . . . Bob Long, auditor, is at Metro . . . John Dale has opened the Everton at Everton, Mo.

If you've heard this one, don't stop us: What the two owls said in the rain?—Too wet to woo . . . Helen Kuhlman is the new girl in the Commonwealth bookkeeping department.

Department of Public Service: This is a warning to Omaha that Gretchen Brown (Commonwealth) is headed that way the

(Continued on page 63)

BIG BARGAINS

Used Theatre Equipment

6 Pair—Low Intensity Reflector Arc Lamps, Strongs, Peerless, Motiographs, Standefords.

5—Complete Motor Generator sets. Double 20-40, 25-25, 35-35 Ampere.

Rectifiers, 15, 30 and 60 Ampere. Tungar Bulb Type.

6 Pair—Powers Machines.

3 Pair—Simplex Machines.

3 Pair—Motiograph Machines.

Sound Heads, Amplifiers, Speakers.

G. E. Mazda Lamp Houses for 32 Volt, 900 Watt Lamps.

Screens—Dimmers.

All equipment in good serviceable shape, or will rebuild to suit.

STEBBINS THEATRE EQUIPMENT CO.

1804 Wyandotte Street Kansas City, Mo.

Liberty Inner Remodeling Under Way in Lincoln

LINCOLN—Contractors went into action on the old Liberty inner structure this week, and will yank the entire interior of the spot apart, preparatory to setting up a $70,000 fire-proof theatre within the walls of the 50-year-old office building.

Howard Federer, general manager of the Nebraska Theatres, Inc., of which it's a property, said it would probably be ready to open around mid-August, or early September, and will seat 1,100 as against its present capacity of 900. The stage space will be occupied by seats.

Meantime, the city council survey and appraisal committees, who are working at property evaluation before tearing down the Varsity, the other big NTI house, indicate it will be July or later before there are any definite moves.

The Keokuk Frisina Corp. Cleared in Damage Suit

KEOKUK, IA.—The Keokuk Frisina Theatre Corp. won a directed verdict in the $5,000 damage suit brought against the theatre company by George M. Bauswell of Keokuk. District Judge J. R. Leary decided the case.

Bauswell charged malicious prosecution, alleging his character had been damaged when he was indicted by the Lee county grand jury on charges of attempting to defraud the theatre firm in connection with a Bank Night drawing. The charge against Bauswell and several other defendants was dismissed after a verdict of not guilty in the trial of one defendant. Bauswell then sued the theatre company.

April Building Record in Des Moines Shows Rise

DES MOINES—One theatre operator, who prefers not to be quoted, said here recently he didn't know of an exhibitor who had shown a profit on business since Christmas. Business may be off, but April, nevertheless, set a new all-time record for the number of residence building permits issued, the volume of residence permits and the total permits for all classes of buildings.

Figures compiled by Fred Heyer, Des Moines building commissioner, show a total of 96 new home permits totaling $414,240. The previous monthly high mark was May, 1939, when 86 dwelling permits totaled $388,750.

Levy to Premiere

MINNEAPOLIS—Moe Levy, 20th-Fox district manager, and Twin City film critics will go to Clinton, Ia., for the world premiere of "Lillian Russell" on May 15. The town was Miss Russell's birthplace.

Meredith Buys in Avoca

AVOCA, IA.—Arthur Meredith of Sigourney has purchased the Harris-Avoca here. The house had been operated by Carl Ernst.

Flack! Flack!

By KEN and RENE CLAYTON

LEE BLUMBERG of the Warner publicity staff in NY gave us that vacant, hollow-looking death's head which adorns our living room wall. Bill Lansburg, Paramount bally man out of Hollywood, says the picture reminds him of the gals he knows . . . He can see right through them, too. D'ja mean no brains or no petticoats, Bill?

When Clarey Barbiaux of RKO doesn't have a spicy batch of leg art on the fire out in H'wood, he's stirring up a mean blob of spaghetti with his own little hands . . . And Clarey can tell you just when either is well done—down to the last dash of paprika.

Art Catlin of UA in Chi knows a guy in St. Louis who flies a plane and likes company en route to New Orleans . . . Al Sellers of M-G-M in Culver City knows a guy, already in New Orleans, who knows 'nother guy who can really unveil the town . . . They oughta pool their resources.

This is Rufus Blair's yarn, but we're gonna make it part of our knitting: The Blair claims to have been presented with a very fine bone for his purp, "Butch," while stopping overnight in Frisco. Days later the forgotten bone was discovered and "extra'ed" on the street as the latest clue to a fancy-carving murderer. Paramount's Rufus says he didn't say nuthin' (and this is the only part of the story we won't swallow). This tale has nothing to do with Rufus' using an alias . . . Watch Flack! Flack! for the squeal.

Hearing of Sam Clark's illness on the coast, Warner's Monroe Rubinger in Kaycee philosophizes: "There's an awful lot of Sam to get sick, but he won't complain if less of him got well."

Now we know what Charlie Levy meant by saying his new RKO feature service out of NY would serve a "two-fold function." He escorted both "My Favorite Wife" and Gallahadion to fame at Louisville. Sounds more like a three-fold function, with Chollie writing about his little quarter-year-old daughter: "She's kinda cute. Hope you are the same."

We thought it was pretty Foxy of Milt Howe in Beverly Hills to offer us Open Sesame of the Hollywood bastille (in 'n OUT) . . . But we warned him he'd have to be a good little boy at the "Lillian Russell" premiere at Clinton, Ia. They don't believe in Aladdin and the "Arabian Nights" in the middle west, Milt . . . (Check this with Steve Brooks).

Remember, you can always entertain Walter Wanger's John Leroy Johnston with a simple piece of string.

Entertains Kiwanians

DES MOINES—Joseph Forrest, Hollywood impersonator and comedian, presented a characterization of "The Old Time Medicine Man" at the Kiwanis Club meeting here.

Agricultural Reports Make Cheerful News to Trade

MINNEAPOLIS—The film industry here is heartened by reports from county agents and agronomists in Minnesota, North and South Dakota and Montana that early spring crop prospects are the best in years.

Until late April the outlook was not one of optimism. But then came slow, soaking rains that seeped into the ground with a minimum of run-off. The result was that seeding of grains was completed under highly favorable conditions.

From counties in all Minnesota sections have come reports better than average for this time of year. North Dakota's crop prospects were given a big boost by the rains. South Dakota reported a "bright agricultural outlook with subsoil moisture reserves vastly improved," and in Montana stockmen and farmers were jubilant after the wettest April in history.

Before the rains started there had been considerable concern as a result of the prolonged dry period, which in some sections had lasted 15 months. But now the reports almost invariably tell of moisture sufficient to give crops a good start.

Uses Films to Illustrate Series of School Talks

DES MOINES—Motion pictures illustrated a series of talks in local schools last week by Virginia Sedgwick, supervisor of humane education for the Anti-Cruelty Society of Chicago, Ill.

Miss Sedgwick said humane society education programs no longer attempt to teach children "to be kind to animals." "Instead," she contended, "the attempt is made to teach children to know animals."

Council Bluffs Is Ready to Welcome Gracie Allen

COUNCIL BLUFFS, IA.—Plans for the reception of Gracie Allen, who will be in Council Bluffs May 16, have been completed by the Retail Merchants Ass'n and the chamber of commerce.

Funny Girl Gracie will appear at Bayliss Park at 2 p. m. after a parade in her honor. She will be in Omaha during the Golden Spike program there, May 15 to 18.

Minneapolis Social Group Features "Irene" Prop

MINNEAPOLIS—Bill Scholl, RKO exploiteer, has arranged to have the original "Alice Blue Gown" from the picture "Irene" brought to Minneapolis to tie in with "Town and Gown" night at the Hotel Nicollet Minnesota Terrace where it will be worn. "Town and Gown" is a local organization of younger society people.

Feinberg Recuperating

MINNEAPOLIS—Al A. Feinberg, head of a theatre air-condition manufacturing company and prominent in local film circles, is in St. Andrews Hospital, recuperating from a heart attack. He will remain a week for treatment.

Hartman and Potter Start New Quiz Game in K. C.

KANSAS CITY—A new movie quiz program of local origin made its appearance here last week. "Quiz-U-Night" was developed by Ed Hartman of Charley Potter's Saline Theatre Corp. and combines the quiz program with the old country store idea. An emcee asks the questions, portable mikes bring the answers from members of the audience. If the patron answers the question correctly he gets $1 or more; if he doesn't, he gets merchandise.

The idea is being used at the Murray, a Saline unit, and at J. F. Rigney's Westport, both suburban houses here.

Sproule Buys Out Tagaden In McPherson Operation

KANSAS CITY—Lee Sproule has bought E. E. Tagaden's half interest in the Mac at McPherson, Kas. Sproule held the other half.

Sproule has sold the Cozy at Ottawa, Kas., to A. M. Straffus. With the Mac, he now operates four theatres. The other three are the Isis, Marysville; Rex, Newton, and Ritz, Winfield, Kas.

N. W. Huston Is Building Airdrome in Columbus

COLUMBUS, KAS.—An airdrome show, one of the first to be built in this part of the country since silent pictures, is being constructed here by N. W. Huston, veteran exhibitor and operator of the Liberty here. The airdrome, unnamed as yet, is 25 by 100 feet, and will charge 10 cents admission.

Al Adler Rookie Salesman For Metro; Up Lambader

KANSAS CITY—Al Adler, head booker at Metro the past eight months, has been made divisional rookie salesman for the company. Adler has been with the exchange nine years.

Walt Lambader succeeds Adler as head booker. Leon Abrams moves up from head shipper to booker. Other bookers are W. W. Sherrill and W. W. Walker.

Appleton City House Is Added by Pressley

APPLETON CITY, MO.—M. B. Pressley, who has the Globe at Savannah, Mo., the Dixie at Belton, and the Binney at Pattonsburg, added to his string this week when he assumed operation of Crump Taylor's Plaza here. The Plaza will be handled by W. L. Pressley, son of M. B. Pressley.

Remodel in Independence

INDEPENDENCE, MO.—Extensive remodeling of the Granada here has been undertaken by Associated Theatres. The seating capacity will be enlarged and a new front built.

KAYCEE

(Continued from page 61)

weekend of May 17 . . . The same warning is issued to Newton, Kas., this weekend, when Hazel Ralph (Commonwealth) heads that way.

On the Row: G. T. Kemper, U. S. Army motion picture service, St. Louis; Cle Bratton, Ritz, Council Grove, Kas.; George Hayob, Mary Lue, Marshall, Mo.; F. "Doc" Lowe, Lowe, Sterling, Kas.; Star, Lyons; Star, Hays, and Star, Hoisington, Kas.

Ruth Kelly of Universal is in St. Luke's Hospital where she underwent an operation early this week . . . George Jacoby, home office auditor, is handling her work.

Irma Jacobson replaces Marie Campbell (who has resigned to be married) as secretary to Ben Marcus at Columbia.

Outstate activities: The Uptown at Clinton is remodeling its front . . . Spring redecorating is underway at the Macon in Macon . . . The Roxy at Cape Girardeau, operated by Hugh Mitchell, is installing new equipment.

Heads Olathe C. of C.

OLATHE, KAS.—Charles (Chuck) Hoge, manager of the Dickinson, has been elected president of the chamber of commerce. New RCA sound recently was installed in his theatre.

J. E. Garrison 'U' District Manager in Kansas City

KANSAS CITY—Universal has shifted J. E. Garrison here as district manager following Peter Dana's transfer to New York. Garrison has been branch manager at St. Louis for the company. As district manager here he will supervise Kansas City, St. Louis, Des Moines and Omaha.

Durland Promoted; Daynosky Booker

KANSAS CITY—L. F. (Les) Durland, booker at the Universal film exchange, has been promoted to salesman for southern Missouri. He is succeeded by Is Daynosky, former manager of Mrs. Anna Trilinski's Rivoli in St. Joseph, Mo. Jerry Cushman is now managing the Rivoli.

Four Kaycee Delegates to IATSE Louisville Meet

KANSAS CITY—Delegates from here to the annual convention of the IATSE in Louisville early next month will include Irene Sharp of 20th-Fox for the film exchange employes' local; Felix Snow, district representative for IATSE and just recently made a national vice-president of the organization, for the stage hands, and Walter Croft, business agent, and L. L. Stewart (Midland), member of the executive board, for the Motion Picture Operators local.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
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Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre—Also Portable 16 mm and 35 mm equipment.
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Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

OPEN letter to Harry Holdsberg because you'll read the upcoming BOXOFFICE before we see you again: We hope you feel becomingly sorry about that record deal . . . you would have if you could have seen busy BOXOFFICE & Co. scrambling around at 9:29½, lobbing out the speeches in their "Two on the Aisle" script which led into those two tunes . . . by 9:29 and 59 seconds, they were all set with time to relax before swinging into their 9:30 broadcast. Moral: Next time you entertain heavyweight fighter, Lee Savold, let him park himself anywhere but on the tunes for our radio program. Afterthought: All is forgiven, Harry, DD telephoned right after the program and said the Tri-States gang liked the program . . . and we noticed even the station engineer registered amusment at the way Clayton wore that Lamour sarong.

Picture of the week: Chick Friedman standing in the middle of the lobby at Banker's Trust explaining with gestures that his to-and-from plane flights between Omaha and DM were entirely for business reasons and had nothing to do with those rumors of his upcoming marriage . . . background shot: Lou Elman counting carefully a fistful of dough and trying to listen to what was going on. Lou was praising Nate Sandler very highly (ahem!) as a bridge partner . . . he says Nate bids the 1-2-3-4 *system; you know, has one, bids two, shoulda made three and goes down four.*

Take a look: Thiele out front at DM Theatre smoking a big black cigar and watching the window washing activities . . . Florine Weiland eating a peanut-butter on rye at the counter in at Michael's . . . Joe Rogatnick in horn-ribbed glasses . . . we don't know what all at the bookers, shippers and salesmen stag over at the Moose Hall, May 3 . . . Kennie Weldon at Universal WITHOUT his blue sweater—must be Spring . . . RKO outfit generating enthusiasm for the NY convention May 27-28-29 at the Waldorf (Tell Charlie Levy, Rigrod the Red, and S. Barret Hi from us) Opie Judd winning all Walt (Dimples) Lohman's spare change at blackjack . . . Frank Gaskill playing the pinball machine at the Airway Saturday night.

How could the railroads go broke? H. O. Dewaal, RKO representative from N. Y. was taking off last week after an illness had lengthened his stay here . . . Incoming was W. B. Brenner, in charge of operations for Advertising Accessories, et al, (and don't ask us to define the "et al" because it's too much for us) . . . Pete Dana zipped into N. Y. Thursday and back to DM Monday all for biz . . . Frank Rubel, rumor has it, will leave for California May 20 *to go into the seat business . . . in the meantime he's been building a home for Herman and the cat . . . Max Facter, Pioneer man from Minneapolis, was here, too, and we hear he was undoubtedly the most popular fella on the Chicago Row before he hooked up with Pioneer.*

We can't vouch for it, but 'tis claimed that the reason the "Light's Out in Europe" booking was suddenly jerked here was that the Look-Ampix president, Barret King, became jammed up mentally and those who took over had to straighten out a tangled booking schedule. Thanks to Lou Levy, we now have a darned near perfect list of exhibitors and their theatres . . . Art Anderson is brushing up on his politics and trying to find out about seven-and-a-half in preparation for the Warners' convention in Washington, D C., June 10-11-12.

Cuthbert Smith's still talking about the possibility of presenting the film "Mikado" here, but he's gonna have to hurry . . . Kenny Baker's booked at the Shrine Auditorium in person next November 21 . . . *Warner Bros. finally picked Pat O'Brien for the title role in "The Life of Knute Rockne," but the story being bruited about here is that Dr. Eddie Anderson, Iowa U's coach of the year, was suggested for the part . . . Wonder if Art Anderson started the rumor.. . . . But Eddie really did learn his football under Rockne . . . We haven't yet observed the blonde gal at Michael's that Columnist Ted Ashby says looked like Bette Davis . . . but we're lookin' . . . that was Bobby Stone's maw down at the* R&T *with the latest news on Bobby's activities in "Pago Pago" . . . and pictures of him with Olympe Bradna.*

That sarong contest is supposed to be held simultaneously in DM, Cedar Rapids and Davenport, in the meantime Eddie Dunn of the Paramount here has Dotty Lamour's scarlet sarong on his hands, while Bob Fulton is pacing the floor impatiently in Waterloo because it's his turn with the abbreviated article next. DD and Mrs. Emil Franke were the only attendants from the Row whom we saw at the Paul Muni show Monday. Joe Rogatnick was off a couple of days last week with flu . . . The candy was swell, Jack Seigel, we just this minute et the last piece (jelly-filled, darn it!)

Egner Succeeds Wilk

MINNEAPOLIS—Russell Egner has been transferred by RKO from Omaha to become city salesman here. He succeeds Reno Wilk who resigned to handle independent state-right pictures.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

THOSE Gardenias delivered by a little red-uniformed colored boy to BOXOFFICE in the Fort Coffee Shop didn't lower Earl Kerr's stock any with BOXOFFICE & Co. . . . neither did his assertion that BOXOFFICE was tops in trade papers as far as he was concerned. Kerr and Mike Roskopf (see, we found out) are opening the Odeon at Marshalltown, but you'll hear more about that elsewhere.

Dayton Frederick has a projector shop in Ollie, but all we knew about him before was that he was one of the circuiteers . . . now we know that he could sell your grandmother a bicycle with that vaudeville patter of his and that he and his buddy, Francis Adams are just like this.

Ray Lumsden of the Pastime and Charlie Brown of the Strand, both operating in Iowa City, are sorta like that too . . . at least they're always together when they hit town and the town's hot spots, such as they are.

Leonard Kaplan has no idea of the furor he created on the Row the other day when he appeared escorting that dark, striking beauty decked out in red-white-and-blue . . . Leonard's houses are in Waterloo, Iowa City and Mason City.

Bob Ringler of the Lake at Storm Lake says he's the world's worst bookkeeper and that if the government gets after him about it, he can't even go home to Norway the way things are looking now . . . you can always go back to Peabody and the Sunflower, Bob . . . nobody'd ever look for anybody there.

Didn't we see a new canopy on R. F. Kehrberg's Iowa Theatre at Sheldon, Ia.? . . . We didn't see any lights at all on Lowell Riddle's Roxy at Alta, Ia., which leaves the town without a theatre.

After managing the theatre at Winthrop since September 1, Arthur L. Troseth is taking over the house . . . Central States list their remodeling project on their Empress at Fremont, Neb., at $30,000.

That George Lyman building a theatre at Gibbon, Minn., is the same fella who used to exhibit at Waverly, Ia., we betcha.

William McGraw has taken over the Manson at Manson, Ia., from W. H. Smith, we hear . . . And M. McCallum is reported operating the Dallas at Dallas Center, previously leased to Paul Anderson, but some of the boys along the Row didn't know it yet.

Carl Fox has taken a tip from the theatres at his Surf ballroom in Clear Lake, Ia. He's staging a Bank Night with afternoon attendance cards making patrons eligible for the jackpot. Recently he handed out 1,100 26-cent tickets before 6 p. m. by that method, while only 900 paid the 36-cent price after that time.

Marvin Fosse of the Pastime at La Porte City and the Wellman at Wellman, Ia.,

couldn't find a soul along the Row talking about Wellman's leading product last week. They raise turkeys down there—but they don't show 'em, says Fosse.

Bert Smith doesn't want us to confuse his town of Lynnville (not far from DM) with Lineville, down on the Mizzou border.

George Storm of Pomeroy, Zearing and Lovillia carried a smile when he strode into the Universal office on the Row last week. He carried a contract when he staggered out two hours later.

Bob Malek of Independence and Gladbrook was dodging traffic along the Des Moines Row . . . Harry Huddleston of Earlham huddled with bookers at a couple of spots . . . Nate Rosenthal, the veteran from the new Iowa at Waterloo, was looking over the possibilities.

W. G. Leefers and Harry Savereide have taken over Lester Anderson's Cozy, at Fayette, Ia., they say.

We're willing to take the word of seven people along the Row that W. P. Grossman of the Circle Theatre in Nevada, Ia., was in . . . but we're hard pressed to understand why none of them could tell us what he looks like. Mebbe they were dazzled by the presence of Mrs. J. G. Pierce of the Story in Story City—the lady of the lovely hair, the lovely disposition and the lovely flower on her hat. She has every office in town gasping.

Ernie Ellsworth of the Metropolitan in Iowa Falls is a bachelor, a former state representative, and Ellsworth College was named after his pappy . . . Ernie started up in business back in the days when you had trouble finding a pic to fill out your legit bill.

We've been hearing tales of Mable and "Plugger" Yates of Mystic, Ia. . . . especially about the chic clothes Mable wears, and the cowboy films that Plugger shows.

Oh, Leonard Kaplan, we forgot to ask you. Do those red-white-and-blue numbers come with Buick's new Torpedo two-toned blue jobs?

And we don't want to forget to tell Chuck Parrish's wife in at Stearns' that the dubonnet blouse worked out in fine style . . . and you see, we're not saying anything about Afton, are we?

Curves, Canals And Mae West

Des Moines—The Des Moines "Register" is stirring up war news and film stars editorially with the following result:

"The Suez Canal has 13 curves, all dangerous. Suppose we call it Mae East."

MINNEAPOLIS

THERE'S so much interest in Paramount's forthcoming "Dr. Cyclops" that special exhibitor and other screenings are in great demand, A. Selby Carr reports . . . Bess Popkin, secretary to "Hy" Chapman at Columbia, spending her early summer vacation right at home—catching up on her domestic duties . . . Max Facter, booker for the Pioneer circuit of Iowa theatres, making a tour of the chain . . . R. C. LiBeau, Paramount district manager, a visitor . . . Bob Murphy, *Star-Journal* critic, interviewed Morrie Abrams, M-G-M exploiteer, over radio station KSTP regarding forthcoming releases.

Gene Thorpe, Warner Brothers' assistant booker, marched to the altar. He's the second member of the staff within a month to forego single blessedness, the other having been Don Swartz . . . Congratulations to Joe Wolf, Paramount city salesman. He's leading the western division in the sales drive . . . Ben Ashe accompanied Bennie Berger on a tour of the latter's circuit. The lucky Berger won the Bank Night cash prize at the Twin City Variety club, and donated the $15 *to the Milk Fund.*

Rud Lohrenz, Warner district manager, in town briefly . . . Abe Kaplan, independent circuit owner, the only Twin City Variety club member—and, as far as is known, the lone person in the film industry here—to pick and bet on the winner of the Kentucky Derby. Now the bunch wants him to give them tips on all the meets . . . J. L. Stern, Majestic exchange owner, and the wife celebrated their 20th wedding anniversary last Sunday . . . The Savoy, Gateway grind house, closed for a month for remodeling.

Lowell Kaplan, Welworth circuit booker, was accompanied by Ben Spewak, theatre financier, to the Twin City Variety Club last Saturday night and now there are rumors that the pair are to acquire one of the larger chains . . . Columbia screened "21 Days Together" for circuit heads. It stars Vivien Leigh and Lawrence Olivier . . . Ben Blotcky, Paramount branch head, visited northern Minnesota accounts . . . Gertrude Guimont, secretary to Branch Manager C. K. Olson at Warner, on the job again, fully recovered from a spine injury caused by a fall.

Out-of-town exhibitors visiting Filmrow included Al Inman, Fairfax, Minn.; Kenney Johnson, Bricelyn, Minn.; Jack Wright, Red Wing, Minn.; R. Hiller, Marshall, Minn.; Don Buckley, Redwood Falls, Minn.; Charlie Connaught, Olivia, Minn.; George Schroeder, Elsworth, Minn.; Mrs. Jennie Barlow, Hinckley, Minn.; A. B. Eliason, Paynesville, Minn.; Mr. and Mrs. A. J. Abeln, Sauk Rapids, Minn., and Mr. and Mrs. Sid Blackmer, Duluth, Minn.

Warner bookers getting set for a Vitaphone short subjects sales drive . . . Republic and Monogram now occupying their new quarters. Former has the offices on Currie Ave. formerly occupied by Monogram, and Monogram now is situated in the one-time National Screen quarters on Glenwood Ave.

William Brenner, National Screen vice-president in charge of operations, spent a day here . . . Eph Rosen has booked "Beast of Berlin" into the World here to follow "Abe Lincoln in Illinois." Bennie Berger bought the picture for his St. Paul World and entire circuit. It goes into the Granada, Duluth, May 11 . . . Gilbert Nathanson, Republic branch manager, in New York for a sales conference . . . The civic-minded Ben Spewak is said to have bought 150 tickets for the opening Minneapolis baseball game and distributed them to newsboys.

Marjorie Klungness an addition to the M-G-M office staff to help handle increasing business . . . W. A. Steffes spending much of the time on his northern Minnesota estate . . . M-G-M bunch preparing to head for the sales convention at the Drake Hotel, Chicago . . . Arnold Carlson, RKO head shipper, celebrated a birthday . . . Moe Levy, 20th-Fox district manager, off to Des Moines to wind up a three-year product deal with the Tri-State circuit which has headquarters there . . . Le Roy Smith, Universal branch manager, spent the weekend in Kansas City, helping his family to move to Minneapolis.

Fire Destroys Johnson's Plaza at Friend, Neb.

FRIEND, NEB.—A fire of undetermined origin, starting in the early morning, reduced Wally Johnson's Plaza to a $20,000 loss and a bed of ashes last week. He was only partially covered by insurance.

Johnson, who also has a restaurant in Friend, and another theatre, the Fil-Mor, in Exeter, Neb., has made no statement as yet about re-building.

Dickerman Names Perlman Racine, Wis., Manager

MINNEAPOLIS—Harry Dickerman, president of the Dickerman circuit, announces the appointment of Harold Perlman as manager of his Granada, Racine, Wis. Perlman formerly was with Fox theatres. The Dickerman chain now includes six houses.

Minnesota Decision Near

MINNEAPOLIS—The fate of the 4,000-seat Minnesota Theatre, representing a $2,000,000 investment, probably will be decided by May 23. A statement from the theatre's stockholders indicated that the Benzes' option on the Minnesota will not be extended beyond that date.

Shumate Will Script

HOLLYWOOD — Universal has assigned Harold Shumate to script "When the Daltons Rode." George Marshall will produce and direct.

LINCOLN

SHOW MUST go on item: When Assistant Manager Bill Quinn, at the Capitol, took his regular night off the other evening, he was called back to work by Boss Bob Livingston, when stand-up business suddenly developed. Quinn came back, worked all night, and then, just before knocking off told Bob he had been yanked up from his wedding supper.

Tip to film peddlers, salesmen, etc.—If in Lincoln looking for Bob Huffman, don't try his office, but drive directly to the Lincoln country club, where he spends his time hunting for his own and the lost golf balls of others. If Howard Federer is sought, he'll either be indulging in choice words of the profane under a pile of two-by-fours at the Liberty, or out somewhere playing, and probably winning, at cribbage. If it's Bob Livingston wanted—try the Capitol Theatre, and if it's one of the dozen or so re-bookings of "San Francisco" he's playing, he'll be watching the picture.

Best alibi of the week for a cold: Ed Schoenthal, Holdrege, claims spring and a girl had nothing to do with it. He lays his to standing out in front of his theatre admiring his new marquee at the Sun.

Philosophical outlook: When Wally Johnson's Plaza burned in Friend, he said it might be worse. He owns, besides the theatre, a restaurant. If it had been the restaurant instead of the theatre, he opines, it would have been tougher. Anyway, he can still eat.

Building for business note: George O. Monroe is rushing the workers on his new Empress in Kearney, Neb., hoping to unshutter the house by July 4 . . . Bob Livingston has already sunk $2,500 in repairs at the back of the Capitol, lobby and foyer, with money still flowing and results showing . . . Bill Knight, who is still haunting the Liberty, will know every board in the floor when it re-opens a new spot.

Betting odds: Anybody on theatre Row will give 100 to 1 that Alvin Hendricks will not get married this year. That is, they'll give those odds to anyone except Alvin, because he might do it if the wager was big enough.

Card of thanks: Glenn Trump, who conducted this corner while BOXOFFICE jr. was in Hollywood, thanks everybody for not writing him any news, because it made the job so much simpler.

Amateur night: M. E. Lofgren, for the first time since the present dual feature policy went into effect at the Nebraska, saw the house enter the substantial profit column. But, it wasn't the picture bill so much as the amateur night he recently started.

Attention, Monroe Rubinger: Billy Rose has offered $100,000—a fancy figure—to Ann Sheridan, if she'll appear at the Frisco Aquacade four times daily in a bathing suit—thereby displaying a fancy figure.

Kotsis Starts Remodeling Program on Oswego Unit

OSWEGO, KAS.—Extensive remodeling and re-equipment of the Oswego here was begun this week by Nick Kotsis when the the theatre's new air conditioning system went in. Other modernization to follow immediately includes a new marquee, 400 new seats, new light fixtures, redecoration, etc.

Occasional Stage Shows At Princess in Minny

MINNEAPOLIS—The Princess here, W. L. Hamilton's independent neighborhood house, has inaugurated occasional stage shows to supplement his pictures. Admission is 25 cents.

Two Ad Staff Men Resign At Minnesota Amusement

MINNEAPOLIS—Eph Olsen and Ralph Stitt of the Minnesota Amusement Co. advertising staff have resigned. The vacancies will not be filled for the present.

Another for Manns

ST. PAUL—Ted Manns, owner of the Oxford, is branching out. He has acquired another local neighborhood house, the Gem, from Charles Schlerf.

Produces Robinson Starrer

HOLLYWOOD—Warner has assigned Robert Lord to produce "Footsteps in the Dark," starring Edward G. Robinson.

: *Films Make It Clear* :

DES MOINES—Motion pictures showed the Iowa State Medical Society at its convention here why a porpoise doesn't have sinus trouble.

Porpoises, like seals, alligators and other aquatic animals, close their noses and ears before they duck under the water, the doctors learned. But, while human beings' nostrils may be moved to change facial expression, and some persons can wiggle their ears, neither can be closed.

Therefore, according to the medical motion picture, sinus and ear infections often follow the irritation of water introduced through swimming. A swimming cap and breathing in the mouth and out the nose while swimming were recommended.

Another motion picture attracting attention at the medical meeting was the first one to show human vocal chords vibrating in slow motion. Bell Telephone Co. laboratory technicians used a camera that takes 4,000 frames a second—instead of the usual 16—to reduce the vibration of vocal chords to visible motion.

When a man sings in a low register, the motion picture shows his vocal chords are vibrated by the air being forced out of his lungs, and the chords completing 150 cycles of motion each second.

This speed is stepped up to around 350 cycles for a man singing in a high register.

OMAHA

FAYE HONEY, exhibitor at Tecumseh, Neb., was host at his annual mushroom feed for the Warner gang. Once the story got around that Faye raised the mushrooms himself in his basement, but actually he goes out in the woods and collects them. We hope Faye knew the difference between mushrooms and toadstools.

Omaha correspondent for BOXOFFICE *and his wife are the proud parents of a daughter, weighing seven pounds, eight ounces. She has been named Gretchen . . . Next in line are Mr. and Mrs. Charlie Lieb of the Metro layout . . . J. F. O'Donnell, Monogram auditor, was in town on business at Sol Francis' place.*

Shep Owens, operator at the Benson, Omaha, and one of the officers of Local 343, IATSE, will represent the Omaha operators at the Iowa Federation of Labor meeting in Waterloo next month . . . Howard Federer and Don Monroe, Lincoln exhibitors, were to leave this weekend for a fishing trip into Minnesota and Canada.

Variety Club may have a golf tourney within the next week or so, probably on a Monday. Meyer Stern of Capitol Pictures and Glenn Rogers of Film Transport are handling arrangements . . . Alice Neal, Bill Wink and Swain Madsen want the help of all you exhibitors during the Warner bookers summer drive on short subjects.

Frank Hannon, film peddler and alleged golf player, had his tonsils removed recently and crabbed because BOXOFFICE didn't print a column story about it! . . . Exhibitors are urged to take a look at Mike Roth's new office in the Film Bldg. Big desk, soft chairs and thick carpets, plenty nice, Mike.

E. D. Nash, exhibitor at Canton, S. D., was on Filmrow for the first time in six months . . . Carl Krumrei bought a ticket for the Variety Club car raffle a day after the drawing had been made, the dope . . . A. E. Thacker, exhibitor at South Sioux City, Neb., in town. Also Stuart Nesbit, husky exhibitor from Plainview, Neb.

A. D. St. Clair now operates both theatres at Wymore, Neb., the Cozy and Grand. R. W. Small formerly had the Cozy and F. E. Hollingsworth the Grand . . . Clyde Cooley, Fox screen room operator, will represent the Council Bluffs stagehands at the IATSE convention in Louisville. Howard Jackson, operator at the Omaha and business agent for Local 343, will represent the Omaha operators.

Walt Bradley, Moon, Neligh, Neb., says to check on his subscription to BOXOFFICE, *which we will do at once . . . J. D. Jarmin, Sun., Shelby, Neb., on Davenport St. on a rainy Monday . . . Also J. Morgan Reynolds, exhibitor at Elwood and Bertrand, Neb. . . . Filmrow gals are passing up a good chance in Joe Smith, handsome RKO bachelor.*

An Errol Two-Reeler

HOLLYWOOD—Charles Roberts is directing "He Knew What He Wanted," a two-reeler starring Leon Errol for RKO.

W. P. AMPTO Girds To Champion Neely

PITTSBURGH—AMPTO of W. Pa., Inc., went into the front line trenches this week in its battle for enactment of the Neely bill (S. 280) on which the third hearing will come before a senate committee in Washington, D. C., beginning Monday, May 13.

Fred J. Herrington, veteran local independent exhibitor leader, before departing for Washington to attend a national directors' meeting of Allied States Ass'n of Motion Picture Exhibitors and hearing on the anti-compulsory block booking measure, told theatre owners and managers that "the Neely bill will give you the right to buy the pictures you want. It does not compel you to buy only one picture at a time; you can take as many as you want. You may buy the entire product of a company if you wish, but the film companies cannot force you to take the entire product. In fact, they can't make you take or contract for anything you don't want.

"If you want the same rights and privileges that all of the large chain theatres enjoy, it is your duty to back this bill—and at once," Herrington stated.

Late this week Herrington was to be joined in Washington by M. A. Rosenberg, local Allied president, who was to come from Atlantic City where he had been a delegate to a religious conference. Herrington planned to visit with many congressmen from western Pennsylvania during the week.

The national Allied directors were scheduled to complete plans for their annual convention which will be held June 19-21 at the Morrison Hotel, Chicago.

AMPTO directors met last Friday afternoon in monthly session and reported a satisfactory business meeting. They discussed new season's product terms and received a plan by which the association may profit through theatre cooperation. All reported depressed theatre grosses and many deplored the re-inauguration of daylight saving time which takes a large slice off the evening receipts.

Sen. Neely's Candidacy Presages Bitter Fight

CHARLESTON, W. VA.—The Mountain State's bitterest primary campaign in years will come to a showdown Tuesday, May 14, when U. S. Senator M. M. Neely, whose term does not expire until 1942, comes before the voters of West Virginia as a Democratic gubernatorial candidate. Senator Neely's bill (S. 280) which would abolish compulsory block booking and blind selling of motion pictures and on which public hearings were to be started May 13 in Washington, has divided exhibitors of the state, the ITO of W. Va., favoring enactment of the measure, and the W. Va. Managers Ass'n being on record as against the bill. Senator Neely recently introduced another bill which seeks theatre divorcement (S. 3735).

The senior West Virginia senator serving his third term in the senate has been active in state politics since his election as mayor of Fairmont in 1908.

Andrew Edmiston, Democrat congressman from the third district, and House of Representatives sponsor of the Neely bill (S280), is unopposed for renomination.

Senator Neely's opponent in the Democratic gubernatorial battle is State Chairman R. Carl Andrews of Charleston, backed by Gov. Homer A. Holt, who will retire when his term expires this year.

Hiehle Is in Charge at Zanesville for Shea

ZANESVILLE, OHIO—E. J. Hiehle, who for the past several years has been manager of the Weller here, will have charge of the five local theatres controlled by the Shea Theatre Corp., according to E. C. Grainger, general manager of the corporation. Hiehle will make his office in the Liberty Theatre building.

John Woodward, who was associated with the late Caldwell H. Brown in Zanesville Theatres, Inc., has taken over as manager of the Weller.

Shea, which has operated the Weller here for many years, recently purchased controlling interest in Zanesville Theatres, Inc., which operated the Liberty, Quimby, Imperial and Grand.

No changes in personnel of the theatres is contemplated, according to Hiehle.

Five Ohio Houses to Paramount Affiliate

FREMONT, OHIO — The Fremont and Strand theatres here, the Clyde at nearby Clyde, and the Ohio and State theatres at Bellvue, have been sold by Shea Theatre Corp. to Northio Theatres Corp. of Cincinnati, a Paramount subsidiary, according to an announcement here. The purchase price was not revealed.

Ohio Film Carriers Meet To Elect New Officers

CLEVELAND—Louis Gross, president of the Ohio Association of Film Carriers, summoned members of the association to meet in Columbus on May 7 to elect officers for the coming year. Members of the association are "Pop" Wessel, Cincinnati; E. A. Albright, Toledo; J. Amsler, Columbus; P. L. Tanner, Cleveland; L. C. Gross, Cleveland; E. S. Johnson, Cleveland; Mrs. E. A. Albrecht, Cleveland; J. T. Larken, St. Marys; L. Merrill, Charleston, W. Va., and A. Pagli, Cleveland.

In Special Class

DETROIT—Theatres were given special recognition as an important type of city property when the board of assessors presented new assessment records to the city council, Wednesday. Over 180,000 pieces of real estate in Detroit will be classified on one of eight forms provided for by the new setup, and a special form, on brown cards, was provided for the some 200 theatres here.

Ward Scripting Western

HOLLYWOOD—Luci Ward is scripting an untitled original western for Columbia to star Bill Elliott.

A Settlement Fixes 35-Day Clearance

CLEVELAND—In a suit filed in common pleas court and concluded out of court in an amicable settlement, the established and customary availability to first-run subsequent theatres of not less than 35 days following the conclusion of the first run engagement, has been definitely established.

In what is claimed to have been a test case in which all theatres of Cleveland were vitally affected, Meyer Fine, in behalf of the Shaker Theatre, sought to enjoin Warner from releasing "Virginia City" to a group of local houses including Warner's Colony, on the 28th day after the conclusion of its first-run engagement.

Through mutual agreement, it was concluded that "Virginia City" would meet its obligation of being released on the 28th day but that in the future Warner will recognize and adhere to the established and prevailing custom of the 35-day availability date to first-run subsequent houses in the Greater Cleveland area.

"Virginia City" completed its first run on April 5, making it available to the subsequent runs on May 11. However, Warner shoved the availability up to May 4. Because advertising for this date had appeared, the plaintiff agreed to let this date stand provided the established 35-day availability is not violated in the future.

It was stated that if an out-of-court settlement had not been concluded, Warner had agreed to pull the picture from the May 4 date.

The settlement was effected by Jerome Friedlander of Benesch, Marsteller, Friedlander & Morris, Citizens Bldg., representing the plaintiff and George Lacey of Squire, Sanders and Dempsey, Union Commerce Bldg., representing Vitagraph, Inc.

While there have been instances in Cleveland of advancing an availability date for specific reasons, it has only been accomplished with the consent of all theatres affected by such a procedure. In the main, the protection code, as set up five years ago, is strictly adhered to.

E. J. Golden Will Resume Pittsburgh Exhibition

PITTSBURGH—E. J. "Mannie" Golden is returning to exhibition at the New McClure, McClure Avenue, north side, which has been dark for a long period. Formerly under lease to the Mervis Bros. circuit, the house is being renovated and will be reopened within a week or two.

Golden, a veteran exhibitor, will continue as a sales representative for the Dormont Oldsmobile Co. His son Milton is an assistant manager for the Warner circuit, at present stationed at the Regent, East Liberty.

Reports Monogram Policy

CLEVELAND—Monogram Pictures will concentrate its publicity and advertising this season on authors and titles instead of on stars as in previous seasons, Nate Schultz, local Monogram franchise owner, reports.

LOUISVILLE

NOW we know why "stupendous" and "colossal" are Hollywood's favorite words . . . They are necessary to describe such events as the world premiere of "My Favorite Wife" at the Rialto last weekend . . . with Irene Dunne, Walter Connolly and Randolph Scott giving Gallahadion, Bimelech, Dit and the rest of the Derby horses a run for their money.

Stupendous, colossal and terrifying were the crowds that surged in front of the theatre in hopes of a glimpse of the celebrities . . . Thousands were turned away after all available seats and standing room inside were gone . . . And it was the same thing the next day . . . Packed houses for each of two other p. a.'s by Miss Dunne.

Truly, Louisville "went Hollywood" head over heels . . . and for the first time . . . Usually staid Kentuckians jammed institutional Fourth Street, fighting with neighbors and visitors for a peek . . . even just one peek . . . at the luminaries.

Which also included President George J. Schaefer, Vice-President Ned E. Depinet and Promotional Director S. Barret McCormick, from RKO's home office . . . and from the west coast . . . Leo McCarey, the producer . . . Garson Kanin, the director . . . Miss Dunne's distinguished-looking, "he-s h o u l d-have-been-a-halfback" husband, Dr. Francis Griffin . . . Sam and Bella Spewack, scenarists . . . Gene Fowler, author . . . and Hal Roach, David Butler, Margaret Ettinger and Perry Lieber . . . added to those already here for the heavy work . . . Charles Levy, Terry Turner.

More than 10,000 persons jammed into the natural amphiteatre at Bardstown, Ky., the next day for the Stephen Collins Foster Celebration . . . where again Miss Dunne and RKO stole the show from Postmaster James A. Farley, who was there to dedicate a postage stamp to the Kentucky composer . . . with the help of Bing Crosby and Leopold Stokowski, broadcasting from Hollywood in conjunction with the fete.

Then came the banquet of the Honorable Order of Kentucky Colonels . . . where mint juleps were more plentiful than water . . . and where Gov. Keen Johnson aded Miss Dunne, Walter Connolly and 11 others to his staff as "Colonels" . . . with Miss Dunne thanking him sweetly . . . amid hiccups . . . and Farley making the shortest speech of the evening . . . "I propose a toast to the President of the United States" . . . Alongside the huge ice-covered bowls of mint sat the Order's original Commanding General Charles C. Pettijohn . . . who had barged down for the big events from Indianapolis.

But in the meantime, at the Armory, some 5,000 paid upwards of $18,000 to see Jack Dempsey award Sammy Angott a 15-round decision over Chicago's Davey Day as lightweight champion of the world . . . and where Dempsey was temporarily caught off guard when the bout was over and he was informed it was to be a one-man decision . . . his!

Theyre still talking about Mrs. Catherine Conner's Derby breakfast . . . The Kentucky National Democratic Committeewoman had a select 60, including Hollywood celebrities and U. S. Senator A. B. "Happy" Chandler of Kentucky, Louisville's Mayor Joseph D. Scholtz, William Quigley of Del Mar Turf Club . . . Scintillating Doris Duke Cromwell's Minister to Canada hubby, James H. R. . . . Lawrence "Chip" Robert, Democratic National Committee secretary . . . who was very chic in a yellow tie studded with horses partially covered by a checked jacket . . . Maj. Gen. Allen W. Gullion, Judge Advocate of the United States Army . . . Col. Philip Fleming, Wage and Hour Administrator . . . Mr. Farley and a few scattered Republicans.

And yet, instead of the conventional "Glad to see you. What's your horse?" it was "Glad to see you. Now, now, no politics" . . . accompanied by a mischievous wave of the finger . . . Mrs. Conner wore an "alert" expression . . . like the hostess entertaining an estranged husband and wife and some in-laws who "don't speak."

Then came the Big Race . . . a dissappointment to 75,000 of the 95,000 at historic Churchill Downs who had planked cold cash on Col. Edward Riley Bradley's Bimelech . . . who fell by the wayside when Mrs. Ethel V. Mars' Gallahadion came up fast along the rail in the stretch.

Only bright light in the dull afternoon was Miss Dunne again, leading "My Old Kentucky Home" as the 95,000 voices swelled in the warm afternoon air . . . causing goose-flesh to crawl on the necks of all true Kentuckians . . . and you could hear the $2-to-win-on-Bimelech tickets falling like snow on the ground, so quiet was it when the race was over.

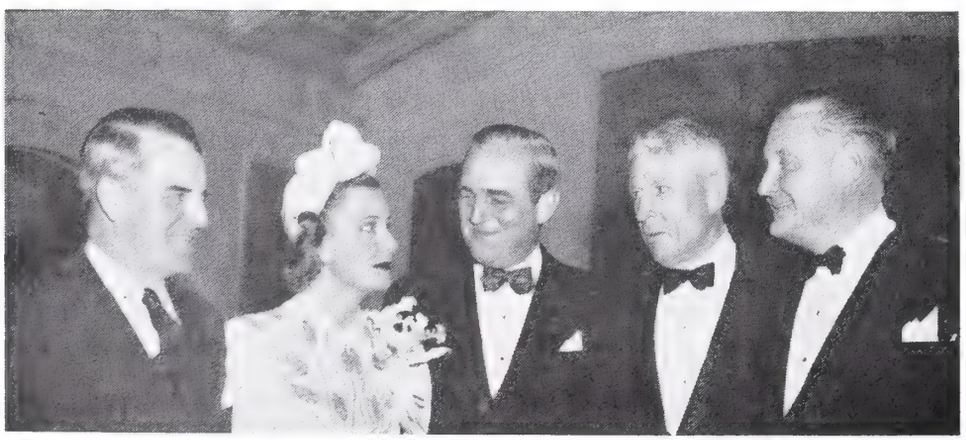
Yes, Louisville may live . . . but definitely, it will never be the same.

DERBY DAY GLIMPSES:

Walter Connolly setting up the house at the Kentucky Hotel bar . . . Don Ameche planing in for the Big Race, smiling sweetly but firmly at autograph hunters who mobbed him at the airport . . . Arline Judge ("I'm an old maid now. No more marriage for me") on the arm of James McKinley Bryant, New York hotel exec, who took their tie-me-to-your-apron-strings-again vows sometime between 6 p. m. Saturday and 3 a. m. Sunday "somewhere in Kentucky."

Joe Hepner of Metropolitan Photo Ser-





For the Kentucky Derby and a Premiere—

Top, Hollywood players and production figures who attended the Louisville premiere of RKO's "My Favorite Wife" at the Rialto and, incidentally, watched Gallahadion pound out a 36 to 1 victory. Left to right: Irene Dunne, star of the picture, Randolph Scott, Dr. Francis Griffin, Leo McCarey, David Butler, Gene Fowler, Frank Condon and Hal Roach. Bottom, Roy Churchill, Indianapolis RKO manager; Miss Dunne; Ned E. Depinet, RKO vice-president; D. Long, Rialto owner, and George J. Schaefer, RKO president.

vice trying to get that fat lady with the flowered hat out of his lens' way at the premiere . . . S. Barret McCormick and Charles Levy wearing paths in the Kentucky Hotel carpets . . . Randy Scott lining up the ladies three deep wherever he went, before he finally planed back west Friday morning.

Jersey City's Boss Frank Hague becoming choleric at the sight of photographers . . . Presidential Secretary Stephen T. Early, one of those who thought the Derby was a one-horse race . . . Irene ("It took me only three days to rediscover my Southern accent") Dunne planing westward after a visit to Madison, Ind., another "former home."

Arline Judge's gasp when she opened the door of the Brown Hotel room the "morning after" her surprise marriage to find a reporter half-asleep on the carpet blocking her dash to the train with Husband Bryant . . . Irene Dunne's press conference the day she arrived when flash bulbs exploded occasionally, cracking the glass because of the cold weather outside and the sudden warm-up.

Inez Robb almost forgetting Louisville time was two hours earlier than her N. Y. deadline . . . the corps of newspaper and syndicate writers and reviewers who got left at the airport when the last cab in Miss Dunne's procession pulled away . . . Bryan Field searching for hamburgers.

Fred J. Dolle, Dennis H. Long and Boyd Martin's dinner for Miss Dunne before the premiere . . . the Detroit youth arrested for scalping premiere tickets . . . Miss Virginia Walker of Hollywood receiving the attentions of Kentucky's Lieut. Gov. Rodes K. Myers at the Colonels' dinner.

The tears in Irene's eyes when she saw the premiere crowd at the Rialto . . . The Charles S. Howards, owners of Mioland, admitting Bimelech should win . . . Placid Jim Farley trying to avoid third term talk . . . ZaSu Pitts remarking, "I wept when I got my cue, (at the track) but I never did hear them play 'My Old Kentucky Home'."

Big Week for Film Actress in Louisville

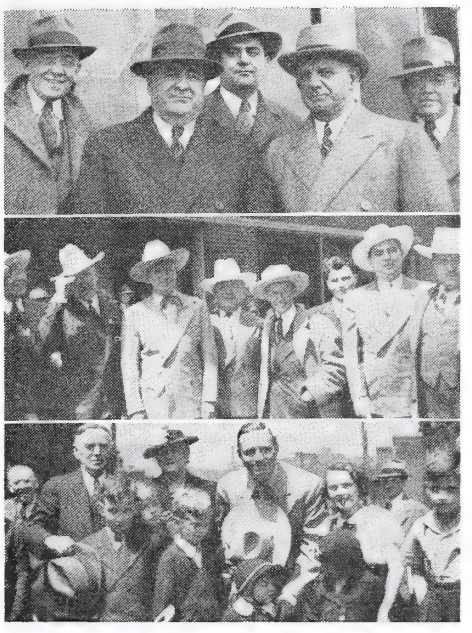
LOUISVILLE—Arline Judge, film actress, who was granted a divorce May 3 on grounds of cruelty from Dan Topping, millionaire sportsman and owner of the Brooklyn Dodgers professional football team, was married here "some time between 6 p. m. Saturday, May 4, and 3 a. m. Sunday," to James McKinley Bryant, New York socialite and hotel executive, she said here Sunday.

Mr. and Mrs. Bryant left for the Hotel Pierre on Fifth Avenue.

"She's the best pick I made at the Derby," Bryant said in the cab en route to the train.

Scripting "Montana"

HOLLYWOOD—Ulrich Steindorff is scripting "Montana," based on C. B. Glasscock's "The War of the Copper Kings," for Warner's.



Welcome Cowboy No. 1—

When Gene Autry, Republic's singing western hero, came to Pittsburgh as the guest of the AMPTO of Western Pennsylvania, some of the Filmrow cowhands donned sombreros in welcome. Witness the middle scene. In the top scene are visitors James R. Grainger, Republic president, and Herbert J. Yates, chairman of the board, who spent a spell with local franchisers George W. Collins, Sam Fineberg and James H. Alexander. The lower picture reveals Mr. and Mrs. Fred J. Herrington (he is the AMPTO executive secretary) and seven of their grandchildren in a huddle with Autry.

Elaborate Plans for "Russell" Premiere

PITTSBURGH—World premiere of Darryl F. Zanuck's "Lillian Russell" here May 15 promises to be the most elaborate opening in the history of the cinema of this city which cradled the "movies." Alice Faye, Edward Arnold and other celebrities will arrive at the local airport next Tuesday morning in company with John H. Harris, theatre executive, who was in Hollywood this week conferring with 20th-Fox producers, publicity directors and stars regarding the premiere in the home town of the former stage beauty. Newspaper reporters of every large city in the east will arrive the same day and will visit many of the city's industrial and cultural centers.

Members of the trade have been invited to a cocktail party at the 20th-Fox exchange Tuesday afternoon at 3 o'clock. D. S. T., where they will meet several Hollywood stars.

That evening there will be a $100-a-plate "Diamond Jim Brady" charity banquet in the Urban Room of the William Penn Hotel. Mons. Jacques Bustanoby, who served "Diamond Jim" dinners in New York years ago, will be in charge of the banquet at which the William Penn's gold service will be utilized. Proceeds of the affair will be donated to the Norwegian Relief Fund. There will be a fire-works display on the Allegheny River, between 6th and 7th street bridges, from 9 to 10 o'clock.

On Wednesday, at 11:30 a. m., there will be a parade through the Triangle. Line forms at Fifth Avenue and Miltenberger Street, and among those participating will be several Hollywood stars, including Alice Faye and Edward Arnold, representatives of the Chamber of Commerce, Lion's Club, Kiwanis, Rotary and Civic Clubs, bands of the University of Pittsburgh, Carnegie Tech, Duquesne University, various high schools, police and firemen, junior veterans, etc., and with city, county and state executives participating. Edward Doran, president of the Society of War Veterans, is chief marshal of the parade and his assistant is Harvey Scott, Pittsburgh superintendent of police. The city's famous Black Watch, mounted police, which is first in national rating, will lead the procession.

Among 20th-Fox executives who will attend the premiere at the Harris Alvin that evening will be Herman Wobber, general manager of distribution; William Sussman, eastern division manager; Edgar Moss, district manager; Charles E. McCarthy, New York publicity director; Harry Brand, Hollywood publicity director: Roger Ferri, editor of the "Dynamo," and other branch managers and representatives of the company in addition to members of the local staff under Ira H. Cohn, branch manager, and C. C. Kellenberg, sales manager.

Special radio broadcasts have been arranged and numerous tieups are evidenced throughout the area.

Mayor Cornelius D. Scully has proclaimed May 15 as "Lillian Russell Day."

Judd Is Opening Poster Service in Pittsburgh

PITTSBURGH—Jack Judd Theatre Poster Service will open here May 13, according to the former local manager for National Screen Service.

Paper accessories will be served on a rental basis, Judd states. Screen processed materials will be featured, and the new company will act as sales representative for Martin Terner's American Theatrical Valance Co.

Leo Wayne, veteran in service on Filmrow, has joined the Judd staff. The sales and service rooms are on the second floor of the Universal exchange building.

Sues Loew House

AKRON, OHIO—Mrs. Evelyn Barntorff, spiritualist of nearby Barberton, is plaintiff in a $25,000 damage suit filed in common pleas court here against Loew's Theatre. Mrs. Barntorff asserts she injured her left arm last January 14 when she slipped on a rug at the theatre.

Joshua Smedley a Censor

PHILADELPHIA—Joshua Smedley has been appointed to the Pennsylvania state board of censors.

DETROIT

WARREN A. SLEE, M-G-M exploiteer, is off on a two-week tour with the Marx Bros. . . . Pat Slee is ultra-thrilled over that picture from Mrs. Thomas A. Edison, and busy settling in her new home . . . Fred Schader, veteran exploiteer, has a pair of Scotties . . . Jack Haley, Jam Handyman, is back from extended business trip.

Don Widlund of Jam Handy, in New Orleans, returns via Kansas City, Chicago (his present headquarters) and Milwaukee in a month. Carl Krueger is handling the office here with Jack and Don away.

George E. Cusick, whose death was briefly mentioned last week, was with the old Casino, Detroit's first de luxer, from 1907 on. Later, he managed the Broadway-Strand and was salesman for Universal, retiring about five years ago.

Hoyt E. Morris had your scribe over to lunch at the Optimists Club. He's new prexy. And Censor Charlie Snyder, who's new sergeant-at-arms, fined Hoyt 'cause he forgot our guest badge. Harold C. Robinson, Film Truck Service, is another Optimist.

Fred C. Dickely of Altec keeps close tab on his copies of BOXOFFICE . . . Dave Newman of the Pasadena thinks we're getting busy . . . Bill Flemion, Variety welfare chairman, had a free show at the Marine Hospital. He's arranging his bookings a month ahead now.

Earl Hudson, UDT chief, invited Marx fans down to the depot Friday to meet the three famed brothers when they arrived in town. Auto parade downtown followed . . . Herb Wallhausen, formerly with National Screen Service, is reported with the HOLC office.

Wife of Sam Merson, bowling league secretary, underwent an operation . . . Phil Brestoff has the new orchestra opening at the Michigan (remember Eduard Werner, now a lawyer?) . . . Merle Clark was an old friend back at the Michigan organ.

Azel says he's getting tired of serving those Saturday night suppers . . . Arnold D. Dickerson, screen man, and George W. Carr, seat man, strolling down Cass Avenue in the near-rain.

Having lunch as guest of Bill Flemion, we learned of his systematic plan for booking Variety shows for shutins and met his operator for these shows, Clayton Wilkinson . . . Charlie Garner, in charge of the Film Bldg. lobby, has a new sign for hitchhikers.

Arthur Robitschek, vice-prexy of National Film Audits, in town to go over Excellent records . . . E. V. Smith, RCA Photophone man, says he's tired of too much night life.

Max Blumenthal, chief projectionist, was almost run down in the Filmrow lobby . . . Dorothy Wagner, elevator operator, carries that wrist watch on chains . . . Mrs. Clara Kelly has quickly learned most of Filmrow's denizens.

Dorothy Rudine, cashier at UDT's Broadway-Capitol, was robbed of $50 by an armed bandit . . . Mannie Gottlieb, formerly Universal manager here, was a visitor from Chicago over the weekend.

Hal Burriss, premium distributor, is off to Grayling to catch fish. His daughter was a Variety visitor Saturday, and his band, Variety Syncopators, has been enlarged to nine pieces now.

Hyman Bloom, managing UDT's Varsity, had a special all-religious matinee, double-billing "Cloistered" and "Vatican of Pius XII."

Phil Smith's new west side drive-in reported doing plenty of business . . . Michael J. Chargot has been reseating the Grand Victory.

Acts seen at Variety: Mac Krim refereeing those prize fights he produced and on the receiving end himself . . . Wanette Stout displaying stage presence as a magician's aide-de-camp.

S. T. Congress of the Lyric is going into show business around Canton, Ohio, where partner, H. J. Cokimos plans to join him soon.

Warren A. Slee, M-G-M exploiteer, has added the hobby of archery . . . Al Champaign, 20th-Fox booker, is building himself a new house out in Royal Oak.

At the Variety Club Luncheon

First luncheon of 1940 was attended by 68 . . . The two "Charlies" were there—Perry, manager of the Adams, and Agree, theatrical architect.

Joe Sullivan, who is busy as new secretary at operators' headquarters every second day, was a latecomer . . . Jack Saxe of Monogram was disgusted, 'cause he had to sell tickets.

The two Krims and Dave Flayer of the Amo were unable to hold this scribe's place when Cully Buermele of Co-op grabbed it . . . Harlan Starr of Monogram was passing around pictures, and helped Magician Dornfield with his show.

Bill Flemion, Excellent manager, and Ray Moon, Mutual Theatres, were at one table . . . Lots of guests present, too, some we never met before . . . Art Robinson was at the big table only because there was no other place in which to fit him.

Lew Wisper, flanked by Earl Wright, supervisor, and others of the W&W managers, had one table . . . Saul Korman of the Grant was a quiet spectator . . . Lew Mitchell, Beverly manager, looked fully recovered from his recent illness.

Barney Kilbride, circuiteer, just missed, when the waiter spilled all those plates . . . Dave Newman of the Pasadena and Bill London of Associated arrived before it was all over . . . Ed Kirchner and Charlie Perry were up at the speaker's table.

Jack Howard, Paramount manager, was in the spotlight with his big golf cup . . . Harold C. Robinson, chief barker, presided . . . Tom McGuire of Co-op put on the show . . . Joe La Rose, Roosevelt manager, brought along the show from W&W's Harper, and Freddie Bernard was master of ceremonies from there on.

Sol Berns booked the entertainment, which was rapid-fire stuff . . . Bob Mork and Frank Lorenzen were at our table . . . Jack Haley and Carl Krueger of Jam Handy came in together.

Russ Legge, Detroit *Free Press*, and L. C. Becker, American Seating, were teamed up at another table . . . Mike Chargot managed to find a good location near the speakers . . . Bernard Brooks of the President had his big black cigar.

At the Film Bowling League Banquet

Jacob Boodman, in the Hotel Fort Shelby lobby, directing members down to the business session, in the Empire Room . . . Art Knapp, Jack Saxe, Irwin Pollard, Barney Adair and Sam Merson shared the dais.

Election Returns—Jack Saxe, Monogram treasurer, new president by acclamation . . . Art Knapp, 20th-Fox salesman, new first vice-president, and Al Rupert of the Rupert, second vice-president; Gene Alexander, Universal booker, new secretary-treasurer.

Sam Merson, retiring secretary, didn't have his minutes but rated a vote for prompt posting of averages all season . . . Ralph Ruben, Clifford H. White and Wade



Eastern Visitor—

Charles Perry, Adams Theatre, Detroit, pays a visit to the RKO New York World's Fair lounge for a chat with H. M. Richey, another Detroiter who now is RKO's director of exhibitor relations, and Helen Vinson, who appears in "Beyond Tomorrow."

Allen, sitting together in the back, were the Three Trouble-Dours, per Irving Belinsky.

The boys waxed hot over changing bowling time from 9 to 6 p. m. next fall . . . Syd Bowman says his wife wouldn't want him home any more anyhow . . . Art Knapp's word of wisdom—"There are lots of things to do after 9 p. m." . . . Irving Belinsky didn't want to rush out to his country home, and then back . . . Wade Allen says he and Cliff White, the two exhibitor members, don't get up that early . . . Barney Adair, National Screen Service, works late Friday.

Salesman Ray Cloud says a trial balance is a cashier's worst worry, but couldn't get Lou Metzger to comment . . . Jack Sturm was in favor of Sunday bowling.

Jack Saxe thought up the idea of combining the offices of secretary and treasurer. Frank Howard was the man who got them separated in the first place . . . Special tribute of silence to the late Jerry Schneider.

Winners of trophies were: Lou Metzger, Art Knapp (and he's plenty proud), Eddie Regina, Barney Adair, Al Rupert, Ben Zimner, Bert Holmes, Herb Wallhausen, Al Boyer, Gene Alexander, Cliff White, Ralph Ruben, Clark S. Baker, Emil H. Beck and Sam Merson. Donors of the trophies were Harold C. Robinson, Frank Lorenzen, Sol and Mac Krim, J. Ollie Brooks, Fred DeLodder, National Theatre Supply and Saul Korman.

Sam Seplowin, for his bowling pose, received special trophy as "artists' model" . . . Other specials to: Al Rupert and Syd Bowman, 100 per cent attendance; Fred Sturgess, league's worst bowler; Irving Belinsky, sponsor spirit (he bowled against his own team); George Santer, persistency and faith despite low average.

Clark S. Baker, Columbia's assistant manager, presented the Jack Cohn trophy to Republic, captained by Sam Seplowin . . . Should have seen the team lineup . . . Two good father and son teams at our table—Harold and Bill Robinson, and Phil and Dave Kaplan.

Ollie Brooks reminiscing over his days in Schenectady, Albany and points east . . . Max Blumenthal was getting pointers for his B'nai B'rith bowling banquet four days later.

Jake Sullivan was cheer leader in a song to Eddie Regina, "the champ," composed by Al Rupert.

Wade Allen showed his 16mm films of the bowlers and last two Variety conventions, uncensored; later had them at Variety Club . . . Art Koskie, Butterfield booker, is president of the Upper Peninsula Club, and spends his weekends at Hamburg.

Dave Flayer, revealing he picked Alvin as name of his new house, 'cause it begins with A . . . Bob Misch, Butterfield, absent; taking a week's vacation at Seymour, Ind. . . . Walter Goryl was about the first to leave, we hear.

"Biggest" 16mm Firm Opens Two Offices

PITTSBURGH—Keystone State Amusement Circuits (United-Educator Films Co.), managed by Russell C. Roshon, "the largest 16mm movie circuit operators in the world," has opened Kansas City and Chicago branches and has acquired a number of new feature pictures for general distribution.

Roshon's publicity bulletin, issued last week, declared:

"There have been a great many 'doubting Thomases' who felt that there couldn't be anything to the 16mm sound film industry or that it would automatically die out through lack of proper support. But, for those who went at it in earnest have made it remarkably successful. Such men are prospering and permanently building a fine business that has still greater possibilities in the future. The 16mm business is only five or six years old, and there has been tremendous strides made, there is a far greater future ahead despite any and all opposition."

"We Service the Nation," distributors of 16mm films, opened its Chicago office a month ago. The Kansas City branch was opened two weeks ago.

Roshon's monthly circular for May was issued to "11,000 prospective exhibitors" of 16mm films and announced more than a dozen new features.

Emergency Seal Recall Increases Expenses

PITTSBURGH—All film distributing companies were notified this week that "X" seals have been barred by the Pennsylvania censor board.

Mrs. Edna R. Carroll, chairman of the state censor board, advised local exchange managers that on advice of the attorney general of the commonwealth the censor department will no longer issue "X" seals for emergency, borrowed or agreement prints. The ruling is effective at once.

Some months ago a similar ruling was made and a general protest followed from distributors and exhibitors. After several weeks the issue was retracted or at least no effort was made for enforcement of the ban.

For many years "X" seals, or additional or emergency seals have been issued at a cost of 25 cents. Under this standard practice many prints were brought in from various company exchanges out-of-state to accommodate exhibitor accounts.

Exhibitors and distributors alike will continue protesting the recall on "X" censor seals. With regular requirement of censor seals on all serviceable prints, the additional expense will greatly increase costs of distribution. Exhibitors may face a new problem on clearance and booking because of the action as outlined by the censors.

Title to Republic Bowlers

DETROIT—The Film Bowling League wound up the season with Republic an easy winner. Final standings:

	Won	Lost
Republic	80	40
Film Drug	71	49
United Artists	67	53
Film Truck	61	59
20th Century-Fox	57	63
Cooperative	57	63
Amusement Supply	48	72
Monogram	37	79

High scores of the final week were rolled by Al Rupert, 245; Fred Sturgess, 228; Eddie Regina, 212 and 202; Barney Adair, 224 and 202, and Emil Beck, 202.

Compilations by Secretary Sam Merson show these records for 1939-40: High individual, three games—Lou Metzger, 647; Art Knapp, 633; high individual, one game—Eddie Regina, 257; Art Knapp, 255; high team, three games—United Artists, 2,639; 20th Century-Fox, 2,625; Republic, 2,595; high team, one game—United Artists, 957; Film Truck, 953; and 20th Century-Fox, 937.

Highest number of pins rolled was 15,276, by Lew Metzger, with Mike Alyea, a newcomer, scoring the season low, 2,856.

Individual averages for the season are:

Class A—Eddie Regina, 176.85; Barney Adair, 176.33; Lou Metzger, 175.51; Julius Pavella, 175.39; Irwin Pollard, 171.48; Jack Susami, 170.69; Al Grasgrin, 170; Frank Jones, 165.39; Mike Alyea, 158.12.

Class B—Al Rupert, 168.57; Art Knapp, 165.10; Ben Zimmer, 164.53; Jack Sturm, 164.18; Stanley Malinowski, 160.76; Sam Seplowin, 158.38; Walter Goryl, 157.58; Max Blumenthal, 157.40; Eddie Loye, 156.15; Ray Cloud, 156.15.

Class C—Bert Holmes, 157.33; Herb Wallhausen, 155.44; Al Boyer, 154.29; Gene Alexander, 151.56; Jack Saxe, 151.19; Jake Sullivan, 150.18; Bob Thompson, 149.57; Moe Dudelson, 148.37; Joe Renick, 148.20; Art Koskie, 146.41; Wade Allen, 146.16.

Class D—Cliff White, 154.29; Ralph Ruben, 150.34; Clark Baker, 149.51; Emil Beck, 148.15; Sam Merson, 147.76; Sydney Bowman, 146.60; Bob Misch, 143.23; Jay Conover, 141.07; Dave Kaplan, 140.35; Fred Sturgess, 140.16.

"Spares"—Irving Belinsky, 166.33; Carl Dorst, 144.09; Les Gardner, 140.12; George Santer, 120.24.

A Student Tiein

LEXINGTON, KY.—University of Kentucky students here were given small "lucky number" tags in connection with a promotion on "Shop Around the Corner" at the Schine's Ben Ali Theatre, and all students able to match tags and numbers were admitted as guests. An advertising tieup also was made with an exclusive shop through display window and lobby exhibits. A newspaper "teaser" campaign preceded the opening.

Doris Schroeder Chore

HOLLYWOOD—Doris Schroeder is scripting an untitled original in the "Three Mesquiteers" series for Republic.

PITTSBURGH

AMPTO of W. Pa. will send Miss Mathilda Kiel, assistant secretary, to the national Allied convention in Chicago, June 19-21 . . . Mrs. Edna R. Carroll, Queen of the Pennsylvania censor board, was here the other day but she didn't receive the recognition as expected from members of the trade . . . Mrs. J. B. Kosco, wife of the Brockway exhibitor, is recovering following an operation at the DuBois hospital . . . We checked with a local film man this week and found that one of his pictures was advertised by another for 16mm film distribution before he had set his local theatrical release . . . With the syndicated "Cinema News" discontinued, Eddie and Fred Beedle at Canonsburg have inaugurated their own edited and published weekly *Movie News*, exploiting attractions at the Alhambra and Continental. Four-page paper devotes three pages to cinema topics and one page to local chatter.

Ben Kalmenson, former local Vitagraph manager, now western and southern sales manager for this company, stopped here the other day en route to the west coast . . . Ben A. Miller, first and oldest employe of Exhibitors Service Co., reports that this company in 1939 *hauled* 49,000 *tons of deliveries over a distance of* 2,500,000 *miles. Miller has been with the organization from the time it consisted of a single truck until growth of the fleet to its present* 92 *units. . . . George Jaffe will call it a season at his Casino within the next few weeks . . . Theatre Executive Frank J. Harris, elected at the primaries as a national delegate to the Republican convention, has been elected chairman of the Pennsylvania convention delegation and he has been given the leadership of the state Republican committee delegation. GOP convention will be held in Philadelphia, June* 24.

Filmrow sympathy to Mrs. Rae Lefkovits Bresnick whose husband A. I. Bresnick, 42, died early last Friday as the result of a streptococcic infection. Mrs. Bresnick has been secretary to the Paramount branch manager for a number of years.

A. P. Way was in from DuBois and reported citizens there balloted on daylight saving time at the primaries several weeks ago and standard time was retained by a two-to-one vote . . . George F. Callahan jr., of Exhibitors Service Co., is in charge of a cabaret dance and breakfast at the Fort Pitt Hotel, May 14, *for the Allegheny County chapter of the Pennsylvania Motor Truck Ass'n . . . George D. Tyson, publicity director for the Harris enterprises, spoke on "Interesting Glimpses of Interesting Personalities" at a meeting of the Graphic Arts Luncheon Club.*

Regular patrons of the Alvin got first choice for "Lillian Russell" premiere tickets, at $1.10 . . . Fred Lovell, here recently with Lou Vogel for Premium Promotion Syndicate, has shifted his activities to the Cleveland area . . . Mark Browar and Frank King are among exhibitors testifying to the boxoffice strength of "Wages of Sin," distributed by William Grande . . . Stepin Fetchit has joined the "Hollywood Restaurant Revue" which is touring the local Warner houses.

Joles Lapidas *was the signature on a Greek holiday greeting telegram* "Sas Euxome Kalo Pasxa" *received by Frank Panoplos, but Frank claims it was from* Joules Lapidopoulos . . . *Jim Alexander was King for the Day at the Variety Club dinner May* 6; *Herb Greenblatt wears the crown May* 13; *Dr. A. I. Wise, May* 20, *and Frank Smith, May* 27; *Family Night hosts and hostesses at the club May* 10 *were Mr. and Mrs. Jerry O'Neill; for May* 17, *Mr. and Mrs. Herb Dimling; May* 24, *Mr. and Mrs. Harry Seed; May* 31, *Mr. and Mrs. Jules Lapidus; June* 7, *Mr. and Mrs. B. F. "Dinty" Moore.*

Harris circuit advertised the adoption of daylite time and exploited the fact that the last feature would never start before 10 p. m. (D. S. T.) . . . Mrs. Abe Weiner and Mrs. Jack Judd were Queens at the recent luncheon of the Ladies Theatrical Club . . . Ira H. Cohn and others have film records of the Dallas Variety Club convention.

Norman Fleishman, son of Mr. and Mrs. Harry Fleishman of the Brighton Theatre, city, and Miss Dorothy Gusky, daughter of Mr. and Mrs. Louis S. Gusky of McKees Rocks, have announced their engagement. An autumn wedding is planned.

George F. Callahan sr., of Exhibitors Service Co., is in New York attending the annual convention of the National Film Carriers Ass'n . . . Roy H. Haines, eastern and Canadian sales manager for Warner-Vitagraph, and Al Schwalberg, in charge of exchange operations, were here on business this week . . . Other Filmrow visitors included Paul Binstock, former New England theatreman, and Howard Silverman, who were en route to Chicago where they will open an office for Premium Promotion Syndicate, Inc., originators of Encyclopedia Nite. The president of this firm, Joseph L. Morse, was another recent visitor . . . Dr. and Mrs. C. P. Church's "Nifty," Scotch terrier, accompanied the Mannington, W. Va., exhibitors on this week's booking tour.

IATSE Bowling League members celebrated at a banquet Tuesday night . . . Last Saturday the "Merrie Melodies" and the "Looney Tunes," two girl bowling teams of the local Vitagraph exchange, banqueted in Hotel Henry. Grace O'Neil was the highest scorer of the season.

Alexander P. Moore's newspaper in "Lillian Russell" is the Pittsburgh *Telegraph* instead of the *Leader*. Your correspondent, a copy boy years ago for the *Leader*, should know. Henry Fonda is seen as Alex Moore in the 20th-Fox production which premieres here May 15 with Alice Faye, who enacts the title role, Edward Arnold, former star of "Diamond Jim Brady," who re-enacts this character, and other stars coming here for the event.

Alex S. Moore is busy with the modernization of the Hilltop. Under way for some weeks, the Warrington Avenue job will not be completed for about two months . . . Emmaline Fineberg, former film board secretary, has joined the Advertising Accessories staff at the old Independent Display quarters . . . Herb Browar was around selling tickets for Carnegie Tech's Scotch and Soda Club play. Son of the Mark Browars is a Tech drama student . . . Rudy Covi, Herminie exhibitor, withdrew as a legislative candidate prior to the primaries . . . A number of members of the industry were in attendance at the Press Photographers Ass'n outing in South Park.

Burt Bishop jr., M-G-M manager, as usual, took in the Kentucky Derby. As usual, too, he greeted Claude Robinson, Clarksburg, W. Va., showman, and other friends and theatrical associates . . . We disagree with the ITO of E. Pa., Inc., which this week issued a service bulletin which stated: "It is freely predicted that a theatre tax measure (for Pennsylvania) will be considered" at the special session of the legislature which convened Monday. No such measure will be considered in the general assembly at this time . . . Colonial, Wheeling and the Latonia, Oil City, are "for sale."

Republic Franchise in Pittsburgh Renewed

PITTSBURGH—A renewal of the local area distributing franchise for Republic Pictures has been obtained by Republic Pictures Corp. of Pittsburgh, James H. Alexander, manager, announced this week.

The new arrangement continues the business relationship for a five year period to follow the present franchise which does not terminate for some time to come.

Extension of the pact between Alexander, Sam Fineberg and George W. Collins of the local company and Republic Pictures Corp. was made in the presence of Herbert J. Yates and James R. Grainger, ranking executives of Republic Pictures, who visited at the local exchange.

This company's "Dark Command," starring John Wayne, Claire Trevor, Walter Pidgeon and Roy Rogers, is now showing at the Harris Alvin and leading theatres throughout the country.

Local shipping and accessory department of Republic, located at 1024 Forbes St. for many years, has been removed to the former Grand National exchange quarters at 1709 Blvd. of the Allies, second floor. Executive and sales office remains at the corner of the Boulevard and Van Braam St.

George Bressler Is Dead

DAYTON, KY.—George Bressler, owner of the Liberty here and former operator of the American at Bellevue, Ky., died at his home after a long illness.

Root on Biography

HOLLYWOOD—"The Man on America's Conscience," a biography of President Andrew Johnson, is being scripted by Wells Root for Metro.

Candy Machines Get Big Theatre Play

PITTSBURGH—Practically every theatre in the local area has a candy vending machine, a checkup reveals. Three candy machine distributors here service upwards of 550 theatre units. Several de luxe houses have three and there are a number of theatres with two machines. Additionally, there are a number of candy counters at theatres, two-thirds of which are owned by "outsiders" who lease space from the theatre management. These average a weekly gross of $125, and it is figured 15 per cent of this amount is expended as "payroll." On the whole, the candy counter grosses three times the average "take" of a vending machine.

Ten-cent candies are handled by most theatre candy counters but these sweets are slow sellers; it is the larger variety of 5-cent candies that sell.

Vending machines are all new type, designed for theatres, silent in operation and designed for variety of choice and capacity. Service efficiency is maintained by the vending machine distributors. All merchandise is purchased from the candy factories and none is packaged by the vending companies. Average split on the gross is 30 per cent for the theatre.

Greatest profit concession is the popcorn machine. There are about 75 modern popcorn machines in local area theatres, most of which are purchased and owned by the theatre managements. The 5-cent boxes are the big sellers, although dime boxes are packaged at many theatres. Popcorn machine profits actually pay the theatre rent for several exhibitors.

Cold-drink vendors are now being introduced at theatres. Many theatres have sanitary napkins vendors. A few of the smaller houses have 1-cent peanut, chewing gum and drinking cups machines.

COLUMBUS

MAYOR FLOYD GREEN vetoed the new council-approved city ordinance covering booths in motion picture theatres, the move coming at the insistence of P. J. Wood, ITO secretary . . . Our congratulations to Lou Harris, manager of the Fairbanks in Springfield, who was married last week to Mary Martell, member of the Blackstone magic troupe. She leaves the show in two weeks.

New sound has been installed at the Victor by Manager John Porter . . . J. Real Neth underwent a mastoid operation at Mt. Carmel Hospital . . . Charlie Powers of Paramount and RKO's Nat Holt were local visitors . . . Roger Garrett is back at the Ohio after an enforced vacation due to an infected finger.

Leo Yassenoff is on the road again . . . Bill Cunningham, in *The Citizen*, quotes local theatre managers as anticipating a return of slapstick, citing terrific business on "Chump at Oxford" as example . . . Leo Kessel of the Lancaster Palace is in charge of a series of Variety parties . . . Rumored about town that Virgil Jackson plans to enter the night club field with Tom Jones . . . Must be spring, Bernie Gardiner is spending all his spare time on the golf course.

City council has the long awaited curfew for consideration. Ordinance would make it illegal for children under 10 to remain in a theatre after 9:30, those under 16 after 10:30, unless accompanied by parents. Separate clause covers time from opening until 1:00 p. m. on school days. Maximum fine would be $500 and 90 days in jail. There will be no opposition from theatres, consequently the measure, recommended by police department, should pass without difficulty.

Warm Weather Hits Michigan Grosses

DETROIT—Show business took a sharp dive over the weekend when warm weather broke for the first good weekend of the year—for outdoor attractions. Theatres in general reported business down to the point where neighborhood houses were counting customers on their fingers.

Downtown houses did a mediocre business, with the best trade going to the Michigan, which featured the Marx Bros. Upstate business reports were also gloomy.

From all appearances, the annual summer slump has arrived.

May and June Are Drive Months for Kimelman

PITTSBURGH—The months of May and June have been designated as a period of appreciation for David Kimelman, Paramount branch manager. All members of the exchange staff have their shoulders to the wheel in seeking additional bookings for these two months and exhibitor cooperation has been very satisfactory.

Lou Harris Takes Bride

URBANA, OHIO—Lou Harris, assistant manager of the Fairbanks, Springfield, and Miss Mary Martell, assistant to Blackstone the Magician, were married here, April 29. Mr. and Mrs. Harris met two years ago in Springfield. She will continue with the show for another month and then will make her home in Springfield.

Goes Nautical

LORAIN, OHIO—John Tender of the Tivoli has bought a new sail boat.

Cleveland Daylight Saving Vetoed

Cleveland—Daylight saving was killed Wednesday by unanimous vote of the legislative committee in the city council after Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Assn., and union representatives opposed it as destructive to business and a safety hazard. Proponents were golf and garden club representatives.

Cleveland Barkers in Enlarged Quarters

CLEVELAND—Nat L. Lefton, Variety club chief barker, and Frank D. Drew, chairman of the house committee, opened the doors of the enlarged and newly decorated club rooms in the Allerton Hotel on May 11 to members and friends of the club.

After working on plans for the new setup for many weeks, the result justified the claim that Cleveland has one of the finest Variety Club rooms in the middle west.

Utilizing practically the entire east wing of the third floor of the hotel, the club now has double its former space. The bar has been more than doubled in size and converted into a cocktail lounge. Two private card rooms have been provided with space for some 30 tables in each room.

One of the innovations of the remodeled club is the installation of showers for the members. Also new is the fluorescent lighting in the cocktail lounge. Decorations were done by Sterling & Welsh.

Nearly Ready in Falmouth

FALMOUTH, KY.—Nearing completion here is a new 700-seat theatre being erected by Max Goldberg.

CLEVELAND

SAUL BRAGIN, Warner theatre booker, normally a calm individual, went up in the air the other day—we mean literally, for it was his first flight and when last seen had not yet recovered his complexion . . . Charles Raymond, Loew division manager; Frank Drew, M-G-M branch manager and Charles C. Deardourff, Metro exploiteer, journeyed to Toledo last week to see the Marx Bros. show—which was in the nature of a trial balloon for their forthcoming picture.

Milt Harris, Loew publicity director, spent the weekend in New York visiting with his mother . . . M-G-M's 20 Mule Team slushed its way around town through a steady downpour last Wednesday . . . Sidney Garfinkle of Quality Premiums and Miss Evalyn Goldstein will say the words before a minister on May 26 . . . J. J. Maloney, M-G-M district manager, spent the long weekend in the Cleveland office.

Sam Bolasny, owner of the Temple Theatre, has reopened the house which was closed for several weeks. Cooperative Theatres of Ohio is doing the booking . . . The general meeting of the Cleveland Motion Picture Exhibitors Association, originally called for Thursday, May 2, was postponed to Tuesday, May 7. Buffet luncheon for members preceded the session . . . Urban Anderson, manager of the Capitol, has painted and rigged his boat in anticipation of summer's eventual arrival.

Jack Lykes, manager of Loew's Stillman, made the city "Cyclops" conscious by placing in a store window adjacent to the theatre, a cabinet equipped with a reducing lense so that the sidewalk public gazed at a pretty girl reduced to the size of the little people in the picture.

Fire Act Violation Charge Costs $150 at Clarion

CLARION, PA.—Management of the Garby drew a $150 fine after a hearing before Justice of the Peace M. S. Horner, at which the owners were charged with several violations of the fire and panic act relating to buildings used for public gatherings.

The charges refer to the presentation of a stage show on April 22, without compliance with the regulations of the department of labor and industry. These requirements relate to certain types of proscenium curtains, emergency lighting equipment, standpipes, sprinkler system and fire extinguishers. Peter Samios, manager of the Garby, and Thomas W. Meighan, state safety inspector, engaged in a spirited dispute which resulted in the action of the court. The theatre manager has appealed the decision and will take the case to the next term of court here.

Berlo Vending Wins Suit Against Vendola Corp.

CLEVELAND—The two-year-old suit to determine whether Berlo Vending Co. has interfered with the business pursuits of the Vendola Corp. has finally been concluded with a verdict in favor of Berlo.

In 1938, Vendola entered suit against Berlo charging conspiracy in restraint of trade. Common Pleas Judge McMahon rendered a directed verdict in favor of Berlo. Vendola appealed the decision on the basis that the question involved was not a question of law and should be heard by a jury. The court of appeals reversed Judge McMahon's verdict. Berlo then appealed to the supreme court of Ohio, which upheld the court of appeals, so the case finally was presented for hearing in a court trial. After hearing the case for 13 days, the jury brought in a verdict in favor of Berlo.

Five Chairmen Amusement Division Welfare Drive

CLEVELAND—W. N. Skirball, Nat Wolf, Meyer Fine, Henry Greenberger and Jack Shulman have been named co-chairmen of the amusement division of the annual Jewish Welfare Drive.

Vice-chairmen are Nat Barach, Boris Goldovsky, M. B. Horwitz, Abe Kramer, Nat L. Lefton, I. J. Schmertz and Martin Sperber.

ITO Unit in Cincinnati Bides Action on Neely

CINCINNATI—The local ITO unit at their monthly meeting went on record as refusing to take action on the Neely bill. General opinion was that unless distributors gave more concrete assurance of what the locals termed "fairer play," the ITO here would definitely support the bill. Grievances discussed included forcing of shorts and preferred playing time.

State in Clay Dark

CLAY, KY.—The State here has been closed.

Max Margolis Rites Held in Cincinnati

CINCINNATI—Services for Max Margolis, district representative for Republic, were held Monday. Margolis, who has been active in the industry for 18 years, died at the age of 37, in the Jewish Hospital here. He was a member of the Variety and Cinema Club.

Surviving are his wife and a daughter.

CINCINNATI

THE LOUISVILLE derby classic drew many filmites, including a representative delegation from RKO for the premiere of Irene Dunne's "My Favorite Wife," Irene having been raised in Louisville, and born in adjacent Madison, Ind. Among those present from RKO were George J. Schaefer, president of the company, Randolph Scott, Leo McCarey, producer; Garson Kanin, director; Stanley Jacques, BM of the local office and Sam and Bella Spewack, authors.

Bud Ackerman, whose new theatre promises to be the latest word, is also a distinguished sportsman. Ackerman, recently, at the Sharon Woods course drove a hole in one on a down hill par 3, No. 8 hole. A brassie shot from Bud's unbeatable drive went 155 yards, crawled over the green and slipped into the cup. And within the same 24 hours, he bowled a 280 average at Mergard's alleys.

Universal's Frank Schrieber passed the cigars with a lavish hand May 3, when an 8½-pound baby boy arrived at Spear's Hospital, Bellevue, Ky. . . . Harry Rathner, president of P-D-C, arrived here via plane for a conference relative to the complete program for 1940-41 of P-D-C. These will include 16 features and four exploitation specials, three series of westerns of six each.

Lee Goldberg, Big Feature Rights, announces Big Features exchanges have been absorbed by P-D-C, and the local Big Feature office is now a branch of the national organization . . . Maurice Chase has resigned from Big Features, to enter exhibition.

"The Outsider," Alliance feature distributed by Lee Goldberg, has been booked by Loew's circuit, and held over in Louisville for the second week at the Brown. Tony Sudekum purchased the feature for his entire circuit covering 25 towns in Kentucky and Tennessee.

J. S. McCloud, M-G-M home office executive in charge of branch maintenance, arrived here on May 6 . . . William Devanney says that Milt Jacobs is convalescing following his operation . . . Quite a group of film and exchange folk congratulated Joe Goetz, RKO Theatres on his birthday, May 1. Joe's father and mother also entertained for him in Dayton, Ohio.

L. O. Davis, Virginia Amusement Co., Hazard, Ky., is reported suffering from an infected throat. Davis recently returned from Florida . . . Allan Moritz, Columbia; Warner's Johnny Eifert and Ralph Kinsler, and Charley Albert and Sol Bragin were seen in a box at Crosley field this past week.

All United Artists sales personnel, including Branch Manager H. Dudelson and Messrs. Fineberg, Hendle and Sochin of the sales staff will attend the annual convention in New York City, May 13 . . . Universal's personnel, headed by Peter Rosian, manager, and including Frank Schrieber, booker, left May 9 for the annual conference at Atlantic City.

Minnix and McClure have opened their new theatre, the Southland, at London, Ky. A new marquee and front are to be installed . . . The Blak Mt. Theatre, Kenver, Ky., is remodeling, and installing air conditioning equipment . . . Frank Allara, Matewan, W. Va., planed in for the derby, and stopped off for a visit at the Row . . . Lester Rosenfeld drove in from Dunbar . . . 20th-Fox representatives at the derby included J. J. Grady, Mr. and Mrs. Will Kupper and Clarence Hill from the H. O.

Pitt Bowling League Is Headed by George Ball

PITTSBURGH—George Ball of the 20th-Fox booking department was elected president of the Filmrow Bowling League for the 1940-41 season at the ninth annual banquet of the league in the East Room of the Roosevelt Hotel last Saturday evening.

Joseph Pemberton of Universal and Peter Quiter of the same company were re-elected secretary and treasurr, respctively.

Approximately half-a-hundred bowlers and guests were in attendance at the banquet which was presided over by Art Levy, Columbia Pictures manager, retiring president.

The Columbia Pictures trophy was awarded to Republic Pictures, league leaders this season, and was accepted by Lou Hanna, Republic captain.

Prize money was distributed as follows: Republic, $22.50; Universal, $11.25; Columbia, $5.62; 20th-Fox (booby prize), $1.87. High average awards—Joseph Gins, $7.50; Lou Hanna, $3.75; Joe Pemberton, $1.87. High score for one game—William Hollenbaugh, $3.75; Art Levy, $1.87. High score for three games—Saul Perilman, $3.75; Earl Friedman, $1.87. High team score for one game—Universal, $5.67; Republic, $3.75.

Peter Quiter announced approximately $150 remains in the relief fund.

Kosco to Build House In Brockway Himself

PITTSBURGH—J. B. Kosco, Brockway exhibitor, states he will contract and erect his new Brockway himself, and that plans have been submitted to Harrisburg for approval.

For three years Kosco has engaged in the "lumber manufacture" business in his home town. He operates the largest portable lumber mill in the state.

Alarm Panics Children

FARRELL, PA.—Scores of children were injured in the Capitol here one night last week when a false cry of "fire" started a panic. Louis Lampros, manager, stated that about 500 children and 125 adults were in attendance. In the mad dash for the doors a number of children were trampled on the stairway. Dozens were treated at the offices of nearby physicians and ten were taken to the Buhl Hospital, Sharon.

Wish Pitkin Well at New Haven Affair

NEW HAVEN—Over 100 well-wishers from Boston, New York and all parts of Connecticut joined in celebrating Barney Pitkin's 20th anniversary in the film business here at the Racebrook Country Club testimonial dinner party last Tuesday. The RKO branch manager was the recipient of a handsome china set as a token of esteem, which was presented by "Dean" Morris Joseph, Universal manager who was Pitkin's employer at one stage of the latter's career from poster clerk to manager.

Among the speakers who addressed the gathering at Racebrook Country Club and were introduced by Toastmaster Harry F. Shaw, were Herbert MacIntyre, Larry Gardiner, and Ross Cropper of Boston; William McShea, Michael Power, August Schubert of New York; Thomas G. Donaldson, chairman of the dinner, manager of the New Haven Metro branch.

Pitkin's continuous record of service in the film industry on Meadow Street is exceeded among the branch managers by only Morris Joseph and Ben Simon. He has seen great strides forward and many changes in the Connecticut film scene during the past 20 years, as he pointed out in his talk. Thomas J. Donaldson, Metro manager, was chairman of the event, assisted by Morris Joseph, secretary, and Hugh Maguire, treasurer.

Among the guests present were William McShea, Irwin Wheeler, Harold Eskin, Harry Zeitels, Frank Drumm, Sidney Kramer, William Brown, Edward Peskay and Harry Reiners of New York; Herbert MacIntyre, Ross Cropper, Larry Gardiner, I. H. Rogovin, Phil Seletsky, Dan Seletsky, Nat Furst, Hy Fine, Al Bevan, Al Kane and William Erbb of Boston; E. Cashman, Washington; Morris Jacobson, J. Levine, A. M. Schuman, Matt Saunders, Morris Rosenthal, Lou Anger, Sam Haddelman, of Bridgeport; Peter Perakos, New Britain; Arthur H. Lockwood, Middletown; Joseph Quittner, Jewett City; John P. Findlay, Westerly and Mystic; George Wilkinson jr., Wallingford; Maurice Shulman, George Landers, Jim McCarthy, Martin Keleher, Henry Needles, Walter Lloyd of Hartford; Randy Maller, New Britain; Frank Mann, Rockville; Joseph Faith, Collinsville; Leo Ricci, Meriden; Tony Boscardine, Canaan; Morris Hadelman, Shelton; John Evers, Darien; John Sirica, Thompsonville; William Sirica and Michael Sirica, Waterbury; Robert Schwartz, Thomaston; Dr. J. B. Fishman, Abe Fishman, Maurice Bailey, Thomas J. Donaldson, Morris Joseph, Ben Simon, Tim O'Toole, Lou Wechsler, Edward Ruff, Roger Mahan, Samuel Seletsky, I. Levine, John Pavone, Hugh Maguire, Harry F. Shaw, B. E. Hoffman, Maxwell Hoffman, Earl Wright, Pete DeFazio, Milton Hyams, Ben Lourie, Morton Katz, Henry Germaine, Larry Germaine, William Canelli, Robert Russell, John Hesse, Harry L. Lavietes, Michael Tomasino, Barney Calechman, Charles Lazarus, Philip Gravitz, Samuel Rosen, Samuel Weber, George Weber, Michael Stone, Dr. Samuel Philipson, Morris Moriarty, Max Tabackman, Abe Mattes, William Palmer, S. Deutsch, Herman Levy, Morris Pouzzner, Daniel Pouzzner and Arthur Klein, all of New Haven, and Samuel Weiss of Stamford.

Warn in Norwich Against Overcrowding Aisles

NORWICH, CONN.—Managers of local theatres have received letters from city health officer, Dr. Clarence G. Thompson, warning them against the overcrowding of the aisles of the showhouses. Necessary action will be taken, the health officer said, if the practice is allowed to continue in Norwich theatres.

Complaint Is Voiced In Hartford, Conn.

HARTFORD—The lashing out against overcrowded theatres by Norwich health officials marks the second time within two weeks that complaints have been sounded by officials against theatres overcrowding their aisles. Some days ago, Hillmer D. Robinson, assistant manager of the local E. M. Loew's, was fined for allowing such a situation.

Bank Night Agreement Immunizes in Drive

BOSTON — Bank Night remained unscathed in Middlesex county as District Attorney Robert Bradford outlawed all card games and cash nights at theatres under his jurisdiction. The taboo was aimed at Waltham, Cambridge, Malden, Somerville, Stoneham, Ayer, Marlboro, Arlington, and other communities.

Bradford's hands-off policy regarding Bank Night was because of an agreement reached some time ago with Roy E. Heffner, New England Bank Night assignee, and the setting of a test case built around operation of Bank Night at the Tower in Lowell.

Alexander Franchise to Kennedy and Schmuck

BOSTON—James Kennedy and Joseph Schmuck have been awarded the New England franchise of the Alexander Preview Co. Adolph Haas, representing J. Don Alexander, closed the deal several days ago. Kennedy and Schmuck, both local film veterans, have set up offices at Imperial Pictures on Melrose Street. They had closed a number of contracts at the time of going to press.

Downs Succeeds Andrenotta

HARTFORD—Chief of Service Donald Andrenotta, Loew-Poli, has resigned. He is succeeded by Eddie Downs.

Myton Scripting Western

HOLLYWOOD—Fred Myton is scripting "Into the Crimson West," Charles Starrett western for Columbia.

House-Buying Recommendation Admittedly George Schaefer's

NEW YORK—The first large-scale operation of New England theatres by a distributor was recommended by George J. Schaefer, RKO president, when he was New England district manager for Famous Players-Lasky in 1924, he declared during his pre-trial examination in the government key suit before Assistant Attorney General Robert L. Wright.

Asked why he made such a recommendation, the witness said the merger of Samuel Goldwyn with Loew's, who were then FPL's principal first run in Boston "jeopardized our outlet there and it was necessary to assure ourselves of a permanent outlet." In due course, FPL acquired the Fenway, which was operated day-and-date with the Modern, and the Metropolitan in the Hub City.

Subsequently, FPL took over the theatres of Nathan Gordon associates "in preference to letting our competitors get them," the witness asserted. These houses were in the suburban districts of Boston, Brockton, Cambridge, Salem, Lynn, Gloucester, Haverhill and New Haven. Schaefer said the sale of the units was proposed to him by Gordon, who was ill and faced an operation.

Denial by Schaefer

Wright inferred that it was not until FPL took over the Gordon chain that the former's product was contracted for. Schaefer denied this, saying he had "healed the breach" between Gordon and Paramount and had succeeded in selling FPL product to "most" of the houses, but not including the Scollay Square and Washington Street Olympia, Gordon first-runs in Boston which were tied up with First National franchises.

As late as 1930, when Schaefer was Paramount's eastern division sales manager, he recommended that his company take over the Goldstein circuit operating in Springfield, Holyoke, Northampton, Pittsfield and Westfield because he thought Warner or Fox might beat Paramount to the deal. The chain was on the market, the witness said, and FPL's distribution was being hampered because Fox had just then taken over the Poli circuit.

Schaefer also advised the acquisition of the Strand, Providence, for a permanent FPL outlet to offset the new theatre Loew's had built in the city and the activity of Fox and Warner, who were described as seeking theatres there. The Strand had been a FPL customer for years, the witness said, and was offered to the company when the management decided to give it up.

He related the reason for FPL buying up the second 50 per cent interest in the Black circuit was the company's "dissatisfaction" with Alfred Black's management of the houses after FPL had taken an initial 50 per cent interest in the chain, for which it received a Paramount franchise. Schaefer said FPL's inability to sell away from Black and the manner in which he treated Paramount during the period he held the franchise were other factors which led to the company taking up the remaining stock interest.

Labels Standard Contract an "Instrument for Conspiring"

By BRAD ANGIER

BOSTON—"A very convenient instrument for conspiring" was the description given the standard contract by George S. Ryan, plaintiffs' attorney, who continued this week to sum up evidence in the Morse & Rothenberg anti-trust suits which have already passed the 200-day mark.

"There has been mentioned the tremendous importance of that standard contract, even though it is merely in the form of a sheet of paper," Ryan told Master Philip Hendrick as hearings in Courtroom No. 5 of the Federal Building neared conclusion.

"It is something in which the practices of the industry may be crystallized . . . a very convenient instrument for conspiring . . . because Your Honor can see that if you were to take an industry with diverse practices (Columbia doing this, Universal doing something else, Paramount another thing) they all have separate contracts providing for the rights of the parties in connection with those practices which were done in the manner in which they separately and individually did them.

A Case Supposition

"If there were such a situation, then a very clever man like the ex-Postmaster General might be able to see that if he wanted to put into effect any uniform practices in that industry, it would not do for him to tell Columbia to stop doing this. It wouldn't do for him to tell Universal to stop doing that. Or it wouldn't do for him to tell Paramount to stop doing the other thing.

"He would conclude that if he got those men together and said the proper way to do this is to have everything uniform so that exhibitors will not be confused by the various forms of contract which would be needed for the various and diverse practices, and he would say, 'Let's put this standard contract into effect. By the standard contract we will tell the exhibitors what protection is. We will tell them what their rights are. We will tell them how long they have to wait for the contract to be approved. We will define first, second and subsequent-run for them in the contract, and in the guise of making a contract with the exhibitor, we will define and establish every trade practice in the industry and will make them conform to it. We will even fix a minimum admission price.'

"If Your Honor were to take that contract, paragraph by paragraph, you would say that it is not merely a contract with an exhibitor, because if those practices were known and understood in the trade they would not need definition in the contract. But they define them in the contract by means of that uniform definition, the uniform obligation which the contract imposes, and, as Mr. Hays states so frequently, they have a trade practice structure set up in exactly the way they want it.

"They go through the form of negotiating with the exhibitor, and the contract results. If you look through the standard exhibition contract, you will see that it is not the ordinary contract that a man would draw up for the sale of some merchandise, but it is a set of rules and regulations for the government of the industry."

Protection

Ryan called protection "perhaps the most important thing in the industry."

"There will be cited and quoted to Your Honor," Ryan continued, "various definitions of this term and various statements of the witnesses representing defendants in regard to the purpose and effect of protection.

"Generally, it may be stated that its purpose is to protect the prior-run from competition. Substantially, all of the witnesses agree on that, either in express words or by implication from the language which I will quote to you.

"Protecting someone from competition is not a practice favored by the anti-trust laws, which are designed to promote and foster competition. In these cases here, the subject becomes of such tremendous importance because protection, in the sense of delaying the exhibition of a picture by a subsequent-run, is by the joint practices of these distributors, developing into a practice of protecting the first-run from showing the picture at all.

"When these distributors say that the refusal to sell was to protect the first-run revenue, they are saying in substance the same thing as that the practice of protection is designed to protect the first-run revenue, according to the statements of many of the witnesses employed by the distributor defendants.

"We propose to show that the whole practice all the way through was illegal and the result of conspiracy, that the conspiracy started long ago, that it has been a joint practice, that it has been fostered and nurtured by the Hays organization, and that it is now well understood by the distributors, not only in Nashua, Portsmouth, Newburgh, Poughkeepsie, Providence and Elizabeth, but everywhere, how they can protect or attempt to protect their first-run revenue."

"The Lion's Share"

At another point, Ryan said, "Out of 13,000 or 14,000 theatres in the United States, 500 theatres pay 65 per cent of the revenue to the distributors, and four-fifths of those are producer-controlled theatres.

"Is the value of this system of protection shown from those facts? Does it indicate why the defendants are willing to establish an organization like the Hays organization and pay large salaries in order not only to keep their system in effect but to extend it?

"When we come to these cases, we find that the producers not only are not satisfied with four-fifths of the revenue, or nine-tenths of the revenue. They are not satisfied with the lion's share of it; they have got to get it all. They have to gorge themselves and fill their maws with all the possible profits that may be derived from the industry, by protecting their producer-controlled theatres and also the theatres of their partners or semi-partners."

Likening the motion picture industry to a horse race, Ryan recollected that, "The leader of the Independent Exhibitors once said, 'In a race that is on the level, eight horses can't run a dead heat.'

"The exhibits to which we are calling attention at some length, dry though the recital may be, indicate not only that these distributors here are running a dead heat, but that through every step of the race they are moving along, shoulder to shoulder, matching stride for stride.

"In everything pertaining to the motion picture business, they are moving along together, acting jointly, each doing and intending to do what the other may do.

Mexican Production Falters, Is Report

HARTFORD—"Mexico's motion picture industry is on the rocks as a result of financial difficulties," declares a dispatch to the Hartford *Courant*. "Lack of capital has brought production of films practically to a standstill," the correspondent brings out.

Continuing, the news item says that, "Studio workers failed in their efforts to stimulate productions, although they offered to accept half their wages during the production period, and the rest later.

"Three films completed recently in Mexico City studios have been shelved. No new Mexican pictures are being released in the Federal District, and some theatres have disregarded the recent official order to show new Mexican pictures at certain specified intervals."

Defendants' Motion in Segal Suit Set Up

BOSTON—A defendants' motion to abate action in the pending breach of contract suit brought in Suffolk superior court by Harry Segal, formerly general sales manager for Standard Pictures Distributing Corp., has been set ahead to May 13. The defendants, which include George Legannes, are basing their move on the fact that action is pending in two other jurisdictions, Maine and New York.

A new breach of contract suit, in which Segal is the plaintiff, has been brought in New York superior court where, several weeks ago, a $32,400 litigation against Standard Pictures Distributing Corp. and George Legannes, based on an alleged three-year contract, was dismissed without prejudice because, according to Justice S. H. Hoffsteader, the bill of complaint did not state a cause of action.

The result is that neither the independent exhibitor nor, more important, the public, at any time gets a run for its money."

Ryan brought up the question of what is a reasonable period of protection in any given situation.

"If the purpose of protection is to minimize the injury done to a prior-run by delaying the showing of a picture," the anti-trust lawyer said, "how is one to arrive at a period of time that will be reasonable in the particular circumstances? Is it necessary that the period of time be eternal, or would one year suffice, or six months, or 30 days, or two weeks?

Fair Practices

"Throughout this record there are scattered references to reasonable periods of protection in various situations, which may be some guide to Your Honor in determining what would be fair practice in these situations.

"Publix has never been known to be exceedingly liberal to the exhibitors that ran after it. At some length attention has been called to the fact that many distributors felt that Publix's demands were unreasonable and excessive. In the evidence, there are many schedules of protection by Publix over a period of years.

"Roughly, it may be said that Publix considered a period of protection that would take care of all its interests and minimize or eliminate any injury to it by a subsequent-run, to be six months, if the Publix house were charging 40 cents or perhaps higher and if the last run were charging 10 and 15 cents. That is pointed out to Your Honor at the beginning as being the maximum that anyone has testified to or that any exhibitor here shows as being protection, either reasonable or protection that might be requested.

"In Nashua and Portsmouth, there appear some contracts which provide for six months protection against the plaintiffs' theatres. The record as to the playing of pictures shows that except for these foreign pictures that had been rejected, or other slough pictures that the plaintiffs played first-run in Nashua and Portsmouth, the features which they were allowed to play were one or two or more years old. If we were to take the Publix schedule as a basis the protection was very excessive.

"It is worthy of remark, however, that no witness has testified that anything like a period of six months would be proper in any of these situations."

An Industry Axiom

Comparing an old picture to yesterday's newspaper, Ryan said, "The subject of selling subsequent-runs and protecting prior-run revenue, whether by means of protection schedules which delay the showing of a film or by an outright refusal to sell, is of extreme importance in this group of cases.

"It is the only possible theory that has been advanced by the defendants as an excuse for their actions. For that reason, I expect to spend a little time discussing the testimony of the various witnesses and pointing to the exhibits.

"It is an axiom in this industry that a subsequent-run house detracts to some extent from the first-run revenue. Obviously a man in town of 20,000, who is operating one theatre, is going to do better by himself if he can stay there without competition, than if another theatre were to open up.

"In a competitive way, the nature of the theatre opened up is of some importance. In a situation of that population, if an exhibitor has a fine, first class theatre and is using major product, obviously the greatest competition that can come to him is to have another fine, first class theatre opened up, which will display major pictures at the same time that he does.

"The element of novelty or timeliness in the showing of the pictures is of tremendous importance in connection with the revenue. There is a great deal of testimony of witnesses representing the defendants to that effect. From our own experience, without the testimony of the witnesses, we know that the public, and perhaps ourselves, are interested in the pictures that people are talking about at the time.

Old Versus New

"The pictures that are being shown first-run in Boston are the pictures that are being talked about. Over the radio we hear comments from broadcasting stations in Hollywood in regard to the pictures that are coming out, and the movie magazines are full of articles in regard to forthcoming pictures and current pictures. An old picture is like yesterday's newspaper. Your Honor might think back to pictures that were being talked about a year or two ago, the great productions. Who cares about them now? The pictures people are interested in are the pictures that are current. The events of the war in 1914 to 1918 are of great interest to a historian, but what people are thinking about is current war in Europe. So it is with the motion picture. That is why the system of protection has been established.

"Coming back to the locality of 20,000 about which I was speaking, if the second theatre is opened up, with equal accommodations and facilities for the public, and with substantially equal pictures, in the matter of time limits and drawing power, that is going to be tremendous competition to that other first-run house.

"Then if another theatre were opened up, comparable in structure and style with the first two houses, and were playing the same pictures a week or two afterwards, or immediately after they finished their run at the first two houses, that would be some competition but to a lesser extent. When we get to a house that runs very late (say, three months to six) if it is a house that is not comparable in style and structure with the first-run houses, if it runs at lower price, it attracts a different class of patronage."



Cantor in New Haven—

Eddie Cantor posing as one of the Metro exchange gang during his personal appearance visit to the Poli, New Haven, at the opening of "Forty Little Mothers." Reading left to right: Philip Gravits and Charles Lazarus, bookers; Frank Mullen, office manager; Geraldine Flood, secretary to Thomas Donaldson, manager; Alba Gionnatti, Ann Caparossi, Molly Smith, Cantor, Mary Fappiano, Leon Jakubson, Rose Paterson, Alice Lee, Herman Miller, Ethel Phillips, Edith Williams.

Harvard Smoker Garners Rochester More Space

BOSTON—Eddie (Rochester) Anderson hit additional Boston headlines during his personal appearance here at the Metropolitan last week at the opening of "Buck Benny Rides Again" as the result of a hoax kidnapping arranged by Harry Browning, advertising director of M&P Theatres Corp.

Rochester and Browning, scheduled to appear at a Harvard smoker, were sidetracked at the DKE House of the Massachusetts Institute of Technology. Publicity matters took care of themselves from then on, with a good natured riot developing that resulted in the arrest and subsequent court appearances of a number of students.

The Ann Sheridan incident, in which Harvard undergraduates nominated the star as "being the most unlikely to succeed," was revived at Harvard smoker when a mystery woman who had been built up as an unnamed beauty was finally introduced. She turned out to be a monkey.

Colonel Stoopnagle, otherwise F. Chase Taylor, Ray Perkins and Cab Calloway also appeared at the smoker.

A Quotation by Cantor Raises a Question

NEW HAVEN—The Yale boys in their daily *News* quote Eddie Cantor as saying, "My Yale experience is unprintable, except in 'Crimson.'" Rochester's kidnaping by M.I.T. boys right under the nose of the Harvard reception committee was unprintable, except in all the Boston papers. Are these colleges corrupting our personal appearance stars?

BOSTON

PHILLIP LAVINE, head of the Phil Smith Theatres in New England, is once more a grandfather. His son, Sigmund Lavine, last week became the father of a baby girl . . . Max Perlstein of the Modern in Brockton expects to use that stock of cigars in June . . . Mrs. Florence A. P. Gilbert, widow of James Gilbert, well known vaudevillian, died in Medford at the age of 78.

Frank Lydon and Arthur K. Howard of Independent Exhibitors, Inc., are among those planning to attend national Allied's annual convention at the Morrison in Chicago, June 19-21 . . . *Lloyd Nordgren has been transferred from the managerial staff of the Capitol in Everett to the Globe in Clinton . . . Robert E. Sherwood sent a gift of* $4,500 *to be divided between the local chapter of Red Cross and the Finnish Relief Fund.*

Mrs. Salvatore Adorno, winner of a mandamus action against the superintendent of public works in Middletown, Conn., plans to open a new theatre there . . . A. Viola Berlin, manager of the Exeter Street in Boston, hypoed business with the mail distribution of a May program attractively printed in harmonizing brown and blue.

M. A. Shea recently put on a cooking school promotion at the State in Manchester, N. H. . . . Herman Rifkin, operator of eight New England theatres, was in New York last week . . . Steve Broidy, Monogram sales manager in New England, has returned from the west coast and New York . . . Burton Jones, distributing "Assassin of Youth," was in New York . . . Morris Perlstein of the Modern in Brockton was in the film district.

Clarence Picard, manager of the Strand in Ipswich, tied in with the Old Ladies' Home on a "Remember When" exploitation on "Gone With the Wind" . . . Robert S. Gardner reopened the Flamingo, now the Gardner, last week . . . Frank Murphy, manager of Loew's State in Syracuse, was in town . . . Jack Shea, circuit owner, has been in from New York . . . Joe Mathieu was down from Winchendon.

Colby Robinson has put the Rialto in Westbrook, Me., home town of Rudy Vallee, on a curtailed schedule, operating the location only Friday and Saturday . . . Allan Gray Holmes has engaged Dann Malloy to direct summer legit at the Town Hall Playhouse in Westboro. A number of screen stars will appear during the 11*-week Playhouse season, scheduled to begin June* 22.

George Kraska has been covering Italian newspapers in advertising for "Verdi." Kraska has been checking up on the effectiveness of the ads by means of a two-for-one deal involving use of the respective advertisements as coupons . . . The Fine Arts run of "Verdi" is advertised as being the only Boston showing this season. Adolph Burroughs is expected to show the film at the Casino in the fall.

Charles Feinberg, manager of the Capitol in Fall River, has been rolling in the business with roller skate giveaways . . . Jeanne Martinez, located at 1059 *Park Square Bldg. in Boston, has been giving considerable free publicity to local motion picture houses via daily Jordan-Marsh Co. programs over WBZ-WBZA. She'll consider any releases.*

Lou Richmond, district manager for the E. M. Loew circuit, has been supervising rejuvenations of the Court Square in Springfield . . . Sam Berg, 20th-Fox head booker, who is 1940 president of the Boston Cinema Club, announces the next general election of the local film fraternity of bookers and office managers will be held in November.

Murray Kaufman of the Strand in Bridgeport was injured in an automobile accident . . . Chris Joyce, manager of the Durfee in Fall River, has been handing out silver dollars in a questionnaire feature . . . Grace Sullivan of Northeastern Films has been booking a number of reservations for the forthcoming Theatrical Post of American Legion Boston-to-New York cruise, to be held May 18 *and* 19.

E. R. Hutchinson of the Strong in Burlington, Vt., was in the film district . . . Meyer Feldman was in, booking for the Boys Club in Springfield . . . Leon Task, Campello and Milford exhibitor, was in town . . . Ben Gold, manager of the Colonial in Nashua, was down from New Hampshire . . . R. A. Watkins has taken over the Town Hall in Cannan, N. H. . . . Ed Carroll has acquired an interest in the automobile theatre in Saco, Me., scheduled to open May 11.

Leon Gorman, Lewiston exhibitor, may put up a new house outside of Bangor . . . William Savitt of the Arcadia in Portsmouth was down from New Hampshire . . . Also Al McEvoy of the Union in Attleboro . . . Ditto J. Austin of the Morse in Franklin . . . Marcel Mekelburg of Northeastern Films was in New York on business . . . Ed Carroll has been booking in a number of old hit pictures at the Agawam Drive-in. Carroll is playing for kid business because he is operating an amusement park in connection with the theatrical enterprise.

Norman Glassman is hypoing business at the Rialto in Lowell with a dish deal . . . M. F. Carr of the Strand in Randolph, Vt., has had a number of scho-

(Continued on page 80)



BLINDMAN'S BUFF IS OKAY — BUT

if you're looking for a

Boston Film District Location

Private Office—Separate Film Vaults

See **HARRY ASHER**

12 Piedmont Street Boston

Hub Salesmen's Club On to Prominence

BOSTON—The Boston Motion Picture Salesmen's Club, with a membership of 42, has become one of the most important social and charitable bodies in the film district. Harry I. Goldman, present Warner salesman, is president of the organization, Harry F. Goldstein of RKO is vice-president. Treasurer is Harry Rosenblatt. Maynard Sickles of the Capitol Theatre Supply Co. is secretary. The sergeant-at-arms is Nathan Ross of United Artists.

Thomas F. Duane of Paramount is chairman of the board of directors which includes Harry Worden of M-G-M, Sam Soroker of Producers Distributing, Herman Konnis of Monogram, Saul Simons of Columbia, Francis Dervin of Universal, and Jack Gubbins of Paramount.

The remaining members include: Edward Anderson, formerly of United Artists; Benjamin Bebchick of M-G-M; William Benjamin, and Cecil Rudnick of National Screen; Leo Britton and Steve Broidy of Monogram.

James Connelly, John Feloney, Harry Gold, and Matty Simons of 20th Century-Fox; Jack Davis and Al Fecke of Republic Picture; Mac Farber of Producers Distributing; Murray Goldstein and Edward Renick of Metro.

Sam Haase, theatre broker; George Hager of United Artists; James Harris of Paramount; William Horan and Ray Smith of Warners; Louis Josephs of Imperial; William Mancuso; Harry Martin and Ernest Warren of Universal; Carl Myshrall, Harry Olshan, and Joseph Wolf of Columbia; Meyer Rosen of Lieberman Banners; and Herbert Schaeffer of United Artists.

Legion Cruise Committee Is Headed by Sheeran

BOSTON—James Sheeran of the Massachusetts department of public safety is chairman of the committee in charge of the Saturday and Sunday, May 18 and 19, Boston-to-New York cruise of the Theatrical Post of American Legion.

William H. McLaughlin, Stoneham exhibitor and legion commander, has filled the committee with Harry Aaronson of the Rialto in Scollay Square. Joe Kantor of the Crawford House, Ken Forkey of the Strand on Huntington Avenue and other houses, Al Kenny and Ben Johnson. Dancing, entertainment, and prize competitions have been arranged.

Heywood-Wakefield Co. Shows Quarterly Net

BOSTON—The Haywood-Wakefield Company, with main offices located at Gardner, turned red ink into black for the first quarter of 1940, according to a reported consolidated net (after provisions for all charges) of $4,880. This compared with a net loss of $105,252 for the corresponding period in 1939.

NEW HAVEN

THE 600-seat Tower, Waterbury, opened after a few postponements on Wednesday, May 8, with "Three Cheers for the Irish." Hand-tooled murals on plush are a rich decorative note, as well as serving as acoustical material in this house . . . Final date for receiving estimates on the new 800-seat Bristol is now past, and contract should be let within the week. Former Bristol house was 950 seats . . . Irving C. Jacocks jr. and Mrs. Jacocks are back in Branford after a six-week motor tour of many states, with stops in Arizona, Texas and Florida . . . Allied Theatre Owners of Connecticut met for luncheon at the Hofbrau Haus Restaurant Tuesday with A. M. Schuman presiding. Further discussion was held on the Ascap suit against the Pequot, which is expected to come to trial this month.

Local theatregoers were awed by the "million dollar row" of celebrities attending the pre-Broadway opening of "Louisiana Purchase," new musical with lyrics by Irving Berlin, at the Shubert . . . Most of the celebs made a big fuss over Harry Shaw and Mrs. Shaw, who entertained Milton Berle, wife, and mother. Among those present were Ward Morehouse of the New York Sun, *Winthrop Rockefeller, Mrs. William Gaxton, Rube Goldberg, Mr. and Mrs. Irving Berlin, Cole Porter, Ray Goetz, Bert Wheeler, Ralph Rainger, Larry Hart, Herbert Fields, Jack Benny, Mary Livingstone, Al Lewis, Herbert Bayard Swope, George Jessel and bride, Gene Tunney, Al Jolson, Jules Glaenzer, and Lee Shubert.*

Norman Randall, assistant at the Paramount, is daddy of a new six-pound, six-ounce girl, Patricia Ann, born at Grace Hospital . . . Sam Badamo, College manager, is enjoying a week's vacation, including some visiting in Boston and baseball in New York . . . New manager Bill Reisinger of the Bijou is Norman Randall's double . . . Mrs. John Sullivan, who won the radio bar displayed by Philco in the lobby of the Paramount, came within two of guessing the number of beans in the jar . . . Bert Mackenzie in from Boston to confer with the Poli divisioners on the "20 Mule Team" ballyhoo. This is the first trip to be made with the mule team and wagons since 1917, and the ballyhoo will probably be parked in a lot on display here May 13, being too cumbersome and long to move through the center streets. On May 14, the governor will greet the ballyhoo in Hartford.

Hartford Times *awarded "Rochester" a shield, embossed with a picture of the Connecticut River Bridge, as the outstanding supporting player of the year . . . Roy Phelps, Elm City photographer who filmed "Dark Rapture," is editing films on the latest Denis-Roosevelt expedition in China, India, and Africa . . . Nick Cavaliere, also a New Haven boy who made good, is leaving for the Alaskan wilds with Father Hubbard to "shoot" Vennimenoff volcano, cliff-dwellers, etc. . . . Evelyn Case, who has made several musical shorts for Warner and was leading lady of "The Boys From Syracuse," will sing in the Yale presentation of "The Apothecary," opera buffa, at the Yale Theatre, May 17 . . . Milford summer theatre company of the last several seasons will not be active this year . . . Branford will have a strawhat for the first time this summer.*

Peter Perakos is giving his 36-foot cabin cruiser, *Dauntless*, its spring overhauling at the Essex boatyard . . . Earl Wright made an admiring inspection of T. A. D. Jones' boat at Mort Tiley's boatyard in Essex . . . Charlotte McGuigan drove her buddy, Helen Elder, for many years on the Poli division secretarial staff, to Harrisburg, where she joins her husband, Bill Elder, new manager of Loew's . . . Louis Astor of the Columbia home office was a Meadow Street visitor . . . Phil and Mrs. Fox (Columbia Buffalo manager) visited with the Ben Louries in New Haven, then proceeded to Boston where Phil attended the Abe Spitz dinner . . . Many Meadow St. felicitation messages went to Spitz . . . Sam Weiss just returned from a rare 10-day vacation in Atlantic City . . . Tom Donaldson was the latest grippe victim along Filmrow.

Zelig Fishman walking without the aid of a cane for the first time in many weeks . . . Morris Weinstein of Fox got a ticket on his car before he had driven it, when his garage man failed to pick it up for adjustment and the cop found it first . . . Nat Rubin of the Poli arranged a "Y" theatre party to see the new March of Time, "America's Youth," for which some shots were taken at the local "Y" building . . . Max Nevetsky, assistant at the Elm St., Worcester, tied up the town's largest candy shop for "Johnny Apollo"; also arranged a carrier boy theatre party . . . J. Prusin, usherette at the Globe, Bridgeport, promoted a Carroll tieup on imprinting of bags on "Ma, He's Making Eyes at Me." Everybody's working—Usher Ernest Groschel of the same house promoted 250 *roses to be given to first* 250 *ladies on opening day; and Assistant Tony Masela contacted all dance halls, taverns, etc., to plug song hits from the picture and have announcements made . . . Bob Carney, assistant at the Majestic, Bridgeport, asked sister teams in the dance schools to be guests at "Two Girls on Broadway" and thereby broke the local papers.*

Pete DeFazio, Warner salesman, will be the next to middle-aisle it. Charming Rose

(Continued on next page)

: He Turned "Primrose" :

BRIDGEPORT, CONN.—Film circles here are still laughing over the fix Manager Michael Carroll of the American found himself faced with the other day.

Carroll, it seems, had arranged a benefit performance with the Ladies Aid Society of St. Paul's church and they had agreed to sponsor whatever booking happened along on the date they selected. Two weeks later the booking came through and the picture was—"The Primrose Path."

It didn't take Manager Carroll long to grab the telephone and politely suggest to the president of the Ladies' Aid that perhaps another date would be much more in keeping with a church organization.

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Not wishing longer to muff it,
By what Confucius say;
Exhibitors more, now profit—
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No more's their box-office rusty;
Absentees; the ill, deaf and lame,
Now fill the seats that were dusty;
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Now if still you doubt the veracity
Of these poetical claims,
How else will you play to capacity?
For proof, we'll furnish their names.

They liked our ENCYCLOPEDIAS:
They'll want the 'MEDICALS' more.
Such value and continuity
Have never been offered before.

Start now with ENCYCLOPEDIAS:
Then follow thru with the new . . .
And enjoy a year of prosperity—
Step out of the red—and the blue!

by **SAM FARBER**
SPECIAL REP.

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(List furnished by writing S. P. Farber, Bradford Hotel, Boston)

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BOSTON

(Continued from page 78)

lastic tieups of late . . . Martin Sheridan, New England publicity manager for Monogram, was in Philadelphia and New York . . . William Marsh, M-G-M auditor, has been in town . . . Ben Wolff, M-G-M auditor, has also been here.

William D. Stein was checking in Burlington, Vt., for Monogram last week . . . Meyer Fox, assistant accessories manager for Columbia here, has concluded a session of jury duty . . . Sam Kimball plans to get going with an outdoor theatre at Cornish, Me., in two weeks . . . Charlotte Price is now assisting Agnes Wayland in the local Phil Smith offices.

P. Edward Comi of Theatre Service and Supply Co. returned to Boston by plane from Detroit where he supervised equipment installation at the new Phil Smith open-air there . . . Fred Freschette of the Lyric in Fitchburg was in town . . . Fred Sharby, northern New England circuit owner, was in the district . . . Sam Rottenberg, operator of the Showboat in Auburn, was down from Maine.

Ralph Wormhood, officer of the Theatrical Post of American Legion, is still partially invalided as a result of a recent leg injury . . . Leon Alegrande, with the M-G-M foreign department for close to a decade, passed through Boston en route from Italy to South America . . . Al Anders is going in for subsequent-runs at the Bijou in Springfield.

Edward Kleine of Bay State Film Co. was in New York on business. Kleine spotted "Why This War" at the Gayety, E. M. Loew Boston house, this week Sunday . . . Emma V. Corbett of Universal has been mourning the death of her aunt, the late Rose Hughes . . . Mrs. Isabelle R. Stanley, mother-in-law of Branson DeCou, independent producer, is dead.

Walter O'Keefe was headlined at the RKO Boston last week. Jimmy Durante, Ray Bolger and Ilka Chase opened at the Shubert in "Keep Off the Grass" . . . The circus hit Boston last week . . . Sam Levine of Fine Arts Distributing Corp. was formerly a star baseball player for Boston English. Levine later played semi-pro ball . . . Frank Lydon, operator of the Hamilton in Dorchester, attended a meeting of Retreat directors at Campion Hall in Andover.

Conn. MPTO Postpones Meeting to May 21

NEW HAVEN — Connecticut MPTO has postponed its meeting to May 21, Executive Secretary Herman Levy reports. Luncheon will precede the meeting at 12:30 p. m., Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding.

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Rahilly Leads M-G-M In Bowling Tourney

BOSTON—Joseph Rahilly of M-G-M was high man in the recently concluded bowling tournament of M-G-M exchange employes. Rahilly averaged a pinfall of 90.6 in 21 strings. Only one point behind was George Toolan who knocked over 1,613 pins in 18 strings for a 89.6 average. Benjamin Bebchick was a close third with a 21-string average of 88.

Marie Coleman had the high average for the girls with 87 for a total of three strings. Dorothy Gardiner, bowling 9 strings, hit 82.9.

Clara DeCane, who was the only girl to roll the entire 21 strings, had a total pinfall of 1,508 for an average of 71.8. Miss DeCane, with a single string of 101, also set the all-time high for the girls. Jerry Crowley hit the high for the men with a single string of 112.

The 1940 bowling scores were:

BOWLING SCORES

MEN

Name—	Strings	Avg.
Joe Rahilly	21	90.6
George Toolan	18	89.6
Barney Bebchick	21	88.0
Al Wheeler	11	84.6
Harry Golden	3	82.7
Herb Donovan	14	81.1
Art Krohn	12	79.3
Eddie Renick	3	77.3
Saul Levin	8	77.2
Matt Donohue	12	76.8
Tommy Farrell	6	73.0
Victor Shenberg	20	58.5

GIRLS

Marie Coleman	3	87.0
Dot Gardiner	9	82.9
Clara DeCane	21	71.8
Katherine McGovern	9	70.9
Ruth Cummings	15	69.8
Dot Rolfe	12	69.3
Helen Helvitz	3	68.7
Alice De Wolfe	14	67.3
Marion Bell	18	64.5
Sadie Feldman	4	62.0
Edith Lechten	5	61.4
Florence Scully	11	60.9
Dot Glavin	15	59.7
Grace McGowan	11	56.0

Producers Releasing Corp. Executive Post to Asher

BOSTON—Harry Asher, New England independent distributor, has been elected first vice-president of the Producers Releasing Corp. Asher, who at one time owned the local franchise of what is now Paramount Pictures, arrived in Boston from New York in 1906 and later controlled a large proportion of Boston theatre equipment and film distribution business.

Sixteen features, 18 westerns divided into series of six, and four exploitation pictures have been announced by Producers Releasing Corp. Sig Neufeld is producing the first release, "I take This Oath."

Joe Druker Acquires Casino in Taunton

BOSTON—Joe Druker has acquired the Casino in Taunton. The house formerly was operated by the late Tom Gaffney who died several weeks ago. During the interim, Mickey Bean, son-in-law of the deceased theatreman, handled the situation.

NEW HAVEN

(Continued from preceding page)

Civitelli of New Haven is the girl and June 1 the approximate date . . . Hannah Ginsberg of the same office has left by train for a two-week vacation in Miami . . . Admiring glances follow Charlotte Bruce, cashier at the Pickwick, Greenwich, wherever she goes . . . Ballet Russe at the Pickwick was a sellout, and Gladys Swarthout will soon be featured in concert at the theatre . . . Mrs. Joseph Shulman is prolonging her vacation in Miami after a recent illness . . . Add encyclopedias at Arch St., New Britain, and Alhambra, Waterbury, who are latest users of the Modern Concise, distributed by Adolph Johnson . . . Plymouth, Leominster, is first to use Johnson's Modern Library of Knowledge.

Watch for Sam Farber's latest poetic brainchild; he's at it again . . . Lou Wechsler predicts Plaza, Stamford, completing its second week of "Rebecca," will run the film four weeks . . . Tower, Walnut Beach, may open July 1 . . . Cooking schools bloom in the spring: Middlesex, Middletown, is running the school on three consecutive Mondays from 1 to 2, with regular show following 2 to 5 . . . Ernie Dorau adding cake baking to his other accomplishments . . . Same cooking school arrangements is being tried by Morris Keppner at the Glastonbury . . . Metro stemware reported to have opened with record at the Commodore Hull, Derby . . . Harold Rubin has sold the Lido, Waterbury, his de luxe stemware . . . N. C. Wrisley has moved his premiums to larger quarters on South Orange St.

Rumor of a new house to be built in the Elmwood district of Hartford . . . In response to the written request of a student in the Bassett St. School, the Dixwell Playhouse will play "Ramona," on May 15. The principal of the school will cooperate by excusing the classes early, and Fishman Theatres have promised a contribution to the school fund from the receipts . . . "GWTW" has had about 24 bookings outside the key cities in this district, with Alcazar, Naugatuck, May 12-14, and Colonial, Walnut Beach, June 2-3 next in line . . . Pro Dave Kaufman is planning to take Nat Rubin out and show him what's right on the links.

There's nothing left for Mike Sirica and Henry Germaine to do but fight it out with duckpins or other weapons . . . Bob Russell and Nat Rubin arranged a three-day clowning tiger-man-in-the-street ballyhoo for "One Million B. C." as well as library and school stills . . . Wenzler, Berliner and company are now officially working for National Screen, instead of Mutual, which was absorbed by the company . . . John B. Kennedy, commentator for Metro's News of the Day, addressed the conference of the 200th district of Rotary International here saying, "We have adopted the law of the jungle in international relations. I believe there must come a new awakening. Mankind is desperate for intelligent leadership." Kennedy predicted the women of the world will "teach democracy."

On "Ride, Tenderfoot, Ride"

HOLLYWOOD—Betty Burbridge is scripting "Ride, Tenderfoot, Ride" for Republic.

HARTFORD

EDWARD G. LEVY, former secretary of Connecticut MPTO who pleaded guilty in the Waterbury conspiracy trial and was sentenced to serve one year in New Haven county jail, was released a fortnight ago by order of Judge E. A. Inglis . . . Merrick Lyon of the Rialto, Norwalk, has installed new seats in the balcony . . . Barney Pitkin, New Haven branch manager for RKO, was honored, May 7, with a testimonial dinner on his 20th anniversary in the industry at the Racebrook Country Club, New Haven. Thomas Donaldson, M-G-M branch manager, chairmanned the event. Henry Needles, Warner district manager, and Jim McCarthy, Strand manager, attended the event from here.

Plans are going ahead for that new East Hartford theatre, being backed by the Sycamore Corp. . . . Maurice Schulman, owner of the new Wethersfield in Wethersfield, is reported anticipating a Labor Day opening. Besides regular features, the house will sponsor bowling alleys . . . Julian B. Tuthill, motion picture critic for the Hartford Times, *was in Springfield . . . C. Barrett, Warner district manager down Bridgeport way, personally supervised opening of Library Night at the Rialto, Norwalk . . . Manager Jack Sanson, State, Manchester, used a novel display in the lobby and two college girls in traditional gowns to publicize his encyclopedia giveaway . . . Manager George E. Landers of E. M. Loew's was in Boston.*

New Glastonbury, Glastonbury, offers fruit dishes to lady patrons . . . Don Andrenotta, head usher at the Loew-Poli, has resigned. Eddie Downs, former usher, has been upped to Andrenotta's former position . . . Martin Kelleher, Princess; Charlie Repass, Crown, and Maurice Schulman, Schulman Theatres, were New Haven visitors . . . Manager Victor Morrelli, Rialto, reported good business with "Northwest Passage" . . . Ray Richards, member of the service staff at Bushnell's Memorial, has been elected president of the Holy Cross Alumni of Hartford . . . Manager Huge Campbell, WB's Central, West Hartford, is looking forward to some fishing . . . George Krikewroff is a new usher at the Loew-Poli . . . Slated to be playing soon on the ball field is the Loew-Poli baseball team, now being organized by Assistant Manager Wallace J. Cooper and Russell Grant, student assistant . . . E. M. Loew's ball team is also being organized at present, under the captaincy of Oscar Cappuccio.

Henry Spingel, member of Columbia's New York exploitation department, was a Filmrow visitor. He dropped in on Manager George E. Landers at E. M. Loew's to talk over exploitation plans for "21 Days Together" . . . Cash Quiz was an extra attraction at the State with Milton Berle and Simone Simon . . . Tommy Vaughan, house policeman at the Loew-Poli, says that long-thought-of Baltimore auto trip will take place the end of the month . . . Manager Lou Cohen's office at the Loew-Poli Palace has been repainted gray . . . Frank Morin's Regal is having its lobby repainted . . . Warren Hills, Palace usher and relief doorman, has returned from a one-week vacation in New York . . . Palace's chief of service, Lewis J. Blanco, has been married six months now, and is plenty happy . . . A joint publicity meeting of the staffs of the Loew-Poli and Palace was held to plan arrangements for the coming of the 20-mule team *to Hartford, May* 14.

"The Biscuit Eater" is slated at the Allyn in a few weeks . . . Student Assistant Lewis J. Blanco at Palace arranged window and counter displays for "I Was an Adventuress". . . Hollis Sweeney, Palace usher, gave a recital last Monday night before a well-pleased audience at a local singing studio.

It's no secret that Rudy Frank, the State's praise agent, once was employed in a similar capacity by Horace Heidt who did a p. a. at that theatre last week. Because of that fact, Frank was particularly anxious to make a good showing, so he worked pretty hard on a campaign a week in advance. Many of Rudy's friends wanted to help out, so they went out of their way to go to the vaude house some time during Heidt's stay in town . . . and not on passes, either. Imagine Rudy's embarrassment when the crowds became so big the very people he raved to the most couldn't even get in to see Frank's former employer-bandster . . . The Maurice Schwartz production, "Salvation," was presented at Bushnell's Memorial . . . "Primrose Path" went into a second week at the Palace . . . Ditto "'Till We Meet Again" at WB's Regal . . . Hartford Little Theatre brought in a performance of "What a Life."

: NEW HAMPSHIRE :

CLARENCE BUDINGTON KELLAND, noted author, took an eight-day residence at Dartmouth College in Hanover from May 6 to 14, during which time he addressed the classes in motion picture and radio script writing.

Pineland Island Park has opened for the summer season in Manchester . . . Theatre operators in Franklin and vicinity have been encouraged by a report showing Franklin's unemployment has dropped approximately 200.

The Keene branch of the Associated Musicians held its annual ball and jamboree, April 29.

Baboosic Lake held its summer grand opening May 4, *when attention was focused on the Moonbeam ballroom, which has been redecorated and given new lighting effects.*

Corey Ford, M-G-M scenarist who is at his summer home in Freedom, has been spending a few days in New York.

Jim Kirkwood, son of the silent screen favorites, James Kirkwood and Lila Lee, is one of the leading candidates for the Brewster Academy tennis team in Wolfeboro.

BRIDGEPORT

FIRST organ music in years was heard in the Majestic when Manager Morris Rosenthal booked in Dick Betts for a week. Betts was formerly organist with the Paramount theatres.

Carey Cronan, former film critic on the Bridgeport Sunday Herald, *is now airing two film columns weekly over WELI.*

New uniforms have been ordered for the staff at Strand . . . George Tompkins has been named press agent for the New England Playhouse at Ridgefield.

Rose Bartellini is back in the cashier's booth at the Warner after an operation and Mrs. Peggy Paul is again selling tickets at the Barnum after an illness.

Manager Aaron Fishman of the Community, Fairfield, dug up several old silent one-reelers in cooperation with the Nickelodeon Night run by the Fathers Club of Roger Ludlowe High School.

Manny Kugell, Warner manager, spotted a girl in the bottle peep-show in a downtown department store in connection with "Dr. Cyclops" at his theatre.

The San Carlos Opera Co. played a one-night stand in Loew's Lyric.

Manager Dominick Dellarrocco of the Strand is recovering from an eye injury sustained when a wrench slipped while he was working on an automobile tire . . . And Rialto Manager Murray Kauffman is riding in a new 1940 *auto. It seems his other car and one driven by a young woman were involved in one of those intersection arguments.*

General Manager Morris Jacobson of the Strand Amusement Co. is back from Torrington where he supervised the installation of an asbestos curtain at the State. The curtain was installed to cover the new regulation requiring such a safeguard for theatres playing vaudeville.

Harry Rainers of RKO was in the city ahead of "Irene" . . . Local Loew-Poli managers met with Matt L. Saunders at the Loew-Poli to discuss plans for late spring and summer . . . Manager Steve Martin of the Barnum played a benefit for the Stoney Brook school of Stratford.

"Forty Little Mothers" was canceled at the Loew-Poli here following Eddie Cantor's poor showing in a personal appearance at New Haven and "20 Mule Team" was shifted from the same house to the Majestic . . Strand-Palace played "Tragedy of the Carpatho-Ukraine," foreign language film, as a Saturday midnight show.

Catherine Dorsey has replaced Lenore Sciarra as cashier at the Norwalk, Norwalk, and Helen Freudensheim is back in the cage in the Strand after a New York vacation.

PORTLAND

SUMMER theatres, bane of motion picture managers all over the state from June till September, are making plans for opening their stage shows within a few weeks. First to announce its opening was the Lakewood at Skowhegan, the date May 25. Stars booked to appear include Madge Evans, Henry Hull, Harry Carey, Louise Campbell and Frank Wilcox.

Not to open, however, is the Theatre-in-the-Woods at Boothbay Harbor. Unoccupied the past three years, it was destroyed by fire, May 1. Portland film men are accustomed to summer theatre competition ahead of the rest of the state, they having been vying with the Palmerton Players for public approval nearly two months.

William E. Reeves, former manager of the Strand here and for more than 30 years in the amusement business in Portland, died May 2 at his Cape Elizabeth home. Among the many innovations for which he was responsible during his years at the Strand, was the installation of a 20-piece orchestra, some years ahead of the national popularity of stage bands. He left the Strand in 1931 to enter the novelty entertainment business.

Although Paul Junior of Lewiston lost to Welterweight Champ Henry Armstrong in Boston recently, the Maine Theatre didn't lose in showing the fight pictures, the only such program in town . . . The Empire did all right with "Pinocchio," while the State tied up its forthcoming "Buck Benny Rides Again" with a contest in connection with the Junior Chamber of Commerce city clean-up campaign.

West Hartford Considers A Community Theatre

WEST HARTFORD, CONN.—The possibility of a community theatre in Elmwood, a southern suburb of West Hartford, is being considered by residents and merchants of the New Britain Ave., section.

John Sokale of 33 Mayflower St., one of the leaders of the movement, said the possibility of financing the project by private subscription "is being investigated." About $300,000 would have to be subscribed before the project could be undertaken, he declared.

If the necessary funds were raised, the theatre would, in all probability, be built on a site just west of a business block on the northwest corner of New Britain and New Park Aves.

Plaza Party Defendant In Action by Lampert

NEW HAVEN—Judge Cornell in superior court granted an order permitting the Plaza Theatre Co., operator of the Plaza, Windsor, to intervene as party defendant in the case of Lampert Theatre of Windsor, Inc. vs. Vitagraph, Inc. Suit was brought in September, 1939, by the Lampert corporation, operator of the Windsor, Windsor, seeking to restrain the distributor from performance of its second run contract with the Plaza, as well as $25,000 damages.

Boston Friars Club Elects Steve Broidy President



BOSTON—Steve Broidy, New England sales manager of Monogram and national director of the company, has been installed as president of the Boston Friars Club. Broidy succeeds Maurice N. Wolf, M-G-M district manager and one of the founders of the organization, who has been made chairman of the board of directors.

A. C. Kilpatrick, of Max and Joseph Levenson circuit interests, will continue as secretary during 1940. Murray Weiss, associate of equipment man Joe Cifre, again is treasurer of the fraternity. Al Kane, Paramount branch manager, has been elected 1940 first vice-president by the board of trustees, while Ted Fleisher, booker for the Edward Ansin and E. Harold Stoneman chain, has been named second vice-president.

Lockwood and Gordon Buy Sharby Hillsboro House

BOSTON—George Sharby has disposed of the Capitol in Hillsboro, N. H., to Arthur Lockwood and Louis Gordon. Herb Graffam, formerly of Loew's State in Boston and more recently assistant to Roland Moon, has been managing the Cameo in Weymouth during the absence of Moon, regular manager whom Gordon and Lockwood assigned to open the New Hampshire situation. Sharby, it is understood, may take over the baseball franchise at Brattleboro, Vt.

Appoints Bill Reisinger Manager of the Bijou

NEW HAVEN—Harry F. Shaw, Loew-Poli manager, reports the appointment of Bill Reisinger as manager of the Loew-Poli Bijou.

Following the promotion of William Elder to Harrisburg several weeks ago, Stanley Barlup was transferred to New Haven from Washington to fill the Bijou post, then was retransferred after a few weeks. Reisinger comes from Loew's at Dayton, where he has been employed for the past ten years.

SPRINGFIELD

AL ANDERS, manager of the Bijou, was a Boston visitor . . . E. M. Loew's Court Square now changes shows on Sundays and Thursdays . . . The 20-mule team, which is touring the country for the Metro film of the same name, hit town May 9 . . . Eddie Powers, assistant manager at the Art, is an enthusiastic baseball fan . . . Ray Lynch is a new doorman at Court Square, succeeding Henry Fredericks, resigned.

Broadway featured an amateur night last Friday . . . Manager Don Barhydt, of the Court Square, reports the theatre's marquee and lobby will be redecorated . . . Main stem Garden presented Springfield's first all-Technicolor show, "Kentucky" and "Men With Wings" . . . New ushers at the WB's Capitol are Eddie Horrigan, Bob Keefe and Clem Thieler.

Emil Deforge has been given added responsibilities at the Court Square . . . Alice Bartlett, cute cashier in the boxoffice at the Warner Capitol, is continuing to receive flowers from admirers . . . The Forest Park Phillips Theatre held a benefit performance for the Jewish Women's Scholarship Fund . . . Dan Finn, a member of the Boston office of E. M. Loew's, was a Worcester visitor.

Donald Eldridge Before Metropolitan Council

NEW HAVEN—Donald A. Eldridge, director of audio-visual education in New Haven Public Schools, was one of three principal speakers at the annual meeting of the Metropolitan Picture Council of New York City, held recently at New York University. Eldridge spoke on "The Production of School-Made Films," and showed "The Sentinel," a picture about the New Haven High School newspaper. Three students accompanied the director to give demonstrations of sound recordings synchronized with the film.

In New Haven, the Hillhouse Motion Picture Council presented one of the Council series of radio broadcasts over WELI on "Social Significance of the Movies."

Phil Smith Speeds Work On New Open-Airers

BOSTON—Phil Smith, circuit owner, already has three ozoners going in the mid-east with the opening of one open-air situation at Cleveland and two in Detroit, including the new West Side site. Smith has been hurrying construction work on a number of new drive-ins in Des Peres and elsewhere.

Levy Leaves Connecticut Following His Release

WATERBURY, CONN.—Edward G. Levy, ex-secretary of the Connecticut MPTO, who pleaded guilty in the Waterbury conspiracy trial and was sentenced to serve one year in New Haven county jail, was released last fortnight on account of ill health. He left from there for Cleveland.

TRYING TO PROTECT ITS CASE, U. S. SEEKS SHOWDOWN ON DEMANDS FOR PARTICULARS

Collonade Pictures Soon Set in Miami

MIAMI — Collonade Pictures Corp., first studios of their kind to come into the Miami territory, will be ready for first actual production work by June 1, Arthur H. Sawyer, of this newly organized concern, announces.

Some $70,000 has been spent in remodeling the $250,000 structure, the original home of the Merrick company, developers of Coral Gables. Collonade Pictures recently purchased the entire building.

Heading the backers of this new production company are Miss Anna O'Toole, president, and her father, Col. Edward O'Toole, formerly in charge of the coal interests of the United States Steel Corp. throughout the south.

Sawyer, who will be the managing director, began his career as an exhibitor and theatre owner, continuing as a distributor. With Herbert Lubin he built and operated the Roxy.

Besides producing their own features, which will include Spanish musicals as well as English pictures, Collonade Pictures are constructing extra sound stages and studios to be available for rental use. In the past it has been possible only to make exterior shots in the vicinity of Miami, Sawyer points out, reporting that the Chamber of Commerce officials have turned over to him a number of inquiries from both New York and Hollywood about the local studio facilities available for rental.

Discussing his decision to include the making of Spanish musicals in the program of the new Collonade Studios, Sawyer told of his observations of the expansion of the market for Spanish speaking pictures.

Installed as studio and production manager of Collonade Pictures is H. L. (Duke) Tareyton, who has been an assistant director with Rex Ingram, Tourneur and Gardner Sullivan. Tareyton has also been associated with several majors.

The Collonade Studios also are installing facilities to process eight and 16-millimeter films in both black and white and color, it was learned.

Charlotte Leads Monogram Offices in Current Drive

CHARLOTTE—Heading all others in percentage of quota filled in the Monogram "Spirit of Independence" drive is the local office, categoried in the American league. Atlanta and New Orleans, of the National league, are in second and third positions.

Charlotte's Lawmakers Are Adamant to Poll

CHARLOTTE—Although opposed by the city council, the people of Charlotte desire Sunday shows and sports, according to "a scientific sample poll" conducted by the afternoon Charlotte *News*, which sought the answer to two questions: "Do you favor Sunday sports?" and "Do you favor Sunday movies?"

The *News* questioned 1,235 citizens of voting age, approximately 10 per cent of the city's average election vote and the result showed 772, or 63 per cent of those participating, in favor of Sunday sports and 733, or 59 per cent of those questioned, in favor of Sunday shows.

The *News* explained the poll included representatives of every section of the city and all social and economic classes of residents, both white and Negro.

In a later poll of the city councilmen, municipal governing board of 11 members, the *News* found they were apparently unimpressed by the results and that a majority still opposed Sunday shows and sports, a controversial issue here for several years.

Preliminary figures on the 1940 census give the city a population of more than 95,000.

C. H. Weaver Paramount's Dallas Sales Manager

DALLAS—C. H. (Buck) Weaver, well known all over the southwest, and who has sold Paramount pictures for 16 years, has been elevated by L. W. McClintock, branch manager, to the newly created post of sales manager in the Dallas exchange. For the past several seasons Weaver has represented Paramount in the east Texas territory.

In his new position his activities will reach out all over the state in personal contacts with exhibitors. He will do some road work, however, but most of his time will be taken up in the Dallas exchange.

Weaver's place in the east Texas block has been filled by Harold Pickett, who also has served Paramount in sales for a number of years.

Three Order Photophone

DALLAS—New RCA Photophone sound is being installed by T. G. Teeter, operator of the Joy, Houston; W. T. Friddell, who in June will open a new theatre at St. Stephens, S. C., and by D. J. Young jr., whose Mexico Theatre, Brownsville, Tex., was damaged by fire, April 19.

Four Southwest Theatre Chains Involved in Test by Gov't

WASHINGTON—Recent mysterious moves by the department of justice in connection with the suit against four southwestern exhibition chains and the major distributors pending in the federal district court at Oklahoma City were explained this week by officials in Washington as setting the groundwork for a judicial determination of the extent to which the government can be forced to disclose its case by means of motions for bills of particulars.

A motion to dismiss the suit was filed with the court May 3, two days after the expiration of the period within which the department was to have furnished a bill of particulars asked by the defendants. To pave the way for the filing of that motion, the department earlier had asked that the period allotted for the furnishing of particulars be advanced from June 1 to May 1, and then let the latter date go by without compliance.

Way Open for Appeal

It was explained in Washington that failure to furnish the bill of particulars ordered by the court left the suit at a standstill from which it could be moved only by new motions or by dismissal. By securing the dismissal of the case, it was said, the way was left open for an appeal on the question of whether the bill of particulars demanded was too broad in scope and a court determination on that point which would be of value, not only in the Oklahoma case but in other suits which the government has brought against the film and other industries.

If the motion to dismiss is granted, the immediate issue of the bill of particulars will be pressed at once and, following a decision on that point, the case can be reinstituted, it was said.

Department of justice officials have long been resentful of the delays which they have encountered in the prosecution of anti-trust cases under the new rules of procedure which, ironically, were adopted with a view to speeding up cases.

"Forced to Tell All"

Assistant Attorney General Thurman Arnold revealed that resentment last month, when he appeared before Senator Neely at a preliminary hearing on the latter's divorce bill and discussed the progress of the all-industry suit, filed July 20, 1938, and only now nearing trial.

Discussing the new rules, Arnold told the Senator the department was practically forced to try the New York case in advance and furnish the companies, through a bill of particulars, "with a complete statement of everything that has been happening in the motion picture business,

(Continued on next page)

HOUSTON

BOB KELLEY, advertising director for Houston Interstate houses, is vacationing in California and other points west . . . Harley Brubaker, also of the advertising staff, is in California for his vacation.

Interstate's newest, the Almeda, is set for a July opening . . . Ellis Ford, boss at the Alabama, came through his operation in fine shape but regrets he will not be back at work for the next six weeks.

I. B. Adelman was in town looking over his interests as a partner with Interstate . . . Frank Starz, Dallas publicity man, was a caller-in at the Metropolitan.

To publicize "Abe Lincoln in Illinois," Manager Driver of the Delman used Lincoln head pennies in an envelope with copy tying the picture of Lincoln on the pennies in with his playdate, which was a first run in Houston. He further connected with all schools with special student tickets and a preview screening for school and press dignitaries.

Gail Smith, Met cashier, spends her vacation going to all the shows she missed through the winter season . . . Eddie Bremer is interested in poses for his bathing beauties, to be used in the forthcoming Policemen's Ball which Eddie produces each year for the local cops.

Neal Oldham of the Tower fills in for Johnny Boyd at the River Oaks during the latter's vacation . . . Rubin & Cherry Shows occupy the space next to the Eastwood and are drawing large crowds to the neighborhood from which Russel Rindy takes his share of theatre patrons.

The Little Theatre will bring the showboat, "Dixie Queen," up the channel to Port Houston to produce their plays . . . Each Houston theatre sent a sizeable amount to the Will Rogers Memorial Fund.

Monogram Salesmen's Authority Extended

DALLAS—Monogram salesmen or representatives are no longer designated as such, according to an announcement by John Franconi, one of the heads of the Dallas exchange.

Jack Gruben, Connie Dreher and Ed Blumenthal jr. now have the title of zone managers. This gives Monogram representatives in Texas more authority with less supervision than heretofore, Franconi said. The Dallas Monogram office feels, he said, that its zone managers or sales representatives are men of background and experience and that they have more thorough knowledge of each situation in their respective zones than is possible for any one in the office to have.

In addition, all contracts written by these representatives, or zone managers, will be forwarded direct by them to the Monogram home office in New York, with such recommendations as they see fit to recommend, Franconi said.

Plan Gala Fort Worth "Westerner" Premiere

FORT WORTH—A three-day celebration sponsored by city and state authorities will signal the premiere here June 25 of Samuel Goldwyn's United Artists release, "The Westerner," at the Hollywood and Fort Worth theatres.

Visiting here from Hollywood will be Goldwyn and the cast of the picture, headed by Gary Cooper, Walter Brennan and Doris Davenport. Many day-and-date bookings in Texas will trail the premiere, opening on June 26.

Principal features of the dual celebration will be a charity ball and a community parade.

2,000

VENEER and UPHOLSTERED

SEATS

In Cold Storage Close to Dallas

AMERICAN DESK MFG. COMPANY

DALLAS — NEW ORLEANS — MEMPHIS — KANSAS CITY

Factory—Temple, Texas

Four Chains Involved In Test by Gov't

(Continued from preceding page)

given to the people who should be more familiar with the business than we are."

The filing of the suit in the federal court for the western district of Oklahoma was announced by Arnold on April 28, 1939.

Named as defendants were the Griffith Amusement Co., Consolidated Theatres, Inc.; R. E. Griffith Theatres, Inc., and Westex Theatres, Inc., operating chains in Texas, Oklahoma and New Mexico, and all of the major producing companies. The complaint was based on alleged unreasonable combination in restraint of trade.

The suit sought to break the monopoly combinations which the government charged existed in the areas of operation of the theatre chains, by dissolution of the chains and rearrangement of their properties "under several separate and independent corporations in such a manner as to create competitive conditions and prevent further violations of the Sherman act; asked that the defendant chains be enjoined from jointly and collectively negotiating contracts with the distributors and the distributors be prohibited from seeking to license pictures except on a local, competitive basis; and pleaded for an injunction against the acquisition of additional theatres or financial interest therein by the exhibitor defendants."

Complements Big Suit

It was explained by Arnold that the Oklahoma case was "an essential complement to the pending equity suit in New York." The objectives of the all-industry suit, he explained, "cannot be attained so long as there exists chains of theatres exercising monopoly power in various sections of the country, even if the affiliation between such chains and the major companies is broken.

"If the major producers are deprived of control over local theatres, they must have for themselves a competitive market of truly independent theatres in which to distribute their product," he said. "They must not be at the mercy of local monopolies which control the market in particular areas.

"To leave the chain theatres in control of the market after divestiture by the major companies would be simply to substitute a number of local monopolies for the national monopoly which is now charged to exist. Such control would be equally disastrous to independent theatre owners. Local monopoly control may be quite as effective in stifling competition as national monopoly control and at the same time be more disorderly. It would also put the producers, who had divested themselves of their theatres, at the mercy of the local monopoly."

Lose Film Veteran in Death of Carl Cape

ATLANTA — All Filmrow mourned the death this past week of Carl Cape, a pioneer in the film industry He operated the Colonial, Buford, Ga.

NEW ORLEANS

FRED T. McLENDON, Eddie B. Tomberlin and Leyland Smith of McLendon Theatres spent several days here making arrangements for "Gone With the Wind." Tomberlin told BOXOFFICE the Fairhope, Fairhope, Ala., and the Foley, Foley, Ala., both under his supervision, have been redecorated . . . A. J. Broussard is opening the Bruce at Crowley, La., having purchased RCA sound and projection equipment from Louisiana Motion Picture Equipment Co. This same concern is furnishing equipment for the new drive-in just across the city line in Jefferson parish.

W. H. Prewitt, local representative for American Desk Mfg. Co. of Temple, Tex., has returned from a vacation in Georgia, looking fit . . . Visitors on the Row: M. M. Bailey, Lumberton, Miss.; E. Delahaye, Gwen, Maringouin, La.; Charles J. Phillips, Palace, Jonesville, La.; Si Cirollo, Arcade, Slidell, La.; B. V. Sheffield, Popularville, Popularville, Miss.; Frank Bishop, Varsity, Ellisville, Miss.; James Cook, Cook, Scotlandville, La.

Manager Castleberry of Affiliated, who has been hospitalized for some time, is now at his home slightly improved . . . The fourth annual May Ball of the New Orleans Better Films chapter was held at Jerusalem Temple . . . Mrs. Joseph E. Friend has been re-elected president of the Louisiana M. P. Council . . . Atlantic Pictures will handle ten Tim McCoys for Screencraft Pictures, Inc., of New York, in this territory.

A Technicolor short, "Modern New Orleans," made here several months ago by James A. FitzPatrick, producer of Traveltalks for M-G-M, and being shown here at Loew's State, is drawing much comment . . . A softball team has been organized by employes of the various exchanges on the Row. Games may be arranged by writing to the Film Employes Softball team in care of the Rex Poster Service, South Liberty St. . . . Mr. and Mrs. Henry Lazarus of the Center and Coliseum are contemplating a trip to New York to visit the 1940 *World's Fair . . . Edward L. Scharnbach, manager of the Folly, Algiers, is reported studying timetables and vacation aids . . . Henry Lazarus will attend the Allied convention in Chicago in June. He will be accompanied by the Mrs.*

Ross Wooley, manager of the Rex at Bay Minette, Ala., has left the McLendon organization.

Thank Atlanta Barkers for Entertaining Shut-ins

ATLANTA—The Variety Club, Tent No. 21, held its regular monthly meeting, Monday, May 6, in the clubrooms at the Henry Grady Hotel. Report of the Dallas convention was made by R. B. Wilby and Charles Kessnich, official delegates.

Guests of the club were James Setz jr., representing the Scottish-Rite Hospital, and Dr. Pruitt, of the Home for Old Women, who praised the Variety Club for the sound truck showing of pictures to shut-ins at the institutions.

Film Transit Permitted Expansion of Service

MEMPHIS—Elsie M. Wagner, secretary-treasurer of Film Transit, Inc., advised her firm has secured a permit from the interstate commerce commission in Washington to haul film and advertising in all five states served by the Memphis exchanges, which includes all Mississippi, southeastern Missouri; west Tennessee; southwest Kentucky, and the entire state of Arkansas. This permit becomes effective June 20.

Miss Wagner advised this additional territory necessitated the immediate moving into larger quarters.

College Station Theatre Makes Impressive Bow

COLLEGE STATION, TEX.—The new Campus Theatre opened here last Thursday night in nothing short of a blaze of glory. Hollywood lighting, brilliant color of the front, and a background of immaculately uniformed cadets provided a setting seldom seen at theatre inaugurations.

All of its 628 seats were filled for the first showing. An elaborate lounge is provided for customers. The equipment, color and all conveniences are in the typical Lee Threet manner, Threet being a partner in the enterprise with Sam Hyman, of Lufkin, and V. A. (Buddy) Walker, of Norman, Okla., the latter being manager.

The Campus will operate seven days a week matinee and night. In the meantime, 6,000 A&M students continue in their demands that there be no clearance on the part of three theatres in Bryan, about five miles away, over the College theatres. Cadets have so far refused to go to Bryan until their demands in this regard are met.

SANTONE

COATES GWYNNE, Anne Gwynne's uncle, will stage direct "The Student Prince," first Civic Opera production (at the Sunken Garden this season) scheduled for next month . . . George Villar has been added to the office force at the Azteca Film Exchange . . . Ruth Gallagher, Texas cashier, likes to take those early morning bike rides in Brackenridge Park just to keep in trim . . . Phillip Alexander has gone into rehearsals for his stage play, "Let Them Speak," to be presented here in June.

Travelers: William Eubanks, back from a visit in Houston; J. J. Jimenez of the Latin-American Film office, returned from a business trip to Dallas and Fort Worth, and Jack Howard Britton, to San Francisco for the Golden Gate Exposition . . . A. Jules Benedic, BOXOFFICE'S *roving reporter, was here calling on exhibitors.*

Ray Whitley, western singing star of films and radio, was in the Alamo City calling on Col. W. T. Johnson, the man who gave him his start on the ladder of fame. Ray has appeared in RKO productions and on NBC programs . . . The artistic fronts done in attractive style these days are the handiwork of Chester Wilson over at the Empire. Incidentally, Manager V. D. "Buddy" Welker, of this popular price theatre, celebrated his 42nd birthday, April 28.

"Meeting the Challenge," a picture dealing with the upbuilding of Jewish life in Palestine, was to have been exhibited at the Hebrew Community Center here, May 12. Proceeds will go to aid Jewish refugees settle in the Holy Land . . . Two well known ex-film salesmen formerly of Dallas are now residing in Santone. They are Diaz Callaghan and Bill Wesley . . . Lee Orr, Fox Movietone Newsreel cameraman, has just completed a short on cadet life in training at Randolph Field.

Tested and Approved-!

Your E-7 SIMPLEX Projector has been precision built, TESTED AND APPROVED . . . not merely assembled and 'run in.'

* * * *

So perfectly are the parts fitted in your E-7 SIMPLEX Projector (including the 4 STAR Sound Head), that the power load will not exceed 165 Watts.

* * * *

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

NEWS BRIEFS

FLORIDA

ARCADIA—Renovations on the Star are being completed.

GEORGIA

CLAYTON—Mrs. Garland Tomlin, manager of the Rabun, is installing new screen and projection equipment preceding the run of "Gone With the Wind."

CORDELE—The annex of the Cordele has been opened and provides seats for 210.

CORNELIA—New sound equipment has been installed in the Dixie.

DOUGLAS—Completion early in July is expected for the new Martin Theatre under construction.

GAINSVILLE—Likelihood of a new house here is seen in the recent leasing of three building by Lucas & Jenkins, operators of a state-wide chain.

PELHAM—Redecorations are under way at the Pine.

LOUISIANA

ERATH—Fire originating in the Bijou destroyed five buildings in the business district. Milton Guidry, owner of the theatre, estimated damages at $10,000.

NORTH CAROLINA

RALEIGH—The Raleigh Theatres has been incorporated by Paul N. Neal, J. B. Boldridge and H. M. Neal.

SOUTH CAROLINA

CHESTER—The Criterion safe was rifled of $400.

COLUMBIA—Three young men were apprehended immediately following their robbing the penny scale in the Ritz.

FLORENCE—Repairs are being made to the Roxy.

LANCASTER—The new theatre under construction here is expected to be ready for opening by August.

TENNESSEE

CHATTANOOGA—Mayor E. D. Bass' request for a federal grant for building a community theatre has been referred to Col. F. C. Harrington, WPA commissioner.

MEMPHIS—Loew's will reopen the Palace sometime this month.

MEMPHIS—Musical programs on the organ have been resumed by the new Malco. Milton Slosser is organist.

MEMPHIS—David Flexer, operator of the Ritz, was robbed of $500 by three men who drove up beside his car, compelling him to stop.

RIPLEY—The new Strand opened recently, seats 700.

Jack Benny Is Favorite Of College Students

AUSTIN — Jack Benny is first choice among college and university students of the United States, according to a poll recently completed by Joe Belden, director of the Student Opinion Survey of America.

Bob Hope and "Information, Please," also known to radio and picture fans, follow closely as the second and third favorites of collegians. Other favorites were Kay Kyser, fifth place; Charlie McCarthy, sixth; Bing Crosby, tenth; Lux Radio Theatre, 12th; Fred Allen, 15th.

The Student Opinion Surveys, now in its second year, is conducted along the lines of the Gallup Poll, but is limited to colleges of all sizes from coast to coast. At present it is doing a survey for *American* magazine.

Chore to Donald Stewart

HOLLYWOOD—Donald Ogden Stewart is scripting "Philadelphia Story" for Metro. Joseph L. Mankiewicz is the producer.

Reis Assigned by RKO

HOLLYWOOD—Irving Reis will direct RKO's "Once Around the Clock" for Producer Cliff Reid.

HOLLYWOOD PREMIER

SEARCHLIGHTS

FOR WORLD PREMIER OF

"LILLIAN RUSSELL"

HARRIS-ALVIN THEATRE, PITTSBURGH, PENN.

BY

ROY C. LEE CO.

DALLAS

Announcing

AERIAL BALLOON SERVICE

WITH 15'X15' CHANGEABLE BANNER

Write For Literature

DALLAS

C E. HILGERS, former Dallas exchange manager, who now owns and operates the new Clair at Albany, Ga., which friends say is an unusually successful house, has been in Dallas on a visit with many old friends. He was registered at the Baker.

George A. Hirliman, now producing independently on the coast, has been in town closing a deal with Pat Garyn of Texas Film Co. . . . W. E. Crist, manager of the U. S. Army Motion Picture Service in charge of army camp theatres, has moved his offices and staff from the Gas building over across the street in the Jefferson Amusement quarters located just above the R&R circuit.

H. C. Houston, of the Trinity, Oak Cliff, Dallas, has made an affiliation with Interstate circuit for the booking of that house. Trinity bookings were formerly handled by Forrest White, of Index.

Col. H. A. Cole left Wednesday morning for Washington on an unheralded mission, but presumably in connection with the two Neely bills, the government key suit, or all three topics. Cole's Allied quarters are now neatly tucked away in the new streamlined offices at 2011½ Jackson. Most sumptuous in the layout is the extra large office to be occupied by the colonel. An adjoining office is for Bob Euler, who books for the R. N. Smith and B. R. McLendon circuits. Then there's Henry Sorenson in his quarters, with Modern Theatre Equipment Company. J. M. (Soda) Reynolds, Allied contact, has free run of the entire place as usual.

Walter Knoche, of the Palace at Fredericksburg, spent two days here this week booking. Incidentally, he remembered bookers and others, with a fine token from his hill country, the vintage being of the olden variety . . . Dr. W. H. Frye, who recently bought and is now operating the Star at Forney, seems to be doing well with the new venture.

G. A. Cole, well known Texas showman, has been headquartering in Dallas for some days and likely will announce a new situation which he plans to enter within a few days. He sold his Cole theatre building in Ft. Stockton to the O. K. Theatres.

Willard Young, roadshowman, has been getting in some nice dates on "Sins of Passion," the film he is currently handling. Last week the gross in Buck Morgan's new theatre at Grand Prairie was a figure to make other exhibitors envious.

Louis Charninsky, of Elm Street fame, was chairman of the Dallas C. of C. trade trip into east Texas a few days ago. A hundred delegates went to Marshall to attend the East Texas C. of C. meet there at the same time. Louis sold 100 tickets for this trip which was more ducats than one man ever sold for any Chamber event . . . In Dallas this week, C. H. Cox of Gilmer said his eldest daughter, Miss Jo, was to be married this week.

Lee Smith called in the other day reporting a fire in his Texas at Knox City.

He planned to bring in damaged equipment for repairs in order to get the house opened as quickly as possible.

The fishing season has been on in full swing and one of the biggest catches was that by the R&R men, C. V. Jones, Lloyd Pullen, of Dallas, and Harry Hardgrave, of Sherman, who slipped down to Palestine, each catching their limit in City Manager H. F. Jones' private lake, stocked for three years, with May 1 being the first time a baited hook was dropped into those waters.

Earl Schultz, manager in Crockett for the R&R circuit, was up first of the week conferring with Don Douglas and others on plans for the new theatre the circuit soon will build at Crockett to replace the burned down Auditorium.

Back on fishing, we mustn't overlook Clark Robertson, of Clark's Filmrow Cafe. He has caught his limit at Eagle Mountain and Mountain Creek Lakes on a dozen occasions since the season opened. He didn't serve these fish on noon lunches, however.

L. D. Brown, owner of the Queen and Gem at Brownwood, and a film man of silent days, was in town in new spring togs working on details for remodeling plans for those two houses in which he is a partner with Texas Consolidated . . . Homer Mulkey of Clarendon dropped in Monday and Tuesday for brief sessions with bookers for west Texas dates in his Pastime and Cozy theatres.

Temple Summers, owner of the Palace at Glen Rose, sends in a special issue of the Glen Rose Reporter *which promotes opening of the summer season of that popular resort. Summers takes a large dish in all possible civic affairs of that community.*

Sparks Buys Cooper Site For 700-Seat Theatre

COOPER, TEX.—Henry Sparks, veteran Texas independent exhibitor, announces he will build a 700-seat theatre here, starting around June 1. Sparks this week closed a deal with A. B. Perkins at Dallas for a 54x110 foot building on the northeast corner of the square here, the property having for many years been occupied by the Perkins Dry Goods Co.

Sparks said the Grand will remain in its present location, as he holds a long time lease on that property. When the new theatre is completed the Delta will be closed.

Accident Fatal to Daniel

ATLANTA—John H. Daniel, 52, projectionist at the Rialto here, was killed instantly and his wife was seriously injured in an automobile accident near Palmetto.

Paul Franklin Chore

HOLLYWOOD — Columbia has assigned Paul Franklin to script "Blazing the Oklahoma Trail."

Scripting U's "Riviera"

HOLLYWOOD—Universal's "Riviera" is being whipped into screen form by Leonard Spigelgass and Charles Grayson.

Roy Lee Lighting "Russell" Premiere in Pittsburgh

DALLAS—Roy C. Lee, theatre lighting expert for premieres and displays, has crashed the big time with a deal that takes his entire equipment outlay and staff to Pittsburgh, Pa., to put on lights for the world premiere of "Lillian Russell" in John Harris' theatre there, scheduled for May 15.

Lee has put on the lighting for many an event in the southwest. He threw out the big lights for the national Variety convention. Lee's equipment, effects and crew attracted attention of John Harris, national chief Variety barker, who incidentally heads the Harris Amusement Enterprises in Pennsylvania. When Harris got the world premiere on "Lillian Russell," he called in Roy Lee to handle the lights.

Besides lights, Lee now offers an air balloon service which moves around an advertising area, with searchlights and 25-foot banners underneath.

Hal Roach Assigns Writer

HOLLYWOOD—Agnes Christine Johnston is doing an untitled original for Producer Hal Roach.

Booked Solid!

NEW ORLEANS—The association of commerce travel bureau has checked up the dates for Mardi Gras for the next ten years:

1941—February 25	1946—March 5
1942—February 17	1947—February 18
1943—March 9	1948—February 10
1944—February 22	1949—March 1
1945—February 13	1950—February 21
	1951—February 6

TENNESSEE

FOUR new theatres opened in Tennessee during the week of April 25 to May 2. The new Capitol, with Mr. and Mrs. Hal Laurance as managers, opened in Paris, April 25. C. R. McCowan, publicity manager, represented the owners, Crescent Amusement Co., Nashville, at the opening. On the same day, Drive-In Movies opened in Memphis. A screen 50-feet high carries the picture, with room for 500 cars. Sound is distributed through 250 speakers, one for each two cars. The Belle Meade, Crescent Amusement's suburban at Nashville, opened May 1. The theatre and ten store rooms in building cost $250,000. E. J. Jordon is manager. The building is surmounted by an unusual tower with variegated lighting. The fourth theatre to open during the week was the Sunset, Western Heights Section, Knoxville. W. E. Drumbar, veteran film distributor and exhibitor, is the owner. Capacity is 600.

Ronald W. Randolph, with the Plaza at Asheville, N. C., for the past four years, has succeeded Chester R. Glenn as manager of the Paramount at Bristol. Glenn, who has announced no future plans, owned a theatre at Hendersonville, N. C., before coming to Bristol in 1938.

The city council of Oneida has passed an ordinance permitting film shows between 1 p. m. and 5 p. m. on Sundays . . . Apparently hiding in the theatre after closing time, thieves ransacked the offices of the Tennessee, Knoxville. Combination on the safe was jimmied, but the door was not opened. After rummaging through the correspondence files, the thieves departed, without taking anything of value, by way of an emergency exit.

Paul Muni Starrer

HOLLYWOOD—John Huston has completed scripting "High Sierra," Paul Muni starrer for Warner.

WELCOME EXTRAORDINARY

Meet Us In Our New Store

MONDAY, MAY 13 . . . 408 S. HARWOOD

Between RKO and Paramount

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

210 S. Harwood Dallas, Texas

Traveling Through Texas

By A. JULES BENEDIC

SAN ANTONIO—We sally into San Antonio. The further south from Dallas we dawdle, the food gets fancier; the senoritas saucier. Not only films, but fiestas and fandangoes form the fare; Mexicanos mingle in colorful contrast to austere Americanos. Caballeros consume chili con carne, with enchiladas as an entree; the while packed plazas contribute customers to the cines. Si, si, Senor, todo es bueno hereabouts!

Thoughts while strolling along Calle Houston . . . Overlord Eph Charninsky, who once scrapped for product at the Palace, now sedately Interstating in air-conditioned comfort at the Majestic building suite. Lads and lassies of the circuit agree he's a swell boss . . . Not many changes, at that, after a half-decade, except that this w. k. business has been centralized . . . We run into Publicist Moss while tramping Majestic's marble halls . . . W. J. Lytle, now managing the Texas Theatre building, swears he's out of the game and devoting his full time to ranching.

Austin—An Ancient Auburn

Alamo City projectionists planning big turn-out at Louisville next month. Only one delegate, but there'll be extra customers on hand when the IATSE gong sounds up in Kentucky in early June . . . G. A. Lucchese has revamped his Teatro Nacional since our last visit. Assured plenty of Spanish talking product, this cine veteran now has a real entertainment spot for his Latin-American customers . . . Street cars a thing of the past. Streamlined busses slither over city streets, with no smoking signs conspicuous by their absence.

We ankle into Austin, and mean just that, for the ancient Auburn, bought two weeks ago in Dallas, has developed engine fever. This one-horse automotive shay sprung a gasket at Round Rock, and was driven into the capital at the dizzing speed of 15 m.p.h. For any make except this foreign one, a new gasket is easy. Not so this difficult brand, and the garage man, exhausting frantic phone calls about town, at last finds a bloke whose cousin recalls a car of similar make that was junked a few months ago at Kennebunkport, Me. We employ Greyhound gas-eaters while awaiting result of telegrams to the New England town . . . Skinny Pryor, who was here before the Indians, now holds sway out on East Sixth. He's carried his Grand Central trade from historic Congress avenue out to the newer Cactus, and retains that same popularity with a legion of film folk . . . Lou Novy, one-time Hancock Opera House nabob, now an Interstate emir, mighty pleasant to chat with on old times . . . G. A. Lucchese's brother, Frank, now partnerships the Harlem, well-patronized colored house . . . Elmo Hegman not present at the Ritz when we called.

Raucous Resonance Ruins Rucker

We rumble into Round Rock—good word for this Auburn autoing. W. W. Rucker of the Rock comes running. He thinks the front of his swanky new theatre has fallen in, but it's only the gasketless jalopy. Frightened citizens think Sam Bass again is in town, but the staccato musketry proves up as backfire, and Ruck's shattered nerves, as well as a jumpy engine, are quieted. Left only is the fear that the state highway department will start complaining on the spilled nuts and bolts.

We wing into Waco, which recalls pleasant visits with Projectionist Charlie Keeler and his cohorts . . . All these projectionist personalities, incidently, are tops, indeed, and that goes also for the fine crew at Temple . . . Abe Levy interviewed in front of Interstate's ace house in the Central Texas metropolis . . . Mrs. J. A. Lempke and family carrying on nobly with their several houses . . . Apropos of nothing in particular, headlines hail a new oil find in Webb County. Wonder how the boom will affect our old compadre, Gus A. Becker of the Becker Warehouse, Trucking and Amusement Co., in Mirando City, only 32 miles from that halcyon Laredo.

Beeville Bumps Batter Benedic

We bump into Beeville, headquarters of the Hall hierarchy. Henry's in nearby Santone, but Fats Nance is holding down the fort. He imparts the info that LeRoy Bickel of Leo the Lion fame is Beeville-bound. Which recalls to Fats' mind the time when this reviewer sold him second run on "Trader Horn," the exchange to take 100 per cent of the receipts.

Adios, amigos, we hie to Houston!

AUSTIN

AGRICULTURAL practices in six European nations, now involved or touched by war, were flashed upon the screen in a free show sponsored by the junior chamber of commerce agricultural committee . . . A series of films in surgery and medicine were presented on the University of Texas campus by the Dallas chapter of Phi Beta Pi, honorary medical fraternity . . . A couple of "a. k." pictures staggered back into town last week: "The Prisoner of Zenda" at the Texas, and "King Kong" at the Ritz. "Lives of a Bengal Lancer," on 16mm stock, was shown before a U. of T. audience in the Texas Union Building.

"The Lost Colony," an original story shot in color by members of the University Presbyterian Century Class, was screened at the annual banquet of the group . . . A motion picture travelogue party was held in the Crystal Ballroom of the Driskill Hotel by a local travel agency.

Bill Lewis, Warner booster, in town briefly in the interest of "It All Came True," "Saturday's Children," and "'Til We Meet Again" . . . Louis Novy, local Interstate manager, still in the Variety Club convention mood, no doubt, as he's wearing his cowboy boots down to the office . . . Mose Macow, skipper of the State is building a little nest (ranch style) in Pemberton Heights.

Caporal Assures Building On Two Will Start Soon

OKLAHOMA CITY—Two new suburban theatres loom on the Oklahoma City scene as certainties with a definite announcement from Sam Caporal that construction will be started soon.

Caporal said construction of the houses, to include eight business store spaces in each instance, would involve an investment of between $150,000 and $200,000.

He indicated construction of a new theatre at Northeast 23rd Street and Kate Avenue would begin "in a week or so."

Construction of the second theatre, on a half-block area between 42nd and 43rd streets on North Western Avenue will begin just as soon "as I get things straightened out on the other job," said Caporal. Houses of 750 seats are planned in each instance.

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MEMPHIS

THESE spring days brought many exhibitors on the Row, and among those seen were the following: W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; Gordon Lee Hutchins, Corning, Corning, Ark.; Joe Jones, Ritz, Aberdeen, Miss.; R. X. Williams, Lyric, Oxford, Miss.; Bill Malin, Lura, Augusta, Ark.; John Shannon, Shannon, Portageville, Mo.; M. B. Hasty, Joy, Dardanelle, Ark.; W. G. "Buster" Clark, Alamo, Pine Bluff, Ark.; Norman Fair, Fair, Somerville, Tenn.; V. Murphree, Faye, Jonestown, Miss.; H. E. Howell, Ritz, Crenshaw, Miss.; Jack Watson, Palace, Tunica, Miss.; Al Wilson, Bay, Red Bay, Ala.; Whyte Bedford, New, Hamilton, Ala.; G. H. Goff, Rustic, Parsons, Tenn.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; Jack Wilbanks, Hinz, Walnut, Miss.; W. S. "Shine" Tyson, Grand, Water Valley, Miss.; Bob Martin, Bells, Bells, Tenn.; Paul Schaffer, Star, Marked Tree, Ark.; C. M. Mounger, City, Calhoun City, Miss.; J. F. Adams, Bruce, Bruce, Miss.; K. H. Kinney, Hays, Hughes, Ark.; W. R. Tutt, Savoy, Tunica, Miss.; Jack Marshall, Frances and Capitol, Dyersburg, Tenn.; Otis Taylor, Uptown, Dresden, Tenn.; J. W. Wofford, Union, Union, Miss.; L. F. Haven sr. and jr., Imperial Theatres, Inc., Forrest City, Ark.; R. H. Taylor, Grand, Truman, Ark.; J. F. Wofford, Eupora, Eupora, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; M. M. McCormick, Gloria, Senatobia, Miss.; Miss Emma Cox, Gem, Osceola, Ark.; W. O. Ringer, Gem., Leachville, Ark.; Mrs. J. C. Noble, Temple and Rex theatres, Leland and Harlem, Greenville, Miss.; Charles Collier, Globe, Shaw, Miss.; R. L. Osborne, Harlem, Belzoni, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; C. H. Collier, Globe, Drew, Miss.; J. J. Rhodes, Crittenden, West Memphis, Ark.; Claude Gentry, Lyric, Baldwyn, Miss.; K. K. King, Commonwealth's booker for Searcy and Harrison, Ark.; Burris and Henley Smith, Imperial, Pocahontas, Ark.

Jimmy Prichard, Universal's branch manager, together with B. H. Jordan and H. I. Mansfield, salesmen and Leonard Andrews, booker, left Wednesday night for the Atlantic City sales confab scheduled for May 11-13 at the Ambassador. The Memphis contingent joined the Atlanta gang in Atlanta . . . B. F. Liddon of the Coliseum and Pickwick theatres, Corinth, Miss., spent the greater part of this past week in Memphis, due to Mrs. Liddon being in the Baptist Hospital for an operation. He advised she was recuperating nicely and would soon be going home.

H. G. "Slim" Brewer of the Savoy, Clarksdale, Miss., is vacationing in Hot Springs, Ark. Mrs. Brewer is running the show during his absence . . . Marjeanne Baer, biller at Universal is vacationing.

M. A. Lightman, Malco Theatres, Inc., has announced the following shifts in his various house managers: Kirby Smith, who has been at the helm in Morrilton, Ark., is now at the Linden Circle, his ace suburban house, while Hiram Meek goes from Fulton, Ky. to assume the managerial duties in Morrilton, and Hal Thomas goes from the Linden Circle to Fulton. Buster Clark has been shifted to the Rialto.

Eula Miller, RKO's cashier, is recuperating at the Methodist Hospital after an appendectomy. The latest report is she will be back at her desk within the next two weeks. Lenora Rahn is carrying on for her during her illness . . . Bob Smallwood, president of the Albany Theatres, Inc., is honeymooning in Miami, and other points in Florida.

Jimmy Rogers, Columbia's branch manager, is driving a new Cadillac . . . Bernard Woolner opened his Drive-In Theatre this past week to tremendous crowds despite the downpour of rain . . . Forest Dunlap and Floyd Schaffer, of the American Desk Mfg. Co., spent several days in Memphis this past week . . . M. A. Lightman and a party of friends are back from the Kentucky Derby.

(Continued on next page)

Dixie Doin's

By "AL" HENDERSON

BUSTER RINAUDO, who manages the St. Francis at St. Francisville, La., has remodeled the front of the house and added new Neon trim to the marquee.

Met Dan Calbos, district manager for Saenger at Alexandria, La., on his way home to Shreveport from the managers' meeting at New Orleans. Said the meeting was a real success.

Visited with J. P. Turregano, who manages Saenger's "A" house in Alexandria, and learned of his varied and interesting career. He was in the liquor business in New Orleans, the head of a bank in Oklahoma and later mayor of the town. He also managed the first legit theatre in Alexandria.

Bob Magee, manager of the Ritz at Alexandria, and his charming wife will visit in Nashville and Louisville on their vacation.

Had the pleasure of meeting W. M. Oakes, who manages the Saenger at Alexandria. Oakes was formerly with Jefferson Amusement at Beaumont.

Winton Lowery, in the business for many years at Atmore, Ala., until he sold out to Martin Theatres, died recently at the Veterans' Hospital on the Gulf Coast.

Spent a night at Natchez, Miss., visiting Floyd Lyles, who manages the Ritz. He plans to remodel the lobby and install new carpets. Bill Harrison, managing the Grand there, was in New Orleans attending a managers' meeting, when I called but had coffee with his assistant, I. A. Foggo.

B. M. Stone of the Lamar, Purvis, Miss., is reported erecting a new building to replace his present theatre.

Stopped by Woodville, Miss., to see A. M. Randall. Also met Mrs. Randall, who is the daughter of Lou Langlois of New Roads, La.

Saenger held its managers' meetings recently. The "B" house managers met in New Orleans on April 30, and the "A" house men got together on May 2.

Called around to say hello to Mrs. Justine Harvey, who was Justine Samini before her marriage the first of the year. Mrs. Harvey manages the Joy at Melville, La. Her husband is with the state highway department.

My good friend Glen Mason, assistant manager of the Paramount in Alexandria, is a full-fledged artist and planned on such a career until he fell for theatres. He majored in art and advertising at L. S. U.

Here and there: Vernon Gordon, Alexandria, busy as usual; R. J. Callen, Fay, Fayette, Miss., sporting a new cream colored Studebaker; Frank Rawls, Harbin, Pineville, La.

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ATLANTA

A L. COWART, Edison, Ga., in town booking for his several towns . . . R. V. Stansbury, City Theatres in Spring City, and Pikeville, Tenn., getting his bookings set.

Dan Wheeler is the new shipping clerk at Accessory Consolidation Service. L. S. Drumm has resigned from the firm due to poor health.

W. R. "Bill" Griffin, Lyric, Cullman, Ala., spent several days here booking and playing golf. He came down by train but reports he will return by air.

Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga., were in town . . . W. L. Parker, Atlantic Pictures, Charlotte, N. C., was a visitor this past week . . . Frank Barry, traveling auditor for Columbia, visited the Atlanta office this week.

George F. Strother, sound engineer at Wil-Kin Theatre Supply, has left Piedmont Hospital and gone to his home in Athens to recuperate . . . Milton F. B. Muller, Wil-Kin salesman, has recovered from his recent automobile accident and is now back on the Row.

Nelson Toler has been transferred from Monogram Southern Exchange, Memphis, to the Atlanta office as salesman in the Tennessee territory.

Mr. and Mrs. Ely B. Kantor (he's with the Bach Theatres) announce the engagement of their daughter, Helene, to Bernard Facher, of New York . . . Howard Rutherford has been transferred from Memphis to Loew's Theatres, with offices in the Grand Theatre Bldg.

Dorothy Whitehead replaces Mrs. Atosso Cone Joy, resigned, to make her residence in Gainesville, Ga., in the accounting department of Georgia Theatre Service Corp. . . . Mary McKenney, secretary to E. B. Whitham, accessory department, Georgia Theatre Service Corp., replaces Hattie Doran.

J. U. McCormick, Amity Exchange, is on a business trip in Alabama territory . . . Filmrow visitors: Nat Williams, Rose, Thomasville, Ga.; T. K. Jones, Ritz, Dadeville, Ala.; H. A. Price, Price, Thomson, Ga.; W. P. Gammon, Ocilla, Ocilla, Ga.; John Cunningham, Edison, Miami, Fla.; H. V. Manning, Gem, Etowah, Tenn.; and L. A. Stein, Jacksonville, Fla.

Gloria Hallsworth is the new cashier at the Techwood . . . Janie Ledbetter, accountant, Theatrical Printing Co., spent the weekend at her home in Lavonia, Ga. Emily Taylor, bookkeeper, spent the weekend in Columbus, Ga., and reports she has never seen so many soldier boys in all her life.

City managers for Lucas & Jenkins in town this week were: Art Barry, Macon, Ga.; Moon Corker, Athens, Ga., and O. L. Benson, Gainesville, Ga.

Perry Spencer, publicity director for Republic Pictures, left for a four-week trip that will take him into the states of Louisiana, Tennessee, Alabama and Mississippi, regarding special publicity and exploitation of Republic's "Dark Command."

It is reported James Clay has purchased the Conyers Theatre, Conyers, Ga., from C. H. Rogers . . . Work is rapidly progressing on the new L&J Gordon, and it will be ready to open the early part of July.

Ray Clouse, manager, theatre seating division, Southern Desk Co., has opened offices at 145 Walton St., N. W., and will serve the states of Alabama, Georgia, Florida, Kentucky, Mississippi and Louisiana from the Atlanta office.

Anne Bounesor, of Warner Bros., was out sick this past week . . . H. P. "Dusty" Rhodes, Georgia Theatre Service Corp. booker, has purchased a new Plymouth and tried it out this past weekend on a visit to Athens and Elberton, Ga.

Henry Glover, Republic branch manager, Tampa, Fla., was in town over the weekend.

Assists on "Letter"

HOLLYWOOD—Warner's has named Sherry Shourds assistant director on "The Letter."



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CHARLOTTE

NEW COLONIAL at Kannapolis opened recently. The sound system was supervised by Sound Engineering Service Co. of Charlotte. National Theatre Supply equipped the booth. The Colonial is one of the Morris LeGendre houses.

The old Castle at Wake Forest has been completely renovated by H. P. Howell of Smithfield, and is now known as the Forest . . . John Vickers, head of the Carolina Delivery Service, has bought an apartment building at Louise and Fairview Aves. for investment purposes.

The Charlotte Drive-In Co. has purchased a site on Wilkinson Blvd. This will be the first project of its kind for the Charlotte vicinity.

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A Paramount Starlet to Aviation Show in June

BIRMINGHAM—Under arrangement with TWA, Paramount's Wanda McKay, young contract player, will be guest of honor at the All-American Aviation Show here June 1 and 2.

Miss McKay, then using the name of Dorothy Quackenbush, was chosen "Miss American Aviation" at the show in 1938.

Headlines Rodeo

OKEMAH, OKLA.—Gene Autry, Republic cowboy star who left a small town railroad station telegraph key in Oklahoma to win fame in the films, headlined with Gov. Leon C. Phillips the Okemah Rodeo which is a part of the general observance of the state's birthday.

New Corporation

LITTLE ROCK—Gerco Amusement Co., Inc., Lonoke, has filed articles of incorporation in the secretary of state's office. Incorporators are G. W. Jones and Margie Jones, Lonoke, and S. A. Arnold, Little Rock.

New Brunswick House

BRUNSWICK, GA.—Work on a new Negro theatre, to have a seating capacity of 500, will be started at once.

Lynch Contract Talks Soon

MIAMI—Conferences are expected to get under way shortly for extension of S. A. Lynch's management contract with Paramount. The expiring pact has one more year to run.

No More Smoking

TEXARKANA, ARK.—The Texarkana, Ark., city council recently passed an ordinance which will prohibit smoking in or behind the stage or in the audience of theatres.

MEMPHIS

(Continued from preceding page)

"Pop" Stockward, Warner's checking supervisor, is driving a new car these days . . . W. F. Ruffin, Ruffin Amusement Co., advises he is closing the Troy in Troy, Tenn. . . . Everett Frye, who operated a theatre for several years in Rector, Ark., was seen on the Row for the first time in many months . . . Jack Arnold, Bank Night representative out of Little Rock, was a recent visitor.

Dorris Bowden, together with her husband, Nunnally Johnson, the screen writer and associate producer, are scheduled to arrive Thursday for a three-day visit with her mother. They will be en route from New York, where Mr. Johnson has been collaborating on a play.

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BIRMINGHAM, ALA.

To Introduce Bill to Lift Juvenile Ban

MONTREAL—Confirmation of the expectations of distributors and exhibitors that some modification of the ban on juvenile admission to theatres in Quebec province is to be looked for this year, was given by Premier Adelard Godbout in an announcement made at Quebec City.

Godbout revealed the provincial government will introduce, during the present session of Quebec legislature, a bill to abrogate the measure which for the past 13 years or so has prevented children from witnessing films other than those permitted to be shown in schools, or an occasional exception like "Snow White and the Seven Dwarfs," "Gulliver's Travels" and "Pinocchio," which are supposed to be especially suited to the juvenile mentality.

The ban on juvenile admissions, which has been strictly enforced by the imposition of heavy fines for infractions, followed the disastrous fire in the Laurier Palace Theatre, Montreal, Jan. 8, 1927, in which 77 children lost their lives, most dying from suffocation when panic caused hundreds to get jammed in a corridor leading to the exits.

Made a Moral Issue

Since then, successive governments, ignoring the fact the ban was imposed because of physical danger to the children and that theatres are now fireproof, have assumed it was the intention to guard the morals of the children by preventing them from seeing motion pictures. In this viewpoint the governments had the support of the Roman Catholic clergy, who went further and imposed their views on adults by bringing about the exclusion of such films as "Life of Emile Zola."

Apparently, Premier Godbout, while prepared to modify the law to the extent of permitting children to see some films in theatres, still clings to the view that the moral aspect comes first. In his announcement, forecasting admission of children to theatres, he said the government would create a special censor bureau which would probably have at its head the present chairman of the Province of Quebec Board of Motion Picture Censors, who would be aided by representatives of the Roman Catholic and Protestant clergy.

The Premier's announcement, with its implication that the moral welfare of the children alone was to be considered in admitting them to theatres, brought the following protest from a resident of Shawinigan Falls, Que.

"For some reason or other, it is proposed that a board of censors determine what pictures children may be allowed to see. This would lead those with defective memories to believe that the reason children were prevented from attending picture houses was the pictures themselves. This is entirely wrong. Children were prevented from attending motion picture theatres after the dreadful Laurier Palace fire. No board of censors can prevent this happening again, and if, as we hope, children are again to be allowed to attend picture houses, the only logical and sensible thing to do is to permit them to attend only if accompanied by an adult who shall remain with them during the whole of the performance.

"Common sense would tell us that no parents will allow their children to see pictures that are not good for them, and we may trust the judgment of parents much more than a board of censors who may be childless.

"What we must aim at is fire prevention, not censorship of films. To save the soul, we should make some effort to save their little lives. Let us not, therefore, overlook the main issue."

Since the Laurier Palace fire, Montreal theatres have been safeguarded by stringent fire regulations. So far as can be ascertained all theatres are now fireproof. If, in the opinion of the authorities, any theatre is not fireproof, it would be possible to prohibit the admission of children to that theatre until the fire regulations had been complied with.

Picture of Ontario Censorship During War by Silverthorne

TORONTO—The report of Chairman O. J. Silverthorne of the Ontario board of censors for the fiscal 12 months ending March 31 gives many interesting details regarding the censorship situation in this province during the war.

The statement shows that, of the 2,278 standard-width films submitted for review, 1,915 were from the United States, 54 from Great Britain, five from Canadian sources and 304 of foreign origin. Analysis of the foreign pictures shows 276 were from France, five from Italy, four from China and two each from Czechoslovakia, Russia and Poland, with 13 Jewish pictures included.

Before the outbreak of hostilities, films from Continental Europe, with the exception of French, were officially discouraged and, as a wartime measure, the board has banned foreign language pictures with the exception of those from France and various Jewish films, as a precaution against subtle propaganda, a policy that has been outlined previously.

Reference to "Beau Geste"

With reference to the withdrawal of the permit for "Beau Geste" last September as being detrimental to a friendly nation, Chairman Silverthorne declared: "It is of interest to observe that the film 'Beau Geste' has had a checkered existence since its production. The board understands that markets of the Balkan States were closed to it upon representations of the Soviet Government; that it has been severely mutilated in one other country while, in Canada, it is being shown in all provinces except Ontario and Quebec." This follows a declaration that "during the past few months, the producer of the North American Continent has suffered serious losses through the decisions of boards of censors who have closed markets to his pictures on the ground of wartime necessity"

Referring to so-called social pictures, the chairman reported: "While your board must make every contribution to the war and its successful prosecution, it feels also that it should cooperate with those forces of the motion picture industry endeavoring to attract attention through the screen to pressing social problems. During the year under review, the board has passed upon subjects dealing with the plight of the transient, the migratory worker, the mentally afflicted, slums, venereal disease and immorality. Whenever subjects with social implications have been presented to it, constructively and in good taste, the board has unhesitatingly approved of them."

A breakdown of "alterations" in the various classifications, with no picture having been condemned permanently on examination, is as follows: Features—129 altered out of a total of 654; trailers—17 altered in 576; comedies—one altered in 199; newsreels—10 altered in 284; miscellaneous—27 changes ordered in 538.

During the past year, the total number of deletions, with a number occurring in the same picture, was listed as follows: Features, 1,291; comedies, 27; trailers, 70; newsreels, 128, and miscellaneous, 86, a total of 1,657 different changes.

Newsreels Grow in Importance

With regard to newsreels, which have increased importance in war time, Chairman Silverthorne gives the following credit: "The board pays tribute to the distributors of newsreels who, while working under the restraints of censorship, have kept Canadian audiences exceedingly well informed on the developments in the war-torn countries of Europe. At the same time, the producer has not overlooked domestic requirements and has given the theatregoer views of many interesting events."

The report states that one foreign language picture, a Ukrainian silent film, was seized by the Ontario department at the request of the federal government.

The work of censorship, it is pointed out, has been greatly increased since the outbreak of war and has been conducted by the board with a sincere wish to prevent the showing of any film likely to give offense to the public. Judging from the very few complaints that reach the board, the work appears to have met with considerable success, it is stated. Films submitted to the censors sometimes raise important questions of public policy and the board has asked for expert information when the need arises and criticisms from the public are welcomed.

Hosts Underprivileged Boys

TILBURY, ONT.—Manager Harland Rankin of the Plaza here hosted 125 Knights of St. Andrews, a group of underprivileged boys of Chatham.

Remodeled Palace Opens

CALGARY, ALTA.—After being dark a couple of weeks for remodeling, the Palace here was reopened by Pete Egan a fortnight ago virtually a new house.

Canadian Pioneers Relive the Past at Meeting in Toronto

By MILTON GALBRAITH

TORONTO—Real oldtimers of the film world turned back the clock for many years to live again as enthusiastic youths for a passing moment in a fling of exuberant and care-free happiness at the inaugural meeting and banquet of the Canadian Picture Pioneers at the Royal York Hotel, Toronto, May 1, when upwards of 100 survivors of nickelodeon and illustrated song days gathered to revel in reminiscence and to bring skeletons out of closets for joyful survey. These old-boys-made-new for the nonce belied their weathery appearance in re-living the times of the past and telling tall yarns of pioneering accomplishments that would put a blush on the cheek of many a 1940 press agent.

There was very little in the way of serious program to the business session in the afternoon, apart from the outlining of the objects of the organization under Dominion government charter and the distribution of engraved copper membership plates under the direction of Clair Hague, chairman of the club who had previously worked long hours to put the Canadian Picture Pioneers into practical form. The legal aspects of the society were described by D. J. Ongley in behalf of Hon. Earl Lawson, former member of the House of Commons and an early exhibitor of Toronto who attended the banquet. A feature of the "matinee" was a story-telling competition which provided an almost unnecessary cue for the subsequent revelry. The winner proved to be Walter Kennedy, a veritable Baron Munchhausen in his most generous moments, while the second prize went to Charlie Stephenson of Kitchener, Ont., and the third was earned by Harry Law, who, as a story teller, is a good sales chief for Warner Bros.

Cocktails and Stories

Then came the cocktails, and the Pioneers wandered from group to group to hear more fancy yarns, the largest audiences collecting for Jim O'Loghlin, general manager of 20th Century-Fox, and Haskell Masters, general manager for United Artists, both of whom lived up to advance notices as being past masters as raconteurs. Two lady Pioneers were present, Mrs. Bessie Moore, proprietor of Moore's Theatre, Grimsby, and Ray Lewis, who operates the Avenue and Pylon, Toronto. During some of the stories they turned a discreetly deaf ear. Or did they?

Representatives from the Pioneers' Club in the U. S. were Arthur A. Lee and M. A. Schlesinger of New York and Max Levy of Chicago, President Jack Cohn of New York finding it impossible to make the trip because of his meeting there the following night. The Maritime Provinces were represented by A. J. Mason of Springhill, chairman of the Nova Scotia Conciliation Board, and Jack Butler of Moncton, N. B. Representing Ottawa and Hull, Que., was Bill O'Regan while many points in Ontario figured in the attendance roll. The honor of being the oldest young man present went to James Whitham, pioneer theatre owner of Cornwall, Ont., who boasts 84 years. Accompanying him was his son, Ben Whitham, of the Famous Players head office, and Clarence Markell, son-in-law, who manages the theatres in Cornwall.

Ernie Moule, in from Brantford, proclaimed the Telephone City had produced more film pioneers than any other in Canada, including the Allens, Ben Cronk, Clair Hague and Frank Meyers, all of whom were present. Simon Meretsky arrived from Windsor, looking smart in his tuxedo. Representing Col. John A. Cooper's office was E. H. Wells, secretary of the Canadian Film Boards of Trade, while the Ontario government was represented by R. C. Buckley, director of the amusements revenue branch, treasury department, who started as a projectionist back in the days when every projection booth was reputed to have a stock of fiction magazines and a box of cigars with which to while away the time—but Buckley indignantly denied that he ever smoked in the booth. Moreover Buckley did not order any censoring of the stage show that followed the Pioneers' banquet. Jack Arthur represented the district managers of Famous Players, and Herb Allen was on the scene for Premier Theatres, with E. V. Armstrong speaking for the Associated chain and telling of the days when he projected at the old Colonial in Toronto.

A "Giveaway" by Mavety

The function was not without its "giveaway" which Charlie Mavety, the film delivery man, distributed in the form of book matches as subtle advertising for his Circle M Ranch, Ontario's pioneer dude ranch at Kleinberg. Syd Taube, the candy machine man, had no samples, declaring that business was good enough. There were many others, including the Three Sams from B&F Theatres, Sam Bloom, Sam Fine and Sam Sternberg; Jules Bernstein of Loew's, Bill Brady, Joe Garbarino, Sales Manager Louis Rosenfeld of Columbia, Harry Ginsler, Sam Glazer, Harold Pfaff, Harrison Patte, Harry Price, Bill Redpath, W. J. Risewick, Bill Stewart, W. A. Summerville, Toronto exhibitor who is a member of the Ontario legislature, Doug Cooper, Jules Laine and, of course, Archie Laurie who, as chairman of the entertainment and program committee and stage manager, was extremely busy. Laurie deserved the big hand.

Posters on the false theatre front in the dining room brought back many memories. Some of them were: "The Runaway Train," "Nick Winter Foils 'Em," "Sinned Against" and "Coming—Another Biograph." All in all, it was a great and historic event.

The entertainment highlight of the inaugural banquet was the old-time program presented in a theatre which had actually been erected in the Royal York Hotel for the celebration. The whole end of the dining room was closed off with a false front over which the name "Nickelodeon" flickered during the meal. There were various display frames announcing the showing of early classics of the screen and a one-sheet advertising illustrated songs as the added attraction, the featured vocal number being "Till the Sands of the Desert Grow Cold." These signs flanked a boxoffice where an attendant sold 5-cent tickets from a roll that looked as if it had been resurrected from an ancient storage.

Inside the impromptu theatre was a stage in front of which was a three-piece orchestra, billed as "The pioneer augmented symphony orchestra." The stage drops were characteristic of the days of the early century, both front and back curtains car-

WINNIPEG

TWO one-time members of the French Foreign Legion were entertained at dinner by Syl Gunn, manager of the Metropolitan, who included the press in his invitation, profiting thereby in his generosity to the extent of stories in connection with his current showing of "Beau Geste." Formerly banned in Canada through the protests of the French consul at Ottawa, the film has now been released for Canadian showings.

With Harold Bishop's quizz show, "Dr. Query" still going strong at the Capitol, a new stage feature has been added to roster with the inauguration last week of "Public Opinion" at the Metropolitan. It is a new type of show cooked up by Don Gauld and Syl Gunn . . . The Fox is now running a stage show in the form of an old-fashioned spelling bee with contestants composed of teams from city schools. The stunt seems a natural to bring kids and doting parents into the house.

At the Lyceum, Eddie Newman's new display has been catching the eye of patrons and eliciting their approval. Carrying out the idea of the springtime spirit, Newman designed a lattice work frame to carry his coming features. Bathing the whole in cool pastels thrown by a spot, the display does a lot to brighten up both the appearance of his lobby and the spirits of patrons.

Gordon Sparling, Montreal producer, arrived here to film some sequences for a picture of the peoples of Canada, which his company is making for the national film board . . . "Atlantic Patrol," national film board picture, is now playing the Capitol. A second film from this organization is scheduled for an early showing.

Warmer weather has brought showmen out on the golf links, practicing putts and getting the kinks out of their joints . . . The Men's Theatrical Bowling League carried out a successful windup to the season's activities. New officers elected include: Len Norrie, president; Bernie Beach, vice-president; Ed Turner, secretary; Ken Beach, treasurer.

rying appropriate signs for barber emporiums, ice cream parlors, wooden Indian cigar shops, cafes and the corner drug store. One of the drops was an actual relic, having been used years ago in Moore's Theatre at Grimsby. The stage was complete with wings, borders, foot, flood and spotlights.

Acts Billed Circus Style

The printed program was reminiscent of the olden days, the numerous acts being billed in circus style on a long sheet under the heading "Canadian Premiere." A touch of pathos was found in the foreword which read as follows:

"As a start may we remind you of those dear dead days when Cinematographs and Vitascopes (Motion Picture Theatres to the new generation) were few and far between, when a nickel gave you the fastest 30 minutes of flickers you ever hoped to see, when a single reel was a 'Special.' Super-Colossal Productions came in three reels, finishing with the familiar cry—'This way out. All those who have not seen the entire show may remain for the next.' These dramas were really pathetic, the comedies more so, and we old-timers even remember when stores were theatres. Little did we dream that, in the rapid advance of our Industry we would live to see theatres as stores once again and now we take you back to THE WORLD-IN-MOTION THEATRE."

The opening number on the program was the "Overture" (Selected) by the augmented orchestra of three pieces which actually consisted of members of the Pioneers' Club who had played in nickelodeons long since. These were Harry Paynter, now an executive of Empire-Universal, who scraped the violin with old-time abandon; Sam Marks, formerly of the Palace, London, who tripped the piano keys, and Fred Pursell, veteran proprietor of a theatre in Simcoe, Ont.

Walter Kennedy, billed as "The Canadian Chauncey Olcott," appeared in an illustrated song, "The Curse of an Aching Heart," in which he regained a resemblance of his original capability. A take-off on modern features was the presentation of what was billed as the first and original talking picture, "More Sinned Against Than Usual," a soul-wracking, heart-tearing, sob-provoking drama in three parts with Ray Lewis (The Girl of a Thousand Voices), the operators being Clair Hague, dean of Canadian film exchange officials, and Bill Redpath of General Films, a projectionist in the early days. Oscar Hanson was billed as the "Golden Voiced Baritone" in a "Descriptive Song with Illustration"—"When the Sands of the Desert Grow Cold."

Dining Room Very Warm

Archie Mason, veteran exhibitor of Springhill, N. S., and a leader among the organized independents of the Maritime Provinces, offered "Mother Machree" as the Blue-Nose Tenor, while Bill Stewart and Charlie Stephenson, two colorful old-timers, were billed under the heading, "Youth—Beauty—Versatility, direct from Kenney's Third Avenue, Miner's Bowery, Joliet, Ossining, Leavenworth, Alcatraz and Shea's (Brewery) Montreal—The only team in the world turning a complete somersault through a baloney sausage without breaking the skin—Keep your eye on these two boys, they're comers."

Professional performers were interspersed between the presentations of the Pioneers, including a beauteous maiden who was announced as "Sensational Piece de Resistance—The Personality Girl Forever Blowing Bubbles," to which was appended: "Old Timers with young ideas please leave the theatre—No small boys admitted." There were also the Dainty Dazzling Demoiselles of the Dance in "The Can Can" as presented at Le Mort Chat, Paris; also the Gin Mill Four; Those Glorious Girls of Glam, Our Octette; McCombe and Brush, the Barber Shop Duo, and the program closed with "Wait for—Watch for—The Grand Finale—The Girls of Today" which was described as a display of daintiness hitherto unattempted or unexcelled in any part of this terrestial hemisphere.

The dining room was very warm.

MONTREAL

FILMROW now has a downtown branch. Empire-Universal and Regal Films have removed their offices from Monkland Ave. to the Tramways Bldg. on Craig St. . . . Confederation Amusements, Ltd., has removed its head office from 1449 St. Alexander St. to the United Amusement Corp. Bldg., 5887 Monkland Ave.

Mark Plottel, eastern Canada manager for RKO, has returned from a trip to Saint John, New Brunswick, where he installed his brother, Leslie Plottel, formerly of Toronto, as branch manager, in succession to E. A. Whelpley, who resigned.

T. J. Gould, Toronto branch manager of Regal Films, paid a visit to Filmrow and was surprised to find that H. Cass, manager of Regal in Montreal and his staff had already removed to their new offices downtown. Gould took the opportunity of looking in on a number of old friends and colleagues in other Filmrow offices.

"Rebecca" is being held a seventh week at the Orpheum, the most successful run there of any picture since "Hurricane" opened Christmas Day, 1937, and stayed nine weeks. Australia's film censor finds that British films are more risque than American but are characterized by "novel technique." Sixteen British films were cut and one banned in Australia in 1939. British films were unusually successful in Montreal during the past year.

W. J. Singleton, sales manager of Associated Screen News, has returned from a business trip to Quebec—Maurice Metzger, ASN's technical supervisor, attended the annual convention of the American Society of Motion Picture Engineers at Atlantic City—James Campbell, news editor of ASN, visited New York and discussed conditions in the industry along the "newsreel front."

William Elman, manager of Columbia Pictures, and Al Jeffries, manager of United Artists, lent their presence to the inauguration of the local baseball season . . . Phil Sherman, manager of Warner-Vitagraph, is having alterations and redecoration done in the office.

Dionne Quintuplets commence their fourth and last film for 20th-Fox this month. They will make no more pictures until they have thoroughly learned English, their business manager, Keith Munroe, announced. At present they speak only French. The publicist for Cecil B. DeMille's "North West Mounted Police" says that the producer has followed Canadian history closely, except in one instance—he changed the name of Little Bear to Big Bear, because Little Bear was not imposing enough for a DeMille production.

Richard Ford, of Odeon Theatres, London, England, was a visitor to Associated Screen News studios . . . Filmrow visitors included J. O'Connor, of the O'Connor, Huntington; Mort Prevost, of the Mason-Prevost circuit with theatres in Bedford and neighboring towns, who is just back from his honeymoon, and A. Lapierre, of the Ideal, Beauharnois.

Sapper William King, a Great War veteran, who has joined the First Canadian Pioneer battalion, claims to have been the man who taught Maurice Chevalier to speak English . . . Gracie Fields will fly from London to the Near East to entertain Allied troops in Egypt and Palestine.

John Cameron Macdiarmid, for a number of years a member of the Province of Quebec board of motion picture censors, died recently, aged 83 . . . Robert Hambleton, who owns theatres in Delhi and Tillsonburg, Ont., was driving to Simcoe late at night with the receipts from his theatres when he was slugged by a robber who had slipped into the rear seat of his car before he left Delhi. Fortunately a following car came up before robbery was attempted and the assailant leaped out and disappeared.

"Le Retour du Bison," an Associated Screen News cameo, which has completed a three-week run at the Cinema de Paris, met with such an enthusiastic reception that requests were made to ASN to produce French versions of several more cameos. This has been agreed to and French theatres throughout Quebec are assured of a regular supply of these fascinating shorts in their own language. "Le Retour du Bison," which realistically reproduces buffalo hunts on the prairies, has been booked for extended runs throughout the province.

M. Mass Renovating

HARTNEY, MAN.—M. Mass, who recently purchased the theatre property here from the town council, has remodeled the exterior. Interior plans include new screen and seats.

Butler on "Captain Cook"

HOLLYWOOD—Hugo Butler is scripting "The Life of Captain Cook," James FitzPatrick's first full length feature.

TORONTO

CHARLES E. KURTZMAN, formerly manager of Loew's Penn, Pittsburgh, until his recent promotion to district manager with headquarters at Boston, made a quick trip for an initial call on Manager Jules Bernstein of Toronto Loew's and Manager Fred Jackson of Loew's, London, Ont., and announced that he would return shortly for a special conference. Kurtzman succeeded H. M. Addison, who resigned.

Saturday closing went into effect May 4 at the head office of Famous Players Canadian Corp. for the summer season and some of the boys immediately went to their secret places for trout fishing while others hied themselves to the golf links . . . J. J. Fitzgibbons, vice-president of Famous Players, has returned from a restful vacation at Hot Springs, Ark., while Ben Geldsaeler, supervisor of circuit booking, is back from Florida. Fitzgibbons returned in time for the inaugural banquet of the Canadian Picture Pioneers.

Jack Arthur, district manager of Famous Players, has intimated that the new circuit house at Guelph, Ont., will open early in the fall, some final arrangements not having been completed . . . Harry Dahn, film executive who is a noted angler, did not go after finny specimens when the trout season opened, declaring that he was waiting for the "bigger ones."

Visitors at the local exchange headquarters of late included Simon Meretsky, looking refreshed after his Southern holiday, in from Windsor; Fred Pursel from Simcoe; Ernie Moule of the Capitol, Brantford; C. G. Markell of the Capitol, Cornwall; Bill O'Regan, from the Laurier, Hull, and the Francais and Victoria, Ottawa; Jack Butler, Imperial, Moncton, and A. J. Mason, Capitol, Springhill, N. S.

Manager Dave Gordon of the Oriole, who was inadvertently mentioned in this column as David Goodman in connection with an announcement regarding his approaching marriage, reports excellent results with a "Revival-Program-a-Month" policy in which he plays a pair of feature successes of former years. These revival programs have brought patrons from every part of the city . . . Raoul Auerbach of Exhibitors Booking Ass'n, Toronto, and Mrs. Auerbach have been enjoying a lengthy stay in New York City.

Dave Ziff, formerly of Fort Erie, has been appointed manager of the Elmwood, a suburban house of London, Ont., recently acquired by Harris Ziff of the Bellard, Fort Erie. The Elmwood has introduced dinnerware with a service charge . . . A recent visitor in Ontario cities was Richard Ford of the Odeon circuit in Great Britain. He was entertained by J. L. Hunter, Ontario branch manager of Paramount Film Service.

Gordon Lightstone, general sales manager of Regal, Canadian M-G-M distributor, has returned to Toronto headquarters after a trip to the Maritime Provinces. Harry Phillips of Winnipeg is the new Regal branch manager at Calgary, succeeding Joseph Myers . . . George Spoiala of Timmins was in Toronto for the making of preparations for the erection of the proposed Broadway in the Northern Ontario mining town.

Harry Ginsler, veteran exhibitor, is back from a trip to New York City. He is the owner of the Iola, Danforth Ave. . . . Manager Tom Daley has laid extensive plans for the playing of "Primrose Path" at the big Imperial, scheduled to open May 17.

Jack Thompson, assistant booker of Associated Theatres, has been appointed booker of Sovereign Film Distributors, Ltd., Ontario branch. William Mitchell, formerly with Theatre Operating Service, Ltd., has succeeded Thompson on the Associated circuit staff . . . George Aiken, assistant manager of the Granada, Hamilton, Ont., has been handing out the cigars. It was an eight-pound baby girl.

Sam Firestone of Toronto had a scare when he received the report that robbers had entered the Esquire, Brantford, but the safe resisted their efforts . . . Jay Lewis, manager of the Avenue, and Bob Eves, manager of the Eglinton, opposition houses on Eglinton Ave. in North Toronto, both held over their programs for a second week, the former featuring "Break the News" and the latter, "French Without Tears." The opening of a large air force training school nearby is helping this district materially.

On the occasion of her arrival in Toronto, her birthplace, in company with her husband, Buddy Rogers who came for a band engagement, Mary Pickford quickly made a visit to the military camp at the Exhibition Grounds when she appeared before a large gathering of the troops.

WINDSOR

RALPH BARTLETT, who was assistant at the Tivoli, has taken over Art Duscharme's job at the Palace. Duscharme is set to manage the new Park. Succeeding Bartlett at the Tivoli is Lloyd Allen, chief usher at the Capitol.

Mr. Goldin accompanied Glen Daugharty on a tour of the theatres in Blenheim, Leamington, and several other centers.

An effective display for "Grapes of Wrath" was arranged by the Empire Theatre in the window of a local lunchroom. The display consisted of a moving disc bearing wood carvings of Ma, Grandpa and Rose of Sharon Joad. Stills and copy surrounded this attraction.

Thrift tickets are experiencing a swift popularity at the Palace.

Installs New Seating

CHATHAM, N. B.—The Capitol here has new seats and carpet, according to Mr. Babineau, manager.

Extensive Alterations Mapped for F-P Units

TORONTO—Ben Whitham, supervisor of construction and maintenance at Famous Players' head office, and Victor Armand, Western superintendent, are busy with extensive alterations to several circuit houses. The Capitol, Ottawa, with a capacity of 2,500, has been re-seated with rubber-cushioned chairs of larger design, new carpets are being laid, new rugs and furnishings are being placed in the large foyer and lobby and the front is being modernized, the cost being $25,000 for these changes The house has continued to operate without a break.

The Palace, Calgary, was closed for two weeks for new seats, new carpets, redecorating and other improvements and new sound and ventilating equipment was installed. Extensive work has been done at the Calgary Capitol while substantial improvements have been made at the Capitol and Empress in Edmonton and the Capitol at Lethbridge.

Lord's Day Alliance Group Intrudes on Amusements

TORONTO—The Lord's Day Alliance is zealously guarding the Sundays against encroachment in war time. A stunt in Toronto which involved the awarding of prizes on Sunday was called off by the police at the demand of the Alliance, even though there was no admission charge or entry fee. The Canadian Bowling Tournament attempted to finish off its games on local alleys on Sunday but the Alliance stopped the bowling—and some of the teams had only one frame to go.

Recently the L.D.A. threatened prosecution of exhibitors who advertised Sunday midnight shows and the theatres now are announcing performances "After Sunday Midnight."

London Studio Advertises Its Patron Winners

TORONTO—The discovery has been made that some people do have their photographs taken for a theatre Foto-Nite stunt.

Up in London, Ont., the Darragh Studios advertised that the winners of the $200 and $35 cash prizes at the Patricia both had had their portraits done at this place of business.

Incidentally, the Foto-Nite feature has been legalized by a court decision in Toronto which resulted in the dismissing of a test case which had been initiated by the police authorities.

United Amusement Ups Revenue First Quarter

MONTREAL—United Amusement Corp. experienced a slight increase in revenue in the first quarter of 1940, compared with the corresponding period in 1939, Ernest A. Cousins, president, announced at the annual meeting here. The increase came from paid attendance at the company's chain of theatres. Shareholders at the meeting adopted the various reports and re-elected the directors.

Morgan-Powell Scoffs at Talk of Dropping Shorts

MONTREAL—To S. Morgan-Powell, editor-in-chief and film critic of the Montreal *Daily Star*, the discussions presently going on in motion picture circles regarding the advisability of abandoning production of short subjects, seem "little short of insane."

"For my own part," writes Morgan-Powell, "I find it difficult to understand those who would abolish the short films. They are often, I think, the most interesting feature of a picture program. Short cartoons are usually most satisfying diversions. Short scenics are unfailingly interesting, and short educational pictures of all kinds possess potentialities which have not yet been more than scratched."

In Morgan-Powell's opinion "the ideal picture program should consist of one full-length feature, one comedy, one scenic and one educational film."

Observes Postal Centenary With Stamp Club Night

TORONTO—Manager Al Sedgwick of the Belsize conducted an effective tieup with the Centennial observance of the issue of the world's first postage stamp, the British Penny Black, in the sponsoring of a stamp club theatre night on May 7 through which he secured publicity in four newspapers and had announcements made at all stamp clubs in the Toronto district. Additions to the program were the Paramount short, "Public Hobby No. 1," dealing with stamp collecting, and a stamp quiz contest on the stage sponsored by the North Toronto Stamp Club, for prizes which were donated. There was also an exhibition of stamps in the Belsize lobby for the Centenary.

Court Upholds Cornwall License Curbing Plan

TORONTO—In a judgment delivered at Osgoode Hall, Mr. Justice Kelly upheld the ordinance of the Town of Cornwall providing for the cancellation of a license of any place of business, including theatres, if slot machines, pin games, punchboards or other similar devices are found on the premises.

The judge found that the council had not acted beyond its jurisdiction under the Ontario municipal act in passing the by-law and the latter has now gone into effect. The ruling will apply to similar enactments in other Ontario places.

Support for Educational Pictures in England

LONDON—Four regional experts will travel the territories collaborating with local educational directors in the new campaign of the government to encourage the use of educational films in reception and neutral areas. With the British Film Institute as its principal agent, the government's Board of Education will advise and assist.

Dual Bug Bites Hard In London, Ont.

London, Ont.—Every theatre in London has been bitten by the double-bill bug. With the smaller houses, it has become almost an invariable policy, while some big productions have been teamed up with other films at the larger houses. The Capitol is showing fewer double bills than any of the others.

Welfare Council Finds Product Is Worthy

TORONTO—The Canadian Welfare Council has issued a list of recommendations and critical reviews on current film releases for the guidance of women's and educational organizations throughout the Dominion, as follows:

"Little Orvie"—Refreshing entertainment for children following closely the Booth Tarkington story. John Sheffield is excellent as the young boy who wants a dog more than anything in the world. For juveniles.

"The Ghost Comes Home"—A pleasant program comedy which should provoke hearty laughter. The satisfying part of the picture is that which shows timid Frank Morgan finally asserting himself. The family.

"Three Cheers for the Irish"—A sentimental human interest comedy-drama. Although most of the characters are Irish, the picture should not be restricted in appeal to Irish folk alone. The family.

"It's a Date"—Very good. A lavish picture starring Deanna Durbin and offering comedy and human interest as well as romance and music. The supporting cast is excellent. The family.

"Virginia City"—This is a more or less glorified western, although the incidents depicted are authentic. The family.

"Rebecca"—A powerful psychological drama for adults, ably adapted from the novel by Daphne du Maurier. Joan Fontaine portrays the heroine with deep feeling and understanding. For adolescents and adults.

"Northwest Passage"—Very good. A robust outdoor adventure drama in Technicolor which should thrill everyone, especially men. The plot has been adapted from the best seller by Kenneth Roberts but covers only the first half of the book. The family.

"The Road to Singapore"—This film should go over well. Although the plot is weak, there is comedy, romance and music. One lavish scene shows a native feast with native songs and dances, and will provoke hearty laughter. The family.

"My Son, My Son"—Based on Howard Spring's best seller, this is an excellent production. The acting is excellent and the photography artistic. The interest is kept alive all through and one is in sympathy with the hero, Brian Aherne, because he is a fine character. Adolescents and adults.

"The Chinese Bungalow"—A melodrama on the theme "East Is East and West Is West," set in the Orient. Adolescents and adults.

"The Stars Look Down"—A drama set in a coal mining village, based on the novel by A. J. Cronin, although as those who are familiar with the book will understand, a great deal of the story has of necessity been omitted. Mature.

"House of Seven Gables"—This story is based on the famous novel by Nathaniel Hawthorne. Although the story is not a happy one, as it deals with avarice and blighted love, it does not sadden the spectator because the villain [illegible] his misdeeds. The old house of [illegible] New England design has been faithfully copied from the original which is still standing. Adolescents and adults but all right for children who are not too sensitive.

"Florian, the Emperor's Stallion"—A very fine picture based on the novel by Felix Salton, an author who has a marvelous insight into animal life and intelligence. An exceptional picture which should be seen by all horse lovers and everyone else.

"Flashing Blades"—Figure skating becomes one of the dramatic arts. The highly trained ballet of the Toronto Skating Club provides many spectacular numbers. Music by Agostini.

"Busy Little Bears"—Three cunning bears in the Rocky Mountains with nothing to do and all day to do it in.

"Teddy the Rough Rider"—A stirring, swift and colorful view of Theodore Roosevelt, highly principled, courageous, a lover of the people and of his country and its constitution.

Robt. Hambleton Slugged By Would-Be Robber

TORONTO—Robert Hambleton has been in the limelight. Owner of theatres at Simcoe, Delhi and Tillsonburg, he was driving along a highway in western Ontario late at night carrying the receipts for the day when he was suddenly smacked over the head by a man who had hidden in the rear seat of the automobile. Hambleton wobbled but brought the car to a stop. Fortunately another automobile came along at that moment and also stopped to find out what was wrong.

It looked like a young war between the allies and the thief but the latter bolted into the bush and disappeared. The man had apparently entered the automobile while Hambleton was checking the Capitol at Delhi.

Three Time Standards Rule in Huttonville

TORONTO—Residents of Huttonville, Ont., are in for a time of it until next September because of the use of three different time standards. The town proper decided to remain on standard time but the local industries adopted daylight saving on their own hook. Then the school board discussed the situation and decided to go half way in the matter by advancing the school clocks by half an hour. It all adds up to confusion.

VANCOUVER

AN AIR of calm hangs over Filmrow. Exhibitors have cleaned up their season's bookings and merely come in to exchange films with seemingly little time for social visits. Business is not very brisk, according to reports, some attributing it to the warm spring weather and all blaming some of it on the gasoline controversy which culminated in a motor fuel famine of a few days' duration.

The National Film Society, which is growing in popularity and membership, held a regular meeting at the Stanley, April 28, when it presented a French play, "Betrayal," and two short features, "Finland Speaks" and "The Londoners."

Details of the new theatre to go up on Granville St., are still being held in reserve . . . Ben Plottel and his staff are eagerly awaiting the final results of the Bill Scully Drive which closed last week with the Empire-Universal office here in the lead when last reports were made.

Connie Krebs of the RKO publicity department spent a few days here working in conjunction with Maynard Joiner on the promotion of "Irene," which was shown at the Capitol . . . J. T. Droy booked "Black Limelight" for the Plaza and "North Sea Patrol" for the Colonial.

[illegible] back from a trip in the east and some say there may be an addition to his two theatres, the Bay and York . . . The weekly quiz on the Capitol stage continues to draw well.

'Tom Brown's School Days' World Bow at Ottawa

MONTREAL—World premiere of the film, "Tom Brown's School Days," recently completed in Hollywood, will be held in Ottawa, Major Hugh A. Green, of Montreal, announced.

Major Green, member of the Dominion wartime fishery advisory board, returned from Hollywood where his 19-year-old son, Hugh, took part in the film, with Sir Cedric Hardwicke, English actor, and the youthful star, Freddie Bartholomew.

He said he had obtained permission from the producers to hold the premiere in Ottawa in aid of the Canadian Legion. Sir Cedric and Freddie Bartholomew will make personal appearance at the premiere.

Build in Waterford

WATERFORD, ONT.—Construction is under way here on a theatre scheduled to open in June. The owners are Mr. and Mrs. A. d'Honde, who have the Imperial in Delhi. The manager of the new house will be their son, Aime d'Honde.

Vajda and Wolfson Teamed

HOLLYWOOD—Columbia is teaming Ernest Vajda and P. J. Wolfson to script "He Stayed for Breakfast." B. P. Schulberg is the producer.

Script "Why Was I Born"

HOLLYWOOD — Marion Orth is scripting "Why Was I Born" for Columbia.

Cites "Mass Impact" on Public Mind by Films

EDMONTON—The motion picture industry has had the greatest mass impact upon the public mind of any agency since the founding of the popular press in the belief of Robert Pearson, film censor, who was recently heard in an address on the film industry.

While film companies do not believe in "propaganda," their pictures do much to shape public opinion, said Pearson. "The characters are so tremendously real that the screen becomes an avenue of enchanted delight to most people," he said.

He added that it might be more precisely stated "that the film industry mirrors rather than originates social trends."

The prevalence of crime and gangsters had been widely publicized in the United States before Hollywood began making its crime pictures, he pointed out, therefore motion pictures could only be censured, if at all, for reflecting social conditions.

"Sidewalks of London" a Natural in London, Ont.

LONDON, ONT.—Capitalizing on the coincidence of the names of this city and the picture, Manager William Trudell got some unusual publicity for "Sidewalks of London." Headed by Mayor Allan Johnston, M.P.-elect, members of the city council attended in a body, a few days before the picture opened, the showing of a newsreel of the film's opening made in New York.

In the newsreel were shots of Ald. S. Copp, who attended the premiere with representatives of other Londons on this continent. Leaving the theatre, the council posed for a picture which was printed in a local daily. That was followed by a one-page tieup in the same newspaper, and a two-page tieup in the University of Western Ontario *Gazette*.

Plans Cooling System

WINDSOR—The Palace is scheduled to have a new cooling system soon.

Costly Criticism

MONTREAL—Throwing frozen potatoes and stench bombs at a master of ceremonies in a theatre is costly, two young Montrealers discovered when they were each fined $10 and costs for disturbing the peace. The incident which brought the youths before Recorder-in-Chief Thouin occurred at the Mayfair. Several young patrons took exception to the master of ceremonies and three of them expressed their displeasure with the frozen spuds and stench bombs. The third, on probation from juvenile court, was returned there to be dealt with by Judge Robillard.

In addition to the fines and costs, which the accused paid rather than go to jail for 15 days, the pair were ordered to post a $100 bond each to keep the peace for six months.

MARITIMES

GORDON LIGHTSTONE, general sales manager of Regal Films, spent some time at the Saint John branch . . . R. G. March, 20th Century-Fox branch manager, has returned from the company convention in Chicago.

Mr. and Mrs. F. G. Spencer of the Spencer circuit have returned to their home in Saint John after spending several months at Daytona Beach Fla. . . . Lloyd Mason of the Capitol, Springhill, N. S., has so improved after his recent illness that he is back on the job again.

The Strand, Saint John, brought back "Mr. Smith Goes to Washington" for a second Monday-Tuesday-Wednesday engagement, and packed the house every night.

Joe LeBlanc of the Capitol, Shediac, N. B., was on Filmrow for a day or two en route to the States on a vacation . . . Mr. and Mrs. J. V. McLaughlin of the Opera House, Newcastle, N. B., and their daughter called on some of the exchanges on their way to Boston where they will visit for a couple of weeks.

Recent visitors to Filmrow: A. J. Mason and Lloyd Mason of the Capitol, Springhill, N. S.; H. E. Gaudet of the Capitol, Summerside, P. E. I.; Colin Danson of the Strand, Sussex, N. B., and George Khattar of the Casino, Whitney Pier, N. S.

Lloyd Dunbar, formerly head usher at the Empire, Saint John, is now the ad sales manager and shipper at United Artists, taking the place of William Steen . . . The Capitol, Campbellton, N. B., was the scene of an amateur production of a play sponsored by a women's organization to raise funds for their war work.

Mr. and Mrs. Frank H. Sobey of the Jubilee, Stellarton, N. S., have left by motor on a vacation trip to the west coast . . . Jack Kiely of Montreal, with theatre interests in St. John's, Newfoundland, was a recent visitor to Filmrow.

Leslie Plottel has arrived in Saint John from Montreal to take over as branch manager of the RKO office . . . F. Gordon Spencer of the Spencer circuit was the speaker at a recent meeting of the Kinsmen's Club of Saint John. His subject was "Motion Pictures" and, having visited the major studios in Hollywood just a couple of years ago, he gave a full account of his subject.

A 9 P. M. Curfew Law Invoked in Pembroke

OTTAWA—Because of the proximity of a military camp to Pembroke, the town council of that Ottawa Valley center of 9,000 has ordered the ringing of a curfew bell at 9 p. m. for the purpose of clearing all streets and public places of juveniles under 16 years of age. This will also apply to the O'Brien Theatre, which means that children will not be able to attend late evening shows.

She Sensed a "Hit"

TORONTO—The Toronto *Telegram* pulled a good one when it published the following story:

"We know a woman who was scanning the amusement pages the other evening and remarked to her drowsing son that she thought they really ought to step out to a film some night soon . . . this picture 'Encyclopaedia' was playing at so many places . . . it surely must be a tremendous hit, she added."

The reference, of course, was to the numerous book nights at local theatres, with the newspaper advertisements playing up the offer of a volume of an encyclopaedia for so much extra. The heading over the newspaper comment, of facetious quality, was: "Hollywood's Most Unusual Movie."

Swaying Rocker Attracts For "Invisible Man"

TORONTO—Manager Stanley Andrews of the Capitol, Guelph, earned approving nods for a stunt which he created for the engagement of "The Invisible Man" in which he made use of the window of a vacant store. The feature of the display was a rocking chair which was rocked by a thread through a back-drape which concealed the human agency. In addition to a large announcement poster, a card bearing the words, "He is sitting in this chair —Can you see him?" was placed beside the moving chair. Hundreds of passersby congregated to watch the phenomenon.

Empire-Universal Bowling Crown Won by 'Bearcats'

TORONTO—The winning team in the bowling league of Empire-Universal and affiliated companies proved to be the "Bearcats," the five members of which took down $15 in prize money.

Those who divided the spoils comprised Jim Kudurka, W. Mitchell, W. Devitt, Gladys Tuttle and D. Evans. Two of these enthusiasts also cashed in with individual honors, with Devitt grabbing the $6 prize for season's high average and Miss Tuttle earning $5 for the best two-game score. Miss Mary Hale won the high average for ladies, with Jerry Shumer gaining distinction with a high single award. The high single for men was taken by C. Faith, the reward in this instance being $4. G. Wilson rolled the best double of the series for which he received $5.

In the special windup tournament, the high single was made by Frank Fisher, Ontario branch manager of Empire-Universal. P. Wright took the high double while the winner of the draw was I. Hague. Other winners were M. Holloway, E. Smerdon and P. Hagan, while the team to grab the tourney was the Rovers, comprising P. Wright, Stansfield, M. Holloway, G. Shumer and I. Stern, the prize for this concluding event being $5.

Additional individual cash prizes were awarded to other leading players under the rule that one person could receive only one reward. These included E. Charles, J. Simpson, E. Young, I. Stern, M. Main and M. Mitchell.

A Year's Clearance

TORONTO—A young housewife has shown that it is profitable—perhaps doubly so—to take theatre giveaways, even with the service charge.

A year ago she started to collect the chinaware pieces at the nearby theatre, for which she paid the extra fee of 10 cents each. Eventually she had the complete set of 50 dishes which represented an outlay of $5, according to ordinary mathematical calculation.

She made use of various dishes in the household during the year but, a few days ago, she sold the complete set to another housewife for the neat sum of $10, making a profit of $5.

Extending the mathematical process, the young lady enjoyed a picture show each of the 50 weeks at a cost of 15 cents per performance. (Name of the lady on request).

Naval Service Officials See "Sons of the Sea"

OTTAWA—"Sons of the Sea," a new British feature in color, was privately screened in Ottawa for a number of officials of the naval service, department of national defense, including Sir Percy Nelles, commander of the Royal Canadian Navy. The picture is to be released in the Dominion by Empire-Universal.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT105 Insert Frames
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MT107 Letter Mounting Units
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MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
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MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
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MT268 Reflector Equipment
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MT270 Rheostats
MT271 Safety Devices
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MT273 Sound Projectors, 35mm
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MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
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MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
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MT333 Stage and Effect Lighting
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MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
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MT354 Wood Veneers

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Studios Hold Record Production Pace

HOLLYWOOD—Holding determinedly to its record-shattering pace, Hollywood's production mill has launched another 15 films, including a serial, to maintain the 53-picture total established last week.

Six are in work at Columbia, where "Durango Kid" and "Girls of the Road" received the starting nod. Metro topped its past efforts of the season by hitting an eight-picture mark with the start of "Escape." "Phantom Raiders," at the same studio, went into the cutting room. Monogram, winding up "Amateur Detective," lapsed into temporary idleness.

Paramount also is at a new seasonal high, by reason of the launching of "Mystery Raider," "Ghost Music" and "Victory," which places its total at eight. On the completed side of the ledger is "I Want a Divorce," now being edited. RKO Radio held a seven-picture total by rolling "The Stage to Chino" and completing "$1,000 Marriage." Republic is filming two, having completed "Wagons Westward" and a serial, "The Adventures of Red Ryder."

Twentieth Century-Fox also balanced its accounts, starting "I Married a Nazi" and completing "Pier 13" for a six-picture total. For United Artists, Edward Small completed "South of Pago Pago" and immediately went into production on "Kit Carson." The UA total stands at four. Most ambitious barrage was unleashed by Universal, which gunned "A Modern Monte Cristo," "Slightly Tempted," "I'm Nobody's Sweetheart Now" and a serial, "Junior G-Men." With the completion of "One of the Boston Bullertons," it has five features and a serial in production. Warner boosted its pace to seven with the start of "The Man From Fleet Street" and "The Embezzler."

No Letdown Is Seen; Big Ones Near Work

HOLLYWOOD—There seems to be no letdown in the immediate offing as regards Hollywood's present boom-time production pace—as evidenced by the pretentiously-scaled schedules chalked up by most of the majors for the balance of this month and June

At least one a week until June 15, for example, is the course charted at the Warner plant in Burbank. With "River's End" getting the go-signal May 13, both "City for Conquest" and "The Letter" will roll May 20; "The House on the Hill" and "Santa Fe Trail" June 6; and "Tugboat Annie Sails Again" June 15. May 15 will herald the launching of three at RKO Radio—"Men Against the Sky," "Photo Finish" and "The Other Man." Republic will start "The Girl From God's Country" and "Carolina Moon" May 13, and will follow two days later with "Sundown Marshal." A shuffling in schedules has the studio's "Lady From New Orleans" set back to July 1, with "Hit Parade of 1940" replacing it as an early June start.

Also scheduled for camera work are 20th Century-Fox's "The Great Profile," Paramount's "Doomed Caravan" and Universal's "Spring Parade" and "When the Daltons Rode." The Westwood plant lists, to follow the "Great Profile," such vehicles as "The Practice of Michael Shane" and "Corncob Kelly's Benefit," which Sol Wurtzel will produce; "Libel" and "Flight Surgeon," under Producer Lucien Hubbard's wing; and "The Man With the Shovel" and "Charlie Chan in the Wax Museum," to be co-produced by Walter Morosco and Ralph Dietrich. Universal will gun "Argentine Nights" late this month and will follow June 15 with "Hired Wife." Paramount currently has 43 pictures in writing, filming and editing stages.

Monogram will launch "The Last Alarm" May 15, at which time M-G-M has scheduled a production start on "The Yearling." The latter plant has chartered "Wyoming" for a June 10 getaway and has added "The Adventures of Pierre" to Edgar Selwyn's production schedule, to follow his "Dulcy" and "The Golden Fleecing."

Harry Taylor Sales Head Of Bennett Theatre Plan

HOLLYWOOD—Harry Taylor, whose resignation as western district manager for National Screen Service becomes effective May 18, has joined Constance Bennett, Inc., as sales manager of the theatre division of this cosmetics firm. He will headquarter in Hollywood.

Taylor's new work places him in charge of a cooperative theatre plan that is tied in with Constance Bennett beauty preparations. The plan was originated in the San Francisco territory, where Taylor reports it is being used by 50 Fox West Coast houses. It also is in use in the de luxe Fox theatres in Phoenix and Tucson. Taylor says that plans are now under way for opening of the proposition in various FWC theatres throughout southern California.

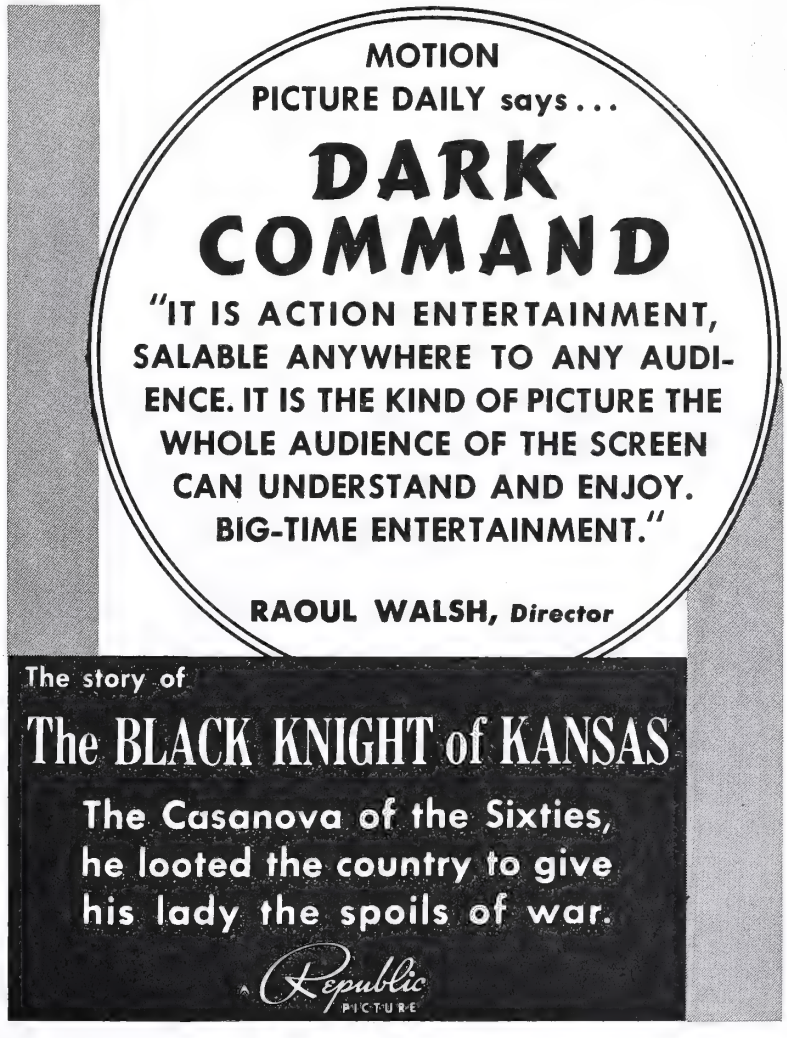
73 Outdoor Theatres Are Built by WPA

WASHINGTON—Of specific interest to the trade is the knowledge that the country is richer by 215 auditoriums and 73 outdoor theatres since the inception of the WPA in 1935. This data is revealed in a report on the progress of the WPA program from the time of its inception, to June 30, 1939, the date of the report.

During the last year that the report covers, 70 new auditoriums were constructed. No outdoor theatres were listed, possibly as an outgrowth of the fact that new provisions in the Emergency Appropriations Act approved in 1939, the funds allotted the WPA were specifically prescribed as not available for theatre operation.

Max Margolies Dead

CINCINNATI — Max Margolies, Republic district manager, died here Monday.



Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Book Store and Window Tieups for "My Son"

ROCHESTER—Tieups and window displays with five book stores featured the campaign of Manager Lester Pollock of Loew's on "My Son, My Son." Pollock also had the local station play the song record named after the picture. A number of jewelry stores used stills showing a jeweler selling rings to Brian Aherne and Josephine Hutchinson. Over 200 taxis carried front and back bumper strips. Pollock also used a teaser trailer two weeks in advance.

Waltz Contest in Kaycee By Lehman for "Irene"

KANSAS CITY—The "Irene" waltz as conceived by the Dance Educators of America was effectively introduced here by Manager Lawrence Lehman of the Orpheum in conjunction with the film. A tieup was made with a local ballroom to hold an "Irene" waltz contest the day the attraction opened. The ballroom advertised the competition in the newspapers and the theatre awarded guest tickets to the ten best teams.

Criterion's Tall Doorman Gets Job Done as "Earl"

NEW YORK—An effective stunt used for "The Earl of Chicago" at Loew's Criterion had Hugh Douglas, six foot seven inch doorman, dressed in a top hat, cutaway coat, striped pants, pearl grey vest and all the trimmings, strolling up and down the Broadway sector on a Saturday, leaving his calling card at numerous places which read: "His Lordship, The Earl of Chicago (Robert Montgomery) Loew's Criterion." Credit for the stunt goes to Manager Seligman and his assistants, Bruner and Linder, and Publicist Phil Laufer.

NUGGETS

RUTH TUCKER of the Pulaski, Little Rock, Ark., gave the fans a novelty guessing contest as a phase of the theatre's campaign on "Pinocchio." About a hundred goldfish were placed in an aquarium and small cash prizes were given to the most accurate guessers to their number in addition to tickets. Estimates were deposited at the store where the tieup was made.

•

Publishers of "All This, and Heaven Too" are putting out a popular-priced edition of the book with 16 illustrations from the picture which features Bette Davis and Charles Boyer. Picture credits will appear on the special jacket made up for the edition.

•

With the approval of the superintendent of schools, the head of the Rhode Island Scholastic Press Ass'n and their faculty advisors, two members of each school paper prepared the Albee, Providence, campaign for "Abe Lincoln in Illinois." Manager Bill Morton and RKO exploiteer Harry W. Reiners arrange the stunt.

•

Bob Portle of the Plaza, Worcester, used a mechanical man street ballyhoo for "The Human Monster."

•

George Freeman of the Poli, Springfield, interviewed Irina Baronova, who appears in "Florian," during her visit to the city for a concert with the Ballet Russe. Bob Carney, assistant at the Majestic, Bridgeport, also made hay with Kay Kyser while he played a local dance engagement, interviewing him on the radio and receiving plugs for "Two Girls on Broadway."

Build "Seventeen" With A Sweetheart Contest

PHILADELPHIA — Silvert Setron, Logan, and Warner's district manager, Larry Graver, ran a contest to find a sweetheart for Jackie Cooper, to build up "Seventeen."

Twenty neighborhood merchants joined in the search, handing out ballots to customers. The community newspaper arranged two pages of cooperative ads with merchants, who also pitched in $100 for the winner. A loving cup, inscribed with Jackie's signature, was also part of the award.

Kid Matinee Problem Solved by Jacobson

DETROIT—The problem of how to keep youngsters under control between the time the doors open and the show starts at his Saturday matinees, has been solved by Edward Jacobson, manager of the Harmony.

Jacobson found that a golf course in the neighborhood was putting out weekly comic cartoon books using strips similar to those in the daily papers. He promptly arranged a tieup so that they are furnished without charge for distribution to the youngsters who sit down quietly and read the "funnies" instead of running around the house making noise and causing confusion.

"Rebecca" Essay Contest Newsworthy in Meriden

MERIDEN, CONN.—An essay contest in which cash prizes were awarded for the best 100-word letter describing the most effective scene in "Rebecca" earned for Manager J. G. Samartano of the Loew's Palace considerable newspaper space during the run. The layout featured different art each day. Samartano reports an enthusiastic response to the contest.

His Newest Customers

SPRINGFIELD, MASS.—Jack Foxe of the Poli, Springfield, claims the distinction of being the first theatre assistant to penetrate a maternity ward with film ballyhoo. Jack was able to persuade two hospitals that he should place two 22x28 cards in the wards reading "Learn How to Take Care of a Baby and see Eddie Cantor in 'Forty Little Mothers.'" The new mothers couldn't wait to get out and see the show.

Rewards Drivers

KANSAS CITY, KAS.—Providing ten tickets to the Electric Theatre to be awarded by motorcycle police to careful drivers, tied in with the current safety campaign and permitted Manager Jack Truitt to effectively publicize "Three Cheers for the Irish."



A Search Is Ended—

Warner's Philadelphia chain and the Philadelphia Record *set out to find the "perfect husband" on the eve of the debut at the Boyd of "Too Many Husbands," aided and abetted by letters written by wives. Result: The "perfect husband," Charles Yocum (second from right above), and his proud spouse who receives his prize from Everett Callow, Warner's local advertising head. Harry Weiner, Columbia manager, whose company's picture started the contest in the first place, watches the proceedings with interest.*



Go Cooperative—

How 12 Cleveland neighborhoods combined to announce the first-run showings of Republic's Gene Autry film, "Rancho Grande." The theatres contributed alike to a general advertising fund for the picture, one angle of which was this four-column ad. Al Gregg, exchange publicity man, handled the promotional details.

Edison's Early Inventions Used to Sell "Young Tom"

DETROIT—Two lobby display cases, one of which was loaned out by Henry Ford from his Greenfield Village, attracted considerable patron interest during the run of "Young Tom Edison" at the Michigan here.

The Ford display case contained some of Edison's early inventions, while the other, devoted to lamps, traced their development from the time of the caveman down to the present.

Three National Ties Are Made for "Torrid Zone"

NEW YORK—A national pre-selling campaign has been launched by Warner Bros. for "Torrid Zone," starring James Cagney, Ann Sheridan and Pat O'Brien, with three important national tieups, the House of Westmore, Auto-Lite Spark Plugs and the Goldman Co., manufacturers of play clothes.

Theatre Rackets Are Detailed by Lamm

CLEVELAND—Theatre rackets are a common practice of petty crooks In order to acquaint managers who may be duped, Julius Lamm, Warner theatre manager, calls attention to these:

Racket No. 1: "Screen Advertising Salesman": He will find out the manager's name and approach your merchant using your approval, and sell him space on your screen without your knowledge, then blow town with all the money he collected. Merchants must be instructed and warned never to contract for anything in connection with your theatre without first consulting you personally.

Racket No. 2: Two people usually work this stunt. The first one will buy a ticket and will give you a $10 bill, on the bill there will be a name and address written, but in most instances the cashier will not see this at the time of the purchase. About five minutes later, another man will buy a ticket and give the cashier a $1 bill. When he reaches the doorman he will say that he was short-changed. Of course, the cashier says he was mistaken. The man asks for the manager and when he arrives, will say: "I remember now. I had my name and address written on my $10 bill." The manager will look over the $10 bills and sure enough he finds the bill the patron's partner left there. The manager will then tell the cashier she must have made a mistake as the patron identified the bill. The manager will give the patron $9 and when he checks up at night he will be $9 out.

Racket No. 3: This one is usually worked by a man and a woman. A woman faints in the theatre, and a man sitting near her will call the usher. When the usher arrives, he will inform the usher that he will help carry the woman out and will ask to have the woman taken into the manager's office for treatment. A few minutes later, if the opportunity presents itself, you will find out that this was a stickup to get into your office and make you open the safe. Under no circumstance permit anyone in your office unless you know him.

Strictly Press Stuff For Roach Fantasy

Philadelphia—Warner staff men took "One Million B. C." down to the Philadelphia Zoo and screened it for an audience made up of two chimpanzees, several dozen snakes, two skunks, five macaws and half a dozen newspaper reporters.

The spectators immediately reverted to type, the monkeys climbing up the poles, the macaws screeching, the snakes hissing, the skunks . . . well, use your imagination . . . and the reporters writing bang-up stories for their papers.



"WIND" IN WINDY CITY REGAINS DOMINANCE

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Chicago 200

BUCK BENNY RIDES AGAIN—
Los Angeles 200
New York 170

IT ALL CAME TRUE (dual)—
New Haven 180

TWO GIRLS ON BROADWAY—
New York 175

ONE MILLION B. C.—
Philadelphia 160

MY SON, MY SON—
Cincinnati 150

EXTENDED RUNS

Gone With the Wind, 20th wk., New York; 15th wk., Chicago.

Rebecca, 6th wk., New York; 5th wk., Philadelphia; 3rd wk., Chicago, Cincinnati.

Johnny Apollo (dual), 3rd wk., Seattle.

Too Many Husbands (dual), 3rd wk., Seattle.

BOSTON

Fenway—**Grapes of Wrath** (20th-Fox); **The Farmer's Daughter** (Para't), 2nd run..... 60
Keith Memorial—**It's a Date** (Univ); **Viva Cisco Kid** (20th-Fox), 3rd wk..... 40
Metropolitan—**My Son, My Son** (UA); **On Their Own** (20th-Fox) 120
Orpheum—**Young Tom Edison** (M-G-M); **Two Girls on Broadway** (M-G-M) 135
Paramount—Same as Fenway 65
State—Same as Orpheum 130

CHARLOTTE

Broadway—**Black Friday** (Univ) 90
Carolina—**The Shop Around the Corner** (M-G-M) 100
Imperial—**Star Dust** (20th-Fox), 1st half.....100
Imperial—**Raffles** (UA), 2nd half 100
State—**Zanzibar** (Univ) 100
Tryon—**The Lucky Texan** (Mono).....100

CHICAGO

Apollo—**Johnny Apollo** (20th-Fox), 2nd wk.... 75
Chicago—**Buck Benny Rides Again** (Para't), plus stage show 100
Garrick—**Virginia City** (WB), 3rd loop wk..... 80
Oriental—**Gone With the Wind** (M-G-M), 15th wk. 200
Palace—**Abe Lincoln in Illinois** (RKO); **The Saint's Double Trouble** (RKO) 70
Roosevelt—**The House Across the Bay** (UA).. 90
State-Lake—**Castle on the Hudson** (FN), 2nd loop wk., plus stage show..... 90
United Artists—**Rebecca** (UA), 3rd wk.....105
Woods—Same as Oriental 200

CINCINNATI

Albee—**Star Dust** (20th-Fox) 120
Capitol—**Johnny Apollo** (20th-Fox), 2nd wk...110
Keith's—**Dr. Kildare's Strange Case** (M-G-M)..115
Lyric—**Shootin' High** (20th-Fox); **Free, Blonde and 21** (20th-Fox) 110
Palace—**My Son, My Son** (UA) 150
Shubert—**Rebecca** (UA), 3rd wk. 120

CLEVELAND

Allen—**It's a Date** (Univ), 2nd wk.....125
Hippodrome—**'Til We Meet Again** (FN).....100
Palace—**It All Came True** (WB), plus stage show 135
State—**The House Across the Bay** (UA)..... 70
Stillman—**Slightly Honorable** (UA) 50

DALLAS

Capitol—**Man With Nine Lives** (Col), 1st part.. 95
Capitol—**Enemy Agent** (Univ), 2nd part..... 85
Capitol—**Women Without Names** (Para't), 3rd part 90
Majestic—**Young Tom Edison** (M-G-M).....110
Palace—**The Primrose Path** (RKO) 105
Rialto—**Doctor Kildare's Strange Case** (M-G-M), 1st half 110
Rialto—**And One Was Beautiful** (M-G-M), 2nd half 95
Tower—**Strange Cargo** (M-G-M), 2nd wk.....125

DENVER

Aladdin—**It's a Date** (Univ); **Young as You Feel** (20th-Fox), after wk. at Denver.....115
Denham—**The Road to Singapore** (Para't), 2nd wk. 205
Denver—**My Son, My Son** (UA); **High School** (20th-Fox) 100
Orpheum—**Abe Lincoln in Illinois** (RKO); **Dr. Kildare's Strange Case** (M-G-M) 100
Paramount—**Star Dust** (20th-Fox); **Half a Sinner** (Univ) 115
Rialto—**Rebecca** (UA), after a wk. at each the Denver and Aladdin; **Framed** (Univ).....105

DETROIT

Adams—**Johnny Apollo** (20th-Fox); **Star Dust** (20th-Fox), after 1 wk. at Fox..... 95
Cinema—**Tevya** (SR) 175
Fox—**The Doctor Takes a Wife** (Col); **Dark Command** (Rep) 100
Michigan—**'Til We Meet Again** (FN); **House Across the Bay** (UA) 95
Palms-State—**Dr. Ehrlich's Magic Bullet** (FN); **Full Confession** (RKO) 80
United Artists—**Pinocchio** (RKO); **Millionaire Playboy** (RKO), 2nd wk. 85

INDIANAPOLIS

Alamo—**Marshal of Mesa City** (RKO); **Knights of the Range** (Para't) 80
Circle—**Alias the Deacon** (Univ); **An Angel From Texas** (FN) 90
Indiana—**'Til We Meet Again** (FN); **King of the Lumberjacks** (WB) 65
Loew's—**My Son, My Son** (UA); **Over the Moon** (UA) 110
Lyric—**In Old Missouri** (Rep), plus Jan Garber Orchestra 109

KANSAS CITY

Esquire—**Alias the Deacon** (Univ) 70
Midland—**The House Across the Bay** (UA); **And One Was Beautiful** (M-G-M).....105
Newman—**It All Came True** (WB).....100
Orpheum—**A Bill of Divorcement** (RKO); **An Angel From Texas** (FN) 85
Tower—**Shootin' High** (20th-Fox), plus stage show 115
Upton—Same as Esquire 75

LOS ANGELES

Chinese—**Johnny Apollo** (20th-Fox); **And One Was Beautiful** (M-G-M) 115
Downtown—**Dark Command** (Rep); **Tear Gas Squad** (WB) 100
Four Star—**Rebecca** (UA), 5th wk.....125
Hillstreet—**Doctor Takes a Wife** (Col); **Double Alibi** (Univ) 150
Hollywood—Same as Downtown.....100
Pantages—Same as Hillstreet.....125
Paramount—**Buck Benny Rides Again** (Para't), plus stage show 200
State—Same as Chinese.....140

MILWAUKEE

Palace—**Of Mice and Men** (UA); **Blondie on a Budget** (Col) 105
Riverside—**Outside the 3 Mile Limit** (Col), plus Vincent Lopez on stage.....140
Strand—**Northwest Passage** (M-G-M); **Too Many Husbands** (Col) 110
Warner—**Rebecca** (UA), 2nd wk.; **An Angel From Texas** (FN) 115
Wisconsin—**Johnny Apollo** (20th-Fox); **Star Dust** (20th-Fox) 115

MINNEAPOLIS

Aster—**Black Friday** (Univ); **Free, Blonde and 21** (20th-Fox) 90
Century—**Dr. Ehrlich's Magic Bullet** (WB).... 80
Esquire—**The Puritan** (French) 70
Gopher—**The Ghost Comes Home** (M-G-M).... 80
Orpheum—**It All Came True** (WB)..... 80
State—**It's a Date** (Univ) 95
World—**Abe Lincoln in Illinois** (RKO), 2nd wk..100

NEW HAVEN

College—**Johnny Apollo** (20th-Fox); **Star Dust** (20th-Fox), 2nd wk. 110
Loew-Poli—**Forty Little Mothers** (M-G-M); **And One Was Beautiful** (M-G-M)..... 70
Paramount—**The Blue Bird** (20th-Fox); **Knights of the Range** (Para't)..... 95
Roger Sherman—**It All Came True** (WB); **House Across the Bay** (UA) 180

NEW ORLEANS

Center—**Half a Sinner** (Univ)..... 90
Globe—**Cisco Kid and the Lady** (20th-Fox).. 85
Lafayette—**Grandpa Goes to Town** (Rep), plus stage show 135
Liberty—**It's a Date** (Univ), 2nd wk..... 90
Orpheum—**'Til We Meet Again** (FN).....135
Saenger—**Johnny Apollo** (20th-Fox) 140
State—**Strange Cargo** (M-G-M), 2nd wk.....145
Tudor—**Geronimo!** (Para't) 125

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 20th wk. 150
Capitol—**Strange Cargo** (M-G-M) 120
Criterion—**Two Girls on Broadway** (M-G-M)..175
Globe—**Man With Nine Lives** (Col) 80
Paramount—**Buck Benny Rides Again** (Para't), plus stage show 170
Radio City Music Hall—**Rebecca** (UA), 5th wk., plus stage show 140
Rivoli—**French Without Tears** (Para't)..... 50
Roxy—**One Million B. C.** (UA), plus stage show. 85
Strand—**'Til We Meet Again** (FN), 2nd wk., plus stage show 95

OMAHA

Brandeis—**The Doctor Takes a Wife** (Col); **Curtain Call** (RKO) 120
Omaha—**The Man From Dakota** (M-G-M); **Congo Maisie** (M-G-M) 100
Orpheum—**Johnny Apollo** (20th-Fox); **Adventure in Diamonds** (Para't) 100

PHILADELPHIA

Aldine—**My Son, My Son** (UA), 2nd wk.....120
Boyd—**Rebecca** (UA), 5th wk. 120
Earle—**Dark Command** (Rep) 90
Fox—**'Til We Meet Again** (FN) 90
Karlton—**It All Came True** (WB).....100
Keith's—**Pinocchio** (RKO) 105
Stanley—**Primrose Path** (RKO) 110
Stanton—**One Million B. C.** (UA).....160

PITTSBURGH

Alvin—**Star Dust** (20th-Fox); **A Chump at Oxford** (UA) 60
Barry—**Men Without Souls** (Col); **Invisible Killer** (SR) 80
Fulton—**Johnny Apollo** (20th-Fox) 125
Penn—**My Son, My Son** (UA).....110
Ritz—**Young Tom Edison** (M-G-M), 2nd d. t. wk. 100
Senator—**Too Many Husbands** (Col), 2nd d. t. wk. 60
Stanley—**House Across the Bay** (UA); Phil Spitalny Orchestra 90
Warner—**Sidewalks of London** (Para't); **Three Cheers for the Irish** (FN) 70

PORTLAND, ORE.

Broadway—**It All Came True** (WB); **Alias the Deacon** (Univ) 90
Liberty—**Star Dust** (20th-Fox); **Adventure in Diamonds** (Para't) 90
Mayfair—**Of Mice and Men** (UA) 90
Orpheum—**In Old Missouri** (Rep); **Half a Sinner** (Univ) 85
Paramount—**Irene** (RKO); **Free, Blonde and 21** (20th-Fox) 105
United Artists—**Florian** (M-G-M); **And One Was Beautiful** (M-G-M) 90

SALT LAKE CITY

Capitol—**Free, Blonde and 21** (20th-Fox); **Light That Failed** (Para't) 105
Centre—**Buck Benny Rides Again** (Para't)...110
Rialto—**Primrose Path** (RKO); **Saint's Double Trouble** (RKO) 110
Roxy—**Cowboy Quarterback** (WB); **Torchy Runs for Mayor** (WB), plus local vaude...115
Studio—**My Son, My Son** (UA).....115
Utah—**Invisible Man Returns** (Univ); **Star Dust** (20th-Fox) 105

SEATTLE

Blue Mouse—**Johnny Apollo** (20th-Fox); **Ma, He's Making Eyes at Me** (Univ), 3rd wk..... 90
Fifth Avenue—**Irene** (RKO); **On Their Own** (20th-Fox), 2nd wk. 90
Liberty—**Too Many Husbands** (Col); **Convicted Woman** (Col), 3rd wk. 90
Music Box—**Primrose Path** (RKO); **Farmer's Daughter** (Para't), 3rd wk. 90
Orpheum—**Alias the Deacon** (Univ), plus stage show 100
Palomar—**Dark Command** (Rep), plus vaude..110
Paramount—**Buck Benny Rides Again** (Para't); **Honeymoon Deferred** (Univ) 125

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Adventures of Wild Bill Hickok
We didn't like this serial. The patrons got tired of waiting for the end which was nothing. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix Tisdale, Ritz, Brantley, Ala.

Blazing Six Shooters
This is one of Starrett's better western pictures. Pleased all of our western fans. Business fair. Fri., Sat. Weather: Cloudy, cool. Admission: 25-10. Small town patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

His Girl Friday
A good picture that pleased all who saw it. Above average at the boxoffice. This fine picture deserves preferred playing time. Thur., Fri., Sat. Weather: Good. Admission: 25-10. Small town patronage. Population: 600. Capacity: 350. —John L. Bush, Ritz, Little River, Kas.

His Girl Friday
Good on any day. A fast noisy comedy that will shake the dust off your ceiling lights. Hail Columbia! Our tenth year screening Columbia product and every one a good deal. Wed., Thurs., Fri. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

First National

Three Cheers for the Irish
A picture that every one seemed to enjoy. Good comedy. Alan Hale added lots of fun to the picture. Priscilla Lane always a good drawing card here. It's worth playing. Business good. Sun., Mon. Weather: Fair, cool. Admission: 25-10. Small town patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

Metro-Goldwyn-Mayer

Another Thin Man
Good mystery story and good picture of that kind. The baby was cute. Did not draw very well. Sun., Mon. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388. —Felix Tisdale, Ritz, Brantley, Ala.

At the Circus
Played on Bank Night. Enjoyed by all. Even those that don't like the Marxes enjoyed the circus. Fair business. Wednesday. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix Tisdale, Ritz, Brantley, Ala.

Remember?
Played on Bank Night. All the Taylor fans pleased, which is the majority. Should have played it Sunday and Monday. Fair entertainment. Wednesday. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix Tisdale, Ritz, Brantley, Ala.

Paramount

Geronimo!
Brought the Indian heads in at the boxoffice even though the women stayed at home. Andy Devine pays his way at this theatre. Sun., Mon., Tues. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Road to Singapore
One of those light fast moving musical comedies that makes your patrons all glad they came. Bing and Bob team well together and I believe the public will demand more of the combination. Lamour was her usual seductive self. Business great in spite of rain. Five days. Admission: 25-10. Town and rural patronage. Population: 3,500. Capacity: 450.—Charles Hoge, Dickinson, Olathe, Kas.

Santa Fe Marshal
This Cassidy western with "Cat and Canary" drew them through tempest and flood "Pop" Sherman shoots westerns, but by his standards other producers just shoot at them. Saturday. Weather: All wet. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Republic

Pioneers of the West
Just a western of the Three Mesquiteers. Fair business, no comment. Fri., Sat. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix Tisdale, Ritz, Brantley, Ala.

Wolf of New York
This one is nothing to crow about. Will please only a few that go for this type picture. Fri., Sat. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

20th Century-Fox

Drums Along the Mohawk
Good business on this one. The Technicolor Indians scared the women, but they liked the picture just the same. Sun., Mon., Tues. Weather: Cloudy. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Grapes of Wrath
Comparable to "Wuthering Heights" as a masterpiece of acting. Every character perfectly cast. Somewhat depressing however and patrons did not go out enthused. Did a nice business on it though. Sun., Mon., Tues., Wed. Weather: Fair, cold. Admission: 25-10. Town and rural patronage. Population: 3,500. Capacity: 450.—Charles Hoge, Dickinson, Olathe, Kas.

Here I Am a Stranger
But no one was; we were lucky enough to catch our regulars with this picture, although it was sold in the top block. I wondered why the trailer was so uninspired until I saw the picture. Sun., Mon., Tues. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Pack Up Your Troubles
Wish we could when we played this one. Jane Withers pictures are quite disappointing. They get by—yeah, they get bye, bye. Wed., Thurs., Fri. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Rains Came, The
Very good picture that played to good crowds despite a basket ball tournament the same nights. Maria Ouspenskaya almost steals the show. Brenda Joyce a good discovery. Sat., Sun. Weather: Warm. Admission: 35-10. Rural patronage. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

Shipyard Sally
Only one thing good, music, the rest smells. Very, very few comments. Billed with "Wyoming Outlaw" and drew below average. Fri., Sat. Weather: Cold. Admission: 30-10. Rural patronage. Population: 1,300. Capacity: 264.—F. Kenyon Reed, Shinglehouse, Shinglehouse, Pa.

Swanee River
A grand picture and a natural for the boxoffice. Give it every thing you've got, including playing time. Many returned the second night and planked down their quarter to see it over again. Sun., Mon., Tues. Weather: Rain. Admission: 25-10. Small town patronage. Population: 600. Capacity: 350.—John L. Bush, Ritz, Little River, Kas.

20,000 Men a Year
Nice surprise, but customers acted as if they expected it. Three good days on this one. Wed., Thurs., Fri. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

20,000 Men a Year
Don't bank on this one to pay off the mortgage. When the kids don't go for an airplane picture there is something lacking. I did not look for much on Good Friday but Saturday was a flop also. Just a fair program picture with the wrong allocation. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486. —A. E. Andrews, Emporium, Emporium, Pa.

United Artists

They Shall Have Music
I can't say but one thing good about this picture—good story. It might go over in a big way in a city. That Heifetz guy and his violin didn't make film rental. If I had the day to go over I would not play it. Sun., Mon. Weather: Fair. Admission: 25-10. Small town patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

Universal

Destry Rides Again
A super-western at top allocation that pleased

(Continued on page 100)

HOLLYWOOD MOTION PICTURE REVIEW
says
DARK COMMAND

"This is the finest picture ever produced by Republic and one that every exhibitor should play. It will hold up for extra playing time and be a money-maker on your preferred play dates. There is never a dull moment, and the tempo is fast."

RAOUL WALSH, *Director*

•

The story of
The BLACK KNIGHT *of* KANSAS

Women were powerless in his arms . . . thrilled by his embrace . . . horrified by his ruthlessness . . . fascinated by this man they were ashamed to love.

A REPUBLIC PICTURE

Date.....1940

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: Exhibitor Has His Say :

(Continued from page 99)

my patrons, which were many. The checker grew tired of counting so many faces, he went to sleep. Universal still got a nice overage. Sun., Mon. Weather: Clear, crisp. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486. —A. E. Andrews, Emporium, Emporium, Pa.

Little Accident
That's possibly what it was. With Sandy and Hugh Herbert working on the set, Univ should have turned out a BIG one. But that would have been another story. Country people would really go for Sandy if Univ would take her pictures off the dole. Wed., Thurs., Fri. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Little Accident
A dandy little program picture full of entertainment. Business fair in spite of poor roads and bad weather. Wed., Thurs. Weather: Cold and snow. Admission: 35-15. Small town and rural patronage. Population: 2,500. Capacity: 500.—Beatty & Johnston, Capitol, Red Deer, Alberta.

Mikado, The
An operetta by Gilbert and Sullivan. I wondered for a long time what I was going to do with it. I put it on Wednesday-Thursday and half of my audience walked out. It cost me three times what I paid for it to run it. In return I received an apology from the salesman who sold it. Nice going. Weather: Good. Admission: 40-10. General patronage. Population: 3,000—A. E. Andrews, Emporium, Pa.

Rio
While this picture did a fair gross for two days, I still think "The Mikado" the week previous cut the attendance down at least 30 per cent. People don't easily forget a show they walk out on, and that was it. Wed., Thurs. Weather: Cloudy. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Tower of London
I heard this one was a bad gruesome baby, so made reservations to see it myself. I became much interested and consider it fair entertainment. It would be hard to sell it to the public without an inducement like Bank Night or Wahoo. Wed., Thurs. Weather: Rainy. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486. —A. E. Andrews, Emporium, Emporium, Pa.

Tower of London
No good at the boxoffice. I am going to use Karloff's ax on the next salesman that even tries to sell me an English picture. Saturday. Weather: OK. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Tropic Fury
These Arlen-Devine action pictures are some consolation for the eggs delivered by Universal. We play them on our Saturday double feature program and they please. Weather: Cloudy. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Warner Bros.

Dead End Kids on Dress Parade
This show has a good moral and is fine for children, however our adult patronage likes them better in the tough roles that first brought them to the scene. Sat., Sun. Weather: Cold. Admission: 35-10. Rural patronage. Capacity: 250.—H. M. Weydahl, Killdeer, Killdeer, N. D.

Elizabeth and Essex
Not a bad picture, but very low in boxoffice value, WHICH WAS taken care of by re-allocation. Bette Davis gave her usual good performance, but the story was just too quaint for our modern youth. The older people really enjoyed it. Sun., Mon. Weather: Cold. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486. —A. E. Andrews, Emporium, Emporium, Pa.

Elizabeth and Essex
One of the finest historical pictures we have ever played. Cast good, acting outstanding. Business fair. Mon., Tues. Weather: Cold. Admission: 35-15. Small town and rural patronage. Population: 2,500. Capacity: 500.—Beatty & Johnston, Capitol, Red Deer, Alberta, Canada.

Invisible Stripes
A good picture of its type (the world won't give an ex-convict a chance type) but not good boxoffice for me. My patrons don't like too many prison or gangster pictures. If you cut the shooting sequence from the trailer, it may garner in a few more lady patrons. Wed., Thurs. Weather: Cool. Admission: 25-10. Small town patronage. Population: 876. Capacity: 165.—Walter J. Buchholtz, New Haven, New Haven, Mo.

It All Came True
Second theatre in Kentucky to play this one (as far as I know). That Sheridan gal has got it. Good picture, business extra good. Don't pass this one up. Pleased 100 per cent. Wed., Thurs. Weather: Fair, warm. Admission: 25-10. Small town patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

United Artists (——) 83 Minutes Rel. May 17, '40

A hilarious sally into the field of droll fantasy in which the famed Thorne Smith novel has been—to some extent, at least—expunged of its risque motivations, this stands as one of the season's funniest and most unusual comedies. It's definitely not for the kiddies, but audiences seeking novel entertainment are sure to acknowledge complete satisfaction with the ludicrous results ensuing when John Hubbard and Carole Landis, as a scrappy husband and wife, find they have exchanged bodies—the wife going to the office, the husband running the home. Hal Roach, who both produced and directed, paced it for laughs all the way and lined up a sterling comedy cast into the bargain. Outstanding in support are William Gargan, Donald Meek and Adolphe Menjou.

Carole Landis, John Hubbard, William Gargan, Donald Meek, Adolphe Menjou, Mary Astor, Verree Teasdale.

Turnabout A Comedy

Warner Bros. (——) 55 Minutes Rel. June 2, '40

Another in the series of international spy films currently on the market and a good action picture which should keep the thrill fans in suspense. The story deals with the invention of what is called an inertia projector which has the power of stopping mechanical devices in motion. Quite obviously, it is owned by the government, with foreign agents after the plans. James Stephenson is leader of the sabotage ring, and Ronald Reagan is the G-man out to put a crimp in the unorthodox activities. He succeeds after taking quite a bit of punishment. Lya Lys plays a small part. Romance is nil, the main theme dealing with the efforts of the ring to secure government information and being thwarted by Operator Reagan. Lewis Seiler directed.

Ronald Reagan, John Litel, Lya Lys, James Stephenson, Eddie Foy jr., Robert Warwick, Frank Mayo.

Murder in the Air F Spy Melodrama

Warner Bros. (——) 74 Minutes Rel. May 18, '40

Commercial aviation has served before as a substantial basis for story material. In varying degrees of excellence it has provided fair drama, fair comedy but rarely as a vehicle for further enhancing the promising talents of such youthfuls as Jane Wyman, Wayne Morris, Dennis Morgan. Aided by Virginia Bruce and Ralph Bellamy, they give out with what the audience demands and relishes in "Flight Angels." It's a tale of airline Casanovas—Morgan and Morris—romancing stewardesses, experimental aviation, CAA rules and regulations and plenty of reliable situations. The production details never wane in the aeronautical sense. The story dashes about merrily, dramatically, cattishly and always entertainingly. The country is interested in aviation and a turnout seems assured for this one. Lewis Seiler directed.

Wayne Morris, Virginia Bruce, Jane Wyman, Dennis Morgan, Nell O'Day, Ralph Bellamy.

Flight Angels F Comedy-Drama

20th-Fox (——) 58 Minutes Rel. July 12, '40

Embellished by a generous supply of feminine pulchritude, this ordinary tale of jewel thieves fits into its designated program spot neatly enough. Conception of the yarn apparently placed no strain on ingenuity of parties concerned. The pretty heroine who puts the finger on the mob is Florence Rice. She meets Kent Taylor who falls in love with her. Taylor believes she is a clever jewel thief and has Miss Rice, who is really a woman detective, join the gang headed by Lionel Atwill. Miss Rice operates from a women's hotel. The curiosity of a chambermaid hastens the climax, which results in Taylor being killed as he tries to escape from the hotel. Although an effort is made to dress up the production, producers should know that hotels for women are far from swanky, as portrayed. Ricardo Cortez directed.

Florence Rice, Kent Taylor, Lionel Atwill, Katharine Aldridge, Mary Treen, Joan Valerie.

Girl in 313 F Melodrama

Universal (——) 61 Minutes Rel. June 21, '40

Unpretentious, but occasionally funny burlesque on the song-writing business, containing a little too much raucous slapstick for the more discriminating tastes. As lightweight supporting material, however, it should prove adequate, despite the negligible draw of the cast. Director Albert S. Rogell can be credited for spotting his laughs in the right places, but must plead guilty for frequently allowing the proceedings to become much too noisy for comfort. Johnny Downs, a composer, is virtually kidnaped by Broderick Crawford, public enemy number three, who fancies himself a lyricist. Their combined effort—an atrocious song—reaches the top of the hit parade when Crawford applies racketeering tactics to song-plugging, and the mobster gives up to the law so he can write undisturbed in a prison cell.

Broderick Crawford, Johnny Downs, Peggy Moran, Jessie Ralph, Gertrude Michael, Warren Hymer.

I Can't Give You Anything But Love, Baby F Comedy With Music

Universal (——) 62 Minutes Rel. May 10, '40

A timely and mildly engrossing drama of the Russo-Finnish embroglio, and which should serve with average distinction as supporting fare. The feature is retarded from attaining a higher station through mediocre scripting and direction, and the want of important cast names. Philip Dorn, a Finn, and Reed Hadley, a Russian, compete in the 1936 winter Olympic Games ski marathon, and become fast friends despite racial differences. Dorn returns to Finland, where war with Russia is declared, and Dorn and his townsmen station themselves in a dangerous mountain dugout to stave off the enemy. When the Russians begin to mine the mountain, Dorn volunteers to try to prevent the operation. He meets his friend Hadley, who refuses to shoot him; Hadley is killed, and Dorn's objective is accomplished. Directed by Lew Landers.

Philip Dorn, Luli Deste, Stanley Fields, Samuel S. Hinds, Reed Hadley, Edward Norris, John Qualen.

Ski Patrol F Melodrama

Paramount (3933) 67 Minutes Rel. May 10, '40

A good example of compact, melodramatic comedy, produced for the program brackets and certain to please in those spots. Other than Charlie Ruggles, it carries nothing in the way of a draw cast, but the players are vigorous and pleasing and the story, albeit a bit ridiculous in spots, carries its share of chills and chuckles. Gravest indictment, perhaps, is its lack of originality. Ruggles and Robert Paige are newspaper reporters. Staging an elaborate ruse to promote a vacation for Paige, they encounter a trunk, bought at auction, which contains a woman's body. Then ensues the chase, in which they are joined by Janice Logan, who also wants the trunk—but for purely innocent reasons, of course. The windup has Paige scooping the world on the murder and winning the girl. George Archainbaud directed.

Charlie Ruggles, Janice Logan, Robert Paige, William Frawley, Florence Shirley, Lawrence Grossmith.

Opened by Mistake F Mystery Comedy

20th Century-Fox (038) 81 Minutes Rel. May 10, '40

Lavish production handling and a hard-working cast manage to surmount a somewhat dated and contrived story of international intrigue and jewel-thievery in this one, which should register in the upper brackets and show a tidy profit if given the benefit of the smart exploitation handling it requires. The story is, at best, an amusing fable, played with tongue in cheek by the principals; of whom Peter Lorre, as an eccentric pickpocket, and Erich Von Stroheim, returning after a long absence from the American screen, are the stand-outs. Weakest link in the talent lineup is Richard Greene, who displays a complete lack of conviction in his role. Gregory Ratoff injects considerable suspense and a number of amusing moments into his direction and Zorina scores in a brilliantly staged ballet number.

Zorina, Richard Greene, Peter Lorre, Erich Von Stroheim, Fritz Feld, Sig Rumann, Cora Witherspoon.

I Was an Adventuress F Comedy-Drama

Republic (942) 66 Minutes Rel. Mar. 22, '40

"Rancho Grande" is a formula story strung up on a song. It is pleasant, but dull, although Gene Autry fans will approve of their hero. He runs a big ranch, supervises construction of an irrigation line, makes two youngsters from the east toe the line, rides, fights and sings. It is the sort of film with which audiences can relax. The performances are good, in the western sense. Fundamentally, Autry has a time with June Storey and Dick Hogan, heirs to the ranch, who come from the east. Their young sister, Mary Lee, takes to the outdoors, but her elders balk at the lack of excitement. At the conclusion they seem satisfied with the state of things after Autry outwits a scheming landgrabber in a running fight. Director: Frank McDonald.

Gene Autry, Smiley Burnette, June Storey, Mary Lee, Dick Hogan, Joseph De Stephani.

Rancho Grande F Western

SELLING ANGLES: **"Flight Angels"**

Look back over the newspapers of the past few months and select the articles about the safety factor in commercial aviation and have them blown up. Specifically, one concerned the advisability of pregnant women flying. This film has such an incident—a baby is born aloft. In the line of player exploitation plug Morgan, Miss Wyman, Bellamy and the other supporting players for all that can be gotten out of such procedure. Tie in with the local air transportation ticket sellers. It's American Airlines pictures.

CATCHLINES:

They Romance, Clown and Fly . . . They'd Rather Sprout Wings Than Live to Be a Hundred.

A Girl in Every Airport . . . A Schedule to Meet . . . They Have an Exciting Time of It . . . You Will, Too.

SELLING ANGLES: **"Ski Patrol"**

Sell this as the first picture based upon the recent Finnish-Russian war and give the marquee and advertising credits to Luli Deste and Philip Dorn, billing them as two of the screen's most promising new players. The ski-patrol angle has received plenty of nation-wide publicity through newspaper stories and layouts in "Life," "Look" and other magazines. Obtain copies of these publications and blow up some of the illustrations for your lobby pieces. Dress attendants in costumes approximating those used by the Finnish soldiers.

CATCHLINES:

Their Lives Were Devoted to Their Homelands . . . But They Fought the Grim Game of War . . . to the Bitter End.

Friendship Meant More Than the Barrier of Racial Strife . . . But to Kill Meant to Save All That Was Dear to Them.

SELLING ANGLES: **"Rancho Grande"**

For this one, all the Gene Autry props and stunts. His following should be satisfied. Miss Storey is the most personable young actress to appear on the western scene in many a day. The title song has faded from popular attention but has every indication of interesting revival. The line of Autry novelties includes a stationery portfolio. Miss Storey can be exploited along feminine footwear lines. The Columbia record company has a platter made by Autry.

CATCHLINES:

Out Where the Buffalo Wander . . . And Where Brawn and Brains Uncover a Plot to Take Over "Rancho Grande."

Gunplay and Songplay . . . As Autry Pulls Strings to Snare a Secret Plotter.

SELLING ANGLES: **"Murder in the Air"**

Headlines from newspapers which feature spy activities should be posted in the inner and outer lobby. Considerable interest can be built up around the so-called inertia projector if a miniature facsimile can be made and encased in glass for prominent display. Invite inventors with novel ideas pertaining to airplanes, Zeppelins and the like to exhibit their designs in the theatre. Pages from "Popular Mechanics" and other magazines dealing with new inventions and ideas should be played up. Cards at newsstands should help attract attention.

CATCHLINES:

G-Men Curb Spy Ring Activities . . . Foreign Undercover Agents Meet Another Waterloo.

Action, Suspense and Thrills Highlight This Drama of Sabotage.

G-Men on the Hunt for International Spies.

SELLING ANGLES: **"I Can't Give You Anything But Love, Baby"**

The song numbers—particularly the title tune, a well-known torch song—are the most exploitable factors herein, although the name of Johnny Downs might be of some value on the marquee. Hold a contest in which amateurs contribute popular songs, and arrange to have the best of them played by a dance band, the leader of which might be the judge of the contest. Another contest could be built around submission of the longest lists of song titles containing the word "love."

CATCHLINES:

He Wrote Songs . . . And Walked Amid a Cloud of Trouble That Turned Out to Have a Silver Lining.

A Couple of Public Enemies . . . Who Exchanged the Music of a Machine Gun for the Tinkle of a Love Song.

SELLING ANGLES: **"I Was an Adventuress"**

Stage a "mystery" campaign in behalf of Zorina. Mask a girl in a black veil, with the word "Zorina" on it, and have her go through the streets. Zorina, it is claimed, has one of the world's most perfect figures. Place a life-sized cutout of her in lobby and award free admission to women coming closest to her measurements. Contact exchange for information on commercial tieups arranged for Zorina, Richard Greene and other cast members. Make tieups with jewelry stores, planting stills from the picture in their windows.

CATCHLINES:

Modern Musketeers . . . on the Golden Coast of Luxury . . . in Brilliant, Romantic Adventure.

A Queen of Diamonds . . . the King of Hearts . . . And Two Light-Fingered Bunco Boys in a Gay Continental Comedy.

SELLING ANGLES: **"Turnabout"**

Build up a lobby center-piece comprising life-sized cutouts of Carole Landis and John Hubbard, the former in men's clothing and the latter in feminine attire. Hold a "turnabout" performance at which the women pay the admission fee for the men who accompany them. Snipe the town with posters in which the picture title and billing are spelled out backwards, and employ the same stunt in newspaper advertising and mailing pieces. Arrange tieups on this and other Thorne Smith novels with bookstores and libraries.

CATCHLINES:

They Were Scrappy . . . Though Married . . . But Their Troubles Didn't Really Begin . . . Until They Found They Had Swapped Bodies.

You've Often Thought You'd Like to Change Places With Your Spouse . . . But You'll Change Your Mind When You See What Happened to Two People Who Did.

SELLING ANGLES: **"Girl in 313"**

The advance buildup for this picture should focus attention on the feminine members of the cast. Blowups of most of the players should be used for lobby display. For a street stunt, have an attractive masked girl distributing teaser heralds, such as: "Who is the 'Girl in 313'?" Tieups for window displays can be made with stores featuring smart women's accessories and luggage. The theatre front should emphasize the melodramatic content of the film.

CATCHLINES:

The Fire in Jewels Can Burn Too . . . She Was a Jewel of a Jewel Thief Whose Biggest Haul Was the Gang Itself.

SELLING ANGLES: **"Opened by Mistake"**

Charlie Ruggles is the predominant name to sell via marquee and advertising, with Robert Paige and Janice Logan billed in suport as a new romantic duo. The newspaper background suggests that, for mailing pieces, a tabloid "newspaper" be printed, illustrated with scenes from the picture. Address letters to your patrons, with "Opened by Mistake. Sorry, Blank Theatre" stamped across the front. Contents might be a "personal" letter from Charlie Ruggles to the patron, urging him to attend the picture.

CATCHLINES:

It's a Thrill a Minute . . . This Tale of an Arch-Murderer . . . And Two Reporters Who Caught Him.

Stop the Presses . . . Call Out the Marines . . . For the Laugh-Thrill Sensation of the Season.

Monogram (3954) **52 Minutes** **Rel. Apr. 20, '40**

A Tex Ritter western with enough action to make up for other obvious shortcomings. On the credit side is the presence of Sugar Dawn, reputed to be the world's youngest rodeo star, who also is a cute personality. Ritter indulges in a considerable amount of hard riding, in addition to singing three songs. The outdoor shots are good. Weak point of the film is the story which appears slapped together without much effort and the acting which is unconvincing. The story has Tex saving Sugar's ranch from her foreman and neighboring rancher who are working together to prevent delivery of the cattle. Tex discovers how the brand is changed and rounds up the culprits without much difficulty. Al Herman directed.

Tex Ritter, Sugar Dawn, Slim Andrews, Clarissa Curtis, Glenn Strange, Carleton Young.

Pals of the Silver Sage F Western

Monogram (——) **59 Minutes** **Rel. Apr. 30, '40**

Will Fyffe, finished performer that he is, bears the weight of this London police drama and manages to make it an entertaining film. The story lumbers along slowly, but steadily. It is an English production. As "J. G. Reeder" of Scotland Yard, Fyffe is on the trail of a gang of counterfeiters who pass their phoney money at race tracks and who, in their idle moments, frequent night clubs. He cleverly makes criminals do his bidding and, in doing so, supply him with leads, clues and evidence. When his young aide is killed, Fyffe goes bloodhound, pulls a few reckless stunts and catches the gang leader. The story moves against realistic London background and the humorous content spices the story at appropriate intervals. It's a Will Fyffe picture that his admirers will like.

Will Fyffe, Kay Walsh, George Curzon, Chili Bouchier, John Warwick, Leslie Waring.

The Mysterious Mr. Reeder F Police Drama

Syndicate (SR) **72 Minutes** **Rel. ——**

For the citizens of an air-minded country, "Mercy Plane" will provoke any number of horse laughs. It also supplies the cut-and-dried crime story whose sole variation is that here it concerns a clique that steals planes and resells them to foreign powers. There is a girl. Her brother owns the crooked outfit. His partner is the sort of a guy who'll stop at nothing. James Dunn is the wizard flyer whose friendly enmity with the girl blossoms into romance and later traps her brother. Generally, it is pretty feeble stuff that depends on stock shots and trick models to get over its aeronautical thrills, which are not so thrilling. The title comes from a ship which was designed for rescue work. It seems it can take off, fly almost vertically and land the same way.

James Dunn, Frances Gifford, Matty Fain, William Pawley, Harry Harvey.

Mercy Plane F Drama

Monogram (3955) **58 Minutes** **Rel. May 9, '40**

Too much footage is devoted in the early part of this western to conversation about foreclosure on loans and the prevalence of the hoof and mouth disease. For the rest of its running time it utilizes regulation riding, singing and fighting sequences for their story worth and the climax does not arrive until about the last 500 feet. It is a mediocre western even if it does feature boxoffice cowboy No. 3. Ritter, as sheriff, is duped into quarantining the entire valley by the skullduggery of the local loan shark. In good time, the government cattle inspector comes on the scene. The two uncover the dirty business, interrupt a court session and shoot the whole matter out. Spencer Bennet directed.

Tex Ritter, Pauline Haddon, Roscoe Ates, George Pembroke, Glenn Strange, Slim Andrews.

Cowboy From Sundown F Western

Atlas Films (SR) **58 Minutes** **Rel. April, '40**

"Captain Moonlight" is probably the most boresome import package to come from England in some time. It is an operetta dated from the time of the defeat at Waterloo and is performed with all the flapdoodle that a third-rate English cast can muster. Not for one moment will the audience view it as anything other than "acting," and hear lines that could easily be guessed in advance. It resembles too much the Gilbert and Sullivan renditions in which performers run through lines, action and singing almost mechanically. The story's big moment comes when a card sharp, about to commit bigamy, is unmasked by the hero. Before this the regiment sings; the crook is forced to marry a girl he betrayed; the heroine's father loses his all in gambling; to recoup, he marries his daughter, who is in love with the hero, to the villain.

John Garrick, Winifred Shotter, John Stuart, Mary Lawson, Leslie Perrins.

Captain Moonlight F Musical Drama

Stellar Attractions (SR) **60 Minutes** **Rel. ——**

Romance and rebellion on the Irish border are the chief ingredients here. The latter element is responsible for a well-developed bit of action toward the end of the film, where the law steps in to intercept a group smuggling arms across the border. For the most part, however, there is little else that might attract others than Gaelic patronage. They should be willing to overlook the ultra-simplicity of the plot and the lack of motivation; not that the roles are played with a lack of understanding, rather the scenario is less inspired, dramatically, than is the case in the bulk of domestic screen fare. The film is a quota unit, produced in England by 20th Century-Fox. Technically, it is well-knit, but that will hardly be sufficient to build word-of-mouth. The all-Irish cast is chiefly concerned with the romance of a girl and a border guard who is hunting her brother for gun running.

Pamela Wood, Liam Gaffney, Max Adrian, Jimmy Mageean, Kitty Kirwan.

Macushla F Melodrama

Monogram (3963) **52 Minutes** **Rel. Apr. 10, '40**

Weak western fare is "Covered Wagon Trails." From production details it has all the earmarks of hurried manufacture. For story it has an incoherent theme that doesn't hold up when the conclusion rolls around. Jack Randall, horse dealer, is awaiting a wagon train from the east bearing settlers and his brother. His brother is murdered when he seeks the Randall stock. Randall sets out to get the killer and then see the wagon train safely into Prairieville. To this end, there is much shooting, fighting that is too obviously theatrical, and riding. The chief item on the credit side is motion, violent and otherwise. The photography, a vital factor in western films, is second rate—many scenes seem to have been shot in cloudy weather. Raymond K. Johnson directed.

Jack Randall, Sally Cairns, David Sharpe, Lafe McKee, Bud Buster, Glenn Strange.

Covered Wagon Trails F Western

Bryant Prod. (SR) **61 Minutes** **Rel. April, 1940**

Disregarding its production shortcomings, this film biography of the Negro scientist who is still living has every indication of potency at the boxoffice but within its sphere. Its particular audience will be colored spectators. Dr. Carver, who is working at the Tuskegee Institute in Alabama, appears throughout the film as narrator and philosophic guide to a student who comes to him and poses the question of his ultimate work—a colored graduate's place in the world. Most of the film concerns Dr. Carver. It covers his life from the cradle to his present high position in the scientific world. For the most part, the film uses amateur talent and many stock shots for atmosphere. However, it puts its points over with dignity. A local colored audience responded easily to its every emotional demand.

George Washington Carver F Semi-Documentary

Times Pictures (SR) **60 Minutes** **Rel. ——**

The old, old story of the young girl who comes to the city seeking a career—in this case as a model—and falls victim to the enticements of a slick villain is told here with little to recommend it. Turn back the years to the count of 50 and you will have the-villain-pursued-her—all over again. Such drama passed out with high-laced shoes. This particular yarn is told against the Hollywood scene, mostly in its streets. Such familiars as a needy ailing mother and wild parties in which the heroine is ruined are offered with little imagination. At length her true love marries her and the villain gets his under the wheels of a car.

Sharon Lee, Phyllis Barry, Harold Daniels, Julien Madison, Grace Lenard.

Secrets of a Model F Drama

SELLING ANGLES: **"Mercy Plane"**

This one can be put over to some degree, it seems likely, by creating an aviation stunt, such as a dummy plane mounted on the top of the marquee, with its propeller spinning. Work up a connection with stores that sell model airplane assembly kits for attracting the youngsters. Miss Gifford is a capable little actress who should go places in the minor feminine performance line. Dunn gives his usual type of delivery to the usual role. Spot announcements on a radio station in "airport lingo" should help.

CATCHLINES:

Crime Invades the Airports for a Million Dollar Profit.

She Was an Air Champ . . . But He Was an Air Chump.

SELLING ANGLES: **"Macushla"**

For the patronage this film would most naturally attract it seems advisable to play up the rebellion angle at the border, a course pursued at the New York run. Recent newspaper headlines anent IRA incidents in Ireland could be tied in to lend flavor to this approach, if desired. Numerous scene stills also lend themselves to creating an action campaign. Miss Wood appeared in "The Ghost Goes West" and "The Man Who Could Work Miracles," which is deserving of prominence in your advertising and exploitation. A street bally that should get attention might be a man, in ragged costume, being taken in tow by a man dressed as a police guard, both of them winding up at the theatre.

CATCHLINES:

Romance and Rebellion on the Ulster Border.

He Smuggled Guns . . . But Forgot His Family.

SELLING ANGLES: **"Secrets of a Model"**

As a dramatic offering this film is better left alone. Compared with B product it takes its place way down in the alphabetical list. However, if it must be played, spotting it in low gear seems its best bet. There are no names in the cast that carry any following. But something in the line of comic Gay Nineties entertainment might be worked up with the showman preparing an advance campaign in which he can whet the audience's appetite for laughs.

CATCHLINES:

Her Sacrifice Was Costly—But Not in Vain.

Devotion Made Her an Easy Victim of Temptation.

City Streets and a Loving Heart Clash for a Girl's Soul.

SELLING ANGLES: **"The Mysterious Mr. Reeder"**

In the gallery of fiction sleuths that includes Charlie Chan, The Saint, Mr. Wong and Philo Vance, J. G. Reeder's followers place him nearer to Sherlock Holmes than the modern Ellery Queen. Edgar Wallace used to turn out a J. G. Reeder story every two weeks and their publication was looked forward to on both sides of the Atlantic. Bookstores handling detective fiction should be contacted for posters and giveaways in the form of handbills. Plug Fyffe for star exploitation, calling attention to his outstanding performances in the recent past.

CATCHLINES:

Edgar Wallace's Contribution to Detective Literature —J. G. Reeder—Comes to the Screen; Played by Will Fyffe.

Right to Death's Doorstep, Mr. Reeder Follows His Clues.

SELLING ANGLES: **"Captain Moonlight"**

If this one must be played, it will probably be wise for the exhibitor to invite the audience to come and cheer the hero and hiss the villain, as in the old gaslight days. They might go for it. A number of such shows have been enjoying success in New York for some time. In addition, he might plaster the town with "Beware, Captain Moonlight" teasers and work up a little stuff on the highwayman angle. It is costume stuff, stuffy at that. The music is good, the photography underexposed.

CATCHLINES:

The Lure of High Adventure and the Thrill of Glorious Romance.

Beware of Captain Moonlight . . . He's a Rogue Who'll Steal Your Heart.

SELLING ANGLES: **"George Washington Carver"**

While this film will obviously find its best niche with colored audiences, an attempt might be made by the interested exhibitor to attract his local liberal element. Dr. Carver's reputation is widespread and emphasis should be placed upon the facts that he personally appears and speaks in this production. If it can be worked up tastefully, a display of peanuts, with which Dr. Carver has achieved his greatest renown, should be created along with by-products such as various oils, plastics, paints and the like. What has been commercially developed from the peanut is directly attributed to Dr. Carver. In any case, let dignity be your guide.

CATCHLINES:

Inspiring . . . Revealing . . . Authentic . . . This Unusual Picture Is the Story of a Great Man . . . The Hope of a People.

SELLING ANGLES: **"Pals of the Silver Sage"**

The marquee can be decorated with valances and the lobby with pennants to sell the show. Ritter has made a number of recordings for Decca. Tieups should be arranged for music stores for window displays and with the local broadcasting station to include Ritter recordings. A tieup can be made with a radio store to place one of their latest radio-phonograph models on display in the lobby from which the recordings can be played.

CATCHLINES:

Tex Goes Fighting Mad . . . And Saves a Kid He Loves.

The Cowboy Wildcat Lashes Out at Cattle Rustlers.

SELLING ANGLES: **"Cowboy From Sundown"**

It will take extra effort on the part of the exhibitor to arouse interest in this western. As westerns go, it is fairly tame stuff. There is an assortment of Tex Ritter novelties with which to tie in. Among these are toy gun holsters, Decca records, pennants, Dixie cups, book matches, photo stamps and a Tex Ritter success story cartoon for a newspaper feature.

CATCHLINES:

The Wildest Spot in the West Tamed by a Fighting Sheriff Who Is Death to Bad Men.

He's a Killer—on the Side of the Law.

SELLING ANGLES: **"Covered Wagon Trails"**

In the pressbook on Jack Randall there are plenty of personality stories that might be planted in newspapers. There is a Dixie Cup tieup. Sponsor a contest in which the public is invited to color an outlined picture of Randall astride his horse. Photo stamps might be given away. There are transfer pictures for youngsters' sweaters and the like. An exploitation natural is giveaway buttons. The Montgomery Ward catalogue features Jack Randall shirts. Fan photos and newsdealer handbills for insertion in western magazines rate effort.

CATCHLINES:

Mounted Guardians of the Wagon Trains . . . Fighting, Riding, Shooting, Their Daily Job.

Murder and Crime are Trampled Under the Hooves of Western Fighting Men.

Short Subject Reviews

Winners of the West

(Serial—13 Chapters)

Universal *Average* 21 *Mins.*

Approach and technique to this serial shows slight regard for the gullibility of even the youngsters. The conception of the events depicting the efforts of the railroad to get through a domain lorded over by an outlaw chief is obviously outmoded. Dick Foran, as the hard-hitting Jeff Ramsey who battles the outlaw, is wasted by a poor script and inept production. Most of the action is featured by fights with the Indians who are incited by King Carter, played by Harry Woods. Anne Nagel, James Craig and Tom Fadden are featured. Ford Beebe and Ray Taylor co-directed.

: IN THE MAKING :

COLUMBIA

Girls of the Road—Ann Dvorak, Helen Mack, Lola Lane, Katherine Morrow, Ann Doran, Don Beddoe. Director: Nick Grinde. Producer: Wallace MacDonald. **(Starting)**

Out West With the Peppers—Edith Fellows, Tommy Bond, Dorothy Ann Seese, Pierre Watkin, Dorothy Peterson. Director: Charles Barton. Producer: Irving Briskin. Original: Margaret Sydney. **(Completed)**

MONOGRAM

Amateur Detective—Frankie Darro, Mary Kornman, Russell Hopton, Mantan Moreland. Director: Howard Bretherton. Producer: Grant Withers. Screenplay: Joseph West. **(Starting)**

Last Alarm—Warren Hull. Producer T. R. Williams. **(Starting)**

PARAMOUNT

Mystery Raider—Henry Wilcoxon, Carole Landis, Onslow Stevens. Director: Edward Dmytryk. Producer: Eugene Zukor. Original: Robert Grant. Screenplay: E. E. Paramore jr. **(Starting)**

I Want a Divorce—Dick Powell, Joan Blondell, Frank Fay, Sidney Blackmer, Gloria Dickson, Jessie Ralph. Director: Ralph Murphy. Producer: George Arthur. **(Completed)**

RKO RADIO

$1,000 Marriage—Leon Errol, Dennis O'Keefe, Adele Pearce, Marjorie Gateson, Walter Catlett. Director: Les Goodwins. Producer: Bert Gilroy. Original: Arthur Beckhard. Screenplay: Charles E. Roberts. **(Completed)**

REPUBLIC

Scatterbrain—Judy Canova. Producer-Director: Gus Meins. Screenplay: Jack Townley, Olive Cooper. **(Starting)**

Wagons Westward—Chester Morris, Anita Louise, Buck Jones, Douglas Fowley, Ona Munson, George (Gabby) Hayes, Guinn Williams. Director: Lew Landers. Producer: Armand Schaefer. Original Screenplay: Joseph Moncure March, Harrison Jacobs. **(Completed)**

Grand Ole Op'ry—Weaver Brothers, Elviry, Lois Ranson, Selmer Jackson, John Hartley, Henry Kolker. Director: Frank MacDonald. Producer: Armand Schaefer. **(Completed)**

20TH-FOX

Young People—Shirley Temple, Jack Oakie, Charlotte Greenwood, Arleen Whelan, Kathleen Howard. Director: Allan Dwan. Producer: Harry Joe Brown. **(Completed)**

UNITED ARTISTS

Kit Carson—Jon Hall, Lynn Bari. Director: George B. Seitz. Producer: Edward Small. Original: Evelyn Wells. Screenplay: C. Gardiner Sullivan. **(Starting)**

South of Pago Pago—Jon Hall, Victor McLaglen, Frances Farmer, Olympe Bradna, Douglas Dumbrille, Abner Biberman. Director: Alfred E. Green. Producer: Edward Small. **(Completed)**

UNIVERSAL

Spring Parade—Deanna Durbin. Director: Henry Koster. Producer: Joe Pasternak. Screenplay: Bruce Manning. **(Starting)**

When the Daltons Rode—Walter Pidgeon, Broderick Crawford, Andy Devine. Producer-Director: George Marshall. Screenplay: Harold Shumate, Lester Cole, Stuart Anthony. **(Starting)**

A Modern Monte Cristo—Victor McLaglen, John Loder. Director: Harold Schuster. Producer: Marshall Grant. **(Starting)**

WARNER-FN

The Man From Fleet Street—Edward G. Robinson, Otto Kruger, Gene Lockhart, Montagu Love, Donald Crisp, Albert Basserman. Director: William Dieterle. **(Starting)**

No Time for Comedy—Rosalind Russell, James Stewart, Charles Ruggles, Roland Young, Genevieve Tobin, Lucille Fairbanks, Louise Beavers. Director: William Keighley. Producer: Robert Lord. Original: S. N. Behrman. **(Starting)**

Is Modern Morality a Failure?

James A. FitzPatrick 8 *Mins.*

About a year ago, James A. FitzPatrick conceived the idea of making a series of pro and con short subjects. Topic of discussion was to center around modern morality. After making one with Dr. Bertrand Russell and Dr. Stephen S. Wise, FitzPatrick abandoned the idea. Fortunately for himself, he preserved the initial effort. For in this reel, Dr. Russell and Dr. Wise present their views briefly on companionate marriage. It offers some exhibitors an opportunity to capitalize on the nation-wide furore raised by the court's rejection of Dr. Russell as a professor of mathematics at the College of the City of New York. Dr. Russell's position may suffer for he is somewhat at a disadvantage against the studied eloquence of Dr. Wise in an ineptly produced and photographed short.

Aida

Guaranteed Pictures 9 *Mins.*

Actually this is the "Triumphal March and Entry" from the Verdi opera. Frederick Feher conducts and the National Philharmonic Symphony Orchestra plays the music, aided by a choral background. The camera work and recording are finely done. The music is a standard orchestra piece and is played in musicianly style. The audience for this one should be drawn from the Deanna Durbin following. Future numbers planned for this series should keep that audience coming back for more. Worth while.

100 Pygmies and Andy Panda

Universal (Lantz Cartune) 7 *Mins.*

It does not make sense, but Andy Panda's adventures with his magic wand are diverting enough as cartoon material. The excitement arises over the jealousy of a witch doctor who summons 100 pygmies to catch Andy.

Going Places

Universal (No. 76) 9 *Mins.*

One portion of the film is devoted to a visit to a pretzel factory where is shown how the machine has replaced the worker. The other half concerns itself with a tour of a goat farm. Both prove interesting.

Stranger Than Fiction

Universal (No. 76) 9½ *Mins.*

Oddities in the reel include: a Maryland farmer who continues to make ancient pottery; a man whose hobby is carving figures out of laurel roots; a spot in the Gulf of Mexico where fresh water is obtainable; a woman who saves match book covers; a maker of music boxes; and a Mexican who has a charmed life. Material maintains its usual level.

: NEWSREELS :

TUESDAY, APRIL 30

Movietone News, No. 67

German invasion of Norway; surrender of Copenhagen; Roosevelt leaves Warm Springs; "Ile de France" ready to sail; freighter arrives from Norway; pick "American Mother of 1940;" Lew Lehr; Penn relay races; Drake races at Des Moines; Wood Memorial; water skiing; co-eds in water ballet.

News of the Day, No. 265

Invasion of Norway; Royal Air Force after Norway raid; freighter here from war zone; Roosevelt leaves Georgia; name queen of San Francisco Fair; New York fair set for opening; water ballet; Penn relays.

Paramount News, No. 70

Polish refugees and children of Americans arrive; LaGuardia launches cleanup drive on Broadway; select coast fair "theme" girl; Penn relays; Drake races; water skiing; Roosevelt leaves Georgia; presidential candidates Dewey, Taft, Vandenberg, Willkie.

RKO Pathe News, No. 82

President returns to Washington; seamen tell of Norway invasion; LaGuardia in cleanup campaign; preview of World's Fair; select coast fair "theme" girl; Penn relays; Wood Memorial.

Universal Newsreel, No. 871

Belgium prepares to resist invasion; President back in Washington; launch new destroyer; refugees from war zone here; "Ile de France" ready to sail; show fashions; World's Fair preview; select coast fair "theme" girl; Baby Sandy wins magazine award; water skiing; Penn relays; Wood Memorial.

THURSDAY, MAY 2

Movietone News, No. 68

Battle pictures from Norway; New York society names glamour girl; Lew Lehr; running of Maryland Cup; auto racing; hooprolling at Wellesley; consecrate Arkansas bishop; Missouri girl picked queen of fiesta.

News of the Day, No. 266

"Ile de France" sails; Cape Cod herring run; preview of World's Fair Futurama; rodeo in Hollywood; society attends running of Maryland Cup race.

Paramount News, No. 71

Arthur Menken's diary of the war in Norway; uncensored films of German attacks, etc.; jumper thwarted on World's Fair trylon; gold mine in Washington rediscovered; models parade in Washington for 150th anniversary of patent office; Nelson Rockefeller unveils plaque on Associated Press Bldg. in Radio City.

RKO Pathe News, No. 83

War in Norway; General Dawes on balanced budget; New York Fair ready to open; British cruiser in California port; students burlesque political convention.

Universal Newsreel, No. 872

War in Norway; British cruiser in California; U. S. cavalry gets new mounts—motorcycles; World's Fair Futurama; ballet school; pelicans in zoo; kite flying in Chicago.

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Babies for Sale..(..) .....May 9
Melodrama. Expose of an adoption racket. Rochelle Hudson, Glenn Ford. Director: Charles Barton.

Blazing Six-Shooters..1205..(61) .....Apr. 4
Western. Co-owners of a ranch manage to outwit scheming real estate manipulators. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Blondie on a Budget..1014..(70).....Feb. 29
Comedy. Financial and domestic woes follow Blondie's decision to budget the Bumstead income. Penny Singleton, Arthur Lake. Director: Arthur Strayer.

Bullets for Rustlers..1204..(56).....Mar. 5
Western. A gang of rustlers are rounded up in time to save the life of the hero who masqueraded as one of them. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Convicted Woman..1034..(66) .....Jan. 31
Drama. An innocent girl, imprisoned, exposes the maladministration prevailing, through a newspaperman. Rochelle Hudson, Frieda Inescort, June Lang, Glenn Ford. Director: Nick Grinde.

Doctor Takes a Wife..(88).....Apr. 27
Comedy. An unmarried pair who think they hate each other, pose as man and wife to serve individual financial interests. Loretta Young, Ray Milland. Director: Alexander Hall.

Five Little Peppers at Home..1020..(60)....Feb. 8
Comedy. A mine cave-in reveals the rich copper vein for which all had been searching. Edith Fellows, Clarence Kolb. Director: Charles Barton.

His Girl Friday..1003..(92) .....Jan. 18
Comedy Drama. A star girl reporter uncovers important factors that win a condemned man a reprieve. Cary Grant, Rosalind Russell, Ralph Bellamy, John Qualen, Gene Lockhart. Director: Howard Hawks.

Lone Wolf Strikes, The..1019..(65).....Jan. 26
Mystery Drama. The Lone Wolf emerges from retirement to pursue a gang who have stolen a friend's pearl necklace. Warren William, Joan Perry, Eric Blore, Robert Wilcox, Astrid Allwyn. Director: Sidney Salkow.

Man From Tumbleweeds....1213..(..).....May 2
Western. Wild Bill routs the outlaws who have virtually captured a community, by a posse of to-be-pardoned prisoners. Bill Elliott. Director: Joseph Lewis.

Man With Nine Lives..1017..(73).....Apr. 18
Melodrama. A scientist experiments upon his patients with long-time freezing sleep. Boris Karloff, Roger Pryor, Jo Ann Sayers. Director: Nick Grinde.

Men Without Souls..1035..(62) .....Mar. 16
Melodrama. A parson who believes in rehabilitation becomes chaplain of a prison noted for brutality. John Litel, Rochelle Hudson, Barton MacLane. Director: Nick Grinde.

Music in My Heart..1018..(70) .....Jan. 10
Musical. A romance blooms when a young man, about to be deported, comes into the life of a girl just as she is about to marry a wealthy publisher. Tony Martin, Rita Hayworth, Alan Mowbray, Eric Blore, Andre Kostelanetz. Director: Joseph Santley.

Outside the 3-Mile Limit..1027..(64).....Mar. 7
Melodrama. Counterfeiters are traced to a gambling ship. Jack Holt, Harry Carey, Sig Rumann. Director: Lewis D. Collins.

Pioneers of the Frontier..1212..(58).....Feb. 1
Western. The hero and his girl confound the gang trying to steal her property and dominate the settlers. Bill Elliott, Linda Winters. Director: Sam Nelson.

Too Many Husbands..1004..(84) .....Mar. 21
Comedy Drama. A man thought drowned, returns to find his wife married to his best friend. **Jean Arthur, Melvyn Douglas,** Fred MacMurray. Director: Wesley Ruggles.

Two Fisted Rangers..1203..(61) .....Jan. 4
Western. The Sons of the Pioneers are planted as saloon entertainers to get evidence for the solution of two murders. Charles Starrett, Iris Meredith, Kenneth MacDonald. Director: Joseph H. Lewis.

First National

An Angel From Texas..468..(69).....Apr. 29
Comedy. A country bumpkin, inveigled into financing a dubious production, outsmarts the slickers. Eddie Albert, Rosemary Lane, Wayne Morris. Director: Ray Enright.

Castle on the Hudson..459..(77).....Feb. 17
Melodrama. A gangster doesn't let down a warden who believes in the honor system. John Garfield, Ann Sheridan, Burgess Meredith, Pat O'Brien. Director: Anatole Litvak.

Dr. Ehrlich's Magic Bullet..457..(101).....Mar. 2
Drama. A doctor's heart-breaking efforts and ultimate success in finding a cure for syphilis. Edward G. Robinson, Ruth Gordon. Director: William Dieterle.

Fighting 69th, The..451..(85) .....Jan. 27
Drama. A story of redemption on the battlefields of the World War. James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn. Director: William Keighley.

Three Cheers for the Irish..465..(100)....Mar. 16
Comedy Drama. A veteran policeman forgives his daughter's marriage to a rookie, his successor, when the twins are born. Thomas Mitchell, Priscilla Lane, Dennis Morgan. Director: Lloyd Bacon.

'Til We Meet Again..456..(98).....Apr. 20
Drama. Two, doomed to a quick death, experience a great love in the short time allotted them. Merle Oberon, George Brent, Geraldine Fitzgerald, Pat O'Brien. Director: Edmund Goulding.

Metro-Goldwyn-Mayer

And One Was Beautiful..32..(70).....Apr. 5
Melodrama. Released from prison after covering up for the girl he courted, the suitor marries the girl's less glamorous, but more honest sister. Robert Cummings, Laraine Day, Jean Muir. Director: Robert B. Sinclair.

Broadway Melody of 1940..21..(100).....Feb. 9
Musical. A dancing team makes a bid for big time recognition. Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan. Director: Norman Taurog.

Congo Maisie..19..(70) .....Jan. 19
Comedy Drama. A girl and a young doctor, each escaping from something, are stranded and find romance and rehabilitation in the Congos. Ann Sothern, John Carroll, Rita Johnson. Director: H. C. Potter.

Dr. Kildare's Strange Case..30..(76).....Apr. 12
Drama. The treatment of a patient who is losing his mind, by administering insulin shock treatment. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

Earl of Chicago..18..(85) .....Jan. 5
Comedy Melodrama. A Chicago gangster inherits an English estate and goes to England to live, taking his lawyer along with him. Tragedy ensues when the latter tries to settle an old score with the gangster. Robert Montgomery, Edward Arnold, Reginald Owen, Gladys Blake. Director: Richard Thorpe.

Edison, the Man..36..(..).....May 10
Drama. The inventor obtains the backing of Western Union for his stock ticker. The talking machine and light by electricity follow. Spencer Tracy, Rita Johnson. Director: Clarence Brown.

Florian..29..(91) .....Mar. 29
Drama. Common ground in their love for a horse unites a groom and a duchess, after revolution in Austria, in New York. Robert Young, Helen Gilbert. Director: Edwin L. Marin.

Forty Little Mothers..34...(87).....Apr. 26
Comedy. The girls of his school come to the professor's aid when he undertakes to care for an abandoned baby. Eddie Cantor, Rita Johnson, Judith Anderson. Director: Busby Berkeley.

Ghost Comes Home, The..27..(76).....Mar. 8
Comedy. Thought drowned, a man returning to his village triumphs over his wife and the townsmen who previously dominated him. Frank Morgan, Billie Burke, Ann Rutherford. Director: William Thiele.

I Take This Woman..26..(97) .....Feb. 2
Romantic Drama. A clinic doctor saves a girl from suicide and marries her although knowing she is still in love with another. Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor. Director: W. S. Van Dyke.

Lambeth Walk..22..(66) .....Jan. 26
Comedy. A Cockney inherits a title and nearly loses his girl friend while submitting to an "improvement" program. Lupino Lane, Sally Gray. Director: Albert de Courville.

Man From Dakota..24..(91) .....Feb. 16
Drama. An escaping prisoner of war sacrifices his life that his co-refugee and a girl may escape. Wallace Beery, Dolores Del Rio, John Howard. Director: Leslie Fenton.

◎Northwest Passage..25..(115) .....Feb. 23
Drama. Stirring saga of bravery and hardships of early colonists. Spencer Tracy, Robert Young, Ruth Hussey. Director: King Vidor.

Shop Around the Corner..20..(100).....Jan. 12
Drama. A young man falls in love with an anonymous correspondent, and when they arrange to meet, learns she works in the same shop with him. Margaret Sullavan, James Stewart, Frank Morgan, Joseph Schildkraut. Director: Ernst Lubitsch.

Strange Cargo..23..(113) .....Mar. 1
Drama. A desperado couple escape from a penal isle and encounter a spiritual influence. Joan Crawford, Clark Gable, Melvyn Douglas. Director: Frank Borzage.

20 Mule Team..35..(85) .....May 3
Western. Stealing, fighting, killing for borax in the desert. Wallace Beery, Leo Carrillo. Director: Richard Thorpe.

Two Girls on Broadway..33..(71).....Apr. 19
Comedy Drama. In love with her sister's suitor, a girl turns to a man-about-town. The sister, to save her, gives up her fiance. Lana Turner, Joan Blondell, George Murphy. Director: S. Sylvan Simon.

◎Young Tom Edison..28..(82) .....Mar. 16
Biog. Comedy-Drama. The boyhood life of the great inventor in Port Huron, Mich. Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler. Director: Norman Taurog.

Monogram

Chasing Trouble..3917..(64) .....Jan. 30
Comedy Drama. A delivery boy cupid, who is an amateur graphologist, gets in and out of various exciting situations, including a spy ring and a murder. Frankie Darro, Marjorie Reynolds. Director: Howard Bretherton.

Cheyenne Kid, The..3962..(51).....Feb. 20
Western. Trapped by a disgruntled foreman whom he succeeded, a cowboy is helped by his girl and his pal. Jack Randell, Louise Stanley. Director: Raymond K. Johnson.

Covered Wagon Trails..3963..(53).....Apr. 10
Western. The cattlemen are convinced that settlers will not interfere with their business. Jack Randall. Director: Raymond Johnson.

Cowboy From Sundown..3955..(..).....May 9
Western. A sheriff solves a financially crippling quarantine when he apprehends the banker poisoning cattle. Tex Ritter. Director: Spencer Bennet.

Danger Ahead..3939..(56) .....Jan. 10
Action Drama. A robber gang's tieup with a trucking concern is exposed. James Newill, Dorothea Kent. Director: Ralph Staub.

East Side Kids..3924..(62) .....Feb. 10
Melodrama. Slum-raised children thwart a gang of counterfeiters. Vince Barnett, Dennis Moore. Director: Bob Hill.

Fatal Hour, The (Formerly Mr. Wong at Headquarters)..3909..(65) .....Jan. 15
Melodrama. Several murders and a profusion of clues give a smart girl reporter the opportunity

to match wits with a group of slippery knaves. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Hidden Enemy..3922..(63) .....Jan. 20
Melodrama. Newspaperman loses his job protecting a girl he thinks a spy. All is cleared when it develops she works with the G-Men. Warren Hull, Kay Linaker. Director: Howard Bretherton.

Human Monster, The..3916..(73).....Mar. 9
Melodrama. An insurance head, concealing himself as administrator of a home for the blind, kills various persons after having them insured. Bela Lugosi. Director: Walter Summers.

Land of Six Guns..3964..(..).....May 2
Western. Getting involved by smugglers makes a peaceful rancher again take up his guns. Jack Randall. Director: Raymond K. Johnson.

Midnight Limited..3921..(61) .....Mar. 20
Melodrama. A series of robberies and murder on the Montreal-New York line are solved. John King, Marjorie Reynolds. Director: Howard Bretherton.

Murder on the Yukon..3940..(57).....Feb. 25
Western. A miser's death leads to the uncovering of a counterfeit ring. James Newill, Polly Ann Young. Director: Louis Gasnier.

Mysterious Mr. Reeder..(77).....Apr. 30
Melodrama. An elderly eccentric unmasks a counterfeiting gang. Will Fyffe. Director: Jack Raymond.

Pals of the Silver Sage..3954..(52).....Apr. 20
Western. Discovering the rustlers who are stealing his hostess' cattle, Ritter joins and apprehends them. Tex Ritter. Director: Al Herman.

Pioneer Days..3961..(53) .....Jan. 25
Western. Apprehension of express agent killers also leads to restoration of a stolen saloon to the heroine. Jack Randall, June Wilkins. Director: Harry Webb.

Rhythm of the Rio Grande..3953..(53).....Mar. 2
Western. Ranch fires are traced to an owner who wants his neighbors' lands. Tex Ritter, Susan Dale. Director: Al Herman.

Secret Four, The (Formerly Four Just Men)
3924..(79) .....Jan. 15
War Melodrama. An English-produced picture. Four men uncover a conspiracy to destroy Great Britain. Hugh Sinclair, Griffith Jones, Francis L. Sullivan, Frank Lawton, Anna Lee. Director: Walter Ford.

Sky Bandits..3928..(56) .....Apr. 15
Western. The unwitting aide of a gang of plane thieves brings about their capture. James Newill. Director: Ralph Staub.

Son of the Navy..3902..(72).....Mar. 30
Comedy-Drama. A runaway orphan finds a sailor and a girl to adopt him. James Dunn, Jean Parker. Director: William Nigh.

Tomboy..11..(70) .....Apr. 5
Comedy-Drama. A mean uncle makes amends when his nephew tackles two tramps, saving his uncle from harm and retrieving his money. Jackie Moran, Marcia Mae Jones, Grant Withers. Director: Robert McGowan.

Paramount

Adventure in Diamonds..3928..(80).....Apr. 5
Melodrama. Diamond thieves who smuggle the gems out of South African mines are apprehended. George Brent, Isa Miranda. Director: George Fitzmaurice.

Buck Benny Rides Again..3932..(82).....May 3
Comedy. Benny on a dude ranch, bribes the hands to let him insult them, thereby impressing the girl, who is fond of "tough" men. Jack Benny, Ellen Drew. Director: Mark Sandrich.

Dr. Cyclops..3929..(79) .....Apr. 12
Melodrama. A mad scientist reduces living beings to diminutive proportions. Albert Dekker, Janice Logan. Director: Ernest Schoedsack.

Emergency Squad..3917..(58) .....Jan. 5
Action Drama. A girl reporter solves the mysterious accidents in a municipal tunnel project. William Henry, Louise Campbell, Richard Denning. Director: Edward Dmytryk.

Farmer's Daughter, The..3927..(60).....Mar. 29
Comedy. A summer theatre on her father's farm brings Martha romance, and when the star goes temperamental, success on the stage. Martha Raye, Charlie Ruggles, Gertrude Michael. Director: James Hogan.

French Without Tears.....3930..(67).....Apr. 26
Farce Comedy. The routine of a group of English students in a school near Paris is pretty well shattered when the sister of one of them arrives and proves a heart-breaker. Ray Milland, Ellen Drew. Director: Anthony Asquith.

Geronimo!..3918..(90) .....Jan. 12
Outdoor Drama. Historical version of the marauding Apache chief who terrorized the Southwest for many years after the Civil War, and his ultimate capture by the army. Preston Foster, Ellen Drew. Director: Paul H. Sloane.

Knights of the Range..3923..(68).....Feb. 23
Western. Disgusted with his activities, a rustler joins the side of law and order, outwitting his old gang. Russell Hayden, Victor Jory, Jean Parker. Director: Lesley Selander.

Light of Western Stars..3931..(63).....Apr. 19
Western. Framed by gun-runners and sought by officials, a ranch foreman, in love with the ranch mistress, cleans up the villains. Victor Jory, Jo Ann Sayers, Noah Beery jr. Director: Lesley Selander.

Light That Failed, The..3921..(97).....Feb. 9
Drama. An artist, back from war in Egypt, struggles for fame and love, achieving the former as he goes blind. Ronald Colman, Walter Huston, Ida Lupino. Director: William A. Wellman.

Opened by Mistake..3933..(..).....May 10
Mystery Drama. A reporter and his buddy become involved in a murder which they solve with the aid of a girl. Charlie Ruggles, Janice Logan. Director: George Archainbaud.

Parole Fixer..3920..(64) .....Feb. 2
Melodrama. FBI work in rounding up criminals who are loosed by shyster lawyers and crooked parole boards. William Henry, Virginia Dale, Robert Paige. Director: Robert Florey.

Remember the Night..3919..(86).....Jan. 19
Drama. The assistant district attorney prosecutes the girl he loves who happens to be a jewel thief. Barbara Stanwyck, Fred MacMurray. Director: Mitchell Leisen.

Road to Singapore..3926..(84) .....Mar. 22
Comedy with Music. Two confirmed bachelors flee marriage and work but fall in love with the same girl on a South Sea island. Bing Crosby, Bob Hope, Dorothy Lamour. Director: Victor Schertzinger.

Santa Fe Marshal..3956..(68) .....Jan. 26
Western. The leader of a robber gang is exposed by a marshal who conceals his identity as a medicine show participant. William Boyd, Russell Hayden, Marjorie Rambeau. Director: Lesley Selander.

Seventeen..3924..(78) .....Mar. 1
Comedy. An adolescent's hectic courtship, financial troubles and his tragic defeat when the vamp leaves with another man. Jackie Cooper, Betty Field. Director: Louis King.

Showdown, The..3957..(64) .....Mar. 8
Western. A pal's cargo of race horses is saved from the bad men. William Boyd, Russell Hayden. Director: Howard Bretherton.

Sidewalks of London..3922..(84).....Feb. 16
Drama. The lives of London's "buskers," sidewalk entertainers. Charles Laughton, Vivien Leigh. Director: Tim Whelan.

Women Without Names..3925..(62).....Mar. 15
Melodrama. A bride breaks jail in time to free her unjustly accused husband from a murder charge. Ellen Drew, Robert Paige. Director: Robert Florey.

Republic

Covered Wagon Days..965..(56).....Apr. 22
Western. The Three Mesquiteers find the guilty party in a silver smuggling episode on the border. Director: George Sherman.

Dark Command..901..(92) .....Apr. 15
Historical Drama. The looting of Kansas during the early days of the Civil War by guerillas. Claire Trevor, John Wayne, Walter Pidgeon. Director: Raoul Walsh.

Forgotten Girls..920..(67) .....Mar. 15
Drama. Circumstances force a girl to escape prison, which she almost preferred to her former squalid life. A reporter enters her life and all is squared. Louise Platt, Donald Woods. Director: Phil Rosen.

Ghost Valley Raiders..991..(57) .....Mar. 26
Western. The man responsible for repeated stagecoach robberies is discovered. Donald Barry, Lona Andre. Director: George Sherman.

Grandpa Goes to Town..922..(65).....Apr. 19
Comedy. Finding a real gold mine just when the rumor they mistakenly spread about a false one, saves the Higginses from irate westerners. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Heroes of the Saddle..963..(56) .....Jan. 10
Western. The three mesquiteers rescue the daughter of their pal who was killed, and other inmates from a mis-run orphanage. Robert Livingston, Raymond Hatton, Duncan Renaldo. Director: William Witney.

Hi-Yo, Silver..129..(65) .....Apr. 10
Western. The lone ranger frees a small town of an outlaw's rule. Lee Powell, Herman Briggs, Chief Thundercloud, Lynn Roberts. Directors: William Whitney, John English.

In Old Missouri..921..(67).....Apr. 17
Musical. Sharecroppers change places with their landlord who then discovers his partners are crooked. Weaver Bros. and Elviry. Director: Frank McDonald.

Money to Burn..917..(66) .....Jan. 4
Comedy. Pa Higgins as an advertising agency employe and Ma with a contest mania. Ma gets Pa fired so she can enter a contest promoted by his agency. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Pioneers of the West..964..(56).....Mar. 10
Western. The Three Mesquiteers rescue a wagon train from Indian attack; later save the group's land, and finally save their proceeds, realized by a cattle sale. Director: Les Orlebeck.

Rancho Grande..942..(66) .....Mar. 22
Western. The foreman trustee of a ranch saves it from a lawyer's clutches by bringing irrigation. Gene Autry, Smiley Burnette, June Storey. Director: Frank McDonald.

South of the Border..941..(70).....Dec. 15
Western. Federal agents quell an uprising in Mexico. Gene Autry, Smiley Burnette, Mary Lee. Director: George Sherman.

Village Barn Dance..919..(74).....Jan. 30
Musical Comedy Drama. The small-town girl is won by the handsome newcomer who also succeeds in regenerating the village skinflint. Richard Cromwell, Doris Day. Director: Frank MacDonald.

Wolf of New York, The..918..(69).....Jan. 26
Melodrama. A criminal lawyer becomes D. A. when a person he befriended is executed, though innocent. As D. A. he rounds up the guilty ones. Edmund Lowe, Rose Hobart, James Stephenson. Director: William McGann.

Young Buffalo Bill..954..(59).....Apr. 12
Western. The government's investigation of early Spanish land grants is aided by the scout despite Indians and villains. Roy Rogers. Director: Joe Kane.

RKO Radio

A Bill of Divorcement..025..(74).....Apr. 12
Drama. The issues precipitated by divorce and hereditary insanity are met by a refined English family. Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Director: John Farrow.

Abe Lincoln in Illinois..(112).....Apr. 19
Historical Drama. Lincoln as the peace-loving backwoodsman; his love for Ann Rutledge; and his checkered romance with Mary Todd who will settle for nothing else than Lincoln as president. Raymond Massey, Ruth Gordon. Director: John Cromwell.

Beyond Tomorrow..031..(83) .....May 10
Melodrama. Three benevolent spirits succeed in reuniting a couple—not unaided by a jealous spouse's shooting. Charles Winninger, Jean Parker, Maria Ouspenskaya. Director: Lee Garmes.

Bullet Code..083..(59) .....Apr. 5
Western. A cattleman's efforts to make amends for a crime he thinks he committed. George O'Brien, Virginia Vale. Director: David Howard.

Courageous Dr. Christian..030..(67).....Apr. 5
Drama. A doctor wins proper housing quarters for squatters only when an epidemic threatens the entire town. Jean Hersholt, Dorothy Lovett. Director: Bernard Vorhaus.

Curtain Call..027..(60) Apr.26
Comedy. A manuscript producers thought to use as a cudgel over their star turns out to please her immensely and proves a hit. Barbara Read, Alan Mowbray. Director: Frank Woodruff.

Irene..024..(101) .....May 3
Musical Comedy. A case of mistaken identity is solved for a girl before it becomes a predicament, by the fellow responsible. Anna Neagle, Ray Milland. Director: Herbert Wilcox.

Isle of Destiny..017..(83) .....Mar. 8
Drama. An aviatrix, compelled to fly contraband, is wrecked on an island and saved by her Marine brother, stationed nearby. William Gar-

gan, Wallace Ford, June Lang. Director: Elmer Clifton.

Legion of the Lawless..082..(59).....Jan. 5
Western. A western lawyer rides into a frontier settlement in time to prevent a crooked element from gaining control of the town and selling out to the railroad. George O'Brien, Virginia Vale, Norman Willis. Director: David Howard.

Little Orvie..020..(66) .....Mar. 1
Comedy. An eight-year-old runs away when his parents deny him a dog for a pet. John Sheffield, Ernest Truex, Dorothy Tree. Director: Ray McCarey.

Marines Fly High..018..(68) .....Feb. 2
Action Drama. Marines, trapped in a Central American village, are rescued by one of their number. Richard Dix, Chester Morris, Lucille Ball, Steffi Duna. Director: Ben Stoloff.

Mexican Spitfire..016..(67) .....Jan. 12
Comedy. A hilarious mixup occurs when a friend impersonates a visiting English lord to help save a contract for the spitfire's husband. Lupe Velez, Leon Errol, Donald Woods. Director: Leslie Goodwins.

Married and in Love..014..(60).....Jan. 19
Drama. A professor, married to a plain wife, meets his old college love and is forced to decide between the two women. Alan Marshal, Barbara Read, Patric Knowles, Helen Vinson. Director: John Farrow.

Millionaire Playboy..022..(64) .....Mar. 15
Comedy. A tendency to hiccough in the presence of a pretty girl is cured for a millionaire when he is surrounded with beauties. Joe Penner, Linda Hayes. Director: Leslie Goodwins.

My Favorite Wife..025..(88).....May 3
Comedy. An explorer-wife returns to find her husband married again, but manages to get him back. Irene Dunne, Cary Grant, Randolph Scott. Director: Garson Kanin.

Pinocchio..091..(80) .....Feb. 23
Feature Cartoon. The wooden puppet, after numberless adventures, is rewarded with a soul and life. Produced by Walt Disney.

Primrose Path..023..(95) .....Mar. 22
Drama. A girl-bride tries to escape the influence of an easy-moraled mother. Ginger Rogers, Joel McCrea, Marjorie Rambeau. Director: Gregory LaCava.

Saint's Double Trouble, The..021..(67)....Jan. 26
Melodrama. The Saint rounds up his double who had taken to diamond smuggling, embellished with murder. George Sanders, Helene Whitney, Bela Lugosi. Director: Jack Hively.

Swiss Family Robinson..019..(93).....Feb. 16
Adventure Drama. A family wrecked on an uninhabited island find peace thereon and decline to leave when the opportunity to do so appears. Thomas Mitchell, Edna Best, Freddie Bartholomew. Director: Edward Ludwig.

Vigil in the Night..007..(94).....Feb. 9
Drama. A study of British hospitals, with a story of one sister paying for the other's fatal mistake. Carole Lombard, Brian Aherne, Ann Shirley. Director: George Stevens.

20th Century-Fox

Blue Bird, The..025..(83) .....Mar. 22
Fantasy. The blue bird of happiness is pursued through past and future, only to be found at home. Shirley Temple. Director: Walter Lang.

Charlie Chan in Panama..035..(68).....Mar. 1
Melodrama. Chan foils an attempt to blow up the Panama Canal. Sidney Toler, Jean Rogers. Director: Norman Foster.

City of Chance..027..(56).....Jan. 12
Drama. A Texas girl, star reporter on a metropolitan newspaper, is assigned to expose a gambling establishment, only to learn the owner is her girlhood sweetheart. Lynn Bari, C. Aubrey Smith, Donald Woods. Director: Ricardo Cortez.

Free, Blonde and 21..037..(67).....Mar. 29
Drama. A fellow doctor exposes an unscrupulous young woman as a gangster's pal before his friend falls in love with her. Lynn Bari, Henry Wilcoxon. Director: Ricardo Cortez.

Grapes of Wrath, The..040..(128).....Mar. 15
Drama. The story of California's half-million migratory workers. Henry Fonda, Jane Darwell. Director: John Ford.

He Married His Wife..023..(83) .....Jan. 19
Drama. A divorced husband tries to marry his ex-wife off to a former admirer to save himself alimony, but realizes he still loves his wife and marries her himself. Joel McCrea, Nancy Kelly, Roland Young. Director: Roy Del Ruth.

High School..028..(74) .....Jan. 26
Comedy. The cocky daughter of a wealthy rancher is reformed by her schoolmates. Jane Withers, Joe Brown jr. Director: George Nicholls jr.

I Was an Adventuress..038..(81).....May 10
Comedy-Drama. International intrigue and jewel-thievery. Zorina, Richard Greene, Peter Lorre. Director: Gregory Ratoff.

Johnny Apollo..042..(93) .....Apr. 19
Drama. Railroaded to prison where his father, whom he spurned, is confined for embezzlement, father and son frustrate a prison break and are reconciled. Tyrone Power, Dorothy Lamour, Edward Arnold. Director: Henry Hathaway.

Little Old New York..031..(100).....Feb. 9
Historical Melodrama. The daughter of his backer keeps her father interested in Robert Fulton's invention of the steamboat. When it is a success a lover's tangle is straightened out. Richard Greene, Alice Faye, Fred MacMurray, Brenda Joyce. Director: Henry King.

Man Who Wouldn't Talk..1030..(74).....Feb. 2
Drama. A man avenges his unjust court martial by the murder of a noted financier who framed an espionage charge against him. Lloyd Nolan, Jean Rogers. Director: David Burton.

Shooting High..041..(65) .....Apr. 26
Comedy-Western. Apprehending bank robbers smoothes out an old feud and helps the grandson of a famous sheriff get his girl. Jane Withers, Gene Autry, Marjorie Weaver. Director: Alfred E. Green.

So This Is London ..043..(84) .....May 3
Comedy. Children of an English and an American businessman who can't get together on a deal, become engaged and join the squabbles. George Sanders. Director: Thornton Freeland.

Star Dust..036..(85) .....Apr. 5
Comedy-Drama. A talent scout's discovery and development of a film star. Linda Darnell, John Payne. Director: Walter Lang.

Swanee River..017..(84) .....Jan. 5
Musical Drama. Based on the life of Stephen Foster; introduces his songs and shows in sequence how each was conceived and written. Don Ameche, Andrea Leeds, Al Jolson. Director: Sidney Lanfield.

They Came by Night..033..(73).....Feb. 23
Melodrama. A band of high-powered jewel thieves meet their nemesis when they endeavor to make an appraiser one of their number. Will Fyffe. Director: Harry Lachman.

Viva Cisco Kid..039..(65) .....Apr. 12
Outdoor Drama. Father of a beautiful girl is rescued from a gang of bad men. Cesar Romero, Chris-Pin Martin, Jean Rogers. Director: Norman Foster.

Young as You Feel..032..(58).....Feb. 16
Comedy. Pa Jones tries retiring but finds it hard to enjoy himself and is glad to get back his drug store. Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason. Director: Malcolm St. Clair.

United Artists

A Chump at Oxford..(63) .....Feb. 16
Comedy. Two street cleaners are rewarded for apprehending a bank robber by being sent to college from where they are glad to get back to their jobs. Laurel and Hardy. Director: Alfred Goulding.

House Across the Bay..(74).....Mar. 1
Melodrama. An underworld biggie's wife has him imprisoned to save him from death at the hands of rivals. Joan Bennett, George Raft, Walter Pidgeon, Gladys George. Director: Archie Mayo.

Lion Has Wings, The..(76).....Jan. 19
Propaganda. The British raid on the Kiel canal highlights this depiction of the Royal Air Force's war activities. Merle Oberon, Ralph Richardson. Directors: Michael Powell, Brian Desmond Hurst, Adrian Brunel.

My Son, My Son..(115) .....Mar. 22
Drama. The depths of a love with which he but toyed, awaken a wastrel to redeeming himself. Madeleine Carroll, Brian Aherne, Louis Hayward. Director: Charles Vidor.

Of Mice and Men..(104) .....Jan. 12
Drama. A social study focused on a dim-witted Samson, who occasions grief for the one friend who understands him. Burgess Meredith, Betty Field, Lon Chaney jr., Charles Bickford. Director: Lewis Milestone.

One Million B. C...(78) .....Apr. 5
Fantasy. Two prehistoric tribes, faced by a monster, their common enemy, discover the value of cooperation. The story is told flashback by a scientist, deciphering cave carvings. Victor Mature, Lon Chaney jr. Director: Hal Roach.

Over the Moon..(78) .....Mar. 29
Comedy. Sudden wealth takes the heiress from her fiance, but the mad whirl is not satisfying and she returns to him. Merle Oberon, Rex Harrison. Director: Thornton Freeland.

Rebecca..(127) .....Apr. 12
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Saps at Sea..(57) .....May 3
Comedy. An escaping gangster comes aboard the decrepit boat of a pair of would-be yachtsmen. Stan Laurel, Oliver Hardy. Director: Gordon Douglas.

Universal

Black Friday..4018..(70) .....Apr. 12
Melodrama. A surgeon saves a friend's life with a brain replacement which turns out to be the brain of a criminal. Boris Karloff, Bela Lugosi. Director: Arthur Lubin.

Danger on Wheels..4055..(60) .....Feb. 2
Action Drama. A racing driver wins the girl when he proves the value of her father's new motor on the track. Richard Arlen, Andy Devine, Peggy Moran. Director: Christy Cabanne.

Double Alibi..4034..(60) .....Mar. 1
Mystery Melodrama. A reporter, blamed for three killings, clears himself and traps the real culprit. Wayne Morris, Margaret Lindsay, William Gargan. Director: Philip Rosen.

Enemy Agent..4033..(61) .....Apr. 19
Melodrama. A draftsman in an airplane factory finds the espionage ring stealing the plans. Richard Cromwell, Helen Vinson. Director: Lew Landers.

Framed..4032..(60) .....Feb. 23
Melodrama. A newspaperman's girl frees him from a false murder charge. Frank Albertson, Jerome Cowan, Constance Moore. Director: Harold Schuster.

Green Hell..4041..(87) .....Jan. 26
Drama. The thrilling experiences of an expedition party along the Amazon which faces hostile natives. Douglas Fairbanks jr., Joan Bennett, John Howard, Alan Hale. Director: James Whale.

Half a Sinner..4040..(61) .....Apr. 5
Comedy Romance. A school teacher, driving off in someone else's car picks up a hitch-hiker and her adventures begin. Heather Angel, John King. Director: Al Christie.

Honeymoon Deferred..4038..(59) .....Feb. 16
Comedy Drama. An insurance detective solves the mysterious death of the head of his company. Edmund Lowe, Margaret Lindsay, Elisabeth Risdon. Director: Lew Landers.

House of Seven Gables..4013..(89).....Apr. 12
Drama. A money-mad man is caught in the same trap he set for another. Margaret Lindsay, George Sanders, Vincent Price. Director: Joe May.

If I Had My Way..(94) .....May 3
Comedy with Music. Adopting an orphan soon leads to Crosby and his friends entrance into business, which turns out successfully. Bing Crosby, Gloria Jean. Director: David Butler.

Invisible Man Returns, The..4009..(81)....Jan. 12
Mystery Melodrama. A fantastic tale of an innocent man, sentenced to hang, who is rendered invisible by a doctor and escapes prison to seek the real murderer. Sir Cedric Hardwicke, Vincent Price, Nan Grey, John Sutton. Director: Joe May.

It's a Date..4001..(102) .....Mar. 22
Comedy with Music. Feigning a love affair saves a coveted role in a play for Deanna when her mother was reaching for the part. Deanna Durbin, Kay Francis, Walter Pidgeon. Director: Walter Seiter.

Ma! He's Making Eyes at Me..4022..(61)..Mar. 15
Comedy. A fashion publicist falls in love with show girl he built up, and was about to marry off to another. Tom Brown, Constance Moore. Director: Harold Schuster.

My Little Chickadee..4004..(84) .....Feb. 9
Comedy. A series of evictions from towns out west ends for the heroine when she gets the bandits to return the loot gathered in coach holdups. Mae West, W. C. Fields, Joseph Calleia. Director: Edward Cline.

Oh, Johnny, How You Can Love..4021..(63).Jan. 5
Drama. A romance that started on a highway is continued after the young couple escape captivity by bandits. Tom Brown, Peggy Moran, Allen Jenkins, Donald Meek. Director: Charles Lamont.

Riders of Pasco Basin..4062..(57) .....Apr. 5
Western. The ranchers money, gathered for a crooked irrigation project, is retrieved. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Ski Patrol..(62) .....**May 10**
Melodrama. A Finn and a Russian, great friends at the Olympic games, meet as foes on the battlefield. Philip Dorn, Luli Deste. Director: Lew Landers.

West of Carson City (formerly Galloping Kid) **4061..(55)** .....**Jan. 19**
Western. Law and order are restored to a western town after a crooked gambler and his gang are captured. Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran. Director: Ray Taylor.

Witness Vanishes, The..4027..(66) .....**Sept. 22**
Melodrama. A publisher avenges himself on four who railroaded him to an insane asylum. Edmund Lowe, Wendy Barrie, Barlowe Borland. Director: Otis Garrett.

Zanzibar..4025..(69) .....**Mar. 8**
Drama. A shipboard acquaintance saves a woman explorer and helps her obtain the relic she was commissioned to get. Lola Lane, James Craig, Eduardo Ciannelli. Director: Harold Schuster.

Warner Bros.

British Intelligence..416..(60) .....**Jan. 20**
Melodrama. A spy story climaxed by bombs and an air raid. Margaret Lindsay, Boris Karloff. Director: William Clemens.

Brother Rat and a Baby..406..(87).....**Jan. 13**
Comedy. A pal only succeeds in muddling the chances his friend has of heading the college football team. Priscilla Lane, Jane Bryan, Jane Wyman, Wayne Morris. Director: Ray Enright.

Calling Philo Vance..420..(62) .....**Feb. 3**
Mystery Drama. The stealing of airplane plans by foreign agents is uncovered. James Stephenson, Margot Stevenson. Director: William Clemens.

Granny Get Your Gun..421..(60).....**Feb. 10**
Comedy Drama. A pioneer tracks down the guilty gambler when her grand-daughter is hauled into court on a murder charge. May Robson, Harry Davenport, Margot Stevenson. Director: George Amy.

It All Came True..407..(97).....**Apr. 6**
Comedy-Drama. The son and daughter of partners who run a boarding house fall in love and the boarders remove the temporary obstacles. Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, ZaSu Pitts. Director: Lew Seiler.

King of the Lumberjacks..422..(59).....**Apr. 13**
Outdoor Melodrama. A lumber crew boss marries a girl he befriends, discovers she loves another, and when about to kill them, relents and grants her a divorce. John Payne, Gloria Dickson, Stanley Fields. Director: William Clemens.

Saturday's Children..(100) .....**May 11**
Drama. Tricked into marriage, but not sorry, lack of money later separates a young husband from his wife, but they finally are reunited. John Garfield, Anne Shirley. Director: Vincent Sherman.

Tear Gas Squad..423..(55) .....**May 4**
Drama. A night club singer who joins the police force to please his girl, becomes a real officer when his brother is murdered. Dennis Morgan, Gloria Dickson. Director: Terry Morse.

Virginia City..404..(120) .....**Mar. 23**
Historical Western. Opposing Civil War officers vie for military objectives and for a western belle. Errol Flynn, Miriam Hopkins, Randolph Scott. Director: Michael Curtiz.

State Rights

American Gang Busters (A)..(60)..Times Pictures
Documentary. Assorted clips tracing the careers of such criminals as Clyde Barrow, John Dillinger, Machine Gun Kelly, Pretty Boy Floyd, Bruno Hauptmann, Alvin Karpis. 4-40

Bad Boy..(66) .....**Gateway**
Melodrama. A small town boy becomes a big time racketeer only to meet the fate of all racketeers. Johnny Downs, Rosalind Keith, Helen MacKellar. Director: Herbert Mayer. 1-40

Black Eyes..(72) .....**Alliance**
Drama. A waiter rears his daughter to believe that he is a business man, so she can be brought up in luxury. Mary Maguire, Otto Kruger, Walter Rilla. Director: Herbert Brenon. 1-40

Death Rides the Range..(58).....**Colony**
Western. Investigating an expedition that is masking espionage activities, Maynard and his pals also clean up a range war and save a helium supply. Ken Maynard, Fay McKenzie. Director: Sam Newfield. 2-40

Face Behind the Scar, The..(71).....**Alliance**
Mystery Drama. An innocent fugitive returns but is hounded by the man who married his fiancee. Justice ultimately prevails. Griffith Jones, Rosalyn Boulter. 4-40

Fight for Life, The..(69).....**U. S. Film Service**
Documentary Drama. A young doctor develops into a skilled obstetrician and queries the world on the ills and vile conditions in which maternal welfare still exists. Pare Lorentz produced. 4-40

Flaming Lead..(57) .....**Colony**
Western. Aid comes to a girl ranch owner who is combating rustlers. Ken Maynard, Eleanor Stewart. Director: Sam Newfield. 12-39

Goose Step..(90).....**Oct. 15..P-D-C**
Drama. A brave German organizes anti-Nazi forces. Roland Drew, Steffi Duna. Director: Sherman Scott. 12-39

Headleys at Home, The..(60).....**Standard**
Comedy Drama. A hired impersonator turns out to be a bank robber, embarrassing friend wife to no end. Grant Mitchell, Evelyn Venable, Benny Rubin. Director: Chris Beute. 11-39

Hell's Angels..reissue..(100) .....**Astor**
Action Drama. Air battles in the World War intersperse the romance. Ben Lyon, James Hall, Jean Harlow. 2-40

Horrors of War (A)..(51) .....**Merit Pictures**
Drama. Several war scenes accenting the ravages. 4-40

Keep Punching..(81)..M-C Pictures.....**Dec. 15**
All-Negro Drama. A lad seeking a fighting career in the big city, meets an old friend. The "friend" tries to poison his drink but someone else gets the drink and the lad wins. Henry Armstrong, Mae Johnson, Willie Bryant, Canada Lee. Director: John Clein. 1-40

Killers of the Wild..(58) .....**Times**
Outdoor Drama. Story of a group of people who live outdoors. Joan Valeria, James Bush. 4-40

Lights Out in Europe..A..(70)....**Mayer-Burstyn**
Documentary. A story of nations at war; of people murdered and property destroyed. A study of the events which led to the present armed state. Narration by Fredric March. Script by James Hilton.

Lost on the Western Front..(62).....**World**
Melodrama. A soldier foregoes the intention to kill his successful and unscrupulous rival in love. Paul Cavanagh, Marcelle Chantal. 3-40

Mercy Plane..(58) .....**P-D-C**
Drama. The pilot who was to fly the "Mercy Plane" which was stolen, sends out a false S. O. S. to trap the man suspected of stealing planes and selling them to a foreign government. James Dunn, Frances Gifford, William Pawley. Director: Richard Harlan. 1-40

Mr. Washington Goes to Town..(65)...Dixie-Nat'l
All-Negro Comedy. Sennett-type slapstick with all the gags in the book. F. E. Miller, Manton Moreland. Director: Jed Buell. 5-40

Mystery in Swing..(76).....**International**
All-Nego Melodrama. A reporter finds the girl who kills the swing band leader. Monte Hawley, Marguerite Whitten. Director: Arthur Dreifuss. 3-40

North Sea Patrol..(65) .....**Alliance Films**
Drama. The Royal Navy waylays a band of spys through the commander of a destroyer. Geoffrey Toone, Judy Kelly, Clifford Evans. 2-40

One Dark Night..(Negro)..(81).....**Sack**
Comedy with Music. The lazy head of a family leaves after a dispute, but discovers a mine out west and returns to establish himself in a night club. Manton Moreland, Betty Treadville. Director: Leo C. Popkin. 1-40

One Night in Paris..(74) .....**Alliance**
British Mystery Drama. A French producer is murdered on the opening night of his play. The murder is solved before the play closes. John Lodge, Judy Kelly, Hugh Williams. Director: Walter Summers. 1-40

Outsider, The (A)..(90) .....**Alliance**
Drama. Blocked by the medical profession, the inventor of a machine eventually cures a crippled girl. George Sanders, Mary Maguire. 4-40

Phantom Rancher..(61) .....**Colony**
Western. Maynard has to pose as a phantom rider to bring help to the farmers in a valley near his ranch. Ken Maynard, Dorothy Short. 4-40

Pocomania..(65) .....**Dec. 1..Lenwal**
All-Negro Drama. Filmed on the island of Jamaica, the plot deals with a jealous girl, who uses voodooism to gain control of land left to her sister by their father. Sisterly love reunites the two. Nina Mae McKinney, Jack Carter, Ida James, Hamtree Harrington. Director: Arthur Leonard. 1-40

Riders of the Sage..(53).....**Metropolitan**
Western. A range war, with the sheep men trying to rout the cattle men. Bob Steele, Claire Rochelle, Ralph Hoopes. 1-40

Second Bureau..(60) .....**Film Alliance**
Spy Drama. A German girl spy trails a French spy agent. They fall in love, admit their identities, and plan to resign and marry. But the girl is shot as a traitor. Marta Labarr, Charles Oliver. Director: W. Victor Hanbury. 1-40

Son of Ingagi..(66) .....**Sack**
All-Negro Melodrama. A laboratory-created monster kills his woman doctor captor and several others before the place is burned down. Alfred Grant, Daisy Bufford. Director: Richard C. Kahn. 4-40

Songs and Saddles..(67) .....**Alexander**
Western. A cowboy hides his friend, a ranch owner, and then rounds up the gang who believe their attempt to kill the rancher was successful. Gene Austin, Lynne Berkley. Director: Harry Fraser. 1-40

Spies of the Air..(78) .....**Alliance**
Mystery Drama. The British Intelligence, by the process of elimination, uncovers the traitor who has been stealing aeronautic plans. Barry K. Barnes, Roger Livesey, Joan Marion, Basil Radford. Director: David MacDonald. 1-40

Straight Shooter..(54) .....**Principal**
Western. Concealed bonds are recovered for the heroine. Tim McCoy, Julie Sheldon. Director: Sam Newfield. 1-40

Straight to Heaven..(56) .....**Domino**
All-Negro Drama. A chemist uncovers a canned goods racket in Harlem, but is framed by the guilty parties and sent to jail. His wife and lawyer friend continue the crusade until the head mobster is exposed. Nina Mae McKinney, Jackie Ward, Stanley Harrison, Percy Verwayne, Lionel Monagas. Director: Arthur Leonard. 1-40

Trigger Fingers..(55) .....**Victory**
Western. A G-man tracks down the rustlers. Tim McCoy, Ben Corbett, Joyce Bryant. 1-40

Two's Company..(68).....**Times Pictures**
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Vengeance of the Deep..(70).....**Astor**
Drama. Two men on a South Sea island forgetting the same girl, meet a new girl with whom they fall in love anew. Lloyd Hughes, Shirley Ann Richards. 3-40

Foreign Dialogue

Baker's Wife, The..French..(97).....**B. W. Inc.**
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Between Two Worlds..Italian..(78).....**Esperia**
Drama. A woman torn between two loves. Isa Miranda, Vasa Prihoda. 3-40

Boys' School..(90)..(Foreign Dialogue)..Columbia
French Melodrama. A kaleidoscope of kiddish pranks in a middle-class French boys' school, in which one of the lads inadvertently learns that the educational director is involved with a gang of counterfeiters. Aime Clarion, Eric von Stroheim, Michael Simon. Director: Christian Jaque. 1-40

Citadel of Silence, The..(French) (91) .....**Film Alliance**
Drama. A Polish patriot marries a Russian prison commandant to be near her imprisoned lover and later to inspire mutiny. Annabella, Pierre Renoir. Director: Marcel L'Herbier. 2-40

Claudine (A)..(French)..(82) .....**French M. P.**
Comedy Drama. The hopeless love of a 16-year-old schoolgirl for an older man. Blanchette Brunoy, Max Dearly. 4-40

Entente Cordiale..(French)..(90).....**Concord**
Drama. The alliance between two traditional enemies, England and France, that came at the turn of the century. Victor Francen, Gaby Morlay. Director: Marcel L'Herbier. 1-40

Friendship (Italian)..(74) .....**Esperia**
Comedy. A gay bachelor thinks he's in love with his friend's wife; so does his friend; and so does the wife, until she breaks up the friendship —then returning to her husband. Mario Besozzi, Elsa Merlini. 4-40

Golden Key, The..(70)..(Russian) Amkino .....**Dec. 25**
Russian Fantasy. Tolstoy's adaptation of the Pinocchio yarn, about a poor musician who fashions a puppet from a block of wood. It comes to life and gets involved in a series of fairy tale complications. A. Shagin, S. Martinson, G. Uvarov. 1-40

Great Light, The (Italian)..(80) .....**Esperia**
Drama. The religious atmosphere of a shrine

dissuades a man from avenging himself upon one who had railroaded him for a crime he did not commit. Amedeo Nazzari, Leda Gloria. 4-40

Human Beast, The..French..(78).....Juno Films
Melodrama. Study of a man driven to acts for which he was no longer responsible. Jean Gabin, Simone Simon. Director: Jean Renoir. 3-40

I Condottieri..Italian..(89).....Esperia
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Katia..(French)..(78).....Mayer-Burstyn
Drama. A marriage of love for Alexander II of Russia nearly alters his country's course, when assassination ends all. Danielle Darrieux, John Loder. Director: Maurice Tourneur. 2-40

L'Alibi..(82)..(Foreign Dialogue).....Columbia
French Melodrama. (English subtitles). A girl, stacked up against the persistent forces of the law, confesses to the falsity of a "perfect alibi." Eric von Stroheim, Jany Holt, Louis Jouvet. Director: Pierre Chenal. 1-40

La Inmaculada..(95)..(Spanish).....UA
Drama in Spanish. Produced by Atalaya Films for the Latin market. A girl, married to one man, loves another. When the husband finds she loves some one else, he kills himself. In the meantime her lover marries another girl. Fortunio Bonanova, Andrea Palma. Director: Louis Gasnier. 1-40

Last Desire..French..(80).....Transatlantic
Drama. The love of an old man for a young woman. Raimu, Jacqueline Delubac, Pierre Brasseur. 3-40

Life of Giuseppe Verdi, The (Italian) (115).....Esperia
Drama with Music. Biography of the opera composer. Gaby Morlay, Fosco Giachetti. Director: Carmine Gallone. 4-40

Life of Tchaikowsky, The (Es War Eine Rauschende Ballnacht)..(93).....UFA-Carl Froelich..Nov. 1939
Music Drama. The composer's struggle for recognition. English sub-titles. Zarah Leander, Aribert Wascher, Hans Stowe. 12-39

Life on the Hortobagy..Hungarian..(78)..Eureka
Semi-Documentary. Life among the horse and cattle breeders on the plains of Central Hungary. Native cast. 3-40

Louise..(French)..(72).....Mayer-Burstyn
Music Drama. In the period of 1900 a girl runs off to Paris with a composer. The opera integrates the story. Grace Moore, Georges Thill. 2-40

Love in Old Naples..(Italian)..(99).....Esperia
Musical Drama. A story of unrequited love and the dutiful attention of relatives. Emma Grammatica, Vittorio De Sica. 2-40

Motel the Operator..Yiddish..(86).....Cinema
Drama. A lost son, as a lawyer, defends his father against a murder charge. Chaim Tauber, Yetta Zwerling. Director: Joseph Seiden. 3-40

Overture to Glory..Yiddish..(87).....G&L
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Shors..(Russian)..(92).....Amkino
Historical Drama. The idealism that spurred the conquest of the Ukraine in 1917-19. Director: Alexander Dovzhenko. 2-40

Skeleton on Horseback..Czech..(78).....Mindlin
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

SOS Mediterranean..French..(81).....Vedis
Drama. Three nations, through their naval officers, run down the smuggler of a poisonous gas. Pierre Fresnay. 3-40

Tevya..(Yiddish)..(93).....Maymon
Drama. Daughter of a Jewish family in old Russia, married out of her religion, returns as the family is about to be expelled from the town, and with them leaves for a new life. Maurice Schwartz, Miriam Riselle. 2-40

They Wanted Peace..Russian..(73).....Amkino
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvili, Tamara Markarova. 3-40

Ultimatum..French..(73).....Hoffberg
Drama. Events that befall an Austro-Serbian couple when the World War breaks out. Eric Von Stroheim. Director: Robert Wiene. 3-40

We Two..(Swedish)..(89).....Scandinavian
Drama. A husband becomes involved in a flirtation with his friend's wife, but when his wife has a baby, happiness wipes clean the slate. Sture Lagerwall, Signe Hasso. 1-40

We Were Seven Widows..Italian..(80)....Esperia
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonio Gandusio, Nino Taranto. 3-40

ALPHABETICAL GUIDE TO FEATURES

A

A Bill of Divorcement....RKO
A Chump at Oxford.....UA
Abe Lincoln in Illinois.....RKO
American Gang Busters.....SR
An Angel From Texas.....FN
And One Was Beautiful..M-G-M

B

Babies for Sale.....Col
Bad Boy.....SR
Baker's Wife.....Foreign
Between Two Worlds.....Foreign
Beyond Tomorrow.....RKO
Black Eyes.....SR
Black Friday.....Univ
Blazing Six-Shooters.....Col
Blondie on a Budget.....Col
Blue Bird, The.....20th-Fox
Boys School.....Foreign
British Intelligence.....WB
Broadway Melody of 1940..M-G-M
Buck Benny Rides Again....Para
Bullet Code.....RKO
Bullets for Rustlers.....Col

C

Calling Philo Vance.....WB
Castle on the Hudson.....FN
Charlie Chan in Panama.....20th-Fox
Chasing Trouble.....Mono
Cheyenne Kid, The.....Mono
Citadel of Silence.....Foreign
City of Chance.....20th-Fox
Claudine.....Foreign
Congo Maisie.....M-G-M
Convicted Woman.....Col
Courageous Dr. Christian...RKO
Covered Wagon Days.....Rep
Covered Wagon Trails.....Mono
Cowboy From Sundown....Mono
Curtain Call.....RKO

D

Danger Ahead.....Mono
Danger on Wheels.....Univ
Dark Command.....Rep
Death Rides the Range.....SR
Dr. Cyclops.....Para
Dr. Ehrlich's Magic Bullet...FN
Dr. Kildare's Strange Case M-G-M
Doctor Takes a Wife.....Col
Double Alibi.....Univ

E

Earl of Chicago.....M-G-M
East Side Kids.....Mono
Edison, the Man.....M-G-M
Emergency Squad.....Para
Enemy Agent.....Univ
Entente Cordiale.....Foreign

F

Face Behind the Scar, The...SR
Farmer's Daughter.....Para
Fatal Hour, The.....Mono
Fight for Life.....SR
Fighting 69th, The.....FN
Five Little Peppers at Home.....Col
Flaming Lead.....SR
Florian.....M-G-M
Forgotten Girls.....Rep
Forty Little Mothers.....M-G-M
Framed.....Univ
Free, Blonde and 21....20th-Fox
French Without Tears.....Para
Friendship.....Foreign

G

Geronimo!.....Para
Ghost Comes Home.....M-G-M
Ghost Valley Raiders.....Rep
Golden Key.....Foreign
Goose Step.....SR
Grandpa Goes to Town.....Rep
Granny Get Your Gun.....WB
Grapes of Wrath.....20th-Fox
Great Light, The.....Foreign
Green Hell.....Univ

H

Half a Sinner.....Univ
He Married His Wife..20th-Fox
Headleys at Home.....SR
Hell's Angels.....SR
Heroes of the Saddle.....Rep
Hidden Enemy.....Mono
High School.....20th-Fox
His Girl Friday.....Col
Hi-Yo, Silver.....Rep
Honeymoon Deferred.....Univ
Horrors of War.....SR
House Across the Bay.....UA
House of Seven Gables.....Univ
Human Beast.....Foreign
Human Monster, The.....Mono

I

I Condottieri.....Foreign
I Take This Woman.....M-G-M
I Was an Adventuress...20th-Fox
If I Had My Way.....Univ
In Old Missouri.....Rep
Invisible Man Returns.....Univ
Irene.....RKO
Isle of Destiny.....RKO
It All Came True.....WB
It's a Date.....Univ

J

Johnny Apollo.....20th-Fox

K

Katia.....Foreign
Keep Punching.....SR
Killers of the Wild.....SR
King of the Lumberjacks....WB
Knights of the Range.....Para

L

L'Alibi.....Foreign
La Inmaculada.....Foreign
Lambeth Walk.....M-G-M
Land of Six Guns.....Mono
Last Desire.....Foreign
Legion of the Lawless.....RKO
Life of Giuseppe Verdi....Foreign
Life of Tchaikowsky, The.Foreign
Life on the Hortobagy...Foreign
Light of Western Stars.....Para
Light That Failed, The....Para
Lights Out in Europe.....SR
Lion Has Wings, The.....UA
Little Old New York....20th-Fox
Little Orvie.....RKO
Lone Wolf Strikes, The.....Col
Lost on the Western Front....SR
Louise.....Foreign
Love in Old Naples.....Foreign

M

Ma! He's Making Eyes at Me.....Univ
Man From Dakota.....M-G-M
Man From Tumbleweeds.....Col
Man Who Wouldn't Talk.....20th-Fox
Man With Nine Lives.....Col
Marines Fly High.....RKO
Men Without Souls.....Col
Mercy Plane.....SR
Mexican Spitfire.....RKO
Midnight Limited.....Mono
Millionaire Playboy.....RKO
Money to Burn.....Rep
Motel the Operator.....Foreign
Mr. Washington Goes to Town.SR
Murder on the Yukon.....Mono
Music in My Heart.....Col
My Favorite Wife.....RKO
My Little Chickadee.....Univ
My Son, My Son.....UA
Mysterious Mr. Reeder.....Mono
Mystery in Swing.....SR

N

North Sea Patrol.....SR
Northwest Passage.....M-G-M

O

Of Mice and Men.....UA
Oh, Johnny, How You Can Love.....Univ
One Dark Night.....SR
One Million B. C.....UA
One Night in Paris.....SR
Opened by Mistake.....Para
Outside the 3-Mile Limit.....Col
Outsider, The.....SR
Over the Moon.....UA
Overture to Glory.....Foreign

P

Pals of the Silver Sage.....Mono
Parole Fixer.....Para
Phantom Rancher.....SR
Pinocchio.....RKO
Pioneer Days.....Mono
Pioneers of the Frontier.....Col
Pioneers of the West.....Rep
Pocomania.....SR
Primrose Path.....RKO

R

Rancho Grande.....Rep
Rebecca.....UA
Remember the Night.....Para
Riders of Pasco Basin.....Univ
Rhythm of the Rio Grande..Mono
Riders of the Sage.....SR
Road to Singapore.....Para

S

Saint's Double Trouble, The.....RKO
Santa Fe Marshal.....Para
Saps at Sea.....UA
Saturday's Children.....WB
Second Bureau.....SR
Seventeen.....Para
Shooting High.....20th-Fox
Shop Around the Corner.M-G-M
Shors.....Foreign
Showdown.....Para
Sidewalks of London.....Para
Skeleton on Horseback....Foreign
Ski Patrol.....Univ
Sky Bandits.....Mono
Songs and Saddles.....SR
Son of Ingagi.....SR
Son of the Navy.....Mono
SOS Mediterranean.....Foreign
So This Is London.....20th-Fox
South of the Border.....Rep
Spies of the Air.....SR
Star Dust.....20th-Fox
Straight Shooter.....SR
Straight to Heaven.....SR
Strange Cargo.....M-G-M
Swanee River.....20th-Fox
Swiss Family Robinson.....RKO

T

Tear Gas Squad.....WB
Tevya.....Foreign
They Came by Night....20th-Fox
They Wanted Peace.....Foreign
Three Cheers for the Irish....FN
'Til We Meet Again.....FN
Tomboy.....Mono
Too Many Husbands.....Col
Trigger Fingers.....SR
20 Mule Team.....M-G-M
Two's Company.....SR

U

Ultimatum.....Foreign

V

Vengeance of the Deep.....SR
Vigil in the Night.....RKO
Village Barn Dance.....Rep
Virginia City.....WB
Viva Cisco Kid.....20th-Fox

W

We Two.....Foreign
We Were Seven Widows..Foreign
West of Carson City.....Univ
Witness Vanishes, The.....Univ
Women Without Names.....Para

Y

Young As You Feel.....20th-Fox
Young Buffalo Bill.....Rep
Young Tom Edison.....M-G-M

Z

Zanzibar.....Univ

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A Self-Imposed Epitaph to an Impotent Theatre



and an OVERDUE APOLOGY TO THE ENLIGHTENED PUBLIC!

Theatre buildings are business properties, but like persons they are ofttimes left impotent at birth through lack of personality in their appearance and physical makeup; or they become so later by reason of old age, passing fashion or the need for nourishing maintenance. Yet incompetent movie theatres, young or old, can be restored to high productivity through House Appeal—the chief ingredient of which is COMFORT. Sad indeed is the plight of the emaciated picture theatre whose very appearance stamps it as physically unfit in the eyes of an enlightened public. Such theatres actually advertise their own discomforts and other deficiencies detrimental to patronage. . . . In the May 25th issue of The Modern Theatre section, you readers of BOXOFFICE will be given another strong draught of House Appeal, after which many of you will decide to do something about it. The editors are enriching this next issue with a particularly potent presentation on "Lighting Effects," an especially important essential to a theatre's pep and personality—the sort of vitality that begets more business for the boxoffice . . . . and besides, there'll be plenty of other slants and side angles on business restoration that you won't want to be missing, such as air conditioning, architecture, acoustics, decorations, seating, projection, sound reproduction and many other subjects intimately involved in creating more patronage through the medium of COMFORT. You can't miss if you'll make it a point to read

The MODERN THEATRE

MAY 25 : LIGHTING EFFECTS

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

The Pulse of the Motion Picture Industry

BOXOFFICE

MAY 18, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION

GOV'T SKIRTS FACTUAL "MEAT" IN PRE-TRIAL QUIZZES; IS AVOIDING TIPPING ITS HAND . . . OIL CASE MAY STRIKE SUPREME COURT KEYNOTE IF ALL-INDUSTRY ACTION REACHES HIGH TRIBUNAL . . . UA, UNIVERSAL COMPLETE SALES MEETS, PARAMOUNT IS GETTING SET FOR LOS ANGELES . . . SEE PAGE THREE EDITORIAL, "BLITZKRIEG FROM HOLLYWOOD" . . . REVIEWS, SELLING SEATS, BOOKING CHART



It's Robert Taylor's top performance!



HER FIRST
Since "Gone With the Wind."



HIS BEST!
The thrill role of his career.

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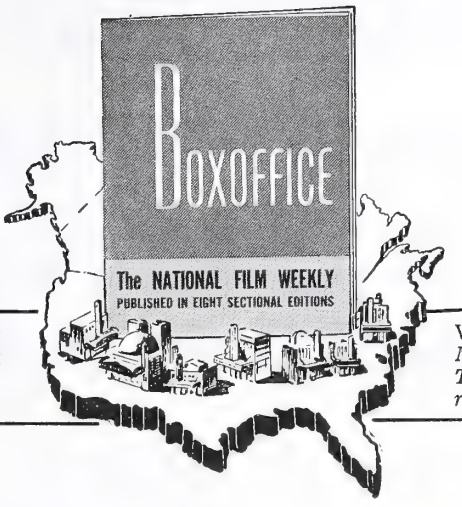
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A METRO-GOLDWYN-MAYER PICTURE • *Directed by* MERVYN LeROY • *Produced by* SIDNEY FRANKLIN

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 36 NUMBER 26
May 18, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

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BLITZKRIEG FROM HOLLYWOOD

HIGHER admissions and extended playing time.

With increasing intensity, this double cry rains down on the industry from those otherwise pleasant heavens which ceiling the studios. Here is the answer to trouble overseas.

Hollywood, sticking by its solution, is trying very hard indeed to get others stuck in it.

The conclusion is very simply reached, at that. So much money came from Europe before Hitler marched. If X countries kicked in X numbers of dollars, the grand total, of course, must remain at X. It makes little difference how the figure is reached. If Europe no longer can be depended upon, it's up to America to plug the hole. Severe restrictions in England, with something more drastic to come, cut no ice. Denmark, Norway, Holland and Belgium out of the running, with Sweden lucky if she escapes, make it the more regrettable. But X is X and Hollywood, you can bet, knows its letters.

This immediate assumption that the international gross, stemming from all directions will, or must, remain at its unchangeable level regardless of who or what contributes to that level is hastening the crisis in this industry. For no matter how the situation is sliced, no matter how loudly goes the whistling in the dark, there is no assurance of anything of the sort.

In fact, caution dictates immediately and clearly that the total will drop or, certainly, is in serious danger of dropping. Caution does not suggest it as feasible or in good business automatically, and autocratically, to issue blanket decrees that admissions must go up and playing time be extended in a manouvre designed to transfer the whole burden from one shoulder squarely onto another.

Hollywood insists the answer now is in the hands of the American exhibitor. He must pick up the slack. The theatreman must bend backwards and gyrate in all directions in his desire, and in his eagerness, to help the producer so that he, in turn, may continue to do a sterling job of it at the studios. Actually, there is an undeniable need and an obligation for the exhibitor here to assume part of the burden. Actually, too, there is no need for Hollywood to feel that it can escape its own share of the responsibility. Nor should it try.

That responsibility is heavy and foreboding. It will require sympathy and the concrete thing, which is action, from all quarters, but it can have no place for exemptions granted to, or assumed by, any one group.

If exhibitors are to assume their part of the deal so must the studios and the men who run them.

Hollywood must make up its mind to spend its lavish dollar more judiciously, more wisely, more discreetly and also to spend it less freely.

Hollywood, as well, had better reorganize its mental boundaries in a realization of the limitations of the American market and it had better do its manufacturing with both eyes glued to the outlet. Rainbows don't last.

Once more and who knows for how many times now, this does not mean cheap pictures. It does mean good and better than good attractions, more carefully blue printed, more conservatively made, less extravagantly turned out.

A lot of world sprawls beyond Hollywood's borders. Events in it and trends in it cannot be pigeon-holed forever.

Kann

GOV'T SKIRTS FACTUAL "MEAT" IN PRE-TRIAL QUIZZES; WANTS TO AVOID TIPPING ITS HAND

New Line of Questioning Only Scratches Surface On Government Action

NEW YORK—The consensus among distributor counsel is that the government has suddenly altered its line of attack in questioning topline industry executives at pre-trial examinations in the big suit with the idea of not tipping its hand any further until the trial gets under way in federal court here June 3.

The feeling in major counsel quarters is that examiners for the department of justice are laying off the real stuff and holding the "meat" back until the same men are called to the stand at trial.

Under the government's plans, defendant witnesses are to be paraded before Judge Henry Warren Goddard as soon as the opening statements are launched by both sides. In department circles, the explanation for this procedure is that the industry's leading executives then will give the presiding judge a first-hand picture of the background of the film business before complaining witnesses are questioned.

"Real Questions" in Court

Distributor lawyers also feel that when the executives are called the real questioning will take place with a judge to rule on what is permissible and what is not for the record.

Furthering the contention which obtains in film circles is the switch from Robert L. Wright to John F. Clagett on pre-trial interrogations. This took place when Nate J. Blumberg, Universal president, and Charles C. Moskowitz, in charge of Loew's metropolitan operations, were questioned.

The line of questioning directed at these men only scratched the surface, one lawyer told BOXOFFICE.

Repeats Previous Queries

In the case of Blumberg and Moskowitz, the examiner repeated questions asked previous Universal and M-G-M executives. The lawyers are suspecting something, adding "the government now is only going through the motions."

Very little has been accomplished by the recent examinations, insofar as the government is concerned, according to film counsel who point to the fact that every court motion for particulars has been won by the defendants much to the surprise of certain department of justice men.

As a result, it is stated, the government has had to give out information which it was planning to withhold until trial. And because of this, attorneys add, it is not surprising that a new line of approach has been adopted by the plaintiff.

Another incident which seemingly is mystifying distributor legalites is the fact that before Darryl F. Zanuck came on

(Continued on page 32)

Moskowitz: He Knits His Own; Blumberg: He Pooled Theatres

NEW YORK—Nate J. Blumberg, former RKO vice-president and general manager and now Universal president, participated in negotiations leading to pooling deals by RKO units in Des Moines with A. H. Blank, in St. Paul with Minnesota Amusement, in Cleveland with Warner and in Kansas City with Paramount and Fox Midwest, he stated at pre-trial examinations in the all-industry suit. Cliff Work handled the deal for joint operation of the Hillstreet in Los Angeles with Rodney Pantages' theatre of the same name in Hollywood.

In all instances, the witness said, there were too many first runs in town and not enough product. The pools, he added, turned losses into a profit by "intelligent handling of operations."

RKO had the Orpheum in Des Moines and a small interest in the Roosevelt, a small neighborhood house, while Blank operated the Paramount. RKO had RKO product, half of Warner and Columbia.

In St. Paul, RKO had the Orpheum, and the President, since torn down, was being operated by RKO Realty Bondholders. Minnesota had two or three theatres and Blumberg's impression was the Strand was brought into the deal after the pool was formed. RKO had RKO, Universal and

(Continued on page 37)

NEW YORK—As head of metropolitan New York operations for Loew's, Charles C. Moskowitz keeps to his own knitting and has not discussed out-of-town product or pooling deals in which the circuit's theatres have been involved with Joseph R. Vogel or Nicholas M. Schenck. So Moskowitz testified when questioned at a pre-trial examination by John F. Clagett, special assistant to the attorney general.

But, despite his insistence he knew very little about the theatres handled by Vogel, Moskowitz was questioned at length on such situations as Atlanta, Baltimore, Boston, Buffalo, Cleveland, Denver, Houston, Indianapolis, Kansas City, Los Angeles, Memphis, New Haven, New Orleans, Pittsburgh, San Francisco, St. Louis and Washington.

The witness, from what scant knowledge he apparently had, said he believed Loew's Century in Baltimore was closed and that Loew's had a financial interest in the Great Lake, Hippodrome and Buffalo, operated by Vincent McFaul for the Shea interests. His understanding, also, was there is no pool between Warner and Shea. While he believes the theatres in Cleveland operated by Loew's are the State and Stillman, he has never heard of them

(Continued on page 38)



Moskowitz, Surrounded by Lawyers— —Photo by Cosmo-Sileo

Legal battery flanks Loew's metropolitan New York theatre operator on his way to appear before government counsel to testify in his examination before trial in the all-industry suit. Left to right, the group includes Lawrence Bunker of Davis, Polk, Wardwell, Gardner and Reed, prominent law firm representing Loew's; Moskowitz, Jay Eisenberg of the Loew home office legal staff, Edward McLean, of the Davis office; J. Robert Rubin, Metro's general counsel, and John W. Davis, senior partner of the outside law firm defending Loew's.

OIL CASE MAY SET SUPREME COURT KEYNOTE IF ALL-INDUSTRY ACTION REACHES TRIBUNAL

Eye Ruling Trade Gain No Excuse for Price Fixing Activity

By EARLE A. DYER

WASHINGTON—Treatment which may be accorded the distributors should the all-industry suit reach the supreme court is foreshadowed in the decision of that tribunal in the so-called Madison oil case.

Affirming a district court decision holding 12 corporations and five individuals guilty of violations of the Sherman act, the court, in effect, held that a business combination that has the purpose and the power of fixing prices is in violation of that law even though the controls it exercises are designed to improve conditions within an industry.

"Under the Sherman act," the court declared, "any combination formed for the purpose and with the effect of raising, depressing, fixing, pegging or stabilizing the price of a commodity in interstate or foreign commerce is illegal per se."

Was Price-Boost Case

The oil case differed from the film suit in that it was based upon concerted action by the major oil companies to purchase and withhold from the market large quantities of "distress" gasoline, the effect of which, the government charged, was to raise the prices of gasoline to dealers and the public.

In its decision, however, the court went further than that issue in holding that the depressing of prices was as illegal as their raising, thus attacking one of the contentions of the film distributors that the practices of the motion picture industry tend to keep prices to exhibitors at a reasonable level.

Cites Court Stand

The keynote of the supreme court's attitude on the question was expressed by Associate Justice Douglas in delivering its opinion, when he said that "for over 40 years this court has consistently and without deviation adhered to the principle that price-fixing agreements are unlawful per se under the Sherman act and that no showing of so-called competitive abuses or evils which those agreements were designed to eliminate or alleviate may be interposed as a defense."

Of major importance, however, was the warning that where Congress has the power to accomplish the aims sought, industry must not attempt to attain them without Congressional authorization.

In the oil case, Justice Douglas declared, "the fact that Congress through utilization of the precise methods here employed could seek to reach the same objectives sought by respondents does not mean that respondents or any other group may do so without specific Congressional authority."

The elimination of so-called competitive evils is no legal justification for such programs, he said. "Ruinous competition, financial disaster, evils of price cutting and the like appear throughout our history as ostensible justifications for price-fixing. If the so-called competitive abuses were to be appraised here, the reasonableness of prices would necessarily become an issue in every price-fixing case. In that event the Sherman act would soon be emasculated; its philosophy would be supplanted by one which is wholly alien to a system of free competition; it would not be the charter of freedom which its framers intended."

Reverting to the theme that it is Congress and not the courts which has the authority to pass on these questions, the opinion continued:

"Congress has not left with us the determination of whether or not particular price-fixing schemes are wise or unwise, healthy or destructive. It has not permitted the age-old cry of ruinous competition and competitive evils to be a defense to price-fixing conspiracies. It has no more allowed genuine or fancied competitive abuses as a legal justification for such schemes than it has the good intentions of the members of the combination. If such a shift is to be made, it must be done by the Congress."

Believes Collapses Overseas May Induce Suit Settlement

By LEONARD WEISBERG

NEW YORK—Those who favored, or saw the possibility of, a consent decree as a means of settling the government's key suit admit the idea has cooled to the point of collapse so far as industry objectives are concerned. But in a very important quarter, somewhat removed from legal or political machinations, a view persists that a very definite chance for discontinuance of the suit exists.

The department of commerce would be the body to ask for a "common sense" approach to the situation and the invasion of Holland and Belgium would provide the reason; the department of justice would not be consulted and "the whole thing could blow up in 24 hours." So goes the speculation on the theory the government has as much as, if not more than, the industry at stake in keeping commerce humming in high gear during times of international insecurity. And now a quote:

"The government might be made to see that it would be far more beneficial to keep an industry such as ours intact than for the department of justice to gain the satisfaction of winning another court battle. And in the long run, the cost to the justice department of preparing and trying the case would be a drop in the bucket as compared to what the mouth that feeds it might lose if the industry is defeated, is compelled to disintegrate, is forced to cut its payrolls and accept distress bids for its theatres."

Holland and Belgium enter the picture by way of offering irrefutable proof that foreign markets have shrunk to a negligible source of revenue as against the 40 per cent that normally comes from abroad. Since it is the commerce department's responsibility to see that domestic commerce rolls with as little shackling as possible, the foreign situation looms as a distinct impediment. Until now, this source avers, Thurman Arnold has turned deaf ears to majors' pleas that the loss of foreign markets has all but demoralized their financial reckonings.

Assuming the commerce department does present its view to those in Washington not as single-track minded as Arnold is pictured, it would be coupled with the observation that the cost to the industry of defending the suit, which is estimated at millions, and the probable effects of the Neely bill, assuming it becomes law, would be of such combined force as to sharply interfere with the "benefits, whatever they may be, presently enjoyed by the government from the motion picture industry."

Opinion that the suit may yet be settled seems to gain weight from another viewpoint, according to BOXOFFICE's informant. This stems from the fact the commerce department asked for, and was supplied, voluminous data on every important phase of industry machinery. The request was made openly on the grounds the information might form the basis of an acceptable trade practice code with the justice department's benefaction. The facts were supplied with "confidential" stamped all over them, it is said. They later formed the groundwork for the commerce department's approach to the justice department for a consent decree. This procedure made it possible for Arnold to view openly the "confidential" data referred to the commerce department and which can be expected to be used against the majors should the suit go to trial.

Now that Arnold has made it known he will not countenance a consent decree, this informant takes the position the commerce department "must save face" with the industry and do all in its power to secure some form of settlement.

Farnsworth Resigns For Private Practice

NEW YORK—William P. Farnsworth, assistant to the attorney general in charge of the local office for the handling of the government suit, has tendered his resig-

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The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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Notes to You from Red Kann

NOT AT ALL by accident did Stanton Griffis embark upon his plea for the continued independence of this industry when he spoke recently before the Los Angeles Town Hall. It so happens that his address naturally divided itself into two parts. One was designed to be of general appeal to the average reader. The other was more particularly aimed at the financial world. Both, however, were directed at registering one company's attitude—and very conceivably beyond—toward governmental influence and even interference in its business. A quick dip into the text makes that clear. Witness:

> "A great combination of art and business finds itself today beset on every side by attacks of local, state and federal agencies, in the courts and the legislature, harassed by such congressional bills as the Neely bill—harassed and tormented by suits of the department of justice aimed toward forcing the major companies to separate theatre ownership from production; worn down by taxes of every conceivable nature; inhibited and limited by almost a hundred censor boards which have sprung up around the country; all at a time when an unprecedented collapse of foreign income is upon us due to the breakdown of foreign currencies and the great war."

But, too, there was another angle. How it will register with the political colossi of all parties in Washington is as much for you to ponder over as it is for us. It could be troublesome, although it might not be, for an attitude like this to percolate around the nation:

> "This is an industry, too, that consistently, even if not quietly, sticks to its knitting of furnishing amusement, laughter, entertainment and escape; spends its far-flung energy in making the world a happier place to live in; resolutely endeavors to keep out of the field of politics and propaganda, although I sincerely believe that, if the motion picture companies should so desire, and would for the moment stray from this principle, it could, within a very short time so influence public opinion as to elect a congress and a president . . ."

Yet, regardless of all of this, Griffis made one comparison which is funnier than immediately appears to the eye. Talking of Paramount as a developer of by-products and citing the profit from candy vending to be in excess of the interest on its indebtedness, he compared the company with Armour.

It is probably needless to stress the observation that Armour deals largely in hams.

Essay on Traffic

"A trust-buster weary of his title" is how the Associated Press describes Thurman Arnold who "is out to sell the anti-trust laws anew as guardian of the market place where American housewives buy milk for the kids, gas for the car and movies for the whole darn family."

Great corporations in steel, motors, glassware and aluminum have battled with him in the courts, but with Arnold, continues this Washington dispatch, the attacks have been directed—and presumably will continue so—not at cutting down the size of companies, but at keeping them in bounds. A quote to illustrate:

> "Consumers never could be convinced that size in itself is an evil. They know that the automobile they ride in could not be produced except by a large corporation. They remember when glasses and dishes and hammers and all the things that are now sold at the 10 cent store at low prices used to be luxuries."

His tocsin sounds for "free trade within the borders of the United States." Bearing on that approach and in view of June 3, it is pertinent to record this, too:

> "We have an instrument already at hand in the form of our anti-trust laws. They are the only expression of our competitive ideals which has any positive force behind it. Maintaining a free market is like controlling traffic. It is not a difficult job, but it is a continuous one. The referee has been too long absent from American industry."



CENTURY-FOX FILM CORPORATION

PRODUCT ANNOUNCEMENT *for* 1940-41

At a time when great pictures are more than ever necessary for the continued prosperity of our industry, Twentieth Century-Fox Film Corporation takes pride in announcing its production program for the season 1940-41.

We expect to release 52 feature pictures; and, for exhibitors throughout the world, it is of the utmost importance to note that with leading foreign markets destroyed or weakened by war or currency restrictions, this Company has made no curtailment in its production budget. In our opinion this is the only policy which can assure to theatre operators and ourselves the quality of pictures which is vital to progress and profitable operation.

From the stories and with the stars, players and directors listed on the following pages will come the great majority of the productions released by this Company next season. Because of circumstances which nobody now can foresee, some of these stories may not be produced—in

their final form some may not measure up to our hopes, others may be replaced with timelier, more important subjects. In every case, however, where a change is made, it will be done solely to improve the program.

In listing the personalities for our product, as well as directors, we name only those who are under contract to this Company or whom we have already borrowed from other producing companies. As in the past, however, we expect to use additional boxoffice names not now ready for announcement.

Twentieth Century-Fox is proud in the knowledge that as of today we have on our books more accounts than ever before in the history of this Company. To our customers throughout the world we present this program which we sincerely believe to be the greatest and most forward-looking list of pictures we have ever had.

Twentieth Century-Fox Film Corporation

52

FROM 20th CENTURY-FOX FOR 1940-41

. . . of which 26 will be produced from the following stories, or others timelier and greater . . . all on a scale worthy of these extraordinary properties!

BRIGHAM YOUNG

Tremendous, human—being produced on a heroic scale. The cast already includes TYRONE POWER, LINDA DARNELL, DEAN JAGGER (brilliant Broadway star), Jane Darwell, John Carradine, Brian Donlevy, Mary Astor, Vincent Price. Written by Louis Bromfield ("The Rains Came"). Screen play by Lamar Trotti, author of "In Old Chicago." Directed by Henry Hathaway. To be launched with the greatest nationwide promotion 20th ever gave a picture.

DOWN TO THE SEA IN SHIPS

Without a doubt the greatest sea story ever written! Set for the spectacular top-budget production its scope demands. Directed by Henry King.

HOW GREEN WAS MY VALLEY

Today's runaway best-seller! The story property of the year! Richard Llewellyn's powerful, emotional novel will receive a production that assures it a place among the great pictures of all time. Directed by John Ford.


TIN PAN ALLEY
A lavish and magnificent musical on the scale of "Lillian Russell" —in the romantic setting where are born the songs the whole world sings and plays and remembers.
BROOKLYN BRIDGE
TYRONE POWER . . . ALICE FAYE . . . DON AMECHE . . . HENRY FONDA . . . LINDA DARNELL . . . EDWARD ARNOLD! New York during the decade that transformed it from an ordinary seaport to the world's greatest metropolis!
WESTERN UNION
by Zane Grey
Words of meaning to every American, and in them Zane Grey found his last and greatest story. The epochal spanning of our continent by wire—a vital lifeline to the nation torn asunder by the fury of the Civil War. A production of maximum importance and showmanship opportunity.
THE GREAT PROFILE
Adolphe Menjou plays the title role.

THE RETURN OF FRANK JAMES

In Technicolor

Boxoffice successor to "Jesse James," unanimously acknowledged 1939's biggest money-maker. HENRY FONDA plays the title role. Others already cast are Andrea Leeds, Henry Hull, Jackie Cooper, John Carradine, Donald Meek, J. Edward Bromberg, Eddie Collins. A top-profit certainty, made in response to unprecedented audience demand. Directed by Fritz Lang.

5th AVENUE

The brilliant new novel by Polan Banks. A story of the five decades from the glittering nineties to now. Definitely important boxoffice.

SGT. SAM DREBEN, U. S. A.

The unparalleled adventures of Fighting Sam Dreben, named by General Pershing "a one-man army." Vital and colorful, his thrill-packed story receives merited big-scale handling! Story by William Anthony McGuire. Directed by John Ford.

DOWN ARGENTINE WAY

In Technicolor

The stand-out musical of 1940-41. Starring ALICE FAYE, DON AMECHE . . . and introducing tantalizing, torrid-voiced CARMEN MIRANDA of "Streets of Paris," Broadway hit that was her personal triumph. Songs by Mack Gordon. Directed by Irving Cummings.

HIGHWAY 66

The route that "The Grapes of Wrath" made immortal becomes the scene of another powerfully realistic drama . . . doubly boxoffice because of its association in the minds of movie-going millions with the sweepingly successful Steinbeck masterpiece.

THE GREAT COMMANDMENT

Its greatness given even more powerful impact by its astounding parallel to the happenings of our own times. Spectacular drama of a crushed and helpless people during the last days of Christ. The matchless might of Roman arms . . . countless legions and fearsome war chariots plunging resistlessly through enemy hosts. And through it all a truly inspiring love story. TYRONE POWER and LINDA DARNELL head the impressive cast!

SONG OF THE ISLANDS

Seldom has a story locale lent itself to such spectacular production. Vitally, arrestingly different drama of Hawaii's vast plantations . . . sensationally climaxed by a hurricane-driven, cane-field fire that threatens the island and its people with flaming destruction!

CHAD HANNA

The newest and greatest novel by the famous author of "Drums Along the Mohawk," Walter D. Edmonds! One of 20th's most important story acquisitions—already sweeping to the top of the book lists—acclaimed a "sure-fire, big-time best seller"! The exciting, warming, human story in which young Chad Hanna figures will be an unforgettable picture . . . produced with all the sweep and scope it merits!

HUDSON'S BAY COMPANY

Drama at its mightiest . . . sweeping from the gay, dissolute court of England's Charles II to the remotest outposts of the savage Canadian Northland . . . depicting the London Plague and Fire, notorious Nell Gwyn, high intrigue, heart-stirring forest adventure. Story by Lamar Trotti.

I MARRIED A NAZI

The sensational Liberty Magazine serial that created a national furore . . . relating the amazing, unforgettable experiences of a young American woman, plunged into the Nazi reign of terror. JOAN BENNETT will co-star with RICHARD GREENE. GEORGE SANDERS also has an important role. Front-page impact, record grosses.

BELLE STARR

The fiery, high-born Southern beauty who became history's most notorious woman outlaw when carpet-baggers pillaged her family's fortune and Yankee troops murdered her father. Tempestuous romance, blazing with thrill and adventure. Story by Nunnally Johnson. ALICE FAYE will play the title role.

BROTHERS

Moving human drama of two brothers, bred in the teeming waterfront of today's San Francisco, and the girl they both loved. To be cast with three great stars!

RED CROSS NURSE

No more vital theme has ever inspired a great picture. Courage and sacrifice against a thrilling panorama of hurricanes, floods, Arctic storms, mine disaster. Alive with heart-lift, showmanship wallop.

DOWN ON THE WABASH

(TENTATIVE TITLE)

The realistic story of a young, small-town banker whose faith in himself and his fellow-men caused him to revolt against the powers throttling the community that was his home. Rich in young and mature love . . . electrifying in its explosive surprise climax.

Elsa Maxwell's PUBLIC DEB No. 1

(TENTATIVE TITLE)

Keyed to today's smartest comedy vogue! With famed Elsa Maxwell showing how debs tick and click. Co-starring LINDA DARNELL, GEORGE MURPHY, with Charles Ruggles, Ralph Bellamy, Mischa Auer, Berton Churchill, Franklyn Pangborn, Maxie Rosenbloom. Directed by Gregory Ratoff.

Irving Berlin's SAY IT WITH MUSIC

The "Alexander's Ragtime Band" of 1940-41! The great romance of the glamorous, fantastic 1920's . . . keyed to a title of incalculable value. Six new Irving Berlin hits will be added to his finest melodies of that incredible decade. Outstanding cast and production further insure the importance of this attraction. A showmanship show!

YOUNG PEOPLE

SHIRLEY TEMPLE, JACK OAKIE, CHARLOTTE GREENWOOD! The tumultuous and exciting cavalcade of a vaudeville child-star's rise, bringing back to you memorable highlights of Shirley's own spectacular career . . . featuring Gordon & Warren's best songs ever and a top-name cast. Directed by Allan Dwan.

THE CALIFORNIAN

Turbulent, action-crammed drama of California's most romantic days. Blazing with the reckless deeds of a mysterious caballero whose daring forays terrorized the tyrant clique despoiling the country and its people. TYRONE POWER heads a spectacular cast.

THE KHYBER PASS

A cut in the mountains which today holds the fascinated attention of the world. The great story of the historic gateway to the wealth of India.

STUDIO CLUB

Drama spotlighting the fascinating lives and careers of the world's most gorgeous girls . . . famed even in Hollywood for their loveliness! Revealing their ambitions, heart-breaks, loves, schemes! A story thrilling and unusual!

SUN VALLEY

Playground for the wealth and aristocracy of all the world . . . the internationally-famed headquarters for winter sports becomes the scene of SONJA HENIE'S most dazzling and enthralling picture. An exploitation natural of naturals.

YESTERDAY'S HEROES

William Brent's sensational Saturday Evening Post serial. A daringly new kind of football story showing the bitter disillusion of proud grid stars, when the high-pressure college "system" has used them up and their fame is forgotten. Packed every second with scoring punch.

LADIES OF THE ROAD

Hitch-hiking along the nation's highways . . . riding the rods of the transcontinental freight trains . . . a strange new class of itinerants confronts America! Their story will be screened in all its drama and timeliness!

DANCE HALL

Adapted from W. R. Burnett's powerful novel of young people in the steel towns. To be made with the same daring realism that characterized "The Grapes of Wrath."

LUCKY BALDWIN

The stirring, spectacular glorification of a great legend! What "Kentucky" did for Kentucky horse-racing, this will do for golden California and its same sport! And against this vivid background—the strange, dramatic and eventful life of the Far West's most colorful character! Of foregone appeal to every entertainment lover!

UNCENSORED

The absorbing adventures of London's gayest master-crook. Suspenseful audience dynamite!

MAN HUNT

Geoffrey Household's best - selling, super - thrilling novel of a big-game hunter who single-handed goes after the biggest game of all—*a world-hated dictator!*

. . . and

26

OTHER FEATURES

including

4 JANE WITHERS Comedies

4 CISCO KID Adventures

THE PRODUCING ORGANIZATION

JOSEPH M. SCHENCK
Chairman of the Board

DARRYL F. ZANUCK
Vice-President in Charge of Production

WILLIAM GOETZ
Vice-President and Executive Assistant to Darryl F. Zanuck

SOL M. WURTZEL
Executive Producer

Associate Producers

Harry Joe Brown
Ralph Dietrich
Raymond Griffith
Fred Kohlmar
Lucien Hubbard
Nunnally Johnson
Gene Markey
Walter Morosco
Kenneth Macgowan
John Stone

Directors

Otto Brower
David Burton
Irving Cummings
Allan Dwan
John Ford
Eugene Forde
Henry Hathaway
Henry King
Walter Lang
Fritz Lang
Archie Mayo
Irving Pichel
Gregory Ratoff
Shepherd Traube

Writers

Jack Andrews
Michael Blankfort
Edwin Blum
William Brent
Harold Buchman
Dana Burnet
Niven Busch
Robert Carson
Roy Chanslor
Wm. Conselman, Jr.
Irving Cummings, Jr.
William Drake
Albert Duffy
Philip Dunne
Robert Ellis
Sam Engel
Don Ettlinger
Ruth Fasken
J. Taintor Foote
Jules Furthman
Oliver Garrett
Sam Hellman
Ethel Hill
Robert Hopkins
Lee Katz
Fidel La Barba
John Larkin
Hilary Lynn
Helen Logan
Wm. A. McGuire
Frank S. Nugent
John O'Hara
Ernest Pascal
Liam O'Flaherty
Stanley Rauh
Sidney Sheldon
Milton Sperling
Lamar Trotti
Jack Vernon
Darrell Ware
Karl Tunberg
E. E. Verdier
Helen Vincent
Robertson White
Lester Ziffren

THE STARS AND PLAYERS

20th Century-Fox lists on this page only those personalities now under contract. Other established names will be added as casting needs arise. And 20th is making extensive plans for the discovery and development of new talent.

Katharine Aldridge
Don Ameche
Dana Andrews
Lionel Atwill
Binnie Barnes
Anne Baxter
Lynn Bari
Dorris Bowdon
John Carradine
Marguerite Chapman
Ricardo Cortez
Eddie Collins
Bob Conway
Linda Darnell
Jane Darwell
Joan Davis
Alice Faye
Henry Fonda
Virginia Gilmore
Betty Grable
Richard Greene
Charlotte Greenwood
Mary Healy
Sonja Henie
Mary Beth Hughes
Dean Jagger
Brenda Joyce
Arline Judge
Nancy Kelly
Elyse Knox
Robert Lowery
George Montgomery
Chris-Pin Martin
Ted North
John Payne
Tyrone Power
Ragnar Qvale
Gregory Ratoff
Lynne Roberts
Jean Rogers
Cesar Romero
George Sanders
Randolph Scott
Robert Shaw
Robert Sterling
Frank Swann
Shirley Temple
Ann Todd
Sidney Toler
Joan Valerie
Marjorie Weaver
Arleen Whelan
Jane Withers
Sen Yung

SHORT PRODUCT

26 *ONE-REEL SUBJECTS IN SIX DIFFERENT SERIES, PRODUCED BY TRUMAN TALLEY*

LOWELL THOMAS' MAGIC CARPET OF MOVIETONE

TECHNICOLOR will be used for the first time for some of this series. Without question the finest in its field, popular with showmen and audiences alike, its off-the-beaten-path subject material dramatized by the keen, incisive narration of Lowell Thomas . . . top-ranking commentator of them all.

ED THORGERSEN'S SPORTS REVIEWS

Authoritative, behind-the-scenes glimpses of America's popular enthusiasm . . . Sports! Narrated by the man who knows the "inside story". . . and enhanced, when deemed effective, by TECHNICOLOR.

LEW LEHR'S DRIBBLE-PUSS PARADE

The screw-ball tangents of American life enlarged and enlivened by the comment of screen and radio funnyman, Lew Lehr.

ADVENTURES OF A NEWSREEL CAMERAMAN

An attraction that thrills as only the real thing can! Heightened in suspense and highlighted by the dramatic narration of famed announcer Paul Douglas.

VYVYAN DONNER'S FASHION FORECASTS

In TECHNICOLOR! The most talked-about reel of all . . . the most exploitable subject on the screen. Smart . . . timely . . . lavishly produced . . . the absolute tops in feminine appeal—and the men go for it, too. Doubly enlivened by the sparkling comment of Ilka Chase.

FATHER HUBBARD'S ALASKAN ADVENTURES

This new and popular series continues . . . with the Glacier Priest's cameras exploring Nature's most amazing phenomena! Highlighted by exciting cross-fire narration between Lowell Thomas and Father Hubbard.

. . . and . . .

26 *ONE-REEL TERRY-TOONS . . . 10 OR MORE IN TECHNICOLOR . . . PRODUCED BY PAUL TERRY*

Already in top poll brackets, Terry-toons is geared to deliver even finer product this season—with 10 or more of its 1940-41 releases in TECHNICOLOR!

MOVIETONE NEWS

ISSUED TWICE EACH WEEK

Published and Distributed in 50 Different Countries and 19 Different Languages!

There's a Maginot Line in France! There's a Siegfried Line in Germany! But there's a Movietone News Line all around the world! . . . an unparalleled corps of cameramen, editorial specialists, commentators . . . news-smart, trained, efficient . . . supplying the demand of theatre millions for authoritative pictorial knowledge of what's going on in these eventful times! Now, more than ever, it is of the utmost importance that your theatre secure the news protection supplied exclusively by Movietone . . . *the greatest news-gathering organization of any kind on earth!*

TRUMAN TALLEY
Producer

LOWELL THOMAS
Chief Commentator

EDMUND REEK
General Manager

LEW LEHR
Humor

ED THORGERSEN
Sports Commentator

RUSSELL MUTH
European Director

VYVYAN DONNER
Fashion Editor

HELEN CLAIRE
Fashion Commentator

FIRST QUARTER RELEASES
1940-41

(TENTATIVE)

Release Date	*Production*
August 2	THE GREAT PROFILE
9	STREET OF MEMORIES
16	BRIGHAM YOUNG
23	GIRL FROM AVENUE A (starring Jane Withers)
30	I MARRIED A NAZI
September 6	PIER 13
13	THE RETURN OF FRANK JAMES *(in Technicolor)*
20	CISCO KID adventure
27	PUBLIC DEB No. 1 (Tentative Title)
October 4	CHARLIE CHAN IN A WAX MUSEUM
11	DOWN ARGENTINE WAY *(in Technicolor)*
18	TITLE TO COME
25	THE GREAT COMMANDMENT

20th CENTURY FOX

JOSEPH M. SCHENCK
Chairman of the Board

SIDNEY R. KENT
President

PROPONENTS HAMMER FOR NEELY BLOCK BILL; MYERS TO RESCUE OF QUERY-WORN WITNESSES

House Committee Delves Deeply Into Mechanics Of Industry Measure

WASHINGTON—Consideration of the Neely anti-block booking bill as a whole rather than analysis of its provisions separately was urged by Abram F. Myers, Allied general counsel, in a pre-schedule appearance at the House Committee hearing as representatives of civic groups approving the bill bogged down before a barrage of questions regarding the measure's mechanics.

Interpreted as a move to forestall further query bombardments under which observers believed the civic group representatives fared rather badly, Myers went through the bill section by section for members of the House committee on interstate and foreign commerce. He explained just what the independent exhibitors hoped to get out of it, and expressed the hope that the committee would ask each opposing witness "whether he is prepared to defend block booking and blind selling."

Myers denied that the differential provision constituted "government price fixing," and in answer to a question by Representative Boren as to how prices are now affixed asserted that the companies have a "mathematical formula" based upon previous experience with theatres. "We are not supposed to know that," he added.

Raps "Monopoly"

"The opponents of the bill base their arguments upon alleged ambiguities in the measure, or hardships that allegedly will result from its enforcement," Myers declared. He contended that "by these practices the Big Eight have built up their monopoly. By these practices they maintain that monopoly. The bill will open the way for competition and neutralize or destroy their monopoly."

Charging that the distributors sought from the exhibitors all that the traffic will bear, the witness admitted that the exhibitors worked on about the same principle. However, he testified, the admission prices of some theatres might be lower were it not for contract requirements that the minimum of 15 cents be observed, "enforced," he said, "in order that the difference between subsequent-run and first-run admissions might not be too impressive."

Led into a discussion of the right to buy, Myers admitted that, except for the increased competition which is anticipated, the independent exhibitors will not be able to improve their run position.

"This can't be a bill really directed at one thing and shooting at something else, can it?" Representative South asked.

"I don't think so," Myers replied.

Representative Hinshaw suggested that the protection setup might be similar to that followed in the automobile and other industries where some dealers are given exclusive franchises and others are permitted to participate as subsidiary dealers.

Indicating that he was in sympathy with the efforts of the proponents of the bill to eliminate block booking, Representative McGranery asked Myers whether it would not be possbile to restrict the synopsis provision so as to eliminate some of its ambiguities. The witness indicated that he would discuss that with other proponents, and, possibly, offer an amendment.

Myers expressed reluctance to have any amendments made in the measure, however, pointing out that such action would delay enactment and possibly prevent the bill from getting through this year.

First witness to appear before the committee was Mrs. Mary T. Bannerman of Washington as chairman of the "national committee for legislation to abolish compulsory block booking and blind selling of motion pictures," who later was to appear as spokesman for the National Congress of Parents and Teachers.

Mrs. Bannerman was questioned exhaustively by members of the committee as to the manner in which community selection would operate. Her explanation, briefly, was that the bill would give to the independent exhibitor the same privileges which now, she said, are reserved for the producer-owned theatre, and pressure could be brought to bear upon the exhibitor to show the pictures his community wanted to see.

Members of the committee asked about cancellations, but the witness suggested such questions be directed to the exhibitors who will testify. She also evinced disinclination to discuss other trade practices or the details of the government's pending all-industry suit.

Mrs. Bannerman was followed by Henry R. Atkinson of Boston, a member of the legal committee which he said drafted the main provisions of the bill, who characterized motion pictures as "the greatest invention since the printing press and the radio."

"Community Selection" Is Keynote of Civic Group Leaders' Testimony

Atkinson declared that even a censorship movement would not be a substitute for the Neely bill which, he said, deals with the fundamental problems of the industry.

Devoting more than three hours to examination of Atkinson, the committee carried him through an exhaustive examination which culminated in the assertion by Representative McGranery that the synopsis provisions of Section 4 were so loosely drawn as to throw into the courts practically every controversy which would arise between producer and distributor.

Before an apparently hostile committee, Atkinson was forced to defend the measure against charges that the ban on the transportation of violating films was unenforceable, that the price differential provision lacked clarity, that the synopsis provisions were ineffective, that low-admission competition would spring up from theatres showing pictures rejected by the "good" exhibitors and that the courts would, in effect, become bodies for censorship.

During his examination, Atkinson tried to evade giving direct answers to many questions regarding the working of the bill, as, for instance, the query of Representative Hinshaw as to how "reasonable" price was to be determined in advance, which he answered by saying that it would be necessary to exercise "due care" and consider "all factors."

Calls "Edison, the Man" Inspired

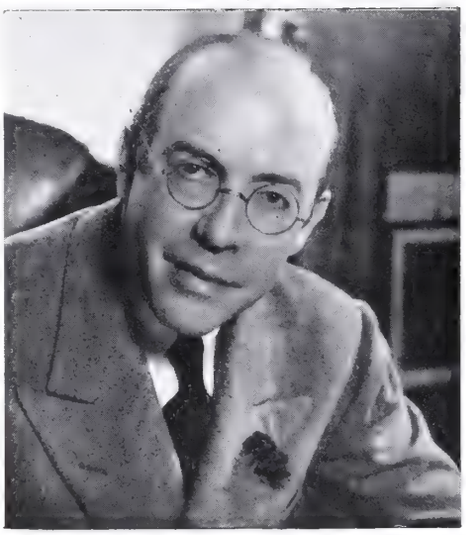
East Orange, N. J.—"Edison, the Man" is an inspired film. This appraisal is in full consideration of the varying degrees of success, boxoffice-wise, accorded biographical efforts. But 105 minutes of the life of Thomas A. Edison on the screen, as John W. Considine jr., produced and Clarence Brown directed and as Spencer Tracy, Rita Johnson and a heart-expanding cast enact it is something to infect theatregoers of all ages with a thrilling, emotional experience.

Space is inadequate to detail the kaleidoscope of the period covered where "Young Tom Edison" left off. Briefly, it opens at the Golden Jubilee of Light in 1929 where Edison, amazingly portrayed in his declining years by Tracy, is being honored. The toastmaster is telling of his accomplishments, which brings the story into view by way of flashback. This begins in 1879 and totals Edison's achievements as the world knows them. Woven into this pattern of fact and, possibly, fancy is portraiture of elevated skill. The human nuances speak volumes. The humor is earthy and unaffected. Indomitable perseverance, failures, pathos and love are eloquently fused. Such intangible screen entertainment as the successful culmination of a new invention becomes a thrill under the guidance of Brown's direction.

The script is steeped in undertones, resembling somewhat Edison's portrayed compassion and humility for his fellow workers. Yet there is a sense of exaltation as obstacles are overcome and climaxed in the realization of the incandescent bulb. At this point, the story returns to the Jubilee ceremony and Tracy delivers a plea for world harmony that, in a few moments, and without flag-waving, matches anything ever essayed along these lines in a motion picture.—WEISBERG.



BARNEY BALABAN



STANTON GRIFFIS



ADOLPH ZUKOR

NO CUT IN TOP ATTRACTIONS, BALABAN STATES FOR PARA'T

NEW YORK—"There will be no reduction in the number of top pictures to be produced and we will have as many additional good pictures as we can find material for," Barney Balaban, president of Paramount, told BOXOFFICE on the eve of his departure for the company's sales convention which is slated to get under way at the Hotel Ambassador, Los Angeles, Friday and terminate Sunday.

The company is well into the new season's schedule with 29 pictures either under way or scheduled to be in work by the first of the new year, he added and, while he did not comment on the total number planned, the expectancy is that Paramount will have 58 for 1940-41.

In commenting on Paramount's position as it contemplates the new season, Balaban also declared, "We pulled in our horns several years ago and, therefore, are in an excellent position to withstand recent shrinking in foreign business resulting from the war. While we are dealing with a restricted market, there will be no drastic change in our production plans for the coming year. Our men will see that our program for the coming season is even better than this season's."

Neil Agnew, vice-president in charge of sales, will stress these keynoters:

"The world today suffers from its biggest headache. Thank heaven, the old U. S. A. can still smile. It will be Paramount's job to help keep it smiling. Our conception of entertainment is to entertain—to please—to thrill audiences with sparkling romance, music and laughter and visual beauty. We are ducking the social significance of the heavy problem play. There are real enough real problems today.

"The Paramount formula is action, fun, suspenseful mystery expertly interpreted against colorful backgrounds by interesting and talented people such as Colbert, Cooper, Benny, Crosby, Lamour, March, Hope, Betty Field and many, many others."

Late last week, however, Agnew tipped off 11 of the new releases. They are:

"I Want a Divorce," starring Joan Blondell and Dick Powell; "Rhythm on the River," starring Bing Crosby, Mary Martin, Basil Rathbone and Oscar Levant; "A Night at Earl Carroll's" with Ken Murray, Rose Hobart and Blanche Stewart; "Texas!" with John Howard, Ellen Drew, May Robson and Broderick Crawford; "Dancing on a Dime" with Robert Paige, Peter Hayes, Eddie Quillan and Grace MacDonald; "Rangers of Fortune" with Fred MacMurray, Albert Dekker, Patricia Morison and Gilbert Roland; "Mystery Sea

(Continued on page 31)



NEIL AGNEW



Y. F. FREEMAN



WM. LeBARON



J. J. UNGER



C. M. REAGAN



O. A. MORGAN



J. W. HICKS



R. M. GILLHAM



ALEC MOSS

NEVER BEFORE SUCH EXCITEMENT BECAUSE NEVER BEFORE SUCH A PICTURE!



"Lillian Russell" Three-City World Premiere News!

PITTSBURGH—150,000 in giant turn-out! Police and National Guardsmen rope off entire length of 6th Street from Pennsylvania Avenue to river for opening at Harris-Alvin! Senator Theatre forced to open to accommodate clamoring thousands at same $1.10 scale! Fevered boxoffice stampede climaxes 72 hours of unprecedented civic excitement and celebration! Mile-long parade down "Avenue of Flags"! $100-a-plate "Diamond Jim Brady Banquet"! Three network broadcasts! Special airport ceremonies and Mayor's reception for stars Alice Faye, Edward Arnold! Nation-wide wire service news coverage blazons event to millions!

HOLLYWOOD—unprecedented press coverage attests news-importance and nation-wide interest in coast premiere at Grauman's Chinese! 400 important Hollywood correspondents blanketing nation augmented by key critics from every city in West! Excited throngs fill Hollywood Boulevard, halt traffic, storm theatre's mammoth courtyard! Stars and celebrities too numerous to mention! Gala audience in great ovation! Listening millions thrill to Richfield Hour broadcast of event!

CLINTON, IOWA—100,000 crowd into town from miles around! Both Capitol and Rialto Theatres sold out ten days in advance at $1.50 and $1.10! Police reinforcements rushed from Davenport, Rock Island and Moline! State constabulary detour all highway traffic! Entire business section transformed into municipality of gay 90's with townspeople in costume! Block parties! Masquerades! Dances! Ceremonies! Wildly cheering throngs welcome stars Don Ameche, Cesar Romero, Arleen Whelan, Mary Healy arriving on Streamliner "Treasure Island's" initial run! Three Governors participate in official festivities! A red letter day for Clinton—flashed to the nation by correspondents, news photographers, broadcasters!

20th CENTURY FOX

6 at 40%, 8 at 35, 8 at 30, 12 at 25, 11 at 20 'U' Plan



—Photo by Cosmo-Sileo

The G.S.M. Talks to the "Boys"—

William A. Scully, sales chieftain for Universal, addressing the eastern sales regional at the Ambassador, Atlantic City as Cliff Work, Nate J. Blumberg, Joseph H. Seidelman and Charles D. Prutzman listen attentively.

CHICAGO—Universal's flexible sales policy for 1940-41 will be keynoted by six top bracket pictures at 40 per cent, three of which will be the Frank Lloyd productions to be sold separately. So William A. Scully, general sales manager, informed the western sales forces at the Drake Hotel over the weekend following the eastern meeting at Atlantic City.

The policy also provides for an alternative of the three top pictures, but not the Lloyds, being sold at 35 per cent with a split arrangement over a designated figure. In other brackets, there will be eight at 35 per cent, eight at 30 per cent, 12 at 25 per cent and 11 at 20 per cent or flat rental.

The budget for the new season's lineup of 59 pictures, it is reliably reported, will total $20,000,000, representing a substantial increase over the current season.

"No Unethical Dealings"

Highlighting Scully's address in Atlantic City was the declaration that Universal would not tolerate any unethical dealings with its exhibitor accounts. The company, he said, did not want any salesman who resorts to misleading statements as an aid in the selling of the product. He repeated that here.

"We want every Universal salesman to read and know the contract under which he is selling our product to the exhibitor, and what is even more important, we want that salesman to be sure that the exhibitor whom he is selling also knows the contract," Scully declared.

"We do not want to receive any exhibitor complaints that are based upon misunderstandings of the contract. We will not have salesmen make any promises that cannot be made part of the contract. I fully realize that this admonition is hardly needed for the type of salesmen we employ. We want it to stay that way."

Scully declared six salesmen achieved 100 per cent results, selling every possibility in their respective territories. These men are David Barnholtz, Simon E. Feld and Ludwig Hess, Pittsburgh; Robert W. Funk, Chicago; Joseph Leon, Philadelphia, and Lon E. Hoss, Los Angeles.

After pointing out certain selling deficiencies in the efforts of the force, Scully told the conventioneers that Universal had stepped over the 10,000 account mark.

"I can't be too hard on you boys after such an accomplishment," Scully said. "We have been trying for that mark for some time, and it is as much a tribute to your sales efforts as it is to the product you are selling that this fact was accomplished."

Lapidus Topped East In Scully Sales Drive

ATLANTIC CITY — Jules Lapidus, Pittsburgh, topped the Universal branch managers of the eastern division in the recently concluded William A. Scully drive. The other winners announced at the eastern sales meeting are Bernie Kreisler, Washington, second; Paul Baron, Charlotte, third; Joseph R. Kauffman, Cleveland, fourth, and George E. Schwartz, Philadelphia, fifth.

Joseph Finds Coast Publicity Setup Works

ATLANTIC CITY—The shift of Universal advertising and publicity headquarters to Hollywood is now considered permanently established after a two-year trial, according to Director John Joseph. With Dave Lipton assisting him on the coast, Joseph explained, and Lou Pollock handling the eastern advertising and publicity, the department is functioning smoothly.

Retires Debentures

NEW YORK—Selznick International is retiring its entire six per cent debenture bond issue of $2,900,000, embracing the entire investment in the company and leaving only the common stock outstanding.

15 Films Finished By Sept. 1 Is Goal

By DAVE GOLDING

ATLANTIC CITY—Fifteen of the new season's pictures will be completed and in exchanges by September 1, Nate J. Blumberg, president, told the Universal eastern sales meeting in his windup speech at the Ambassador Hotel.

In addition, Cliff Work, studio head, added that five of the 15 will be among the top bracket pictures. The group includes "Seven Sinners" with Marlene Dietrich; "When the Daltons Rode" with Walter Pidgeon and Kay Francis; Gloria Jean in "Little Bit of Heaven;" Allan Jones in "Riviera" with an original score by Jerome Kern, and the re-make of "Back Street."

Blumberg, in his talk, explained that this position was reached only because the studio has essentially completed its commitments for the current season and that June, July and August are open entirely for new next season's production. He said by the end of the week six of the new season's lineup will go before the cameras.

Other principal speakers were J. Cheever Cowdin, chairman of the board, who expressed satisfaction over the financial progress of the company; Frank J. A. McCarthy, eastern sales manager; W. J. Heineman, western sales manager; J. H. Seidelman, foreign sales manager, and the coast contingent of Cliff Work, production head; Jack Skirball, associate producer of Frank Lloyd Productions, and John Joseph, director of advertising and publicity.

Regional and branch meetings concluded the three-day session Monday night. Earlier in the day the sales force was shown rushes of "The Boys From Syracuse."

Keith Board Protecting Officers Against Suits

NEW YORK—In a move designed to protect officers and directors from personal liability, the B. F. Keith board has amended its by-laws to indemnify its executive personnel in any suits brought against the company.

Principally, it is stated, the action was taken because of the all-industry suit in which Leon Goldberg, treasurer, and Malcolm Kingsberg, vice-president, are named as co-defendants.

Other companies are said to have taken similar action, which has not been publicized. The B. F. Keith move is noted in an interim report filed with the securities exchange commission.

Nat'l Theatres Heads on Coast for Conference

LOS ANGELES—Spyros Skouras, Harry Cox and Peter Levathes, all of National Theatres, are here to spend about three weeks checking up on the coast theatres and conferring with Charles P. Skouras before the latter starts his second swing of the circuit's divisions in connection with the Spyros Skouras Showmanship Campaign. Charles is field marshal.

In
1940-41

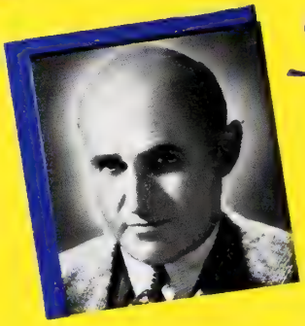


presents the greatest number of producers ever assembled by one company in the entire history of motion pictures...



Charles Chaplin

in Production #6



Samuel Goldwyn

The Westerner



Walter Wanger

Foreign Correspondent
The Long Voyage Home



Edward Small

The Corsican Brothers



Sol Lesser

An Untitled Production



Ernst Lubitsch

An Untitled Production
presented by Sol Lesser



Hal Roach

Road Show · Topper Returns · Broadway Limited
Niagara Falls · The Unholy Horde

BACK OF EVERY GREAT PICT



Alexander Korda

The Thief of Bagdad
Womanhunt · Lady in The Dark



David O. Selznick

2 Untitled Productions





David L. Loew and Albert Lewin

Flotsam · Night Music



James Roosevelt

Pot O'Gold



Richard Rowland

Cheers for Miss Bishop



Gabriel Pascal

George Bernard Shaw's
Major Barbara

RE IS A GREAT PRODUCER...

Today—even in the face of difficult times and restricted markets—United Artists holds its 21 year leadership firmly, with the largest number of distinguished producers in its history. These producers realize that today, more than ever, outstanding productions are needed and will continue to back their judgment with their own personal fortunes and resources in the creation of the finest product our organization has ever been privileged to handle. With complete freedom for individuality, their plans for the 1940-41 season will give an impetus to the box office of theatres everywhere.

Murray Silverstone

RELEASED THRU UNITED ARTISTS

Top Film Output to Stay, Says Balaban

(Continued from page 24)

Raider" with Henry Wilcoxon, Carole Landis and Onslow Stevens; "Three Men From Texas," tentatively titled, but with William Boyd, Russell Hayden and Andy Clyde; "Comin' Round the Mountain," featuring an all-star radio cast headed by Bob Burns, Uncle Ezra, Una Merkel, Don Wilson and Jerry Colonna; "A Date With Destiny," starring Basil Rathbone, Ellen Drew and John Howard, and The Aldrich Family in "Life With Henry" with Jackie Cooper, Leila Ernst and Eddie Bracken.

Present from New York will be Barney Balaban, president; Stanton Griffis, chairman of the executive committee, and Adolph Zukor, chairman of the board. The convention itself, of course, will rest in the hands of Agnew, assisted by his three district sales managers: J. J. Unger, who handles the east; Charles M. Reagan, who handles the west, and Oscar Morgan, in charge of the south. Other representatives of the home office distribution department will include G. B. J. Frawley, once more in charge of general convention detail; Larry Flynn, again in charge of transportation; H. J. Lorber, A. J. Dunne, M. R. Goodman, F. A. Leroy, John Roper, G. K. Haddow, Jack Barry, Sam Palmer and Myke H. Lewis.

Department Heads Attend

Robert M. Gillham, director of advertising and publicity, will have three representatives on hand. These will be Alec Moss, Al Wilkie and P. Scollard. Austin C. Keough, vice-president and head of the legal department, will be another. Heading the foreign department delegation will be John W. Hicks jr., vice-president in charge of overseas sales, and with him will be George Weltner, his assistant; Albert Deane, in charge of foreign publicity; George Fraser, A. Reyes and F. Kennebeck. A. J. Richard of Paramount News will constitute a one-man delegation from that end of the company, while guests will be A. O. Dillenbeck and Donn Gibbs of Buchanan and Co., advertising agency which handles the Paramount account. Naturally, Y. Frank Freeman and William Le Baron will be present as representatives of the studio.

Forty members of the New York, New England, Philadelphia and Washington exchange territories concentrate for a joint departure from New York on Monday. Pickups are being made at Albany, Buffalo, Chicago and Kansas City en route west.

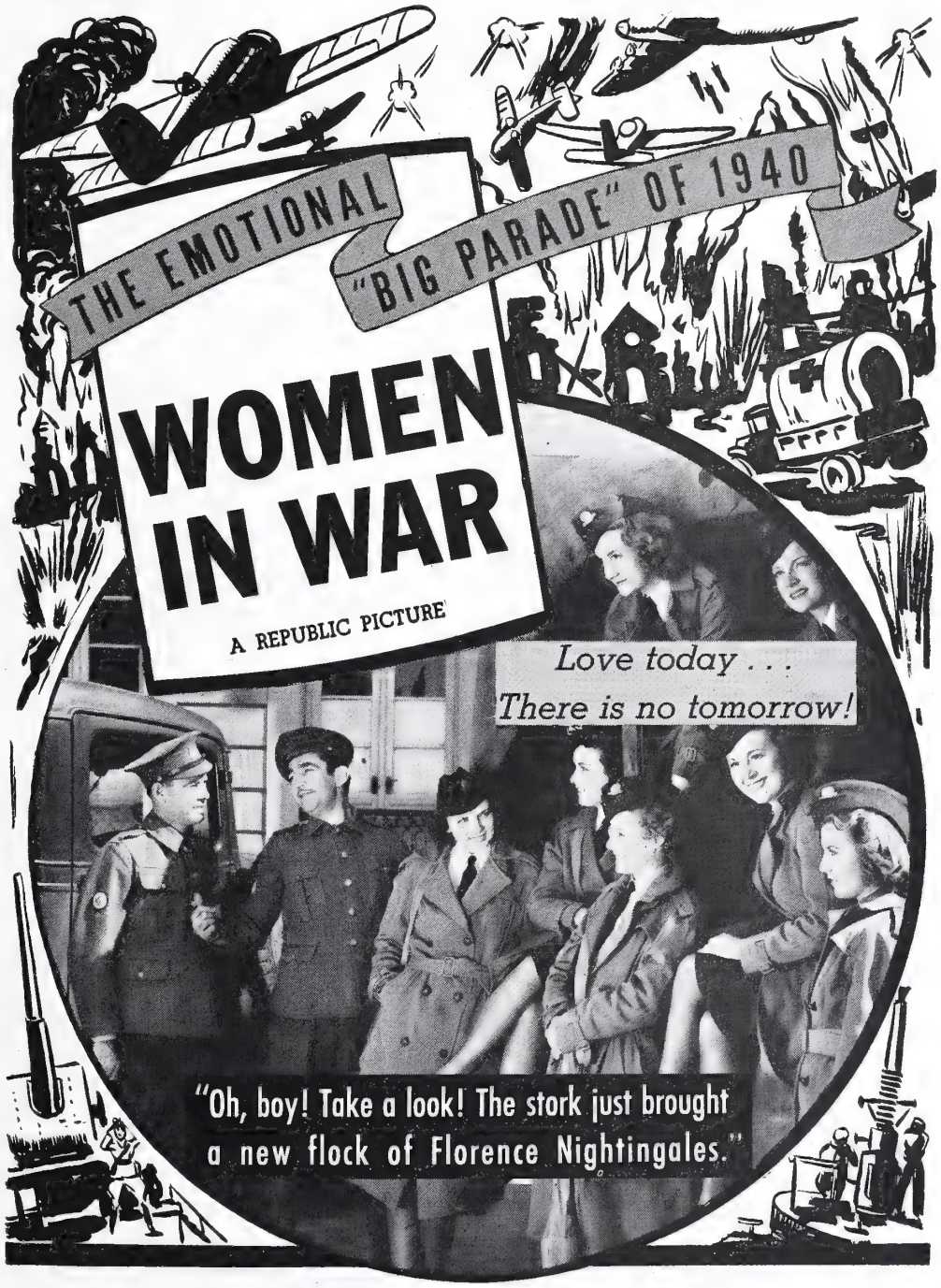
Aside from various home office executives, the conventioneers will include district and branch managers in the United States and Canada and members of the Paramount 100 Per Cent Club, made up of crack salesmen. The field list includes the following:

Albany: C. G. Eastman, manager.
Atlanta: Harold F. Wilkes, district manager; J. F. Kirby, manager.
Boston: William H. Erbb, district manager; A. M. Kane, manager, and J. Moore.
Brooklyn: Henry Randel, manager.
Buffalo: Kenneth G. Robinson, manager.
Charlotte: S. Lett, manager.
Chicago: Allen Usher, district manager; J. J. Donohue, manager, and H. R. Hamburg.
Cincinnati: J. J. Oulahan, manager.
Cleveland: H. H. Goldstein, district manager; M. R. Clark, manager.
Dallas: Hugh W. Braly, district manager; L. W. McClintock, manager.
Denver: C. J. Bell, manager.
Des Moines: R. M. Copeland, manager.
Detroit: J. T. Howard, manager; J. Ryder, sales manager.
Indianapolis: J. H. Stevens, manager.
Kansas City: R. C. LiBeau, district manager; J. T. Manfre, manager; G. W. Hinton and Arthur H. Cole, special representative.
Los Angeles: George A. Smith, district manager; Carroll N. Peacock, manager; I. G. White.
Memphis: W. F. Bugie, manager.
Milwaukee: F. C. Clark, manager.
Minneapolis: Ben Blotcky, manager.
New Haven: E. Ruff, manager.
New Jersey: E. H. Bell, manager.
New Orleans: E. B. Price, manager.
New York: Milton S. Kusell, district manager; Myron Sattler, manager.
Oklahoma City: C. L. Dees, acting manager.
Omaha: A. Mendenhall, manager.
Philadelphia: Earle W. Sweigert, manager; U. F. Smith.
Pittsburgh: D. Kimelman, manager.
Portland, Ore.: A. R. Anderson, manager.
St. Louis: M. Schweitzer, manager.
Salt Lake City: F. H. Smith, manager.
San Francisco: H. Neal East, manager; J. M. Bettencourt.
Seattle: M. Segel, manager.
Washington: J. E. Fontaine, manager.

The Canadian contingent follows:

Calgary: W. O. Kelly, manager.
Montreal: M. A. Brown, manager.
St. John: P. J. Hogan, manager.
Toronto: M. S. Milligan, general manager for Canada; J. L. Hunter, manager; W. J. O'Neill, treasurer.
Vancouver: W. Hansher, district manager.
Winnipeg: D. M. Brickman, manager.

Members of the 100 Per Cent Club to be on hand include W. Waters, Albany; C. Goodson and A. Duren, Atlanta; T. Duane and E. Maloney, Boston; B. Elrod, Chicago; F. Larned, Dallas; E. Stuckey, Detroit; J. Fritcher, Minneapolis; T. Dowbiggin, Montreal; George Beattie, Philadelphia; G. Elmo, Pittsburgh; C. Roeder, St. Louis; A. Taylor, San Francisco and G. Haviland, Seattle.



Elsie JANIS · *Wendy* BARRIE · *Patric* KNOWLES

MAE CLARKE • DENNIE MOORE • DOROTHY PETERSON • BILLY GILBERT • COLIN TAPLEY

Directed by JOHN H. AUER

Pittsburgh and Clinton Wax Festive on "Lillian Russell"

By BILL ORNSTEIN

PITTSBURGH—With Rodney Bush and Christy Wilbert of 20th-Fox handling the arrangements, "Lillian Russell" premiered here at the Alvin and Senator theatres after a two-day fanfare which included a parade from the airport to City Hall where Mayor Scully officially welcomed Alice Faye and Edward Arnold, a dinner at the Urban Room of the William Penn with a tariff of $100 a plate and another parade in which the American Legion, city schools, police and fire departments participated.

Jacques Bustanoby, who prepared the menu and served a similar dinner to Lillian Russell and Diamond Jim Brady "in the good old days," functioned as maitre d'hotel at the "soup-and-fish" dinner.

Ira Cohn, local exchange manager, had plenty to do with the rounding up of cooperation from the various organizations. Also Edgar B. Moss, district manager.

Trade paper and newspaper representatives arrived here in droves Tuesday morning. Important circuit and independent exhibitors from the local and surrounding territory also made the trip.

Among the newspaper gentry were: Charles Howard, Boston *Globe;* Marjory Adams, same paper; Helen Eager, Boston *Herald-Traveler;* Prunella Hall, Boston *Post;* Ed Harkins, Boston *Record;* Peggy Doyle, Boston *American;* John Hutchins, Boston *Transcript;* Winsor French, Cleveland *News;* Arthur Spaeth, Cleveland *Press;* Harold C. Eckert, Ohio *State Journal;* A. S. Kany, Dayton *Herald;* Charles Gray, Dayton *News;* Al Weitschat, Detroit *News;* Charles Gentry, Detroit *Times;* Frank Farrell, New York *World-Telegram;* H. T. Murdock, Philadelphia *Public Ledger;* Elsie Finn, Philadelphia *Record;* Elizabeth Copeland, Richmond *News-Ledger;* Edith Lindeman, Richmond *Times-Dispatch,* and Fred K. Schuler.

Circuit representatives included: Morris Mechanic, New, Baltimore; Harry Browning, M. & P., Boston; Harry Remington, Fox, Detroit; Everett Callow, Warner circuit, Philadelphia.

Dan Mich of *Look,* Frederick James Smith of *Liberty* and Frances Simon of *Pic* represented the magazine field. From the trade papers were Hollis Kennehan of Film Daily, Theodore Sullivan of *Motion Picture Herald* and *Motion Picture Daily;* Lew Mentlik, the *Exhibitor,* and "Chick" Lewis, *Showmen's Trade Review.*

By GENE RICH

CLINTON, IA.—This town did itself proud as it forgot routine business affairs and returned to the Gay Nineties for the three-day festivities in connection with the opening of "Lillian Russell" at the Capitol and Rialto. Citizens paraded the town in costumes of the period while merchants dressed up their windows and shops to keep in harmony with the celebration.

Don Ameche, Cesar Romero, Mary Healy and Arleen Whelan came on from the 20th-Fox studios to add luster to the event. Visiting newspaper men and trade paper representatives arrived on the new streamline "Treasure Island" train.

Gov. George H. Wilson and Mayor Pape of Clinton were hosts for the visitors. There was a parade in which the town took part. This was followed by a civic luncheon by the chamber of commerce.

Among the newspaper and trade paper representatives were: L. Shainmark, Chicago *Herald-American;* Luke Hunt, Chicago *Daily News;* Karin Walsh, Chicago *Daily Times;* W. S. Brons, International News Service; George C. Gallati, same syndicate; Frank Leary, United Press; Russell C. Landstrom, Associated Press; A. E. Neumann, Acme News Pictures; Buck Herzog, Milwaukee *Sentinel;* Merle Potter, Minneapolis *Times-Tribune;* Earl Pomeroy, Minneapolis *Morning Tribune;* Jules S. Steele, St. Paul *Pioneer-Press;* Keith Wilson, Omaha *World-Herald;* Barney Oldfield, Lincoln *Journal & Star;* Ken Clayton, Des Moines *Register and Tribune;* Ted Metzger, Associated Press; Winthrop Lyman, United Press; Walter Simmons, Sioux Falls *Daily Argus-Leader.*

From the circuits were Bill Hollander of B&K in Chicago; Charles Winchell, Minnesota Amusements, Minneapolis, and Ted Emerson, Tri-States, Omaha.

Earl Wingart, assisted by Eddie Solomon, from the 20th-Fox home office, handled all details for the company.

Theatre Investments Total $12,917,643

New York—Twentieth Century-Fox's investments in world theatres, as revealed in the company's SEC report for 1939, total $12,917,643 and shape up as follows:

National Theatres, $8,859,886.

GB circuit in Great Britain, $1,640,342 and "advances" of $2,097,415.

Roxy, New York, $893,636.

Hoyts Theatres, Australia, $320,000.

20th-Fox Paid MPPDA $146,019 Dues in '39

New York—In its report to the SEC covering 1939, 20th Century-Fox reports it paid the Hays office $146,019 in dues for that year.

To check percentage engagements, the company paid Ross Federal $305,685.

Parts With Shirley; $300,000 Involved

NEW YORK—A couple of days after Darryl F. Zanuck had told BOXOFFICE 20th Century-Fox probably would cancel its deal, the company terminated its contract with Shirley Temple. It is understood the player's pact had about 14 months to go.

To cover the unexpired portion of the agreement, and as a condition of abrogation, the company paid the starlet's parents $300,000. Unreleased and now the final Temple on the Fox program is "Young People."

Parents Plan Comeback When Shirley Grows Up

HOLLYWOOD—Shirley Temple will go to school until she is 16. When she has grown up, it is her parents' anticipation she will resume work in pictures.

Mrs. Temple, in a statement, indicated dissatisfaction over story material. "The studio now feels there has been a change—that Shirley is not the No. 1 star of the screen. Technically, that may be true, but personally we feel that it is not a question of Shirley's personal appeal but rather a matter of stories," she said.

Shirley in Tenth Place In BOXOFFICE '39 Poll

In the All-American Favorites Poll of 1939, annual poll conducted by BOXOFFICE for BOXOFFICE BAROMETER, Shirley Temple rated tenth place among the first 12 female players. She was outdistanced by Judy Garland, who earned ninth place. Shirley was No. 1 in 1937 and No. 4 in 1938.

Gov't Skirts Factual "Meat" In Pre-Trial Examinations

(Continued from page 4)

from the coast William P. Farnsworth and Paul Williams had been persistently after 20th-Fox counsel to produce the vice-president in charge of production. Zanuck, accompanied by William Goetz, his aide, visited the federal building several times during their stay in town on other business, but at no time did the department call them for examination.

However, if both men are called during the trial, of course they will have to be produced and tell their story then. Film counsel views this as a likelihood, although there is no telling what the department will finally decide to do. Plans for the presentation of the trial are being changed daily now that the government's battery of attorneys has arrived from Washington and is making headquarters in the federal building. Williams heads the staff of ten.

Donovan in Hollywood on Mysterious Conferences

HOLLYWOOD—William J. Donovan of Donovan, Leisure, Newton & Lumbard, counsel for RKO in the all-government suit, has been spending the week here in important conferences. He flew in from Washington over the weekend and plans to be back in New York by May 20.

Whether or not he has been discussing a possible settlement of the impending suit as a result of his visit to Washington is not known, but it is understood he has participated in some of the talks with the department of commerce in that connection.

EXHIBITORS HAVE THEIR WAY WHEN THEY PLAY "IF I HAD MY WAY"!

★★★★ SPECIAL

FINAL

IT'S A COUNTRY-WIDE SMASH FOR BING & GLORIA'S LATEST!



PROVIDENCE:—Registers best Crosby business in years at the Albee!

SPRINGFIELD:—50% better than last Crosby at the Roxy!

TOLEDO:—Doubles last Crosby hit at the Rivoli!

YOUNGSTOWN:—Bests every Universal picture here to date!

HARTFORD:—Equals Durbin! Beats last Crosby picture!

DES MOINES:—Day and date hit at both Des Moines and Roosevelt!

AKRON:—Socko at Colonial!

JOHNSTOWN:—Cambria flooded with Swing and Bing fans!

Bing CROSBY GLORIA JEAN

in

If I Had My Way

with

Charles WINNINGER • El BRENDEL

Allyn Joslyn • Claire Dodd • Nana Bryant

and

Eddie Leonard • Trixie Friganza • Grace LaRue

Julian Elfinge • Blanche Ring

Produced and Directed by DAVID BUTLER

Story by David Butler, William Conselman and James V. Kern

Screenplay by WILLIAM CONSELMAN and JAMES V. KERN

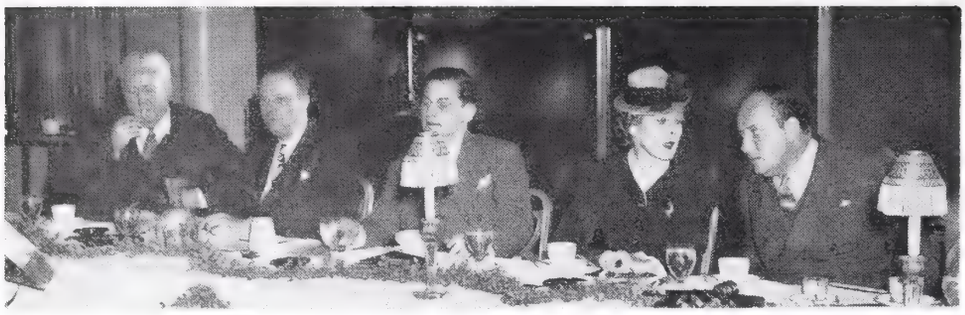
SEE SHOWDOM'S MOST FAMOUS NAMES!

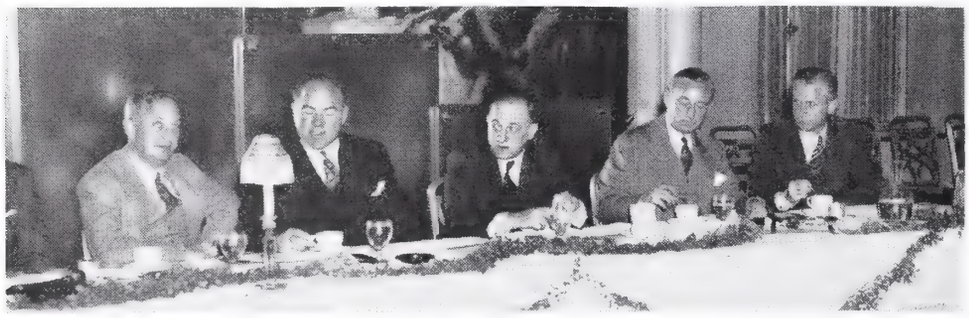


HEAR EDDIE LEONARD Sing "Ida"

HEAR BLANCHE RING Sing "Rings On My Fingers"!

A NEW UNIVERSAL PICTURE





Time Out for Food at UA Convention— —Metropolitan Photos

What the head table looked like in the Sert Room of New York's Waldorf where UA held its eastern convention. One end of the dais, above, reveals Edward C. Raftery of counsel for UA; Harry D. Buckley, vice-president in charge of corporate affairs; Harry L. Gold, vice-president and eastern sales manager; Mary Pickford, one of the five owner-members, and Murray Silverstone, chief of world-wide operations. The other half, below, shows Sol Lesser, Hal E. Roach, L. Jack Schlaifer, vice-president and western sales manager; Douglas Parmentier, Miss Pickford's lawyer, and Lynn Farnol, director of advertising and publicity.

Chaplin's Film at $2,500,000 UA's Costliest for New Year

NEW YORK—At a $2,500,000 cost, Charles Chaplin heads the UA producer list for 1940-41 in terms of most expensive negatives, Murray Silverstone told BOXOFFICE at the conclusion of the company's eastern regional meeting at the Waldorf. UA's 13 producers will spend close to $30,000,000 on the new program and there will be no shorts, he added.

Breaking down various producers' budgets for BOXOFFICE, Silverstone supplied these figures:

David O. Selznick's program will cost approximately $4,000,000 for two pictures, as yet undesignated.

Hal Roach's program will cost $6,000,000.

Samuel Goldwyn's "The Westerner" has been completed at a budget of $1,800,000.

James Roosevelt will spend from $800,000 to $900,000 on "Pot O' Gold," depending on a star he is after for the lead. Horace Heidt and his band already have been signed.

David Loew, in conjunction with Albert Lewin, is planning a $1,000,000 budget for "Flotsam."

Alexander Korda is spending $2,000,000 on "Thief of Bagdad" and plans to spend $1,250,000 on "Woman Hunt," his first UA production to be made in California, with Vivien Leigh. Also $1,000,000 on "Lady in the Dark," with Merle Oberon and Melvyn Douglas.

Walter Wanger's schedule calls for $1,500,000 for "Foreign Correspondent" and $1,000,000 for "The Long Voyage Home," the latter being directed by John Ford.

Edward Small has set $800,000 for "South of Pago Pago;" the same amount for "Kit Carson;" $1,000,000 for "Son of Monte Cristo," with Joan Bennett, and $1,500,000 for "Two Years Before the Mast."

Richard A. Rowland will spend from $750,000 to $900,000 on "Cheers for Miss Bishop." The increased cost depends on whether or not he can secure a certain star he has in mind.

Gabriel Pascal will spend $750,000 for "Major Barbara," by Bernard Shaw.

Although Goldwyn was scheduled to speak on Tuesday afternoon, he did not and the report circulated around the hotel he was advised by counsel to refrain from talking at the sales session. However, later the same afternoon, he was host to the sales staff convening here at a cocktail party in his suite in the same hotel. Selznick and Sol Lesser were producers who spoke Tuesday. Roach and Roosevelt outlined their plans Monday.

Reports of a settlement of the Goldwyn differences were denied by Silverstone. He said he knew nothing about the reported settlement and referred all further questions to Goldwyn himself. The producer merely said, "It is untrue."

Sales policy was given to the delegates Wednesday. Silverstone may go to the coast after the Chicago conference. He added if he did there would be no particular significance to the trip.

Goddard Indicates Fox Stays in Suit

NEW YORK—Although Federal Judge Henry Warren Goddard reserved decision on 20th Century-Fox's application to dismiss the all-industry suit against 19 of its officers and directors, it seems a certainty the film company will lose its plea. At the conclusion of extended argument on both sides, Judge Goddard turned to John Caskey, Fox counsel, and declared, "While I'm not going to give a hump-backed decision from the bench, I am inclined to deny your motion." He granted both sides until May 24 to file briefs.

Caskey, at the outset of the hearing, introduced ex-Senator Daniel O. Hastings of Delaware, a 20th-Fox director since 1932 and a defendant in the action, and had the judge admit Hastings to the bar so that he might plead his own cause. Caskey's arguments were based on the principle that each of the 133 individual defendants involved is entitled to a definite statement of the charges against him, and those charges being lacking, the suit should be dismissed. He stated the government had proven no cause of action and could prove none. "Since the start of this action," orated the Fox attorney, "I have examined 219 of the 229 anti-trust cases of the department of justice, and this one is the most meagre." Caskey also caustically remarked, "I presume even the government will concede some of our activities are occasionally lawfull." A defendant cannot be made to sit in court for two years to discover if any charges will be brought against him, Caskey continued, and are not necessary in any decree which might be secured.

Says Acts Sincere

Then Hastings spoke on his own behalf. He told the court that he was perhaps a little "more sensitive" than other defendants at being included, because as a senator he had fought for laws, not to break them. He mentioned that the only crime he might have been guilty of was not inquiring too deeply into the affairs of the company, but that all his acts were sincere, as were those of the other directors. He then asked the suit be dismissed as against himself.

Paul Williams, government prosecutor, in rebuttal, pointed out the supreme court does not admit good intentions as a defense. The government, he said, does not accuse the officers and directors of wrong doing, or challenge the integrity of any of them. However, a corporation cannot function without some human beings and, in this case, it is the officers and directors who approved in the course of everyday business the monopolistic practices of which the government is complaining, he said. The government's theory, he added, is that through vertical integration these violations came into being.

Williams pointed out to Hastings that, if he resigned tomorrow, he would be dropped as a defendant or even if he waited until the last day before a decree was entered the same procedure would follow, with his successor named as a defendant.

ALL THIS FROM WARNER BROS.



SATURDAY'S CHILDREN

JOHN GARFIELD • ANNE SHIRLEY
with Claude Rains • Roscoe Karns • Lee Patrick • Dennie Moore • Directed by VINCENT SHERMAN

TORRID ZONE

JAMES CAGNEY • ANN SHERIDAN • PAT O'BRIEN
with Andy Devine • Helen Vinson • Jerome Cowan • George Tobias • Directed by WILLIAM KEIGHLEY

Brother Orchid

EDWARD G. ROBINSON • ANN SOTHERN
with HUMPHREY BOGART • Donald Crisp • Ralph Bellamy • Allen Jenkins • Directed by LLOYD BACON

And

ALL THIS and HEAVEN TOO!

...From the best-seller champion!

BETTE DAVIS • CHARLES BOYER
with Jeffrey Lynn • Barbara O'Neil • Virginia Weidler • Henry Daniell • Walter Hampden
George Coulouris • By RACHEL FIELD • An ANATOLE LITVAK Production

JACK L. WARNER *in Charge of Production*
HAL B. WALLIS *Executive Producer*

"WIND" LEADS AND "BUCK BENNY" FOLLOWS

BOSTON

Fenway—**An Angel From Texas** (FN); **Shootin' High** (20th-Fox) 60
Memorial—**Abe Lincoln in Illinois** (RKO); **Free, Blonde and 21** (RKO) 75
Metropolitan—**Buck Benny Rides Again** (Para't); **Charlie Chan's Murder Cruise** (20th-Fox) 155
Orpheum—**Young Tom Edison** (M-G-M); **Two Girls on Broadway** (M-G-M), 2nd wk..... 55
Paramount—Same as Fenway 65
State—Same as Orpheum..... 50

CHARLOTTE

Broadway—**Free, Blonde and 21** (20th-Fox), 1st half 95
Broadway—**In Old Missouri** (Rep), 2nd half..100
Carolina—**Road to Singapore** (Para't).....100
Imperial—**Amazing Mr. Williams** (Col), 1st half 100
Imperial—**Man From Dakota** (M-G-M), 2nd half 100
State—**Marines Fly High** (RKO), 1st half....100
State—**Rancho Grande** (Rep), 2nd half.....100

CHICAGO

Apollo—**Rebecca** (UA), 6th loop wk.....100
Chicago—**Buck Benny Rides Again** (Para't), plus stage show, 2nd loop wk.....100
Garrick—**Star Dust** (20th-Fox) 85
Oriental—**Gone With the Wind** (M-G-M), 16th wk. 175
Palace—**Primrose Path** (RKO); **Ma, He's Making Eyes at Me** (Univ), held 2nd wk.... 90
Roosevelt—**Dr. Cyclops** (Para't) 85
State-Lake—**The Man From Dakota** (M-G-M), 2nd loop wk., plus stage show..... 85
United Artists—**Strange Cargo** (M-G-M), held 2nd wk. 110
Woods—Same as Oriental 175

CINCINNATI

Albee—**Forty Little Mothers** (M-G-M).....100
Capitol—**My Son, My Son** (UA), 3rd wk.....120
Keith's—**House Across the Bay** (UA).....130
Lyric—**Beyond Tomorrow** (RKO) 100
Palace—**Dr. Cyclops** (Para't) 120
Shubert—**Rebecca** (UA), 4th wk. 120

DALLAS

Capitol—**King of the Lumberjacks** (WB), 1st half 95
Capitol—**Man With Nine Lives** (Col), 2nd half.100
Majestic—**Bucky Benny Rides Again** (Para't).115
Palace—**House Across the Bay** (UA).....100
Rialto—**Three Cheers for the Irish,** (FN), 2nd wk., 1st half 95
Rialto—**Dr. Kildare's Strange Case** (M-G-M), 2nd half 100
Tower—**Young Tom Edison** (M-G-M).....100

DENVER

Aladdin—**My Son, My Son** (UA); **High School** (20th-Fox), after wk. at Denver 110
Broadway—**Primrose Path** (RKO); **Ghost Comes Home** (M-G-M), after wk. at Orpheum 100
Denham—**Opened by Mistake** (Para't), plus stage show 200
Denver—**'Til We Meet Again** (FN); **An Angel From Texas** (FN) 105
Orpheum—**Forty Little Mothers** (M-G-M); **Two Girls on Broadway** (M-G-M)..... 90
Paramount—**Of Mice and Men** (UA); **Saps at Sea** (UA) 120
Rialto—**It's a Date** (Univ), after wk. at each the Denver and Aladdin; **Granny Get Your Gun** (WB) 105

DETROIT

Adams—**Dark Command** (Rep); **The Doctor Takes a Wife** (Col), after wk. at Fox.....125
Cinema—**Tevya** (SR), 2nd wk. 120
Fox—**I Was an Adventuress** (20th-Fox); **Shootin' High** (20th-Fox) 80
Michigan—**Seventeen** (Para't), plus stage show 225
Palms-State—**'Til We Meet Again** (FN), after wk. at Michigan; **Courageous Dr. Christian** (RKO) 100
United Artists—**20 Mule Team** (M-G-M); **And One Was Beautiful** (M-G-M) 140

INDIANAPOLIS

Alamo—**Ghost Valley Raiders** (Rep); **Mercy Plane** (SR) 65
Circle—**I Was an Adventuress** (20th-Fox); **Blue Bird** (20th-Fox) 65
Indiana—**Buck Benny Rides Again** (Para't); **Opened by Mistake** (Para't) 130

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Chicago 175

BUCK BENNY RIDES AGAIN—
Boston 155

IRENE—
New Orleans 150

YOUNG TOM EDISON—
New Orleans 150

EXTENDED RUNS

Gone With the Wind, 21st wk., New York; 16th wk., Chicago.

Rebecca, 6th wk., Chicago, Los Angeles, New York; 4th wk., Cincinnati.

My Son, My Son, 3rd wk, Cincinnati, Philadelphia.

Buck Benny Rides Again, 3rd wk., New York.

Irene, 3rd wk., Seattle.

Loew's—**House Across the Bay** (UA); **The Outsider** (SR) 75
Lyric—**Star Dust** (20th-Fox), plus stage show. 85

KANSAS CITY

Esquire—**If I Had My Way** (Univ).....115
Midland—**The Doctor Takes a Wife** (Col); **Over the Moon** (UA) 120
Newman—**Buck Benny Rides Again** (Para't), held over 150
Orpheum—**Irene** (RKO); **Enemy Agent** (Univ).110
Tower—**On Their Own** (20th-Fox), plus stage show 80
Uptown—Same as Esquire 120

LOS ANGELES

Chinese—**20 Mule Team** (M-G-M); **Free, Blonde and 21** (20th-Fox) 100
Downtown—**Saturday's Children** (WB); **Man With Nine Lives** (Col) 100
Four Star—**Rebecca** (UA), 6th wk.....100
Hillstreet—**Doctor Takes a Wife** (Col); **Escape to Paradise** (RKO), 2nd wk..... 90
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 90
Paramount—**Buck Benny Rides Again** (Para't), 2nd wk., plus stage show 125
State—Same as Chinese 110

MILWAUKEE

Palace—**Remember the Night** (Para't); **Dr. Cyclops** (Para't) 100
Riverside—**Half a Sinner** (Univ), plus stage show 150
Strand—**Northwest Passage** (M-G-M); **Too Many Husbands** (Col), 2nd wk. 90
Warner—**'Til We Meet Again** (FN); **Abe Lincoln in Illinois** (RKO) 110
Wisconsin—**20 Mule Team** (M-G-M); **Slightly Honorable** (UA) 120

MINNEAPOLIS

Aster—**Light of Western Stars** (Para't); **Courageous Dr. Christian** (RKO) 90
Century—**It's a Date** (Univ), 2nd wk..... 90
Esquire—**The Old Dark House** (Univ), reissue.100
Gopher—**Dr. Kildare's Strange Case** (M-G-M). 95
Orpheum—**Irene** (RKO) 95
State—**Buck Benny Rides Again** (Para't).....100
World—**Abe Lincoln in Illinois** (RKO), 3rd wk.. 80

NEW HAVEN

College—**Viva Cisco Kid** (20th-Fox); **Outside the Three-Mile Limit** (Col) 70
Loew-Poli—**The Doctor Takes a Wife** (Col); **Two Girls on Broadway** (M-G-M).....100
Paramount—**Seventeen** (Para't); **Adventure in Diamonds** (Para't) 85
Roger Sherman—**Primrose Path** (RKO); **Granny Get Your Gun** (WB) 105

NEW ORLEANS

Center—**Black Friday** (Univ) 95
Globe—**Broadway Melody of 1940** (M-G-M)... 80
Liberty—**It's a Date** (Univ) 90
Orpheum—**Irene** (RKO) 150
Saenger—**Star Dust** (20th-Fox) 125
State—**Young Tom Edison** (M-G-M) 150
Tudor—**Adventure in Diamonds** (Para't).....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 21st wk..115
Capitol—**Strange Cargo** (M-G-M), 2nd wk..... 90
Criterion—**Two Girls on Broadway** (M-G-M), 2nd wk. 110
Globe—**Suicide Legion** (FA) 75
Paramount—**Buck Benny Rides Again** (Para't), 2nd wk., plus stage show 140
Radio City Music Hall—**Rebecca** (UA), 6th wk., plus stage show 100
Rivoli—**If I Had My Way** (Univ).....105
Roxy—**Star Dust** (20th-Fox), plus stage show.. 90
Strand—**Saturday's Children** (WB), plus stage show 115

OMAHA

Brandeis—**Bill of Divorcement** (RKO); **An Angel From Texas** (FN) 110
Omaha—**Buck Benny Rides Again** (Para't); **Saps at Sea** (M-G-M) 140
Orpheum—**If I Had My Way** (Univ); **Women Without Names** (Para't) 100

PHILADELPHIA

Aldine—**My Son, My Son** (UA), 3rd wk.....120
Boyd—**Rebecca** (UA), 6th wk. 120
Earle—**Johnny Apollo** (20th-Fox) 150
Fox—**Buck Benny Rides Again** (Para't).....140
Karlton—**'Til We Meet Again** (FN).....110
Keith's—**Primrose Path** (RKO) 95
Stanley—**The Doctor Takes a Wife** (Col).....105
Stanton—**One Million B. C.** (UA), 2nd wk.....120

PITTSBURGH

Alvin—**Doctor Takes a Wife** (Col)..... 85
Barry—**Forgotten Girls** (Rep); **Framed** (Univ).110
Fulton—**Johnny Apollo** (20th-Fox), 2nd wk... 70
Penn—**'Til We Meet Again** (FN)..... 70
Ritz—**My Son, My Son** (UA), 2nd d. t. wk...100
Senator—**Ma, He's Making Eyes at Me** (Univ); **City of Chance** (20th-Fox), 3 days..... 25
Senator—**Hi-Yo Silver** (Rep); **Double Alibi** (Univ), 3 days 30
Stanley—**Two Girls on Broadway** (M-G-M); Guy Lombardo orchestra 105
Warner—**Dr. Kildare's Strange Case** (M-G-M); **Farmer's Daughter** (Para't) 125

PORTLAND, ORE.

Broadway—**Dr. Kildare's Strange Case** (M-G-M); **Forty Little Mothers** (M-G-M)...100
Liberty—**Johnny Apollo** (20th-Fox); **On Their Own** (20th-Fox) 100
Mayfair—**Shootin' High** (20th-Fox); **Light of the Western Stars** (Para't) 85
Orpheum—**Grandpa Goes to Town** (Rep); **Convicted Woman** (Col) 85
Paramount—**Buck Benny Rides Again** (Para't); **Opened by Mistake** (Para't) 125
United Artists—**20 Mule Team** (M-G-M); **Two Girls on Broadway** (M-G-M).....110

SALT LAKE CITY

Capitol—**An Angel From Texas** (FN), plus stage show 100
Centre—**Johnny Apollo** (20th-Fox) 100
Studio—**My Son, My Son** (UA), 2nd wk.....110
Utah—**Sidewalks of London** (Para't); **Adventure in Diamonds** (Para't) 105

SEATTLE

Blue Mouse—**Irene** (RKO); **On Their Own** (20th-Fox), 3rd wk. 80
Fifth Avenue—**My Favorite Wife** (RKO); **And One Was Beautiful** (M-G-M) 110
Liberty—**One Million B. C.** (UA); **Over the Moon** (UA) 100
Music Box—**A Bill of Divorcement** (RKO)..... 90
Orpheum—**Dr. Cyclops** (Para't); **Shootin' High** (20th-Fox) 90
Palomar—**Rancho Grande** (Rep); **Mutiny in the Big House** (Mono), plus stage show..... 90
Paramount—**Buck Benny Rides Again** (Para't); **Honeymoon Deferred** (Univ), 2nd wk..... 90

Blumberg: He Sets Up Theatre Pools

(Continued from page 4)

Columbia product.

Mort Singer, who had leased the Orpheum in Minneapolis from RKO, made a pool in that town with Minnesota Amusement. RKO had a one-third interest in the Singer circuit and the Seventh St. Theatre was being operated by RKO for the bondholders.

Warner had the Lake and Hippodrome in Cleveland before the pool, while RKO had the Palace. The Allen was later added. RKO had RKO, Columbia and Universal, while Warner had Warner and 20th-Fox product.

In Los Angeles, the witness explained, a pool previous to the Pantages arrangement had been made between RKO and Warner, but after a year was discontinued because it did not work out very well. The Pantages deal was made because RKO had RKO product. Pantages had Universal which worked out satisfactorily when a day-and-date policy was instituted for Los Angeles and Hollywood.

Blumberg's recollection of the Orpheum, Kansas City, was that it was not involved in the Paramount and Fox Midwest arrangement because the theatre was being operated by the bondholders. Paramount had the Newman and Fox Midwest, the Tower. The witness' recollection of whether the Uptown was brought into the deal was not clear, he said.

On Sioux City Pool

In 1933, the Orpheum in Sioux City, Ia., was involved in a pool which was terminated by receivership. Singer then took over the house and Blumberg had nothing to do with the theatre from that point on. The receiver also disposed of the Orpheum in Omaha to Singer who later acquired the Brandeis.

Much ado was made by John F. Clagett, the examiner, over clearances in Omaha and Cincinnati. The questioning reached the point where Edward C. Raftery, counsel retained by Universal for the suit, objected to what he termed "re-trying the Youngclaus case."

Later on when Blumberg was being pressed on what factors determine buying of pictures for the RKO circuit, Raftery again interposed an admonition by telling the examiner not to go into the merits of the Neely bill.

Blumberg was in a happy frame of mind and lightened the tension by a humorous incident which led to RKO being dispossessed from the Orpheum at Omaha. He also stated that during RKO receivership he often wondered what his title was. When the interrogator asked about first runs in the Albee, Brooklyn, Blumberg said he never regarded the borough as a first run, but subsequent to Broadway.

In his dealing with RKO's distributing department as well as others, he made many requests for reductions, he said, and "they wouldn't even give me the right time."

None of the RKO circuit contracts had any provisions for product for theatres to be acquired in the future.

Blumberg declared he never received a complaint from the Omaha Chamber of Commerce and he never sat on the local board which set up a zoning schedule there. Raftery told Clagett "the clearance schedule was set up by your clients and shoved down our throats."

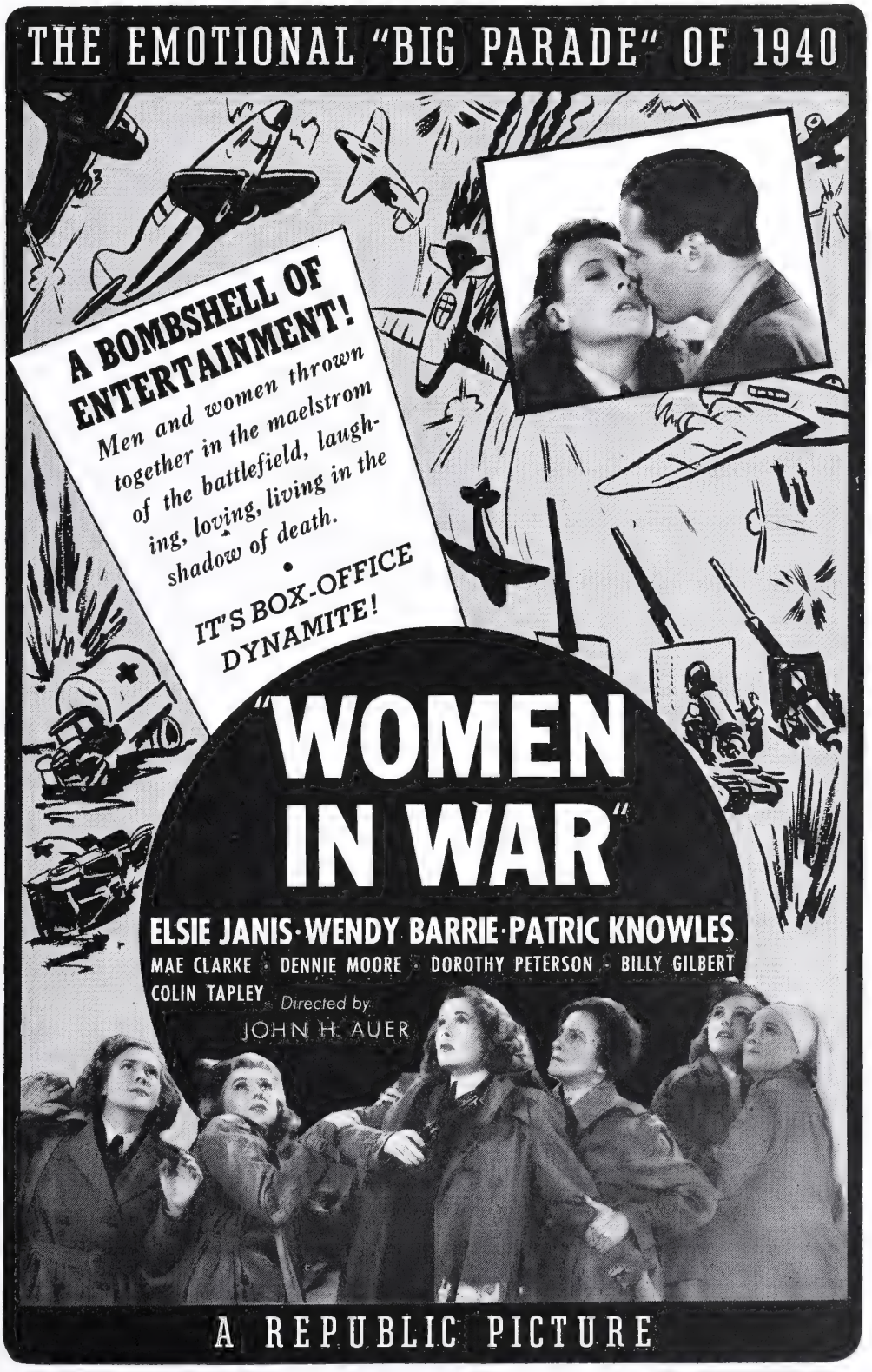
A year before he came to New York for RKO, the circuit lost about $2,500,000, Blumberg stated. In 1933, his first year in the saddle, the loss dwindled approximately $500,000, and a year later went into the black.

The cost of film was the least problem when circuit losses were discussed. Each theatre can earn only so much, based on its gross, he said.

There never was a situation in RKO where the circuit extended playing time and cancelled out pictures by doing so. "As a matter of fact, we never had enough product," the witness asserted.

Because the theatre and distribution department are highly competitive friction always existed, he said. The theatres began making a little money and when the distribution department saw that it wanted the circuit to make a better deal, "which we wouldn't give them," he added.

When asked what determines the amount to be spent on top bracket pictures, the Universal head answered, "It is very difficult. If we had the answer to that, we'd have no problems in the industry." However, among factors taken into consideration are the number of theatres to play the picture, he said.



Moskowitz: Tends To His Own Knit

(Continued from page 4)

being pooled with RKO.

Insofar as Denver is concerned, the witness merely knew that Loew's was interested in the Orpheum, but whether the circuit owned the house or pooled it with RKO was something he could not answer.

Loew's recently added the Palace to the operation of the State in Memphis. The Palace was taken over from Malco. Moskowitz said Loew built the house, but was not familiar with the lease to M. A. Lightman.

Before Loew's built the State in St. Louis, it had the Garrick. In Washington, it is his understanding, Loew's Columbia plays continued runs after the Palace and Capitol.

Under his supervision are 73 theatres of the 130 in the entire circuit, Moskowitz averred. The 73 include the Capitol, Astor and Criterion on Broadway in a territory which embraces the metropolitan area, northern New Jersey, four theatres in Westchester, and houses in New Rochelle, White Plains and Long Island.

The Capitol here plays the largest proportion of Leo's product.

SALUTE THE SNAPPY, HAPPY COMEDY HIT!

The fun is fast and howlarious . . . as a girl, a gob and a kid take the navy for a boat-ride!



JEAN PARKER JAMES DUNN

"SON OF THE NAVY"

with MARTIN SPELLMAN

Directed by WILLIAM NIGH • Associate Producer GRANT WITHERS

Original story by Grover Jones and True Boardman

Screenplay by Marion Orth and Joseph West

AS CRITICS CHEER!

"Clean, brisk, stimulating entertainment in the best traditions of the American movie." M. P. HERALD

"A bang-up navy picture that moves along at a merry clip from start to finish." HOLLYWOOD REPORTER

"Noteworthy and diverting comedy-drama with a salty navy background." BOX OFFICE

"Monogram can take a well deserved bow . . . a pleasant surprise, plenty of delightful entertainment." SHOWMEN'S TRADE REVIEW

"Amusing and well paced, good entertainment for family trade." FILM DAILY

A MONOGRAM PICTURE

"Wind" Gross Declared Close to $21,000,000

New York—Nationwide theatre gross on "Gone With the Wind" tallied close to $21,000,000 at the end of the week. The picture has played at approximately 2,000 theatres so far.

Gallup Poll on Duals To Start in Month

NEW YORK—Dr. George Gallup of the American Institute of Public Opinion, at the suggestion of Samuel Goldwyn, will conduct a nationwide poll on double features.

The investigation, to start in a month, will be independently pursued and not financed by the industry or any producer. It will consume two months and include 1,000 investigators interviewing 30,000 people in all social strata.

Farnsworth Resigns For Private Practice

(Continued from page 5)

nation, effective June 1. This is two days ahead of the trial start.

Farnsworth was slated to handle the New York and northern New Jersey and part of Connecticut presentation of the all-industry suit, which, apparently, will be turned over to Seymour Krieger, who has spent some time interrogating a number of prospective witnesses in the early stages of the suit.

In private practice handling theatrical accounts before he lined up with the government staff, Farnsworth again will devote his time to his own business after June 1.

He is the second assistant to the attorney general who has been active in the big case to quit before trial.

SETOA Postpones Annual Convention Till July

JACKSONVILLE, FLA.—The annual convention of the Southeastern Theatre Owners Ass'n, which was to have been held here June 23-25, has been postponed to an as yet unset date in July. Reasons advanced for the move are the current hearings on the Neely bill in Washington, the all-industry suit and the numerous sales conventions by film companies.

Republic Regional Dates Are Expected Next Week

HOLLYWOOD—With the arrival from New York of Herbert J. Yates for new season production conferences, Republic is expected to set dates for its regional sales conferences next week.

Studio Exemptions In Wage Act Loom

WASHINGTON—Several hundred types of jobs in the Hollywood studios may be held not to come under the wage-hour act as a result of an investigation now being made in California by Eldred M. Cocking, recently transferred to the wage-hour administration from the department of labor.

Acting to remove some of the classification uncertainties raised by the refusal of his predecessor, Elmer F. Andrews, to issue any definitions, Administrator Philip B. Fleming announces that the 615 work classifications contended by the producers to be executive or professional would be surveyed and made the subject of official ruling.

The first of a number of industries to be similarly investigated, the film industry has been selected, it is explained, because while "in the motion picture industry, which is one of the highest paying industries in America, the minimum wage is not a problem, the division has been asked to review the industry's classification of its employes as executives and professionals because of problems raised by the overtime requirement of the law."

Representatives and counsel of a number of the producers unsuccessfully urged such a determination upon former Administrator Andrews some 18 months ago, shortly after enactment of the law, but were told that there was no provision in the act authorizing the administration to make such interpretations.

Following the completion of Cocking's survey, Administrator Fleming will hold a public hearing to receive argument on any recommendations with which producers or unions may not agree. A final decision is expected to be rendered some time this summer.

Clarke Heads Carriers 8th Consecutive Term

NEW YORK—James P. Clarke of Philadelphia was re-elected for the eighth consecutive time as president of National Film Carriers, Inc., at the annual three-day convention held at the Park Central. He also is treasurer. Thomas Gilboy of San Francisco continues as vice-president and Clint Weyer of New York remains as secretary.

It is probable the next gathering will be held in San Francisco, but this is to be decided later by the executive committee comprising George Callahan of Pittsburgh, E. E. Jameson of Kansas City, Harold Robinson of Detroit, Clarke and John Vickers of Charlotte.

At a luncheon held the final day, Harry Mersay of 20th-Fox, Al Schwalberg of Warner, Henry Anderson of Paramount and M. Waxberg of RKO spoke to the assembled delegates.

Technicolor Dividend

NEW YORK—Technicolor has declared a dividend of 50 cents a share, payable June 15, to stockholders of June 3.

Names Pass Out, But Studios Learn It Last, Says Goldwyn

NEW YORK—"A lot of film personalities are dead and we producers don't know it—in fact, we're the last to find it out." So declared Samuel Goldwyn in the course of an interview that revealed some of the reasons the producer sought and won the decision of the American Institute of Public Opinion to conduct a nationwide poll on the double features.

Dr. George Gallup, head of the institute, nodded approval of Goldwyn's observation, but added he has not yet concluded whether his poll will delve into the question of players' boxoffice appeal.

Goldwyn was most enthusiastic about the poll—"I'm flattered that they have consented to do it." The survey is in "the public interest," he said, adding he thought it would also be of invaluable aid to Hollywood. With producers smugly settled in the studios, "miles away from the public," they do not have an accurate gauge of how well pictures are received, or if they are not well received why not, he declared. Neither do producers keep their pulse on what the public wants in the way of film entertainment. "Let's find out what the public thinks," he said, as a final boost in commending the projected poll.

Seeks Impartial Survey

Gallup will not accept a fee for conducting the survey. It will be without any financial aid from film interests so that it may be independent and impartial in its quizzing. "We feel it is of the same public interest as our political polls," Gallup said. In this respect Goldwyn asserted he has for the past 10 years been attempting to determine if the public really wants two features coupled with long trailers, games, dishes and other forms of inducements. The producer said that he, personally, cannot reconcile the attitude of exhibitors in sponsoring this type of policy since it defeats the very purpose for which producers are striving.

"No good picture can be good if the audience is tired and bored from a lot of other stuff," he observed. Asked if the poll should indicate a majority preference for duals would he alter his production policy to so conform, he replied: "You don't have to go out and make bad pictures—you make a lot of 'As' and sometimes you wind up with a lot of 'Bs.'"

See Washington Decision Vitiating Copyrighting

NEW YORK—The decision in Washington by Judge Bailey confirming the lack of discretionary powers of the register of copyrights is interpreted in copyright circles here as in line with the recent trend to vitiate the formalities that hitherto have been required in establishing copyright protection. In fact, these sources say, pending legislation such as the bill drafted by Professor Shotwell's committee is designed for taking even further discretionary powers from the register of copyrights.

The controversy which brought Judge Bailey's ruling arose when Clement L. Bouve, the register, refused to accept the deposit of 20th Century-Fox, or the claim of copyright, on a 20-chapter serialization of the story on which "In Old Chicago" was based. The serialization was intended for distribution to newspapers for publication in serial form. In defending the action brought by 20th Century-Fox, Bouve took the position that, under section 2 of the copyright act, he was vested with discretion, and that in the exercise of his discretion, he decided the material offered "did not constitute the form of deposit required by section 12 of the act."

Holland Market Loss Is Blow to Majors

NEW YORK—Loss of Holland is a big blow to American distributors, according to Reginald Armour, continental manager of RKO, who declares the German occupation of the Netherlands completed the disruption of operations in Europe.

Importance of Holland, aside from its source of revenue, is that the country is used as a clearing center for prints shipped to other countries and moneys coming from Eastern Europe usually clear through Amsterdam, Armour reveals.

He admits he does not know what possibly can be done about operating in Europe. Future policy of RKO will be decided after Armour confers with Phil Reisman, vice-president in charge of foreign sales.

Armour also believes continental Europe is gone as a revenue-bearing market for the duration of the war.

M. P. Biblioaraphy Holds Exhibit on May 20-24

NEW YORK—The Motion Picture Bibliography, a unit of New York City WPA Writers' Project, will exhibit its work at 345 Hudson St. May 20-24. "The Film as Art," first of the three-volume annotated Film Index being compiled by the project under the sponsorship of the Museum of Modern Art Film Library, has been completed and is being indexed. The second volume will cover "The Film as Industry," and the third, "The Film in Society."

Bill in Harrisburg May Legalize Bank Night

PHILADELPHIA—Exhibitors are wondering whether Bank Night would become legal if a bill just offered in the Harrisburg legislature by Representative Francis Falkenstein should be passed.

His measure would legalize lotteries with the provision that 20 per cent of the receipts be used to aid the state's aged citizens. A companion measure would set up a "State Protective Investment Annuity Commission," which would sell "lottery shares" at $1 each, handing out prizes of $5,000 for 6,250 "investors."

In a Less Serious Vein

ATLANTIC CITY—To the tune of the pounding surf, Universal's eastern sales gathering of over 100 strong conducted its sessions at the Ambassador Hotel. All swimming was confined to the indoor pool; the ocean was too cold.

* * *

The boardwalk was the most popular spot for pedestrian exercise. Saturday night a foursome consisted of J. Cheever Cowdin marked by his dilapidated chapeau; J. H. Seidelman, hatless; Charlie Prutzman and young Paul Nathanson of Famous Players Canadian.

* * *

General Sales Manager William A. Scully, after a tough day, took to a rolling chair with A. W. Perry, general sales manager of Empire-Universal, Ltd.

* * *

The lads from Dallas, headed by Branch Manager Edward S. Oldsmith, bragged about the new lightweight champ from Texas, Lew Jenkins. Oldsmith, incidentally, shamed Harry ("Mahatma") Graham, southern district manager, into spending his prize money by labeling the dough "frozen assets."

* * *

Brothers Jake and Dave Lutzer, Dallas, were kinda sad because no one wanted to play poker. And Jake is considered the best of them all.

* * *

The shooting galleries got quite a play with Bill Heineman, Frank McCarthy, Tom Mead and Joe O'Brien, giving one custodian of the clay ducks the best business he had since last summer. Heineman caused more damage than McCarthy and therefore was adjudged the better shot.

* * *

Genial Cliff Work got a nice welcome from the boys with a lot of comments about his increased girth.

* * *

Paul Brown, construction magnate and new member of the board, sat in on his first convention and enjoyed himself immensely.

* * *

After being with the company for more than 20 years, Shorts Subjects Sales Manager Leo Abrams delivered his first convention speech.

* * *

Although applause generally was waived at the sessions to speed things up on Bill Scully's request, the boys gave Andy Sharick a big hand for the decorations.

* * *

Morris Joseph, New Haven branch manager, was the first man to write a letter home soon after his arrival.

* * *

Sartorial Notes: The light tan gabardine suit of Bernie Kreisler, Washington branch manager; Hank Linet's white sport shoes and overcoat on arm; Cliff Work's collection of sleeveless sweaters; Joe Leon, Philly salesman, who earned the "best dressed" honors by showing up with a new outfit at each meeting. And J. Cheever Cowdin's "Harvard" hat.

* * *

It was Joe Engel's first convention. He attended as a special representative from the Cleveland exchange.

* * *

Frank Schreiber, head booker in Cincinnati, played tag with the stork. A few hours before the departure of his train, his wife gave birth to an eight-pound boy. So Frank passed out the cigars after he got over the shock.

* * *

Lanky J. A. Prichard of Memphis earned the distinction of being the youngest branch manager in the east, closely pressed by Joe Lapidus of Pittsburgh whose boys incidentally snared all sorts of honors.

* * *

Tallest man at the convention was C. T. Miller, Dallas salesman.

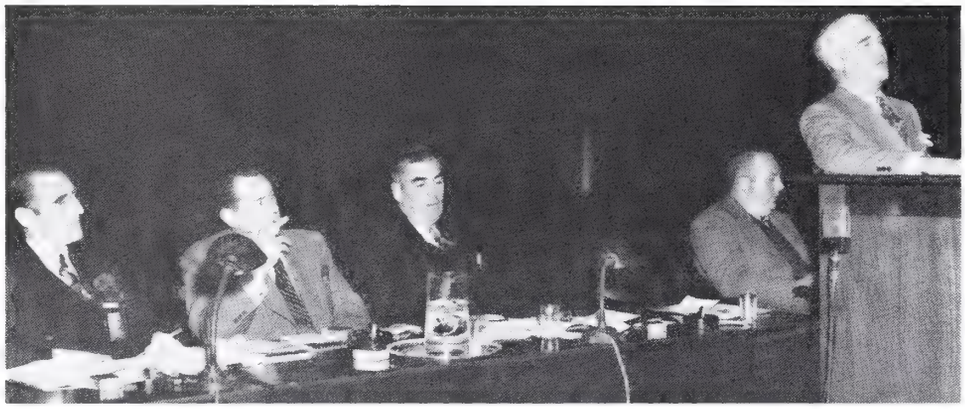
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The New Orleans unit head by "Snake" Richardson remained on the wagon, much to the sorrow of Head Booker Nicholas Lamantia.

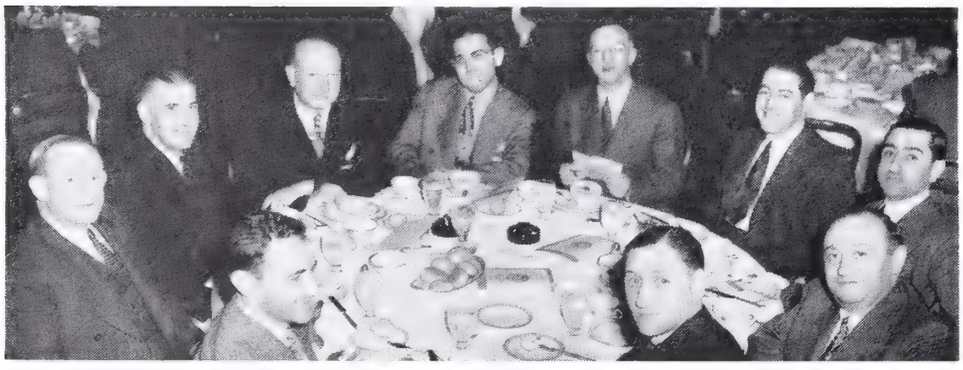
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Bernie Frank, Washington salesman, proudly told all that his son would be

(Continued on page 38-D)







—Photos by Cosmo-Sileo

The Camera Roams at Atlantic City—

A handful of scenes as Universal's eastern sales regional was held down by the shore. Top view shows Frank J. A. McCarthy, eastern sales manager, delivering a talk. Listeners, from left to right, are: J. Cheever Cowdin, chairman of the board; William J. Heineman, western sales manager; William A. Scully, general sales manager, and Cliff Work, head of the studio. Next are Jules Lapidus, Pittsburgh manager; George E. Schwartz, Philadelphia; Paul Baron, Charlotte; Harry Graham, southern district manager; A. J. Herman, eastern district manager, and Bernie Kreisler, Washington. The branch managers are prize winners in the eastern division Scully drive. Below is the New York exchange roster, Clockwise, Harry Fellerman, booker; Ben Price, salesman; Nat Goldberg, office manager; Max Cohen, sales manager; Leo Abrams, short subject sales manager and former head of the Big U exchange; David A. Levy, manager; Phil Winnick, Jules Liggett and Harry Furst, salesmen, and Leo Simon, head booker.

NEW YORK—Lou Wechsler, New Haven manager, tried to drum up patronage for the annual exhibitor-distributor golf tournament slated for August. He reported several new theatres had opened in the territory.

* * *

Moe Streimer, home office representative working out of the local exchange, got over a two-week illness just in time for the convention. His doctor would not permit him to trek to Miami this year, so Moe is going to get even by doing plenty of fishing in the next few months.

* * *

Charles Stern, eastern district manager, says he has recovered three of the ten pounds he lost during his recent operation.

* * *

Samuel Goldwyn is planning to spend several weeks in New York after he attends the Chicago UA regional meeting.

* * *

James Mulvey, eastern representative for Samuel Goldwyn, who is financially interested in the Brooklyn Dodgers, tried hard to forget baseball during the three-day business session at the Waldorf. But no matter how much Mulvey tried, trade paper reporters insisted on bringing up the matter.

* * *

Only two Canadian cities are experiencing regular blackouts, Haskell Masters, Canadian district manager, reported.

* * *

Edward C. Raftery of O'Brien, Driscoll and Raftery forgot the cares of the all-industry suit by appearing at the various sessions.

* * *

Hal Roach and Sol Lesser were the only two producers of the UA lineup of 13 to show up for the opening day's events. Louis Hyman, special representative for Lesser, also was there. Mary Pickford was the only one of five owners present at the initial luncheon.

* * *

Sid Lehman, Buffalo manager, says his home town is a good place to visit during the summer. Plenty of vacation fun for all, he promises.

* * *

On Monday night the boys gathered at Loew's Lexington for a first hand peek at "The Westerner." Tuesday afternoon the visiting firemen strutted to the Music Hall where a private projection room was set aside for the screening of "Our Town."

* * *

Saul Krugman, Philadelphia salesman, is anticipating a blessed event after seeing "Turnabout." Krugman is a former New Yorker, but a full-fledged Quakerite now.

* * *

Harry L. Gold, who conducted the local sessions, was all business and very little kidding. Whenever Harry gets nervous, he likes to clip buttons from the jackets of reporters. He refrained from this at the Waldorf where he met the press formally and very sedately.

* * *

Finding the fountain where ice cream sodas were served proved to be one of the problems that L. Jack Schlaifer mastered. With a BOXOFFICE scribe in tow, Schlaifer set out determinedly to find the soda oasis and did not give up until he located it on the Lexington Ave. side of the hotel.

* * *

Pittsburgh's Jimmie Nash claims the reason he did not get any rest in New York is due to the fact he lost the key to his room. A reward was offered to anyone who can reveal his whereabouts from Sunday eve to early Monday morn.

* * *

Vice-President Arthur W. Kelly, who was contemplating a trip to England via Rome, glanced at a headline which said: "Italy Warns British Residents to Leave." "I guess that means no trip for me," Kelly said. "I am still a British citizen, you know."

* * *

Gabriel Pascal, who is reported to be one of the followers of the Yogi, will be gratified to know he was the 13th and last producer listed in the product announcement. One who knows says he will believe it is a good omen.

* * *

Sammy Cohen was no little embarrassed when Len Daly who edited the "Convention Extra," showed up on Tuesday. Cohen told friends Daly had pneumonia and was seriously ill. A collection was under way for flowers. How was Sammy to know he only had a cold?

* * *

Mat Goodman, Cleveland manager, brought enough records in a trunk to keep the boys busy for a month . . . Buffalo's Syd Lehman is on a diet and lost ten pounds.

* * *

Jimmy Roosevelt took Sol Lesser and a print of "Our Town" for a showing at the White House. Roosevelt, who looks fine, headed for the coast after a stop-over in Chicago. He says he plans to begin production about August 1.

* * *

Frances Harris, secretary to Harry Gold, called home and told her mother she was getting tired of the Waldorf-Astoria and would appreciate a home-cooked meal. Mom retorted: "Don't worry. I'll speak to Oscar."

* * *

Joe Kaliski, Buffalo recruit, took his first trip into the territory and says it's a cinch . . . Cincinnati's Jack Fineberg attended his first convention and got a big kick out of it.

With UA Around the Waldorf

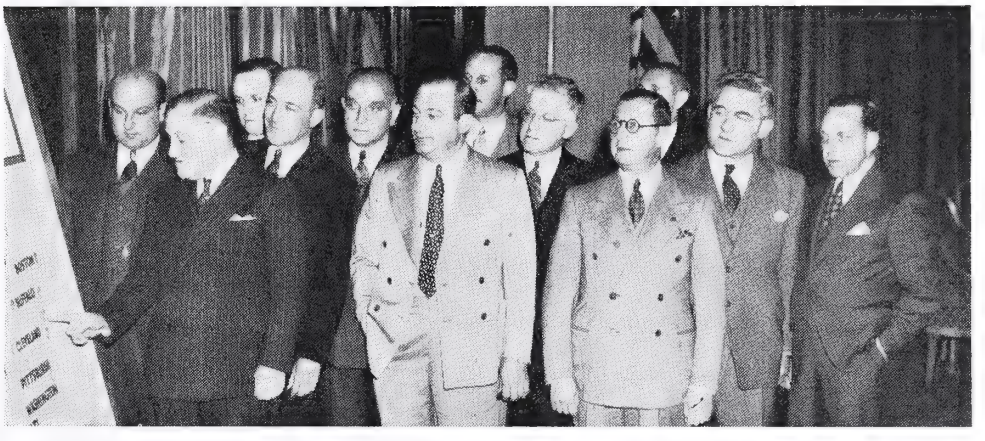
Atlas RKO Status Holds As Aviation Merger Flops

NEW YORK—With mutual abandonment of the proposed merger of Atlas Corp. and Curtiss-Wright Corp. the investments held by the former in RKO will not be affected. Among the provisions when the aviation merger was originally considered was an exchange of stock entitling each holder of one share of common to receive 65/100 of a share of the continuing company.

Such holder would have also received one share of common of a new Atlas Corp. which would have held approximately 40 per cent of the present assets of Atlas. These assets included the "so-called special situations" in which Atlas has investments, such as the common stock of RKO.

Watching Itinerants

COLUMBUS, OHIO—Pete Wood, secretary of the ITO, is urging Ohio exhibitors to keep an eye on itinerant theatres which he says are increasing, and to report instances where such theatres show films without the state censorship seal.



—Metropolitan Photos

New Yorkers at N. Y. Convention—

They didn't have far to go, did these UA men for the company's eastern sales regional at the Waldorf. Just about a 40-cent taxi ride from 630 Ninth Avenue. Assembled here are Moe Streimer—he's pointing—Clarence Eiseman, local branch manager; Nat Beier, Dave Burkan, Sam Rifkin, Sam Stern, Lawrence Brown, Harold Sugarman, Arthur Weinberger, Ed Mullen, Herb Richek and Tony Agoglia.

Moskowitz Can Explain Those Graying Locks

New York—Take it from Charles C. Moskowitz those gray hairs on his head are there for a good reason. A very good reason.

He explained, in part, why to John F. Clagett, government examiner, the other day.

The differences which exist between Loew's and M-G-M in making a product deal are no different from those between the circuit and any other company, he said.

"Certainly we have difficulty buying M-G-M," he insisted. "Look at all these gray hairs," he advised, pointing to them. "It is not easier to make an M-G-M deal than with Paramount."

The Oranges Enjoy An Edison Pageant

EAST ORANGE, N. J.—Without a Thomas A. Edison there would never have been an "Edison, the Man." And without an "Edison, the Man" a large portion of the state of New Jersey would never have turned out by the thousands to witness the three-day "Edison Pageant of Progress," which wound up Thursday evening with the simultaneous world premiere of the film at six theatres in the Oranges. So the question would not be whether it was in respect to Edison or the film that the populace became enthused over. Suffice to say that the pageant was one of the most tasteful, colorful and publicity valued affairs ever conceived in the large-scale exploitation field.

Officialdom played a large part in the proceedings, so far as the details in rigging up the gala event was concerned. Governor A. Harry Moore proclaimed Thursday to be a state holiday. The governor and Mrs. Moore, U. S. Minister to Canada James H. R. Cromwell and Mrs. Cromwell, Secretary of the Navy Charles Edison, Mrs. Harvey S. Firestone, Mrs. Edison-Hughes, wife of the late inventor, and more than 100 civic, state and national leaders participated in one or more of the various functions that made up the pageant.

Spencer Tracy, star of the film; Rita Johnson, who has the feminine lead, and Clarence Brown, the director, came from California especially for the affair. They seemed to relish the excitement and were warmly received by crowds that witnessed the parade that culminated in the planting of a white oak in tribute to Edison.

There were numerous activities honoring the accomplishments of the late inventor. To mention a few: a charity ball at the Orange Armory, the unveiling of a 22 by 28-foot photograph in front of the West Orange Municipal Bldg., the opening of a flash of frozen light with a temperature of 320 degrees below zero that gave off a sensational display of varicolored lights, a concentration of a provisional battalion of mechanized military units, a parade including 45 floats and bands and other festivities.

Ickes Facing Foes Over Park Films

WASHINGTON — Senatorial enemies of Secretary of the Interior Harold L. Ickes —and they are many—are expected to take full advantage of the opportunity to put the interior department head "on the spot" when the Ashurst resolution for investigation of charges recently imposed for the making of pictures on the public lands comes up for consideration soon.

The resolution was approved Thursday by the Senate Committee on Public Lands.

Charging the secretary with having usurped the authority of Congress to deal with the public lands, Senator Ashurst of Arizona introduced his resolution April 24, providing for an investigation by the public lands committee of "the filming of motion or sound pictures on areas under the jurisdiction of the department of the interior, and any other matter with respect to the filming of motion or sound pictures on land belonging to the United States which the committee may deem it appropriate to investigate." A fund of $6,000 would be provided for the inquiry.

A few days later, during consideration of an appropriation bill, the Senator again attacked the fee impositions, which run as high as $500 a day, and secured Senatorial approval of a rider to the measure prohibiting the department from making any charges for the taking of pictures on public lands other than the national parks.

Since the interior secretary has made many enemies in Congress in the handling of the vast PWA funds which he administered until recently, it is believed the resolution will receive strong support.

Early Slapstick Product Offered by M. H. Miller

NEW YORK—Motion Picture Jubilee Productions has been formed by Morton H. Miller to distribute old-time slapstick. Some of the product includes the Keystone comedies and others have been purchased from various sources. Miller has been active in the real estate and theatre end of the business.

Charge Play Plagiarized

NEW YORK—Harry Essex and Sid Schwartz have filed suit in federal court against Republic seeking an injunction, accounting of profits and damages against "Money to Burn," claiming it a plagiarism.

: *In a Less Serious Vein* :

(Continued from page 38-B)

the regular plunging back on Columbia's (University) football team this year.

* * *

James Frew, Cleveland salesman, expressed concern over the 20 pounds he put on since the last convention. And Henry H. Martin, Oklahoma salesman, who dragged himself to last year's convention shortly after an appendectomy showed up in fine shape this time.

* * *

Sound Alikes: Buffalo Branch Manager John J. Scully and his brother, Bill.

* * *

Busiest man at the session was Tom Murray of the home office who handled all the arrangements. But nothing seemed to ruffle him, for he strolled calmly around the hotel with his new cigarette lighter.

* * *

Dave Levy and Max Cohen took advantage of Sunday's sun and sat out on the piazza for awhile.

* * *

Jack Skirball flew in and left the same night. Although rushed, he found time to hurry down the boardwalk to buy some salt water taffy for Martha Scott. Skirball swears she's Hollywood's new Duse.

* * *

Posted on the bulletin board was this wire to Scully. But Bill said it was a frame. Quote: "Listen you (censored) you're the swellest (censored) and you deserve all the (censored) credit in the world." Unquote. And it was signed "Margie." Frank McCarthy asserted solemnly he had nothing to do with it.

* * *

A friendly feud between Kreisler and Lapidus got off to a fine start at the banquet Sunday night. The boys are wagering the train fare to the coast on next year's results.

* * *

Solemn-looking Dave Miller, eastern district manager, proved to be a raconteur extraordinary at the banquet and had the boys rolling in the aisles with some choice anecdotes.

* * *

Joe Kauffman, Cleveland manager, scored with a witty dissertation on how to be a successful branch manager without working too hard.

Overage, Underage New to Him

New York—Asked if he had ever discussed overage or underage of pictures at the end of each season before making new deals with distributors, Charles C. Moskowitz, testifying in pre-examination before trial in the government suit, was stymied for a moment and asked the examiner, John F. Clagett, to explain what was meant by the words used.

The government interrogator gave a brief account of what he thought they meant, following which Moskowitz said, "I don't know as I ever heard of overage and underage before."

Whereupon Clagett, in all seriousness, said, "If you read the government's petition, it is in there."

The witness confessed quite frankly he never set eyes on the petition. John W. Davis, counsel retained by Loew's for the big suit and sitting hard by Moskowitz, remarked in his soft voice:

"It's an interesting piece of literature."

Schenck Opposed to Individual Selling

By BILL ORNSTEIN

NEW YORK—If pictures are sold individually the plan would work a hardship on every exhibitor in the country, Nicholas M. Schenck, president of Loew's and M-G-M, stated in his pre-trial examination by John F. Clagett, assistant to the attorney general in the all-industry suit.

Recalling the days of 1924 when Paramount decided to sell in blocks of five, Schenck declared the policy was abandoned shortly thereafter because "they took a terrific loss and couldn't afford to continue that way."

Percentage Is "Fairest"

Sales in blocks depend on the quality of pictures offered, the witness asserted. He declared the "fairest way" is to sell by the percentage method, "the way M-G-M is doing."

The larger part of M-G-M's product is being sold that way, Schenck said. "We believe in this policy because the exhibitor pays only what the picture earns." He declared if a picture cost $3,000,000 and does not return that amount to the company on percentage, "it is our mistake."

He emphasized the fact that in offering product on percentage there "couldn't be a fairer way. You either get money or you don't, based on the pictures' drawing power."

Pressure against this method comes from the exhibitor, the witness held. "He doesn't like to pay that way. There are continuous wrangles, but the situation is getting better as far as we are concerned."

Per Cent Policy Started in 1924

Schenck pointed out that M-G-M started the policy back in 1924 when "The Four Horseman" was the first one sold by the company on percentage. This was shortly after the old Metro company was acquired from Richard A. Rowland and his associates. Then the company began selling one and two a year on percentage but over the years increased the policy until today most of M-G-M's output is sold that way.

The witness held he did not believe guarantees were provided for as a rule and that "pictures pay what they earn." He also discussed the "Gone With the Wind" situation, adding the company has had very little trouble placing the picture in every situation at 70 per cent of the gross with a guarantee of 10 per cent profit. He cited an instance where B&K first refused to play the film whereupon it was sold away "until they realized they made a mistake and bought it for a good many theatres in Chicago."

M-G-M first attempts to deal with its regular customers in every first run situation, Schenck asserted in stating it was his belief "every film buyer would have a terrific task on his hands if he had to buy on a picture-to-picture basis. It would be hard to live from hand-to-mouth, not knowing where the next picture was coming from."

Insofar as his company is concerned, not more than three or four unreleased pictures have been on hand at any time. He believed the same situation prevailed with other distributors, the point being that it would be a hardship on any buyer to buy singly when a whole program would assure him of a year's booking in advance.

Early History in Industry

Schenck cited his early history in the industry, recalling how he joined Loew's and refused to take a salary until he first learned what the business was all about. Vaudeville in the days of 1907 were the vital factor in the existence of all theatres, he said. As time passed, films took its place, he narrated.

How Loew's acquired the old Metro company, Goldwyn Pictures and brought in Louis B. Mayer and his associates to improve the standard of production were told by the Loew-M-G-M president. He was also queried on the then alleged threat by Paramount to Loew's supremacy in New York theatre operation. He also discussed deals made for three theatres with Century circuit in this area and touched lightly on personal conversations with the late A. H. Schwartz on the inability of the latter to secure product for some of his houses.

"Schwartz did not complain the clearance was wrong," said Schenck, "but asked us to give up pictures from time to time." The same also applied to RKO.

(Continued on next page)

His Houses No M-G-M Feeder—Moskowitz

New York—At one point in his examination, C. C. Moskowitz was asked would it not be better for the profit and loss statement of Loew's to pay M-G-M more money for its pictures than for others.

Answered the theatre executive, "My job is to make a profit. I'd be a sucker to do that!"

When he was asked if he wouldn't like to buy all his pictures on flat rental, the witness's response was:

"I would, if I found that my flat rental bill was cheaper than my bill on percentage."

Says He Knows of One Zoning Plaint

NEW YORK—With the exception of one case, no clearance complaint in the metropolitan New York territory against the Loew circuit has been brought to his attention since the demise of the NRA, C. C. Moskowitz stated at his pre-trial examination. The one instance was that of Morris Lane of the Lane, Washington Heights, who wanted the circuit to remove protection by the Rio.

Loew's has operated this way for years and regards the Lane as competition to the Rio, Moskowitz held. "I didn't think the complaint well founded and told him so."

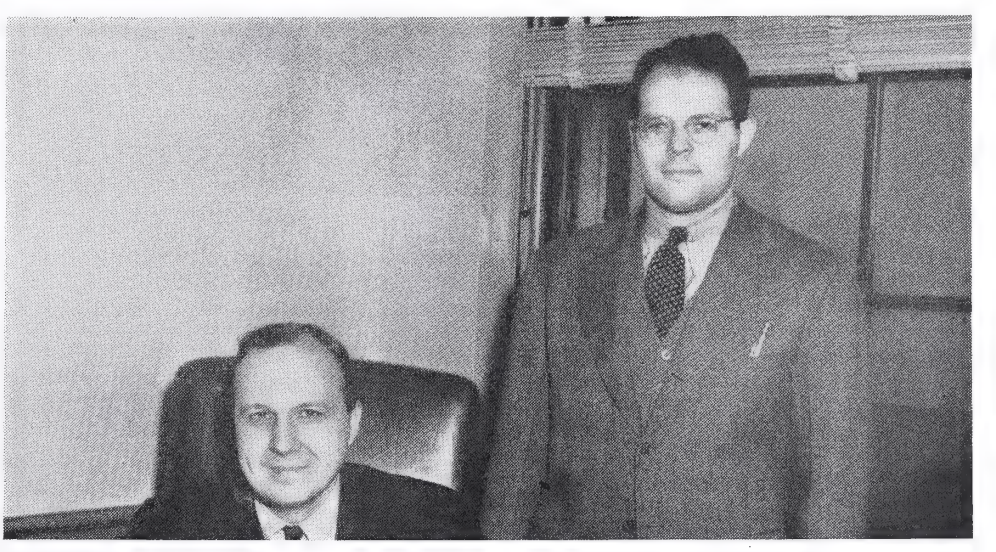
When asked if there was any policy at Loew's for handling clearance complaints, the witness answered in the negative. He added, however, that, even during the NRA, there were not many squawks filed against the circuit on clearance.

Into Days of NRA

The government examiner, John F. Clagett, who participated in the famous St. Louis equity and criminal anti-trust suits for the government, then delved into the NRA and how the boards were geared to handle clearance.

Moskowitz admitted Century circuit made complaints at the time and, while Clagett mentioned the Patio in the Flatbush section of Brooklyn, the witness said he was not certain whether this was among them. The examiner at this point mentioned the Kingsway and Kameo as Loew houses and Moskowitz corrected him by turning the Kingsway back to its rightful ownership, Century circuit.

The discussion ended abruptly on this phase when Clagett found himself misinformed. He then proceeded to inquire on how clearances were set up locally on Paramount product in respect to Century circuit.



—Photo by Cosmo-Sileo

They Round Out the Gallery—

In addition to the seven government lawyers pictorially recorded last week in BOXOFFICE *are these two, Robert L. Wright, who has been handling the examinations before trial, and Seymour Krieger. The latter is the government investigator who has interviewed dozens of exhibitors in New York, New Jersey and New England on alleged complaints.*

52 From Metro for New Season; Star Batteries Again Stressed

NEW YORK — As anticipated, M-G-M will adhere to its policy of 52 for 1940-41.

Probably the opener of the new season will be "Escape" from the novel by Ethel Vance starring Norma Shearer and Robert Taylor. As listed, the lineup follows:

Katharine Hepburn will play the lead in "The Philadelphia Story," her successful Broadway play. This film, incidentally, places her under the M-G-M banner for the first time.

Greta Garbo will star in "Madame Curie," based on the book by Eve Curie.

The Marx Brothers in "Go West."

Myrna Loy and William Powell in "The Thin Man's Shadow." Miss Loy will be starred also in "Third Finger, Left Hand" and "The Road to Rome," the latter based on Robert E. Sherwood's play.

Clark Gable co-starred with Miss Loy in "The Great Canadian," story of a hockey star. Other Gable vehicles will include "Witch of the Wilderness," a melodrama with a South American jungle background; "The Life of Simon Bolivar" and "Osborne in Sing Sing," in which he will co-star with Taylor.

Spencer Tracy is down for at least three, "The Ex-Mayor of Boys Town," a sequel to "Boys Town;" "Sea of Grass," based on Conrad Richter's novel of New Mexico, and "The Yearling," adaptation of the novel by Marjorie Kinnan Rawlings.

Three by Shearer

Norma Shearer will make three, "Tonight at 8:30," adaptation of Noel Coward's series of nine one-act plays; "The World We Make," based on Sidney Kingsley's play, and "Forever," an original.

Joan Crawford in two. One will be "Bombay Nights," adaptation of the story by Louis Bromfield, and "Woman's Face," tentatively titled vehicle in which James Stewart probably will co-star.

Taylor, also, will appear opposite Lana Turner in "Tropical Hurricane" and in "Cause for Alarm" and "Flight Command."

Wallace Beery will star in "Wyoming" and "Combat Car."

The Hardy and Dr. Kildare series will be continued. In addition to the Hardy group, Mickey Rooney will star in at least three on his own, co-star with Tracy in "The Ex-Mayor of Boys Town" and in "Strike Up the Band" and "Babes on Broadway," both musicals with Judy Garland as running mate.

James Stewart will do "Wings on His Back," but there are to be others so far unlisted.

Robert Montgomery's first will be "I Had a Comrade."

Ann Sothern's first starrer for the new season is to be "Dulcy."

An ambitious musical is to be "Ziegfeld Girl" with Stewart, Hedy Lamarr, Eleanor Powell and Miss Turner. Miss Powell also will appear in "Broadway Melody of 1941."

Stressing a drift toward musicals, M-G-M also lists "Little Nellie Kelly," the George M. Cohan play; "Bitter Sweet" by Noel Coward, and "I Married an Angel." Nelson Eddy and Jeanette MacDonald will co-star in the latter two.

Miss MacDonald, in addition, will do a straight dramatic role in "Smilin' Through."

Story properties from which the program will be built include "Our Home Town," "Countess Maritza," "Beau Brummel," "The Canterville Ghost" by Oscar Wilde; "Great Laughter," by Fannie Hurst; "Good News," "Mister Co-Ed," "Rage in Heaven," "War Eagles," "Adventure for Three," "Whitechapel," "Dawn's Early Light," "Two Sons," "Clear All Wires," "Fingers at the Window," "Cathleen," and "Soapy Smith."

While no assignments are designated for them, the company states these stars will appear on the schedule: Lionel Barrymore, Robert Donat, Greer Garson, Rosalind Russell, and Margaret Sullavan.

The short subject lineup will total 78 releases in 84 reels in addition to the usual 104 issues of News of the Day. There will be six "Crime Does Not Pay" two-reelers, 14 Pete Smith Specialties, nine documentaries in John Nesbitt's "Passing Parade" series; 10 "Miniatures," narrated largely by Carey Wilson; 18 Technicolor cartoons divided between Hugh Harman and Rudolph Ising; 12 FitzPatrick Travel-Talks in color, essentially devoted to the United States and nine "Our Gang" comedies. All but the "Crime Does Not Pay" group will be single reelers.

M-G-M's advertising appropriation is set at $2,750,000, the bulk of which is to be spent in daily newspapers by Howard Dietz, director of advertising and publicity. The lineup was divulged to the eastern sales regional meeting at the Astor. The group also was told Fred Quimby, short subject manager, had concluded there was an increase in anti-double bill sentiment and a greater interest in shorts as the result of an exhibitor-exchange survey.

Fourth Metro Regional Meeting in Capital

WASHINGTON—M-G-M's fourth and final sales regional will be held at the Shoreham Monday and Tuesday. This follows previous meetings held in San Francisco, Chicago and New York.

From the field will be these representatives:

Atlanta—Roy Avey, manager; Lafayette Butler, Louis C. Ingram, Joseph Markowitz and Charles McGuire.

Cincinnati—Edwin M. Booth, manager; John S. Allen, William A. Carroll, Milton Jacobs, William F. La Sance, Harry J. Sheeran and Lou Marks.

Cleveland—Frank D. Drew, manager; Edwin H. Brauer, Jack Sogg and Bryan D. Stoner.

Dallas: Leroy Bickel, manager; Clyde W. Houston, Charles D. Lyne, Roland G. Taylor and Louis J. Weber.

Memphis—Frank Willingham, manager; Maurice L. Basse and Jacques C. Reville.

New Orleans—Clarence J. Briant, manager; Virgil H. Bridges and Gerard Hirsch.

Oklahoma City—William B. Zoellner, manager; James N. Byrd and H. Russell Gaus.

Pittsburgh—Burtus Bishop jr., manager; Milton Brauman, Harry H. Fendrick, Saal Gottlieb and Jacob B. Mundstuk.

The Hyde Park Reopens

NEW HYDE PARK, N. Y.—Century circuit has reopened the Hyde Park, long dark.

Schenck Opposed to Individual Selling

(Continued from preceding page)

the witness stated. Requests for day-and-date playing arrangements were denied, "because we couldn't do it."

Asked to compare production in 1924 with methods today, Schenck said it was impossible because times and conditions have changed considerably. And to bring his point home he asked the examiner to look at a picture made about 20 years ago with those of today for the answer.

Various questions dealing with present and former theatres operated by Loew's in a number of out-of-town cities apparently were answered to the best of Schenck's knowledge. He emphasized that such executives as William F. Rodgers, Thomas J. Connors, Charles C. Moskowitz and Joseph R. Vogel are on their own and that it is up to them to produce to the best of their ability for their respective departments. If they cannot get together on a product deal or some theatre or distribution problem arises, Schenck said the difficulty then is discussed with him. But under no circumstances does he interfere with the various departmental operations. He makes suggestions, if called upon, but as a general rule each man is on his own, Schenck insisted.

At Ease During Session

At ease during the two and a half hour meeting, Schenck smiled throughout the session, explaining various situations with the graciousness and poise for which he is known.

During the examination, a question arose about the extent of his participation in problems where difficulties may have arisen. Schenck replied he was a busy man and has no time to delve into unimportant disputes. Apparently, Clagett took the hint and called it quits at 12:30 p. m., in time for lunch, which satisfied all present including John W. Davis, J. Robert Rubin, Edward McLean, Jay Eisenberg, Laurence Bunker, Louis Phillips and Albert Bickford, legal array. Robert L. Wright, Seymour Krieger, and J. Stephen Doyle jr., of the department of justice, sat in for a short spell. At no time did they ask a question.

Mannix Calls Off Trip to England

NEW YORK—On the advice of Nicholas M. Schenck, E. J. Mannix has called off his trip to England and returned to New York. He was preceded by Irving Asher. Due to new war developments, a survey on British production has been postponed.

Darryl F. Zanuck, William Goetz, Sol Wurtzel and Mack Gordon also have returned from the east.

Leon Errol for 12

NEW YORK—Leon Errol's new RKO contract provides for the comedian to star in 12 pictures for the new season. Six will be feature length and six two reelers.

THEY TAKE THEM ALL IN THEIR STRIDE

DIFFICULT, unusual, routine — no matter what the shot requires, one of the three Eastman negative films will more than fill the bill. Special ability backed by unvarying uniformity has made them the mainstay of modern cameramen. Eastman Kodak Co., Rochester, N. Y.

J. E. BRULATOUR, INC., *Distributors*

Fort Lee Chicago Hollywood

PLUS-X
for general studio use

SUPER-XX
for all difficult shots

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

BROADWAY

THEY came, they ate, they congratulated and then went back to the assembly lines, those friends of Art Schmidt who attended a farewell dinner on the occasion of his severance of seven years' association with Loew's theatres to take the post of M-G-M publicity manager. Monroe Greenthal got in the best lick of the affair with a wire to Art that read: "Going from Loew's to Metro is like taking money out of one pocket and putting it in the other. You have advantages, though. Dietz is a better ping-pong player than Doob and Seadler is a better rhumba dancer than Emerling. Here's hoping you get a lot of laughs out of your new job." Among those present were Anna D. Ellmer, Eddie Dowden, Teddy Arnow, Phil Besser, Sam Coolick, Caryl Dannenberg, Artie Egberts, Abe Fishman, Carl Fishman, Robert Frankl, Gertrude Gelbin, Leon Goodman, Howard Haik, A. R. Hamerslag, Sol Handwerger, Arthur Herschmann, Gertrude Katz and May Levitan. Also Al Lippe, Pete McCarty, Helen Manheimer, Henry Marcus, S. Leonard Mayer, Joseph Moeller, Robert Rigby, Tom Rogers, Ben Serkowich, Bert Shopenn, Jerry Sager, Herman Silver, Irving Snyder, Stanley Stern, Arnold Stimmel, Morty Tauber, H. R. Van Zandt, Dorothy Yavner, and, of course, Doob and Emerling.



ART SCHMIDT

"Uncle" Lou Weinberg working off a Lindy lunch pumping the hands of Bob Wolff, Harry Michalson and Mike Poller . . . The Benjamin Peppers—he's active in the defense of UA in the government suit—getting gay with a midnight soda at Schrafft's 57th St. . . . The Cinema Lodge of B'nai B'rith held a meeting Wednesday evening at the Hotel Edison. Speakers were Myron Sulzberger jr. and Estelle Reiner. A. W. Schwalberg, president, presided . . . Gene Murphy, new appointee to supervise Loew's out-of-town portfolio service, was married in Chicago to Mary Jacobson of New York . . . Michael Curtiz was in town from the Warner studios . . . Wolfe Cohen, the company's Canadian district manager, is back at headquarters after home office conferences with Roy Haines . . . Evelyn Nace, niece of Harry L. Nace, Phoenix partner with Paramount, is visiting Gotham on her first trip east . . . Bob Leavitt, Warner office manager in Boston, visiting friends and the Fair as part of a vacation . . . Oscar Doob has taken a place in Great Neck, L. I., for the summer.

Barney Balaban keeps posted on the European war by constant contact with the Paramount newsreel offices, where the news comes in hot off the wires . . . Roland Reed, RKO director, is in town for a brief visit from the coast . . . Hal Roach chose the Broadway Limited for his return to the coast after UA sales meetings here and Chicago in the nature of preliminary research on account of his schedule for the new season calls for "Broadway Limited" . . . Mort Blumenstock, eastern head of Warner advertising and publicity, was in South Bend, Ind., over the weekend conferring with Charles Einfeld, the subject being the forthcoming production of "The Life of Knute Rockne." Both men are due at the home office in a few days . . . James R. Grainger, Republic president, is en route to the coast for production powwows, with stopovers scheduled for Chicago, Kansas City and San Francisco. Before he left he conferred with Exchange Managers M. E. Morey of Boston; Sam Seletsky, New Haven; Arthur Newman, Albany; Jack Bellman, Buffalo, and Sam Seplowin, Detroit.

Harry Tierney, who wrote the original music for "Irene," which has been filmed by RKO, is here from the coast with an offer tucked away for re-adapting another of his musical successes—"Rio Rita," which was originally filmed by RKO in 1929—for another major studio. He also has some ideas, and these center around the opinion that there is a trend toward more musicals because of "troubled times, when there is always a greater demand for light entertainment" . . . From an opposite clime, Nova Scotia, comes Frank Sobey, co-owner of theatres at Stellarton and Westville, with the view that business up northeast way so far this year is ahead of 1939 and that product is generally of a better calibre. He also believes the war is largely responsible for he boxoffice spurt . . . Norman Elson, Film Alliance sales manager, is on a trip to the coast visiting franchise holders . . . Jasper D. Rapoport, Paramount's Havana branch manager, i due next week on a vacation-business visit . . . Former Mayor James J. Walker and Blanche Ring will be among the guests of honor at the May 23 Ampa luncheon meeting at Jack Dempsey's.

Harry Kalmine has returned to Pittsburgh after his periodic Warner home office jaunt on stage talent for the Stanley . . . Sub rosa note: Frances Gross and Red Kann married over the weekend and as quietly left on an extended automobile trip through the far west . . . Alice Faye and Edward Arnold came on to New York after attending the two-day Pittsburgh celebration for "Lillian Russell" . . . Bill Sussman and the missus stopped off at Philadelphia, en route to New York, after the Smoky City event.

Eddie Mannix managed to visit the World's Fair on the opening day and take in the French Casino for dinner. When Nicholas M. Schenck returned from a winter in Miami, Mannix and his wife, Charles C. Moskowitz and Bert and Mrs. Nayfack comprised the welcome home committee . . . Services for the unveiling of a mausoleum for the late Isidor Frey of Loew's legal staff were held Sunday at Mt. Carmel Cemetery, Brooklyn . . . Charles Streimer has booked "Birth of a Nation" at the 55th St. Playhouse late this month, or early next. With sound added, the revised version is in for an indefinite run . . . Harry Graham of Graham Bros. Theatre Supply Co. of Denver is here on his first visit in 33 years. He has been taking in the Fair and paying his respects to Joe Hornstein . . . John Garfield has finished his engagement in "Heavenly Express" and gone back to the coast via the highways.

The executive committee attending the luncheon of the amusement division of the United Jewish Appeal heard Joseph C. Hyman, executive vice-chairman of the Joint Distribution Committee, urge continuance of the care being extended to Jewish refugees in German-occupied territory. Leopold Friedman of Loew's presided at the meeting in the absence of David Bernstein, who was ill. Major Albert Warner is co-chairman. More than 500 persons prominent in the amusement field are expected to attend the annual luncheon at the Hotel Astor, May 23. Following are the committees selected for the function:

Vice-Chairmen—Barney Balaban, Nate J. Blumberg, Jack Cohn, Joseph Schenck, Nicholas M. Schenck, Lee Shubert and Murray Silverstone.

Producer Representatives—Abe Schneider, Nate Spingold, Howard Dietz, Oscar Doob, Leopold Friedman, Arthur M. Loew, Charles C. Moskowitz, Eugene Picker, Joseph R. Vogel, Edward A. Golden, Herman Robbins, Arthur Israel jr., Leon Goldberg, Malcolm Kingsberg, Phil Reisman, Herman B. Gluckman, Joseph Moskowitz, Aubrey

A Saga of Westchester

ROGERS' BOWLING ALLEYS, NEW ROCHELLE, N. Y.—Major Leslie E. Thompson and his son, Junior, are undisputed bowling champs of the area bounded on the north by the railroad tracks and the south by Freddie Meyers' house. With a gallery consisting of the John J. O'Connors and the Bucky Harrises, the major and his son whacked the stuffins out of Freddie and his son, "Duke." The Thompson combination won by one pin, even though Harris kept score.

Meyers was obviously nervous when he began swinging, having been told, gaglike, that photographers were hiding in the place. His first two balls went down the gutters, but his second and third frames showed strikes. Anyhow, the Mighty Meyers copped the first game, the Terrific Thompsons took the second, and Freddie was four pins ahead in the tenth frame of the rubber game when he either lost control or remembered he forgot to turn the water off in the bath tub. With two mighty heaves he managed to knock down three pins. The Thompsons walked in and the rest is history.

Schenck, William Sussman, Samuel Machnovitch, Joseph Seidelman, Max Blackman, Jules Levey, Sam E. Morris, Harold Rodner, Harry Gold, Paul N. Lazarus, Budd Rogers, Max A. Schlesinger, Joseph D. Basson, I. M. Norr.

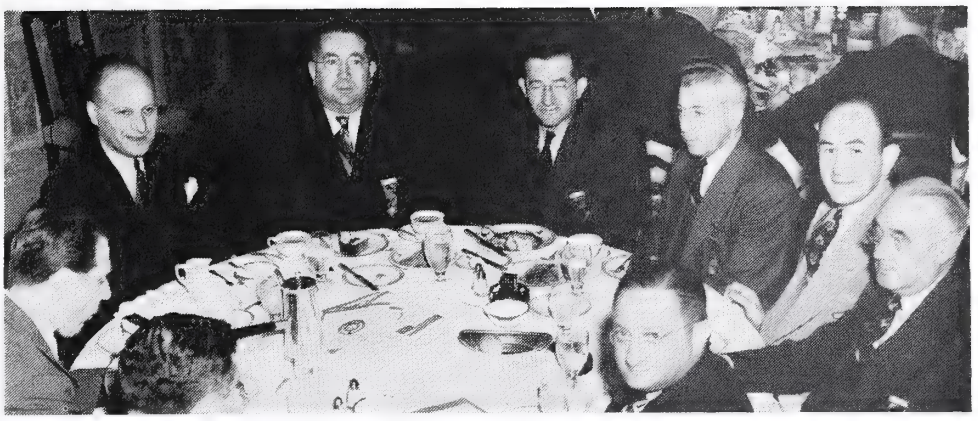
Publications—Sam Shain, Sid Silverman, Louis Sobol and Red Kann. *Artists*—Milton Berle, Ben Bernie, Phil Baker, Eddie Cantor, Eddie Duchin, Benny Goodman, Lou Holtz, George Jessel, Abe Lyman, Arthur Murray, Molly Picon, Dave Rubinoff, Sam Saxe, Marvin Schenck, Sophie Tucker and Ed Wynn. *Artists' Representatives*—William Morris, chairman; Herman Bernie, Harry Engel, Mike Hammer, Sam T. Lyons, Harry Mayer, Sidney H. Piermont and A. P. Waxman. *Attorneys*—William Klein, chairman; Louis Nizer, Julian T. Abeles, Stanleigh P. Friedman, Louis I Frohlich, Joseph H. Hazen, Louis Phillips Sol Rosenblatt, Charles Schwartz, Milton C. Weisman, William Weisman. *Independent Exhibitors*—Harry Brandt, chairman; William Brandt, Leo Brecher, Max Cohen Si Fabian, Louis Frisch, Arthur L. Mayer, Louis M. Nelson, Hymen Rachmil, Walter Reade, Samuel Rinzler, Samuel Rosen, Max Rudnick, Edward N. Rugoff, Rudy Sanders, Fred Schwartz, Joseph Seider and Samuel Straussberg. *Exchanges*—Harry Buxbaum, Nat Cohn, Morris Epstein, Joe Felder, Harold Goldgraben, Dave Levy, Myron Sattler, Eddie Schnitzer and Charles Stern.

John Barrymore is due at the 20th Century-Fox studios May 21 to work in "The Great Profile." Walter Lang will direct . . . Phyllis Brooks is here from the coast for a round of plays and the Fair . . . Tallulah Bankhead "would be a valuable member of the Council in more than one sense, even though her election would be at the expense of one of the nominees on the regular ticket," says the leading editorial in Equity *Magazine of the actress' nomination for a five-year term on the Council . . . Spyros Skouras, Harry T. Cox and Peter Levathes returned from the coast over the weekend.*

Jim Brennan, New Jersey district manager for RKO with headquarters at Trenton, returned from his coast vacation Friday . . . W. Ray Johnston, Monogram president, is back from a visit to the studios . . . In a huddle at Toots Shor's restaurant the other day were John J. O'Connor, Fred Meyers, Max Fellerman, Charles MacDonald, Louis Goldberg, R. H. Emde, Sol Schwartz and Harry Mandel . . . Many of his friends will be glad to hear Eddie Finney, former publicity and advertising man and now Monogram producer of Tex Ritter westerns, is the father of a boy . . . Mike Kallet is reported negotiating for Ed Scholemson's new theatre at Ellenville, N. Y.

To Brooklyn Bedford

NEW YORK—Stanley Marks of Loew's Brevoort, Brooklyn, has been put in charge of the Bedford there, succeeding Robert Kilgore, who goes to Loew's Palace, Memphis. Alexander Frey takes over at the Brevoort.





—Top Photo by Cosmo-Sileo. Bottom, Metropolitan

Washington Goes to a Convention—

At the top, from the capital city at the Universal's eastern sales regional were these, clockwise and facing the camera: Bernard Frank, Joseph L. Young, Sam Tabor and Walter E. Davis, salesmen; Bernie Kreisler, manager; Oscar Blumenthal, head booker, and A. J. Herman, eastern district manager. Below, UA's Washington representatives as they attended the company's eastern regional in New York. Left to right, Fred Sandy, Fred Rohrs, manager; Mark N. Silver and Richard Harrity.

WASHINGTON

THE EMBASSY, Cumberland, Md., owned by Grace Fisher, suffered a $5,000 loss by fire, May 10. Repairs are under way . . . Orrin Tucker and Bonnie Baker have been booked into the Capitol; the playdate will come out of the mail bag any day now . . . Chief Barker Sidney Lust's recent trek to the Variety Convention in Dallas had a lasting effect. For when he served as head man at last week's father and son roundup, he donned a ten-gallon fedora, bronco busting toga, and southpawed the persuader in Kit Carson fashion.

"Big Tex" and "Little Tex" from Universal, namely Lavelle Forrester and Thelma Williams, shuttled off to the official reopening of the World's Fair . . . Deepest sympathy is extended to Frank Stori, local circuit owner, on the death of his mother . . . Rose Harris of 20th-Fox is vacationing, and did she pick the right time! . . . Ralph Binns, Horlacher, visited New York for a business confab . . . Clark Film's Tom Rayfield checked out of the hospital once again and headed for Richmond to visit his infant son who is ill.

The recent and current regionals of the eight majors somewhat parallel the American League schedule, with New York as the chosen rendezvous. The Universal, UA and Metro groups have sallied forth and returned, and now the RKO contingent entrains for its three-day stay . . . Margaret Stant, former UA cashier, visited the Row looking like a million . . . 20th-Fox's Sara Young and Ann Griffin took in the Preakness and returned victims of a weakness . . . RKO's Jess Smith was thar too—he had the right hayburners, but in the wrong slot . . . Monogram's Harry Brown visited the Norfolk accounts . . . Herman Rubin of Petersburg was a visitor, and Sam Mellitts of Denton made the rounds as well.

Metro tidbits: Pete Prince has returned from his Tennessee vacation and reports his mother is convalescing nicely . . . Mrs. Harriet Kenworthy is sporting a new car . . . Alice Gagnon is vacationing . . . Esther Blendman has returned after that siege of illness . . . Joe Kronman is enjoying a new apartment . . . Buddy and Marge are cooking up another surprise birthday party.

Eddie Fontaine, Paramount branch manager, hops the rattler for that coast convention, May 20 . . . Lester Coleman, Paramount auditor, visited the local branch . . . The Universal exchange finished second in the eastern group in the recent Bill Scully drive, which means another cake will be cut . . . Oscar Blumenthal and Albert Landgraf, bookers, finished second in the short subject drive and collected a bit of booty.

BALTIMORE

MORRIS A. MECHANIC of the New and Center attended 20th Century-Fox's premiere of "Lillian Russell" in Pittsburgh . . . Rodney Collier, manager of Warner's Stanley, is having the marquee painted . . . "Sheriff" Alan Kahn has had new seats put in at his Pennington . . . Bill Hick's Westport will open shortly . . . Sam Tabor and Joe Young were in Atlantic City attending the Universal convention . . . Lou Wahlman of National Theatre Supply is ill at Union Memorial Hospital . . . Joe Fields, Rivoli, was crowned "King of Movie Row" by the Baltimore *Sun*.

Here are a few who attended the Preakness at Pimlico: Al Jolson, Sam Galanty, branch manager for Columbia; Bob Folliard, branch manager for RKO; Harry Kalmine, zone manager for Warner theatres; I. M. Rappaport, Hippodrome; Frank Durkee, J. L. Rome and Eddie Martin, Republic salesmen . . . Report that a theatre is going to be put up at 28th and Greenmount Ave. by the Oriole Theatre Co. . . . Barry Goldman, Regent, is driving a new cream-colored Dodge . . . Wilbur Brizendine, Rialto, has traded in his new Buick for a DeSoto . . . A bangup party was held by the Variety Club at the clubrooms last Wednesday. Entertainment included Dave Apollon and his "Varieties of 1940," *all through the courtesy of I. M. Rappaport of the Hippodrome.*

Rome theatre offices in the Capitol Theatre building are being redecorated . . . Moe Cohen, Clover, is packing 'em in with "Birth of a Baby." He reports several men in the audience fainted . . . Newlywed Walter Cohen, Leader, seen along the Broadway market with a large shopping bag . . . Ed Wyatt, manager of the Preston, is still talking about the new lamphouses recently installed at the Preston . . . Morris Flax's new Highland is nearing completion . . . Louis Gaertner is having the Vilma lobby redecorated and is building new restrooms . . . Barry Goldman says, don't wait 'til the last minute to make your reservations for the big Variety party, June 5.

20th-Fox Net

NEW YORK—A consolidated net profit of $353,376, after federal tax, is reported by 20th Century-Fox for the 13 weeks ended March 30, comparing with $1,224,250 for the first quarter of last year and $238,218 for the final 1939 quarter.

Ballyhoo and Economy Warner Watchwords

ALBANY—Intensified exploitation and ballyhoo, as well as the effecting of even stricter economy in house operations, during the summer, were urged upon managers of Warner upstate theatres, by Zone Boss M. A. Silver, at meetings in Buffalo and Albany. During the Buffalo session, Silver announced transfer of western district offices from Jamestown to Elmira, effective in late June. District Manager Ralph Crabill will have headquarters in the Strand Theatre Bldg. at Elmira.

Silver declared that a shortage of product is already evident and that it will become more acute during the summer. To maintain grosses, in the face of this, he said the augmenting of selling campaigns on all exploitable films was absolutely essential. He called upon the managers to "make the public more show conscious by reviving tried-true attention-getting stunts and spectacular ballyhoo." No ticket-selling angle on any picture must be overlooked, Silver told his men.

"Time to Increase Pace"

General Manager Joseph Bernhard wired the Buffalo meeting that "Now is the time to increase the pace instead of slackening." Pictures and theatre problems were thoroughly discussed at both meetings.

J. E. Curley, advertising manager, Contact Manager James P. Faughnan and Feature Booker Max Friedman accompanied Silver to Buffalo from Albany. Others in attendance at Hotel Lafayette were: District Manager Crabill, Managers R. H. Booth, Lafayette and New Family, Batavia; Dalton Burgett, Capitol, Dunkirk; Edward Yarbrough, Keeney; Mel Conhaim, Regent, Elmira, and Ray Fahrenholz, Strand, Elmira; William Leggiero, Steuben, Hornell; Al Newhall, Palace, Jamestown; Cliff Schaufele, Diana, Medina; Murray Lafayetta, Haven and State, Olean; C. L. Hollister, Babcock and Temple, Wellsville.

Charles Smakwitz, Albany-Troy-Utica district manager, was at the Albany meeting, with the other executives headquartered here. Others present: Andy Roy, Bob Rosenthal, Eddie Selette and Al La Flamme, Albany; Leo Rosen, Troy; Sid Sommer and Jack Swartout, Troy; William Haynes, Arnold Stolz and Jack Breslin, Utica.



—Photo by Cosmo-Sileo

Albany Goes to a Convention—

Universal's upstate men at the eastern sales regional in Atlantic City. Left to right, Irving Shiffman, salesman; Jere J. Spandau, manager, and Charles N. Weill, salesman.

ALBANY

IN TOWN to book were: J. W. Bird, Arlington, East Arlington, Vt.; Mrs. Inez Ferguson, Copake, Copake; George Thorton, Orpheum, Saugerties, and Orpheum, Tannersville; Sid Dwore, Cameo and Lincoln, Schenectady; Ollie Mallory, Starr, Corinth; Dave Willig, Rivoli, Schenectady; Henry Frieder and Henry Grossman, Hudson exhibitors.

Howard Helleberg, son of Robert Borodkin's partner in Metro, Schenectady, is managing the theatre . . . Dave Rosenbaum is making plans to reopen Capitol, Elizabethtown, closed during winter. Rosenbaum also manages theatres in Keesville and Ausable Forks . . . Manager Clayton Eastman and Salesman Weldon Waters will board Paramount convention special here Monday for journey to Los Angeles.

New cars are seen on Filmrow as spring gets into full swing. Elmer Sichel, assistant booker, and Scott Lester, ad sales man at 20th Century-Fox, are driving 1940 cabriolets of same make but different colors. Johnny Norton, assistant shipper at Metro, also piloting a new auto . . . Florence Bzikas, on Metro switchboard, weekended in New York. She is a niece of Manager Ralph Pielow . . . H. H. Strong, Strong Electric Corp., Toledo, Ohio, visited National Theatre Supply's local office . . . O. E. Williams, Albany manager of National Theatre Supply, was in Potsdam for opening of remodeled Star, operated by Jim Papayanakos.

Helen Wisper, secretary to Moe Grassgreen, 20th Century-Fox manager, had a birthday . . . The Knickerbocker News *itemed that United Artists "Rebecca" had been awarded a* BOXOFFICE *award as best picture released in April. On same page, and nearby, was an advertisement for "Rebecca" at Warner's Ritz, where it played after a week's run at Strand.*

The supply department of Theatre Displays Company, Inc., absorbed by Advertising Accessories, is being carried on as Albany Theatre Supply Co. John McGrath is manager and the office is at 1046 Broadway.

Mono. Holds Welcoming Party for Albany Trade

ALBANY—Monogram will hold a house warming for exhibitors and the trade Monday at the new offices, 1046 Broadway. This is the old Grand National exchange.

Branch Manager Nate Sodikman and Booker Mitchell Panzer will do the honors at Monday's welcoming party. Incidentally, Sodikman has an announcement which will be of interest to exhibitors.

Two Change Hands

NORTH COLLINS, N. Y.—The Olympic has been sold by Frank Hager to Burton Pratt, of Machias, according to C. S. Hunt of the Hunt Business Agency, who handled the transaction. Another recent Hunt deal was the sale of Frank Wyczalek's Artistic in Buffalo to Minna G. Rosen.

PHILADELPHIA

ACE FILM exchange is the name of Murray Beier's new enterprise . . . Lewen Pizor and George P. Aarons went to Washington to put in a few licks for the Neely bill before the Congressional committee . . . Florence Hanker is the name of the new pretty-pretty stenographer succeeding Tillie Solomon in the UMPTO office . . . The Ellis's Tower, Camden, is reducing its seven-day vaudeville schedule to three days —Friday, Saturday, Sunday—for the summer . . . Bud Hissner was in town from Lebanon . . . United Artists' "Turnabout" got its world premiere here at the Aldine.

Meyer Coleman, National Screen, who is still in Hahnemann Hospital recuperating from injuries suffered in a fire, was presented with a scroll signed by all members of the Film Exchange Employes Union on his birthday, May 12. The scroll was brought by Mildred Tolassi, Columbia; Jim Flynn, Columbia; Charles Smith, Clark, and Bill Porter, Monogram . . . A. B. Freeman, Grand, is mourning the death of his father . . . Thomas H. Martell, district supervisor for the Army motion picture service, came to town to book films for Fort Dix, Fort DuPont and Carlisle Barracks.

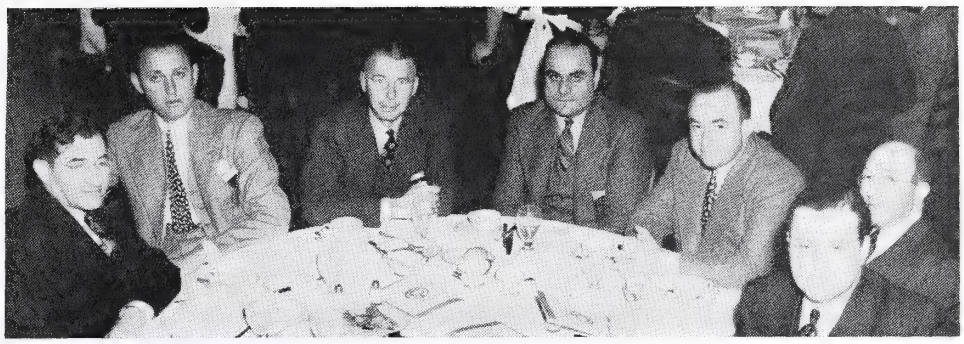
Showmen's Club members gave their okay to the leasing of the second floor of 1315 Vine St. They're planning a raffle now for a dual purpose—raise money for charity and for a building fund . . . Sam Palan, Monogram, is just back from a trek out Harrisburg and Allentown way . . . A local encyclopedia giveaway house is reported to have played host to exhibitors on a visit to the World's Fair . . . Max Miller, William Goldman's publicity purveyor, is reported trying to line up the city's press agents as a ready-made propaganda department in case we get into this durned war.

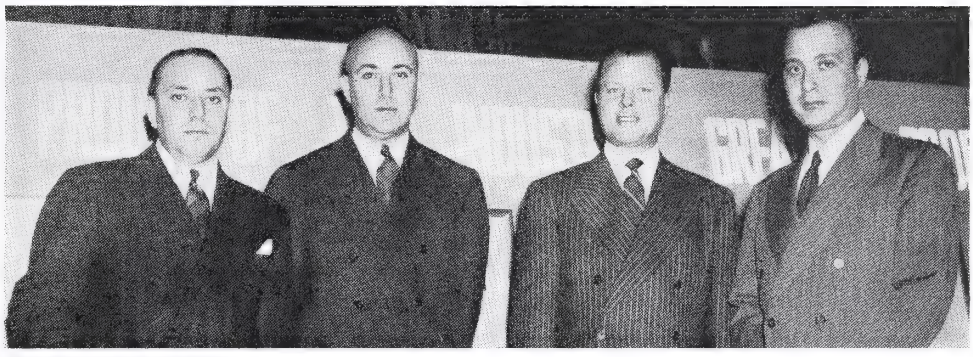
Ben Shindler, Ace, Wilmington, marked off his 26th (whew!) wedding anniversary, May 14 . . . Sam Rosen, Monogram exchange head, reaches his 25th on May 26. And on the same day, he'll be attending the wedding of his son, Dr. Leonard Rosen . . . Mollie Cohen, Metro, had a birthday on the 14th; Lillian Gimbel, Price Premiums, on the 15th . . . Joe Conway, Egyptian, celebrated Mother's Day in his traditional way: He invited all mothers of the neighborhood in for a show on the house . . . Joe also treated the kids the other day to a circus. He hired a local small-size circus for a Saturday, and had horses, seals and elephants tramping around inside and outside the theatre.

George Schwartz led his Philadelphia battalion off to the Atlantic City convention . . . Film Exchange unionites danced, dined and raised the roof at their annual dinner dance in the Broadwood, May 16. Louis Krouse, secretary of the IATSE local, was guest of honor . . . The Stanley-Warner Earle, downtown, is closing for renovations . . . Oscar Neufeld was away on a New York visit.

The Warner Club's annual dinner dance at the Cedarbrook is over, and between yawns and rubbing of bleary eyes, we learn that 23 persons won bang-up prizes in the lottery, ranging from a week at the President Hotel, Atlantic City to the (doorman at the Lindley) to mirrors, free cab rides and a ton of coal. The winners, other than the unnamed doorman, were Matty Rosenbluth, J. M. Brennan, Bill Billings, Anna Krevalin, Dave Weintraub, Mrs. Joanna Froelich, George Rothstein, H. Freedman, J. Gallagher, Morris Neumark, F. Cantor, B. Rodstein, William Friedman, B. H. Deacon, Kay Sorber, Kearney Lumber Co., James Weintraub, Mrs. John Shipman, Elmer Hollander, Jay Emanuel, L. Breban and Joseph Happ.

Only mishap at the affair happened to Charles Fayko, Warner artist, whose wrist was broken by a hit-run auto while he was leaving the place.





—Top Photo by Cosmo-Sileo. Bottom, Metropolitan

Philadelphia Goes to a Convention—

Universal staff (at the top) from the Quaker City at the eastern sales convention in Atlantic City. Clockwise: Ferdinand Fortunate, head booker; Simon Perlsweig, Joseph Leon and William J. Doyle, salesmen; George E. Schwartz, manager; Moe Koppleman, office manager, and Jack Engel, salesman. Below are UA's four Philadelphia representatives at the New York sales regional. The well-dressed individuals: Mort Magill, Harry Bodkin, manager; Horace Wright and Saul Krugman.

Will Try Independent Chain for UA Outlet

CHICAGO—Sol Lesser, producer, has abandoned his proposal that United Artists acquire or build its own circuit of large key city first-run houses. The action, he said, was determined upon advice of a member of the department of commerce. This official is said to have warned against the plan and expressed his belief the department of justice will win its suit to divorce distribution and production from exhibition.

Lesser had planned to propose the circuit idea to United Artists exceutives at the sales session here, but says he now plans to interest independent exhibitors in setting up a nationwide chain to serve as an outlet for UA releases.

Must File Particulars In the Griffith Case

OKLAHOMA CITY—Judge Edgar S. Vaught in federal court shortly will issue an order directing the government to file a bill of particulars without additional information requested by Griffith Amusement Co. and other defendants in the anti-trust suit. Defendants waived the extra data when the government defaulted in supplying it.

Divorcement Bill Waits On Block Hearings

WASHINGTON — All consideration of the Neely theatre divorcement bill has been deferred until after the House committee on interstate and foreign commerce concludes the hearings now under way on the Neely block booking bill.

Consolidated Preferred Pays

NEW YORK—Consolidated Film Industries board has declared a regular dividend of 25 cents a share on the preferred, payable July 1 to stockholders of record June 15.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.



Something New for Times Square—

The "20 Mule Team" caravan trekking down Broadway after its cross-country tour which embraced 37 cities. Wally Beery flew east for this arresting event and drove the team down Broadway from Columbus Circle to the Loew-M-G-M World's Fair Information Center at 46th Street, then to 34th Street and up 8th Avenue to 57th Street.

RICHMOND

TOM PITTS, manager of the East End and Patrick Henry theatres, is a devotee of Izaak Walton, and takes every Tuesday to try his luck. So far, it has not been very good, but Tom expects his luck to change as soon as it gets nice and hot . . . Allen Sparrow, manager of Loew's, has been presented with an honorary Gold Membership Card in the two local unions which he prizes highly . . . Floyd Stawls, manager of the Carillon, has been visiting his mother in Norfolk again . . . Herman Rubin, city manager for Neighborhood Theatres in Petersburg, was here last week and announced that the Bluebird in that town would be overhauled with a new floor, new seats, stage drapes, front and marquee.

Nat Levy, Bob Folliard and Elbert Grover, RKO representatives, were here recently . . . Tommy Tucker, the voice of Donald Duck, was in town and visited with the film editors . . . Alex Ravdin, Capitol manager, visited his girl friend in Washington the other Sunday . . . Melvin Rector, Joe LaPrade and Bernard McCann also went up to Washington. Other Washington visitors included Prospero Arcaro, manager, Star; Ivan Rosenbaum, booker for Neighborhood Theatres; Allen Sparrow, Loew's manager; Harry Nordin, assistant to Harold Wood, Neighborhood Theatres; Floyd Stawls and Charlie Yerby . . . Bob Bertschey, Be-Jo manager, Mathews, was in town last week . . . Herman Nowitsky, maintenance engineer for the Wilmer and Vincent circuit, was here from Norfolk.

Mervin Ullman, Altec engineer, reports that his company has signed contracts with Wilmer and Vincent to service the Carillon for another year . . . Bennie Somma, manager of the Henrico, was in Washington for a spot of booking . . . Henry Hawkins, member of the service staff at the Capitol, is also a member of the track team at the University of Richmond.

Keith Caudle, Wilmer and Vincent relief manager, is looking after things at the Lee while Charlie Hulbert and his wife vacation in Florida . . . Harry Taylor, RCA Baltimore representative, was in town last week . . . Mrs. Sam Bendheim jr. has returned from visiting her family in Reading, Pa. . . . James Evans, maintenance engineer of the Byrd, has returned to work after being ill for over a week. Joe LaPrade substituted . . . Laverne Mann has resigned as cashier at the Grand, being succeeded by Kathleen Benson . . . Bob Coulter and Sam Bendheim represented the Byrd and Capitol at the meeting of the West Richmond Association at Tantilla Garden.

Dan Anderson and Tom Jones will represent the local stagehands at the State Federation of Labor meeting in Danville and Harry Jarvis and John Doherty will act for the operators.

UA Promotional Program Is Set at $3,000,000

CHICAGO—There is to be no retrenchment in United Artists' advertising and promotional campaigns, Lynn Farnol, director of advertising and publicity, told the western sales force at the UA regional meeting in the Congress Hotel here.

He said that approximately $3,000,000 will be spent during the coming year in promoting the 22 pictures that represent the new season's program, the six features held over from the previous season, and in institutional advertising.

Included in the budget is trade paper advertising, "on which," Farnol said, "United Artists spends twice as much per picture as to any other distributor.

"To as great an extent as possible," Farnol said, "United Artists will follow a policy of advertising test engagements on important pictures to experiment with a picture and the capacity of different advertising themes to attract people to that feature. This, naturally, is one of the duties of our new field exploitation staff."

ROCHESTER

CLAYT CORNELL, new Monroe manager, started in as an usher in a downtown theatre . . . Remodeling of the RKO Temple is underway . . . Lou Mayer, Temple manager, rigged up an animated display in front of the house this week. Stills of current attractions are shown on a wheel, propelled by a motor . . . Mayer reports the Fu Manchu Club he organized several weeks ago is doing very well.

Some 25,000 Rochesterians saw the 20-mule team sent east by M-G-M when it paraded here. Following the parade through downtown streets, a ceremony was held at Loew's Rochester, where "20 Mule Team" played last week. Program was broadcast . . . Embassy has closed "for the season." Stage shows and films were featured . . . Sure sign summer is coming: vacation schedules are posted in theatres.

Schine Shifts: Gene Chiaramonte, Lake manager, to the Madison as manager; Harry Rockowitz, assistant at the Liberty to manager of the Lake; Joe Goldstein, Madison assistant to same post at the State; Ira Rubins, to the Liberty as assistant. Rochester Schine managers are right up near the top in the Schine managers' Merit Contest.

Wallace Folkins, State manager, played host to oldest and youngest mothers at his theatre last Sunday. Mothers registered at theatre week before Mother's Day . . . Joe Goldstein's wife, who has been visiting in Toronto, has returned home.

The Le Roy Business Ass'n attended the Le Roy (N. Y.) Theatre as guests of Ralph E. Blouvet. It's an old custom inaugurated some years ago by Owner Blouvet.

Five More Properties for New 20th-Fox Schedule

NEW YORK—Less than a month after its Chicago sales convention, 20th Century-Fox has acquired five additional properties for its 1940-41 schedule. Viewed by the company as important additions, they are:

"Lucky Baldwin," based on a racing story by C. B. Glasscock. Frank S. Nugent, former critic of the New York *Times*, is working on the script.

"Wild Geese Calling," from a novel by Stewart Edward White.

"Man Hunt," based on Geoffrey Household's best seller, "Rogue Male."

"Chad Hanna," a novel by Walter D. Edmonds, who wrote "Drums Along the Mohawk."

"Tin Pan Alley," a musical "scheduled to be Zanuck's most impressive undertaking in this field."

Zanuck flew to Hollywood over last weekend, accompanied by Sol M. Wurtzel and Nunnally Johnson, both associate producers. Before their departure, Zanuck and Johnson held their first powwow on script and production of "Chad Hanna." This story appeared serially in the *Saturday Evening Post* as "Red Wheels Rolling."

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Another Week's Work for D. J. Deputies

Approximately another week's work in connection with the compilation of data on various production phases remains for Albert J. Law and Harold Collins, department of justice deputies stationed here, who for the past several months have been shaping up a report for use by the government when trial of its anti-trust action against the majors begins in New York, June 3.

Collins, reiterating that neither he nor Law has been either officially or unofficially informed of any further postponement of the action, declared neither of them has as yet been notified as to whether they will be required to journey east for the suit. Their report, now nearing completion, contains testimony from a number of independent and major producers, as well as writers, directors and others connected with production.

The government's criminal contempt suit against Fox West Coast and nine major distributors has been tabled indefinitely, Collins said, and probably will not reach the courts until after the anti-trust suit has been well-launched.

War News Relegates Labor as a Topic

Perhaps overawed by the magnitude of current developments in the European War, a prime conversational topic in the film colony, activities on Hollywood's labor front have been shoved back into second place for the time being.

Of first importance are the negotiations between the Screen Writers Guild and the producers whereby the former is seeking a closed shop. Producer attorneys are analyzing the SWG's demands, which include a maximum one-year duration for the proposed contract; a maximum three-year contract for individual writers at any one studio; a minimum wage and the banning of so-called "flat deals" for less than $5,000. The SWG's executive board held a meeting to map final details of the negotiations under the direction of President Sheridan Gibney. At the same session Ralph Block was appointed to travel to Washington, May 25, as the SWG's representative in opposing passage of the Neely anti-block booking measure.

Jurisdictional Issue

A jurisdictional battle looms with the Screen Office Employes Guild, an independent organization, and the American Federation of Office Employes, an AFL affiliate, as the opponents. The AFOE has already filed demands for a closed shop, 40-hour week and $25 weekly minimum wage for employes at Central Casting Corp., among whom it claims to have a 75 per cent majority. The union also challenges the SOEG's jurisdictional claims at several studios. The SOEG, meanwhile, has completed its amended petition seeking certification as sole bargaining unit for white-collar workers in the studios, and the document has been forwarded to the NLRB in Washington.

The Screen Directors Guild meets May 19 to select officers for both the senior and junior divisions for the coming term. Frank Capra is currently the president of the senior group. The Unit Managers Guild, formerly a part of the SDG, meets May 21 to choose its new pilots.

A routine board meeting, at which plans for greater harmony among the "A" and "B" groups were discussed, was held by the Screen Actors Guild. After the session it was announced negotiations for wage increases and reclassification of extras will not be resumed until the standing committee has completed its survey of the situation some time in June.

The Society of Motion Picture Film Editors has filed demands with producers for a six-day, 48-hour week. It asks that an assistant cutter be employed on every feature and requests a new classification—that of music editor—at a $100 weekly minimum.

To discuss plans for revising its by-laws in order to provide for expansion into a national organization, the executive board of the Screen Publicists Guild met May 16.

Paramount Will Release Two for Boris Morros

Boris Morros has secured a Paramount release for two forthcoming National Pictures productions, "Second Chorus" and "The Life of O. Henry." Douglas Fairbanks jr. will be starred in the latter, screenplay for which has been completed by Sheridan Gibney. Morros resigned as head of Paramount's studio music department about a year ago to enter independent production.

Says Studios Learn Name Fadeouts Last

NEW YORK—"A lot of film personalities are dead and we producers don't know it—in fact, we're the last to find it out." So declared Samuel Goldwyn in the course of an interview that revealed some of the reasons the producer sought and won the decision of the American Institute of Public Opinion to conduct a nationwide poll on the double features.

Dr. George Gallup, head of the institute, nodded approval of Goldwyn's observation, but added he has not yet concluded whether his poll will delve into the question of players' boxoffice appeal.

Goldwyn was most enthusiastic about the poll—"I'm flattered that they have consented to do it." The survey is in "the public interest," he said, adding he thought it would also be of invaluable aid to Hollywood. With producers smugly settled in the studios, "miles away from the public," they do not have an accurate gauge of how well pictures are received, or if they are not well received why not, he declared. Neither do producers keep their pulse on what the public wants in the way of film entertainment. "Let's find out what the public thinks," he said, as a final boost in commending the projected poll.

Seek Impartial Survey

Gallup will not accept a fee for conducting the survey. It will be without any financial aid from film interests so that it may be independent and impartial in its quizzing. "We feel it is of the same public interest as our political polls," Gallup said. In this respect Goldwyn asserted he has for the past 10 years been attempting to determine if the public really wants two features coupled with long trailers, games, dishes and other forms of inducements. The producer said that he, personally, cannot reconcile the attitude of exhibitors in sponsoring this type of policy since it defeats the very purpose for which producers are striving.

"No good picture can be good if the audience is tired and bored from a lot of other stuff," he observed. Asked if the poll should indicate a majority preference for duals would he alter his production policy to so conform, he replied: "You don't have to go out and make bad pictures—you make a lot of 'As' and sometimes you wind up with a lot of 'Bs.'"

Eight Communities Premiere Centers

What with two films being screened in a total of eight communities throughout the country during the week, and still another lavishly-bedecked premiere scheduled for May 21, Hollywood's studio exploiteers can, with a certain amount of justification, file their claims for overtime for the period.

Sole bid for Hollywood patronage came from 20th Century-Fox, which simultaneously premiered "Lillian Russell" at the Chinese Theatre here and in Pittsburgh and Clinton, Iowa, May 15. Stars and civic notables enlivened each of the showings. To Clinton, birth place of Miss Russell, went Don Ameche, Cesar Romero, Arleen Whelan, and Mary Healy. Edward Arnold and Alice Faye, who stars in the film, were dispatched to Pittsburgh, accompanied by John B. Harris, in whose Alvin Theatre there the picture made its debut. The Hollywood showing, first top-hat and ermine event for several weeks, found in attendance such industry notables as:

Marlene Dietrich, Erich Maria Remarque, Mr. and Mrs. Douglas Fairbanks jr., Constance Bennett, Kay Francis, Elsa Maxwell, J. Walter Ruben and Virginia Bruce, Errol Flynn and Lily Damita, the Frank Capras, Mr. and Mrs. Robert Z. Leonard, Jane Withers, Gene Markey and Hedy Lamarr, Harry Joe Brown and Sally Eilers, Edward G. Robinson, Sonja Henie, Tony Martin, Ernst Lubitsch, Mr. and Mrs. Hal Roach, Sidney Toler, the Darryl Zanucks, Mrs. William Goetz, Mr. and Mrs. Charles R. Rogers, the Lewis Milestones, the Milton Brens, Mr. and Mrs. Harry Rapf, Mr. and Mrs. Y. Frank Freeman, Claudette Colbert, Ben Thau, Henry Ginsberg, William Koenig, Robert Riskin, Irving Cummings, Pandro Berman, Mervyn LeRoy, William Anthony McGuire and Kenneth Macgowan. The Chinese Theatre was bedecked with stands to seat the spectators and autograph hounds and boasted the other appurtenances associated with a first-night in Hollywood.

With Spencer Tracy as the leading personage in attendance, M-G-M's "Edison, the Man" was given its world premiere May 16 in Orange, East Orange, West Orange, South Orange and Maplewood, N. J., as the highlight of a three-day "Edison Pageant of Progress." Howard Strickling and Mrs. Tracy accompanied the actor east. They were preceded by Bunny Dull, production aide to John W. Considine jr., who planed to New York to assist in handling the arrangements.

Paramount steps into the picture May 21 when "Those Were the Days" is world-premiered in Galesburg, Ill., home of Knox College, where much of the film was produced. On hand will be Judith Barrett, J. Carrol Naish, Lynne Overman, Muriel Angelus, and Producer-Director Ted Reed and the picture will be screened at the Orpheum, West, Colonial and Gala theatres. A four-day celebration with a "turn of the century" motif preceded the event. Handling the premiere for the studio are Publicists Ralph Ravenscroft and Ed Churchill.

"Those Were the Days" was given its press preview here May 14 at the Westwood Village Theatre.



Assign Harry Joe Brown

Harry Joe Brown has been assigned to produce "Wild Geese Calling," from a novel by Stewart Edward White, for 20th Century-Fox.



—Ted O'Brien Photo

In typical motion picture colony fashion, floodlights, celebrities and limousines dotted the scene for the formal opening of the Hawaii, the first de luxe, Class A theatre to open in the Hollywood sector for several years. Below is a scene of debut of the Albert Galston-Jay Sutton enterprise. Above, James Roosevelt, one of the many film notables who were on hand, is introduced at the microphone. Modern and streamlined in every respect, the Hawaii is estimated to have cost more than $500,000.

Film Factories Hum As Europe Is Torn

Whatever the uncertainties as regards the foreign situation, now more serious in aspect than ever, they seemingly have not sifted through to Hollywood, where the major plants, lining up their schedules for the balance of this month, June and further on into the summer, apparently have but one goal in mind—turning out films at a record speed.

To that end, Universal has shaped up Producer Milton Feld's schedule solidly for the next three months, handing him "When the Daltons Rode," "Invisible Woman," "Fireman Save My Child," "Back Street" and "Riviera" to turn out during that time. Also added to Universal's 1940-41 schedule is an untitled vehicle co-starring Martha Raye and Bob Burns.

During the remaining days of this month, Columbia will launch production on "Gribouille," re-make of a French film which B. B. Kahane will produce, and "He Stayed for Breakfast," a B. P. Schulberg production. May 27 will find camera work underway on Monogram's "Queen of the Yukon." Twentieth Century-Fox will gun "Charlie Chan at the Wax Museum" and "The Ghost of the Cisco Kid" May 27, following them with "The Great Profile." The lineup for Harry Joe Brown, associate producer at the studio, for the summer will include "Down Argentine Way," "Western Union," "Left at the Altar" and "Down to the Sea in Ships."

"Fiesta in Manhattan," "House on the Hill," "Flowing Gold" and "Tugboat Annie Sails Again" have been placed on Warner's June schedule. During that month Paramount will start work on "Moon Over Burma," "The New Yorker," "Virginia" and "Arise My Love." The Fred Allen-Jack Benny comedy, which has been titled "Love Thy Neighbor," rolls in July. The lineup for Producer Paul Jones has been expanded to include "Hunger," a late summer starter.

Taking off at M-G-M in June will be "Flight Command," as well as "Dulcy," "The Yearling" and "Wyoming." RKO Radio will gun "Men Against the Sky" May 22, following it May 24 with "Laddie;" June 1, "Photo Finish" and, a few days later, "Too Many Girls."

McCarey and RKO Unable To Agree on New Terms

Unable to come to terms on a new deal, Leo McCarey and RKO Radio have called it quits after a two-year association, during which McCarey turned out "Love Affair," and "My Favorite Wife." The producer-director disclosed he will plane to New York shortly to discuss several offers for a new berth.

Barrymore, Himself

Twentieth Century-Fox has signed John Barrymore for the title role in "The Great Profile," based on his own life story, which Walter Lang will direct from a script by Hilary Lynn and Milton Sperling. Picture rolls within two weeks.

THEY TAKE THEM ALL IN THEIR STRIDE

DIFFICULT, unusual, routine—no matter what the shot requires, one of the three Eastman negative films will more than fill the bill. Special ability backed by unvarying uniformity has made them the mainstay of modern cameramen. Eastman Kodak Co., Rochester, N. Y.

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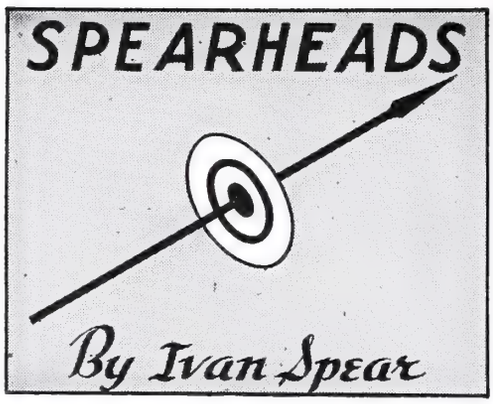
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Let him who is without sin cast the first stone . . . . .

DEACON JIMMIE FIDLER becomes considerably exercised because he fears that "previews of the past few months indicate we're due for another cycle of risque (to put it mildly) pictures —and, of course, an inevitable clash with censorship."

Making it clear that he is "neither a Puritan nor a Little Lord Fauntleroy," the erstwhile air gossiper laboriously takes the industry to task for having produced such pictures as "My Little Chickadee," "The Primrose Path," "Too Many Husbands," "Strange Cargo" and "My Favorite Wife," in each of which he seems to have found "smut," "naughty flavor," "double meanings," "pansy gags" and other assorted evils.

He follows his moralizing with "Idol Chatter," headed by: "It will undoubtedly surprise most males to learn that Dorothy Lamour has two eyes, also . . ." and he recently reported, with precedental bad taste, that Lana Turner, paying a visit to her doctor to determine whether she is to become a mother, assertedly was told that such was not the case.

Even forgetful Hollywood will remember that it was this brand of "Idol Chatter" which caused the industry and those interested in its desirable public relations so many headaches during the years Fidler was on the air as the top commentator on matters cinematic—and which, probably, was largely responsible for his losing his sponsorship.

➞

The one and only cheerful note concerning the European war comes in a Warner publicity release, to wit:

"Sinking of the Sando *when the vessel struck a floating mine off the coast of Sweden caused loss of a consignment of prints on 'The Return of Dr. X' bound for that country from England."*

➞

Universal currently is making "I'm Nobody's Sweetheart Now" as the fourth in its batch of pictures finding their titles and inspiration in yesteryear's songs. Why not carry the idea further? The following additions to the cycle might have possibilities:

"She's Only a Bird in a Gilded Cage"—and it shouldn't be a turkey.

"I Didn't Raise My Boy to Be a Soldier"—guaranteed to be popular and timely.

"I Met a Million-Dollar Baby in a Five and Ten-Cent Store"—a cinch to put the marquee decorators in straight-jackets.

"Everybody's Doing It"—dedicated to the government suits.

"You Made Me What I Am Today"—page Charles R. Rogers.

"I Want a Girl Just Like the Girl That Married Dear Old Dad"—screenplay by Warner LeRoy in collaboration with Papa Mervyn.

➞

And, speaking of titles, it looks as though Russell Birdwell may have established a dangerous precedent when, after months of intensive publicity, he made the letters GWTW synonymous with "Gone With the Wind" in the minds of the trade and the public. Now the Warner orchid growers are doing their best to accomplish the same for ATAHT—"All This and Heaven, Too." Lo! the poor readers of fan fodder when they find FLPAHTG in their favorite columns and have to determine that it refers to "Five Little Peppers and How They Grew;" or RRNOTGWT for the actioner released as "Renfrew Rides North on the Great White Trail."

But, regardless of how far the trend may reach, C. O. D. will still be the industry's most popular letters. And S. R. O. will continue to do okay as a runner-up.

➞

Paramount has added "Hunger" to its summer production schedule and Producer Paul Jones wants it known that he is not interested in hiring tradepaper men as technical advisors. Freelance publicists can stay home, too.

➞

BALLYHOODLUMS: This week's un-Nobel Prize for being last with the news when it ain't news goes to Paramount's welkin-ringers for the startling announcement that an orange helium-filled balloon (to scare fliers away) was hoisted over the studio—just about a month after such balloons had become fixtures at every other lot in town . . . Between publicizing art exhibits, polo matches and a motion picture now and then, John LeRoy Johnston is busier than the proverbial lady of the evening with two rooms . . . Harry (Hi-Ya Kid?) Brand takes a belated step forward by appointing John Campbell, a bright newcomer to his department, as an exclusive tradepaper contact, thereby duplicating a setup which Warner and Paramount have been successfully utilizing for many months—Howard Strickling please note . . . The fact that Russell Birdwell is still planting publicity on David O. Selznick's activities gives the lie to printed report that the King of the Freelancers had feuded with DOS and lost his No. 1 account . . . Reported that members of the vested freelance gentry are registering long and loud squawks because they claim rates quoted by Gabe Yorke's Screen Publicity Bureau of the SPG are too low and are creating unfair competition. It is quite possible that the rumblings are engendered because Yorke's efficient aggregation is doing a job for its clients and some of the white-haired boys will have to start giving their lucrative accounts a run for their money in order to hold them.

Archaic, Austere, Alacritous, Active

The week's preview lineup, with an independent exhibitors' convention forming the second line of defense, made things very easy on the food budgets of Hollywood's sandwich-snatching reviewers. Two of a coterie of six features were unfurled to the accompaniment of free groceries, while the gathering of Pacific Coast showmen was the excuse for several dinners and cocktail parties. Cinematic fare was a bit more varied than the deluge of scotch and hors d'oeuvres, with two of the sextet rating places in the first division.

In "Our Town," for United Artists release, Sol Lesser presented a feature that, by every Hollywood standard, amounts to nothing less than a paradox. Not only is it an artistic achievement of the first rank, but it also qualifies on every count as the type of fare from which average audiences can derive the utmost pleasure. Lesser stuck firmly to his original intention of pursuing the same unusual treatment that made Thornton Wilder's stage play so outstanding; and, with the motion picture medium at his command, was able to amplify on that treatment through the use of the screen's wider scope, narrative power, motivation and technical details. Masterful in his understanding and restraint, Director Sam Wood piloted a cast that is ideally tailored to the well-known story of the lives of ordinary Americans at the turn of the century. Wilder, Frank Craven and Harry Chandlee fashioned a screenplay of compelling simplicity and power.

Somberly conceived, executed and played, Metro's re-make of "Waterloo Bridge" is an excellently-handled story of a tragic and unfortunate love, definitely a heavy bidder for feminine patronage, and carrying the additional marquee magnetism of Vivien Leigh in her first American picture since "Gone With the Wind." Producer Sidney Franklin overlooked no element that could possibly contribute to the picture's value, while Mervyn LeRoy directed with sincerity and obvious conviction. Robert E. Sherwood's original play was given an authoritative polish by Scenarists S. N. Behrman, Hans Rameau and George Froeschel, who added to the World War story a modern touch by tying it in to Europe's present conflict.

* * *

Stacking up as above-par program material was a trio comprising Paramount's "Those Were the Days," RKO Radio's "You Can't Fool Your Wife" and Universal's "La Conga Nights."

The first-named, based on the famous Siwash College stories by George Fitch, should find a ready market among the young, both those youthful in years and those youthful in heart. Its vintage 1900

backgrounds, the buoyant cast, and the breezy, winsomely spontaneous air of the finished product stamp it with exploitation elements that should enable it to do well for itself everywhere. Don Hartman's screenplay, stressing the romantic and comedy elements, was adroitly wrought, while J. Theodore Reed did himself proud in his twin assignments as producer and director, paying particular attention to the recreation of the details and atmosphere of university life during the era of mutton-chop sleeves and peg-top trousers.

RKO Radio has a smartly-turned-out domestic comedy, unpretentious but thoroughly entertaining, in "You Can't Fool Your Wife." The sparkling screenplay by Jerry Cady, based upon a story by Richard Carroll and Ray McCarey, is freighted with enough laugh lines to keep any audience in high good humor throughout; besides which there are two or three genuine guffaws to enliven the proceedings. McCarey gave it spirited direction and the playing throughout is more than capable. Cliff Reid can take a bow for producing a worthwhile programmer.

Strictly lightweight musical stuff, "La Conga Nights" has its share of hilarious moments, particularly when Hugh Herbert is on the scene. It is a bit weak as to story, however, the original script by Jay Dratler, Harry Clork and Paul Gerard Smith showing evidence of having been whipped out in a hurry. Nevertheless it measures up as supporting material of fair quality.

* * *

Harry Sherman's contribution was another in the popular "Hopalong Cassidy" series, this one making its appearance under the title "Hidden Gold." Not quite up to the standard set by previous entries, it is still first-class action fare in Sherman's usual two-fisted, straight-shootin' style. Its chief shortcoming is the script by Gerald Geraghty and Jack Mersereau, which carries less impact and does not tackle the issue as directly as did most of its predecessors. Lesley Selander's direction and Sherman's production mounting are up to par.

Edwin L. Marin Leaves Metro Roster June 1

Edwin L. Marin, M-G-M director, has disclosed he will leave that studio's contract roster when his contract expires June 1. His last assignment was on the Winfield Sheehan production, "Florian." He has announced no future plans.

Other Changes

After six months with the studio, Max Siegel has resigned as an associate producer for Columbia. During his sojourn there Siegel had several vehicles in preparatory stages but never brought one before the cameras.

Added to the Paramount staff as assistant to William Meiklejohn, new head of the merged talent and casting departments, is William Russell. He has been a dialogue director and dramatic coach.

Bobby Webb has been named casting director at Republic, succeeding Harold Dodds, who turned in his resignation recently.

RKO Release Secured By Independents

Two newly organized independent companies have secured release deals through RKO Radio. Lou Ostrow, former associate producer at M-G-M, incorporated Vogue Productions and signed with President George Schaefer of RKO Radio to turn out four features for the 1940-41 program. Ostrow has taken office and shooting space on the RKO Pathe lot. Schaefer also set a deal with Jerry Brandt and Charles E. Ford to distribute a series of films based on Clarence Budington Kelland's noted fictional character, "Scattergood Baines," for screen rights to which Brandt and Ford paid the author $100,000. The producers have also secured studio space on the RKO Pathe lot.

Other Activity

C. C. Burr's Spectrum Pictures has begun filming "The Lone Prairie," second in a series of eight Fred Scott westerns, for Monogram release. A schedule of one film every five weeks has been set up. The initialer, "Riding the Trail," was turned out before the Monogram deal was set, and will be released July 1. Aiding Burr is John Cosentino.

A new entry into the dime-in-the-slot production field is the Techniprocess and Special Effects Corp., headed by Mario Castegnaro. Production has been launched on five short subjects featuring name bands, dancers and singers, with Ralph Hammeras supervising, and which will be sold in the open market, Castegnaro said. Shorts are being produced on 35mm film, which will be reduced to 16mm for projection.

Ben Hecht, scenarist-playwright who recently formed an independent production unit, arrived in Hollywood to seal a distribution deal with Columbia for his first picture, "Before I Die," and signed Douglas Fairbanks jr. for the starring role. He was accompanied here by Harold Godsoe, associated with him in the undertaking.

Permanent headquarters on the Universal lot will be established by Frank Lloyd Productions, which will turn out six pictures for that company during the next three years, when Lloyd has completed "The Howards of Virginia" on an independent basis for Columbia release. Lloyd's associate, Jack Skirball, currently is in New York.

In order to utilize his frozen assets in England, Samuel Goldwyn has announced he will produce "Undersea Boat" in London, with David Niven as its star if an eight-week leave of absence can be arranged for the latter through the war office. Plans are to produce the picture at Denham studios with Archie Mayo directing. The story is by the late Sidney Howard.

New "Thin Man"

Another in the "Thin Man" series has been placed on schedule at M-G-M as a Hunt Stromberg production with W. S. Van Dyke directing. The William Powell-Myrna Loy co-starrer has been titled "The Shadow of the Thin Man."

Bounds Sundered by Production Schedule

The sky is apparently the limit for Hollywood in its current production boom, which has reached a new altitude record with the major studios now listing a total of 55 features in production. This aggregate includes 13 new starters.

Columbia spurred "The Durango Kid" and "Military Academy" to raise its total to seven. Metro is filming a like amount, having launched "Escape" and completed "The Captain Is a Lady" and "One Came Home." Monogram is idle, having wound up production on "On the Spot" and "The Last Alarm."

Paramount hit a new high—10 in work—when it gunned "Victory" and "Doomed Caravan." Republic unleashed a barrage by gunning three—"The Girl From God's Country," "Fighting Marshal" and "Carolina Moon"—to give it a four-picture total. Into the cutting-room went "Grand Ole Op'ry." RKO Radio, launching "The Other Man" and "Stage to Chino," broke even by completing "Cross Country Romance" and "Millionaires in Prison." It is filming six.

Four are in work at 20th Century-Fox, where "The Bride Wore Crutches" went on the sound stage and "Four Sons" was completed. United Artists, with no new starts, lists four in work also. Six are being filmed at Universal, newest of them being "Argentine Nights." Warner gunned "River's End" to raise its total to seven.

Bronston Productions Will Bond Directors to Budget

Setting a precedent in motion picture production policy, all directors signed to pilot a film for Samuel Bronston Productions will be required to post a bond guaranteeing the picture will be completed within the allotted budget. This announcement was made by Bronston, president of the company which recently merged with James Roosevelt's Globe Productions, with the explanation that "with the international situation as it is we cannot afford to take chances on having picture production dragged out until costs rise above those set upon, and if a director is satisfied with story, script and budget set we do not feel it is asking too much to ask that director to guarantee he will do the job at the stipulated cost."

Coincident with this statement of policy by Bronston, Edward H. Schwab, chairman of the company's executive committee, declared he has no intention from withdrawing from the setup, while Bronston asserted he has been authorized by Roosevelt to brand reports that Roosevelt is withdrawing to join a major company as completely false. Bronston declared that "we are not announcing our program until we are positive of our every move," and said that upon the return of Roosevelt and Vice-President Frank Perry from the United Artists convention in New York, a definite product announcement will be made.

Hollywood—
—Personnelities

Barnstormers

—Freelance

LOUISE CAMPBELL heads for Skowhegan, Maine, for a season in summer stock.

—Metro

MARX BROTHERS open a one-week p. a. engagement at the Paramount Theatre in Los Angeles beginning May 21, presenting their stage tryout version of "Go West," their next picture.

—Paramount

DOROTHY LAMOUR treks to Holland, Mich., to be crowned queen of the Tulip Festival.

—RKO Radio

PRODUCER HERBERT WILCOX and ANNA NEAGLE check out to make appearances in Philadelphia, Indianapolis, New York, Chicago, Louisville, Cleveland and Pittsburgh in conjunction with openings of "Irene."

—Republic

SMILEY BURNETTE returns from a five-week personal appearance tour to begin work in "Carolina Moon," next Gene Autry western.

ROY ROGERS and GEORGE (GABBY) HAYES check out for Dallas to attend the opening of "Dark Command" at the Majestic Theatre.

Cleffers

—Metro

NAT FINSTON conducts 60-piece orchestra in musical score for "The Mortal Storm." He also conducts scoring of a chorus of 40 mixed voices for the film.

FRANZ WAXMAN handling musical score on "Escape."

—Paramount

IRVING TALBOT begins conducting score for "The Ghost Breakers." Background music was written by DR. ERNST TOCH.

VICTOR YOUNG begins scoring "I Want a Divorce."

VICTOR YOUNG begins pre-recording music for the Joseph Santley production, "Dancing on a Dime," which PHILLIP BOUTELJE is musical advisor and scorer. Five songs were written by FRANK LOESSER and BURTON LANE.

—RKO Radio

ROY WEBB scoring "Anne of Windy Poplars" and "Millionaires in Prison."

Meggers

—Columbia

CHARLES VIDOR to "Gribouill," re-make of a French film, in which Brian Aherne will star. B. B. Kahane is the producer.

—Loew-Lewin

JOHN CROMWELL to "Flotsam," the Erich Maria Remarque novel, in which Fredric March has been signed to star. Script is by Talbot Jennings and United Artists will release.

—RKO Radio

DOROTHY ARZNER to "Dance, Girl, Dance," the Erich Pommer production.

HARRY D'ARCY to "Bested by a Beard," a Leon Errol two-reel comedy. He replaces CHARLES ROBERTS, out with an illness.

EDWARD KILLY to "Stage to Chino," the next George O'Brien western. He replaces DAVID HOWARD, originally scheduled as the pilot, who bowed out because of a sudden illness.

NORMAN McLEOD to "Little Men," next Gene Towne-Graham Baker production, which rolls June 15 from the Louisa May Alcott novel.

—20th Century-Fox

OTTO BROWER to "Ghost of the Cisco Kid," to be co-producer by Walter Morosco and Ralph Dietrich.

—Universal

EDWARD F. CLINE to "The Bank Dick," W. C. Fields' next starring comedy.

JOHN RAWLINS and HENRY MacRAE to co-direct "Junior G-Men," a serial.

—Warner

WILLIAM McGANN to "The Lady and the Lug," short subject starring Elsa Maxwell, which Gordon Hollingshead will supervise.

NOEL SMITH to "Just a Cute Kid," short subject based on a story by Damon Runyon.

Options

—Sol Lesser

MARTHA SCOTT given new acting contract with increase in salary. She made her debut in "Our Town."

—Metro

REGINALD OWEN, character actor, held for another term.

—Paramount

CORDELL HICKMAN, juvenile colored actor, handed long-term contract.

DICK POWELL signed to co-star with Ellen Drew in "The New Yorkers," a story by Preston Sturges, who will direct for Producer Paul Jones. Powell recently completed a co-starring role with Joan Blondell in "I Want a Divorce" at the studio.

—Charles R. Rogers

DORIS DAY given term acting contract.

—RKO Radio

LEON ERROL signs new contract to appear in six features and a half-dozen short subjects. His next will be the feature-length "Lord Epping Out West," to co-star Lupe Velez.

—Harry Sherman

GEORGIA HAWKINS, Pasadena Playhouse actress, given term contract and a role in "Doomed Caravan."

—20th Century-Fox

ETHEL HILL, writer, held for another year.

KARL TUNBERG, writer, held for another year. He is currently collaborating with DARRELL WARE on "Down Argentine Way."

—Universal

JULIE DUNCAN, trick rodeo rider and Little Theatre actress, given term acting contract. She will be spotted in action features and chapter-plays, to be given a buildup as a "serial queen."

MARIA MAC FEETERS, a Joe Pasternak discovery, given term acting contract and a role in "Argentine Nights."

—Voco Productions

FRANCES LANGFORD signs one-year acting ticket.

—Warner

WAYNE MORRIS given new long-term acting ticket.

RONALD REAGAN, featured player, held for another term.

Percenteers

ELSE VON KOCZIAN, former European talent scout and story editor for Universal, joins the Lou Irwin agency as head of the story department. She was recently with the Paul Kohner agency in the same capacity.

Scripters

—Metro

HUGO BUTLER completes "The Life of Captain Cook," Technicolor feature which James A. FitzPatrick will produce.

EDWARD CHODOROV to "The World We Make," from the play by Sidney Kingsley, in which Norma Shearer will star.

MYLES CONNOLLY to "Keeping Company," a Sam Marx production.

DAVID HERTZ and WILLIAM LUDWIG to "Our Home Town," which Jack Chertok will produce as his first feature assignment.

WILLIAM LIPPMAN to an untitled vehicle in the "Nick Carter" series. He just completed "Two Sons."

JOHN LEE MAHIN completes "Dr. Jekyll and Mr. Hyde," in which Robert Donat is slated to star.

HERMAN MANKIEWICZ to "Comrade X," teaming with Walter Reisch and John McClain.

JANE MURFIN to "Pride and Prejudice."

ELIZABETH PAGE to "Dawn's Early Light," a Sam Zimbalist production, from an original by Dorothy Thompson and Fritz Kortner.

J. L. S. SCOTT and LAWRENCE HAZARD to "30,000 Horses" for Producer J. Walter Ruben.

—Paramount

J. BENTON CHENEY completes "Doomed Caravan" as a "Hopalong Cassidy" western to be produced by Harry Sherman.

BILLY WILDER joins CHARLES BRACKETT on "Arise My Love," to co-star Claudette Colbert and Joel McCrea. Arthur Hornblow jr. produces.

—RKO Radio

GROVER JONES polishing "Three Girls and a Gob," which Harold Lloyd will produce. Richard Wallace is slated to direct.

WILLIAM ULLMAN JR. to "Show Business," which Howard Benedict will produce.

—Hal Roach

HARRY LANGDON doing added comedy scenes for "Road Show."

—20th Century-Fox

JACK ANDREWS to "Left at the Altar, or Love in a Pullman," from an original by Mack Sennett.

EDWIN BLUM and DON ETTLINGER to "The Great American Broadcast." Kenneth Macgowan will produce.

ROBERT CARSON to "Western Union,"

from the Zane Grey novel, which Harry Joe Brown will produce.

ETHEL HILL teamed with FRANK NUGENT on "Lucky Baldwin."

JACK JUNGMEYER JR. and EDITH SKOURAS to "In Old Wyoming," story of the fight between early settlers and cattle owners in that state when migratory workers were pouring in. Kenneth Macgowan will produce.

—Universal

GEORGE O'NEIL to "Back Street," a remake.

GEORGE PLYMPTON and BASIL DICKEY to an untitled serial.

FRED RINALDO and ROBERT LEES to "The Invisible Woman."

SAM ROBINS to "Mercy Squad," a Richard Arlen-Andy Devine co-starrer.

—Warner

EARL BALDWIN polishing "The Patent Leather Kid."

OWEN CRUMP to "The Dog in the Orchard," a short subject based on a story by Mary Roberts Rinehart.

KEN GAMET completes "Flowing Gold," from a novel by Rex Beach.

MILTON KRIMS to "The Fabulous Thirties," a sequal to "The Roaring Twenties," which Mark Hellinger will produce.

PATTERSON MCNUTT to "Thousand-Dollar Window."

BARRY TRIVERS completes "River's End." Dennis Morgan and Elizabeth Earl will feature.

Technically

—Metro

MALCOLM BROWN named unit art director on "Dulcy," the Edgar Selwyn production, to star Ann Sothern.

CHIP GAITHER and NOAH FENTON set as sound crew on "Escape," with GEORGE LEE as property man and MAJOR RUPP as script clerk.

PAUL GOESSE named unit art director on "Flight Command," a Robert Taylor starrer.

JOHNNY HINES to direct the next Pete Smith Specialty, a short dealing with trained seals.

RAUL HULDESCHINSKY named technical advisor on "Escape."

J. WALTER RUBEN, producer, and MILTON BROWN, unit art director, leave for New York and Ottawa to confer with U. S. and Canadian officials on "30,000 Horses," a story concerning the sale of American planes to the Allies.

EDDIE WOEHLER set as assistant director to Richard Thorpe on "Wyoming," forthcoming Wallace Beery vehicle.

—Paramount

LOUIS DA PRON named assistant to Dance Director LeRoy Prinz on "Dancing on a Dime."

HUGO GRENZBACH recording sound on "Victory," moving over from "Mystery Sea-Raider." HARRY MILLS goes on the latter picture, while GENE GARVIN takes over Mills' spot on "A Night at Earl Carroll's."

KARL STRUSS takes over photography on "Rhythm on the River," the Bing Crosby-Mary Martin co-starrer, during the illness of TED TETZLAFF.

—RKO Radio

AL D'AGOSTINO named art director on "The Other Man."



For April's Best—

Joel McCrea looks on admiringly as Director Alfred Hitchcock displays the BOXOFFICE *Blue Ribbon Award presented him when "Rebecca," which he piloted for Selznick International, was voted by the National Screen Council as the best picture released during April. The photographer caught them on the set of Walter Wanger's "Foreign Correspondent," in which McCrea is starring and which is Hitchcock's current directorial chore.*

CARROLL CLARK designing sets for "Laddie."

GEORGE HIVELY editing "Anne of Windy Poplars;" THERON WARTH editing "Millionaires in Prison."

HARRY MARKER to edit "Cross Country Romance."

DEWEY STARKEY set as assistant director on "Laddie." Jack Hively will direct.

—Warner

ANATOLE LITVAK, director, and BYRON HASKIN pull out for New York to line up locations for "City for Conquest," the James Cagney starrer, which goes into production May 20.

ARTHUR TODD photographing "Rivers End."

Story Buys

—Metro

"30,000 Horses," by Robert Carson and Bartlett Cormack. It deals with the purchase of airplanes by the Allies from the United States. Lawrence Hazard is doing the screen treatment.

—Republic

"The Breezy Kid," a short story by Damon Runyon.

—George Stevens

"Hail and Farewell," by Williston Rich. The author and Stevens, who recently joined Columbia as a producer-director, have completed the script. Probability is it will be made for Columbia release.

—20th Century-Fox

"Tin Pan Alley," by Pamela Harris, as a vehicle for Alice Faye. It is another cavalcade of American song-writing history.

Racing Enthusiasts Strain for Track

It's nearly turf time again for the film colony's addicts of the sport of kings, and from every advance indication the summer racing season at Hollywood Park—otherwise known as the Inglewood subsidiary of the Warner film-making emporium in Burbank—will be characterized by new heights of enthusiasm on the part of screen folk who have been denied the privilege of watching the nags go by since Santa Anita's season closed some months ago.

The assay of screen names among turf-club members, boxholders and horse owners is higher this year than at any time in the park's history, according to its spokesmen. When the season gets under way Memorial Day — May 30 — continuing through August 3, the horses churning up the track will wear the colors of such film notables as:

Louis B. Mayer, Harry M. Warner, J. Walter Ruben and Virginia Bruce, George Raft, Mrs. Spencer Tracy, Myron Selznick, Mervyn LeRoy, John Considine jr., Bing Crosby, Lin Howard and Judith Barrett, Bob Howard and Andrea Leeds, Robert Taylor, Barbara Stanwyck and Zeppo Marx (the Marwyck stables), Don Ameche and Chester Lauck, and Raoul Walsh.

In the stands will be Mr. and Mrs. Jules Furthman, Mr. and Mrs. Alfred Hitchcock and their daughter, Patricia, Dr. and Mrs. Herbert T. Kalmus, William LeBaron, Al Lichtman, Eddie Mannix, Mr. and Mrs. Nat Pendleton, Bob Riskin, Mr. and Mrs. Hunt Stromberg, Ben Thau, Joseph Mankiewicz, Jerry Mayer, Frank Orsatti, Al Rogell, Joseph M. Schenck, Mr. and Mrs. John M. Stahl, George Stevens, Darryl Zanuck, Phil Berg, Sam Bischoff, Sam Briskin, Mrs. Leo Carrillo, Jack Chertok, Irving Cummings, Vina Delmar, Cecil B. DeMille, Walt Disney, Leo Forbstein, Bryan Foy, Mark Hellinger, William Goetz, M. C. Levee, and Mr. and Mrs. Robert Z. Leonard.

Piece de resistance of the meet will be the Hollywood Gold Cup event, for which a $50,000 prize has been posted.

Film on Old Siwash A 'Welcome' Package

Hollywood—On the campuses and at the crossroads, the youngsters, those who think they are young and those who wish they were—which includes virtually everybody—will welcome the breezy, winsomely spontaneously diversion to be found in Paramount's "Those Were the Days."

Based on the famous Siwash College stories by George Fitch, an adroitly-wrought screenplay captivatingly unfolds a collegiate romantic comedy, vintage 1900. From this vehicle and the services of a youthful and enthusiastic cast, J. Theodore Reed, functioning as both producer and director, has fashioned a photoplay which should conduct itself creditably in all situations.—SPEAR.

Conventions Incentive To Executive Visits

Having set deals for product with two more independent units and completed details of the 1940-41 production schedule with his local staff, President George Schaefer of RKO Radio has returned to New York to be on hand for the company's annual sales convention May 27-29. Preceding him east were Ned Depinet, general sales chief, and S. Barret McCormick, publicity-advertising director, who sat in on Schaefer's huddles with Harry Edington, J. J. Nolan and other studio executives. Leda Bauer, RKO's eastern story editor, also checked out, having completed her series of conferences with Collier Young, studio story chief. Nolan and Perry Lieber, advertising-publicity director at the Gower Street plant, leave May 21 to attend the sales parley.

His arrival delayed a few days, Herbert J. Yates, chairman of Republic's board, has checked in at the North Hollywood studio on one of his periodic visits. He is expected to set starting dates on two or three important features and will confer with M. J. Siegel, studio production head, on the summer lineup.

New Loan for Monogram

Shortly after a press conference at which he branded as "a lot of bunk" rumors that Pathe of America is taking over the company, W. Ray Johnston, president of Monogram, checked out for New York for conferences with W. J. Gell, managing director of Pathe in London, who is now in the east. Johnston was accompanied east by Ralph Bettinson, Pathe of London's representative at the studio. At the press conference Johnston disclosed that Monogram's weekly business is highest in its history and predicted an even higher figure will be established during the summer. The foreign market, he said, has not affected Monogram as seriously as it has some of the major companies, while Gell has predicted a continual increase in business in London because of the daylight saving hours now in effect. The company president announced that Monogram's franchise holders have acquired another $100,000 in Monogram stock and said the Guaranty Trust Co. has loaned the company $300,000, placing Monogram in a shipshape financial position.

James Roosevelt, chairman of the board of Samuel Bronston Productions, left for New York to attend the United Artists convention, with a stopover scheduled in Chicago for UA's regional meet there. Sol Lesser also pulled out for the UA conclave in New York, and will attend the world premiere of his "Our Town" in Boston, May 23.

Representing Frank Lloyd at Universal's convention in Atlantic City was Jack Skirball, who went from there to New York to confer with Columbia executives on "The Howards of Virginia," which Lloyd is producing for that company.

From the M-G-M plant Sam Katz, Fred Quimby, head of the shorts department; William F. Rodgers, sales manager, and Edward Saunders, Rodgers' aide, left for Chicago to attend the company's regional meeting, which opened May 13. They continued on to New York for the eastern meet and are scheduled to journey to Washington, D. C., for the final meeting May 20-21.

Joseph M. Schenck planed out for Gotham for a week of huddles with 20th Century-Fox homeoffice executives. Arriving at the studio were Darryl Zanuck, William Goetz and Sol Wurtzel, where they talked over production plans with eastern officials. Also heading east from the Westwood plant was Julian Johnson, studio story editor, who will spend three weeks in New York looking over current plays and literary properties.

After spending a few days in San Francisco, Stanton Griffis, chairman of the Paramount executive committee, returned to the studio to resume his huddles with Y. Frank Freeman, William LeBaron and Henry Ginsberg. As advance man for the company's convention, scheduled to open here May 24, Sam Dembow of the theatre department, has arrived at the studio. Also expected in was Frank V. Kennebeck, Paramount's general manager for India. Griffis is to check out for New York shortly, returning here in time for the convention, at which time he will be accompanied by President Barney Balaban and other executives.

E. J. Mannix and Irving Asher have returned to M-G-M from New York, their plans to fly to London scrapped because of European war developments. Clarence E. Ericksen has checked in at Walter Wanger's headquarters after spending three weeks with United Artists homeoffice executives mapping campaigns for Wanger's "Foreign Correspondent" and "The Long Voyage Home."

Charlie Einfeld, Warner's publicity-advertising head, trained out for South Bend to huddle with members of Knute Rockne's family and officials of Notre Dame on "The Life of Knute Rockne." He is to continue on to New York for conferences.

Cinémarks

Director George Archainbaud celebrated a birthday on location with a Paramount unit in the woods above Lake Arrowhead, with the cast and crew giving him a surprise party, a birthday cake and serenading him with hill-billy songs . . . Paramount's Square Club will hold a dinner-meeting May 20 at Scully's Cafe. Bill Abbott is chairman.

*

The Masquers Club will hold its annual seidel night May 19 with Producer Joe Pasternak as guest of honor and Joe Ratliff in charge of arrangements . . . Director Sam Wood is planning to leave in June for a two-month vacation in Hawaii . . . Robert Taplinger, Warner's studio publicity director, and Bette Davis have returned from their holiday in Honolulu.

*

A dissertation upon motion pictures, interspersed with data concerning his automatic-projection machine venture, was presented by James Roosevelt when he was featured speaker at a session of the Los Angeles Breakfast Club. He predicted the dime-in-the-slot machines would be marketed within 60 or 90 days.

*

As a sideline to his dance direction activities, LeRoy Prinz, in association with two other individuals, has organized the Phillips Aviation Co., which will engage in the manufacture of motors and airplanes . . . Marshal McCarroll, 35, an ace cameraman for Paramount Newsreel, was killed in an airplane collision in Downey. The accident also proved fatal to the pilot and another passenger. McCarroll is survived by his widow and parents.

*

Moris Stoloff, musical director at Columbia, has checked out for a two-week holiday in New York.

*

Director Michael Curtiz has returned to Warner following a vacation in Mexico, and has begun preparations for his next assignment.

*

Edward Churchill has pulled out for Galesburg, Illinois, to assist Ralph Ravenscroft in staging the "Those Were the Days" premiere there for Paramount, May 21 . . . An imposing lineup of talent for the annual Temple Israel benefit has been announced by Sam Briskin, chairman. The event will be staged May 25 at the Pantages, with Jack Benny, Eddie Cantor, Edgar Bergen, Bing Crosby, Rudy Vallee, Ginger Rogers, Cary Grant, George Burns and Gracie Allen, Mischa Auer, Hugh Herbert, Pat O'Brien, Frances Langford, Linda Hayes, Billy Gilbert, the Ritz Brothers, Priscilla, Rosemary and Lola Lane, Allan Jones, Bob Hope, Ken Murray, Bert Lahr, Robert Young, Jean Arthur, Martha Raye, Don Ameche, Ben Blue, Eleanor Powell and others on hand.

*

At the invitation of Producer Walter Wanger, nine members of the Associated American Artists have arrived here from New York and are using scenes from the Argosy production, "The Long Voyage Home," as subjects for canvasses. President Reeves Lewenthal of the AAA is also arranging for galleries and exhibitions of paintings by his group.

*

Producer-Director Mark Sandrich, accompanied by writers Zion Meyers and Ernest Pagano, has checked back at Paramount from a trip to New York. Sandrich has begun preparations for his next assignment.

*

Charlie Einfeld will be in the market for a new secretary after June 16, for on that day Judith Wilchins, his present Girl Friday, will be married in Leavenworth, Kansas, to Lou Sandler.

*

Bradbury Foote, M-G-M scenarist, is back at the Culver City studio after a trip to San Francisco to confer with Producer John W. Considine jr. on his current scripting assignment.

*

Charles Coburn plans to leave for New York shortly to begin planning for the 1940 Mohawk Drama Festival, which he will direct at Union College. Coburn will return to Hollywood when the college's summer course ends in August.

Poole and Bruen Will Report Neely Hearing

Los Angeles—The board of trustees of the PCCITO and the board of directors of the ITO of So. Calif. and Ariz., have appointed Robert H. Poole, the PCCITO's executive secretary, and Hugh W. Bruen, conference trustee, as delegates to attend hearings on the Neely bill in Washington, D. C. Poole trained out for the national capital May 15, with Bruen scheduled to follow by plane May 18.

Sponsored Film Nets FWC a Damage Suit

Los Angeles—On the grounds that, in order to see the main feature on the program, he was forced to sit through a showing of a one-reel subject, "Your Town," in which process he became so indignant that his health has been seriously impaired, John E. Miller has filed a precedental $20,000 damage suit against Fox West Coast; Lou Harris, manager of FWC's Alexander Theatre in Glendale; the National Ass'n of Manufacturers; Audio Studios; Modern Talking Pictures Co. and Standard Talking Pictures Co. in superior court here.

Miller charges that the booking of the one-reeler constitutes a conspiracy to defraud both himself and the general public, and alleges that he was compelled to "suffer the tortures" of witnessing it through which he developed a serious cardiac condition. He asks $10,000 general and $10,000 punitive damages. His complaint asserts the film was sponsored by the National Ass'n of Manufacturers and is "malicious propaganda" presenting an 'anti-social theme denouncing unionism." It was produced at Audio Studios in New York and is being distributed by Modern and Standard.

Miller's attorney, A. A. Golden, declared representatives of all the defendants have been served.

Beyond declaring they will "handle it in the usual course," FWC's legal department had no comment to make on the case, believed to be the first of this nature ever filed.

Hollywood Admiral Opens With Foreign Pictures

Hollywood—With John Loder, British star, headlining a coterie of film names in attendance, the Admiral, newest showcase to open on Hollywood Boulevard, made its formal debut May 16. Opening attraction at the 700-seat house, under the management of A. E. Rice, was "His Majesty's Mistress," a French film co-starring Loder and Danielle Darrieux, and "Torpedoed," starring H. B. Warner and Richard Cromwell, made in England.

For the time being, Rice plans to continue operations on a foreign-picture policy, but eventually intends to shift over to American product, he said. Current admission scales are 30 cents for matinees, 40 cents for evening performances and loges at 55 cents.

Brief Dissidence Dispelled at PCCITO's First Convention

Los Angeles—Barring one flareup of dissension, which was quickly quelled, the first annual convention of the Pacific Coast Conference of Independent Theatre Owners carefully followed the course of peace, harmony and conciliation which had been mapped for it during the three-day session which ended May 10.

After two days of social and business routine two attending delegates—Mike Barovic of Puyallup, Wash., and Fred Mercy jr. of Seattle—unleashed a short-lived display of pyrotechnics by demanding more action and less speech-making, asserting that they had come to the convention on the promise that a plan of action was to be charted to rid the industry of many of its complaints. Oil was poured on the troubled waters by Bob Poole, general chairman of the conclave, when he informed the two objectors their charges would be thoroughly discussed at the open-forum meeting the following day, May 10.

At the forum, a closed session, the exhibitors' suggestions for industry improvement were incorporated in a PCCITO program similar to the MPTOA's 10-point program. Among the items to which official PCCITO objections were filed were:

1. Non-theatrical pictures and 16mm films for dime-in-the-slot projectors, civic clubs, churches and schools.
2. Participation in exchange drives.
3. Raised prices for advertising accessories and trailers.
4. Changing of the second feature on holdover bills.
5. The dual-bill booking policy.
6. Duplication of payment for trailers.
7. Rentals on a percentage basis in subsequent runs.
8. Too high a percentage of the picture's gross to the distributor.

Also adopted was a resolution urging trade publications to give more accurate and authentic reports on exhibitor activities than in the past.

Lukan Leads Against Duals

L. O. Lukan, PCCITO trustee who indicted dual-bills in one of the convention's keynote speeches, was appointed chairman of an anti-dual bill committee and announced he is scheduling a nationwide tour to enlist the support of independent exhibitors everywhere. Delegates voted unanimously to use every means to abolish the double-billing situation.

Their action in this regard was spurred by the receipt of a telegram from Samuel Goldwyn, in New York, in which the producer declared:

"I earnestly urge and hope that your entire membership will use their great power to remedy this evil and lead the way to restoring motion pictures to popularity and importance they once had with the public. Only by encouraging production of greater pictures and quality entertainment can the public be brought back to the motion picture theatres. Your stand against double bills will have powerful effect in changing course of entire industry as it faces its greatest crisis in decreasing audiences and restricted markets abroad, making production of outstanding pictures virtually impossible unless exhibition conditions change.

"Production of quality pictures is vitally endangered by double features. The public certainly is in rebellion against them. If the producer, the exhibitor and the public don't want double features, why have them,"

Four Meetings Annually

It was announced by Poole after the convention officially closed that hereafter the PCCITO's trustees will meet four times yearly. The first session is scheduled for August in Seattle, when the trustees will confer with the membership of the ITO of Washington, northern Idaho and Alaska.

Thursday's session—May 9—included an address by J. M. Hone on "Legislation," a discussion of advertising accessories by Arthur Aronson of National Screen Service, and two of the convention's most significant speeches—an address by Ed Kuykendall, president of the MPTOA, and a talk by William F. Rodgers, Metro's distribution chieftain. In a talk on "Theatre Sound Standardization," John K. Hilliard, chairman of the theatre standardization committee of the Academy Research Council, detailed the present technical coordination between the production and distribution ends of the industry, through which, he said, exhibitors are getting maximum benefit from every dollar spent on equipment replacement or maintenance.

Exhibitors on that day were guests at luncheon of Universal, with Al O'Keefe, western district manager, introducing such studio executives as Matty Fox, Jack Gross, Milton Schwarzwald, Milton Feld, Jules Levey, William Seiter, George Marshall, Ben Pivar, Ken Goldsmith and Joseph Sanford.

Keynote of the convention opening May 8 was a talk by Hugh Bruen, Whittier theatre operator and PCCITO trustee, whose topic was "Organization."

"The independents are the least considered and the most dominated group in the industry," Bruen charged. "But the industry could not exist without the independents." He asserted that the independents "who have direct contact with social, service and civic organizations" carry the load, and declared that in the PCCITO "we have the seed of a streamlined organization that is designed to be familiar with the problems of the smallest yet has proved before its first convention that it is strong enough to deal with the strongest opposition.

"Producers and distributors must be prepared to make concessions," Bruen continued, "unless they want to kill the goose that lays the golden eggs." He urged film executives to "look at PCCITO as we see ourselves" and declared if they did they would "find an agency for fair and friendly dealings."

LOS ANGELES

HERE'S THE height of something: Theatre owners, used to giving away crockery by the ton, found themselves on the receiving end when a local premium outfit handed out samples of Bakerite ware at the Pacific Coast Conference convention. Revealing hitherto unsuspected musical talents, Bob Poole, Hugh Bruen, Manny Hoffman and L. O. Lukan rendered "Moonlight and Roses" to signify the conclusion of the first session.

Dorothy Benson, who operates the switchboard at the M-G-M exchange, is vacationing for a week at Santa Monica Beach . . . Another potential exhibitor made his appearance May 8 when Harold Glass of the Gordon Theatre became the father of a baby boy.

In observance of the funeral services for Marshall McCarroll, Paramount newsreel cameraman who was killed in an airplane accident last week, the Paramount exchange was closed all day May 13 . . . Honoring George "Daddy" Hines, veteran operator of the Ambassador Theatre, a dinner dance will be held at the Ambassador Hotel, June 7. Hines will be 83 years old on that day. In charge of arrangements is Guy Gunderson, United Artists salesman.

Al Bowman, Universal salesman in San Francisco, stopped off here for a short visit en route to the convention in Chicago . . . G. A. Acosta, assistant manager at the Azteca exchange, pulled out for San Francisco on a business jaunt . . . Mike Levinson has booked his "White Zombie" into the Broadway, Oakland, for an indefinite run.

In for bookings: Lorraine Valuskis, Bell Theatre, Bell; George Diamos, Diamos circuit, Tucson, Arizona; the Harry Naces (senior and junior), in from Phoenix; Louis Olivos of Walker's Princess in Santa Ana; Mrs. V. Araiza, Iris, Carlsbad.

John Ludwig, who operates the Melvan in Hollywood, has pulled out for Milwaukee for a three-week stay, during which he will look over his theatre and distribution interests there . . . RKO Radio held a trade showing for exhibitors of "My Favorite Wife" at the exchange May 13 . . . A visitor at the RKO studio and exchange was James Brennan, who operates 11 houses for RKO in New Jersey.

Katherine Sessions, secretary at the Monogram exchange, is back on the job after a three-week vacation in Minneapolis, her former home town . . . J. Bezahler, head of the M-G-M homeoffice contract department, and Eddie Aaron, his assistant, have returned to New York after spending a week at the local Metro branch.

"Torpedoed," a Film Alliance release, was booked into the new Admiral on Hollywood Blvd. for a first-run beginning May 16. A. E. Rice is the owner and operator of the house . . . A pair of visitors checked in from down Arizona way—Frank Martin, who operates houses in Clifton and Morancia, and Frank Plumley, booker for the Griffith-Long circuit in and around Phoenix.

Bill Moen has relinquished his post as an M-G-M shipper to accept a position with a local aviation company . . . Booking visitors included Chick Sturdivant, Orpheum, Yuma, and Bill Swanson, Ojai, Ojai.

S. A. Lynch, a Florida circuit operator, visited the Warner lot and was a luncheon guest of Jack L. Warner and Hal Wallis.

Sherrill Cohen, managing director of the Orpheum in downtown Los Angeles, planed to New York for a ten-day stay, during which he will round up talent for his stage attractions . . . O. J. Miller, secretary treasurer of the Independent Theatre Owners of Oregon, took such a liking to Southern California when he came down for the PCCITO convention that he has decided to prolong his stay for another week.

Mike Newman, Columbia exploiteer headquartering here, off on a two-week tour of the northwest on business . . . Henry Sonnenshine of Premiere Pictures is back in town after a trip to San Francisco.

Carroll Peacock, Paramount's branch manager, is at home battling a pneumonia attack . . . In for bookings were Irwin Kanowitz, Union Theatre, and Murray Hawkings, managing director for the Swan circuit.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
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LOS ANGELES

Adapts "Western Union"

HOLLYWOOD—Robert Carson will adapt "Western Union" from the Zane Grey novel for Producer Harry Joe Brown at 20th-Fox.

SALT LAKE

THE chamber of commerce here sponsored "Community Laff Day" with Gracie Allen featured, as well as other Hollywood stars. A parade proceeded through the main streets with Gracie riding beside Mayor Ab Jenkins in his racing car. Gracie was guest of honor and principal speaker at a dinner attended by the mayors of surrounding towns as well as Salt Lake's mayor and other civic personalities.

Monogram's branch manager, W. W. McKendrick, is leaving for a sales trip . . . Frank Murphy is expected back from an extended sales tour of Montana where he has been contacting exhibitors with Mercury's lineup . . . George D. Pyper, for many years manager of the old Salt Lake Theatre, returned a few days ago from Hollywood. He served as technical advisor on 20th Century-Fox's "Brigham Young."

Amateur vaudeville and "Spelling Bees" continue to attract large crowds to the Capitol . . . "Northwest Passage" is going great at the Gem, local second run . . . "Buck Benny Rides Again" moved to the Studio for an extended run after a stay at the Centre.

Panic-stricken when fire broke out in the projection room, scores of children attending a motion picture in the crowded Harvard L. D. S. ward hall here escaped without injury when attendants quickly halted a mad rush for the main exit. About 300 children were in the amusement hall when a roll of film broke and was ignited by the arc lights in the projection machines, sending flames to the ceiling of the fireproof inclosure.

Lon Hoss, city salesman for Universal in Los Angeles, accompanied by Mrs. Hoss, visited in Salt Lake City . . . Al Shepherd, RKO, has been transferred to Montana.



At the Monogram Regional—

At Monogram's San Francisco meeting held May 4 and 5, seated, left to right, are: George W. Weeks, producer; Ray Corrigan, cowboy star; Howard Stubbins, president of Monogram Pictures of California; Scott R. Dunlap, vice-president in charge of production; Edward A. Golden, general sales manager; Walter Wessling, manager of the Portland office.

Left to right, standing: Al Harris, booker, Seattle; Gordon Allen, salesman, San Francisco; Dud Forry, booker, Los Angeles; Marty Solomon, manager, Los Angeles; J. A. McCarthy, salesman, Los Angeles; Mel A. Hulling, West Coast district manager; A. M. Goldstein, president, Portland and Seattle; W. M. Duggan jr., manager, Seattle; Clinton Mecham, booker, San Francisco.

SEATTLE

A ROUGH summary of the census shows this city to have lost a few thousand people since 1930. City officials are calling on all people to register if they were missed by the census taker. All theatres are cooperating by running trailers. This loss of population means a big drop in revenue from the state, for all grants are based on population . . . Correction! A letter from Popcorn Smith tells us it was 2,000 bags of popcorn, and not $2,000 worth that was sold at the opening of the ball season. Makes a lot of difference, eh what! . . . Gracie Allen's campaign for president may reach Seattle this summer. Glen McLeod, head of the annual Montana picnic, announces Gracie will appear in person at the picnic if she can duck her radio and picture assignments long enough to get here.

Death claimed W. C. Meagher, widely known theatre official. Meagher years ago worked for Sullivan & Considine and for years worked in the office of Jensen-von Herberg . . . Word from Los Angeles that L. O. Lukan was one of the principal speakers at the Pacific Coast Conference of Independent Theatre Owners. Lukan, representing the Washington-Northern Idaho-Alaska district at the conference, denounced double bills on the grounds they tire the mind; they induce eyestrain and mean late hours for children; they increase operating expense without increase in revenue. If both pictures are good, neither seems to be as good as it should be. If one is good and the other bad, the audience goes away always remembering the bad one.

Betty Saffle, daughter of Maury of Metro, and Don Condon, booker for Sterling Theatres, announce they will tie the knot on July 26. The wedding will be a church affair. Good luck and best wishes to both of you . . . Oscar Paisley, exhibitor from Missoula, Mont., announces a new theatre for Osborne, Ida. The new spot will be a 600 seater and is near completion. Will open end of May . . . J. J. Whalen, father of Frankie Peacock, is back home in Vancouver, B. C., after spending the past few months in California. Whalen tells of attending the fights in Hollywood and some thief picking his wallet. The strange part was, the wallet was mailed back to Whalen at his hotel, minus the money.

Managers of Al Rosenberg's division of the Evergreen State Theatres, in attendance at a meeting here, included: Joe Rosenfield, Buck Seale, Oscar Nyberg and Jimmy Ewing from Spokane; Morrie Nimmer, Wenatchee; Hal Murphy, Olympia; Lynn Peterson, Bremerton; Billy Hartford, Everett; Al Baker, Bellingham, and O. T. Taylor, Aberdeen . . . John Pollock, brother of Playwright Channing Pollock, in town in advance of Raymond Massey, who is to appear at the Metropolitan in the stage version of "Abe Lincoln in Illinois" . . . Harry Landstrom, Universal salesman of Salt Lake City, and his son Louis, who is with 20th Century-Fox in Salt Lake, here for a vacation visit and greeting old friends on the Row . . . Al Bloom in from eastern Washington, to leave with Manager Pete Higgins and A. J. Sullivan for the United Artists' convention in Chicago. The party will pick up Jack Kloepper and Jack O'Bryan at Portland.

Maury Saffle, Mac Rubenfeld and Wally Rucker back from the Metro gathering in San Francisco . . . Frank Sabin of the Majestic, Eureka, Mont., has gone to Detroit and will drive back in a new car . . . L. J. McGinley and Mrs. McGinley off for Omaha, Neb., for a visit with his brother. From there L. J. will proceed to the Universal convention in Chicago and Mrs. McGinley will go to Indianapolis to visit Mrs. Gordon Craddock. Also leaving here for the Universal get-together are Les Theuerkauf, Art Kallen and M. G. Whitman . . . Art and Mrs. Slater to New York to attend the National Film Carriers' convention at the Park Central . . . Celia Estill flying to Chicago and planning to drive home a new car. Her hubby, Bob, has resigned as head booker for Paramount to join a non-professional firm in Oregon. Max Hadfield moves into Bob's spot at Paramount with Gordon Waldo taking over Max's duties as assistant booker.

Bjarne Moe reports a concerted drive to finish the new Irvin Fey theatre in Renton. It is now in the hands of painters and decorators and will be ready for opening, June 1 . . . Eddie Lamb, Pete Higgins, L J. McGinley and Neal Walton, all over to Spokane to attend a serious business meeting . . . Barclay Ardell, local manager for Altec, expecting a visit from E. C. Schriver, district manager, and Stan Pariseau, branch manager for the company . . . Mike Newman, that demon publicity hound from the Columbia studios, in town in the interest of their latest production . . . Art Gollofon, apart from winning the rod and reel for his large fish, also won the second grand prize of a row boat . . . Charley Comfort of the Star *leaving his drama desk piled with work a week ahead, while he hops the plane to attend a preview in Hollywood.*

Kelly, of the Northwest Film Club, announces he and his wife have adopted a boy . . . Jesse Beckman down from Alaska for a few weeks vacation . . . Bud Benson in from Anacortes and introducing a charming daughter . . . Charley Beale of Juneau, Alaska, after spending a few days here, is extending his vacation in Iowa. While Charley is on the mainland, Mrs. Beale is taking care of the theatres in Juneau . . . Zella Lamb entertaining her sister-in-law, Mrs. Florence Calder, of Victoria, B. C., and a group of friends, all here to enter a bowling tournament in Tacoma.

PORTLAND

AN APATHETIC pre-election campaign warmed up slightly in the final week with Bonneville Administration support propping up the faltering public power forces seeking creation of a people's utility district within the Portland city limits. Attempts to make organized vice an issue in the city election were overshadowed in the exchange of amenities between the public power forces and a volunteer committee of some 2,000 citizens, organized to fight the PUD. It was generally conceded the expected defeat of the public power plan would mean a repetition of the fight next November.

Charlie White's "Star Room" collection of stills, books, magazines and press books of the film world left for the San Francisco World's Fair in 11 packing cases weighing a ton and a half, and Charlie himself made the rounds of Filmrow to say goodbye before following the shipment south. Tommy Luke, Portland florist, came up with a cooperative plan whereby feminine film stars who visit Charlie's display at the Fair will receive a bouquet of "Portland Roses" by air express—that is, if Charlie is warned of their visit in time.

Portland Civic Theatre rings down the curtain for the season with the current run of "The Play's the Thing" . . . Hamrick-Evergreen staged a benefit for the Ramblers' Club scholarship fund with a midnight preview of a new film . . . The Orpheum got a good press on A. B. Marcus and his "La Vie Paree" show opening last Wednesday.

Filmrow welcomed the return of H. S. McLeod of TUSCO following his recent auto accident and consequent sojourn in a hospital . . . Fred sr. and Edgar Mercy of Yakima were Portland visitors . . . Jack O'Brien and Jack Kloepper of the United Artists branch headed east for the company convention.

Friends here learned of the recent death in Seattle of Bill Meagher, former auditor of the Jensen-Von Herberg circuit and a long-time resident of Portland . . . Dan Cupid has enticed Paloma Haley from the Paramount cashier's cage into matrimony. The marriage was last Sunday . . . Bob White returned by air from the independent exhibitors' convention in Los Angeles following the death here of his mother.

Janice Gardner, booking department secretary at Universal, is vacationing on the Oregon coast . . . Tilly Maki has returned from her's . . . Walter Fenney, Mayfair chief, has succumbed, deserting the ranks of pedestrians to drive a horseless carriage—a Buick.

"Regardless of Personal Ideals"

or opinion, Showmanship won't make you an entertainer, unless your Ideals and Opinions click, and compulsory ideas can't possibly be entertaining.

SUPER SHOWMAN POPCORN MACHINES

in literally thousands, and thousands of theatres, Ace theatres as well as Honky Tonks, definitely proves this true beyond question.

POPCORN SMITH

BOX 284 — SEATTLE

S' FRANCISCO

A CONDENSED version of George White's "Scandals" takes over at the Golden Gate, May 22. The production has been trimmed to approximately 60 minutes and has the original cast with the exception of Willie and Eugene Howard, who left the show at the end of the two weeks run at the Curran here. Ella Logan, Ben Blue, Ann Miller, Billy Rayes and the "Scandal" gals will be on view.

Building and renovation seems to be the order of things in this territory just now. Dan Nunan is renovating his New Turlock in Turlock; Fox West Coast is building the Carlos in San Carlos; Arthur Fukuda will soon open his new Royal in Guadalupe; and the new Bijou in Visalia will have a late June opening. On the other side of the ledger, work on the Renie in Brisbane has stopped and indications are the project will be dropped.

Fifty thousand visitors are expected at the annual Frog Jump at Angel's Camp on May 17, 18 and 19. In addition to the big attraction, the frog jumping contest, there will be outdoor shows, numerous other contests and exhibitions . . . Rotus Harvey, president of the northern California ITO, trained out for Washington to testify against the Neely bill . . . The local ITO met May 14 to discuss resolutions and other business transacted at the PCCITO convention. Speaking of the convention, all delegates came back with cook books under their arms. They were pased out to all exhibitors by Pacific Premium . . . Tory Roberts, Sacramento Valley salesman for Columbia, is driving a flashy new Buick.

Arundel "Kokie" Keane is handling publicity for Neil Hamilton's Exposition attraction, "Hollywood Stage 9." Keane, formerly with the United Press in the Orient, handled news releases for Sally Rand last year . . . Mina Rott, Warner inspectress, is back on the job after a few days illness . . . Willie May McNett, stenographer at National Theatre Supply, is off to Seattle and Puget Sound on her vacation.

Jules Levy of Premier Pictures was a visitor, stopping over on his way from Seattle to Los Angeles . . . The St. Francis brought "Lost Horizon" back to Market Street for a limited run . . . Bill Tam of the Amidor in Jackson is building himself a new home and reports coming in from that area say the new manse is a real showplace . . . "Wahoo," the latest house game to hit San Francisco, didn't stay very long. The President booked it on a seven-nights-a-week basis, but held it only three days.

Unusual interest is being shown in the Larkin Theatre's summer revival season inaugurated last week. Programs include two features that have proven worthy of a repeat date. Opening bill was "The Petrified Forest" and "She Loves Me Not." The theatre, operated by Charles Rosener, was on a foreign picture policy previously . . . Dan McLean has entered his boat, Nadinot, *in the Hearst Regatta, and while Dan does not rate among the favorites, the Row boys are pulling for him.*

One of the best known film figures in the city, Herbert "Dutch" Riemer, died May 11.

Italian Franchise Holder Says Imports to Continue

LOS ANGELES—The present European war will have little effect on the production and importation into this country of Italian-made motion pictures, according to Lionel V. Bonini, manager of the Papalini Film Exchange, with offices in Hollywood. The Papalini office has exclusive western distribution on all foreign product imported by the Esperia Film Distributing Co., of New York and currently has three Italian-made films in distribution in this territory—"Stella Del Mare," "Giovanni de Medici" and "Love in Old Naples."

Bonini bases his opinion that production in Italy will increase, rather than decrease, because of the war on the fact he has had word from Rome that producers there are anxious to bring in Hollywood talent. They are prepared, Bonini reports, to reimburse Hollywoodians in American dollars, payable here and protected by bond prior to their departure for Italy. Efforts have already been made to interest Madeleine Carroll, Ann Sothern and George Raft in Italian deals.

Los Angeles Oriental Raises Price Nickel

LOS ANGELES—Irving Carlin and Max Sinker have boosted admission prices at their Oriental from 20 to 25 cents, effective immediately.

Opening June 3

VENTURA, CAL.—A June 3 opening has been scheduled for Mrs. Jenne Dodge's new Mayfair. An 816-seater, it will be operated on a 35-cent admission scale.

REVIEW FLASHES

HIDDEN GOLD (Para)—To those multitudinous fans who relish wholesome, red-blooded action entertainment, there just cannot be such a thing as a bad "Hopalong Cassidy" picture and so this qualifies as first-class action film fare, although it falls somewhat below the high standards established by most predecessors in the popular series produced by Harry Sherman. Lesley Selander directed.

YOU CAN'T FOOL YOUR WIFE (RKO)—Domestic comedy whose modest budget proves no handicap to a sparkling screenplay boasting enough laugh lines to keep any audience in high good humor throughout. Capable acting and spirited direction also contribute to its status as worthwhile program material. Cliff Reid produced; Ray McCarey directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

DENVER

MR. AND MRS. CHARLES GILMOUR are spending a lengthy vacation in California . . . A. G. Edwards, former Screen Club secretary and well known film man, has been sent to Salt Lake City by B. D. Newman as manager of the Mercury exchange. He succeds Frank Murphy . . . S. B. Rahn, after an extensive sales trip south and west, reports 32 theatres in the territory are using Book Night.

Gerald Whitney, manager of the Jewel and Gothic, both Atlas houses in Denver, has resigned. Ed Ward and Ralph Hamilton, assistants, will take over the managerial reins . . . Lon T. Fidler, Monogram franchise holder, is recovering from a tonsillotomy . . . J. F. O'Donnell, auditor, spent a few days at the Monogram exchange.

D. Salazar has leased his theatre in San Luis, Colo., to Premier Theatres . . . Reports Chic Kelloff plans to build a $10,000 theatre in San Luis . . . J. B. Melton, owner of the two Victory theatres here, is spending some time in town, arriving from his Florida plantation.

The Rocky Mountain Screen Club is planning a golf tournament, to be restricted to members, at the Green Gables Country Club, June 11 . . . Eddie Loy, Universal salesman in Salt Lake, was here visiting friends, as was Barney Rose, manager of the Universal branch in San Francisco.

Art O'Connell, Universal salesman, spent his week's vacation helping Mrs. O'Connell clean house . . . Henry Friedel, Bob Cain and Ross Bluck, have taken to their mountain homes for the summer.

Conventions are occupying the time of most of the branch managers and salesmen. A partial list of those attending meetings from here: To the M-G-M meet, Henry Friedel, Bob King and Dan Foley, and while Friedel is away, Bob Cain, salesman, is acting manager; Manager Joe Ashby and Salesmen F. J. Lee and F. P. Brown go to New York for the RKO meet, and Earl Collins, manager, and Al Hoffman, Alex Singelow and Bern Mariner, United Artists, go to Chicago to learn of new UA product.

Union Restrained From White Center Activity

SEATTLE—Superior Court Judge James B. Kinne has granted an order temporarily restraining Operators' Local 154 from using sound truck equipment or distributing handbills in the vicinity of the Center Theatre at White Center.

At the same time, he denied a request by the union, in a cross-complaint, seeking an order to restrain W. T. Coy and Ernest Lindgren, co-partners of the theatre, from "any acts of violence" against union members. The court ruled the union failed to prove the theatre management was involved in pouring boiling water on two union members recently near the theatre or that a shot fired into a sound truck was the act of the management.

ATOI Mid-Summer Convention Set

INDIANAPOLIS—The convention committee of Associated Theatre Owners of Indiana announces the group's third annual mid-summer convention will be held June 25-27 at Spring Mill Park, near Mitchell, Ind.

Earlier announcements gave the meeting place as the Spink-Wawasee Hotel at Lake Wawasee, Ind., where the conventions heretofore have been held, but the committee decided to give exhibitors in the southern end of the state a break this year after many requests.

The annual golf tournament will be held as usual. It will be played on the beautiful course at Bedford.

ATOI Directors Complete Summer Convention Plans

INDIANAPOLIS—At the regular monthly directors' meeting of Associated Theatre Owners of Indiana, plans were completed for the group's mid-summer convention, and much discussion was given over to "Primrose Path" and "Strange Cargo" as to what action should be taken on requests from various religious groups that theatres not play the films.

The regular June meeting will be postponed until the first night of the summer convention, June 25, which will be held at Spring Mill Park near Mitchell, Ind., it was decided.

Roy Harrold to Washington For Allied Board Meeting

INDIANAPOLIS—Roy E. Harrold, president of ATOI, left Friday afternoon for Washington, D. C., to attend the national Allied board meeting scheduled for Saturday morning. He will stay over to attend hearings on the Neely bill, which started May 13.

Building in Elkhart

ELKHART, IND.—Smith Frye is constructing a theatre on South Main Street here, opposite the Bucklen.

Warner May Invite Some Exhibitors to Conclave

CHICAGO—Prominent exhibitors in this area are expected to be invited to sessions of the Warner convention to be held here June 17-19 at the Blackstone. This western division meeting will follow by a week a similar eastern session June 10 to 12 in Pittsburgh. The 1940-41 product lineup will be announced to the men at both sessions.

All Warner executives are expected to attend, headed by the Warner brothers, Gradwell L. Sears, general sales manager; Hal B. Wallis, executive producer; Joseph Bernhard, general manager of Warner Theatres; Charles Einfeld, advertising and publicity director; Carl Leserman, assistant sales head; Mort Blumenstock, in charge of advertising and publicity in the east; and others.



Aeronauts—

West coast bound are members of Jack Benny's radio troupe: Left to right they are Dennis Day, Eddie (Rochester) Anderson, Writer Bill Morrow and Benny. Benny continued his stopover in Chicago for a day to make personal appearances in connection with his latest Paramount starrer, "Buck Benny Rides Again."

Rodgers Is Proud Of Leo's Lineup

CHICAGO—William F. Rodgers, M-G-M general sales head, while telling the midwestern sales conference about plans for next year during the conclave here at the Drake Hotel, took time out to show the salesmen what "an outstanding late spring and summer lineup we have available starting immediately for the exhibitors."

Rodgers said he saw in final or rough form eight productions, all to be ready within the next month or so. "I have never before seen any one company to have available for exhibitors such an outstanding lineup, especially in the so-called 'dog-days.'"

The lineup, Rodgers announced, consisted of "Edison, the Man," starring Spencer Tracy; "Waterloo Bridge," starring Vivien Leigh and Robert Taylor; "New Moon," with Jeanette MacDonald and Nelson Eddy; "Susan and God," with Joan Crawford and Fredric March; "Pride and Prejudice," with Laurence Olivier and Greer Garson; "Boom Town," Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr; "Andy Hardy Meets a Debutante," with the usual Hardy cast, plus Judy Garland; and "The Mortal Storm," with Jimmy Stewart, Margaret Sullavan and Frank Morgan.

After conducting the local sales meeting, Rodgers was expected to head east, accompanied by Edward Saunders, western sales manager, for the premiere of "Edison, the Man" in six theatres simultaneously in the four Oranges, North, East, South and West, of New Jersey on Thursday night.

Rodgers had no further comment to make while here on his recent attack on the Neely bill before the Pacific Coast Conference of Independent Theatre Owners in Los Angeles. He merely reiterated that M-G-M would have to cut its film output by 25 per cent if the Neely bill is passed, because "we would have no 'Hardys' or 'Kildares,' for we could not afford to experiment with such pictures as we now do."



At National Screen's "Premiere"—

Milwaukee and outstate Wisconsin exhibitors at the opening of the new National Screen exchange in Milwaukee. Among those in the group are Morton Van Praag, Chicago district manager; Lou Patz, Milwaukee branch manager; Chris Chinn, Henry Kohn, Sam Stein and Ben Miller, National Screen; Verne Touchett and Roy Pierce, Fox-Wisconsin Theatre district managers; Eddie Weisfeldt, Riverside Theatre; William Koster, Miller Theatre; R. P. Williams, Brodhead, Wis., and Bernice Robb, Warner-Saxe Theatres.

Rowe Hot on Paper; To "Pour It On"

ST. LOUIS—Circuit Judge Thomas J. Rowe jr., who recently sentenced Ralph Coghlan and Daniel R. Fitzpatrick, employes of the St. Louis *Post-Dispatch*, to jail terms and fined them and the Pulitzer Publishing Co. for contempt of court, has revealed his intentions to "pour it on the *Post-Dispatch*."

Part of his campaign against the newspaper is to ask the June term grand jury of the circuit court for criminal causes, when it convenes on June 3, to investigate the actions of the newspaper with a view to determining whether there is reasonable grounds to return indictments charging criminal libel.

At a recent meeting of the St. Louis Bar Ass'n, Judge Rowe spoke his mind concerning the *Post-Dispatch*, saying: "The contempt case is just the beginning—just a part of it. I'm going to have the grand jury look into all this criminal libel they've been printing. Not civil libel, criminal libel.

"Contempt is just part of it. That's first. Then comes the matter of criminal libel. I'm going to pour it on the *Post-Dispatch*. I'll give them all the jury trials they want.

"Maybe Mr. Pulitzer will be indicted. How will he like that?"

Judge Rowe is known to have unburdened his views on sundry other occasions. So it looks like a war to the death between the judge and the newspaper.

As has been printed, the Missouri supreme court has accepted complete jurisdiction of the contempt of court case, and it also has permitted the Missouri Press Ass'n to intervene as a "friend of the court." Judge Rowe rejected a request of the association to exercise this function when the matter was before him. He fined the paper's publisher $2,000. Coghlan received a $200 fine and 20 days in jail and Fitzpatrick, a cartoonist, a $100 fine and ten days in jail.

Judge Rowe objected to two editorials and a cartoon commenting on his action in freeing John P. Nick, former IATSE vice-president, under a demurrer in his trial on a charge of alleged conspiracy to extort $10,000 from motion picture theatre owners in the fall of 1936. Later, on advice of Judge Rowe, Circuit Attorney Franklin Miller dropped the companion charge against State Representative Edward M. Brady.

"Edison, the Man" Opens At the United Artists

CHICAGO—B&K opened M-G-M's "Edison, the Man" here at the United Artists a day after the premiere of the film in the Four Oranges, West, East, North and South Orange, N. J. The film opened there Wednesday night, and here on Thursday (May 16).

It Looks Like a Tent for Chicago

Chicago—Clyde Eckhardt, speaking briefly at the Tippy Harrison testimonial, let it be known efforts are being made to form a Chicago tent of Variety.

"I can say definitely now," he said, "that there will be a Variety Club in Chicago."

Press "Going College" At Galesburg Debut

GALESBURG, ILL.—Midwestern newspaper and tradepaper writers will "go college" next Tuesday, May 21, when Paramount world premieres "Those Were the Days" ("At Good Old Siwash") here. The film is a picturization of college life 40 years ago at Knox College.

Galesburg merchants are cooperating with Paramount and Great States to put on the premiere at the Orpheum here. It will be a two-day affair, with the arrival on Monday of the All-American College Queens as guests of Knox College students. Town and townsfolk will be arrayed in 1904 decorations and costumes. There will be an old-time college campus rally, with a huge bonfire, military review and a reception.

Tuesday will see a dress parade in the afternoon, a press banquet, followed by an NBC broadcast over 90 stations originating from here, of the Frank Crumit and Julia Sanderson "The Battle of the Sexes" program. The premiere in the evening will be followed by a movie ball.

William Holden, Bonita Granville and Judith Barrett, of the film's cast, plus J. Carrol Naish, Lynne Overman and Muriel Angelus, in addition to Ted Reed, producer-director of the film, are expected here. Mrs. George Fitch, widow of the author of "Good Old Siwash," is also expected, as are scores of newspaper and magazine representatives, motion picture tradepaper reporters and newsreel cameramen.

Ralph Ravenscroft, of Cliff Lewis' studio publicity department, has been handling details of the event.

Vaude-Film Policy Will Reopen Chicago Palace

CHICAGO—The Palace is expected to reopen about July 26 or August 1, with a vaude-film policy, it is understood.

Meanwhile, the Universal and RKO product becoming available during the interim will be used by Jones, Linick & Schaefer at the Oriental, where a vaude-film policy is now in effect. The initial offering at the Oriental was Milton Berle on the stage, with Universal's "If I Had My Way," the new Bing Crosby film. The Oriental is getting a 65-cent top, with the morning and afternoon prices, 35 and 50 cents.

A Ruling Is Due on "Birth of Nation"

CHICAGO—Judge Donald McKinlay was expected to give his decision Friday of this week on whether "Birth of a Nation" may still be shown in Chicago proper.

In court for several months now has been the problem of whether the film should still be shown. Producers of the film have had a permanent injunction since 1917 restraining the city police department from interfering with its showing. However, a synchronized sound version is now available, and the city contends the old injunction does not cover such a film.

Meanwhile, the Society for the Advancement of the American Negro has taken up the problem with Judge McKinlay as to whether the film itself can be shown, in view of a state statute passed a few months after the original injunction was given in 1917. This statute prohibits the showing of any films holding up to ridicule or derision any race or creed, and Earl Dickerson, Negro city alderman, arguing for the group, contends that statute covers "Birth of a Nation."

Likewise, the Civil Liberties Committee, headed by Ira Latimer, has gone into the argument. Latimer contends the city ordinance governing censorship of films and the state statute, are both unconstitutional, since they do not guarantee freedom of speech in motion pictures.

"Motion pictures today are more than entertainment," he said. "They are mediums for the transmission of ideas and information and as such are not subject to any more censorship than newspapers. Newspapers can comment on anything political, and so should motion pictures, which cannot under the present system of censorship in Chicago. We are still seeking the change of this censorship system here, seeking only to permit censors to pass on obscenity in films."

Press to South Bend for Shooting on "Rockne"

CHICAGO—Chicago newspaper and tradepaper writers were to go to South Bend this week to see actual shooting of scenes on the Notre Dame campus for the Warner production, "The Life of Knute Rockne."

Graduation scenes of the young Rockne, played by Pat O'Brien, and the burial of the great coach, were to be filmed while the newspaper contingent looked on. It is understood scenes to be made inside the Notre Dame Cathedral on the campus will be the first ever to be made there. Besides O'Brien, Donald Crisp, who has a feature role in the film, are in South Bend, in addition to a location unit of about 20.

Here handling publicity on the unit were George Shaffer and Bill Rice. Both are studio publicists.

Laughing With Leo

By GENE RICH

CHICAGO—The M-G-M regional closed here Tuesday night when all of the delegates, led by General Sales Manager William F. Rodgers, Western Sales Manager Edward Saunders and District Managers Jack Flynn and Harris Wolfberg, dined in dinner jackets at the Chez Paree. Sophie Tucker, headlining at the popular Windy City nitery, let the customers know Leo and his midwestern cohorts were in town, with special gags.

All of the delegates were provided with tickets to their choice of legitimate stage attractions in Chicago, Monday night. Practically everyone went to see Katharine Hepburn in "Philadelphia Story" at the Erlanger, which M-G-M will film starting June 4.

Julian King, Chicago salesman, was back in time for the convention, following a brief vacation at his home in Alabama.

Sandy Gottlieb, just promoted from student salesman to a regular on the Milwaukee staff, attended his first M-G-M confab as a full-fledged salesman.

When everyone went to the show Monday night, Bill Cameron, George Turner and C. R. Stoflet, Minneapolis salesmen, showed what he-men in the northwest are made of. They walked all the way from the Drake to the Erlanger, instead of cabbing it.

The two Shumows held their usual convention bull-session. Harry J. is branch manager in Omaha, and A. Jack is sales manager in Chicago.

J. L. Kelly, who has been assigned to the Chicago office, leaves soon to work out of the Minneapolis office.

John X. Quinn, St. Louis branch manager; W. E. (Doc) Banford, Chicago manager; Julian King, Chicago salesman; and Norman Pyle, Chicago exploiteer, talked over old times when they all worked out of the St. Louis and Kansas City offices.

Max Schwartz and Howard Beck, new to the Chicago sales area, almost sat in the wrong sections during the opening meeting. Reason: Beck was just transferred from Detroit, and naturally went to sit where Auto City Branch Manager Frank Downey and his crew were; and ditto Schwartz, just moved over to the Windy City from Milwaukee.

Bob Hope Tries Out Some Gags at Rialto, Joliet

CHICAGO—Bob Hope, doing a week here at the Chicago, stopped off on Thursday, May 16, for a tryout of gags at Great States' Rialto, Joliet. The Marx Bros. previously tried out some of their best at the same house.

Tippy Harrison Farewell Party Draws About 250

CHICAGO—About 250 men attended the testimonial dinner for Tippy Harrison at the Congress Hotel, given him in honor of his 22 years service in the motion picture industry as he left to enter the printing field.

Numerous speakers praised Harrison's efforts through the years. He was presented with a star-sapphire ring by Jack Kirsch, representing Allied Theatres, of which Tippy was a director, and those attending the dinner. Kirsch spoke briefly, wishing Harrison well in his new venture.

One of the big laughs of the evening came, though, when Lou Harrison, also of the Goodman-Harrison circuit, gave Tippy the dubious honor of credit for instigating double features over 20 years ago. "There is 'double-feature Tippy,'" quipped Harrison, as he "explained," that Tippy, when coming to work for the circuit in 1918 "bought 168 pictures from Paramount, so we had to play them off two at a time."

Julius Goodman, senior partner of the circuit, spoke briefly and said that "the doors of Goodman and Harrison are always open to Tippy if he wants to come back." Other speakers were Jack Rose, Clyde Eckhardt, Van Nomikos, and Jack Miller, who was toastmaster. Dick Sachsel topped the evening off with one of his humorous dialect gags.

Motion pictures were taken by Max Levy, well-known in the industry, who now heads Excel Movie Products Co. in the 16mm field. These were shown later in the evening, and presented to Tippy, together with a projector and camera.

Levine Closes at Sycamore

SYCAMORE, ILL.—Stanley Levine has closed the Fargo for the summer.

CHICAGO

EDWIN LEVIN, for nine years with Balaban & Katz in its publicity and exploitation department, was to leave this week for New York, where he becomes associated with the promotion department of the new tabloid afternoon daily, *P. M.*, to be published by Ralph MacAllister Ingersoll.

George Dembow, vice-president in charge of sales for National Screen Service, was a local visitor . . . Mrs. Mannie Stutz, wife of the Sonotone owner, is spending the summer in California.

C. R. Long, home office checking supervisor for M-G-M, spent a few days at the local exchange, conferring with Bill Potts, Chicago checking supervisor . . . Speaking of home office representatives, reminds us of Jack deWaal, RKO's home office representative, currently at the local exchange. Jack wants it understood that he is NOT an auditor.

Stanley Johnson, of the Warner exchange billing department, has been promoted to a booker's spot . . . Johnson succeeds Ted Levy, who has been a Warner booker, but who has moved over to the RKO exchange in the same position, succeeding Dave Kimmel, who was transferred to Omaha by RKO.

Jack Osserman, RKO branch manager, is vacationing in Hot Springs . . . Florence Eisenberg is the new addition to the Indiana-Illinois office staff . . . Don Griffith is the new manager for the I-I Lex on the south side, succeeding Mel Bleiden, who resigned.

Harry Teitel of Indianapolis has returned after visiting his cousin, Abe Teitel. Both Teitels are in the film business . . . B. C.

(Continued on page 63)

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Plea for Injunction On Bingo to Wait

MILWAUKEE—Pending a ruling by the circuit court as to whether questions put to Charles W. Trampe, exhibitor and head of Film Service, Inc., by William B. Rubin, counsel for the American Luther Ass'n, need be answered, Trampe's plea for an injunction to restrain the Luther association from playing Bingo has been adjourned.

In an adverse examination before Court Commissioner Charles Orth, Trampe refused to answer most of the questions asked of him on advice of his attorney, B. J. Miller.

Question put by Rubin indicated that he seeks to show that Trampe had not sued with "clean hands." Rubin asked, and Trampe refused to tell, whether he belonged to any organization or clubs that permitted Bingo or other games of chance. Miller also refused to answer similar questions.

In the meantime, the lack of enforcement on the part of local officials in connection with Bingo violations was brought into the open when a group of theatre men appeared before Chief of Police Joseph T. Kluchesky pressing for action.

Those calling on the chief included Trampe, Miller, Harry Perlewitz, business manager for the ITPA of Wisconsin; Howard J. Gleason, representing Warner-Saxe Theatres, and LeRoy Pierce, representing Fox Wisconsin Amusement Corp.

Following the exhibitors' request for action, the chief asked for a statement of policy from District Attorney Herbert J. Steffes, who reiterated the stand he took last November by declaring that he would issue no state warrants against charity Bingo in Milwaukee county.

Herman J. Eggert, proprietor of a south side bookstore who was one of a group of small business men which brought the first civil action against Bingo here in July, 1939, died last week after an illness of about three months.

Kirsch Is in Washington To Champion Neely Bill

CHICAGO—Jack Kirsch, president of the Illinois unit of Allied, was in Washington this week in connection with the Allied drive in behalf of the Neely bill.

Long-Termer to Morris

HOLLYWOOD — Warner has renewed Wayne Morris, handing him a long-term acting ticket.

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Fanchon & Marco's first "Award of Supremacy" goes to that man who made famous the "Kollege of Musical Knowledge." Here, Harry C. Arthur jr., general manager of the circuit's theatre operations in St. Louis, awards the silver trophy to a fittingly outfitted Kay Kyser whose stage engagement at the 5,000-seat Fox shattered all existing attendance records of the St. Louis deluxer.

Kay Kyser and Band Win "Award of Supremacy"

ST. LOUIS—For breaking every existing attendance and gross record of the 5,000-seat Fox here, Harry C. Arthur jr., president and general manager of Fanchon & Marco Service Corp., presented to Kay Kyser the first Fanchon & Marco "Award of Supremacy" for "outstanding achievement in the field of theatrical exhibition."

The award was made by Arthur during the closing stage performance before a packed house of 7,500 patrons. Approximately 20 inches in height, the silver trophy features a statuette of a girl in a draped gown with hands outstretched and proffering a symbol of achievement.

The "Award of Supremacy," it was revealed by Arthur, will be presented wherever and whenever an outstanding achievement or event takes place, with at least three awards to be made annually for (1) the most outstanding boxoffice stage attraction; (2) the most outstanding boxoffice film production; and (3) the most outstanding film executive (distributor or producer) of the current year.

Weekend Suffers

CHICAGO—The warm weather delivered another weekend blow to the boxoffice this week. Both loop and suburban houses took it on the chin.

B&K Screening

CHICAGO—B&K screened Paramount's "The Biscuit Eater" at the Esquire for various women's groups, including Parent-Teacher Associations and the Better Films Council.

Seven Seek to Set Aside Stipulation

ST. LOUIS—The action late last week of seven defense intervenors in the receivership suit against Local No. 143 in asking Circuit Judge Ernest F. Oakley to strike from the files of the proceedings a stipulation presented on May 8 accepting the decision of Judge Oakley against the defense, presents a new angle to the proceedings.

The stipulation had been agreed to by John P. Nick, former international vice-president of the IATSE; Clyde A. Weston, former business manager for Local 143, one of their attorneys; counsel for the international union and several of the original defense intervenors, as well as the present officers of No. 143.

The seven men who now seek to set aside the stipulation are Leroy Stone, Arthur Wiegraffe, Henry Duncan, Anthony Cammarata, James Callahan, Joseph L. Peroutka and N. A. Polito jr. They hold projectionist jobs, but do not have cards in Local 143, having been at work under cards issued by the international union at the request of Nick. Under terms of Judge Oakley's ruling, these international cards would no longer be recognized.

These seven, through their attorney, have questioned the jurisdiction of Judge Oakley, contending he cannot act on the stipulation filed on May 8 because Nick and Weston have appealed to the Missouri supreme court. Further they contend defense intervenors who signed the stipulation were not acting for them. Part of the agreement entered into at the time the stipulation was signed is for Nick and Weston to withdraw their appeal to the supreme court.

In the meantime the question of fees to be paid receivers and their attorneys in the receivership proceedings is under consideration.

St. Louis Union Dispute Settled; F&M Parleys

ST. LOUIS—Settlement of the dispute for control of Local No. 143 of the operators union was reached last week in Judge Ernest F. Oakley's court when John P. Nick, former vice-president of the IATSE, and Clyde A. Weston, ex-business agent of No. 143, abandoned the fight against their ouster and in their turn, the new officers of the local relinquished all claim to the $48,399 which the court ruled several weeks ago was due the union from Nick and Weston. The appeals to the Missouri supreme court, taken by Nick and Weston, are to be dropped.

The agreement also paves the way for a settlement of the dispute that has been in progress since last September between Fanchon and Marco interests and the anti-Nick faction in the union. The dispute centers around the separate working agreements that F&M has with Nick supporters among the projectionists.

Plans Are Completed for Variety's Charity Show

INDIANAPOLIS—The local Variety Club announces plans are completed for its Charity Show to be held at the Lyric the night before the big 500-mile Memorial Day race, May 29.

An elaborate stage presentation as half of the two and one-half hour show to be given has been booked. The unit, now on a coast-to-coast tour, is Elbern Calvert's "The Egyptian Follies," which played for five months in London.

Charles M. Olson, owner of the Lyric, will soon announce his program for the week of the Variety Charity Show. He has offered to furnish the major portion of his program for the second half of the giant all-stage show.

Milwaukee May Review "Primrose Path" Permit

MILWAUKEE—Mayor Carl F. Zeidler has requested the motion picture commission to reconsider its approval of the film, "The Primrose Path," currently playing Fox's Palace here.

In making his request, the mayor said he had received numerous complaints about the film and took the commission to task in a letter by declaring, in part, that "it is intended to be a public body responsive to public opinion. It should not be a rubber stamp."

According to Frank B. Metcalfe, chairman of the commission, the picture was approved by that body after a careful review.

"Rebecca" Is Lauded by Film Council Listing

CHICAGO — The Chicago Better Films Council bi-monthly listing for April, included in the family group: Warner's "British Intelligence" and "Virginia City;" "It's a Date (Univ); "Seventeen" (Para't); and "Young Tom Edison" (M-G-M).

In the mature listing there were: "Adventure in Diamonds" (Para't); "Dr. Ehrlich's Magic Bullet" (FN); "Half a Sinner" (Univ); "I Take This Woman" (M-G-M); "Too Many Husbands" (Col); "Louise" (St. Maurice); and "Rebecca" (UA), of which was said, "previewers . . . predict a place for it 'among the best of the year.'"

Trunick Is St. Louis Area Photophone Sales Head

ST. LOUIS—W. H. Trunick, formerly in the Chicago office of RCA Photophone, has been transferred here to take charge of sales in the St. Louis territory. He will headquarter at the L. T. Rockenstein Co., theatre supply dealers on Filmrow.

Trunick succeeds J. F. (Jack) O'Brien, who has been transferred to Boston where he is in charge of all RCA Photophone sound and reproducing equipment sales in the New England states. O'Brien succeeded H. C. Elwes, who is to take up special duties in the RCA home office in Camden, N. J.

CHICAGO

(Continued from page 61)

Alexander of Alexander Film, just about the time you are reading this, is catching loads of fish (he hopes) in the Lake of the Ozarks.

Kay Morrison of the M-G-M office staff was in Billings Hospital this week for an illness checkup . . . "The Little Flower," a religious film, played this week at the Chopin . . . Bob Hartman is one of those "in and out again" guys. He flew back from Los Angeles after six weeks there, remained at his International Enterprises office here a day, and then planed out again for Atlanta . . . Incidentally, Cal Hermer, formerly with BOXOFFICE, is now in Los Angeles for International Enterprises.

Sam Kaplan of Al Dezel Roadshows is back after spending two months in the St. Louis territory booking "Paroled From the Big House" . . . Edgar E. Lloyd, New York distributor of foreign films, was here making deals with local exhibitors.

Sam Clark postcards several of his friends from Palm Springs where the Warner exploiteer is now recuperating from his recent sige of pneumonia.

Jack Hess goes in at Music Corporation of America as Chicago publicist June 1, succeeding Bill Green, resigned . . . Warner theatre managers in the Chicago area held a regular meeting this week.

Lou Hunt, formerly district manager for National Theatre Supply here, is back from Florida. Hunt, who retired last year, is considerably improved in health.

Bill Brumberg, Warner assistant branch manager, is worried about Tom Norman of the Pal, Palatine, Ill. He noticed Tom hobnobbing with Dorothy Nessel of the Daily News *at the screening of Warner's "Cavalcade of Academy Awards." "What next," mused Brumberg, "after having met Ann Sheridan, receiving a photograph from Hedy Lamarr and hobnobbing with Dorothy Nessel."*

The Ed Sullivan troupe, returning to the west coast, passed through Chicago before boarding the Santa Fe Chief. Also on the Chief were Kay Kyser and his band headed Hollywood-way for another RKO film.

Alice Faye and Edward Arnold stopped briefly at Chicago airport Tuesday en route on a TWA plane for the Pittsburgh premiere of 20th Century-Fox's "Lillian Russell," in which both appear.

Stuart Tomber of the B&K Garrick staff will become associated with Roy Bruder in his new bowling alley and cocktail lounge in East St. Louis, it is understood. Tomber is expected to leave about June 1 for East St. Louis to assist Bruder in plans for getting the venture started.

All Officers Re-elected By Indiana's Indorsers

FORT WAYNE, IND.—All officers of the Indiana Indorsers of Photoplays were re-elected at the 25th annual state convention held here at the Hotel Anthony.

They are: Mrs. B. J. Roberts, Fort Wayne, president; Mrs. Ferd Lucas, Greencastle, first vice-president; Mrs. A. J. Hueber, Indianapolis, second vice-president; Mrs. E. L. Burnett, Indianapolis, third vice-president; Mrs. E. J. Finch, Indianapolis, fourth vice-president; Mrs. L. A. Fonner, Fort Wayne, corresponding secretary; Mrs. E. D. Campbell, Fort Wayne, recording secretary; Mrs. Joseph McCord, Greencastle, treasurer; Mrs. H. D. Tutwile, Indianapolis, auditor, and Mrs. R. Earl Peters, Fort Wayne, parliamentarian.

Prof. Preston H. Scott, director of speech at Wayne University, Detroit, was guest speaker at the meeting, his subject being "Current Problems of Motion Pictures." Professor Scott, speaking on the matter of indorsing films, suggested "selectivity, not on a basis of pictures, but on a basis of people." He also discussed problems of producers and exhibitors and the effect of films on both adults and children.

About 100 women from clubs throughout Indiana attended the meeting.

Mrs. David Ross Talks on How Exhibitors Buy Film

INDIANAPOLIS—Mrs. David Ross, president of the local Indorsers of Photoplays, was guest speaker at a Women's Republican Club meeting. Her subject was, "How the Exhibitor Gets His Pictures."

Ex-Circus Man Dies

BLOOMINGTON, IND.—Henry B. Gentry, 75 years old, founder of the Gentry Bros. dog and pony shows and a former manager of the Sells-Floto circus, died here at the home of his sister, Mrs. Emma Evans.

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MT156 Aisle Lights
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MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
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MT180 Theatre Chairs
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MT194 Fluorescent Lamps and Fixtures
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MT199 Cove Lighting
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MT262 Projector Parts
MT263 Projector Pedestals
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MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
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BOWLING

MILWAUKEE—Duplicate silver loving cups have been presented to the teams of the Burleigh Theatre and the RKO exchange as co-champions of the Milwaukee Theatrical Bowling League.

Glenn Wood emerged individual bowling champ with a 187 average in 72 games bowled. Tied for second were Eddie Gavin and Nick Meuren with 186.

Final team standings:

	Won	Lost
Burleigh Theatre	50	28
RKO	50	28
Columbia	48	30
Paramount	46	32
Standard Theatres	44	34
Projectionists Union	40	38
Avalon Theatre	39	39
Film Service, Inc.	37	41
United Artists	37	41
Loew's	36	42
Warner	35	43
Republic	34	44
Saxe Circuit	34	44
20th Century-Fox	33	45
Universal	32	46
Monogram	29	49

Finishers among the first ten bowlers besides those listed already were: Elmer Klase, G. Graack and Charlie Trampe, 179; L. McDaniels, 178; O. Peterson and Jack Lorentz, 175; and B. Bristol, 174.

Brinkmeyer Observes 30th Anniversary of Theatre

ST. LOUIS—J. Fred Brinkmeyer, manager of the Hi-Way Theatre on No. Florissant Boulevard, is celebrating the 30th anniversary of his house.

Brinkmeyer, who formerly was general manager of the St. Louis Amusement Co., took over the management of the Hi-Way Theatre about six years ago. The house at that time was known as the Montgomery, and was operated by Harry Koplar and his brothers, who had bought it from the builder, the late O. T. Crawford. Three years ago the old Montgomery was completely remodeled under the supervision of Harold Koplar, nephew of Harry Koplar. At about the same time the street after which it was named became an extension of Florissant Boulevard, and the theatre became the Hi-Way.

Reins to Dorothy Arzner

HOLLYWOOD—Dorothy Arzner will direct "Dance, Girl, Dance," the Erich Pommer production for RKO.

Form Theatre Corporation In Cape Girardeau, Mo.

CAPE GIRARDEAU, MO.—The Shirley Theatres Corp. has been incorporated here with $2,000 capital to build and operate motion picture theatres. Incorporators were: Edward J. Rosecan, 59 shares; Olga Rosecan, one share; Victor Klarsfeld, 39 shares, and Shirley Klarsfeld, one share. Papers for the incorporation were prepared by Sam Friedman, Hannibal attorney.

The company contemplates the reconstruction of a commercial building here into a 500-seat theatre. The proposed new house will cost about $25,000.

Rosecan owns the 400-seat Rialto in Hannibal.

Sosnas Let Contract for New Theatre in Mexico

MEXICO, MO.—Building contract for the new 400-seat theatre to be opened here by Sam and Louis Sosna, of Moberly, has been let to I. N. Brown of this city.

Ludwig Abt, Moberly architect, is in charge of the plans for the new house. An existing one-story building is to be remodeled at a cost of about $10,000.

"Philadelphia Story" Will Be Filmed With Hepburn

CHICAGO—After a five-week run, which was none too generously patronized, "Philadelphia Story," starring Katharine Hepburn, was scheduled to close May 18, at the Erlanger. Miss Hepburn is due to report next on the M-G-M lot, where she will star in the film version of the play.

Use Lambert Profile

RACINE, WIS.—Stanley Lambert, manager of the Warner Rialto, got the local house some extra publicity when his profile was used in the *Journal-Times* as part of a series on Racine business and professional people in connection with a limerick contest.

Burlesk Adds Films

ST. LOUIS — The Grand Theatre has changed its policy from straight burlesque to a combination of films and burlesque. The house has been air-conditioned.

MILWAUKEE

THE Pabst is currently playing Grace Moore's latest film, "Louise" . . . L. F. Thurwachter opened his new Pix at Waukesha, May 17 . . . "The Man With Nine Lives" and "The Human Monster," a twin horror show, is currently playing Fox's Strand.

Savoy at Watertown has gone dark . . . Standard's Vogue at Kenosha has gone in for a 10-cent admission policy on Tuesdays and Wednesdays . . . The Oshkosh in Oshkosh is conducting a series of four cooking school matinees on Wednesdays.

Richard N. Greenwood, president; H. C. Perry, secretary-treasurer, and Leo Jiranek, designer for the Heywood-Wakefield Co., recently visited the firm's subsidiary, the Lloyd Manufacturing Co., Menominee.

The Rio at Appleton was the scene of the Post-Crescent's fourth annual fisherman's party . . . The Badger at Merrill offered a one-month pass to the parents of the first baby born between May 9 and 11 as a plug for the flicker, "A Child Is Born."

Lee Woodward, Racine projectionist for 13 years, died last week in Kansas City . . . The Grand at Wausau staged its second annual fisherman party with $150 in fishing equipment for prizes.

The Menominee, Mich., city council has approved a contract with National Theatrical Alliance of Stage Workers and Movie Operators covering the employment of stagehands at the Municipal Auditorium.

Zanuck Optimistic Over New Season Properties

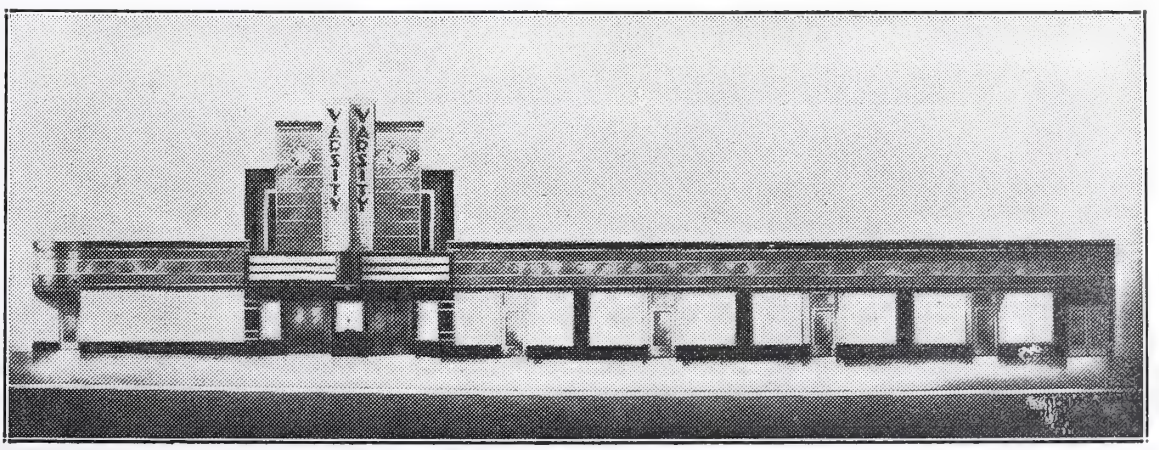
CHICAGO—Stopping off in the Windy City en route to New York for conferences with home offices executives, Darryl Zanuck, general manager in charge of production for 20th Century-Fox, was optimistic about his company's next season's properties. He is expected to testify in the government suit while in the east.

With Zanuck was William Goetz, his executive assistant; Sol Wurtzel, producer, and Mack Gordon, of the song-writing team of Gordon and Revel, who is in charge of music at 20th-Fox.

Zanuck disclosed he had closed a deal for Stewart Edward White's "Wild Geese Calling." He paid $75,000 for screen rights to the best seller.

New Cairo House

The new "Varsity" at Cairo, Ill., being erected by the I. W. Rodgers Theatres, has a tentative opening date of July 1. It will seat 1,100 in a stadium type auditorium. The building also provides five shops and store rooms. O. W. Stiegemeyer, St. Louis, is the architect; Edgar Stephens of Cairo is the contractor.



INDIANAPOLIS

SEEN along Filmrow: E. R. Crouch, Fairmount Theatre, Fairmount; D. D. Lee, Princess, Cayuga; Harry Van Noy, Paramount, Anderson; Ferd Nessel, State, Anderson; Ben Van Borssum, Savoy, Terre Haute; Mrs. Elsie Blessing, Royal, Danville; Roy E. Harrold, Princess, Rushville; Art Clark, Indiana, Bloomington; Doyle Carter, Roxy, Bloomington; Anthony Bokas, Lido, Argos; Nick Paikos, Diana, Tipton; Howard F. Morin, Morin, Brookville; Joe Schilling, Auditorium, Connersville; Dallas E. Cannon, Kent, Kentland.

Also Frank Reimer, Quimby Theatres, Fort Wayne; Dick Vlastos, Fowler, Fowler; J. N. Dixon and wife, Flora, Flora; Maurice Rubin and wife, Tivoli, Michigan City; Alex Manta, Indiana-Illinois Theatres, Chicago; Walter F. Easley, Tree, Greensburg; Mannie Marcus, Eastern, Fort Wayne; W. L. Passen, Amus-U, Jasonville; Merrill Moore, Palace, Kokomo; Mrs. Janet Prewitt, Prewitt, Plainfield; Sam W. Neall and wife, Indiana, Kokomo; John Doerr, Gregory Theatres booker, Chicago; Jerome Vogel, River Park, South Bend; Harmon E. Allison, Ritz, Mooresville; Phil Schloss and A. J. Inks, Crystal, Ligonier.

Earl Cunningham announces that this month marks the 12th anniversary of the opening of the Fountain Square Theatre . . . Col. Ken Collins, manager of the Indiana, planned a real southern welcome for Anna Neagle, when she came here May 17 to appear at the theatre in connection with her new RKO picture, "Irene." Miss Neagle was accompanied by a dancing partner and Herbert Wilcox, her fiance as well as producer-director.

Filmrow reports that among those announcing wedding plans are Donald Cox, booker at RKO, who will marry Miss Helen Eldridge on June 22. Mary Lou Lindesmith, biller at Columbia, announced her recent marriage to Richard L. Chapman . . . Mrs. Wilma Feaster, of the Columbia exchange stenographic staff, is vacationing . . . Irving Tamler, operator of the Tuxedo, has appointed "Babe" Lambert his assistant manager . . . Sam Levinsohn, theatre chair salesman, was in town.

A. C. Zaring, operator of the Zaring, and Eddie Zeyen, manager, maintained their Mother's Day custom of long standing. All mothers past 50 were invited to be the theatre's guests last Sunday. The program included a musical tribute of two minutes played by "Burkie" Burkette at the organ console . . . Carl Niesse, operator of the Voge, is telling friends of his acquaintance with Robert Coote, a character player he met at the Variety convention in Dallas . . . Bud Holt, manager of the Cantor circuit's Emerson, announces plans are ready for a complete remodeling of the front of the theatre.

"Hoagy" Carmichael, former Indianapolis resident and now in Hollywood as a song-writer, is co-author of "Can't Get Indiana Off My Mind" . . . Claude Allison, manager of the Strand, noted for his strange exploitation stunts, recently topped them all in connection with the showing of the serial, "The Green Hornet." Allison says he will present guest tickets to the first 50 persons who bring him a hornet. It must be dead and pinned to a piece of paper . . . Thirty pupils at Manual Training High School have been formed into a Motion Picture Study Club. At their meetings they discuss and criticize films. They will attend a screening of "The Biscuit Eater" this week at the Paramount exchange.

Rud Lohrenz, district manager for Warner Bros., spent the greater part of last week at the local exchange conferring with Fred Greenberg, manager . . . Art Baker, manager of the Circle, was confined to his home for a few days with a nervous stomach disorder . . . Horace Spencer, head checker at the RKO exchange, underwent an emergency appendectomy at Methodist Hospital. He is recuperating very nicely . . . Carl Shalit, district manager for Columbia, was in town visiting at the local exchange . . . Roy Churchill, RKO branch manager, attended the world premiere of "My Favorite Wife" in Louisville.

As a result of the many protests received by theatres in Indianapolis requesting them to refrain from showing "Strange Cargo," a special screening was held for members of the Catholic clergy in an effort to iron the situation out. Many theatres with bookings on the picture already set, will go ahead and play the picture as per schedule.

Vote on Fast Time In Indiana Towns

INDIANAPOLIS—Daylight saving proposals in Indiana towns met with varied results when put to a vote.

Wabash residents rejected it by a vote of 1,499 to 1,141. Voters in Richmond have bitterly contested such a proposal for a number of years, and this year the idea was defeated by 684 votes.

Decatur voted 1,139 to 1,018 in favor. Immediately following the vote, the city council met and adopted daylight time which went into effect last Saturday, midnight.

The town of Berne also voted in favor of daylight time, but the proposal lost out in Portland, 981 to 934.

Softball Scores

CHICAGO—Scores of the first games in Filmrow Softball League were: M. J. Ingram Construction, 16, Spector Restaurant, 9; Henri Elmans, 21, National Screen Service, 6; 20th Century-Fox, 13, Hank Porters, 11.

MCA Publicist Resigns

CHICAGO—William H. (Bill) Green, who has been in charge of advertising and publicity for Music Corporation of America for the past two years, has resigned, effective June 1.

ST. LOUIS

THE first motion picture spotted at the Grand under its combination policy is "Marihuana" . . . "Ecstasy" is back for another trial heat at the Hollywood . . . "The Lash" is at the Lyric.

Midget automobiles that race at the Walsh Stadium on Oakland Avenue west of Kings Highway have been forced to muffle their noise. The city now has an anti-noise ordinance.

The French film, "The Story of a Cheat," played a four-night run at the S'Renco Art Theatre.

"Rebecca" is being played day and date at Ritz, Norside and Uptown in St. Louis, the Esquire in Richmond Heights, and the Varsity in University City.

Roger Gibbons of Peoria, Ill., seems to have something in those miniature Hollywood premieres he has been staging at various neighborhood and suburban houses. They gave the would-be Gables, Garbos and Powers a chance to strut their stuff and the other natives a chance to see how Hollywood is supposed to react to such affairs.

Members of the St. Louis Tent No. 4 of the Variety Club had a Bingo party Sunday in the club headquarters. A. L. Matreci is chief barker.

Miss Frances Elizabeth Barrett, daughter of Mr. and Mrs. David Barrett, on the afternoon of May 14 was crowned May Queen at Rosati-Kain High School. She was selected for the honor by the other members of the senior class of the school. Her father is St. Louis correspondent for this paper.

Mayor Bernard F. Dickmann has approved plans for the St. Louis Jubilee entertainment to be staged for nine days next September at the Municipal Auditorium to provide funds for the firemen's pension fund and charitable undertakings of the public employes welfare association.

It's Pyle's Latest

CHICAGO—Norman Pyle, M-G-M exploiteer who has been contacting small-town exhibitors playing roadshow engagements of "Gone With the Wind," has had some unusual experiences. His latest:

Pyle dropped in at Emden, Ill., a town of 500 where "GWTW" will play a one-night stand, May 30. It is being shown in the community hall, and R. L. McCormick, the local banker, is handling the details. Pyle had to drive three miles out of town to McCormick's farm home to confer with him and then found spring cleaning in progress. So McCormick pulled a table out of the house, set it up under a tree in the farm-yard and Pyle wrote the advertising and other exploitation copy there. The tickets will go on sale in the town's bank.

Circuits, Majors Sued By A. R. Johnson

MINNEAPOLIS—Alleging a conspiracy in restraint of trade to prevent him from obtaining screen product for his theatres, A. R. Johnson, former RCA Photophone representative and Time Theatre operator here, has filed a $523,000 anti-trust suit in U. S. district court at Sioux Falls, S. D.

Defendants named by Johnson are the Minnesota Amusement Co., the Welworth circuit and the Paramount, RKO, 20th-Fox, United Artists, Columbia, Warner Bros., Republic and Monogram exchanges.

Johnson had the Granada, Sioux Falls, S. D., and the Time and Pix, Aberdeen, S. D. He charges that the defendants conspired to put him out of business. The two Aberdeen houses recently were sold by Johnson to Ralph Green of Minneapolis.

Minneapolis Council Firm In Theatre Building Bar

MINNEAPOLIS—The Minneapolis city council once again went on record against any additional theatre construction at the present time. For the sixth or more time it rejected the application of E. L. Griffith to build and operate a $200,000 showhouse on a site owned by him.

On one occasion, during the several years fight which Griffith has waged, the council granted a permit to him. Later, however, it rescinded its action. He carried his battle into the courts without success.

Irving Gillman also waged an unsuccessful court fight to obtain a permit for a neighborhood theatre after the city council denied him a permit. Once the council lets down the bars, it has been indicated that anywhere from six to a dozen new theatres would be built.

Charlie Weiner to Leave Monogram on June 1

MINNEAPOLIS—Charlie Weiner, who has been sales head and part owner of the Monogram exchange here since its inception, is leaving the local office June 1. He plans an extended vacation in the east with his wife and family.

Since he came to Minneapolis from the west coast Weiner has won many friends.

Leo Peterson Acquires Two Houses in Pierre, S. D.

PIERRE, S. D.—Leo Peterson, formerly of the Black Hills Amusement Co., has acquired the Grand and Bijou theatres here—the Grand from Charles Lee Hyde and the Bijou from the Hipple estate. He will remodel the Bijou and re-name it the State.

More Royal Output

KANSAS CITY—William Pincus, manager of the Royal Film Exchange, announces the acquisition of 38 Producers Distributing Corp. releases and seven Judell films for distribution in the Kansas City area.

Kansas City Operators Agent Polling Public Film Taste

KANSAS CITY—In an effort to be helpful in a situation which, he feels, may force a dozen or more independent subsequents here to close their doors before fall, Walter Croft, business agent of the Motion Picture Operators local here, is conducting interviews with 1,000 members of the public to learn what they really want in the way of film programs and theatres in which to see them.

With the 1,000 interviews already one-third completed, Croft has found that only two per cent like the way films are being presented today in Kansas City. Of the more than 300 persons already contacted, 75 per cent have told Croft that whereas they used to go to theatres regularly three or more times a week, they now go only about once, not because of admission price but because "they do not like double and triple features, uncomfortable seats, poor sound and projection." Although about 30 per cent of those interviewed have been women, none of them is attracted to a theatre because of premiums or giveaways, and the men definitely do not want giveaways, according to Croft.

Ask for Shorts

What fans (and all of those interviewed admitted they liked films and went to see them) want is a variety program of one feature and short subjects. At least so they told Croft.

In order to assure himself of as honest a reaction as possible, Croft is doing the interviewing as a representative of a motion picture magazine. To get his interviews he has gone into grocery stores, homes, churches, clubs, etc. His coverage includes or will include factory workers, white collar workers, mechanics, business people, farmers, men on the street, and other types to give him a representative cross section of the film-going public in Kansas City.

"Ninety per cent of these people think there is too much entertainment," Croft commented. "They admit that if there are two programs, one with a double feature and the other with a single bill, they'll go to the double feature. Even though they don't like the double or triple feature type of program, they can't resist getting two or three for the price of one. They're psychologically Scotch. But they admit that they'd go oftener if they saw a balanced program of one feature and short subjects. In other words, the situation is such that they support a type of program they really don't want. Besides, today, the market is strictly a double and triple feature market. Only two theatres in town, and those in the higher admission bracket, offer single bills. People would have a devil of a time buying admission to a single feature program."

The solution, Croft believes, is for theatre operators to formulate a general amusement policy for the city; evolve a plan to get people into theatres instead of driving them out, which he says is being done. Film-goers are being weaned away from the theatre. The situation has got completely out of hand. The theory with dishes was that they would bring the women, and the women would bring the men. But more and more men are dropping their wives at the theatre and going on to bowl or do something else—or both are turning to other forms of amusement.

"The situation is really serious. There are a dozen or more independent houses in such shape right now that it seems impossible for them to manage to get through the slack summer months unless they get back to the show business. What's necessary is for exhibitors to quit worrying about competition of other exhibitors and start worrying about the competition of other forms of amusement; in other words, do something to bring people back into their theatres."

Differential Small

Croft thinks admission prices have little to do with current bad business in local houses. A nickel isn't going to make any difference in the frequency with which people attend the shows, his interviews show. But the lack of enough differential in prices between theatres does, Croft feels, have a bad effect. People won't wait six to ten weeks or more to see a show when the top price in town is 25 cents (first run balconies anytime) and the low is 15 cents (ten-cent nights ordinarily do not show No. 1 features). Naturally there are half a dozen day and date showings of the same program, which doesn't help any.

The type of program isn't the only deterrent to movie attendance, Croft found in the interviews. Judging from them, 25 to 30 theatres in Kansas City badly need new sound, new seats, redecoration (even to plastering the ceilings and walls where it has fallen off).

"Described by film-goers, the punishment of sitting through a three or four-hour program in some of the seats around town is horrible. No wonder people say they can hardly stand up afterwards, that they get out of their seats half paralyzed. Sound equipment in that many houses is poor, projection bad."

Commenting further on his findings with respect to premiums and giveaways, Croft

(Continued on page 73)

Public Ups Cartoons To Stardom

Minneapolis—Exhibitors here comment on the increasing popularity of cartoon comedies. The start of these shorts invariably is greeted with applause, they say. Also, it's common for applause to break out at their conclusion with adult patrons just as enthusiastic over the cartoon comedy shorts as the juvenile trade, according to the exhibitors.

Practically every program at loop first-run and neighborhood houses includes one of the cartoon comedies. Regarded as possessing substantial boxoffice value, they're being plugged in newspaper and other advertising and being exploited along with features in many instances.

Response to Cassil Suit Due May 22

ST. JOSEPH, MO.—Film distribution companies and Dubinsky Brothers, defendants in a $450,000 conspiracy damage suit filed by Frank Cassil of the Rialto here, will file an answer or request for a bill of particulars on May 22. In event of the second response, defendants will have 30 days more in which to file answers.

At present, it looks like the case will come to trial in September.

25 Fox Employes Attend Variety Club Luncheon

KANSAS CITY—About 50, including 25 guests from 20th-Fox, attended the Variety luncheon Monday. Other guests included L. J. Hensley, guest of Nat Hechtman, Hollywood Advertising Co.; Charles Burton, architect for Paramount, New York, and a guest of Jerry Zigmond, manager of the Newman, and R. E. Griffith, Dallas, a guest of Ray Higdon and H. J. Griffith.

Chief Barker Jay Means outlined the purpose of Variety for the benefit of nonmembers, and read the Variety creed.

The party Saturday night will be one of the largest affairs ever held in the clubrooms, Jerry Zigmond, chairman of the entertainment committee, indicated. Judge Appleby's "Barrel of Fun" program is being brought over from WDAF, and film and theatre folk will get a chance to answer questions about the farm—for $1 each.

Bev Miller reported he sold 20 tickets to the party while in Chicago last week. Jay Means sold four to his projectionist.

Electric in St. Joe to Richard Murk Co.

KANSAS CITY—The Electric in St. Joseph, Mo., has been sold to the Richard Murk Amusement Co. of Kansas City by Frank C. Grubel, Kansas City, Kas., president of the St. Joseph Electric Theatre Co. The Murk company is a corporation of Ed Durwood, head of Dubinsky Bros.

The Dubinsky circuit has been operating the Electric, formerly a first run, now a second run, along with the Missouri and Orpheum, first runs. Grubel still has interests in the Electric, Kansas City, Kas., the Electric, Springfield, Mo., and the Paramount, Joplin, Mo.

Sale of the Electric in St. Joseph involved $75,000 cash and assumption by the Murk company of a $125,000 mortgage.

Clerics Endorse Neely

MINNEAPOLIS—The Neely bill has been indorsed by the Minneapolis Evangelical conference because of its anti-block booking provision. The conference is a large Lutheran church group and it has requested Minnesota representatives in Congress to support the bill.

MINNEAPOLIS

"GREEN HELL" doing surprisingly big business in the Twin City neighborhood and out-of-town situations, and LeRoy Smith, Universal branch manager, is crowing. Film also did a very big first week at the World downtown here . . . Jay MacFarland, National Screen branch manager, back from a Chicago sales conference . . . United Artists' "My Son, My Son" goes into the Minneapolis State and St. Paul Paramount June 7 . . . Al Stern, RKO office manager, continuing to take the measure of all opponents at ping-pong . . . Florence Stoller, secretary to Branch Manager Joe Podoloff at 20th-Fox, vacationing in the Minnesota north woods for a fortnight.

Out-of-town exhibitors visiting Filmrow included Charles Lee Hyde and Leo Peterson, Pierre, S. D.; Jack Heywood, New Richmond, Wis.; Don Buckley, Redwood Falls, Minn.; Leo Molitor, Norwood, Minn.; Mrs. R. K. Rasmussen, Perham, Minn.; Lyle Webster, Rice Lake, Wis.; Al Inman, Fairfax, Minn., and Bernie Larkin, Madelia, Minn. . . . Feminine members of the RKO office staff gave a farewell party for Helen Stoller who leaves on an extended vacation.

Universal bunch leaves for the Chicago sales convention May 18 . . . If matrimony is your goal get a job at Warner Bros. Two bookers there just have wed —Don Swartz and Gene Thorpe—and two of the gals are announcing their engagements. Helen Pauly, secretary to Branch Manager C. K. Olson, will become Mrs. Frank Adams—he's a school teacher—while Beatrice Vertelney of the office will plight her troth to Dr. Martin Even, a dentist. Since last October the matrimonial score for the office will have been seven.

Isabelle Adcock has resigned from the United Artists' office staff to devote herself to domestic duties . . . W. H. Workman, branch manager, headed the M-G-M sales staff that departed this week for the convention in Chicago . . . C. K. Olson, Warner branch manager, visited southern Minnesota accounts . . . Joe Garrison, who was appointed Universal district manager out of St. Louis, was branch manager for the same company here for several years.

Al A. Feinberg, the theatre air-conditioning man, recovering in St. Andrews' Hospital from a heart attack . . . Al Aved, Columbia salesman, proud daddy of an eight-pound boy—his first occasion for passing the cigars around . . . Martin P. Kelly, who formerly headed the Minnesota Amusement advertising and exploitation department, has resigned as St. Paul Winter Carnival managing director to manage the St. Paul Auditorium Winter Sports show next fall . . . Harry Dryer, Bijou owner, visiting his son, Sherman, in Chicago. The latter is managing director of the University of Chicago radio station and among his programs is the University of Chicago round-table discussions.

R. C. LiBeau, Paramount district manager, a visitor . . . W. A. Steffes, Northwest Allied president and World Theatre owner, has been released from Abbott Hospital and is recuperating at home after a heart attack . . . The Paramount exchange has gone on a five-day week . . . Tidings received here are to the effect that Erling Larson, who manages the Grand, Northfield, Minn., for his father-in-law, Everett Dilley, is the father of an eight-and-a-half-pound girl. It's the second child born to the Larsons . . . The Paramount Pep club held its spring party at Paul Mans' Uptown Recreation Center.

Spring is here. Mannie Goodman in town with his new line of theatre "cool" flags . . . The Thoreau of Palm Springs, Calif., is in town. He probably is better known as Louis Blumberg, former veteran Minneapolis film man, now retired . . . "Chuck" Rubenstein was out on the golf links the first sunny day, and, according to reports, this young Hollywood theatre owner is destined to be one of the film colony's top golfers this season. Billy Elson is another who's giving a good account of himself on the links.

Ernie Lund, United Artists' salesman, has resigned, with no successor appointed yet . . . Ted Bolnick, one of Eddie Ruben's aces, in from LaCrosse, Wis., where he handles the Welworth circuit houses . . . Bob Guiterman, one-time Finkelstein & Ruben manager and now a Wisconsin exhibitor in his own right, in the old hometown for a visit . . . Herman Field and Frankie Rubel, Iowa exhibitors, also in town for another look at their native stamping grounds.

Ben Spewak, theatre financier, followed the Vanderbilts' lead and offered his new yacht to the British government for the war's duration. He suggested that it be used for cruising duty in the Mediterranean . . . Sol Lebedoff, independent circuit operator, off to New York for a first-hand look at the baseball situation and to make deals for more Yiddish language pictures for his Homewood.

The new Puritan regulations in city law enforcement hit a new high when the baseball bookies were forced to run for cover, leaving several of the film boys with nothing to do . . . Theodore Hays, veteran Minnesota Amusement company executive, confined to his home by illness . . . LeRoy Miller, Universal branch manager, has taken a summer home at Mound, Lake Minnetonka . . . Twin City Variety club members miss Joe L. Stern's critical analysis of the war situation and hope that his present slight indisposition soon will vanish so that he can be in their midst again . . . Nadine Rifkin has been promoted to office manager of the new Ralph Green circuit.

Alexis Evidon, the same "A. K." Warner Brothers' advertising department head, apparently has given up his "dear editor" fight in the correspondence columns of the newspapers for a new baseball park. You'll find him at old Nicollet baseball park every Saturday and Sunday and seemingly enjoying the games as much as ever . . . Who is the stunning young girl that Harold Lyons, 20th-Fox salesman, took to a recent fraternity Barn Dance?

LINCOLN

FISH asleep in the Canadian mountain streams had better stir themselves, because Howard Federer and Don Monroe hopped into their car this week and betook themselves northward for a bit of casting . . . Joe Cooper came to town last week, insulted Joe Scott's "Blue Bird," smiled on Mance Lofgren's swelling take with the Nebraska amateur nights, and told stories about his attempt to enlist in the last war as an aviator . . . Wally Johnson will listen to any suggestion about how to hold a fire sale in a theatre.

Bob Livingston, celebrating the depression year of 1940, *took the wife and made off to Chicago to watch a few ball games . . . L. L. Dent chose theatre Row's worst snooker player, Alvin Hendricks, for his partner, against Howard Federer and* BOXOFFICE, *and made a half dollar a game with disgusting regularity . . . Bob Huffman, recalling his mother used to sing "I Didn't Raise My Boy to Be a Soldier," says he doesn't want to raise her to be a war-mother either . . . Note to Schoolmaster Jerry Zigmond: Bill Knight used one of your typical campaigns with "One Million B. C." and whaled with his opening to standee and standout business.*

Capitol Beach, amusement park managed by Hoyt Hawke, broke over local show business scene Saturday, which means a new source of competition for the action theatres . . . Report is that Harry Schiller, Grand Island, after worrying himself into a beautiful head of gray hair, is thinking about touching it up. Can't be—any showman will tell you it's not good business to look unworried. It gives film peddlers confidence, and confidence there means higher rentals.

Double feature: Both Maynard Nelson and George "Hodge" Wright, opposition managers, are in the throes of building in Kearney . . . Jimmy Redmond and Ray Holtz are tighter about news from Fairbury than Nazi censorship . . . Mrs. Joe Scott, around after spending more time than she cared to in the hospital, is looking better . . . Vincent J. DiFiore's parents are on the west coast visiting his brother, Joe, member of the 20*th Century-Fox orchestra.*

Note to those Minnesota theatre managers in the immediate area around Camp Ripley. Probably a cinch that 16,000 or more men wlil be concentrated in your territory soldiering for at least two and maybe three weeks. May mean enough money to last awhile.

Ed Vaughan, commenting on Bob Huffman's golfing: "If he cut as much grass at home as he does in the rough, his lawn would win a prize for civic neatness."

Leaves Sales Post

MINNEAPOLIS—After 12 years on the M-G-M sales staff, Allen Clatworthy has resigned. Clatworthy, who covered northern Minnesota, will enter another line of business. No successor has been appointed yet.

Empress in Grand Island Is Sold to Youngclaus

GRAND ISLAND, NEB.—The estate of the late Senator W. H. Thompson, long-time holder of the Empress property here which has been leased for five years by W. F. Youngclaus, has sold it to Youngclaus.

The amount of money in the deal is not announced, and Youngclaus is quiet about plans. The theatre is now closed on a deal with A. H. Blank-Tri-States, the latter having shuttered the Majestic. Youngclaus, who now operates the Island, has secured leases on adjoining property which would allow him to enlarge the Empress if he chose to do so. Youngclaus is owner of the Island, too. This makes him wielder of an important part of the Grand Island situation, which, until the alignment with all showmen participating, was one of the worst in Nebraska.

Tuberculosis Campaign Makes Use of Films

DES MOINES—The Polk County Tuberculosis Ass'n has launched an educational campaign, which includes the showing of motion pictures to WPA, business, club and school groups. Des Moines doctors also are speaking about tuberculosis control on the programs.

"Times Do Change"

ONAGA, KAS.—C. E. Graff of this town harks back 22 years for a glimpse of how business was done then as compared to now. The medium is a letter written to Graff, when he had a theatre at Havensville, by J. J. McCarthy of the Kansas City Universal exchange.

"On the back of the envelope is a red sticker reading 'Crashing Through to Berlin,'" says Graff, and adds: "Now Berlin seems to be doing the crashing. Times do change."

The letter, which also constitutes some sort of commentary on film rentals:

"Your order for service received and the same has been taken care of. We have arranged to ship you a one-reel Nestor comedy at $1.50, Current Events at $1.25 and a three-reel drama at $3.00. Same will go forward to you c.o.d. as per your letter.

"Now, Mr. Graff, why can't we have your standing order for this service, and we will be able to quote you a little better price and undoubtedly serve you with better service if you would give us your standing order for every week.

"Kindly advise us immediately if you intend running regularly."

The letter was dated Oct. 8, 1918, at 214 E. 12th St., Kansas City. Universal was listed on the letterhead as distributing product from Universal Productions, Jewel Productions, Lois Weber Productions, Bluebird Photo Plays, Century Comedies, Lyons and Moran Comedies and LKO comedies.

KAYCEE

RAY CLEMENS, formerly with National Screen Service and at one time with Loew's Midland, has been made head shipper at Metro . . . H. J. Griffith Theatres, Inc., has changed the name of the Dickinson, Manhattan, Kas., to the State.

Mrs. Eleanor Walton, city censor, was introduced at a board of governors meeting of the Kansas City Safety Council as "the mother" of the council. She has been on the board a number of years . . . Beverly Miller is opening his new Wonder Book series.

Filmrow Visitors E. A. Peterson, Plaza, Greenfield, Mo.; C. L. Fisk, Fisk, Butler, Mo.; G. C. Coffman, Osceola, Osceola, Mo.; Howard Meek, Anne, Maysville, Mo.; Frank Cassil, Rialto, St. Joseph, Mo.; Robert Martin, Cozy, Chetopa, Kas.; Mrs. E. Nolan, Ozark, Cassville, Mo.; Hugh Gardner, Orpheum and Fotosho, Neosho, Mo.; Rex Barrett, Uptown, Columbia, Mo.; Paul Stonum, Uptown, Carrollton, Mo.

The Cinema Club held its third annual picnic at the waterworks, North Kansas City. About 20 *couples attended. Johnny Scott of Republic-Midwest, in charge of arrangements, made up the menu: Beer, buns, pickles, olives, potato chips, mustard, Cola Cola—and hot dogs.*

The Kansas City Sound Service Co. (Paul Humston and Eleanor Bell) have begun issuing an occasional publication, "Instructional Sound Films Bulletin." The

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FOR THOSE WHO PREFER THE BEST
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Superb South American.....$4.50
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DES MOINES

IF WE type Art Anderfon instead of Art Anderson, and Ftan Mayer instead of Stan Mayer, or Bill Fchuyler for Bill Schuyler, excuse it, plez . . . it's only because we've been playing ball and that high fly from Ted Ashby landed on the end of our "S" finger . . . it's swelled this big and hurts like everything, but BOXOFFICE must be done tonight!

Lois Kennedy wears a dress with red piping around the hem which is a honey . . . this reminds us of husband Jack Kennedy who reminds us of M-G-M which has just cut a new tooth . . . at least Gloria Banta has, according to Jerry, and we have the word of two eye-witnesses. Yoo-hoo, Iles & McKinney! We are in desperate need of one of those swell Iowa Film calendars of yours for our den . . . how's about it? We need the whole shootin' match . . . we've given away the holder we had last year.

Jack Seigel, theatre candy man of these parts, isn't the only one who's been giving us sweets . . . Art Catlin of UA bowed to our weakness for the stuff with a nice two-pound box. Loyal little Mitzi innocently handed long-beaked, scrawny-looking, hard-working BOXOFFICE an A-1 Mother's Day present Saturday when she looked at those handsome 16x20 leg shots of some Paramount pretties on & Co.'s desk and said: "Those aren't you, Mommy, you're not that ugly." BOXOFFICE swelled with pride, but secretly decided to tote young Mitzi to an optician pronto.

Latest and most prized addition to our den decorations is a penny postcard written in pencil, and unorthodox spelling and signed, "Seat W" . . . smacks of the theatre and comprises exactly 1/12 of "Two on the Aisle" fan mail to date. Anyway "Seat W" will like knowing that its (we don't know what gender) flattering lines are tacked on our wall right under that picture taken of BOXOFFICE *& Co. doing their radio program . . . Heavens! We almost forgot to tell you that "Seat W" said our program was stinko . . . It specified the talent, however, so we assume the script we write is unstinko in "Seat W's" learned opinion.*

After the wire stories about Navy Secretary Edison surveying that M-G-M News of the Day reel, *R&T* newmongers dialed DD at 4-1104 for a rushing screen . . . only to find nothing suitable for newspaper reproduction that hadn't already been culled from the cans . . . Art Stolte was lolling in the back of the screening room with a camera in his hand, but we didn't hear a single shutter click . . . Stan Mayer dropped in to see that & Co. suffered no ill effects in Marshall county.

For gourmets only: George Beaumeister unloaded that new batch of chicks May 1 . . . which means they'll be ready for munching about June 15 . . . You can get in touch with George through the Waukee postoffice if the M-G-M exchange can't direct you to the correct crossroads . . . That mysterious 13-year-old who said he was "William Watson jr" and hid from juvenile authorities by sneaking into theatres here last winter, turns out to be Billy Lara, a Mexican-American boy from Mexico City, Mex. . . . His father writes the boy was inspired to leave his home on the trek north by the film, "Boys Town."

That box outside National Screen's door was put there by Boss Chick Friedman, who wants suggestions on where to go for his vacation, but isn't offering any prizes . . . Frank Greenland in the same office is working Sattidy nights and launching a personal blitzkrieg on all vacations till he gets his . . . After watching the modernistic touch with which he can apply $1.04 postage to a 9 by 11 packet, we suggest Frank spend his two weeks studying art . . . Sa pity to see the talent being wasted on the back end of a metering machine.

A work of art in the exploitation field is the red Studebaker firewagon Monroe Rubinger wheeled into town . . . Warner's Ruby was hitting the hay at 9:30 here, recuperating after that N. Y. junket on which he drew a 3-Z rating at the Beachcombers (on a challenge) . . . "The Man Who Came to Dinner" is getting rave notices from him with "The Male Animal" on his list as "adequate" . . . Jere Spandau indirectly engineered that Deanna Durbin-Baby Sandy break on Sunday's Register *magazine cover, but it didn't land until Jere was gone.*

Blocking traffic like Jack Benny's Maxwell in front of Bishop's last week was a cake of ice in which a frozen teddy-bear was labeled: "I am Carmichael. When the ice melts, take me to the Des Moines (Harry Holdsberg's the head man there) theatre for a free ticket to 'Buck Benny Rides Again.'" . . . Calling sales signals from a huddle despite the fact that football season is three months away, were Jimmy Winn, Warner's district manager from Kaycee, Sid Rose of Omaha and amiable Art Anderson of the private pine forest at Tenth and High.

By the time you're reading this, Wilsonne Long should be back at her National Screen, etc., desk following a trip to the minister and a Colorado honeymoon . . . Sumbuddy sez the lucky guy's named Jerry, but we haven't met him . . . Not so widely known is the fact that two (count 'em) more National Screen, etc., belles are on their toes getting set for rings on their fingers . . . One's slated in about three weeks, the other in September . . . but sh-h-h, sh-h-h . . . they're both a secret.

Eddie Dunn's got a personal grudge against Hitler, 'cause that trip into Holland and Belgium isn't doin' the space the Paramount sarong contest is generating any good . . . Couldn't find Copeland around the Paramount corner . . . What'll ya bet he wasn't in Omaha doing a little political fence mending on Gracie Allen's presidential campaign? . . . Bert Thomas let us down, too . . . We expected the lights to be on at Columbia EVERY night after you started checkin' 'em in and out there, Bert.

We don't mind RKO competing with our radio program by staging a screening of "My Favorite Wife" on Friday night, but we're gettin' burned up about 'em inviting us to a show we wanna see on a night when we can't . . . How about a rain check on that one, Lou? . . . The new gal up at National Screen or Advertising Accessories or whatever it is (it's above Columbia) is Sarah Marsh, who takes the place of Marian Drake . . . Benny Lass of the same triple-threat company, is being transferred to St. Looey this week to acquire an Ozark accent . . . Contemplated moving of Advertising Accessories into the National Screen quarters has the whole outfit left with a $25 pingpong table on their hands and no place to put it . . . Ennybody in a buyin' mood?

. . . . AW, SHUCKS! . . . . .

From the Tall Corn—By KEN and RENE CLAYTON

LEO WOLCOTT of the Grand in Eldora and head man of the Iowa-Nebraska Independent exhibs, apparently just can't help being top dog in whatever field he tackles. Lookee here what Sunday's Big Peach Sports section said:

"Leo Wolcott, former Iowa American Legion and three-time Central Iowa golf champion, set a rapid pace for early season golfers when he toured the rugged, rebuilt Pine Lake layout in 37-32—69. Par, which is seldom equaled or broken on the tricky course, is 35-35—70.

"Wolcott's son, 13-year-old Harrison Wolcott, is now playing nine holes in 45 strokes."

Don Olson, who master-minds at Marshalltown's new Odeon, says the public is still a little awe-stricken . . . But he gives 'em six weeks to start sticking gum on the bottoms of the seats.

A new theatre is scheduled at Cresco, Ia., as soon as J. A. Tuchek gets his building on Market Street enlarged and remodeled. He expects to start the turnstiles moving in about two months.

We've just found out that the Cozy at Fayette has been changed to the Fayette. William G. Leefers of Cedar Rapids is calling the turn at the house since it reopened. It was closed for more than a month while new seats were installed and the foyer enlarged.

Tom Gorman's tossing out $15,000 of RKO money for air conditioning at the Orpheum in Waterloo.

The name of C. A. Anderson's house over at Pella fitted right in with the tulip festival Dutch costumes last weekend. It's the New Holland. Anderson is counting on business when newsreels on the Nazi

invasion of the Netherlands arrive in his Dutch community.

Emil Franke cut the "Bill of Divorcement" run to six days at his DM Orpheum. He's doing seven days with "Irene" but expects to get back on his regular schedule with an extra day of "My Favorite Wife."

Hayden Peterson came out of his brush with John Law on the nudist film unscathed and kept his State one of the talked-about spots of East Des Moines with a horror thriller—Boris Karloff in "Fatal Hour" and Bela Lugosi in "Human Monster."

M. L. Dickson lugged his smile up to the Row from his Colonial and Temple houses in Mount Pleasant.

The first 200 mothers attending the matinee at the Des Moines, Roosevelt, Paramount and Strand in DM last Sunday received roses. Mother's Day, you 'member.

There's no living in the same house with & Co. when he bathes since Earl Kerr got his radio crooning mixed up with Bing Crosby's. Earl and Speed Lambert were listening to "Two on the Aisle" up at the Marshalltown Odeon and we'd told them & Co. was to hum a ditty. But that was at the start of the program and what they heard was a Bing Crosby transcription in the middle. "Gosh, the kid really can sing," said Kerr.

The Jansen Super Service & Supply is passing out tickets for E. M. Garbett's Varsity Theatre in DM . . . But you gotta buy $1 worth of something during May to get one.

If any of the Row gets a look at that shot of Harold Barnes, Eddie Solomon and Lionel Wasson in "Gay Nineties" garb as part of the "Lillian Russell" promotion at Clinton, the laughs will echo clear up to the Central States office. The only thing lacking is tintype reproduction. Barnes is manager of Clinton's Rialto; Solomon is 20th Century-Fox press rep on the spot, and Wasson is the Central States exploitation engineer.

While the rest of you guys are quaffing coffee (prob'ly black) at 3 after midnight, Uncle Sam Horowitz is sipping a bedtime cup of tea (also black) at the cafe on the corner.

Call it a Pat & Mike story if ya wanna, but Mike Roskopf has his African hunting expedition down pat since he completed his one hundred and twoth jungle discourse. We're remembering the Marshalltown explorer's promise to tell us about elephants when we set up club date for him in DM—and if we have to fall back on the G.O.P. elephant for our wild life, we're gonna be mad.

Attribute Attendance Drop To Tensions Over War

MINNEAPOLIS—War developments apparently are causing many jitters hereabouts and affecting theatre patronage and film buying adversely.

The general public does not seem to be in a mood for theatre-going, according to local exhibitors who complain that there has been a perceptible drop in grosses the past week.

Because of the uncertainty in the situation abroad and the fears of possible repercussions here, there has been a slowing down of film buying which, up to this month, had been going along at brisk pace, according to exchange heads.

With real estate tax payment time right around the corner and spring having its first fling, the usual seasonal secession was to be expected at the showhouses, but the war is aggravating it, the exhibitors assert. The stock market break also has helped to tighten pursestrings, in the trade's opinion.

However, the present slump is expected to be of short duration, and if, as now indicated, crop yields are bountiful, theatres are certain to prosper later in the summer and next fall, the trade believes.

Re-equip Minneapolis Savoy

MINNEAPOLIS—The Savoy, lower loop subsequent-run house, is being completely remodeled with new sound and other equipment being installed. It will reopen June 1.

KAYCEE

(Continued from page 69)

sheet goes to schools, and carries information and advertising on 16 and 8mm educational films and equipment.

The Orpheum is closing June 5 for the summer months . . . Local lads are beginning to depart for conventions. Thursday the United Artists gang went to Chicago: W. E. Truog, branch manager, and Salesmen John Graham, O. O. Flake, and Guy Bradford. Universalites left Friday for Chicago: Joe Garrison, district manager; G. C. Parsons, branch manager; Roscoe Thompson, R. A. Morrow and Is Beiser, salesmen, and Bookers Ed Solig and L. F. Durland.

George Harttmann has installed a new pair of lamps and rectifiers in the Armour, North Kansas City. C. H. Badger of Stebbins made the sale.

On Filmrow: Jack Weil, Monroe, Monroe City, Mo.; Joe Lenski, "ex-exhibitor" of Pittsburg, Kas.; Warren Weber, Ellinwood, Stafford, etc., Kas.; Curly Wilson, Beyer, Excelsior Springs, Mo.; Sam Filson, Majestic, Scott City, Kas.; Chester Hurdle, Karyl, Milan, Mo. . . . Jack Langdon, formerly of Kansas City, and now branch manager for Universal at Denver, was a visitor.

Robert M. Gillham, director of advertising and publicity for Paramount, stopped off in Kansas City en route to the annual convention opening next Friday in Los Angeles. He also stopped over in Chicago.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

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Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. 708 West Grand Ave.
GR. 2864 Oklahoma City,
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Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

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Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

"Lillian" Takes a Bow—

CLINTON, IA.—We're in the movies now. At least Burton Jerrell took a pot shot of our unostentatious arrival at the Country Club for the "Lillian Russell" premiere banquet . . . Nice gesture, Burton, even though we have to recommend that you save your celluloid for the Don Ameches and the Governor Wilsons.

That early morning phone call was from Barney and Vada Oldfield, who suggested that we meet them in the lobby for breakfast . . . that noise under our window was the bustling Clinton citizens assembling cars for the alleged auto-less parade.

That bevy of beauties in the Hotel Lafayette lobby did not come from Hollywood, but from DM and included Florine Wieland, Velma Oberg, Peggy Wasson, Dorothy Jerrell, and Mrs. Stan Mayer . . . Mr. Stan Mayer appeared in the flesh carrying a kodak and feeling in a very good mood . . . Stan decided that it always rained at the premieres we attended, so maybe we'd better quit coming.

In the coffee shop, Warner was well represented at the Fox affair by Gilly Wells, Art Anderson, and Monroe Rubinger . . . the trio discredited all suggestions that they were spying and said they'd just come for a good time.

A Boycott Business

After much horseplay, a breakfast was out of the way and we started for the station amid banners, bands, bustles, corsets, and unbrellas . . . en route, Oldfield, told us about the theatre he once owned a piece of in a little town of 500—none of which attended the movies. Jerry Greenabaum, Rialto manager, worked hard and even tried to kick us off the platform at the station, but he didn't get away with it . . . Jerry says he still has that stuffed pup which blinks its eyes, but that it has refused to blink since the last time we visited his office nearly a year ago.

We get a bird's-eye view of Burton Jerrell working like a dog at his News Flashing . . . We see Stan Mayer take a careful shot of the 45,000 crowd, and then moan, "I can't stop that guy, he's my boss," when Bill Gehring hugged Mrs. Mayer and presented Mrs. Gehring to the group . . . we meet Milt Howe, Lou Hechlinger, and Bob Milton . . . we see no point in standing in a drizzle to watch Don Ameche try twice and fail to bust the christening champagne on the streamliner . . . we decide we'll like Earl Wingert who stopped at our car to say howdedo.

Ted Emerson, looking very much like the Rotarian he's not, strolled by with Keith Wilson who said, "I'm tired." Eddie Solomon scurried around everywhichway and made at least two sluggish newsmen wonder where that little guy gets all the energy . . . that yard-long ear of Ioway corn tied with red-white-and-blue ribbon which was to be Ameche's key to Clinton, was all Eddie's doings down to the last little blue bow . . . and we'd say Eddie is an 'icity man of no mean calibre.

At the Club we meet Gene Rich of Chicago, and Charlie Brown of Iowa City who says our "Aw, Shucks!" column certainly does stand Iowa exhibs on their ears. We see M. E. McLain and meet his gorgeous wife, and discover that our McLain baby blurb is traveling under false pretenses. Don and Faye West look the perfectly turned out couple as is always the West custom, and Charlie Peterson turns up again but with the sweet little Mrs. in tow this time (wives are beginning to be acceptable at premieres, we find . . . probably the BOXOFFICE & Co. influence).

Chick Friedman appears with scallions for us because of that darned marriage rumor again . . . says he's gonna elope now just to spite us. Elmer Tilton minus a pink shirt (but wearing a shirt) talked business with Peterson . . . Art Anderson promises us a nice batch of news and says shush when he sees Gene Rich who might want it, too.

Tom Arthur and his man Jenson from Mason City finally wandered in after spending the night before at A. J. Diebold's place in Cedar Rapids . . . We hear great tales of Dee's house over there.

Bill Toney, Ray Blank, and A. H. were among the Tri- Staters who showed up at the luncheon . . . The Nate Sandlers and Lou Elman drove over with Chick Friedman from Davenport . . . Lionel Wasson was the man of the hour when it came to getting chores done and we heard the girl across from us at the table say, "Who's that swell-lookin' guy"—meaning Lionel.—R.&K.C.



A Paper Reader

LINCOLN, NEB.—Contractors almost did a "blitzkrieg" here on the Varsity.

It happened like this: City council has been talking of condemning the Varsity to put through a street, and before it was to be done, Nebraska Theatres, Inc., wanted to get the Liberty remodeled for a replacement and maintenance of continued operation.

Workmen had evidently been reading only about the Varsity, because Manager Howard Federer came to work early one morning (one of the few times), and found a guy all set to unhitch the marquee—a move which might have resulted in both houses being put out of commission.

Wally Johnson Undecided As to Course in Friend

FRIEND, NEB.—Wally Johnson, owner of the Plaza, 250-seater which was burned early this month, says he was undecided as to his future in the show business in Friend. Meantime, he has opened the Filmor in Exeter, a small town nearby, and is playing off some of his film commitments there.

Johnson owned the building and was covered with $4,500 insurance. The equipment was about half covered, he says, with $3,500 on it.

Fields Comedy for Cline

HOLLYWOOD—"The Bank Dick," next W. C. Fields comedy for Universal, will be directed by Edward Cline.

Kaycee IATSE Polls Public Preference

(Continued from page 67)

said that one film-goer pulled a premium out of his pocket after leaving the show, and found that it had fallen apart; he threw it in the street. The exhibitor protested he had paid 11 cents for the item! Women said that dishes they secured at the theatre break under hot water, crack standing on the shelf. Others said all they saw when they went into a theatre were (and these were some of the things mentioned) mattresses, springs, dishes, autos, groceries, furniture, radios, etc.

One of the three or four who indicated they liked present-day programs indicated he wanted more features—provided the theatre was comfortable, with cool air in summer and warm air in winter.

Croft said he would like to have seen a survey made by a disinterested agency, possibly an advertising agency, to learn exactly what people wanted in the way of film programs, but that no one seemed to be interested in the exhibition field. So he is making his own survey.

Pairing Is Faulty

One of the most frequent complaints of patrons to Croft is that they have seen one of the features on a double bill, and are just Scotch enough not to want to go to a double bill with only one picture they haven't seen. Which leads Croft to wonder why subsequent run exhibitors do not, more than at present, keep together the two features doubled on their first run showing. Because some exhibitors may not have purchased all the major product available, and also because some changes occur in the length of clearance as the picture goes down the line of subsequents, it is not altogether possible to keep features together from first run through all showings, Croft admits. He feels, however, it is possible to do it more than is now done. He contends the present wide variation in pairing cuts down attendance.

Most frequently used objection by exhibitors to a cooperative solution of some of these problems is that they can't get everyone together, that they have tried in the past and have been able to secure the cooperation of only about 90 or 95 per cent of the exhibitors. Croft believes 90 to 95 percent is enough, that such a group could be effective in swinging the situation back toward "the show business." The odd five or ten per cent can't show to everyone in town anyway, and Croft believes the public is ready to be "weaned" away from multiple features, giveaways, etc.

Install New Sound

KANSAS CITY—New projection equipment has been installed by the Holmes Projector Theatre Supply Co. in F. C. Hensley's new theatre at Pomona, Kas., and the new civic auditorium at Topeka.

Langdon Chore

HOLLYWOOD—Harry Langdon is doing added comedy scenes on "Road Show" for Hal Roach.

How Did It Do at Your Boxoffice?—Mail This Form Today

Date.....1940

To:
The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Company .....

Comment .....

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Date Played..... *Weather*.....

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Title .....

Company .....

Comment .....

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Date Played..... *Weather*.....

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Title .....

Company .....

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Date Played..... *Weather*.....

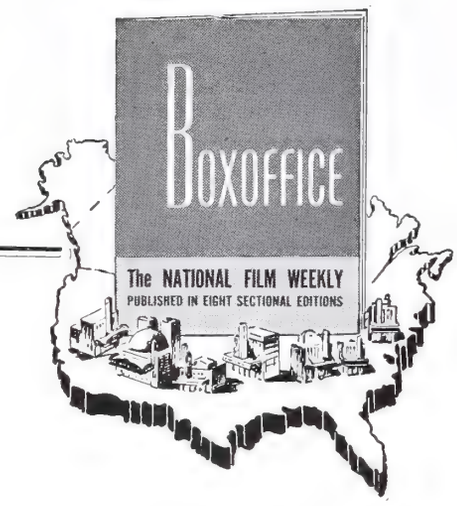
Exhibitor .....

Theatre ..... Seating Capacity.....

Type Patronage..... Admission Scale.....

Town ..... State.....

Population.....



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A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

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Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

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Spoils of War—

John Howard, right, Detroit Paramount exchange manager, shows Edgar E. Kirchner, Family Theatre manager, the trophy he bagged in Dallas as winner of the national Variety Club convention golf tournament.

Committees Named for Tent No. 5's Dance

DETROIT—The committee lineup for Variety Club's Charity Dance at the Naval Armory, biggest event of the year for local Variety, is:

Honorary chairman, Harold C. Robinson, Film Truck Service; executive chairman, Tom McGuire, Cooperative Theatres; arrangement chairman, William Carlson, Carlson Studios.

Ticket committee—E. E. Kirchner, Family Theatre; secretary, Dave Newman, Moule and Newman circuit; treasurer, Jack Saxe, Monogram Pictures; publicity, H. F. Reves, BOXOFFICE.

Entertainment—Sol Berne, chairman; Ray Gorrell and Dave Diamond, all of their own booking offices.

Reception—Lew Wisper, W&W Theatres, chairman; Charles Perry, Adams; Earl Hudson, UDT president; Fred DeLodder sr., circuit owner; David M. Idzal, Fox, and Wade Allen, Fine Arts.

Floor—Bernard L. Kilbride, circuit owner, chairman; Carl Buermele, Cooperative Theatres; Sam Barrett, Cooperative; Phil Kaplan, Theatrical Advertising; Frank Wetsman, W&W Theatres; Harris Silverberg, National Screen Service; Roger M. Kennedy, IATSE; Mac Krim and Lou Cohen, circuit operators, and J. Ollie Brooks, Butterfield circuit.

Film Exchanges—Lester Sturm, 20th-Fox, chairman; Frank J. Downey, M-G-M; Morris Dudelson, UA; William Flemion, Excellent; J. E. Flynn, M-G-M; Edward Heiber, Universal; John Howard, Paramount; William Hurlbut, Monogram; Samuel Seplowin, Republic; Carl Shalit, Columbia, and James F. Sharkey, RKO.

Dies in Florida

COLUMBUS—Mrs. Hazelle Jennings Cullen, wife of Mike J. Cullen, Loew's western division manager, died last Monday in Daytona Beach, Fla., after a long illness.

Detroit Blockade Threat Pales As Duals Spring Ten Weekly

By H. F. REVES

DETROIT—Double billing of first runs is currently releasing ten films a week in Detroit, not counting the Cinema, which plays foreign and special appeal films to a large extent. With this volume of films coming into circulation weekly, little chance for the much-discussed feature blockade is evident, although the situation is complicated by holdovers.

Of the five first runs, two, the United Artists and Adams, held over both features this week—the Adams for a third week in each case—counting in one week at the Fox. Net result is that only six new films were first-runs currently.

Unusual angle of the current vogue toward duals, in between stage show weeks at the Michigan and Fox, is the trend toward booking both films from the same releasing company.

Of the five houses, four had pictures from the same company currently. Paramount supplied "Dr. Cyclops" and "Women Without Names" to the Palms-State, and "Buck Benny Rides Again" and "Adventure in Diamonds" to the Michigan. M-G-M booked "20 Mule Team" and "And One Was Beautiful" into the United Artists, while Universal had both "If I Had My Way" and "Ski Patrol" at the Fox.

Detroit Traffic Head Menaces Light Signs

DETROIT—Theatre advertising signs are threatened by a new ordinance proposed by City Traffic Engineer M. W. Cochran. The latest Cochran proposal calls for elimination of red signs that may be confused with traffic signals. It is assumed that green signs might also be similarly barred.

This would apply particularly to neon signs, which have been notably close to traffic signals in color, and have been used extensively in recent theatre front work. High signs extending down the entire front of a theatre building might be exempted by their position.

Early Morning Parking Ban Protested by McGuire

DETROIT—New city ordinance barring parking on main streets between 2:00 a. m. and 6:00 a. m. was protested before the city council by Tom McGuire, director of public relations for Cooperative Theatres of Michigan. McGuire asked for an amendment that would prevent the ordinance from interfering with all-night theatre patrons.

Police have contended the no-parking rule was needed to make it possible to clean these streets, and cars of patrons attending late shows have been tagged as a result. No formal action was taken.

Special AMPTO Meeting Called by Herrington

PITTSBURGH—From the nation's capital this week, where the Neely anti-compulsory block booking bill was being given another public hearing, Fred J. Herrington called a special membership meeting of the AMPTO of W. Pa., Inc., for Monday afternoon, May 20, at local exhibitor headquarters. The local Allied secretary and M. A. Rosenberg, president, were in attendance at a national Allied directors' meeting at Washington and were visiting a number of Pennsylvania congressmen in the interest of the Neely bill. Final plans for the Allied convention, at Chicago, June 19-21, will be announced at the May 20 business session here.

Patrons Pay Tax

DOVER, OHIO—Now in effect, Shea Theatre Corp.'s Bexley and State here and the Union at nearby New Philadelphia passed along the one cent state amusement tax to patrons. Tax previously had been included in the regular 25, 30 and 35-cent admissions.

Juvenile Admission Curb Considered in Columbus

COLUMBUS, OHIO—Columbus police authorities report they plan to confer with juvenile court and school officials on the introduction of an ordinance prohibiting theatres from admitting children during school hours or at late shows unless accompanied by their parents.

The move was suggested as the first step in the program to diminish juvenile crime in the city.

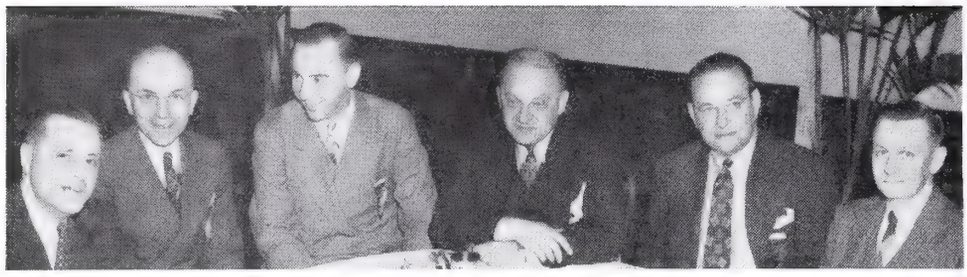
"Our chief problem, of course, is keeping these children off city streets late at night and while school is in session," an official said.

Detectives reported that during the past several days a large number of the youths found idly roaming the streets at night give the excuse that they are just returning from picture shows.

State Lottery Proposal Before Pa. Legislators

HARRISBURG — Representative Francis Falkenstein, Philadelphia Democrat, has again introduced into the legislature a state lottery bill. His similar bill died in committee in the 1939 session. The statewide lottery tickets would cost $1 each and pay on the basis of 5,000-to-1 for every 6,250 "investors." Falkenstein favors giving persons on relief free lottery tickets.

The special "non-controversial" session of the general assembly, in its second week, was "transferring funds" to meet emergency obligations.



—Photo by Cosmo-Sileo

Cincinnati Goes to a Convention—

Universal's force at the eastern sales convention. Left to right this shot embraces Jerry Marks and Nate Le Vene jr., salesmen; Frank Schreiber, head booker; H. H. Young, salesman; Peter F. Rosian, manager, and George B. Gomersall, salesman.

CINCINNATI

JEROME JACKSON'S invitational opening to the Mt. Lookout, latest suburban show palace located at Mt. Lookout, was a gala event, attended by Mayor Stewart, the superintendent of Mt. Lookout Schools, boy and girl scout troops and the president of the Mt. Lookout Civic Club, who was also one of the principal speakers. Filmites, noted in the audience were Johnny Eifert, E. M. Booth, L. Bugie, Stanley Jacques, Nat Levene.

May will be a busy month for Variety Club. At the Netherland Plaza on the 25th, the Queen City tent will have its annual dinner dance for charity. Barney Rapp's orchestra and a stupendous stage show have been arranged for. Reservations are pouring in and it is estimated 600 *filmites will attend. The price is* $5 *per person. At Dayton Bill Keyes' tent set a chicken fry May* 15.

Visitors on the Row this week were Mr. and Mrs. W. L. Crist, Ripley; C. E. Davis, New Lexington, Ohio; Carl Rohs, Cynthiana, and Joe Isaacs, White Springs, Ky.; Junior Ward, Weddington and Pikesville, Ky., (closing his 1940-41 Warner bookings); Lloyd Rogers, mgr., Welsh, W. Va.; George Pekras, Ritz and Rivoli, Columbus, and Paul Russell, New Lexington and Somerset . . . L. E. Munch has delayed the opening of his new Rupert, at Rupert, W. Va., pending installation of new seats.

Ross Spencer's Paramount bowlers won the roll-off in the Filmrow bowling tournament, defeating Warner's Jimmy Brunetti in a hot contest, which was followed by the annual social at the Saratoga bar. Warner's and Metro battled it out in the grudge game, with Metro bagging the prize in the three games by 100 *pins, Red Devanney and Tom Smiley netting* 596 *and* 539 *respectively.*

J. A. Zimmerman, Metro auditor, is here for a stay . . . Friends of Gus Boudot, RKO office manager, are welcoming him back to the office following a prolonged leave of absence in Florida to regain his health.

Harold Bros. will open their New, Cleves, Ohio, about June 1. *The house, constructed by F&Y, seats* 450 . . . *Naomi Gordon, United Artists, a visitor at the derby, also had the winner, Galahadion, and a very profitable day.*

Harris Dudleson, manager for UA, is proudly displaying his trophy, a beautiful watch and combination bill clasp, a gift of Bert Stearn, for winning the national sales drive . . . All the UA sales force attended the annual sales convention at the Waldorf Hotel, New York City.

"Adults Only" Fare Is on Three Detroit Screens

DETROIT—Sophisticated films, which started a mild "trend" here some weeks ago, are staging a comeback currently, with three houses featuring pictures "for adults only." The Cinema, a first run, brought back "Lucrezia Borgia" for a repeat engagement, doing particularly good matinee business. Wade Allen of the Fine Arts booked "Fools of Desire."

The Avenue, operating a combined film and burlesque policy, has "Victims of Passion."

Bishop Sells Biggios

CARROLLTON, OHIO—The Virginia, operated for the past ten years by Ralph E. Bishop, has been acquired by Biggio Bros., Steubenville exhibitors, who for the past 15 years have owned and operated the Grand, in the upper Ohio valley city. House is currently dark to permit modernization.

Film Evidence Is Out

PITTSBURGH—Because courts refused to accept them as part of the testimony, motion pictures of alleged drunken drivers were discontinued this week, according to Police Supt. Harvey Scott.

Scripting "Our Home Town"

HOLLYWOOD—David Hertz and William Ludwig are scripting "Our Home Town," which Jack Chertok will produce as his first feature assignment for Metro.

Signs Leon Errol

HOLLYWOOD—RKO has signed Leon Errol to appear in six features and six shorts. His next feature will be "Lord Epping Out West," to co-star Lupe Velez.

Weekly Runs Give Chinese Films Edge in Detroit

DETROIT—Chinese pictures have proved an unusual source of additional revenue at the downtown Lyric, operated by S. T. Congress and H. J. Cokimos. This 250-seat house, normally operating on a dime policy, is leased every Saturday and Sunday night for a midnight show by a Chinese group, who operate the theatre themselves and use the proceeds for welfare work in China, it is understood.

The pictures shown are of Chinese origin, and specially booked for the one show. How extensive this can be, in the course of a year, is shown by the fact that Chinese films reviewed by Police Censor Sergeant Charles W. Snyder in 1939 totaled 401,000 feet of film.

Chinese films are thus clearly far in the lead of all foreign pictures shown in Detroit, in footage, comparing with 274,000 for the next largest foreign group, German, although one theatre, the Europa, shows German films exclusively, and with 105,000 for Polish films (in 1939).

Vaudeville Policy Resumed By Fox Theatre, Detroit

DETROIT—Vaudeville has opened at the Fox, second major downtown house to go back to the policy this month, after nearly a year of straight films. Ted Lewis and his band were on the opening bill.

The policy calls for spot booking of stage shows, similar to the policy at the Michigan. The idea appears to be that the Michigan and Fox will alternate stage shows, as suggested in BOXOFFICE recently, with occasional weeks of straight films, either double or single bill, in between.

A tendency toward single bills is marked, particularly in connection with the stage shows, and occasional strong features in the straight picture weeks, but this has been offset by a series of double bills at the United Artists, ranked as the ace single-biller of Detroit. A number of weak bookings is described as the cause of the temporary duals at the UA.

Proposed VFW Tent Show Plans Snag in Detroit

DETROIT—Plans for a tent show, to run 18 weeks under sponsorship of the Veterans of Foreign Wars, are at a standstill in the city council's refusal of a permit. It was found that the proposed lot was within the city fire limits, and safeguards were deemed inadequate.

Opposition to the show was voiced by exhibitors when it was learned that the show would run all summer. They told the council it would draw trade away from existing houses.

George Otte Injured

CANTON, OHIO—George Otte, 21, assistant manager of the Palace Theatre here, suffered lacerations and other injuries early this week when an automobile in which he was riding collided with another north of here. Otte was able to continue his duties at the theatre.

Operators Wind Up Bowling Season

PITTSBURGH—The Movie Operators' Bowling League of IATSE Local No. 171 staged its annual banquet at Angelo's Restaurant, with members and guests totaling 73. Prize money awarded was $308, and each member of the league received a leather wallet. Entertainment was provided by the Don D'Carlo theatrical agency.

Officers of the season were George Engstler, president; John Lengyel, secretary, and William Thompson, treasurer.

Under the league rules, the first 12 bowlers with highest averages for this season will be team captains for the 1940-41 season. Averages follow:

	Games	Avg.
John Wunderlick	54	144.0
Wilbur Hepp	57	143.9
Richard Caskey	66	142.2
Whitey Freeman	66	141.4
Paul Ferry	66	141.4
James Ventrone	66	139.6
George Engstler	63	138.8
Joe Antal	66	138.7
Irwin Turner	66	138.3
Ken McGuire	63	136.0
O. Reynolds	57	133.9
John Lengyel	66	133.8
Mike Orris	66	133.2
Charles Lang	51	131.0
Tom Leoffler	63	130.2
Gus Ross	60	129.0
William McElhattan	63	128.0
James Caskey	60	127.0
Don Ross	60	127.0
Henry Stanley	63	126.9
Dave Thomas	60	126.8
James Sipe	66	126.7
Barney Krenn	66	126.6
Ray Gaus	66	126.3
Lou Indo	66	126.0
Jerry Micklouicich	66	125.8
William Evans	63	125.6
Earl Lohr	57	121.4
M. Lejune	66	121.2
Red O'Donnell	45	121.2
Joe Lydzinski	54	120.9
Danny Flask	66	120.1
Dean Martin	63	119.9
Modesto Capalbo	66	118.4
John Phelan	61	117.7
John Kisse	66	116.5
Joe Raspanti	33	115.5
Anthony Engstler	63	114.9
C. Getz	66	114.2
Angelo Diodatti	66	112.1
Whitey Keil	63	111.8
Elmer Shawhan	63	111.8
Pete Murano	48	111.0
Ernie Jones	66	110.9
Martin Torreano	54	110.8
Peter Kalaba	36	110.5
William Dorsch	60	110.0
Joe Dean	57	109.9
Charles Katz	21	109.2
Newill McKelvey	47	108.3
I. Herman	66	107.0
L. Dorman	63	105.4
Frank Thomas	63	105.2
Tom Paris	45	105.0
R. C. Freeman	30	103.8
L. McConnell	60	102.5
Charles Bengele	60	102.3
John Kagrise	63	102.0
Mike Ventrone	61	101.8
Dave Stoyle	27	101.5
Lou Ferris	45	99.8
N. Bennett	60	99.4
William Thompson	66	98.5
J. Weaver	63	94.2
Eddie Mahoney	66	90.6
Russell Kerr	42	88.2
Marty Joyce	42	86.9
William Humphries	63	84.4

TEAM STANDINGS

Hi-Ten—W. (Curly) Hepp, captain, won 45, lost 21; prize money, $39.

Peerless—John Wunderlick, captain, won 42, lost 24; prize money, $36.

Strong Lamps—Richard Caskey, captain, won 40, lost 26; prize money $33.

Brenkerts—Joe Antal, captain, won 39, lost 27; prize money, $30.

Motiograph—Lou Indo, captain, won 37, lost 29; prize money, $27.

National Carbons—James Ventrone, captain, won 36, lost 30; prize money, $24.

Steady Power—John Lengyel, captain, won 34, lost 32; prize money, $21.

Simplex—Ray Gaus, captain, won 31, lost 35; prize money, $18.

Ashcraft—Tom Leoffler, captain, won 29, lost 37; prize money, $15.

Bausch-Lomb—Ken McGuire, captain, won 23, lost 43; prize money, $12.

Roth—George Engstler, captain, won 22, lost 44; prize money, $9.

Hertner—Whitey Freeman, captain, won 18, lost 48; prize money, $6.

SPECIAL AWARDS

High Individual Average—John Wunderlick, 144; prize money $10.

High Individual, three games—Ken McGuire, 559; prize money, $7.50.

High Individual, one game—John Lengyel, 239; prize money, $2.50.

High Team Score, three games—Hi-Ten, 2,153; prize money, $12.

High Team Score, one game—Hi-Ten, 766; prize money, $6.00.

CLEVELAND

OTTO BRAEUNIG is back at his post as RKO office manager which he turned over to Joe Swee when he was assigned to a sales position . . . Harry Goldstein, Paramount district manager, and Duke Clark, branch manager, leave Monday for the Paramount convention in Hollywood.

Louis Gross was re-elected president of the Ohio Association of Film Carriers. Other officers were also re-elected for another year . . . F. H. Hathaway, who has theatres in Caldwell and Struthers, has extended his activities in Struthers by buying a building which he is converting into a bowling alley.

L. G. Baldwin, owner of the Almira, Cleveland, won't have to worry about what to do with his weekend gross. Two robbers got into the theatre, bound the custodian after he was forced to open the safe, and made off with approximately $200.

Last Monday was American Legion Night at Variety. Next Monday will be Father-Son Night, with Louis Gross and Eddie Johnson handling details.

Set Smiley Burnette

HOLLYWOOD—Smiley Burnette has returned from a five-week personal appearance tour to begin work in "Carolina Moon," Republic's next Gene Autry western.

A Warner Regional in Pitt on June 10-12

PITTSBURGH — Warner district, branch and zone managers from the Eastern and Canadian territories will attend the first of two regional meetings at the William Penn Hotel here on June 10-12, Harry Seed, local branch manager, was informed last week. Gradwell L. Sears, general sales manager, and other top executives of Warner and its affiliated companies will address the Pittsburgh meeting and the second session at the Blackstone, Chicago, June 17-19.

In charge of the local meeting will be Roy Haines, former local branch manager who is now Eastern and Canadian sales manager for the company. Ben Kalmenson, who succeeded Haines as local manager, and who now is Western and Southern sales manager for Warner, will preside at the Chicago convention.

Earlier plans to stage a national convention in Washington have been abandoned.

Two-State "Ecstasy" Ban Deemed "Inconsistent"

PITTSBURGH — Censorship inconsistency was brought to the attention of *Sun-Telegraph* readers this week by Karl Krug, drama critic, who pointed out that Pennsylvania and New York censors continue a ban on Hedy Lamarr's foreign-made "Ecstasy" while the picture has been exhibited profitably in the other 46 states.

"From a business standpoint," writes Krug, "New York and Pennsylvania theatres have undoubtedly lost a lot of money as thousands of patrons have traveled out of these states to see 'Ecstasy,' raised to an unusually high boxoffice plane by publicity attendant on censorship.

"There is something wrong when 46 states say you may see a film, and two states say you can't. Perhaps the New York and Pennsylvania boards should look at 'Ecstasy' again."



—Photo by Cosmo-Sileo

At Atlantic City From Cleveland—

Clevelanders attending Universal's sales convention, are, left to right, Joe Krenitz, salesman; Jimmy Frew, salesman; Manager Joseph R. Kauffman; Dave Miller, central district manager; George H. Rosenbaum, salesman; and Arthur W. Young, head booker.

PITTSBURGH

PARAMOUNT'S Dave Kimelman drive is going great guns and all hands are on deck to put it over in a grand manner . . . IATSE's Sam Rubin of Harrisburg, Paul Smith of Butler and W. A. McClay of Uniontown have been on duty here conducting examinations among the union projectionists . . . Phil Brozier has dropped 35 pounds . . . The Commercial Bldg. at Huntington, W. Va., being converted into a 500-seat theatre for Mrs. John Walters, will be ready for opening at an early date. C. B. Hukle is building a new house there, too . . . Lew Hepinger, Roger Lidstone and Jim Madden were here the other day to catch George M. Cohan's new show . . . All's well at the new Republic accessory and shipping quarters over the Universal exchange and you're invited to stop in and say hello.

It's a son for John Urse of the Eastland, Fairmont, W. Va. The Urses have another son and two daughters . . . B. P. Edelman, general sales manager for U. S. Air Conditioning Corp., was a recent visitor at the A. & S. Steinberg quarters. He was here to introduce the new Gyra Spray washed air cooling unit for small theatres . . . Charlie Kosco, former local film man and booker for the Alpine circuit, writes from Quiri Quire, Venezuela, where he is visiting a sister . . . Little Barbara Goldberg, daughter of the Columbia salesman, Sidney, has recovered from chickenpox.

Mrs. Toby Finkel, 73, wife of the veteran theatre man, Harry Finkel, and mother of William and Morris Finkel, well known city exhibitors, died last Thursday in Miami Beach, Fla., where she had spent the winter. She had been dangerously ill for some weeks and the sad word of her passing was not unexpected here. Mrs. Finkel also is survived by another son, A. D., of Pittsburgh and a daughter, Mrs. B. A. Williams of Charlestown, Mass., six grandchildren, and relatives in Lithuania where she was born. Services were held at the Ralph Schugar Chapel with many friends of the family in the industry among the mourners.

Apollo went on daylight saving for the first time this week . . . A small garter-snake wiggled down the aisle of the Grant, Millvale, the other evening when the lights were turned on for "Wahoo." The kid who brought the snake was quickly expelled as was the snake The audience was amused and not excited, reports Floyd Bender . . . Friends of Lou Ferris, relief projectionist at Homestead and East Pittsburgh theatres, have been ribbing him as a result of his adventure in being taken into custody as a possible spy. The espionage charge was a good joke to those who know him. Ferris is a camera bug and he was picked up when turning his lenses and clicking his shutters in the Westinghouse valley.

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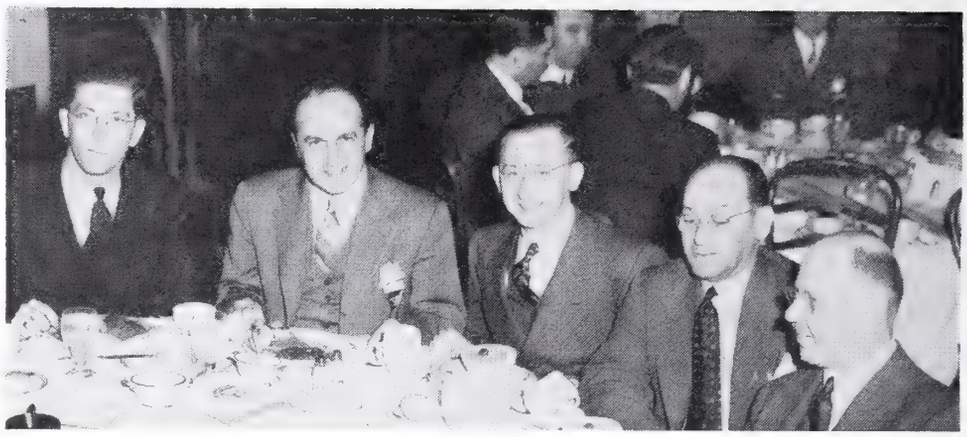
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PITTSBURGH



—Photo by Cosmo-Sileo



—Metropolitan Photos

Pittsburgh Goes to a Convention—

Above, Universal's Smoky City crew at the eastern sales regional in Atlantic City. Left to right are Jules Lapidus, manager; William Satori, salesman; Frank J. Guehl, head booker, and Simon E. Field and Ludwig Hess, salesmen. Below are four Pittsburgh boys from UA's exchange as they put the finger on the company's lineup at the New York sales regional. They are William Scott, Abe Weiner (manager), James Nash and Harry Rees.

Alfred Berk, young advertising and publicity man of Braddock, is inaugurating a theatre community canvas promotion for the trade and is headquartering at 1709 Blvd. of the Allies, second floor . . . Ringling-Barnum & Bailey Circus is dated for the East Liberty show grounds, June 3 and 4 . . . George Wheeler, former local booker and film salesman, visited here several days ago and announced he has accepted the post as booker for the Lichtman circuit of 22 houses with headquarters at Washington, D. C. . . . Mr. and Mrs. Harry Seed are in charge of the Variety Club family night party May 24 and Mr. and Mrs. Jules Lapidus have the May 31 date. Variety business meetings will be held regularly the first Monday in each month, the next session to be June 3.

Bernard Buchheit, assistant to Michael Manos, circuit operator, after fiddling along at golf for several years, has taken seriously to the relaxation of the game and has joined the Hannastown Country Club . . . Larry Katz, IATSE representative, was in Harrisburg the other day appearing before the state labor board . . . "Norway's Fate," timely single-reeler, is being booked by Max Shulgold's Crown exchange . . . A northside priest stood in front of the Hippodrome last Sunday to make sure that members of his parish didn't attend performances of "Strange Cargo" which is a "C" picture in the Legion of Decency rating . . . Milton Engel, Quality Premium distributor, suffered a broken leg last Thursday evening while participating in a mushball game. He is in Shadyside Hospital.

The Mort Englands took in the Pimlico Preakness and vacationed in the east this week . . . Harry Roney is now stationed

PITTSBURGH

at Hundred, W. Va., for the Alpine circuit . . . George P. Geinzer's theatre in Snowden Township is advertised for sale by the sheriff, $2,388.08 being listed against the property . . . Destruction of the ramshackle Exposition building at The Point has been asked by Safety Director George E. A. Fairley on the ground that it is an eye-sore and a dangerous structure . . . Sympathy to Ken Hoel on the death of his father . . . Carmichael, Jack (Buck) Benny's polar bear, will make a "personal appearance" soon at Kennywood Park . . . George D. Tyson of the Harris circuit addressed the Allegheny County Motion Picture Group of the County Federation Monday morning in the William Penn Hotel.

Former State Senator Frank J. Harris, theatre executive, wants to be relieved of duties as GOP county chairman . . . Milt Broudy, former local Columbia accessory department manager, is now with NSS-AA . . . Tony Latella, Roscoe exhibitor, went to town this week on Monogram's "Covered Wagon Trails," which features Sally Cairns, one of Jesse L. Lasky's "Gateway to Hollywood" winners, a local girl, in her first film role.

Martin Seed picked up his marriage license the other day . . . Herb Lipman has been in Chicago on business for several weeks . . . Glen Floyd plans further

(Continued on page 45)

Paramount Wins Contract Suit

Butler, Pa.—Paramount Pictures, Inc., which brought suit in county court here against A. J. Proctor, Chicora exhibitor, charging violation of a 1937-38 contract, has been awarded $1,034.29 as the result of a verdict returned by a jury.

Pittsburgh Delegation To Allied Convention

PITTSBURGH—Among local delegates to the national Allied convention at Chicago, June 19-21, are the following:

E. T. Beedle, Canonsburg, delegation chairman; William R. Wheat jr., Sewickley; William and Harry Walker, Crafton; M. A. Rosenberg, Jerry Roth, Harry and Norman Fleishman, Fred J. Herrington, M. Q. Kiel, Bennett Amdur, Pittsburgh; Frank Panoplos, Clairton; Mr. and Mrs. Bart Dattola, New Kensington; Dr. C. E. Herman, Carnegie; Rudy Navari, Verona; Larry Puglia, Waynesburg; Harry Rachiele, Sharpsburg; Mr. and Mrs. Floyd Bender, Millvale; Andy Battiston, Manor; Stephen Rodnenck, Oakmont; Peter Antonoplos, East Pittsburgh; Morris Roth, Duquesne; M. N. Shapiro, Hazelwood; Sam Fleishman, McKees Rocks.

Many other exhibitors are expected to join these delegates, according to AMPTO's secretary, Fred J. Herrington. Railroad (group) roundtrip fare is $14.10 and tickets are good for 20 days. Local exhibitor headquarters will make all arrangements, and hotel reservations, as desired. Pittsburgh delegates depart for Chicago early Tuesday morning, June 18.

Bar to Well-Drilling Is Sustained in Pittsburgh

PITTSBURGH — City council sustained Mayor Cornelius D. Scully's veto of an ordinance granting permission to the Shadyside Amusement Corp., to drill a well through the sidewalk fronting its property at 5520 Walnut street for air cooling a proposed theatre. The mayor vetoed the proposal on the grounds that the city was in the water business itself and should sell the company water. Councilmen James L. O'Toole jr., Edward J. Leonard and A. L. Wolk voted to override the veto.

Scully said: "The city is in the water business and it is a bit inconsistent for it being in that business, and in derogation of its best interest as a supplier of water, to grant permits for the drilling of wells on its sidewalks, thus lose a customer for what had heretofore been considered normal use of water in the premises, as well as potential customers for water for the above purpose."

The Shadyside Amusement Corp., will drill on its own property, a situation these owners had hoped to avert as they wish to use the present structure on their property, which would necessitate inside drilling.

"DARK COMMAND"

A Powerful Drama of the Black Knight of Kansas

DIRECTED BY RAOUL WALSH

Starring

JOHN WAYNE **CLAIR TREVOR** **WALTER PIDGEON**

"Hollywood's biggest little studio, Republic, demonstrates again in 'The Dark Command' that the majors have no corner on the big-budget western market . . . as it is easily the best of the recent large-scale westerns, more formidable, more entertaining and more ably-made than anything of its sort to come out of Hollywood all year."—Harold Cohen, Movie Critic, "Pittsburgh Post-Gazette."

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DETROIT

ADOLPH GOLDBERG of the Royal Oak envies Wade Allen's skill as a cameraman . . . Raymond E. Schreiber, circuit owner, off by train to Tucson to pick up the Mrs. who's been wintering there since January, going on to Los Angeles to see the studios and return, motoring, in a couple of weeks.

Eddie Jacobson, manager of the Harmony, is a double for Groucho Marx, he found, when Groucho played the Michigan . . . Eddie is taking all his young customers to Belle Isle Park for a picnic, as soon as school closes . . . Art Black is moving his headquarters to the Esquire, from the Grand Victory, with Owner M. J. Chargot running the latter house in person.

Sam Ackerman, of the East Side, is due back from Florida May 21 . . . Sam had a visit with Gus Coplan, late of the Columbia, down in Miami . . . Ted Rogvoy is preparing plans for a new front for Komer and Goldberg's Redford . . . Plans on K and G's projected three new theatres are nearly ready to "pop."

Ralph Ruben, Amusement Supply manager, developed a bad cough . . . Wallace Cross, of Cross Machine Shop, is going out on a tour of the eastern territory shortly . . . Thelma Watson, secretary to George W. Trendle, ex-UDT president, is off on three weeks' vacation . . . Mme. Etienne, formerly of the Etienne Booking Office, gave her annual show Sunday.

Sixty Screen Craft Club members and wives turned out for services at the grave of Max Ruben, former IATSE business agent, on the fifth anniversary of his death . . . Roy Ruben, Frank Kinsora, James Murtagh, and Gil Light are leaving the end of the month for the IATSE convention at Louisville . . . Screen Craft Club is having its annual party on Monday, May 20.

Lester Sturm, 20th-Fox manager, reports funds still rolling in for the Will Rogers Memorial Campaign . . . Giffels & Vallett, theatrical architects, are working on plans for a new house . . . Paragon Pictorial Productions, independent commercial film producers headed by Theodore I. Boyle, have folded up here.

Vera Parnette, cashier at the UDT's Broadway-Capitol, lost $173 in the second boxoffice holdup at this house in a week . . . Emil H. Beck, inde booker, got caught in the rain Wednesday . . . That film screening room makes a nice smoking room for the boys when Censor Charlie Snyder isn't using it.

Sam Seplowin, Republic boss, gleefully reports "Dark Command" holding a second week at the Adams, after playing the Fox . . . Frank Jones, FN booker, is eagerly awaiting the vacation schedule . . . Mrs. Clara Kelly thinks the fourth floor of the Film Building gets most visitors—it's Leo's Lair . . . Eddie Robinson, Odeon manager, driving that swanky open model.

Sympathy to Gus Greening, veteran manager of two dozen Detroit theatres, on the sudden death of his wife from heart attack on May 8. Two children survive . . . Irving Belinsky has gone into the electric cord business as a sideline.

Bill Flemion of Excellent was busy telling reporters about Variety's charity activities—he's welfare chairman . . . Samuel Moranz, theatrical broker, has a business card that gets people guessing . . . Wade Allen of the Fine Arts is getting more orchids on his camera work at Dallas . . . George W. Carr, International Seat representative, has a new meeting place for his friends, near Pete Simon's Studio.

Robert Renz is the new student salesman for RKO, coming in from Buffalo . . . Frank J. Downey, M-G-M manager, back from vacation in the west with a fine suntan . . . Nat Haase's time clock on the door looks like a good idea . . . Arthur Greenblatt of Alliance Films was a New York visitor to Excellent Pictures . . . Dick Flemion of Excellent has recovered from an attack of the flu.

Theatrical Post Doings—Harry Carson set the season bowling record with a 47—thought he was playing golf . . . Bill Marley, National Theatre Engineering, substituted for Roy Ruben at his first bowling session . . . Sam Harris' Stage Door will be headquarters for Poppy Day. Sam is back from Florida.

Mary Mielock, secretary to Jack Flynn, M-G-M division manager, is reported to be engaged. It's catching—her assistant, Ellen Johnson, just disclosed her nuptial plans.

Tom McGuire, Cooperative, dashing off to Washington re the Neely Bill . . . Warren and Pat Slee entertaining friends at Variety, after the Young School's swank recital . . . Jean Buermele's picture helped o. k. on publicity for the Variety Dance. (Mrs. Harold Sandelman nominated her, by the way.)

Bill Green, former Detroit booker and tradepaper writer, is resigning from MCA, to vacation in Mexico, with a new job up his sleeve, to be revealed June 15.

Bill Flemion, George McArthur and Roy E. Campbell all hail from Findlay, Ohio, we just learned . . . Mac used to be usher in the theatre there when Roy was in the stock company.

Roy Brosius, manager of Bill Schulte's Bagley, reports his mother seriously ill . . . Paris Bucci, Italian film specialist, is now operating under the name of the Cine Roma Theatre. He plans to have a second theatre in town soon for Italian pictures, besides the present Park.

Ed Kirchner, manager of the Family, returned as house committee chairman of Variety Club. Son Louis G. Kirchner is helping him . . . M. Wesson Dickinson, state superintendent of private employment bureaus, who is in direct charge of all theatrical bookings, is being boomed as next secretary of state . . . His assistant, Jack Walsh, was off on a tour of the resort areas, checking on bookings.

The J. B. Kosco, reported building a new theatre in Brockway, near Pittsburgh, reminded Detroiters of the late Joe Cosco, who once had a string of houses here . . . Jacob Schreiber, reported vacationing in Florida, left a memento of his Blackstone Theatre—a board sign covering the whole front at the top of the building about "Vitaphone Talking Pictures." You can see it from Griswold Street offices.

WOLVERINE DOINGS:

James Miller is managing both the Pine Grove and the Riviera at Port Huron for M. J. Chargot . . . Adolph Goldberg will have plans ready soon on that new house for Royal Oak.

Harrison Beach, of Grosse Pointe, who has been operating roadshows in schools for 20 years, is going to northern Michigan in June, but won't operate this summer . . . Earl Annett is revamping the Durand at Durand.

Raymond E. Moon, manager of Mutual Theatres, has added the Palace at Charlevoix to his booking list—owner is Mrs. Elizabeth Moon—and she's no relation at all.

O. A. D. Baldwin (are there any more three-letter showmen), owner of the Bridgman, Bridgman, was in town Wednesday and Thursday booking—and peeved 'cause there was no ball game.

Jeff Williams of Roseville and East Detroit collected over 1,000 old tires when he admitted youngsters to both houses for "one tire" admission.

Bill Schulte's Motor City at Van Dyke—the Vandale—is a neat looking house from the front . . . Roy Campbell, manager of Walter Shafer's Shafer at Garden City, lost his father a week ago Saturday at Findlay, Ohio.

Fairchild Theatre is the name of the new million dollar dual-unit auditorium at Michigan State College, East Lansing. It's named after the late Professor George Thompson Fairchild.

Detroit Projectionists' Club Elects Officers

DETROIT—The Nightingales Club, projectionists' bowling and social organization, held their annual banquet and election Monday night following the close of the bowling season. New officers elected are:

Gil Light, Michigan, president; Edgar Douville, Globe, vice-president; J. R. Davison, recording secretary; Sam J. Comella, Jam Handy Studios, financial secretary; W. R. Rickens, Beverly, treasurer.

The new bowling committee is headed by Jack M. Hall, with Robert E. Seeley and H. S. Morton as members. Douville also is secretary of bowling. A resolution of thanks for publicity accorded the club by BOXOFFICE was passed.

Staff Members Will Share "U" Drive Prize in Pitt

PITTSBURGH—The local branch of New Universal won the national company drive prize, the award having been announced at the "U" convention in Atlantic City over the past weekend. The Pittsburgh office maintained first place in the eastern division from week to week during the entire contest. Award of $1,500 will be distributed to members of the staff, Jules Lapidus, branch manager, stated this week. District bookers prize was won by Francis Guehl of the local office.

In addition to Lapidus and Guehl, Salesmen Dave Barnholtz, Si Feld, Lou Hess and William Satori attended the convention.

Harris Restores Newsreel Policy at Pitt Palace

PITTSBURGH — Harris Newsreel Palace, Diamond Street, which recently added a feature picture to the program, has returned to exclusive newsreel policy. The one hour show admission is 10 cents until 12:30 and 15 cents from that time until the close of the boxoffice. Harris circuit inaugurated a newsreel policy at one of its East Liberty theatres but this type of presentation was not popular and the house returned to a grind.

The Diamond Street newsreel house is undergoing interior alterations.

Para't 100% Club Rank Is Attained by Elmo

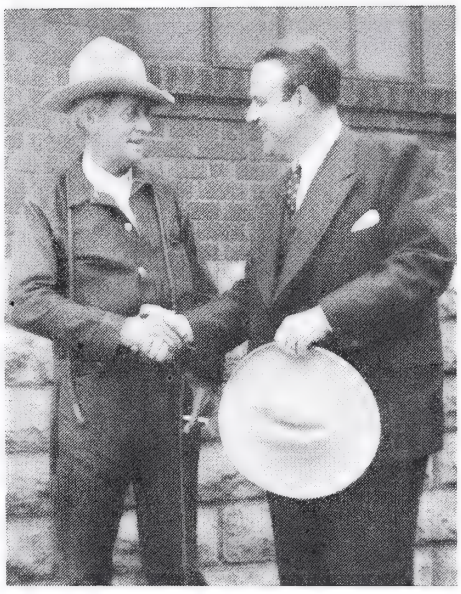
PITTSBURGH—George Elmo, Paramount sales representative, this week joined the company's honorary "100 Per Cent Club," in recognition of his good work, Dave Kimelman, branch manager, announced. As a result of this award Elmo will join with Kimelman in attending the annual Paramount sales convention which will be held May 24-26 in Los Angeles. Local Paramount exchange is observing May and June as a period of appreciation for Kimelman, with the result that many additional bookings are being received daily.

Shea Picks Builder

NEW PHILADELPHIA, OHIO—Contract for the construction of Shea's new 800-seat theatre here has been awarded the Wendling Bros. of Dover. The completed theatre will represent an investment of $100,000, according to E. C. Grainger, general manager of the circuit. R. L. Hickman, district manager, will handle construction details and opening is planned for Labor Day. H. C. Holbrook of Columbus is the architect.

W. D. Davis Stricken

PITTSBURGH—William D. Davis, veteran East Liberty showman and former local Allied exhibitor organization president, will not testify at the all-industry monopoly case. Summoned as one of the first witnesses, the well liked showman is devoid of speech this week, having suffered a stroke Monday at the Veterans Hospital, Aspinwall. His condition was considered critical.



Pittsburgh Greeting—

Pictured here is Curley Eagles, veteran cowhand and muleskinner, who drove the 20 mule team (from the picture of the same name, of course) through the streets of dozens of leading cities in the outstanding ballyhoo campaign, being greeted at Pittsburgh by M-G-M's branch manager, Burtus Bishop jr.

: PITTSBURGH :

(Continued from page 43)

modernization at Follansbee, W. Va. . . . Burtus Bishop jr., and his local M-G-M sales staff, including Saal Gottlieb, Harry Fendrick, Jack Mundstuk, Milton Brauman and Theodore S. Davis, the latter a student salesman, are attending a regional sales meeting May 20-21 at the Shoreham Hotel, Washington, D. C. . . . Abe Weiner, UA manager, and Harry Rees, William Scott and James Nash have returned from their company eastern convention which was held in New York.

Alvin Seiler, missing from these parts for six months, showed up at his Filmrow office Tuesday afternoon. With him was Malcolm Lawrence, sales representative for the theatre supply dealer. Julian "Dooley" Tonkay is office manager . . . Jules Lapidus, national winner in the Bill Scully drive for Universal, and Mrs. Lapidus, depart this weekend for a vacation in Florida . . . We are told that Mike Manos has taken steps to enter exhibition at Uniontown . . . R. J. Jeffries, Burch Popcorn Machine representative, has a new Chrysler . . . Anna Neagle, star of "Irene," and Herbert Wilcox, producer and director, will come here for the local opening, RKO announces.

William Thomas, booking here this week, reported that he has installed an air-cooling unit at his Strand, Zelienople . . . Mrs. Hazel Jennings Cullen, wife of Mike Cullen, district manager for Loew's, Inc., died Monday at Orlando, Fla., after a long illness . . . Members of more than 20 play-producing groups of western Pennsylvania will hear Martin Burnett, new manager of Loew's Penn, discuss various aspects of stage and screen at the annual meeting of the Federation of Non-Commercial Theatres Sunday afternoon, May 19.

Proceeds of the Diamond Jim Brady $100-a-plate dinner were to go to the Variety Club's Boys' Camp fund instead of the Norwegian fund as formerly announced.

Spend Dollars in Canada At Lower Exchange Rate

DETROIT—The war is responsible for a slight boom in theatre trade, along with other branches of industry and commerce, across the river in Windsor, Ont. The Canadian dollar is way down in exchange rates with the future uncertain, and Americans are going over to Canada to take advantage of the extra value which American dollars now have over there.

There are also some thousands of Canadian residents living in Windsor and working in Detroit, who commute across the border daily. There are also some Americans working in Canada and living in Detroit, but the number is relatively slight. This daily exchange of population has resulted in considerable dollars flowing back and forth despite the denunciation by Canadian authorities of individual Canadians who earn their money in Detroit but who fail to turn it into the proper Canadian exchange, selling their American money in the open market instead.

Canadian theatres, in particular, enjoyed direct American patronage when they showed films recently banned by the censor locally, as the theatre district is within ten minutes of downtown Detroit.

Holdover Pace in Detroit Struck by "Command"

DETROIT—"Dark Command" proved the surprise picture of the week, starting off to only fair business at the Adams, where it had moved after a week at the Fox, and then running up to boxoffice figures that justified a holdover, Sam Seplowin, Republic manager, disclosed. Co-featured on the bill was Columbia's "The Doctor Takes a Wife.'

Boxoffice returns were so startling at the Adams as to lead Manager Charlie Perry, who is usually conservative on exploitation, to insert large newspaper ads, reading, "We're flabbergasted! The audience reaction was terrific, which we expected, but the crowds we got amazed us —so-o-o-o- we're holding these swell movies for a third record week."

George Kirby Succeeds To Monogram Helm

CINCINNATI—George Kirby, long associated with Republic here, is the new manager of the local exchange to succeed the late Mark (Max) Margolis.

Agree in Columbus on Theatre Ordinance

COLUMBUS—After three weeks of dickering, the new city ordinance covering the operation of theatres has been finally okayed by the city council and mayor. The snag came when exhibitors discovered that the IATSE had inserted a clause giving them representation on the licensing board. The compromise, in form of an amendment, gives the exhibitors a member on the board.

Generally speaking the ordinance is of but little importance, merely bringing the city code up to date. Operators must now pay a yearly fee of $25, compared to $1 previously. Apprentices are now allowed in the booth while learning.

One clause, however, will some day make the ordinance the subject of some argument. This portion of the ordinance defines a motion picture theatre as "any place showing motion pictures or televised pictures," making Columbus the first city to make definite provisions for the coming of television. Likewise, the operators of the coin-in-slot picture machines must live up to the same restrictions as the exhibitors. The protective clause for the exhibitors shows clearly the handiwork of P. J. Wood, ITO secretary, who helped in drawing up the ordinance.

Teamed on "Lucky Baldwin"

HOLLYWOOD—Ethel Hill and Frank Nugent are scripting "Lucky Baldwin" for 20th-Fox.

COLUMBUS

CONSTRUCTION starts June 1 on a new theatre at Lilley to be operated under lease by "Pat" Russell, formerly of the Columbia and Pythian. Project will cost approximately $75,000, owner being Hal Dickinson. The 1,000-seater will be first in Ohio to be wired for television . . . Jim Hendel was east for the UA sales convention . . . Midnight shows have been dropped at the RKO Grand and Loew's Broad . . . P. J. Wood, ITO secretary, was in Washington for the Neely bill hearings this past week.

We're glad to report that Milt Jacobs, genial Metro salesman, is now at home after an eight-week stay in the hospital. He's coming along okay, should be back in the territory in a month or so . . . Elwood Engle has been dickering with A. A. Abel for the Oak . . . 'Tis rumored a Columbus nabe circuit is for sale . . . C. Harry Schreiber, RKO boss, was a business visitor in Cincy . . . Bill Blum and Dave Carter, also of RKO, were in on business.

Harold Eckert, *Journal* dramatic critic, and Bill Cunningham of the *Citizen's* theatre page, were in Pittsburgh for the premiere of "Lillian Russell" . . . Ted Gardiner (American Theatre Equipment Co.) has installed sound at the B. I. S. in Lancaster, also new arc lamps at the Liberty in that city . . . Ron Jacobs has left RKO to take a job with the government.

From F&Y we learn that "Contiglow" will be used in the Sunset, Cincy, and the remodeled Family in Covington, first time "dark light" has been employed in midwestern theatres. Also that the new Westmore in Huntington is scheduled for completion, September 15.

"Fast Time" Doesn't Interest Michigan

DETROIT—Michigan showmen, watching the worries of operators in neighbor cities over Daylight Saving Time, show no interest in the idea.

Detroit experimented with Daylight Saving a number of years ago, but the idea brought such a series of squawks from theatre men, merchants and the public generally, as well as industrial managers, that it was permanently dropped after the usual political delays.

Butterfield Circuit Is Adding Office Space

DETROIT—The Butterfield circuit is in the midst of enlarging its circuit offices, adding some 10,000 square feet of space. This will almost treble the present size of the offices.

No major changes of functions or additions to personnel are contemplated, officials state.

The new space will be largely shared by the booking, auditing and publicity departments, allowing for more efficient operation.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

Divorcement Measure Is Under Scrutiny

NEW HAVEN—In order to acquaint Connecticut MPTO members with the new proposed Neely divorcement bill and adequately present the alleged merits and demerits of such legislation, Herman M. Levy, executive secretary, announces that a symposium has been arranged on the subject for the next luncheon meeting, at 12:30 p. m., Tuesday, May 21, at Ceriani's Cafe Mellone, 204 Crown Street. Arthur Lockwood, president of the organization, will present the arguments and analysis in favor of the bill; Bernhart E. Hoffman, against. The organization bulletin points out that this bill is not to be confused with the previous Neely bill, and exhibitors owe it to themselves to understand the proposal in order to take a definite stand.

Allied Theatre Owners of Connecticut also will meet at luncheon on Tuesday, May 21, at the Hofbrau Haus Restaurant, with A. M. Schuman presiding. With the governor's safety campaign in full swing, the organization is distributing to exhibitors the ten specially made four-minute safety trailers, a voluntary co-operative gesture. Al Pickus, operator of the Stratford, is chairman of the project. A Community Chest representative will address the next meeting, and industry problems will be discussed. It was voted to hold regular bi-weekly meetings.

Belmont Selectmen Deny Graphic Sunday Permit

BOSTON—The Graphic Theatre circuit has been denied a Sunday license by the Belmont board of selectmen. The action followed a public hearing, attended by some 200 Belmont residents, at which proposed Sunday films were accorded unfavorable action.

The Kurson interests have been tentatively planning to put up a de luxe motion picture building in the Boston suburb but have indicated that they may withhold action on the project if a seven-day license is not forthcoming.

Court Holds Two Liable As Lyric Guarantors

BOSTON—Daniel J. Carroll of the Stuart here and Barnett Welansky, identified with theatre and distribution interests here, were both held liable in the sum of $44,134 to the Stuart Investment Trust as guarantors on the lease of a property to W&W Amusement Co., Inc. Judge Paul G. Kirk of Suffolk superior court, formerly head of the Sunday censorship bureau in Massachusetts, handed down the decision which regarded the Lyric Theatre property on Washington Street.

Gets Imperial Franchise

NEW HAVEN—I. Levine, former Grand National manager here, has taken over the Connecticut franchise for distribution of Imperial Pictures.

M&R Counsel Would Outline "Pattern of Conspiracy"

By BRAD ANGIER

BOSTON—"Sometimes when I hear the statements made about the effect on first-run revenue, I think of Carlyle's aphorism, 'teach a parrot to say "supply and demand" and you have a political economist.' We might well say here, 'Teach film men to say "first-run revenue" and you have a big-time distributor'," George S. Ryan stated in his concluding arguments, which continued this week, in the Morse and Rothenberg anti-trust litigations.

"Throughout these cases," Ryan told Philip Hendrick, master, on the 201st day of hearings, "there runs a district pattern or outline of conspiracy. We find the plaintiff going into a town. The opposition resents it, and does whatever it can to injure the opposition. In each case, the opposition is very powerful and very unscrupulous.

"Monopoly" in Portsmouth

"In Portsmouth, in addition to the charge of conspiracy we have the charge of monopolizing, or attempting to monopolize, or combining, or conspiring to monopolize. For that reason in this case some specific attention will be paid to the acts of Maine & New Hampshire Theatre Co., evidencing an intention to monopolize.

"The plaintiff, Aetna Amusement Enterprises, Inc., secured a lease of the Arcadia on September 18, 1930. It began operation on November 14, 1930. This lease, was for a term of five years. It was extended to October 15, 1945. When the plaintiff took over the Arcadia it changed the seats, put in a modern booth equipment, RCA sound, some furnishings, and a new screen.

"In November of 1930 the Maine and New Hampshire Theatre Co. was operating, or had under control, three theatres, the Colonial, Olympia, and Portsmouth. The Portsmouth was closed and had been closed for some period of time. The Colonial was then operating on a policy of three changes a week, single-feature, first-run, major product, with admission prices of 25 cents matinee, 25 and 35 cents evenings, except on Friday and Saturday when vaudeville was used and the evening charge was 35 and 50 cents. The Olympia also was operating on a policy of three changes a week, first-run single-features. Its admission prices were matinees 15 and 25 cents, evenings 20 and 35 cents.

"The Maine and New Hampshire Theatre Co. was a powerful circuit. Except for Publix, it was the most powerful circuit operating in Maine. It had more theatres than any other circuit in New Hampshire. It was a subsidiary of Paramount-Publix Corp., which owned and controlled 50 per cent of its capital stock, either directly or indirectly.

"The evidence in regard to that circuit shows that it had competition in only a comparatively small percentage of the places in which it operated—Fitchburg, Burlington, Portsmouth, Concord, Rumford, and at one time in Gardiner, Me. Its 29 or 30 theatres, whatever the number was, were located in about 19 cities and towns. In all the other places there was no competition.

"In connection with affiliation with Paramount, there should be borne in mind that in 1930 or '31 Paramount controlled or had an interest in approximately 1,600 theatres. Many of these were large, first-run houses. The revenue which it gave the distributors amounted, in the case of the revenue going from Publix to Paramount, to about $10,000,000 a year. There were other figures of millions of dollars being paid to companies like Metro and Fox each year by this circuit.

Opposition to Circuit

"Publix and Paramount, therefore, were extremely powerful. No distributor could stay in business that didn't do business with them. One might figure the hundreds of theatres in New England alone controlled by Publix, add to them the Maine and New Hampshire circuit in which Paramount had a half interest, and then try to figure how many of the distributors could operate profitably in this territory without selling any of those theatres. We have noticed from the correspondence that the Paramount subsidiaries realized their power. They worked together. They worked in close harmony with the Paramount distributing branch.

"When the plaintiff went into Portsmouth, therefore, it started to operate in competition with a very powerful circuit. The evidence of Ford would indicate also that it was the intention of Maine and New Hampshire Theatres Co., as far as possible, to operate without competition. This circuit had franchises, either directly or through Publix, with Metro and the United Artists. There has been some evidence as to the cancellation or expiration of these franchises, and further evidence that Metro issued franchises later directly to the Maine and New Hampshire Theatres Circuit. So far as Paramount was concerned, it was not necessary, of course, to have a franchise. With such a setup there would naturally be an understanding that Paramount products would be used in the Maine and New Hampshire theatres.

"When we come to consider the acts of Maine and New Hampshire Theatres Co. in an effort to eliminate the competition of the Arcadia, it is of importance to notice the seating capacity of the balconies of the theatres in Portsmouth. Counsel emphasized the seating capacity of the bal-

(Continued on next page)

Airing in December Of N. E. Situation

Boston—It will be December before the New England film situation will be aired in the government's equity suit, it is indicated. Seymour Krieger, special assistant attorney-general who has been in Boston on several occasions to line up evidence for the department of justice, is expected to prosecute local angles of the litigation.

"Conspiracy" Pattern Traced by M&R

(Continued from preceding page)

conies in Nashua but not in Portsmouth. The Arcadia Theatre had about 650 seats in the orchestra and 200 in the balcony. The Colonial had 691 seats in the orchestra and 469 in the balcony; there were 96 box seats. The Olympia had 598 in the orchestra, 378 in the balcony, and 22 box seats. The Portsmouth had 671 seats in the orchestra and 494 in the balcony.

"It will be seen from these figures that the balconies of the Colonial, Olympia, and Portsmouth theatres were important factors. It is for that reason that when the matter of competition is considered the prices of those large balconies will become of importance. Approximately 40 per cent of the seats in those Maine and New Hampshire theatres were in the balconies.

"When the plaintiff opened the Arcadia, it began to operate on a policy of three changes a week, double-features, admission 10 cents matinee, 15 cents, children 10 cents. The theatres were then operating six days a week because there was no Sunday license at that time in New Hampshire."

There was also testimony (John J. Ford, head of Maine and New Hampshire Theatres Co.) that this figure of 25,000 population in the summer included only those localities from which the theatres in Portsmouth might draw, which did not have theatres themselves, and that the theatres in Portsmouth actually did get some patrons from places that had theatres. Ford also testified that these places over which his theatres in Portsmouth had protection were potential customers. He didn't know the winter population of the places within a 12-mile radius of Portsmouth, although he did know they got business in Portsmouth from Exeter, which was eight to ten miles away.

"At the very commencement of operation here in Portsmouth, as in Nashua we find the defendant distributors, with the exception of Paramount, very willing to sell the plaintiff. It is operating at the low admission prices, but none of the distributors except Paramount makes any objection to selling. As we go along, I shall point out to Your Honor some memoranda and some contract recommendations of these distributors which indicate they knew this was a second-run house opening up in a situation where they had not before sold second-run, that they were not only willing but glad to sell it, and they felt that this was so much picked up additional revenue.

"In Portsmouth there was a closed theatre, the Portsmouth, which could be used as the Colonial in Nashua was used, as a fighting theatre, first, to frighten away competition, and second, if competition entered, to send that theatre out on the battlefield and fight the competition. We found that was exactly what happened in Nashua. Now we find the identical thing happening in Portsmouth. We will see here, as in Nashua, that Ford attempts to put the plaintiff out of business by low prices, by adding another theatre into a situation which he said was already overseated, and that then when he is unsuccessful in that policy he cuts off the supply of major product. Exactly the same pattern we find in Nashua! These exhibitors, who are monopolists, employ the same tactics."

Study Sales Policies

Turning to sales policies, Ryan said, "It was with considerable interest that I heard counsel for the defendants, in talking about selling or refusing to sell subsequent runs, say, that it was natural for these salesmen and branch managers to desire to sell subsequent-runs. He spoke about the fact that the general officers of the distributors were interested in the long-time prosperity of the company, and that the salesmen were anxious to make as large a showing as they could in the territories within their control. In substance, they were in the position that they wanted to sell as much as they could this year because if they did not make a good showing they might not have their positions next year.

"He mentioned also that the sales of first-run product were negotiated to a considerable extent at headquarters. The result was that the men away from headquarters, the district or branch managers, and conspicuously the salesmen, might have nothing to do but to sell the second-run product. Then he went on to argue that the salesmen in the territory had an

SPRINGFIELD

THE 20 MULE TEAM hit this city last Thursday afternoon, after a great campaign by Loew-Poli Manager George E. Freeman and his assistant, Jack Foxe. Visitors in town that day from Loew-Poli offices in Boston and New Haven were Bert MacKenzie, Boston, and Lou Brown and Harry F. Shaw, New Haven. The stunt was stationed in Memorial Sq., for two hours, and from there marched along Main St., after which it headed for New York.

Broadway Theatre presented a talent revue on its boards last Friday evening . . . Emil Morceau, projectionist at the E. M. Loew's Court Sq., was in New York last weekend attending opening exercises of the World's Fair . . . Manager Don Barhytd, E. M. Loew's Court Sq., says that plans call for continuing stage shows at that theatre through the summer months.

Robert Walters, Art doorman, has resigned . . . A Springfield visitor last Wednesday was John Cooney of the Union, Pittsfield, who dropped in for a chat with Manager Al Anders of the Bijou . . . Jeanne Richardson, cashier at the E. M. Loew's Court Sq., is now working at the E. M. Loew's, Hartford, succeeding Doris Jannson, who resigned. Filling in temporarily at the local E. M. Loew house is Mrs. Sadie Noll, sister of L. W. Richmond, district manager for E. M. Loew.

Assistant Manager John Knightly, main stem Capitol, is an enthusiastic baseball fan . . . Ditto Melvin Aronson, chief usher, Paramount . . . Manager Andy Sette, WB's Capitol, had a local youngster walking the streets dressed as "Pinocchio" to exploit the feature cartoon.

New doorman at the Art is Raymond Salo, former Loew-Poli employe . . . Chief Projectionist Ed Whittle, E. M. Loew's Court Sq., spent a weekend in Washington, D. C. to view the national capital's cherry blossoms . . . Mary Abramchek is a new candy girl at the Art.

Manager Edward M. Dowlings, Capitol, Pittsfield, attended booking meeting of Western Mass. Theatres in Springfield . . . John Morrison, assistant manager, Richmond, North Adams, has been transferred to the Rivoli, one of the Western Mass. Theatres circuit, Chicopee . . . Manager Bernard Payne, Mohawk, North Adams, has been named to the social committee of the North Adams lodge of Elks.

Maurice Radin, Worcester candy salesman, was a Boston visitor the other day . . . Manager Bernard Payne, Mohawk, North Adams, gave out a souvenir color photo of "Pinocchio" Saturday before opening . . . Helen Jacobski and Margaret Thomas are new additions to the candy concessions staff in Loew-Poli houses, Worcester.



On a Set in the Warner Studio—

George Brent, at left, plays host to Steve Broidy, manager of the Welansky Theatres in Boston; Edward Finney, who produces the Tex Ritter westerns for Monogram, and Ben Welansky, head of the theatre circuit, on the set of "The Sentence," in which Brent is starring.

incentive to sell second-run in a position like Nashua, because if he did not sell it, he would not have anything to sell in that particular situation.

"Obviously such an argument is based upon the theory that in a situation like Nashua the local branch managers would desire to sell the subsequent-runs, and that a decision to refuse to sell was made at headquarters in New York, possibly during the course of the negotiations with the first-run exhibitor.

A Matter of Time

"If we could have had such an admission at the beginning of this case it would have saved a great deal of time. The plaintiffs went to New York upon the assumption that the decision not to sell was made there. In that city, they examined a great many of the witnesses of the defendant in general sales positions. Did they get such information in New York? Did they get such information from the branch managers and district managers? The evidence here, Your Honor, shows that throughout it was the attempt to shift the responsibility onto the branch manager, because ordinarily the duty of deciding whether an account should be sold and the terms on which the account should be sold is a local matter, dependent for decision upon the man in the field who knows the conditions intimately. They realized that fact. All the distributors knew that to be true. They knew that to be the ordinary custom in the industry. Apparently, they felt that if any decision not to sell subsequent-run on the ground of the merits of selling or not selling was made, that it should be made by the branch manager.

"If it is a matter of refusing to sell because of circuit pressure in New York, a combination existing there, that is something with which the branch manager has nothing to do. That is something which leads toward an inference of conspiracy. That was something that they wished to avoid. If, on the other hand, the decision were made here in Boston by the local branch and district managers, on influence by any consideration of pressure or threat by the first-run exhibitors, on influence by anything except the welfare of the company depending upon the revenue to be derived to by the sale, then the decision would be made by the local branch manager. It was for that reason that throughout this record you find days, and perhaps weeks or more, spent in examining witnesses to find out who made the decision. Even that one thing itself was something that for a long time it was hard to get definitely.

Office a "Barrier"

"In this testimony Your Honor will find that Mr. Wolf claimed to have made the decision for Metro, Mr. Cropper for RKO, Mr. Dervin for United Artists, Mr. Kelly, not definitely but in a general sense, for Universal, Mr. O'Toole for Columbia. The situation in regard to Warner was a little indefinite because of the change in the branch managers. And so far as Paramount and Fox were concerned, while Mr. Bailey was in charge it appeared that his desire was to sell and that he was prevented from selling by the New York office. Even on this particular situation which we are discussing in regard to Paramount in 1931 and 1932 in Nashua, the

(Continued on page 88)

Add an Optimistic Ending to "Grapes"

Hamden, Conn.—The Whitney is the first house known to add a new ending to "The Grapes of Wrath," played Wednesday and Thursday. Shots from a Paramount newsreel showing many Dust Bowl farmers going back to their homes are appended after a special trailer crediting Messrs. Steinbeck and Ford for a splendid expose, but wishing to inject a note of optimism by these scenes of attempts to deal with the problem.

Clements Elected to Head Entertainment Bookers

HARTFORD—A. J. Clements has been elected president of a new organization of entertainment bookers in Connecticut.

The group, which was perfected at a meeting last fortnight, has announced its object will be to promote legislation to license entertainment bookers and to eliminate the factor known as cut-throat competition which reacts to the disadvantage of actors and the amusement buying public as well.

Members of the new organization, under the leadership of Clements, include the Boston Professional Entertainment Bureau, Beverly Joyce, the Variety Entertainment Bureau, Samuel Wells, New Haven; Al Rich, Bridgeport; the Clements Entertainment Bureau, and Breck Lewis of Springfield.

Secretary is Miss Joyce, while Wells has been chosen treasurer. A series of conferences between bookers and acts will be arranged in order to arrive at standardization in price and for the improvement of actual working conditions.

Graphic Circuit Meeting Is Scheduled in Boston

BOSTON—A general meeting of Graphic Theatre circuit executives and managers was to have been held here late this week. Sam Kurson, operator of the circuit, planned to be on hand from Bangor, Me. Newell and Kenneth Kurson, local Graphic heads, arranged the schedule for the convention which was to have included both social and business functions.

Among the theatre managers slated to be in the Hub were Robert Cox of the Park in Dexter, Me.; Elmore Rhines, Mayfair, Bridgton, Me.; Walter Murphy, Brandon, Brandon, Vt.; Ben Govan, Orpheum, Danvers; Eugene Keenan, Strand, Ellsworth, Me.; Ned Palmer, Colonial, Belfast, Me.; William Johnson, Opera House, Millinocket, Me.; Al Swett, Comique, Camden, Me.; Sid Epstein, Center, Dover, Me.; Lloyd Heldman, Regal, Franklin, N. H.; Arthur Rowe, Burns, Newport, Vt., and Cal Wilson, Campus, Middlebury, Vt.

Through for Summer

BOSTON—With the adjourning by President Thad C. Barrows of a business meeting, Local 182 formally concluded regular sessions until September. The summer hiatus is an annual practice.

Moriarty and Martin Are Pitted in Union Election

BOSTON—Jack Martin, Republic shipper, and Matthew Moriarty, Universal shipper and president of the local Exchange Employes Union, are pitted against each other for the 1940 presidency of the IATSE unit. Moriarty last year became president of the organization by a large majority, succeeding Max Magovsky of National Screen Service, one of the organizers of the Local B-3 and its first president.

Frank Rahilly, formerly of National Screen Service and now with RKO, was practically assured of continuing as treasurer when no one was nominated to oppose him. Election is scheduled for May 27.

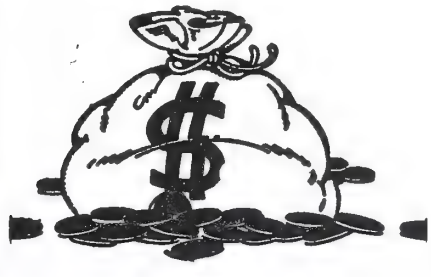


Spring Has Rounded the Corner *but . . .*

CAPITOL HAS CUT THE CORNER in the cost of theatre modernization and redecorating to welcome and satisfy the brighten-up season.

CAPITOL

gives you a complete, economical job with everything furnished from plans to the last yard of carpet. Needless to say, satisfaction is guaranteed.



CAPITOLIZE *and* DOLLARIZE

CAPITOL THEATRE SUPPLY COMPANY :: :: BOSTON

BOSTON

HARRY WASSERMAN, M&P district manager, left for New York last week following the death of his brother, Judge Frank Wasserman. Funeral services were held Sunday . . . Stanley Sumner, operator of the University in Cambridge, tied in with the Cambridge Teachers' Club, presenting the Kingsland Marionettes in a charity show, the proceeds of which went to aid undernourished school children.

Henry Sperling, operator of the Central in Manville, was up from Rhode Island . . . Otis Page, operator of the Lincoln Hall in Damariscotta, Me., was in the film district . . . William Savitz of the Arcadia, Portsmouth, N. H., was on the road last week . . . William Reeves, Portland theatre man, died at Cape Elizabeth, Me., last week. He was at one time manager of the Strand in Portland.

A. Viola Berlin, manager of the Exeter Street in Boston, played "Harvest," French importation, with good results . . . Richard Mekelburg, son of the independent distributor Marcel Mekelburg, is in New York in connection with distribution of a theatre book deal . . . Ernest Links, manager for Interstate, has been transferred from the State in Stoughton to the Central in Hyannis. Ed Fain, Interstate general manager, has moved Edward Longo from the Boulevard in Revere to replace Links at the Stoughton house.

Bill Kelly, branch manager; Jerry Callahan, Harry Martin, Frank Dervin, Bill Murphy, Ernie Warren and J. R. Wilson, attended the Atlantic City sales parley of Universal . . . Ben Domingo, city manager of RKO theatres, has booked Horace Heidt into the RKO Boston for a stand beginning May 30 . . . Alec Hurwitz of the Strand in Taunton has been augmenting his celluloids with jewelry.

Mary Trainor, veteran Columbia employe, is expected to take a leave of absence because of her health . . . The youngster of Nate Oberman has been confined to Children's Hospital . . . Gordon Hillman, former film writer on the Boston *Record* and the author of several Hollywood scenarios, broke the *Saturday Evening Post* several issues ago.

Ed White of the Mansfield in Mansfield was in town . . . Mr. and Mrs. Leon Gorman of the Ritz in Lewiston were down from Maine . . . Joe Mathieu was in from Winchendon . . . Harry Zeitz, operator of several New Bedford houses, was in the film district . . . Frank Boscketti, Lawrence theatreman, tied in with a Jewish organization to show a Jewish film at the Star . . . Norman Randall of the Paramount in New Haven has a new citizen in his home. She is Miss Patricia Randall.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
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ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Morris Pouzzner, circuit owner; Nat Furst of Monogram; Hy Fine and Phil Seletsky of M&P; William Erbb and Al Kane of Paramount, and Harry Rogovan of Columbia were among Bostonians who feted Barney Pitkin, New Haven RKO manager, at Racebrook Country Club last week . . . Cecil Rudnick, National Screen Service salesman, is the father of a boy . . . A new theatre is planned for Magnolia, Massachusetts North Shore summer resort.

Helen Sahl, formerly of Specialty Pictures, is now doing art work for a local advertising concern . . . A theatre is understood to be set for Andover where, it is planned, it will be operated in conjunction with a dance hall . . . Norman Ayers, local Warner branch manager, is scheduled to attend a regional sales convention at the William Penn Hotel in Pittsburgh, June 10, 11 and 12. A previously planned Washington confab has been dropped . . . Marcel Mekelburg, independent Boston distributor, was in New Haven on business.

Norman Poretsky of Wholesome Film Service and Mrs. Poretsky have moved into a new Roslindale home . . . Irving Dunn, manager of the Tower in Lowell, has put out a series of two-for-one tickets . . . Fred Fahlbusch of M&P's accounting department has recovered from a tonsillotomy . . . Maurice Schwartz, in M&P's advertising department, was back on the job last week following an attack of grippe . . . Robert Portle, manager of the Plaza in Worcester, used a human "mechanical man" to exploit a horror picture.

Fred Greenway, manager of Loew's State in Boston, presented boxes of Page & Shaw chocolates to the first 100 mothers to attend the Mother's Day matinee of "Too Many Husbands" and "Dr. Kildare's Strange Case" . . . Lynn Farnol, Oscar Doob, Lou Hyman and Al Margolies have been in town in behalf of the Loew's State and Orpheum world premiere of "Our Town." Film was screened last Friday in the film district . . . Sally Hochberg, former personal secretary at Independent Exhibitors, Inc., has taken up new headquarters in California. She has been on the coast for several months . . . Abe Garbose, operator of the York in Athol, was in town.

Joe Schmuck and James Kennedy, holders of the New England franchise of the Alexander Preview Co., are selling films on the side for Harry Segal . . . Louis Josephs, former Imperial salesman, is now covering Maine, New Hampshire and Vermont for Marcel Mekelburg and Sam Levine . . . Norman Prager has been showing flesh at the Palace, Sam and Nathan Goldstein house in Pittsfield . . . Joe Cahill, manager of the Brockton in the Massachusetts city of the same name, has been putting on a juvenile popularity contest, tying up all along the way.

Phillip Lavine, New England general manager of the Phil Smith circuit, was one of the behind-the-scenes influences instrumental in bringing to public attention the fact that low-priced Japanese electric light bulbs draw heavy wattage in many instances and are, therefore, despite their markings, exorbitantly expensive . . . Ed Tyler, I. J. Fox publicity man with whom a number of theatre fashion shows have been promoted, is on vacation . . . Skip Dunn, manager of the Olympia in Lynn, is ballyhooing his house via a new radio program . . . The Messrs. Roy E. Heffner jr and sr. have their fishing rods out.

Harry Browning and Meyer Marcus of M&P's home office advertising department turned out a batch of exploitable suggestions on "Biscuit Eater" . . . Arthur K. Howard, business manager of Independent Exhibitors, Inc., is ballyhooing Allied's 11th annual convention, to be held in Chicago, June 19-21, on organization stationery as "the most timely meeting in the history of the movies" . . . William H. McLaughlin, commander of the Theatrical Post of American Legion, and fellow film district legionnaires, were to have left May 18 on a Boston-New York weekend cruise.

Alic Tanzman of Wholesome Film Service has been convalescing . . . Ethel Simes of M&P kept on the job despite a fall that injured a recently fractured leg . . . Rose Coriarty, former Uxbridge exhibitor, is a bride . . . Fred Freschette of the Lyric in Fitchburg was in the film district . . . Also in town was Myer Stanzler of the Community in Wakefield and the Casino at Narragansett Pier, R. I. . . . Ed Reed of the Strand in Providence was in Boston.

Frank Clement of the Strand in Brockton has a two-wheeled ballyhooing idea and is handing out bikes . . . Joseph A. DiPesa, Joe Longo and Al Longo plan to exploit a number of publicity stunts with the arrival of M-G-M's "20 Mule Team" borax wagons . . . Bill Canning, former manager for Nathan Yamins and now manager of the Empire in Fall River for Interstate, has officially made it spring by opening a driving range in Rhode Island for golf enthusiasts.

Philip De Petro, manager of the Jamaica, Jamaica Plains, has been named to the committee of health and safety of the Boy Scouts of America, Boston council.

Springfield Associates Bid Freeman Welcome

SPRINGFIELD, MASS.—A "Welcome Home" party was given here at the Bridgeway Hotel on Monday evening in honor of Manager George E. Freeman of the local Loew-Poli, who returned some weeks ago to this city, after having been a patient at the Mount Sinai Hospital, New York, for several weeks, due to illness.

In attendance at the event were over 100 people. Jack Foxe and Ted Holt of the Loew-Poli were in charge of arrangements for the affair, which went over big. On hand to extend greetings to the guest of honor were Harry F. Shaw, division manager, and Lou Brown, publicity director, Loew-Poli, New Haven office.

New Pact to Taurog

HOLLYWOOD—Norman Taurog has been assigned to a new term directorial pact at Metro.

NEW HAVEN

DELAY in shipment of the porcelain enamel for the front of the new 600-seat Fred VanDoren Tower, Waterbury, set the opening back to Friday, with "Castle on the Hudson" as the feature . . . Blue and coral International chairs harmonize well with blue Wilton carpet. Ladies' lounge has attractive modernistic furniture. Blue porcelain enamel tops the front, of which the base is a mottled cream imitation granite, with a red strip divider. Two stores complete the theatre building. Policy will be three changes a week; admission 25 cents top.

Henry Phaneuf has closed the Broadbrook temporarily . . . Big Eskimo Pie 13-week tieup brings a new weekly half hour kiddie quiz program to the stage of the College, Saturday noon at 12:00, with Milton George of WELI conducting and the station broadcasting. About eight children will be presented on each program, and cash prizes and premiums will be awarded. Theatre admission gives the children coupons which they accumulate for special giveaways, admission to the broadcast and the regular show. Manager Sam Badamo of the College is busy with the details.

Pete Mack, the decrepit caddy of the Barney Pitkin dinner gag, reports Barney's equanimity unmatched . . . Hy Fine's lyrics to the tune of Barney Google for community singing were a sensation . . . Maurice Wolfe, Herman Rifkin and Steve Broidy, from Boston, and many others swelled the guest list on the day of the event. Barney was presented with a beautiful testimonial scroll, as well as a gift. Dinner stands out in the respect that all speeches were reported good! And short! And Hy Fine told his actor-doctor story by popular request.

Dick Cohen has a new black Chrysler coach . . . Bill Canelli's red Olds is a knockout . . . Abe Fishman and Philip Saslau and wives spent a few days in New York seeing the shows and sights . . . Sam Badamo is back at the College after a week's vacation in Boston and New York . . . Pinochle is the latest rage in the territory. Also, Jamaica offers popular pastime . . . Abe Hodes is the new Metro student assistant . . . Francis Joyce, assistant shipper and office boy at the RKO exchange, was formerly an usher at the Paramount.

Athletic Report: Park Playhouse, Thomaston, softball team is coached by Wild Pickles McRoberts, ex-Eastern League player. "Eagle Eye" Schwartz, is in the outfield, "Scoop" Maxon is shortstop and "Eagle Beak" Ryan, tryout for rewind position. Don't give your right name boys; we know you by those new jerseys and gloves. The Thomaston team uses the column to challenge the Alhambra Terriers . . . The Henry Germaine-Mike Sirica champ bowling matches closed the season with a smashing victory for Germaine. But temperamental Mike says the victory is not conclusive because he wasn't in the mood . . . The boys are showing good early-season form on the golf courses, what with a few fair and warmer weekends.

Donat Blaine of the Jodoin, Baltic, suffered a fractured nose and demolished car in a recent side-swiping auto accident . . . Sam Haddleman joined his wife and Suzanne in Washington for a long weekend . . . George LeWitt and son of New Britain and Plainville were visitors on the Street . . . Also John Kata of the State, New Britain, a rare visitor . . . Sam Farber, the encyclopedia man, dropped around for the Pitkin dinner . . . Lou Ginsberg, UA salesman, and Mrs. Ginsberg are now living on Howe Street after a two-week wedding trip through the Carolinas . . . John Evers of Darien is celebrating his 25th anniversary with the Delafield Co., owner of the theatre . . . Joel A. Levy up from New York Loew office to make Worcester and Springfield with Harry Shaw.

Whitney Theatre featured the high-hat Yale Whiffenpoof singing society as a special feature . . . Roger Sherman tried a 10 a. m. Saturday Walt Disney Cartoon Revue with good attendance . . . Horace Heidt Arena show cut into downtown business . . . Victory trying Yiddish "Mamele" with Molly Picon for two-day engagement . . . New Connecticut Theatrical Corp. mortgage to Connecticut Savings Bank recorded . . . About 700 boy and girl scouts attended the Poli to see the new March of Time "America's Youth," for which some shots were taken at the New Haven "Y." Bouquets to Nat Rubin and Bob Russell, who will probably make the Loew Dollar Club for the second time in 1940 for the stunt . . . State, Waterbury, is another of the many theatres featuring cooking schools in local tieups with utilities.

No, it's not mixed type, St. Stephen's Hall, Bridgeport, is really playing "Hazadnak Reduletlenul" . . . Emil Feldberg of National Screen has signed up the Howard, Dixwell and Community, Fairfield, for trailers . . . Hartford Times *remarks apropos of Music Week that music is an increasingly important factor in the cinema . . . Palace, New Britain, presented the Hawaiian Follies on the stage for one day . . . It's really the theatrical page—don't be misled by the book cuts—all Waterbury has gone encyclopedia. Latest is the Capitol, which features Price Premium's World's Popular series. On the strength of his 20 Alexander Prevue accounts in the past six months, Jules Livingston is patting himself on the back and considering a new Chevrolet.*

Dick Cohen has the Whitney Playhouse contract for programs, trolley and window cards . . . Messrs. O'Toole, Lourie and Swirsky are expecting to make a whirlwind first place finish in the Columbia drive . . . WELI is starting a new Picture Parade with the Studio Scout at 4:30 on Tuesdays and Thursdays . . . Local theatres offering guest tickets as some of the prizes to be given for weekly brain teasers in the WELI *Dial* publication . . . John Hesse has dressed a papier mache manikin in a blue gown as part of his wheel lobby display for "Irene" . . . A. Bertinetti, Poli sign man, is doing an oil portrait of Bob Russell in his spare time . . . Jake was a ringer for the Prehistoric Man in Nat Rubin's street ballyhoo on "One Million B. C." Russell planted special posters in the telegraph company windows, special art in the *Italian American* and other press on this feature.

Lou Wechsler, chairman, reports Will Rogers drive had 25 per cent more exhibitor participation this year than last . . . Katherine Sullivan, formerly of UA, is the new Mutual Advertising secretary . . . Fifteen thousand people were out to see the "20 Mule Team" parade at 10:30 a. m. on opening day of the picture in Worcester. Lou Brown was up to help with the ballyhoo, which reached New Haven on Powder House Day . . . Double truck national ad on the picture was a beauty . . . Mr. and Mrs. Thomas Donaldson (Metro branch manager) spent a few days in Atlantic City . . . Jerry J. Jonas in to visit the local Metro exchange from the home office, New York . . . Phyllis Ricciuti, Warner inspectress, is engaged to Peter Neri of New Haven and will be married July 1.

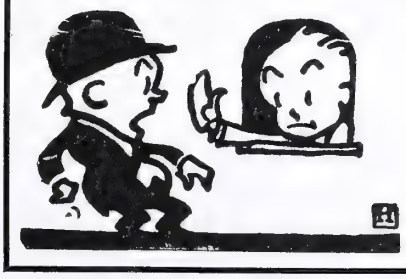
Metro Pep Club will meet June 3 and start making plans for the good old summer time . . . Jack Post of the Fishman circuit office has bought a new Colonial home on Hemlock Road where he will move with his family in a few weeks . . . Penetrix of *Theatre News* is back doing her film comments after a grippe attack . . . Cynical Bijou marquee: "Men Without Souls"—"Just Like a Woman" . . . George Freeman, Poli, Springfield, manager, was tendered a welcome home dinner after a long illness by the Civic and Business Men of the city. Harry Shaw, Lou Brown, Bob Russell, Jack Halprin and Max Resnick rode up from New Haven to attend the celebration.

Extend Shepard Traube

HOLLYWOOD—Twentieth-Fox has extended the directorial contract of Shepard Traube.

Polishing "Texas Rangers"

HOLLYWOOD—Horace McCoy is polishing the script of "Texas Rangers Ride Again" for Paramount.



DIRTY THEATRES KEEP PATRONS AWAY!

MOPS — SOAPS — BROOMS
DISINFECTANTS
ALL CLEANING SUPPLIES

Specialists in Showmen's Sanitation
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40 Church Street BOSTON

Bank Night Cleared In Rhode Island

BOSTON—Bank Night was cleared of lottery charges in the Rhode Island supreme court in the climax to an action which had been pending for two years, with the Roy E. Heffner giveaway ousted from the state throughout much of the period. George S. Ryan, attorney for the Bank Night interests in New England, successfully cleared the premium in Rhode Island.

The finding, translated into the theatre idiom, holds that the fact that Bank Night increases audiences on the nights of the drawings can not, in itself, be indicative that admission prices are paid in part for participation in Bank Night.

The Bank Night proceeding was begun by an indictment in which it was charged that the big chief corporation, a Providence market, violated anti-lottery laws because it "did set up, put forth, carry on, promote, and draw publicly, a lottery, chance, game, and device, to wit, Bank Night."

A drawing held on June 21, 1938 was used in the test case. Jury trial was waived. The case was heard before a justice of the superior court, sitting without a jury, solely upon evidence set forth in an agreed statement of facts. The justice filed a rescript in which the defendant was found guilty.

Files Exceptions

Ryan filed a bill of exceptions in the state supreme court. It was in agreeing with the Boston attorney's pleas that the Rhode Island supreme court has cleared Bank Night in that state.

It is set forth in the agreed statement that the scheme was designed to increase attendance in the stores of the licensees, not only on the nights of its operation but on all other days of the week.

The supreme court held:

"That generally it has had that effect; and that in the week just prior to the night involved in this case about 5,211 persons had their registration cards 'qualified' at the market of the defendant and 161 new persons registered there.

"But the trial justice, in his rescript, found also, specifically or in substance and effect, that undoubtedly many persons who were present at the drawings on the evening of June 21 had bought merchandise from the defendant because they were brought to the market by their desire to register and to participate in the drawings and were led, either by their self-respect or by the attractiveness of the merchandise which they saw there, to make purchases; and that money was spent not only for merchandise but for the purpose of participating in the Bank Night.

"If these findings had been sufficiently supported either by express evidence or by necessary deductions therefrom, they would have constituted the premises for the above-stated reasoning of the trial justice.

"But, in our judgment, there is not sufficient support, by the evidence contained in the agreed statement or by necessary deductions therefrom, for a finding that anybody paid any money 'not only for merchandise but for the purpose of participating in 'Bank Night,' or even for a finding that many persons had bought merchandise from the defendant because they were brought to the market by their desire to register and so participate in the drawings.

"Therefore, we must hold that the above-stated reasoning of the trial justice cannot be applied in this case, especially as guilt must be established beyond a reasonable doubt. For that reason and because the decision of the trial justice cannot be supported on any other line of reasoning which we consider sound, the decision is erroneous."

Concluded the court: "The defendant's exception is sustained, and the case is remanded to the superior court with direction to find the defendant not guilty."

Summer Theatres Again Stir in New England

HARTFORD—Throughout New England, summer theatres are beginning to stir nowadays.

According to reports reaching this publication, the following "straw hat circuit" houses are slated to open sooner or later this season in an attempt to start new stars on their way to stardom and to present still another way of attempting to get cash customers away from motion picture houses: Bolton Lake, Conn., Playhouse; Lake Whalom, near Fitchburg, Mass., summer theatre; Canton, Conn., Show Shop; Marble Dale, Conn., Theatre-in-the-Dale; Suffield, Conn., Band Box, and Berlin, Conn., Playhouse.

Judging from the above, Connecticut, as has been its custom in years past, will sponsor quite a number of summer theatres.

Rumors have it that more summer theatres in New England are being planned for the season, although nothing definite has been learned as yet.

Pair Are Scissored by Sunday Censor Bureau

BOSTON—"Damn" was removed from two sections of the sound track of Northeastern Film's "The Bedroom Diplomat" and "all scenes showing dying, dead and wounded people on refugee train (and) all scenes showing burnt and dead cattle and sheep in fields" was clipped from "Lights Out in Europe."

These two films were the only motion pictures scissored in a group of 32 reported last week by the Massachusetts bureau of Sunday censorship. The 32 included 20th-Fox's "Girl of the Streets" and "I Was an Adventuress."

Six vaudeville routines were refused Sunday licenses, while four others were required to modify their routines. Sixteen acts were granted Lord's Day licenses.



—Photo by Cosmo-Sileo

At Lunch—

Are John V. Pavone, salesman, and Morris Joseph, manager for Universal in New England. The occasion was the company's regional convention held May 12 in Atlantic City.

"Conspiracy" Pattern Traced by M&R

(Continued from page 85)

evidence is clear from the exhibits and from the testimony of Mr. Bailey that he wanted to sell and that he was prevented from selling both by the general sales manager and by the legal department of Paramount.

"Joseph Walsh, former operator of the Metropolitan in Providence, testified that in all his experience he had never known of a theatre that was not able to get major pictures of some run. Walsh has been in this business as long as any man that testified here. He was a man of wide experience, a member of the executive committee of the Motion Picture Theatre Owners of America, and participated in conferences relating to the standard contract. He operated a number of theatres. He stated that in all his experience he had never heard of a theatre that was not able to get major product."

Ryan brought to the attention of the court the $100,000 suit of the A. & W. Amusement Co. which is being tried parallel with the Morse & Rothenberg cases. This regarded the operation of the Metropolitan in Providence by Joseph Walsh and Lou Ambers.

"The evidence from the offices of the plaintiff," Ryan said, "would indicate that during the period they operated they ran an independent picture about every day. The major pictures they got were spot-booked. They got a few pictures from Metro, perhaps one from RKO, one from United Artists, and perhaps one more from Fox.

Memos of Conversations

"In the course of their journeys around from Connecticut to Boston and back, from Connecticut to New York and back, and then from Connecticut to Boston and from Providence to Boston, Mr. Anger and Mr. Walsh had many conversations with the representatives of the defendants. During some of the visits they had a lawyer with them. Memoranda were made of the conversations, and after the memoranda were written up, they were typewritten. Walsh, Anger and Greenstein came in to testify, using the memoranda to refresh their recollection.

"It is suggested that there were some things not according to Hoyle in these men making such memoranda. The argument, apparently, was made in an attempt to convince Your Honor that testimony based upon such memoranda is not reliable.

"The fact is that everything testified to by these men from their memoranda has been supported by the testimony of the defendants' managers or by documents that came from the defendants. That is extremely important. These memoranda were written in 1935. Neither Walsh nor Anger nor Greenstein could have any idea what might be in the files of the defendants. They could not have any idea what the defendants' representatives might testify if they were not going to testify to the truth. As we go along, from company to company, we will find that the testimony of these men, based upon memo-

randa written in 1935, was true in all respects and corroborated by evidence which came from the defendants' files or the defendants' employes.

"Therefore, the testimony, being based upon something written in 1935, contemporaneously, and shown to be accurate, is worthy of the highest respect, not only in showing the honesty of the witnesses but in showing the accuracy of the facts to which they testified.

"The accuracy of this memoranda is established by the testimony relating to Paramount, for example, and Hays. I mention those specifically although it is also established by other testimony relating to other companies.

"If there were any reason for the writer or the editor of the memoranda to insert anything that was untrue in regard to any of the defendants that reason would apply with full force to Paramount. Both Mr. Anger and Mr. Walsh testified in regard to their visits to Paramount in Boston and in New York, to their conversations with Harris, with Stevens, the business manager, and with Erbb in Boston, and also to their conversation with Schaffer in New York.

"Orders Not to Sell"

"Mr. Walsh, for example, testified that on July 31, Gubbins, the salesman whom they knew, introduced them to Harris, the salesman for that territory. Harris said he had orders not to sell that theatre.

"Shortly afterwards they had a talk with Stevens, the office manager, Harris being present. Stevens said that he had orders not to sell that theatre.

"Mr. Anger testified substantially to the same effect. He added that Stevens said that they should take it up with Erbb and that he could not sell unless the orders were changed. Neither Mr. Harris nor Mr. Stevens has been called as a witness to contradict either part of that testimony. Mr. Walsh testified that they had a conference with Erbb. He said definitely that Paramount would not sell, that if the Metropolitan opened it would directly affect the first-run revenue. Walsh asked if the Metropolitan would affect the first-run revenue more than the other houses, and Mr. Erbb stated in substance that that was his judgment. Mr. Walsh made the comment that it was rather peculiar that exchange managers would sit in their office and say what theatres should be opened and what theatres should be closed.

On Erbb and Anger

"Substantially, the same testimony comes from Mr. Anger. Apparently this conversation with Erbb took place about August 20, 1935.

"Mr. Erbb testified that he told Anger and Walsh that he was not in favor of selling, that it was a big theatre and that it was built for spite. He said he had an excellent first-run and many satisfactory subsequent-runs and that the Metropolitan would be detrimental to his revenue. Then he told Anger and Walsh that if they did not want to take his judgment, they should take it up with the home office. He agreed that they asked for the earliest run available, that they told him the policy and said that the admission prices would depend upon the run they could get.

"The testimony of Erbb as to his reasons for refusing to sell was in substance that he felt that it would detract from the first-run revenue, particularly if operated at cheap admission prices.

"So far, we find that Mr. Erbb is in strict agreement with the plaintiff. The memoranda, made up in 1935, which have been criticized, is shown to be accurate so far as Mr. Erbb is concerned and, by inference, so far as Harris and Stevens are concerned."

Summed Ryan, "A theatre like the Metropolitan is a menace when it is in independent hands, but when it is in producer-controlled hands, it is a fine thing for the motion picture business in that city."

HARTFORD

MRS. M. OAKLEY CHRISTOPH, film columnist for the Hartford *Courant*, left last week on a vacation to points south. Mrs. Christoph dropped off in Louisville, Ky., to view the Derby . . . Manager Bernard M. Levy, main stem Proven Pictures, was a Boston visitor on Monday of this week . . . Nestor Auth, former assistant manager at the Bijou, New Haven, has been appointed to the assistant managership at Loew's, Akron, Ohio, with Sal DiManno of Boston succeeding him in New Haven.

Canteen is operating that new 500-seater at the U. S. submarine base, New London, which opened on May 15. According to present plans, the house will operate on a full week policy . . . Manager Walter B. Lloyd, Mullin and Pinanski's Allyn, reports that "Typhoon" is due at that theatre soon . . . A six-day radio program, five minutes daily, over station WNAS, Springfield, has been arranged for all Herman Rifkin theatres in that Bay State city.

Franklin E. Ferguson is the new manager at the recently opened Whitney Theatre down New Haven way . . . Donald Elem, former usher, Cameo, Bristol, has opened a new hot dog stand for the summer . . . Bandster Kay Kyser, in a p. a. at the Harris Bros.' State, shattered all previous boxoffice records for a one-night stand . . . Thomas Davis is a new usher at the State, Manchester, replacing Joseph Barry, resigned.

In and about the state: New ushers at the Cameo, Bristol, are Anthony D'Andrea and Earl Cornier . . . Robert Downes is a new usher at the Strand, New Britain, succeeding William Reynolds . . . William Scanlon, assistant manager of the Loew-Poli Palace, Meriden, was in New Haven last Tuesday . . . Peter Perakos, owner of the Palace, New Britain, added new land on Lafayette St. in the Hardware City. Purchase gave him the whole southwest corner of Main and Lafayette Sts. surrounding his theatre.

Newly painted WB's Regal lobby looks nice . . . William Scanlon Loew-Poli Palace assistant manager, Meriden, ran a four day essay contest in the Meriden *Record*, publicizing "Rebecca" . . . Joseph Kennedy, Embassy assistant manager, New Britain, is at present in New Britain General Hospital for treatment. Filling in for Kennedy is John D'Amato . . . Encyclopedia deals are in progress at the Hamilton and Lido, Waterbury.

Liberty Theatres Corp., Springfield, has joined that town's Chamber of Commerce. Owned at present by Herman Rifkin, Boston theatre circuit head, the Springfield circuit was formerly known as the Winchester Amusement Co. . . . Riverside Park-In Theatre, located on the Hartford-Springfield west side route, re-opened . . . Ditto Shrewsbury Drive-In, which is situated near Worcester, for its third season . . . Mother of William J. Ryan jr., manager for E. M. Loew's Worcester, died suddenly.

Manager Tommy Maller, North End Warner Lenox, brought in "Pinocchio" during Hartford Public School pupil's annual second spring vacation . . . New Canaan Playhouse has enlarged its seating capacity . . . Lou Moscow, Progressive Premiums, New Haven, signed the Webster to a dinnerware giveaway . . . Jack Sidney, assistant manager, and Otto Epstein, publicity, Loew-Poli, Bridgeport, distributed 5,000 photos of Deanna Durbin while publicizing "It's a Date" . . . Robert Barnick has succeeded Arthur Heffron, doorman, State, Manchester, who resigned . . . Strand, New Britain, started a cooking school . . . Manager George E. Landers, E. M. Loew's, was in Boston.

Jenny Sumowski, candy girl at the Loew-Poli, is back at work again, after having been out for a fortnight with the grippe . . . Office of Jack A. Simons, Loew-Poli manager, was redecorated . . . Main stem Daly has had its marquee repainted.

Members of the newly-organized softball team at the Loew-Poli are Wallace J. Cooper, Eddie Downs, Jimmy Kelly, Jimmy Pappas, Elihu Brooks, George Kircer-off, Sidney Miester, Robert Pasternak and Tommy Vaughan . . . Recently opened Hartford Skating Palace is packing 'em in these hot spring days . . . Manager Jack A. Simons, Loew-Poli, fixed up the lobby and front of his theatre swell during the opening days of "One Million B. C." . . . Back on the job again is Jimmy Randazzo, usher at the E. M. Loew's, who was on the sick list several weeks.

Eddie Boggs, Norman Beleauie, Jimmy Randazzo, W. H. Smith, Gabriel Lareau, Pauline Talarski, and Stephanie Kalimowski of the E. M. Loew's staff were in attendance at a hot dog roast given in Newington Saturday evening.

Sidney H. Kleper, assistant manager at the Loew-Poli Palace, tied in with a half dozen places about town on co-op ads during the run of "I Was an Adventuress" . . . Providing entertainment at the Stagehands' dinner and dance at the Woodland Casino last Monday night was the White Trio, composed of Rena, Babs and Dan White, who danced and sang before a well-pleased audience.

Mike Cavanaugh, member of the New York exploitation department of Paramount, was in Hartford the other day planning with Manager Walter B. Lloyd, M&P's Allyn, about "The Biscuit Eater." Stunts lined up as BOXOFFICE *went to press included a dog show at Colt's Park, a coloring contest in the Hartford* Courant, *and tieups galore.*

Bloomberg First to Sign In at Loew Fair Booth

BOSTON—Phil Bloomberg, former Gloucester man now operating a chain of Salem houses, was the first exhibitor to sign in the World's Fair information booth which Loew's recently reopened in the middle of Broadway at 46th Street. Being first was no novelty to Bloomberg who is credited with being the original American theatre man to use radio audition nights as a crowd getter for motion picture houses.

Arrests Confirm Drive Against Overcrowding

BEACON FALLS, CONN.—Rocco Longo of Waterbury, operator of a theatre in Watertown, was arrested last fortnight on a charge of overcrowding the theatre. Arrested on a similar charge was Nicholas Del Rossi, also of Waterbury.

In recent weeks, BOXOFFICE has reported from different Connecticut spots cases similar to the above.

West Springfield House Acquired by Al Gould

BOSTON—Al Gould, operator of the Castle in Mt. Pleasant, R. I., has taken over the Majestic in West Springfield. Herbert Higgens, independent film booker, will buy and book for the Western Massachusetts situation.

Free Exhibitor Service

BOSTON—A free service headquarters for exhibitors has been set up at the Manco Service and Supply Co. here. Joe Cohen, William Mancuso and Phil Markell are operators of the new showmen's sanitation concern. The quarters also are available as film district offices for out of town film men.

Hurdle Union Opposition

BOSTON—Ringling-Barnum and Bailey Circus completed a ten-day stand at Boston Garden despite AFL opposition terming it non-union.

PORTLAND

THE Strand and Empire have changed program schedules, the former opening Saturdays instead of Sundays, the latter Sundays instead of Thursdays. Leo Young is manager of both houses.

For the second time within a year citizens of Gardiner will go to the polls June 3 to decide the local option question of Sunday films. The city council two weeks ago gave voters permission to ballot again on the question. Last fall no sample ballot was printed and the total vote was 304.

"Pinocchio" was held over three extra days at the Empire. The Portland, to attract patrons to "the grand opening," gave enamelware to the ladies. The Empire is sticking to dishes.

BRIDGEPORT

MANAGER MATT L. SAUNDERS of the Loew-Poli and Lou Brown, Loew's New England press chief, flew to Washington to be with the *Post* and *Telegram* carrier boys attending Loew's Capitol in that city. Arrangements for the boys to attend the theatre were made by Saunders . . . Also flying to Washington was Samuel Haddleman of the Capitol here. Sam hopped a plane to be on time for a party marking his daughter's first birthday.

George Smith, chief of service at the Warner, has resigned . . . Attending the Barney Pitkin dinner from here were Matt Saunders, Morris Rosenthal, Harry Rose, Lou Anger, Sam Haddleman and Fred H. Russell . . . Warner Manager Manny Kugell was the first of the theatre boys to get on the links and Morris Rosenthal was the first to compete with his wife . . . Morris won.

Robert Elliano, manager of the Palace, Torrington, was in town with his family renewing old acquaintances. Bob worked at the Loew-Poli here 13 years ago . . . New fluorescent light has been installed in the boxoffices of Loew theatres . . . The Majestic and Globe have organized softball teams . . . Rose Bartellini is back in the Warner ticket booth after an operation for appendicitis.

Death struck twice within a few hours on the same day in the family of A. M. Schuman, owner of the Black Rock Theatre. First Schuman received word of the death of his sister's husband, Nathaniel Preske, an insurance company employe at Hartford. Less than two hours later a telegram arrived from Birmingham, Ala., announcing the death of Mrs. Schuman's father, O. B. Alfred. Mrs. Schuman left at once for the Alabama city. Schuman is president of Connecticut Allied.

Morris and Molly Rosenthal celebrate their wedding anniversary May 20 . . . Frank Gaunt of Washington has taken over the Plymouth in Milford . . . Manny Kugell did well with a Saturday morning cartoon show at the Warner . . . Mrs. Ida Shaw is back from New York where she was the guest of her sister . . . The back of the wall frames in the Loew-Poli lobby are being given a coat of blue plastic.

Joseph R. Vogel, from the home office, and Harry F. Shaw, Loew's New England chief, were in to look over the vaudeville show at the Globe. The house has just switched from the Irving Barrett agency to the Loew Booking Office . . . Cooperating with the local Young Women's Christian Ass'n drive by running trailers on their screens were the Loew-Poli, Majestic, Warner, American, Strand and Rialto theatres here and the Community in Fairfield . . . Although Bridgeport is closed to carnivals three have already been booked into Stratford, just across the city line . . . Two new sound units have been added by the Globe for its stage shows . . . Jack Sidney, assistant manager at the Loew-Poli, has finally received that inheritance from Belgium and it runs into four figures.

Robert Carney of the Majestic, Jack Sidney of the Loew-Poli and Anthony Masella of the Globe went to Hillside Home and "adopted" a mother on Mother's Day.

"Million B. C." Production Stills Presented Museum

HARTFORD—Manager Jack A. Simons of the Loew-Poli announced last Wednesday to this publication that he will present a set of production stills from the picture, "One Million B. C." to the Children's Museum of Hartford.

"The picture deals with the inhabitants of the earth in prehistoric times," he said, "and I thought maybe the children who visit the museum would enjoy seeing how Hollywood has recreated them for the picture . . ."

A little fellow stopped Simons in the Loew-Poli lobby on Saturday afternoon, after having seen the advance trailers on the film, "One Million B. C." and asked, "Does a dinosaur yip, yowl, or yodel?" Shaken temporarily from his usual poise, Simons told the youngster to "come see the motion picture," to find out.

Wm. B. Hall Receiver of Forest Theatre Corp.

WEST HAVEN, CONN.—With the filing of a $5,000 bond on May 7, the appointment of William B. Hall of New Haven as receiver of the rents of Forest Theatre Corp., operator of the Forest Theatre, becomes effective.

Judge Daly denied the application, praying for the appointment of a receiver to manage, operate and conduct the theatre and business. Foreclosure suit was brought by Arnold Gordon, trustee and first mortgagee.

Incorporate Grand

HARTFORD—Corporation certificates were filed last week in the office of Secretary of State Sarah B. Crawford here for the firm known as the Grand Theatre Corp., New Haven. Capital for the venture is stated at $50,000; commencing business, $2,000; par, $50. Incorporators are Lucille M. Bradley and Susan G. Dwyer, both of New Haven, and Natalie L. Blake of West Haven.

: NEW HAMPSHIRE :

ANSEL N. SANBORN, Carroll county circuit operator, was one of the prominent guests at the sixth annual luncheon of the Women's Republican Club in Concord. He was speaker of the House in the 1939 legislature and is a candidate for the governor's council this year.

Lucien Descoteau, manager of the Empire Theatre Co. in Manchester, is one of the public-spirited Granite Staters sponsoring a weekly half-page message against juvenile crime and delinquency in the Manchester newspapers.

The Bay View Pavilion, summer dance and cinema rendezvous, has opened at Alton Bay . . . Free shows are being offered each night at Gossler Park, an amusement center in West Manchester, where admission is also gratis.

Griffith Shuffles Around Personnel

OKLAHOMA CITY—Lou Chatham has been put in charge of all Griffith Southwestern Theatres in Tulsa and Springfield, Mo., according to a home office announcement.

Abe Rosewall has been transferred from the Delman, Tulsa, to Springfield as city manager. Charles Trego has been placed in charge of three theatres on Reno Ave. here controlled by Griffith Southwestern including the Joy, Reno and Isis. Johnny Ryan, manager of the Joy under the old Southwestern regime, has resigned.

Roy McCullough has been transferred by Griffith Amusement Co. from Hominy, Okla., to Pawhuska, Okla., in charge of recently acquired houses there. Fred Brewer, assistant manager of the Fairfax, Okla., houses, has been placed in charge of Hominy.

Kenneth Blacklidge has gone from Okmulgee to management of Bartlesville houses. Kenneth Taylor, assistant manager at Lubbock, Tex., has been promoted to manager of Clinton, Okla. Clark Abbott has been transferred from Clinton to manager of Okmulgee.

Promise Record Delegation For Louisville Conclave

HOUSTON—The sixth district of IATSE and MPMO, comprising all locals in Texas, will send a record-breaking delegation to the projectionists' parley at Louisville, opening June 3, says Eddie Miller, IA's international representative and secretary-treasurer of this area.

Speaking of the international convention as a whole, Miller says a fine brand of Kentucky hospitality will be dispensed, and there will be important business sessions. This year officers will be elected. It is noted that George E. Browne of Chicago, international president, is slated for re-election. Browne came into the high office in Louisville six years ago when the convention met in 1934.

Headquarters will be at the Kentucky Hotel. This is the organization's 35th annual session and a record turnout is expected, as membership gains over the last year have been pronounced.

Last year, at Cleveland, nearly 800 delegates were registered and the figure is expected to be about 1,000 at Louisville. In addition, many non-voting members will attend, and it is expected more than 2,000 projectionists and their wives will be on hand when the gavel is pounded Monday morning, June 3.

District meetings open on Friday, May 31, and continue through Sunday, June 2, in advance of the larger session.

Over Texas, many locals will send six or seven members along with the voting delegate. If this average is approximated in other states, attendance should attain an all-time high.

Scripting Sennett Original

HOLLYWOOD—Jack Andrews is scripting "Left at the Altar, or Love in a Pullman," a Mack Sennett original for 20th-Fox.

Griffith Defendants Block Gov't Dismissal Move

OKLAHOMA CITY—Matching the government's strategic default in its over-riding of response deadlines to a ruling for a bill of particulars in the federal anti-trust suit against Griffith Amusement and major distributors, defendant counsel Thursday won an order from Federal Judge Edgar S. Vaught directing the department of justice to file its particulars without additional information that had been ordered by the court.

Defendants previously waived the furnishing by the government of additional data after the department of justice had apparently purposefully delayed reply beyond the time limit imposed in what was considered a maneuver into a position to request dismissal of the suit without prejudice. The move was interpreted as an attempt to prevent tipping of the deparment's hand in the all-industry trial slated to start June 3 in New York. Government counsel is said to have felt the order for particulars was too all-inclusive.

Seek Determination on Case

The defendants (the Griffith circuits and all major distributors) have 30 days from the date of the court's order to answer the government's amended petition.

The purpose of the defendant waiver, according to Henry S. Griffing, attorney for the Griffith individuals and interests, was to narrow the case to the point where it should either come to early trial or be dismissed on its merits. He said the defendant companies did not wish the dismissal of the case without a definite decision that would notify them of their future status in regard to the government's allegation.

Attorneys in court for the hearing were Griffing; J. B. Dudley, C. B. Cochran and W. W. McKenzie for the defendants and Charles E. Dierker, U. S. district attorney, for the plaintiff.

Texas Theatremen Report a Slump

DALLAS—While Texas has led the nation in prosperity and in the building of theatres over a two-year period, theatre business over the state has taken a nosedive, it is evident from common market talk and reliable reports. Some say the business bottom has dropped out completely, while others describe the slump in terms not so drastic.

From the Interstate general office it is learned business is off over the entire circuit. Key first runs have shown a greater proportionate drop. Tom H. Clemmons, official of Jefferson Amusement Co. with headquarters in Beaumont, remarked while in town recently that receipts were noticeably off throughout his circuit's east and south Texas theatres.

Some of those informed believe the present condition is quite beyond any seasonable drop. An Elm Street manager, however, believes that the opening of swimming pools and preparations for school closings are largely responsible for the slump in this area and that conditions will improve when school is out and the new wears off of bathing suits.

One east Texas circuit operator of three small houses said he couldn't complain. Another east Texas operator of six houses said his business was good. In adjacent towns to both groups, however, exhibitors have reported business off. Losses in the entire Rio Grande Valley area are directly attributable to lack of rain.

Dixie Film Will Set Up New Branch in Dallas

DALLAS—Within the next few days a branch of Dixie Film exchange will be opened here, according to Ted Toddy, vice-president, who was in town from Atlanta working out advance details. Toddy said he would announce the location in a few days.

Charges Price Curb Forced Him Out

Houston—Charging that he was forced out of business by the restriction of subsequent-run prices to 25 cents on pictures playing first run at 40 cents or higher, O. B. Bridges, former operator of the Zoe and Midway here, has filed suit against the Interstate Circuit and major distributors for $100,000.

The suit was filed by the law firm of Cole, Patterson & Cole.

Trial Against Morrilton Postponed; No Date Set

MORRILTON, ARK.—Trial of the suit brought by the Malco circuit, owners of the Rialto, against this city which was set for May 10, has been postponed.

The theatre firm is petitioning chancery court to enjoin the city of Morrilton from enforcing provisions of two ordinances, one seeking to regulate the number of theatres one person, firm or corporation may operate in the city, the other, imposing a chair tax, besides the regular fee, on theatres seating more than 300.

No new date for trial has been set.

Trivers Completes One

HOLLYWOOD—Barry Trivers has completed the script of "River's End" for Warner. Dennis Morgan and Elizabeth Earl are featured.

Exhibitor, Operator Course at Okla. U.

NORMAN, OKLA.—The first in what is projected as a series of short courses for exhibitors and projectionists will be held Monday and Tuesday, May 20 and 21, in the college of engineering at the University of Oklahoma, with Ansel P. Challenner, instructor of electrical engineering, in charge, with BOXOFFICE as one of the sponsors.

Designed to be of particular appeal to theatre owners and projectionists, the course will feature experts in several theatre and equipment fields.

"This is purely an educational program," said Professor Challenner, "and is open to every exhibitor and projectionist of this territory. We will try to make it as worthwhile for the operators of houses in crossroads towns as for those in the large city houses."

The program as outlined in advance:

Monday, May 20

In the morning: 9:30 to 10:00, registration; 10:00 to 10:15, address of welcome by Dean Carson of the University of Oklahoma; 10:15 to 10:45, "Non-Irritating Theatre Management," C. B. Akers, Oklahoma City; 10:45 to 11:15, "Theatre Liability," George A. Hoke, University of Oklahoma; 11:15 to 12:00, "16mm Possibilities in the Theatre," Bell & Howell, Chicago. Luncheon will be in the student union cafeteria.

In the afternoon: 1:15 to 2:00, "Air Conditioning Principles," E. F. Dawson, University of Oklahoma; 2:00 to 2:15, "Discussion of Air Conditioning Problems," Earl Gray, Oklahoma City; 2:15 to 3:15, "Technicolor Carbons," illustrated, by E. R. Geib, National Carbon Co.; 3:15 to 3:45, "Theatre Lighting," including "Black Light," E. A. Warner, Oklahoma City; 3:45 to 4:30, "Auditorium Acoustics," Johns-Manville Co., New York; 4:30 to 5:30, Television Demonstration, Watt Stinson, KVOO, Tulsa.

Tuesday, May 21

In the morning, 10:30 to 10:45, Discussion; 10:45 to 11:30, "Problems of Modern Projection," Internationtal Projector Corp., New York City; 11:30 to 12:15, "Coated Lens," Bausch & Lomb Optical Co. Luncheon in the student union cafeteria.

In the afternoon: 1:15 to 2:00, "Maintaining Good Sound," Susan and Hill, RCA Mfg. Co.; 2:00 to 2:45, "Care of Sound Equipment," Roy Tyack, Altec Service Corp.; 2:45 to 3:30, "Tailor Made Sound," J. Eldon Peek, Oklahoma City; 3:30 to 3:45, Discussion; 3:45 to 4:30, "Fire Prevention and Control," Roy Templeton, Fire Marshal; 4:30 to 5:30, Stereophonic Sound Demonstration.

Hotel to Ford

DALLAS—Henry Ford, former Texas circuit operator in silent days and now a hotel man in Wichita Falls, has purchased the Ambassador Hotel here.

MEMPHIS

EXHIBITORS along the Row: J. Foster Bailey, New, Coffeeville, Miss.; Joe Applebaum, Roosevelt, Hollandale, Miss.; Otis Taylor, Uptown, Dresden, Tenn.; G. H. Goff, Rustic, Parsons and Ritz, Bruceton, Tenn.; John Shannon, Shannon and Maxon, Portageville, Mo.; Lyle Richmond, Missouri, Senath, Mo.; S. T. Lyles jr., Ritz, Oxford, Miss.; J. J. Rhodes, Crittenden, West Memphis, Ark.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; Joe Jones and Bob Smallwood, Ritz, Aberdeen, Miss.; H. E. Howell, Ritz, Crenshaw, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; Burris and Henley, Smith, Imperial, Pocahontas, Ark.; Norman Fair, Fair, Somerville, Tenn.; Jack H. Harmon, Baldwyn, Baldwyn, Miss.

Also W. R. Tutt, Savoy, Tunica, Miss.; Jack Watson and Mrs. M. B. Stegar, Palace, Tunica, Miss.; R. B. Gooch, Ritz, Selmer, Tenn.; Gordon Lee Hutchins, Corning, Ark.; Bob Martin, Bells, Bells, Tenn.; W. O. Ringer, Gem, Leachville, Ark.; L. F. Haven sr. and jr., Imperial Theatres, Inc., Forrest City, Ark.; Charles Collier, Globe, Shaw, Miss.; R. L. Osborne, Harlem, Belzoni, Miss.; Paul Schaffer, Star, Marked Tree, Ark.; C. H. Collier, Globe, Drew, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; K. H. Kinney, Hays, Hughes, Ark.; K. K. King, Commonwealth booker for Searcy and Harrison, Ark.; Mrs. J. C. Noble, Temple and Rex, Leland, Miss. and Harlem, Greenville, Miss.; A. D. Fielder and Gladys McCallum, Steele at Steele and Rex at Lilbourne, Mo.; H. G. Brewer, Savoy, Tunica, Miss.; Miss Emma Cox, Gem, Osceola, Ark.

R. P. Hagen, film checking service manager for Warner, who is making a swing of southern exchanges, spent several days in Memphis working with ("Pop") Stockard, local checking supervisor. Hagen's next stop is Dallas . . . D. W. (Dink) Jones has installed new cooling equipment at his New, Delight, Ark. . . . M. Stephens advises he is closing his Sherman at Sherman, Miss., temporarily for remodeling . . . Jim Creary of the local Paramount office has returned from a vacation on the west coast which included Hollywood and a trip through the Paramount studios.

W. W. (Bill) Lake is the new Monogram salesman, having been transferred from the New Orleans office. Bill comes back to Memphis after an absence of about ten years, having previously been booker at Pathe and RKO for several years . . . Colin Cathers has joined Col. Howard Waugh's staff at the Warner Theatre . . . Bill Bugie, Paramount's branch manager, is busy these days getting ready for his trek westward to the company's sales confab at the Ambassador, Los Angeles.

R. B. Bostick, branch manager for National Theatre Supply, spent Mother's Day with his in Augusta, Ga. Mrs. Bostick and their baby also made the trip . . . Filmrow was saddened to learn of the death of Ned Greene's father. The day following his father's funeral Greene's foster mother fell and broke her hip, but she is convalescing nicely, according to him . . . Word of the marriage of Mike Carmichael, former branch manager of Monogram Southern, and Miss Doris Burnette, who was cashier at the Warner for many years. Mike is now manager of two theatres in Macon, Ga., and we understand Mrs. Carmichael is cashier of one of the houses.

Much activity along the Row these days, with the new Paramount exchange more than half completed and construction well under way on the Metro and RKO exchanges. The Metro and RKO buildings will be completed by early summer, while Paramount will get into its new location within 30 days. Remodeling work on the Universal exchange is scheduled to be completed this week . . . Dan Cupid has been very busy at Vitagraph, and wedding bells are to ring for three members of the personnel in the next few weeks. "Billy" Keiser is to marry Jimmy Nance, and Winifred Teasley is marrying Anthony Carruth, Vitagraph's ace film peddler. Winifred, after becoming Mrs. Carruth, will devote her full time to housekeeping, while "Billy" will return to her secretarial desk after a vacation and honeymoon.

Albert Cohen, who formerly operated the Shelby at Shelby, Miss., advises within the next 30 days his son and daughter will reopen the house full time . . . Guy Amis of the Princess at Lexington, Tenn., seen on the Row this past week, said it would be several weeks before he would be able to make another trip due to the school closing and commencement. Incidentally, Amis is principal of the Lexington high school . . . Hugh Braly, Paramount district manager out of Dallas, spent a couple of days here this past week . . . With approximately 25,000 people in town for the Cotton Carnival this week, all first runs are doing stand-out business.

Roy C. Lee Inaugurates Aerial Balloon Service

DALLAS—Roy C. Lee, who pioneered the idea of "Hollywood" premieres with powerful searchlights in this section, is inaugurating a new advertising service featuring aerial balloons.

Filled with helium gas, they carry the advertiser's message over a wide area. Lee has designed a special projector of high intensity for the projection of changeable messages on the sides of the balloons at night.

Lee, returning this week from Pittsburgh where he handled the searchlights for the world premiere there of 20th-Fox's "Lillian Russell," said he would next go to Hollywood to ballyhoo the opening of a new Dr. Pepper company plant there.

Lee's equipment is available on an outright purchase basis, or rental, or rental with servicing.

Cameron Loses $200

DALLAS—A yegg lifted over $200 from the safe of P. G. Cameron's Peak last Saturday.

NEWS BRIEFS

ALABAMA

UNIONTOWN—Guests at the recent opening the the new theatre here were entertained by owner Lester Neely at a barbecue.

GEORGIA

MACON—A charter for a broadcasting station has been granted Arthur Lucas and William K. Jenkins, Georgia chain operators, and to local newspapermen.

MISSISSIPPI

BILOXI—May 15 was the date set for the opening of the 560-seater here by O. C. Meyer. H. T. Fayard is manager.

NORTH CAROLINA

CONWAY—Two young men apprehended here have confessed to the recent rifling of the Carolina Theatre safe.

HENDERSONVILLE—A program of interior redecoration that will include new carpets, lounge furniture and repainting is being speeded to completion by Manager C. E. White of the Carolina.

HICKORY—Melford Gaither, manager of the Park, has been promoted by the North Carolina Theatres, Inc., to the helm of the Broadhurst at High Point, succeeding Emmett Stafford who is in turn upped to the managership of the Paramount . . . Recent visitors were George Carpenter, Valdese manager, and "Tweed" Hogan, who will manage the new Granite Falls house now nearing completion.

TARBORO—A. E. Miller of Wilson has succeeded A. M. Smith, resigned, as manager of Mrs. Paradis' Colonial and Majestic theatres.

SOUTH CAROLINA

SPARTANBURG—Manager Nelson Hampton, manager of the State, has had new sound equipment installed.

TENNESSEE

KNOXVILLE—W. E. Drumbar has opened a new 600-seat house . . . A $5,000 damage suit for injuries allegedly sustained in a fall in the Bijou has been filed by a patron against the Wilby-Kincey Theatre Corp.

NASHVILLE—Edwin J. Jordan is the manager of Crescent Amusement's new 1,200-seat Belle Meade Theatre.

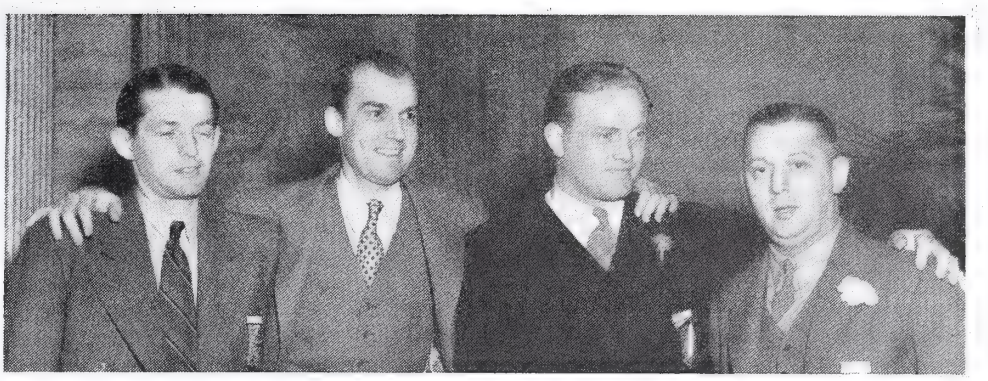
PARIS—Various civic officials attended the recent opening of Crescent's new Capitol.

Fire Damages Tower

HOUSTON—Stage and screen equipment of the Tower was destroyed by a fire of undetermined origin which also damaged the walls and seats. The Tower, an Interstate circuit operation, is managed by Joe McDonald.

Grand in Yoakum Damaged

YOAKUM, TEX.—Fire damaged the Grand here early Monday morning in a blaze believed to have been caused by a short circuit. The balcony, lobby and ceiling canopy were destroyed. Walls and most of the main floor seats were burned and further damaged by smoke and water. The blaze did not reach the projection booth, but heat and smoke were responsible for extensive loss of projection equipment.



—Photo by Cosmo-Sileo

Memphis Goes to a Convention—

At the Universal regional sales convention in Atlantic City, left to right: L. H. Andrews, head booker; J. A. Pritchard, manager; B. H. Jordan, salesman, and H. I. Mansfield, salesman.

Begins Work at Once on New Plaza in Houston

HOUSTON—Lou C. Baxley, veteran Dallas film salesman, announces construction will start immediately on his Plaza, 3820 Broadway, in the populous Park Place area of East Houston. He plans to open the stadium-type, 785-seater, on Labor Day. Contract has been let to Charles Wygant, father of Robert Wygant, of the Heights Theatre.

Baxley has been working on the project since winter. Last week, following a trip to another Texas city, he teamed up with a well-known theatre man and formed the Houston-Plaza Theatre Co., Inc.

Park Place and surrounding area has 15,000 population, the nearest theatre being the Bluebonnet, an Interstate house, some 30 blocks away.

The former Dallas salesman now is working an encyclopedia deal with theatres, and says he will continue this project indefinitely.

In connection with Baxley's enterprise, it is noted Houston seemingly is the "settling down" spot for numerous Dallas film salesmen. Jack Groves, long a portfolio carrier, has the Queen Theatre; Jim McKinney, veteran Columbian, and B. C. Gibson of UA, are partnered in the Navaway. O. B. Bridges, former salesman, until recently operated two theatres in Houston.

Operators Throw a Party; Zrenner Made a Lifer

DALLAS—The Motion Picture Operators' Local 249 gave a big party the other night in the union hall just above the Palace Theatre on Elm Street. Members from Houston, San Antonio and Fort Worth locals were guests.

Among ceremonies was the presentation to E. C. Zrenner, Interstate's chief engineer and technician, of a gold life card in the Dallas union. Proud of the token, Zrenner was showing the coveted emblem to Filmrow friends during the week. A life card is also held by Zrenner in the Variety Club, Tent No. 17.

Those who buy used Projectors invariably insist on

Simplex
TRADE MARK REG'D.

Why — ? Because even the older model Simplexes traded in on Modern E-7's still have many years of unused service in them.

* * * *

And furthermore, all PERFECT FITTING GENUINE SIMPLEX parts are available at any National Store.

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

DALLAS

JULIUS GORDON, head of the Jefferson Amusement Co.; Tom Clemmons, secretary-treasurer, and Clifford Porter, director of operations for the circuit, were in town this week from Beaumont making their headquarters in Jefferson's branch office on Filmrow, of which S. L. Oakley is the manager.

Opening date for Oskar Korn's new theatre in the Lisbon section of Greater Dallas is fast approaching as workmen are winding up final touches on the interior and equipment will start being set up within the next few days. With the exception of this one Dallas suburban theatre, the Korn circuit operates exclusively in west Texas.

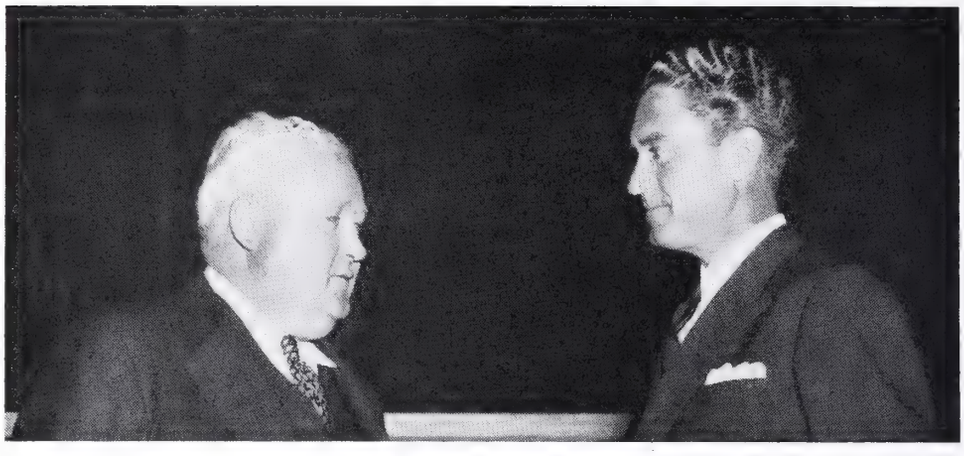
Mrs. Pauline Callahan of Crockett, theatre partner there with the R&R circuit, has been in town conferring with officials of that organization and checking over plans nearly completed for a new 800-seat theatre in Crockett to replace the Auditorium which was destroyed by fire a few weeks ago. Mrs. Callahan and the circuit purchased the lot on which the new house is to be built from the city of Crockett.

Paul Short, National Screen Service district manager, and his wife, known to the trade as Besa Short of Interstate, are back from a three-week vacation trip to Biloxi, Miss., and points east where they both took on coats of tan and caught lots of fish.

D. C. "Dub" Carraway, owner of the neat little Clif-Tex Theatre at Clifton, was in town on one of his three-a-year visits . . . For the big Shrine parade, several film men as usual donned their fezzes. Prominent in the parade were Wallace Walthall of National Screen, and Lester Sack of the Sack exchange.

Which reminds that Alfred Sack grabbed an extra large portfolio the other day saying he was going out to push over some business almost in the bag . . . Pat Garyn of Texas Film Co. is back in town after a visit to key spots around the center of this country.





—Top photo: Cosmo-Sileo. Bottom: Metropolitan

Dallas Goes to a Convention—

Top: The Universal exchange force at the Atlantic City sales meeting. Left to right, W. R. Pittenger, salesman; C. M. Miller, salesman; E. S. Olsmith, manager; J. E. Mitchell, office manager; Harry Graham, southern district manager; Edwin V. Green, head booker; Jake Lutzer, salesman, and L. D. Lutzer, salesman. Below: Hugh Owen (right), United Artists Dallas manager, chats with Edward C. Raftery, company counsel, at the eastern regional meeting in New York.

Mrs. C. W. Matson of Caldwell, here Wednesday, said she did not know just when construction would start on her new theatre. At present she is building a tourist court on property she owns on the new paved highway. She was carrying the handsomest engraved leather portfolio ever seen on this Filmrow. The product came from Mexico City.

V. A. "Buddy" Walker of the new Campus at College Station was up for two days getting dates for the new enterprise . . . Lonnie Legg of Denison, P. V. Williams of Munday and H. S. Leon of Haskell, were among the out-of-towners doing business here last week.

Karl Lybrand jr., operator of the Majestic, Wills Point, who was here this week on a booking trip, is going to be married soon to a girl of that vicinity, it is learned.

Interstaters held a company dance at the Plantation, the affair being big enough to be allotted one side of the huge night spot. At regular intervals, Interstate employes give these big parties where the family numbers into the hundreds.

W. G. Underwood and Claude C. Ezell returned early this week from a three-day business trip in New York, going both ways by plane . . . Lance Davis of Rotan

Again, We Cordially Invite You

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was here on a brief visit and chatted with film salesmen and managers. Mrs. Davis accompanied him.

Paul Plumley, one of Filmrow's regulars, is trodding the hot sands of New Mexico checking "GWTW" for M-G-M. He is a brother of Frank Plumley, Griffith booker for Arizona and New Mexico houses.

J. G. Long of Bay City, owner of the J. G. Long circuit, spent part of the week in Dallas and at the same time his general manager, Theo Routt, was calling on all the exchanges. Latest move in the Long activities was the taking over of the Studio Theatre, Ingleside, May 5 . . . Clinton Bailey jr. of the Cona, Nocona, is a new and frequent visitor to Filmrow.

Willard Barnes of the new Alvarado at Alvarado said his first sale for "Gone With the Wind" was only part of a deal. A boy handed him 50 cents to apply on a ticket, expressing fear he might not have it later and optimism that he could raise the balance before show time. Ernest Rockett, Pastime, Itasca, said the first reserved seat went to a woman who requested that a seat be "preserved" for her. According to Rockett, she said she was afraid she would spend the money if she did not buy her ticket on the dot.

Building in Plainview

PLAINVIEW, ARK.—Marvin Gossett will open a theatre in the English Bldg. as soon as remodeling work is completed.



Wins Promotion—

C. H. "Buck" Weaver, for 16 years a Paramount salesman, heads the newly created post of sales manager in the Dallas exchange. His place in the east Texas block has been filled by Harold Pickett.

Ind-Ex Adds Unit

DALLAS—The new Rex at Kountze, recently purchased by W. M. Jenkins of DeRidder, La., and of which J. A. Willis is house manager, is now being booked by Forrest White of Ind-Ex Booking Service.

AUSTIN

GERALD RAINES, skipper at the Texas, received a petition from University of Texas students asking him to bring back 30—count 'em—30 pictures from times gone by . . . Francis Vickers, head man at the Austin, is spending his "two weeks with pay" on Lake Seguin with his parents.

Here's how the Big Ten stand in the local Interstate Golf Conference: Charlie Root, Bill Hellums, Harold Eichenbaum, Mose Macow, J. T. Wood, Dick Waite, Francis Vickers, Jesse Melinger, Rodney Mumford, and last but by no means least —Louis Novy.

It's recognition late in his career but at least it's recognition—Dick Waite, Paramount manager, "Poet Laureate of Austin's Interstate Theatres" . . . And Charlie Root, Queen helmsman, is looking for someone to teach him how to play a certain card game.

Harold Eichenbaum, head of the local Interstate art department, is spending his spare moments working with the Boy Scout drive . . . Theatre coupon books were pushed in screen trailers as the ideal gift for Mother's Day.

"Buck Benny Rides Again" had a smashy midnight showing at the Paramount Saturday night . . . "Rembrandt" was brought back to town via the Texas silver sheet, and "Of Human Bondage" returned to the Ritz.

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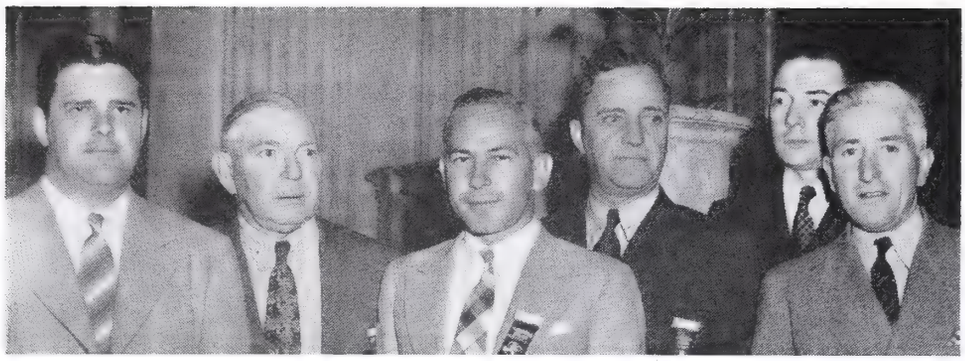
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—Photo by Cosmo-Sileo

Atlanta Goes to a Convention—

Universal's sales force at the eastern sales convention. Left to right, Tom T. Miller jr., salesman; John T. Ezell, manager; L. R. Brauer and Charles T. Jordan, salesmen; Roscoe B. Gann, head booker, and Gene Cox, salesman.

ATLANTA

ED. MARTIN, son of Roy E. Martin of Martin Theatres, Columbus, Ga., was married to Miss Patsy Loomis of Avon Park, Fla., Sunday, May 19. They are honeymooning in Cuba and Nassau, after which they will return to Columbus to make their home . . . Virgil Dumas of the Poster Exchange has returned to work after being out with measles . . . Harold Spears, Bailey Theatres, in an automobile bangup this week, escaped unhurt . . . Fred Levine, manager of the Ponce de Leon, is at Hospital 48, recuperating from a recent illness . . . John Mangham of Monogram Southern is on a business trip in Florida.

Mrs. W. B. Smith of the Erin, Tennille, Ga., paid Filmrow a visit for the first time in months. She has been ill . . . J. F. Jackson, in charge of the maintenance department for Bach Theatres, is confined to his home due to illness . . . Mrs. Cleo Doolittle, secretary to Roy Avey, Metro's branch manager, is vacationing . . . Carl Swenson, with Metro in Dallas, is visiting here . . . E. W. Williams, manager of the Alpha, is ill at his home . . . Vera Hawthorne, National Screen Service, visited in Little Rock with her mother.

R. V. Stansbury announces the opening of his new de luxe theatre in Spring City, Tenn., on or about June 1. It will seat 500 . . . Julia L. Johnson, formerly manager of the Liberty, Atlanta, announces her marriage to J. Albert Rozetta . . . Mr. and Mrs. N. E. Savini of Savini Films leave this week for New Orleans where they will visit with their respective families . . . Mr. and Mrs. Earl Hathcock (he is manager of the Palace here) are the proud parents of a new boy who weighed in at 7¼ pounds and who has been named Phillip Warren Hathcock. This makes three boys for the Hathcocks.

Andy Nations, assistant cashier, and Raymond Edwards, booker at Warner, are now enjoying vacations . . . Mack Jackson of the Strand, Alexander City, Ala., while in town exhibited pictures of his new theatre . . . Entire local sales force of United Artists, including T. L. Davis, branch manager; Dave Prince, district manager; Hap Barnes, Alabama salesman; Lynn Dunn, Georgia-Tennessee salesman; William Shiell, Florida salesman, went to New York to attend the annual company sales convention . . . Our deepest sympathy is extended to Ernest Ingram of the Ashland, Ashland, Ala., in the death of his father . . . Mrs. Madge Whitman of United Artists is taking her vacation this week.

Clyde Sampler, booker for Columbia, spent the weekend with his mother near Dalton, Ga. . . . Auburn Parrish jr., manager of the Harlem, Valdosta, Ga., was in town getting acquainted and setting bookings . . . Carl Floyd and Luke Stein spent the entire week arranging contracts and bookings for their new theatres just acquired. When Carl left Republic recently, he was presented with a beautiful watch as a memento from everyone in the Atlanta office.

Filmrow Visitors: J. C. H. Wink, Crescent, Dalton, Ga.; Mose Lebovitz, Grand, Chattanooga; Mrs. Cowan Oldham, McMinnville, Tenn.; Herbert Bowen, Franklin, Franklin, Tenn.; Horace Truett, Madison, Madison, Ga.; W. B. Collins, Ritz, Toccoa, Ga.; Mrs. Willingham Wood, Strand, Washington, Ga.; Mrs. Violet Edwards, Royal, Monticello, Ga.; L. J. Duncan, West Point, Ga.; Aubrey Gay, booker, Al Dun Amusement Co., West Point, Ga.; Mrs. L. W. Holland, Madison, Madison, Ga.; Otis Gaston, Rose, Forsyth, Ga.; J. E. Martin, Grand, Montezuma, Ga.; Bob Word, Ritz, Scottsboro, Ala.



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: Dixie Doin's :

By AL HENDERSON

BILL KELLER of the Liberty and Queen theatres at Eunice, La., and Lou Langlois, the old sportsman of New Roads, La., got together recently for a fishing trip. Hope they got the big ones.

E. V. Richards III, son of the Saenger mogul, is managing the Rex and Delta theatres at Opelousas, La., for Southern Amusements. He formerly was with Malco, managing the Memphian at Memphis. Was glad to hear that his small son who has been ill for many months is improving. Millard Lee, former manager at Opelousas is stationed at Lake Charles working with the publicity department. Really enjoyed the visit with these fellows.

Southern Amusement Co. of Lake Charles, La., has purchased a lot and plans to begin construction at once on a new house to seat 1,000 at an approximate cost of $100,000.

L. W. Marsh, for many years with the maintainence department for Joy Houck, has been transferred from the Rio at New Orleans to the Joy at Welsh, La.

Dropped in on Harold Blanchard of the Joy at Napoleonville, La., and found him busy installing a new cooling unit to take care of those hot summer days in south Louisiana.

Bill Jenkins of the Realart at DeRidder, La., has been improving his house by installing 40 new seats and erecting a new Neon sign. Tells us he had Tex Ritter for a one-night personal appearance and did a capacity business. Had the pleasure of meeting Mrs. Jenkins.

Our old friend Joe Gordon, for many years with Saenger, is operating the Palace Park for colored at Shreveport. Joe has a ball diamond, wrestling arena and a dance hall to draw the patrons. Our best wishes to this old timer.

Frank Reese, formerly with Saenger at Shreveport and more recently with Southern Amusement at DeRidder, La., has resigned and gone to Jennings, Okla.

Had a pleasant visit with Jimmy King, an old timer who is managing the Uptown at DeRidder, and also supervises several other houses in that area for Southern Amusement. He reports business improving.

Called around to say hello to Ed Goldberg, who recently reopened the Gibsland at Gibsland, La., which seats 200. We found him improving the front and foyer of the house. Goldberg formerly was in the Film Express business in New Orleans. Best luck, Ed.

We understand that Milton Starr has opened his new theatre at Pensacola, Fla., and believe it is named the PICTO.

Capacity Crowd as Main In Granite Falls Bows

GRANITE FALLS, N. C.—The new Main was opened here May 10 to a capacity crowd. The $26,000 theatre is owned and operated by Colonial Theatres, Inc., of Valdese.

Mayor E. E. Moore made an inaugural talk which was followed by an address by H. R. Berry, president of the TOA of North and South Carolina. J. V. Benfield, secretary and treasurer of the Colonial Theatres, introduced the speakers.

O. K. Hogan is resident manager of the new house.

Wilkes Gets East Texas In Columbia Assignment

DALLAS—Leslie Wilkes, a Texas film man a long time, is now selling under the Columbia banner. He made his first trip this week into the east Texas territory. He formerly sold in west Texas for Warner Bros., and in previous years was branch manager for Paramount and First National.

Third in Taylor

SAN ANTONIO—Taylor Amusement Co. of Taylor, Tex., has started construction work on their third theatre in that city. Bid for the new $20,000 house went to the Ed Johnson Construction Co. of Waco.

Remodel in Ft. Smith

FORT SMITH, ARK.—The Mystic Theatre is to undergo extensive remodeling at an estimated cost of about $10,000. Plans call for the taking out of the second floor of the building to provide for a balcony.

Renovations at McGehee

MCGEHEE, ARK.—The local motion picture theatre is undergoing a remodeling process that will cost upwards of $3,000. The balcony will be changed and new washroom facilities will be installed. Also a new roof.

FitzPatrick Script Ready

HOLLYWOOD—Hugo Butler has completed the script of "The Life of Captain Cook," Technicolor feature which James FitzPatrick will produce for Metro.

SETOA Convention Postponed

Jacksonville—The annual convention of the Southeastern Theatre Owners Ass'n, set for June 23, 24 and 25 at Jacksonville, will be postponed until July, it is announced by M. O. Moore, president. He explained the hearings planned for the Neely bill, the New York all-industry suit and film conventions made it advisable to change the convention dates.

Suggested dates for the convention in July sent to the board of directors were July 14, 15 and 16 or July 21, 22 and 23. As soon as the choice of the directors is received the July convention plans will be announced.

Hitting Houston's Highspots

By A. JULES BENEDIC

HOUSTON—We hightail into Houston, and its just like 2-2-2 on Gallahadion to find some interesting mail, (with inclosures) from old friends over the Lone Star State. For instance, from Senor Roberto Salas-Porros, of the Mexican Amusement Co. at El Paso. Maggie E. Scott's actions speak louder than words—howdy, Mrs. Scott, how's everything at the Rio in Odessa? Not to forget a cheery greeting from Ed Edmonson of the Texas at New Gulf; ditto from Postmaster J. R. Kersey in far-off Ozona, owner-manager of the Ozona Theatre.

To say nothing of some intriguing matter from Charles Keeler of Waco, who presidents Local 597 of the IATSE, and of equal importance from C. K. Peters jr., secretary-treasurer of IA No. 548 at Greenville-Paris . . . As *Billboard* would say: Let's have some pipes from you other pitchmen! . . . A random thought: Jimmie Jukes of the Joy in Dallas—say it over twice—has the greatest show name in the business! . . . Say, what kind of a headline on this Houston business, when we roam all over Texas and haven't yet mentioned a Houston personality?

Bayoutown Banalities

Houston, one-time homely hamlet on Buffalo Bayou, now has more prosperity per square inch than any town in Texas, or, we believe, these United States . . . Some Houston exhibitors make fine taxi drivers. We refer to the quintette whom we blarneyed into driving us from their own theatres to others, (as the ancient Auburn still languishes in an Austin repair shop) . . . Sam Kirchheimer of the Northside chariots us to see Jack Groves of the Queen . . . Jack gets talked into a quick trip overtown to R. Z. Glass' swanky Stude, where the spell is broken for the time being . . . Later, L. E. Newton of Bluebonnet is let in for an eight-cylinder whizz to the Eastwood, while Lou Baxley, who'll open the Plaza, in early fall, goes hook-line-sinker for a long gasoline jaunt, winding up with the McKinneys at the Navaway.

Clarence Nelson, Alabama Theatre projectionist, has an uncanny invention. Instead of red lights or bells at the end of a reel, his gadget talks to the projectionist, telling him what to do! . . . Local No. 279 of IA is sending its entire executive board to the Louisville confab . . . 279's boys proved hospitable to your reviewer, not to forget the colored auxiliary, 279-A . . . Eddie Miller, secretary and international representative, one of the busiest guys in town.

Terrific Traffic Tolls

Fred Larned of Para, over the telephone, asks us out to the house . . . Al Lever of Interstate proves a pleasant call . . . Hugo Plath of the University turns up as an old-time acquaintance out in Temple, Tex., 'fore the war . . . Central Texas repair shops will sustain a fearful loss of revenue pretty soon now, when we trade off the Auburn . . . Midnight shows popular . . . Houston Electric Co. will declare a big dividend, following our one week's use of the trams . . . Taxi drivers (not the exhibitors, who don't get paid), also reaping big harvest.

Speaking of Central Texas—L. L. Dunbar was sporting a new Buick when he was visiting his Mexia theatres after a run down to New Orleans . . . Bond's Cafe, in Beeville, after many years, has taken down its sign—High-Class, High-Priced Eats. The food still is high-class, Mr. Bond rightly avers, but the depression knocked out the later half of the unique advertisement . . . We forgot to mention that Milentz is erecting a swanky theatre for colored folks out East Commerce way in San Antonio . . . Our gambling luck holds out. In a 50-cent pool on the Derby we picked Pictor, running an ignominous eighth . . . Horwitz managers now 100 per cent BOXOFFICE.

Note to V. W. Crisp: Please lay off editorial reference to Shoemaker's Barbecue Emporium in Dallas (adv't.) What with South Texas exhibitors already taking the sheet as numerous as Chamberlain criticisms, there's no telling when we'll need exclusive sandwich credit with this account.

Goodbye now; we gallop to Galveston.

Norfleet Goes to Town In Selling "Command"

DALLAS—The campaign on "Dark Command," current this week at the Majestic, drew much comment from theatre men. Hal Norfleet, back with Republic for the assignment, was in charge.

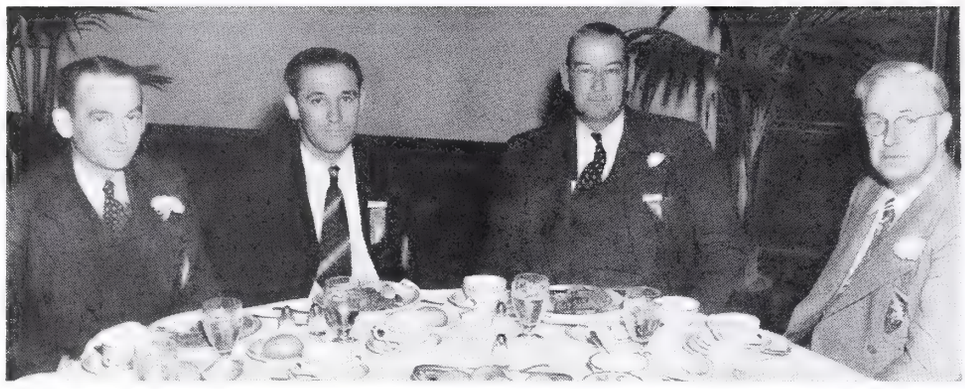
Roy Rogers and George Hayes were here in person and did five-a-day Saturday on the Majestic stage. They autographed in the lobby and appeared at a kids' show in the Sanger department store. Norfleet planted three column photos of Rogers and Hayes getting a lift on the highway from Los Angeles to Dallas. Another showed Rogers cutting Gabby's hair for the trip. A dozen other newspaper photos were accomplished.

The Sunday *News* used photos of Claire Trevor and a story on the picture. Costumes actually used in production were secured by Norfleet and displayed in downtown windows.

Install New Sound

KANSAS CITY—New sound and projection equipment has been installed by the Holmes Projector Theatre Supply Co. here in M. H. Parish's new Rex at Pangborn, Ark., and H. J. Turner's new Airdrome at St. Louis, Okla.

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—Photo by Cosmo-Sileo

New Orleans Goes to a Convention—

With the above results at the Universal regional in Atlantic City. Left to right: Edgar L. O'Neill, salesman; Nicholas Lamantia, head booker; W. M. Richardson, manager, and Charles S. McMillan, salesman.

OKLA. CITY

EMPLOYES of the Victoria, Standard suburban house here, have been given two weeks notice and the house may be closed after that time presumably for remodeling . . . Work of remodeling the Folly Theatre, also a Standard house which has long been closed, is in progress and reports are that it will operate on a double-bill grind policy at 15 cents, although other reports has it that it will be a newsreel and short subject house exclusively . . . George Smith, manager of the Orpheum, Tulsa, operated by Ralph Talbot Theatres, has resigned, leaving Ralph Drury temporarily in charge of all four Talbot houses there, the Orpheum, Ritz, Rialto and Majestic.

The Villa, Oklahoma City, has cut admission from 20 to 15 cents for the summer . . . H. L. (Robby) Robinson, auditor from the New York office of Warner Bros. Theatres, was in town the past week at the Standard main office . . . Mrs. Wilma Morris, who is well known in local film circles, having been cashier of the Criterion here many years, is the mother of a baby girl . . . Joe Wallace, chief of service at the State, is in Wesley Hospital recovering from an appendectomy last week.

Ben Hill, Paramount exploiteer, is back in town working on "Typhoon" and "The Light That Failed" . . . Griffith Stone jr. is field manager here for the newly created "Competitive Awardnite" in which plan customers give a title for the picture they have just seen and best names are awarded cash prizes up to $50 at the theatre during the next week.

Ushers and doormen at the State, Oklahoma City, are wearing the plus ultra in uniforms this summer. They are equipped with extreme drape, peg trousers, pleats, zippers and padded shoulders. The Coronado, Bethany, operated by Cecil Davis of Yukon, Okla., is now using the aforementioned "Competitive Awardnite."

The State here will finish decorating its Auditorium this fall . . . The Pix on Reno Ave. was advertised in local newspapers as ready to open last week, but the house. now controlled by Griffith Southwestern Theatres, Inc., is still dark.

Only Walls Remain After Fire in Hendersonville

HENDERSONVILLE, N. C.—The Carolina, leading local theatre, was destroyed, May 10, by a fire that left only the four walls remaining of what was one of west North Carolina's finest picture houses.

The building was valued at $50,000. A total of $5,000 worth of redecorating work had just been completed on the theatre. The building was owned by Captain Ellison Smyth and the theatre was operated by the North Carolina Theatres, Inc.

H. E. Buchanan, local manager of the house, and H. F. Kincey, general manager of the company, have conferred with the owner of the building relative to the immediate rebuilding of the structure.

Lazarus Quits National And State Allied

NEW YORK—Henry Lazarus of New Orleans has withdrawn from the national and the Louisiana units of Allied, according to a wire, bearing Lazarus' name, received at the New York office of this publication.

Chodorov on Kingsley Play

HOLLYWOOD—Edward Chodorov is scripting "The World We Make," from the play by Sidney Kingsley. Norma Shearer will star in the Metro production.

NEW ORLEANS

OUTSIDE of the "regulars" who make weekly trips, there were very few new faces on the Row this week. However, Manager Marrelo of the Rendevouis, Grand Isle, La., was in the city . . . Claude Darce came in from the Opera House, Morgan City . . . All the major newsreel men in the city, seven of them, were in Baton Rouge this week taking shots of the inauguration of Gov. Sam H. Jones.

Years ago the downtown houses vied in furnishing entertainment for the kiddies Saturday mornings. Now they have forgotten it, and plug midnight shows. There is a new crop of theatregoers coming up. Why not educate them?

Coming out of M-G-M Monday was Mrs. Henry Lazarus, who reports that Henry, under the weather for some time, is getting OK now.

W. H. Cobb, who not so long ago operated the Fox in Houma, La., and a show at St. Martinsville, has leased the Isis, recently closed, and will open about May 20. Cobb will not operate the house personally, but will place a house manager in charge.

Word was received here that R. L. Riley of Logansport, La., has resumed control of the New Tex in Newton, Texas . . . The new house of William Castay, which he is erecting at Bridgedale, La., will be ready in about 60 days . . . R. H. Preston has opened a colored airdrome, named the Jacksonian, in Jackson, Miss., and reports good business.

An ice carnival is scheduled for the Municipal Auditorium June 16-29 with a two dollar top.

Newsreel men in the city for the past week "shot" Adam Billiot as he won for the fifth time the annual pirogue (hollow-log boat) race on Bayou Baratia . . . Over 15,000 men, women and children assisted in the official opening of City Park May 12. Newsreel men caught the event.

From Theatre to Dress Shop

LUMBERTON, N. C.—Mrs. L. M. Hobbs has resigned as cashier at the Riverside, and is now working in a dress shop owned by her husband.



—Photo by Cosmo-Sileo

Charlotte Goes to a Convention—

At the Universal regional in Atlantic City, left to right: Joseph W. Bishop, head booker; Bob Masterman, salesman; Paul Baron, manager; Raleigh T. Good, salesman, and James Greenleaf, salesman.

Ontario's Theatres Mount During Year

TORONTO—The number of theatres operating in the Province of Ontario is 391, according to a current statistical compilation, this being an increase of 19 over the figure of one year ago when the total was 372, the number in 1938 being 354 and in 1937, 329, or an increase of 20 per cent in four years. The great majority of new theatres are located outside of the city limits of Toronto.

During the four years, the number of licensed halls has shown a substantial decline from 3,344 in the spring of 1937 to 2,554 for the present time. These are premises licensed for entertainment purposes including the showing of 16mm films and for which an annual license fee of only $10 is imposed by the Provincial Government. The greatest decrease in the number of halls was in 1938 when the total dropped to 2,921 from 3,344 one year before. During the last 12 months there has been a decline of 182 in the total of hall licenses.

Traveling shows have also shown a considerable decline from 326 in 1937 to 133 which is the present total. This indicates that a large number of itinerants have ceased to operate.

More Projectionists

In keeping with theatre expansion, there has been an increase in the number of projectionists but there has been a proportionate decrease in the listed apprentices. Qualified operators now total 733, or an average of less than two per theatre but there are a number of rural houses which employ only one projectionist. The total of "A" and "B" operators in 1937 was 628 when there were 329 licensed theatres. The apprentices have dropped from 354 four years ago to a total of 290. These figures indicate more regular employment of qualified men throughout the Province.

During the past year, 32 theatres underwent substantial alterations in keeping with the requirements of the Ontario government regulations which included the installing of concrete floors. Fifteen were altered during the previous 12 months. The number of new theatres erected during the past year was 21 but the total of licensed theatres increased by 19, the difference being due to the closing of two houses permanently. With the outbreak of war, all theatres in Ontario were required to install independent emergency lighting systems to forestall possible sabotage.

Fox Wins Action

WINDSOR, ONT.—Casper J. Casper and Essex Theatres, Ltd., of Leamington, must pay Angus C. Fox $938.32 for materials and labor expended by Fox in the construction by the former of a new theatre in Leamington, Judge Mahon ruled following a two-day trial here in the supreme court of Ontario.

Current Film Supply Nails Fears a Shortage Nears

By MILTON GALBRAITH

TORONTO—The trend of film supply has been brought out in a report dealing with the release of product to Ontario theatres covering the past three years and this is held to demonstrate no probability of a growing shortage of features for the present at least. In fact, the reverse is evident. During the 12 months ending March 31, last, 654 features were made available for presentation in this province, as compared with 494 during the previous year and 620 for the year ending March, 1938. The total for the year just closed shows that any one theatre could offer a different double bill for each week day during the whole year and there would be still 28 more features which could not be played for lack of dates—unless a triple bill were tossed in occasionally for extra measure.

The statistics reveal, on the other hand, that the number of comedies has dropped appreciably during the three years, probably because of the increased use of double-feature programs. During the past year the available comedies totaled 199 as compared with 232 for the previous year and 363 for the 1937-38 period.

Because of the tense international situation, with accompanying war atmosphere, there has been a marked increase in the number of newsreels released. For the past 12 months the total was 284, as compared with 213 and 214 for the preceding years.

The number of British films for the past fiscal period is given as 54 and this compares with 80 for the preceding 12 months and 77 for the 1937-38 year.

The number of foreign films of 35mm width available in Ontario has taken a sudden and perhaps permanent drop. For the year ending Mar. 31, 1938, the imports of such productions totaled 39 but the desire for propaganda by European countries boosted the total to 97 for the next year and the trend slumped to 28 for the past 12 months because of official discouragement. These figures are for pictures other than those from France which provided 276 films last year and 333 during the previous 12 months.

It is interesting to note that 23 Russian features circulated in Ontario in 1938-39 but the Soviet showing dropped to two films in the past 12 months, both of which were approved before the start of war with Germany. Polish films dropped from 13 two years ago to two while pictures from Hungary tobogganed from 14 to zero. Four German pictures were circulated in Ontario in 1938 but there were none in 1939-40. Five Italian pictures are in the 1940 total as compared with six in the preceding 12 months.

Trenton, Ont., Capitol Offered for Sale

TORONTO—The Capitol at Trenton, Ont., has been offered for sale by the owners. Formerly a popular theatre, it has been closed since silent films fell by the wayside and the structure has been used intermittently for various purposes over a period of years. Trenton, which has taken on renewed activity because of the proximity of an air force station, has two theatres, the Trent operated by Famous Players, and the Century, recently opened by 20th Century Theatres as an independent house. The Capitol seats 515.

Lawn Bowling Game Threatens Grosses

Toronto—A new menace looms for the theatres of Ontario in the introduction of "hazard lawn bowling" as a successor to miniature golf which swept the continent some years ago. A Toronto company is promoting the vacant lot feature and is preparing to install a number of so-called courses. The sport consists of a combination of golf and lawn bowling with 18 greens, the approaches to which are provided with mechanical and natural hazards through which the participant must roll a fairly large ball. The promoters are selling the rights to the game.

Language Bar Ends Film Pact for the Quints

TORONTO—The official guardians of the Dionne Quintuplets have been advised that the exclusive film contract for the famous babies will not be renewed by 20th Century-Fox Films following the making of the next and final feature under the agreement in the near future.

The reason for the decision is unique. The Dionnes, of French-Canadian parentage, have been schooled only in the French language and it has been intimated that the film company does not want to use the five girls in talking roles unless they converse in the English tongue.

Fraser to Trenton

TRENTON, ONT.—New manager of the Century is Wilson Ernest "Ted" Fraser who comes here from the helm of the Holland at Bradford. He succeeds Thomas Naylor who has managed the house since its opening last November. Naylor has been promoted to a post in Toronto.

Change Ushers

TORONTO—Girl ushers have been replaced by male attendants in another unit affiliated with the Famous Players' chain, the Uptown of Winnipeg, seating 1,750. Very few circuit houses in the Dominion are continuing with female ushers.

TORONTO

COL. JOHN A. COOPER marched at the head of his troops again with the keen interest and loyal pride which has marked his life-long military career when his 198th Canadian Buffs paraded to the annual church service in Toronto. Col. Cooper commanded the battalion in France during the last Great War and now is serving with the Red Cross in addition to his work as president of the Motion Picture Distributors of Canada.

E. A. Whelpley, a film exchange branch manager for more than a score of years, has resigned as St. John representative of RKO Distributing Corp. of Canada and has been succeeded by Leslie Plottel of Toronto headoffice. Leslie is a member of the Plottel family which has representation with various film companies in different cities of the Dominion.

Bill Redpath of General Films, Ltd., has been very busy on a contract which resulted in the sale of 39 projection machines to the Dominion government for the use of the armed forces of the department of national defense.

William Brady, manager of the Madison, has intimated that the theatre is to be sold or leased to permit dispersion of the assets of the late John C. Brady, once famed as the fiery leader of the MPTO of Ontario which has been succeeded by the Independent Theatres Ass'n . . . Will McLaughlin is once more a father—for the third time. McLaughlin is the veteran film critic of the Ottawa Journal *and is known far and wide in film trade circles.*

There were many laughs at the Lions Club Frolic at the Prince of Wales Theatre, which was organized by Manager Bill Summerville jr., apart from the special film and vaudeville program. In the lucky draw for 265 prizes, a small boy won a lady's fur neckpiece, a man took dainty underthings and a lady earned a man's hat.

Robert Syrett has started a film comment column in the London Free Press, *London, Ont., which is in addition to the usual advance notices and reviews . . . "French Without Tears" stayed for a third week at the Eglinton, managed by Bob Eves, and, not to be outdone, Manager Jay Lewis held "Break the News" for a third week at the Avenue, across the street from the Eglinton. The latter is a circuit unit while the Avenue is independent.*

Toronto Loew's has plenty of waiting product following the eight-week run of "Gone With the Wind" and one apparent result has been the doubling up of features by Manager Jules Bernstein. "Strange Cargo," about which there had been some censor publicity, and "Slightly Honorable" played on one bill but the crowds forced a holdover for a second week. This program is being followed by "Young Tom Edison" plus "Nick Carter, Master Detective."

The Capitol in North Toronto was the scene of a rush on Saturday afternoon when juveniles were admitted on the presentation of Salada Tea package labels in connection with the promotion of the Salada Stamp Club. Manager Ron McClelland handled the traffic . . . Making the calls was Robert Stevens, owner of theatres in Sudbury, Creighton Mine and Sturgeon Falls, busy northern Ontario mining centers.

L. M. Devaney, general manager of Canadian RKO, has made quick recovery from an operation for appendicitis which prevented his attendance at the inaugural gathering of the Canadian Picture Pioneers. By the way, Ben Cronk, veteran of the Allen and Famous Players' chains and an authority on art displays, was the one who created the theatre front and stage in the dining room of the Royal York Hotel for the Pioneers "floor show."

Maurice Schwartz, who recently starred in "Tevya," which was held over at the College Playhouse, is making a personal appearance at the Victoria. He was last in Toronto in 1934 *. . . W. M. Minshull, a projectionist since the very early days of moving picture shows, died in Toronto in his 63rd year. In recent years he had been the operator at the Hillcrest.*

Harold S. Kaplan of Kaplan & Sprachman, theatre architects, has returned from a flying trip to Vancouver and Seattle to discuss plans for new theatres in Vancouver and in Courtenay, B. C.

Film Revives Civic Interest in "Edison"

Toronto—The playing of "Young Tom Edison" in Ontario theatres has revived interest in the life of the inventor to the extent that a campaign has been started for the restoration of the Edison family cemetery in the village of Vienna in this Province and to maintain it as a shrine in tribute to the years which Thomas A. Edison spent in Canada. His grandparents and other relatives are buried in the private plot and it is pointed out that Edison's mother was a school teacher at Vienna.

National Film Society Has Screened 22 Films

OTTAWA—The close of the season's activities of the National Film Society, Ottawa, has brought the report from E. W. Harrold, chairman of the program committee and also critic of the Ottawa *Citizen*, that 22 films, including features and shorts, had been screened at the six performances in the theatre of the national museum sponsored by the society. A number of these were from Europe and were foreign language productions in 35mm width.

The society has reorganized for the 1940-41 season but, because of the war situation, there will be considerable difficulty in securing further foreign films and the organization will have to depend upon the western hemisphere for supply.

WINNIPEG

USE of films to sponsor enrollment has been undertaken here for the first time by the University of Manitoba. A short subject entitled "And So to College," sponsored by the public relations committee of the University, has been shown at a number of public schools in the city. The showing illustrates to students the routine of registration, the buildings, and life at college at Manitoba's campus.

The mezzanine floor of the Metropolitan is carrying an exhibit of telegraphic equipment dating back to the days when Thomas A. Edison worked as a dispatcher for the railways. The display is being shown in connection with the feature, "Young Tom Edison."

Visiting high school boys and girls will appear on the stage of the Capitol next Thursday night when Harold Bishop presents the Detroit Lakes school band and high school choir, two separate units, at his house as a special attraction.

Members of the film fraternity here were saddened by the passing this week of Mr. A. R. McGinley, film editor of the Winnipeg Tribune, *whose weekly column, "Looking Them Over," had become a well-established feature . . . The Famous Players western managers' convention, which had been scheduled for Jasper, Alberta, will take place instead at Vancouver on July* 29-30-31.

Eddie Newman, Lyceum manager whose growing golf prowess is fast establishing him as the threat of the links, has not lost his touch at bringing the cash customers to the boxoffice. Showing a current bill which includes as its highlight, "The Earl of Chicago," Eddie played his opening night to SRO audiences.

The Capitol scores a scoop with first scenes of the invasion of Norway in this week's newsreel . . . Dewey Bloom, promotion representative of M-G-M, stopped over briefly here on his way back from the coast . . . Lloyd Fox, formerly doorman at the Capitol, has been promoted to the position of assistant manager at the Colonial at Port Arthur.

Syl Gunn made the front page of the *Free Press* with a cut of himself buying a tag in connection with St. Jon's Ambulance tag day held here last week . . . Saturday night crowds at the Metropolitan necessitated running shorts far past midnight, leaving Assistant Manager Harold Gray and Head Usher Bobby Smythe all in from their efforts to please the public.

Canadian Fair Exhibit Centers on Theatre

MONTREAL—"Canadian Cinema" is the sign in big block letters over the door of the theatre in Canada's exhibit at the New York World's Fair.

It is a small theatre, fully sound-proofed and air-conditioned, with comfortable seats for about 200 spectators. A year ago it was the art gallery of the Canadian pavilion.

In it the Dominion government plans to show the people of the United States what Canada offers to the tourist and sportsman.

Creation of the theatre, and a new and spectacular system of lighting so that the representations of Canadian scenes and products upon the walls of the pavilion stand out in full color, constitute the main changes in the Dominion's exhibit at the World's Fair which reopens Saturday for its second season.

Pictures to be shown in the little theatre will be supplied through the government's motion picture bureau at Ottawa. Present plans call for the showing of scenic and sporting pictures, travelogues and similar films. It is believed the pictures of the Royal visit to Canada last summer, or part of them, may be shown and also films portraying various aspects of Canada's war effort.

These latter films would be taken by the government motion picture bureau in cooperation with the bureau of public information such as "Atlantic Patrol" portraying the work of the Canadian navy in Atlantic convoy work, which is being shown currently in some Canadian cinemas. The bureau shortly will release another war effort film showing the Canadian troops at Aldershot and another is in production relating to women's part in the war.

VICTORIA

THE Dominion has been very busily engaged reseating and reflooring the theatre. British Luxury seats with plush backs, leather seats and rubber cushioned arm rests have been installed, and in order to add to the comfort of the patrons, wider seats were used. The balcony has been completely refloored with hardwood and new aisle lighting installed.

For the showing of "Northwest Passage" at the Capitol two authentic 12-foot Indian totem poles were placed in the lobby as advance advertising. The carvings on the poles were in flamboyant color which was very suitable for the picture which was in Technicolor. Lifesize pictures of Spencer Tracy were placed outside the theatre along with a banner across the front of the theatre.

For the showing of the "Blue Bird" at the Dominion a tieup was arranged with a local jeweler featuring a full window display on bluebird diamonds.

MONTREAL

EVIDENCE of government relaxation of the ban on admission of juveniles to motion picture theatres is becoming more marked each week. In current advertisements it is noted that children are being admitted to showings of "The Blue Bird" at the Imperial, Shirley Temple in "Pauvre Petite Fille," "Therese Martin" and "Dick Tracy's G-Men" at the Maisonneuve, and "Gulliver's Travels" at the Orleans.

B. E. Norrish, managing director of Associated Screen News, represented the theatrical industry at the closing banquet of the YMCA War Service campaign . . . Associated Screen News cameramen were invited to cover the initial demonstration of the new mechanized transports for the Canadian Active Service Force. After recording the maneuvers for the newsreels, the cameramen returned to Montreal, voluble in their admiration of these new vehicles.

Dominion Sound Equipment convention of sales representatives from Halifax and Toronto was visited by Les Abbott, sales manager of Motiograph, and George Smith assistant sales manager of Celotex Corp., whose product is represented exclusively in Canada by Dominion Sound. Lloyd Pearson, general sales manager, presided at the convention.

Hon. James H. R. Cromwell, United States minister to Canada, is the proud possessor of a photograph of his voice given him by Roy Tash, Associated Screen News photographer, following a newsreel interview. Tash enlarged a film frame of an interview with Cromwell.

Date of the Filmrow bowling league banquet is still unfixed, but that, it was explained, does not mean that it will be abandoned as a war measure . . . Around Filmrow were noted Eddie Beaumont, of the Francais, Quebec; Mort Prevost of the Mason-Prevost circuit; Bedford and Chambky, and Georges Champagne of the Roxy and Auditorium, Shawinigan Falls.

Burglars who entered the Victoria, Quebec, through the window in the manager's office, removed the safe, then dumped it on the outskirts of a nearby village, after extracting several hundred dollars.

Returned from a tour of California, Leo Dolan, director of the Canadian Travel Bureau, announced that Canada would be the mecca of Hollywood motion picture stars this summer. Amongst those who have arranged to spend their vacations in the Dominion are: Gary Cooper and his wife, Sandra Shaw, Clark Gable and his wife, Carole Lombard, Spencer Tracy, with his wife and daughter, and Frank Morgan . . . Mary Pickford donated a gold mesh bag, emblazoned with sapphires and diamonds, and valued at $1,500 to the Toronto Citizens' Committee to be raffled in order to purchase sports equipment for soldiers.

Hiding in the Imperial after the show a trio of bandits tied up the watchmen and were proceeding to rob the safe in the office of Howard Knevels, manager, when they were interrupted by a group of charwomen. Two escaped, and the third fell from a fire escape and was discovered by police and taken to a hospital with a fractured skull and back injuries.

Maurice Duhamel, manager of the Hollywood, found "Professor Mamlock" a popular attraction in his St. Lawrence Boulevard Theatre . . . Fern Hall, a 22-year-old former Toronto blonde, has been chosen to play the part of "Miss Spiritual America" in an anti-vice film sponsored by Rev. R. A. Jardine, now of Hollywood, who, as a Yorkshire vicar, attained fame by performing the marriage ceremony for the Duke and Duchess of Windsor.

Nova Scotia, as well as Quebec, imposes restrictions on admission of children to theatres, but in the seaboard province the restriction applies only to children under ten who are not allowed to attend theatres unless accompanied by adults. Exhibitors are trying to get that section of the statute repealed in Nova Scotia.

W. J. Singleton, sales manager of Associated Screen News, has been elected a director of the Advertising Club of Montreal . . . Belmont Park, Montreal's only outdoor amusement center, which includes a motion picture theatre, was previewed at the weekend, following which it was closed to permit workmen to put the finishing touches for the gala official opening May 18.

Mannie Brown, manager, and Tom Dowbiggin, sales manager of Paramount's Filmrow office, leave May 20 for California to attend Paramount's annual convention . . . Relieved of his legislative duties, J. P. Caron, former member of the Quebec Legislative Assembly, is now concentrating on adding to the already considerable popularity of his motion picture theatre, the Royal, at Louisville, Que. Caron dropped in at the new offices of Regal Films in the Tramways building on a recent visit to the Canadian metropolis. Other visitors at that office included Mel Lodge, who owns three theatres, the Magnet at Danville; Clubhouse, Asbestos, and Richmond, Richmond, Que., and E. Beaumont of Quebec and Levis.

"Flotsam" to Cromwell

HOLLYWOOD—John Cromwell will direct "Flotsam," the Erich Maria Remarque novel, for Loew-Lewin Productions. Fredric March will be starred and UA will release.

Sask. Permits "Beau Geste"

Toronto—Although "Beau Geste" continues to be withheld in the provinces of Ontario and Quebec at the request of the French government, the censor board of Saskatchewan in western Canada has lifted the ban on the feature for theatrical presentation. Its first run was at the Capitol in Regina, a Famous Players' house.



—Photo by Cosmo-Sileo

Talk Sales and Policies—

A group of Canadians at the Universal convention held last week in Atlantic City. Clockwise they are: Morris Alin, William J. Heineman, Harry Graham, A. W. Perry, Oscar Hanson, Clair Hague, general manager for Canada, and Paul Nathanson of Empire-Universal.

Bishop Launches Into Dynamic Exploitation

WINNIPEG—Harold Bishop covered the town backwards and forwards in his campaign on "Pinocchio." A display of Pinocchio merchandise was on exhibit in the Portage Avenue lobby during Easter week. Recordings from the show were played at intervals. Study guides were mailed to all school principals, private schools and libraries. Tie-ins with various manufacturing firms secured numerous displays in stores throughout the city.

Radio stations pluggd hit numbers and music stores featured music from the film. Window displays were carried in the leading department stores.

Charles Clay, book reviewer of the *Free Press*, was invited to see the show and came through with a fine plug in the book review page.

Perhaps best touch of all was a street ballyhoo which took the form of a little man dressed in "Pinocchio" costume and covered with a mask reproducing the features of the hero of the film. Schools were covered at noon hour and four o'clock by this intriguing walking advertisement.

Credit for all the hard work and thought that went into this campaign is divided between Harold Bishop and his two assistants, Nestor Novak and Lloyd Fox.

"Atlantic Patrol," government film board short dealing with the work of the Canadian Navy, was screened by Bishop for the local unit of the RCNVR and arrangements were made for the entire unit to parade to the theatre on opening matinee.

Editorial writers from the *Tribune* and *Free Press* were invited to review the film and the *Free Press* came through with an article in its editorial columns.

Bishop contacted Associated Screen News in Montreal to include shots taken here of the Cameron Highlanders church parade in his Paramount newsreel and then invited the O/C and staff in to see it which resulted in word being passed along to the entire battalion.

"Little Men" to McLeod

HOLLYWOOD—Norman McLeod will direct "Little Men," next Gene Towne-Graham Baker production for RKO. Film, which rolls the middle of June, will be based on the novel by Louisa May Alcott.

: TILBURY :

COFFEE and doughnut handouts are helping business at the Plaza, according to Manager Harland Rankin. Rankin, who is also president of the Business Men's Ass'n, says the community is expecting some 25,000 visitors for the "Industries on Wheels" celebration, May 24.

Murray Devaney of RKO Distributing Corp. is driving a new two-colored Buick . . . Guests of the Plaza at a free show the other day were members of the drill team of Moose Lodge, Canada's champions.

Garnet Hogarth is busy getting the grounds fixed up around his new home. Hogarth manages the Rex here . . . The Plaza band is getting new uniforms.

One of the first small town theatres in Canada to book the Selznick film, the Plaza is putting on a big exploitation campaign for "GWTW." Metro exploiteers are helping Manager Rankin with the campaign.

Show business in this area is suffering because farmers were late in planting crops . . . The Plaza is installing a new air-conditioning system.

VANCOUVER

HOWARD FLETCHER, exhibitor of Hollyburn Theatre, West Vancouver, is one of the most enthusiastic table-tennis players in the industry, always seeking a tough opponent and scoring well against most of them.

Frank Gow, FP suburban theatre manager, entered the "in-law" class when his daughter was married last week.

Doc McDonald, "Doc" to everybody, was bustling around the exchange last week picking up cans for the Haney which he takes charge of whenever J. E. Goddon, the exhibitor, makes a trip to that prairie ranch of his . . . Paul Harmon, Squamish Theatre, Squamish, B. C., is receiving condolences on the loss of his wife.

Victor Armand, FP technical manager, has been in town for some days, his visit being principally in connection with the installation of the new air-conditioning system at the Capitol which is practically completed.

The Dominion Theatre will probably go dark for a couple of weeks, starting June 1, to permit installation of a new floor, new seats, and redecorating.

There is a suggested convention of Famous Players district managers to be held in Toronto the end of this month in which this city will be represented by Larry Bearg and Frank Gow. There is also a suggested convention of all the FP theatre managers of the company's houses in the west, from Winnipeg on, set for the end of July.

Advice that the Empire Universal Vancouver office had first place in the Bill Scully Drive brought joy to Ben Plottel and his staff, especially as their score was above their quota . . . Sam Nagler is away for two weeks at the United Artists convention in New York.

Charles Ramage is back from a week among the blossoms in the interior where he visited the various theatres in the interest of Regal Films . . . Myron McLeod, the Patricia, Powell River, visited Film-row during a short stay in the city.

Under the management of A. K. Graburn, the Independent Booking and Buying circuit is operating smoothly and with increasing membership.

The Marpole Theatre has a downtown office; Calvin Winter and his partner, Mr. Toffy, find that the activity of a business center stimulates constructive planning and is more convenient for personal engagements and contacts . . . Harold Warren left his Roxy in Alberni for a few days in the big city.

United Amusement Pays

MONTREAL—Dividend of 40 cents a share for the quarter ended April 30 was declared on the stock of United Amusement Corp., Ltd. It is payable May 31 to shareholders of record May 14.

First National (455) **87 Minutes** **Rel. May 25, '40**

The heat which the title indicates is something of an understatement. This one is hotter than the proverbial fire-cracker; so scorching, in fact, that it should burn out the bearings in the theatre's cash register. And if it doesn't, it's because the customers aren't in a mood to buy a prize package of action-laden, laugh-inciting entertainment. Two factors are the largest contributors to the feature's wide appeal: A screenplay which literally bristles with bright dialogue and wisecracks, and a cast which knows exactly what to do with lines and situations custom-built to its individual and collective styles. The Cagney-Sheridan-O'Brien combination is perfect for this brand of hard-boiled comedy-drama and there are a half dozen or more minor portrayals comparably impressive. Directed by William Keighley.

James Cagney, Ann Sheridan, Pat O'Brien, Andy Devine, Helen Vinson, George Tobias, Frank Puglia.

Torrid Zone F

Comedy Drama

Universal (——) **Rel. May 31, '40**

This has its moments of hilarity, chiefly when Hugh Herbert is on the screen and particularly when the woo-woo artist is in the midst of portraying six separate and distinct characters—all of them screwballs. Otherwise it is strictly lightweight musical stuff showing evidence of having been dashed out in a hurry, and which will pass muster as supporting fare. Two or three musical numbers enliven the proceedings. The story—or what there is of it—concerns Dennis O'Keefe, a taxi driver, and Constance Moore, a singer, who reside in a boarding house which, through financial difficulties, is about to be seized by Herbert, a real estate tycoon with a penchant for swing music. The place is turned into a night club and Herbert, promised that he can play the trap drums, tears up the lien. Lew Landers directed.

Hugh Herbert, Dennis O'Keefe, Constance Moore, Eddie Quillan, Ferike Boros, Joe Brown jr., Barnett Parker.

La Conga Nights F

Comedy with Music

Republic (923) **66 Minutes** **Rel. May 10, '40**

Remarkably well performed and expertly directed, "The Crooked Road" is an entertaining film that will give its spectators nary a dull moment. The elements of drama are compactly knit into the story fabric. Action spices the pattern. There is no dearth of movement as the story gets going. Edmund Lowe becomes involved in the killing of a would-be extortioner to cover up his 20-year-old criminal record so he can respectably marry Irene Hervey. Police investigation, following carefully laid clues left by Lowe, nails a seemingly innocent man. Henry Wilcoxon, lawyer friend to Lowe and Miss Hervey, takes the convicted man's case. His investigation leads the trail to Lowe who gives up and is sentenced to death. Other events shed new light on the killing and Lowe is cleared of the blame. He goes to England to serve time. Wilcoxon marries the girl. Director: Phil Rosen.

Edmund Lowe, Irene Hervey, Henry Wilcoxon, Paul Fix, Arthur Loft, Claire Carleton.

The Crooked Road F

Drama

United Artists (——) **90 Minutes** **Rel. May 24, '40**

Paradoxical according to established Hollywood standards, here is a picture that attains the nth degree of artistry and still succeeds in fitting the average entertainment taste with the comfort of an old shoe. Producer Sol Lesser's film version of Thornton Wilder's stage hit is an innovative treat. It pursues the same unusual treatment that made the original presentation outstanding and amplifies thereon by taking full advantage of the widened scope the screen affords in narration, motivation and technical details. It is hard to conceive the selection of a cast more ideally suited to the conscientious interpretation of the story of provincial Americana in its most rudimentary and delightful concepts—a story covering one decade in the life of ordinary people at the turn of the century. Sam Wood's direction is masterful in its understanding and restraint.

William Holden, Martha Scott, Fay Bainter, Beulah Bondi, Thomas Mitchell, Guy Kibbee, Frank Craven.

Our Town F

Drama

Universal (4061) **57 Minutes** **Rel. Jan 19, '40**

Future exposers of film on the saga of the west might well take "West of Carson City" as a model. As far as story, action and the like are concerned, it is a perfect blend. Everything pertaining to the western scene is thrown in from a stagecoach to a stud poker game, the latter treated to a couple of laughs. Gold is struck in Ridgeville. With the rush of claim stakers comes vice and corruption. A villain named Gorman has the town's law and order system jumping through his hoop until Johnny Mack Brown, a local rancher; Robert Homans, a judge and Peggy Moran, his daughter, come to clean up the place. This they do, but it takes a lot of fists and bullets. This one is recommended unreservedly as first-rate western.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Peggy Moran, Charles King, Harry Woods.

West of Carson City F

Western

Republic (943) **66 Minutes** **Rel. June 10, '40**

Gene Autry's latest is mainly a musical, although his fans will not complain because the film is graced with an enjoyable score. Dramatic continuity between song sequences is inadequate and on the threadbare side. But Autry delivers strongly with some catchy numbers, including the popular "Gaucho Serenade" and "The Singing Hills." He has good support from a newcomer, Mary Lee, a refreshing youngster with a winning personality and a pleasant voice. Miss Lee shapes up as a potential Judy Garland for the Republic studio. Half the footage is unreeled before Autry saddles a horse, and only in the final minutes is there any shooting and riding. Autry and Smiley Burnette prove the benefactors of a man framed for embezzling, and a society girl, June Storey, who changed her mind at the altar. Frank McDonald directed.

Gene Autry, Smiley Burnette, Mary Lee, June Storey, Clifford Severn jr., Smith Ballew.

Gaucho Serenade F

Musical Western

M-G-M (37) **103 Minutes** **Rel. May 17, '40**

Conceived and executed in somber tones, this tale of a tragic and unfortunate love will find lacy handkerchiefs fluttering in all its showings—and fluttering in sufficient quantities to render it a profitable investment for any exhibitor. It is definitely a woman's picture, bolstered by the marquee magnetism of Vivien Leigh in her first new film since "GWTW," and Robert Taylor, herein seen in a more mature and ingratiating role than any he has ever had before. No production investiture was overlooked, either in the supporting cast or the settings, which place the story in London during the first World War. Miss Leigh fulfills her assignment with a sincerity and conviction that place her in the front rank of talented actresses, proving beyond doubt her brilliant work in "GWTW" was no flash in the pan. Mervyn LeRoy directed.

Vivien Leigh, Robert Taylor, C. Aubrey Smith, Maria Ouspenskaya, Virginia Field, Lucille Watson.

Waterloo Bridge F

Drama

20th-Fox (034) **67 Minutes** **Rel. June 7, '40**

Mostly on the somber side is this drama which draws most of its inspiration from events which enter into the realm of the spiritual. The film's appeal appears to be neutralized by the ghostly aspects of the story. Even though John Howard Lawson is listed as one of the screen authors, the story has little emotional lift considering its theme. Briefly, Warner Baxter is called back from his second honeymoon on a ruse by a former flame, Lynn Bari, the wife of his best friend. She kills him and her husband, Henry Wilcoxon, takes the blame. Baxter, who is now the wraith of himself, can find no release from the earth. Only when his psychic message gets through to his wife, Andrea Leeds, whereby his love for her is vindicated, Baxter's soul finds peace. Underlying it all, is the moralistic implication of the Golden Rule. Irving Pichel directed.

Warner Baxter, Andrea Leeds, Lynn Bari, Charley Grapewin, Elizabeth Patterson, Russell Hicks.

Earthbound F

Drama

Syndicate Exchanges (SR) **59 Minutes** **Rel. ————**

It will be quite obvious to audiences that view this western that it needs a carbon job. The carbon is not in the projection machines, either. Tim McCoy is the featured player, but his talents are going to waste on offerings like these. The carbon removal job is needed in the story department. However, westerns satisfy a thirst and this one is a good long drink. McCoy is a marshal who is ordered to investigate the wave of lawlessness in Rawhide. Before he gets there, an outlaw is inadvertently killed. McCoy takes his name, gets in with the gang, passes himself off as a bandit and proceeds to get the lowdown on the higherups. The obvious eventually happens, righteousness is triumphant and the hoodlums and their leaders properly liquidated.

Tim McCoy, Nora Lane, Kenneth Duncan, Lee Prather, Harry Harvey, Earl Gunn.

Texas Renegades F

Western

SELLING ANGLES: **"The Crooked Road"**

The three principals in this film, Lowe, Miss Hervey and Wilcoxon, get the name exploitation attention. Also feature Charles Lane. Contact the police for a lobby display showing weapons employed in law enforcement, and the current crop of wanted men. (See pressbook). Try to get editorial notice in the newspaper by inviting the editor to view the film and write on its particular phase of crime. For street bally have a police-costumed man handcuffed to a "gangster" parading about with appropriate signs. A little effort on this one will amply repay.

CATCHLINES:

What Line Separates the Moral Code From the Code of Law?

When Is a Murderer Not a Murderer? . . . When the Victim Dies Twice?

SELLING ANGLES: **"Gaucho Serenade"**

Exhibitors should make every effort to cash in on the hit tunes "Gaucho Serenade" and "The Singing Hills." The numbers have been recorded by Vocalion and tieups can be made with music stores for displays. The recordings should be plugged over a radio station. You might gain space by publicizing Mary Lee as a "surprising and promising youngster." A large cutout of Autry should be used in the lobby.

CATCHLINES:

A Western That's Different . . . You'll Be Singing the Hit Tunes.

His Songs Saved Romance for a Girl . . . His Guns Saved the Victim of Embezzlers.

SELLING ANGLES: **"Texas Renegades"**

Sell Tim McCoy to the public as far as personality interest and past performances will permit. Contact the riding academy head for a discussion on the merits of the Palomino horse. This might also be worked in with western saddle horses in general. Have the newsdealer insert handbills in the copies of the various western magazines he has on display, announcing the date. Give away marshal badges to the youngsters who are keen on westerns. All the old tried and tested tricks of western exploitation should be attempted to attract any kind of an audience for this one.

CATCHLINES:

Tim McCoy Cleans Up Rawhide . . . Again!

He Had to Cheat the Cheaters to Clean Up a Lawless Town . . . But With Lead, Fists and the Law He Did It.

SELLING ANGLES: **"La Conga Nights"**

The principal name to sell here is Hugh Herbert. Construct a lobby easel layout containing life-sized portrait heads of him in the six roles he portrays. Hold a "La Conga" contest on the theatre stage, with a local dancing instructor awarding prizes to the most accomplished entrants. Dress your attendants in Mexican fashion and play Latin-American music over the lobby p. a. system. Persuade drugstores to feature a "La Conga" sundae and cocktail bars to concoct a "La Conga" mixed drink.

CATCHLINES:

It's Hilarious Fun . . . With That Woo-Woo Man, Hugh Herbert, in the Screen's First Six-Way Impersonation of Himself.

Bills to Pay . . . No Bread in the House . . . So They Turned the Joint Into a Night Club . . . And Made a Hit.

SELLING ANGLES: **"West of Carson City"**

Plug this one to the hilt along your favorite exploitation lines. There is a Johnny Mack Brown club for youngsters with membership cards and buttons. Cut a blowup of Brown on a rearing horse for effective display. The pressbook offers any number of clever gags. One is a letter throwaway, duplicated from part of the film's story, that should create interest. Hang teaser signs in the immediate neighborhood of the theatre with the route to "Carson City" pointed out.

CATCHLINES:

Two-fisted Tornadoes of the Gold Rush . . . Dispersing the Human Buzzards That Swarm Around Honest Men's Pay Dirt.

Triple Threats of Fighting Fury . . . Blasting Wide Open the Wildest Town in the West.

SELLING ANGLES: **"Earthbound"**

The unusual theme of the film should be widely publicized. The feature editor might be interested in developing a series of articles on psychic happenings between two individuals with reference to the plot of the picture. Heralds and posters should display a large question mark over teaser copy. In fact, a contest can be held in conjunction with the local paper in which prizes are awarded to the best letter from women on whether they believe such an event could transpire. Top billing should go to Baxter and Miss Leeds.

CATCHLINES:

His Soul Enslaved by His Own Misdeeds.

Could This Love Story Happen? . . . See for Yourself.

SELLING ANGLES: **"Torrid Zone"**

Get behind the James Cagney-Ann Sheridan-Pat O'Brien combination with plenty of advertising, lobby ballyhoo and marquee space. The Central American banana-plantation theme suggests the lobby be converted into a subtropical atmosphere with the generous use of potted palms, banana-tree fronds and bunches of the yellow fruit. Tie up with grocers and caterers on especially priced displays of bananas. The title can be used in tieups with various merchants—with garages on motor overhauling, with air-conditioning equipment dealers and in many other ways.

CATCHLINES:

It's Oomph . . . Central American Style . . . With Ann Sheridan Dishing It Out . . . And Iron-Jawed Cagney on the Receiving End.

SELLING ANGLES: **"Our Town"**

As the lobby centerpiece construct a "family album" containing portraits of the leading players with a brief description of their characters. Tie in with newspapers, civic organizations, churches and service clubs in the staging of an "Our Town" week dedicated to municipal development. Screening of the picture should be a highlight of the celebration. Stage an essay contest for school children writing on some phase of "your town," its history, chief industries, etc.

CATCHLINES:

It's a Simple Story of Simple People . . . Folks You All Know and Recognize . . . As Citizens of Your Town.

As Homespun as a Spelling Bee . . . As Neighborly as the Folks Next Door . . . That's the Year's Most Human Picture.

SELLING ANGLES: **"Waterloo Bridge"**

The names to sell here are Vivien Leigh and Robert Taylor, co-starred for the first time. Bend every effort to build them up as a new and exciting romantic team, comparing their work in a lobby easel layout with such famous previous teams as John Gilbert and Greta Garbo, Ronald Colman and Vilma Banky, and others. It might be well to minimize the wartime background in favor of the story's romantic elements. Prepare mailing pieces as "personal" letters from Miss Leigh inviting patrons to see her in her first picture since "GWTW."

CATCHLINES:

Caught in the War's Mad Maelstrom, They Met . . . They Loved . . . They Tasted the Bitterness of a Fate Against Them.

Vivien (Scarlett O'Hara) Leigh . . . Co-Starred With Romantic Robert Taylor.

Short Subject Reviews

The Philippines

RKO 19 *Mins.*

(March of Time, Vol. VI, No. 10)

The Philippines, which get independence from the United States in 1946, are worried now whether they should sever the strings. Japan, as the March of Time editors show, is what is disturbing the native peace of mind. The potential menace of the Japanese in the Far East is not minimized and the infiltration of the Nipponese into the life of the Philippines is graphically depicted. With the possible chance that the Japanese might grab off the Dutch East Indies, and the fact that the Philippines lie between the two, the subject is one of current interest.

Unusual Occupations L9-5

Paramount (Cinecolor) 10 *Mins.*

A Colorado woman makes paintings from various natural materials and the inside workings of the philately business are shown, but it remains for the final sequence to make this issue a bang-up bit of entertainment. It shows Gene Autry at his North Hollywood ranch where he raises horses and trains them. Autry sings and is photographed to advantage in color. At least half of the reel is devoted to Autry and has every indication of being just what audiences want.

Norway's Fate

J. H. Hoffberg 10 *Mins.*

Norway, latest battleground of the Allies and Germans, is the subject of this reel. Commentary is supplied by Johannes Steel, noted foreign writer. Although Steel is inclined to get excited about his continuity, there is little in the reel to justify such enthusiasm. The subject is a compilation of clips about the physical aspects of Norway and its people. Exhibitors probably can capitalize on the curiosity of what Norway is like.

A Gander at Mother Goose

Vitaphone (Merrie Melody) 7 *Mins.*

Not quite as clever as previous numbers in this series. The familiar stories from the children's classic are jazzed up and gagged all for a laugh. The laughs come easy, building up to a lallapaloosa at the finish. It should tickle the fancies of children and adults.

Gun Dog's Life

Vitaphone (Color Classic) 10 *Mins.*

Mama setter and her brood are photographed in color. Narrator John Deering takes up his script and the audience is treated to a number of interesting views of setters and pointers and retrievers in action. The narrative is good, the photography effective. All dog lovers will go for it.

SHORT OF THE WEEK

Television Preview

Paramount (Paragraphic) 10 Mins.

In view of the current interest and development in television, this short has excellent potentialities. For once Ted Husing is serious as he describes the men behind the medium, technical aspects, finished receivers and how they will work. On the comic side Bob Burns tells how in the new medium, he can be seen to full advantage playing his bazooka. Akim Tamiroff gives out with a horror version of a bedtime story and Bob Hope takes up the advertising end. He demonstrates how the sponsor can plug his product without interrupting the program. To achieve this, Hope sings "Thanks for the Memory," while a sandwich man's sign dangles from his neck. It's a timely item on a timely subject.

You Ought to Be in Pictures

Vitaphone (Looney Tune) 7 *Mins.*

During lunch at the Schlesinger cartoon factory, Porky Pig, urged by Daffy Duck, sees the boss and tells him he wants to go into the big time, like playing with Bette Davis. Schlesinger tells him to go ahead. Porky then proceeds to get into all sorts of scrapes and embarrassing situations that eventually bring him back to Leon's Place. Leon takes him back into the Looney Tune fold. That's all there is. But it is cleverly presented half cartoon, half actual photography. The superimposition is a clever revival note. Worthwhile.

Cavalcade of Academy Awards

Vitaphone 31 *Mins.*

The history of the Academy Awards, together with scenes from various award winners, from 1928 to 1939, is documented herein. Frank Capra supervised and Carey Wilson does the narration. Here is the sort of thing that audiences have long read about but never sit in on—an actual Academy Award dinner—in this case the last one. Bob Hope gags. Sinclair Lewis

(Continued on page 53)

MARK HELLINGER says...

DARK COMMAND

"Fine performances by Claire Trevor and John Wayne and a superb job of direction by Raoul Walsh combine to make 'Dark Command' an action melodrama that should coin dough at the nation's box offices. Moves at a whirlwind pace and winds up as a distinctly thrilling piece of film fare. It is definitely recommended."

The Story of

The BLACK KNIGHT of KANSAS

Fired by an unholy ambition, he set all Kansas ablaze—then perished in the seething cauldron.

A REPUBLIC PICTURE

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Increase Efforts to Sell Wider Use of Shorts

CHICAGO—An abundance of promotional material is currently augmenting the efforts of local exchange managers to impress the seat-selling value of short subjects to the trade.

Particular shorts whose value current events have greatly enhanced are the travelogues, apropos of which, Jack Flynn, Metro district manager, and Bill Bishop, Chicago district exploiteer, have issued a bulletin calling exhibitor attention to their timeliness. Branch Manager Banford also has utilized a bulletin to call attention to timely patriotic shorts.

Also in the foreground of those seeking to win greater recognition for the short subject is Warner Bros. whose patriotic shorts in Technicolor, Exploiteer Fred Bartow is busy publicizing. Children's morning matinees in downstate Great States theatres are providing an occasion for the short subjects to "do their stuff."

Clothesline With Diapers Proves Attention-Getter

BRANTLEY, ALA.—Felix Tisdale of the Ritz got attention for "Brother Rat and a Baby" by stringing an old-fashioned clothesline across the front of the theatre, decorated by a dozen diapers. At the center of the line, Felix affixed a poster reading: "We are ready for 'Brother Rat and a Baby' Sunday and Monday." He also had a play pen in the lobby for baby parking.



An "Okie" Line—

How Manager A. J. Mealey of the State and Lodi at Lodi, Calif., got over the theme of "Grapes of Wrath" before police wrath reminded him he should not string clotheslines across the main street. An "Okie" car was fitted out with occupants applying for relief and generally attracting attention.



Spring Into May—

When Frank La Falce, in charge of publicity and advertising for the Warner Earle in Washington, decided to prolong the "Spring Hit Parade of Hit Pictures" into the month of May he merely changed the phrase into "May Parade of Hit Pictures" on the existing display as pictured above.

One Answer to Torn Silk Stockings

NEWARK, N. J.—Know what to do when a lady complains that a rough chair in your theatre has caused a run in her stockings? Here's how Richard C. Carton of the Mayfair in Newark worded a letter to a complaining patron:

"Dear Madam:

"Thank you for your letter calling attention to a run in your stockings which you say was caused by a chair at the Mayfair.

"We regret that you did not call our attention to the incident at the time so that we might have established with some accuracy whether we were at fault and to what extent. An attendant must establish the cause of the run and determine at the time whether there has beer any unusual roughness which might show the run to have been caused by our negligence. You will agree that this is a necessary procedure in view of the fragility of silk stockings.

"If, after considering, you feel that your evening at the Mayfair has been a disappointment, it is our desire to have you as our guest. Enclosed find admittance for two given in the spirit of good fellowship."

Any showman will admit that Carton was in a delicate position. He gets to the heart of his problem with "An austere or severe attitude expressed to the individual may cause loss of prestige in the neighborhood, so a soft but firm answer is called for. I hope this will help out some other showman who might encounter a similar situation."

Opening Shift Played Up in Advertising

MILWAUKEE—Charles H. Wuerz, manager of Fox's Palace, has emphasized in advertising the house's new policy of starting its programs on Wednesdays.

"No 'Top Hats' Allowed!" copy in connection with one Tuesday advertisement was captioned, followed by: "You don't have to dress up in fancy clothes to be one of our Wednesday evening 'FIRST NIGHTERS' . . . And you'll have the time of your life enjoying the BIG pictures FIRST."

Another Tuesday ad was captioned: "You, Too Can Be the Life of the Party!" and continued: "Everybody listens when somebody starts talking about the new motion pictures . . . And that somebody will be YOU if you attend our Wednesday evening 'first night' show and see all the BIG pictures FIRST!"

The Warner, which previously started its new show on Fridays, has moved up to Thursdays, while Fox's Wisconsin and Strand continue to retain Fridays as their starting day for new programs.

Pre-Sell "Pinocchio"

COLUMBIA, MO.—A week before it opened at the Uptown, "Pinocchio" was presold here through a number of merchant tieups including window and counter displays and cooperative advertisements in the local paper.



New Hoss Race—

Or how Jerry Zigmond of the Newman promoted a contest at the Missouri State Druggists convention in Kansas City for "Buck Benny Rides Again." He staged a derby, per the above, on those double-crossing little hobby horses that have been used largely as hilarious bruise coaxers in night clubs.

School Journalists Publicize 'Lincoln'

PROVIDENCE—Putting a press agent at work in every Providence high school was the achievement of Manager George French and Publicist Bill Morton for "Abe Lincoln in Illinois."

Two members of schools' newspaper staffs were assigned by principals to attend a lecture on film exploitation given by Morton at the Albee Theatre. Students then were given press books and stills and instructed by teachers to work out a campaign and ad schedule; being given credit for their work in school ratings. The Albee got a two-column break on Sunday *Journal* school page, plenty of publicity among student bodies, and kids who took part in the stunt got passes for the show—the total expense to theatre.

Other publicity in the campaign for the film included an interview and fashion layout of pictures of Ruth Gordon, who was in town a week before the booking; spot announcement on radio following Lux Theatre broadcast April 22; tieup with Providence Public Library and its seven branches; display of stills at Brown University library where world's finest collection of Lincolnania is housed; all Lincolns in the Providence phone directory were guests of the theatre on opening day; 200 heralds and letters with new Lincoln penny pasted on same sent to picked mailing list and a telephone chain stunt in which 5,000 members of the R. I. Federation of Women's Clubs were contacted in connection with the film's showing.

Torchlight Parade Sells 'Dark Command' in Mass.

FALL RIVER, MASS.—A bang-up campaign for "Dark Command" was delivered by Manager Bill Canning of the Empire. His advance ballyhoo included a stagecoach with a four-horse hitch through town; a 52-piece fife and drums corps leading a torchlight parade of Sons of Union Veterans; lighted 24-sheets on every entrance to town; two very large banners hung in front of a new theatre under construction; and imprinted napkins distributed at numerous banquets.

"Physician of Laughter" Prescribes Theatre Date

PHILADELPHIA—Pedestrians got free prescriptions for what ailed them from a white-suited "doctor" who walked around with an imposing medical kit. He handed out prescription sheets, topped with his name, Dr. Hilarity, P.L., (Physician of Laughter), and reading:

"Rx: A spring tonic and laugh treatment with lovely Loretta Young and Ray Milland in 'The Doctor Takes a Wife' at the Stanley."



Mobile Milk Station—

Manager Jack W. Fretwell of the State at Harrisonburg, Va., is displaying (at the left) his early farm training. The medium is the portable display he used for a campaign on "The Farmer's Daughter." A 4-H Club benefit was arranged, with members selling tickets in advance. "Goin' to see the farmer's daughter" was the slogan used by the farmer and his bovine friend in jaunts along the streets. "That's the cow in the center," chuckles Jack.

Encourages Student Ads In "Seventeen" Contest

DETROIT—Teen-agers were stimulated to personal interest in "Seventeen" by a contest staged by United Detroit Theatres, before the picture played the Michigan.

All high school students were invited to submit advertising layouts and copy on the film, some of the best of it to be incorporated in the theatre advertising.

NUGGETS

WARNER has launched a national preselling campaign on "Torrid Zone" with tieups with the House of Westmore, Auto-Lite Sparkplugs, and the Goldman Co., manufacturers of play clothes. Specially-made display pieces will be used at all retail outlets.

●

The ads for "Rebecca," which were designed and created by the members of the staff of the United Artists, San Francisco, met with such response, according to Manager Charles Schlaifer, that he has had requests from theatres all over the country to use them.

●

For "The Grapes of Wrath," Manager E. R. Erickson of the Rhodes, Chicago, constructed a map of flour and salt covering the trek of the Joad family. Another was a large 40x60 card which had a small picture of the Joads. To the easel was attached a magnifying glass. Copy read: "Quit your kicking! You're Mighty Lucky. How Would You Like to Be in Their Boots Yes, Go Ahead and Use the Magnifying Glass."

●

Cash prizes were offered to readers of Atlanta Constitution *who sent in the oldest copies of the original Nick Carter thrillers as part of the "Nick Carter, Master Detective" campaign put over by Manager W. T. Murray and Publicity Director Sidney Dell of the Rialto, Atlanta.*

MOVIE and RADIO GUIDE says

DARK COMMAND

"... jammed with action, fairly accurate history and more romance than usually marks epics of this type, is a magnificently produced tale of guerrilla warfare in the bloody, pre-Civil War days of Kansas."

RAOUL WALSH, *Director*

The story of

"The BLACK KNIGHT of KANSAS"

THERE WAS NO LIMIT TO HIS MAD AMBITION... OR THE RUTHLESSNESS OF THE MEANS HE USED TO GAIN HIS ENDS

A REPUBLIC PICTURE

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Blondie Brings Up Baby
These Blondie pictures always please our small town patrons. Wed., Thurs. Weather: Fine. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

His Girl Friday
Another good picture from Columbia that failed to draw, and also failed to please. I thought it swell, and it was, but my opinion is not the one that counts. I believe it was too fast and too much fast talking that killed it. My patrons are stubborn about this one thing. This type is never liked here. Wed., Thurs. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Too Many Husbands
The picture is a fine bit of relaxation and went very well with those who saw it in my town. Preferred over a Metro—good production. I think in some spots the idea got rather weak, but Jean Arthur pulls it through regardless. Sun., Mon. Weather: Warm. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

Metro-Goldwyn-Mayer

Balalaika
No small town picture. It is strange that Nelson Eddy and Jeanette MacDonald would be drawing cards even in the small town, and yet when separated neither will gross film rental. It's been that way every time. My higher class patrons thought this extra good, but of course they are few in number. Thurs., Fri. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Congo Maisie
While this picture was fairly good, I am doubtful if the Maisie series will ever prove to be one that the patrons look forward to seeing. John Carroll very good, and if Metro selects the proper vehicles for him I believe he'll build fans rapidly. Business just average. Thurs., Fri. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Judge Hardy and Son
Good picture. Did an excellent business. The Hardy pictures go over in any town. We hope Metro keeps up the good work. Wed., Thurs. Weather: Fine. Admission: 25-11. Local patronage. Population: 1,500. Capacity: 300.—J. L. McRae, Rex, Collins, Miss.

Man From Dakota, The
Well, we've seen better Beery pictures but believe this satisfied the Beery fans. Fri., Sat. Weather: Cold. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Shop Around the Corner
A fine production with a very good cast; however, give us Frank Morgan in the regular Morgan role, don't like him so tragic. We need all the good old comedy we can get and his is tops. Not anything extra as my patronage would rather see Gene Autry on Sunday than this midweek and "Elizabeth and Essex" never. Thurs., Fri. Weather: Fair. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

Strange Cargo
Certainly this was off the beaten path and believe it satisfied fifty-fifty. We enjoyed it very much. Sun., Mon. Weather: Unsettled. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Paramount

Gulliver's Travels
Not the best job in the art shop on Gulliver but the rest were fine and the music will stay with you. Personally the story was not half long enough. People came out saying it was too short, others held their noses. Barnum was right—please what you can. Tues., Wed. Weather: Fair. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

Our Neighbors, the Carters
This was an interesting picture which means very little at the boxoffice. It was allocated low and I played it on Bank Night, and still did not do the usual gross. No complaint from those that came in. Wed., Thurs. Weather: Cloudy. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Remember the Night
Swell picture but no business. Sun., Mon. Weather: Cold and rainy. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Remember the Night
Strictly adult fare, which caused business to drop below normal Sunday matinee. However, it is a good entertaining picture for adults and Fred MacMurray carried the part of District Attorney convincingly. Miss Stanwyck as the crook was well chosen. Sun., Mon. Weather: Ideal. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Rulers of the Sea
A washout all around. No business to speak of. Picture did not have boxoffice appeal and no names to draw them in. Plenty action, that's all. Fri., Sat. Weather: Chilly. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Santa Fe Marshal
Hopalong is still okeh. Although this one is not up to the standard, maybe because our hero is out of costume, our Saturday crowd liked him for all that. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

Republic

In Old Monterey
Another boxoffice stimulant by Gene Autry. The public can smell these good ones just like it can the bad ones. This was good and did above average business. Saturday. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Jeepers, Creepers
Played this one on Saturday instead of the usual western, and it took very well. Many favorable comments, and it would have pleased a lot who were afraid to take a chance on it, if they had just come. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

South of the Border
We ran this one on Sunday and I held my breath for the tryout but it was surprising to see the people who had never seen an Autry western come out saying it was fine. And it was a truly different Autry that went right to all who saw him. The story having the locale it did, helped a lot to put it over. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

RKO Radio

Flying Deuces
Good comedy, fine for small towns. Did good business in two-day run. Wed., Thurs. Weather: Good. Admission: 25-11. Local patronage. Population: 1,500. Capacity: 500.—J. L. McRae, Rex, Collins, Miss.

Marines Fly High
This is a pretty good programmer, in fact better than the usual B stuff. Dix, like lots of the oldtimers, is still good. Although most of them came to see the western, many claimed they liked this one the best. Lucille Ball did a nice job as did all the others. The picture could be criticized just like all the others but my audiences are a good judge on this one. Saturday. Weather: Warm. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

That's Right, You're Wrong
Kay Kyser and his band presenting "Kollege of Musical Knowledge" towards the end of the picture is just about tops for the younger set. Business for two days held to a satisfactory gross and everyone present had a good time. Fri., Sat. Weather: Chilly. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

20th Century-Fox

Everything Happens at Night
This picture disappointed me much more than the usual picture that falls down, because it means that another star (Sonja Henie) has lost her drawing power here. Every single picture since her very first has grossed slightly less than



Al. Tec *says:*



AL. TEC

Scientists are constantly finding new improvements in sound, and are putting those improvements on the sound tracks, at the studios. *Do you know* when these improvements are made? Are you getting these improvements *off* the sound track in your own theatre? Are your patrons getting the benefit? There is *one sure way* for you to find out. Let the Altec inspector in your locality tell you.

ALTEC
SERVICE CORPORATION

250 West 57th Street, New York City

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

the one before. Barely average business. Tues., Wed. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

He Married His Wife
Some thought this real cute, but the tremendous majority knew nothing about it because they stayed at home, or went elsewhere. Fox was wrong if they thought one picture ("Jesse James") would make a drawing card out of Nancy Kelly. It didn't, and never will. Tues., Wed. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

High School
In my opinion this was up to standard for Jane Withers, but they stayed at home in droves, so what I think means nothing. It seems to me Jane has just lost her "pull." I'm hoping her next with Gene Autry will establish her here. Her last few have not been so good. Tues., Wed. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

High School
For a double bill (played with RKO's "Sued for Libel") these two pictures proved their worth on bargain night. It brought out the kid trade and that's hard to do during the week, while school is still in session. Tuesday. Weather: Damp. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Swanee River
In Technicolor and entertaining with good music. It held to a fair gross for a two-day engagement with universal satisfaction. Sun., Mon. Weather: Fair. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Swanee River
While I was expecting a big crowd for this, I underestimated it by about 30 per cent. In fact it made me mad when I thought of how many people must have been present for the first time in many months, and why was it that I just couldn't get them out for other pictures. Don't underestimate it. They'll all love it. Thurs., Fri. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Too Busy to Work
The only trouble with studios today is that whatever Johnny is doing "Whaaaaa I wanta do ut." Phooey. If Metro releases "GWTW" now, exhibitors hold your breath while someone comes out with HERE WITH THE BREEZE or something on that order. Oh, well, I guess the Jonseses are okeh for the double bill that just needs a filler but now then why not forget the double bill then the filler becomes unnecessary only in the form of shorts. The picture is very weak. See one, you've seen 'em all. Tues., Wed. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

Warner Bros.

Brother Rat and a Baby
Here was the biggest disappointment in months. Everyone expected something as good as "Brother Rat" and very few cared for it. Why would they feature a character that was as big a sap as the one played by Wayne Morris? Sun., Mon. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Four Wives
This picture failed to draw. While I had bad weather plus school house opposition, I still don't believe it would have been a profitable picture. A fine story, but not quite all the elements necessary to provide general entertainment for the masses. Tues., Wed. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Granny Get Your Gun
This is one of the best and most well-liked pictures we have had midweek for a long time. The Little Old Lady is surefire for action as well as drama. Believe me, she hit the spot in this one. May Robson may be 72 or thereabouts but Thar's Gold in Them pictures. Yep, they really took it in. Tuesday. Weather: Fair. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

Cutest Baby Contest Sells "40 Mothers" in Philly

PHILADELPHIA—Big displays on the *Record's* women's page were captured for two weeks by Warner publicity men by a stunt for "40 Little Mothers." The idea was simply a contest for Philadelphia's cutest baby, to match Baby Quintanilla in the film.

Pictures of several of the contestants were printed every day, plus a story. The ten finalists competed at a "highchair luncheon" sponsored by the paper and the Earle Theatre. Winner, chosen by a committee of bachelors, got a silver loving cup from Eddie Cantor and a $50 merchandise certificate from Gimbel's.

Short Subjects

(Continued from page 49)

makes a speech. Judy Garland sings. Hattie McDaniel almost cries when she gets her award. Everybody who is Hollywood is at the dinner. The camera catches them all, including the brothers Warner. Brief scenes from "Gone With the Wind" conclude the film, a shrewd showman's gesture for whetting the appetites of potential spectators. It's a bit on the overlong side, but withal interesting.

Granite Hotel

Paramount (Stone Age Cartoon) 7 *Mins.*
More or less regulation and familiar stuff along cartoon lines is offered in this item. The laugh content depends on a burlesque of "Grand Hotel." All sorts of hotel gags and business are animated for their laugh worth. Makes for satisfying action.

The Dipsy Doodler

Vitaphone (Melody Master) 10 *Mins.*
Larry Clinton and his orchestra bang it out in good style; Bea Wain sings; the Philharmonicas blow merrily and Gower and Jean dance. It is nicely done, tuneful and pleasant.

Playmates From the Wild

Paramount (Sportlight) 10 *Mins.*
Emil Liers and his trained otters frolic on Daytona Beach, dash through cypress swamps and cavort under water in this issue. It is done in fine photography and with appropriate comment by Ted Husing. Little else could be said about it except that it is a top-ranking bit of entertainment and will please.

A Kick in Time

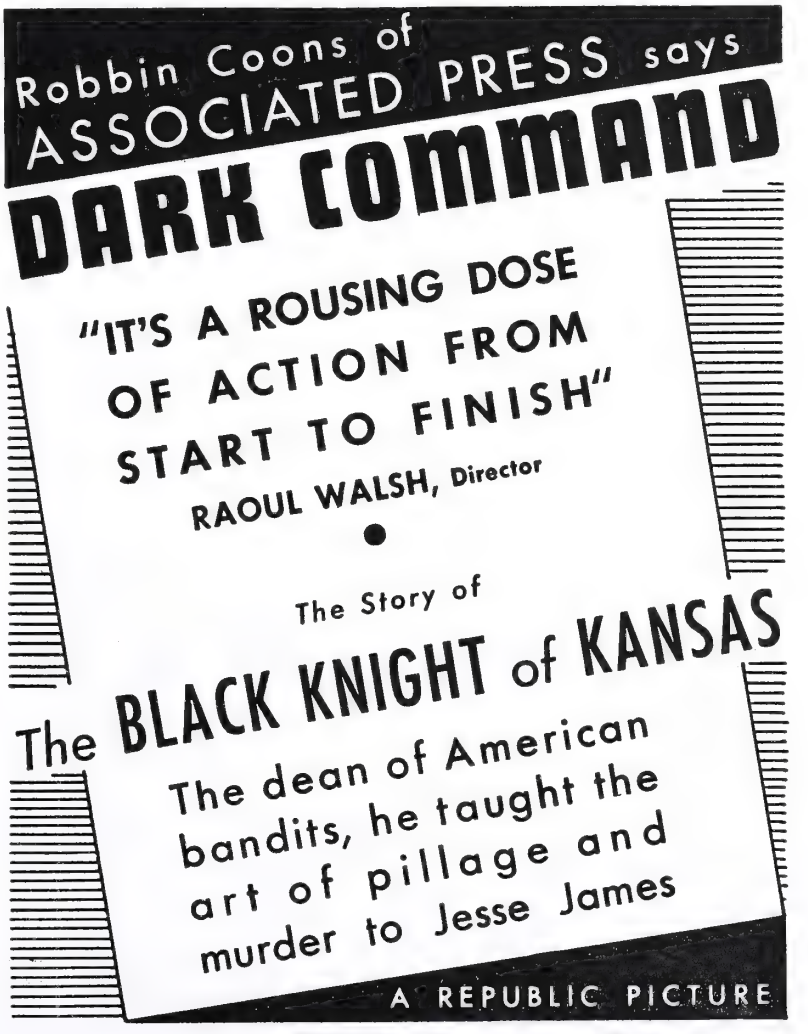
Paramount (Color Classic) 7 *Mins.*
Spunky runs off after a fake mule and falls into the hands of an auctioneer who sells him to a junk man. He has a hard time of it in the city pulling a heavy wagon and suffering the abuse of his owner. In good time his mother, Hunky, comes looking. She finds him and they go back to the wide open and free spaces. Average cartoon stuff in fine Technicolor.

He Builds Five Nights; Lets Weekends Alone

DETROIT—Special attractions are being used to build business on five nights a week by J. D. Tabor, manager of the Chandler for Joe Mellon.

The Monday-Tuesday change is double dish night. Wednesday, Thursday and Friday are ten-cent nights. Saturday and Sunday bring in enough business without extra attractions.

Ten-cent nights draw bigger crowds than dish nights, Tabor reports, with SRO a common occurrence. However, dish nights draw more women, and the crowd is considerably quieter, he claims.



Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ✪ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 13	10 Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	15 Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western **967** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	2 Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB40** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama **1002** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 0 M'drama **3922** **Hidden Enemy** (63) R—Mar. 30	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City** (57) Johnny Mack Brown Bob Baker R—May 18	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'anc** **Hidden Menace** (59) **Gertrude** Michael **Otto** Kruger
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4011** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN45** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice** Schwartz **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	0 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4055** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) **James** Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB42** **Granny Get Your Gun** (60) **May** Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form.** Years Without Days)	15 Drama **Al'anc** **One Night in Paris** (65) **John** Lodge Hugh Williams
FEB. 24		23 Drama **25** ✪**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill R—Apr. 27 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ✪✪**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4033** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama **28** ✪**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'anc** **Little Miss Molly** (67) **Maureen** O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **02** ✪**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	28 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders of Pasco Basin** (57)	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor **Vengeance of the Deep** (..) Lloyd Hughes
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11 15 Action Dr. 3928 **Sky Bandits** (56)	12 M'drama 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) **Merle Oberon** George Brent Pat O'Brien R—Apr. 13	15 M'drama Al'anc **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama 1005 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 Melodrama **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) Weavers & Elviry 22 Western 965 **Covered Wagon Days** (56) Three Mesquiteers		26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 **Man From Tumbleweeds** (59) Bill Elliott	3 Action Drama 35 **0 Mule Team** (85) Wallace Beery Leo Carrillo R—May 4	2 Western 3964 **Land of Six Guns** (54) Jack Randall	3 Comedy 3932 **Buck Benny Rides Again** (80) Jack Benny Ellen Drew R—Apr. 20	10 Drama 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe Irene Hervey	3 Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy 043 **So This Is London** (84) Geo. Sanders R—Apr. 27	3 Comedy **Saps at Sea** (57) **Laurel & Hardy** R—May 4	3 Musical **If I Had My Way** (94) B. Crosby-G. Jean R—May 4	4 M'drama WB42? **Tear Gas Squad** (55) Dennis Morgan Gloria Dickson R—Apr. 27	M'drama Astor **Hell's Angels** (..) Jean Harlow
MAY 11	16 Drama 1029 **Babies for Sale** (64) Rochelle Hudson Glenn Ford	10 Drama 36 **Edison, the Man** (..) Spencer Tracy Rita Johnson	9 Western 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 943 **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 **Charles Winninger** Helen Vinson	10 M'drama 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Drama **Ski Patrol** (64) Luli Deste R—May 11	11 Drama WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 Melodrama **Island of Doomed Men** (..) Peter Lorre	17 Drama 37 **Waterloo Bridge** (103) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 **Gangs of Chicago** (..) Lloyd Nolan Lola Lane	17 Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	30 Melodrama **Lone Wolf Meets a Lady** (..) Warren William Jean Muir		23 Western 3965 **Kid From Santa Fe** (..) Jack Randall	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13	24 Western 966 **Rocky Mountain Rangers** (..) Three Mesquiteers	24 Com. Drama 032 **You Can't Fool Your Wife** (..) Lucille Ball James Ellison	24 Drama 045 **Lillian Russell** (141) Alice Faye Henry Fonda Don Ameche	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Western 4056 **Hot Steel** (..) Richard Arlen Andy Devine	25 Drama FN455 **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	
JUNE 1		31 Drama 39 **Susan and God** (..) Joan Crawford Fredric March	30 Western 3966 **Riders From Nowhere** (..) Jack Randall	31 Comedy **Those Were the Days** (..) William Holden Bonita Granville Ezra Stone		31 Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama 046 **Marriage in Transit** (..) Virginia Gilmore Robt. Sterling		31 Musical **La Conga Nights** R—May 18 31 Western 4063 **Bad Man From Butte** (..)	1 M'drama FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama Astor **Girls of the Underworld** (..)
JUNE 8	6 Western 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	7 Mys. Drama **Phantom Raiders** (..) Walter Pidgeon Florence Rice	11 Com. Drama **On the Spot** (..) Frankie Darro	7 Western 3958 **Hidden Gold** (..) William Boyd Russell Hayden	6 Drama **Women in War** (..) Elsie Janis Wendy Barrie	7 Melodrama 033 **Saint Takes Over** (68) George Sanders R—Apr. 27	7 Drama 034 **Earthbound** (67) Warner Baxter Andrea Leeds R—May 18		7 Drama **No Exit** (..) Wallace Ford Kathryn Adams	8 Com. Drama **Brother Orchid** (..) Edw. G. Robinson Ann Sothern	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin Peter Murray Hill
JUNE 15	6 Melodrama **Passport to Alcatraz** Jack Holt 13 Drama **Girls of the Road** Ann Dvorak Lola Lane	14 Drama **Mortal Storm, The** (..) Margaret Sullavan James Stewart		14 Drama **Safari** (..) Doug. Fairbanks jr. Madeleine Carroll		7 Western 084 **Prairie Law** (..) George O'Brien 14 Com. Drama 029 **Tom Brown's School Days** (..) Fred. Bartholomew	14 Drama 017 **Four Sons** (..) Don Ameche Mary Beth Hughes		14 Com. Drama **Sandy Is a Lady** (..) Baby Sandy Eugene Pallette	15 Melodrama **Fugitive From Justice** (..) Roger Pryor Lucille Fairbanks	
JUNE 22	30 Comedy **Out West With the Peppers** (..) Edith Fellows Dorothy Peterson	21 Com. Drama **Captain Is a Lady** (..) Virginia Grey Billie Burke Charles Coburn		21 Drama **Way of All Flesh** (..) Akim Tamiroff Gladys George		21 Com. Drama **Thousand Dollar Marriage** (..) Leon Errol	21 Mystery 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 11		21 Comedy **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 Melodrama **Gambling on the High Seas** (..) Wayne Morris Jane Wyman	
JUNE 29	27 Comedy **Blondie Beware** (..) 27 Western **Return of Wild Bill** (..)	28 Musical **New Moon** (..) Jeanette MacDonald Nelson Eddy		28 Drama **Queen of the Mob** (..) Ralph Bellamy Blanche Yurka Jean Cagney		28 Drama **Anne of Windy Poplars** (..) Anne Shirley	28 Outd'r Drama **Lucky Cisco Kid** (..) Cesar Romero Mary Beth Hughes			29 Drama **All This and Heaven, Too** (..) Bette Davis Charles Boyer	

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.

◎Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 13

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9).....Mar. 23
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
◎The Blue Danube (7).....Dec. 16
◎The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9
Granite Hotel (7).....Apr. 26

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29

RKO Radio

DISNEY CARTOONS (In Technicolor)

◎Autograph Hound, The (8)..Sept. 1
Billposters (8).....May 17
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.
No. 9 (19).....Apr. 12
America's Youth—1940

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11).....Feb. 23
No. 8 (10).....Mar. 22
No. 9 (11).....Apr. 19

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Court Favorites (8).....Apr. 12
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Silent Wings (9).....May 10
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24
Flycasting (9).....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
Air Army (9).....Apr. 26
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11).....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
⊙Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
⊙Harvest Time (7).....Feb. 9
⊙Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
⊙The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
⊙The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
⊙Two Headed Giant (7).....Aug. 11
⊙Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

⊙A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
⊙Life Begins for Andy Panda (8).....Oct. 9
100 Pigmies and Andy Panda (7).....Apr. 22
⊙Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
⊙Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13
No. 77 (9).....May 27

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6
No. 77 (9).....May 20
No. 78 (..).....June 10

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Public Jitterbug No. 1 (..)....May 4
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Gun Dog's Life (..).....May 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Porky's Poor Fish (..).....May 18
Wise Quack (7).....Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Larry Clinton and His Orchestra (..).....May 25
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sniffles Takes a Trip (..)...May 11
Sioux Me (7).....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
⊙The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Radio and Relatives (..).....May 25
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, MAY 7

Movietone News, No. 69

Germans set up bases in Norway; battle off Narvik; tank maneuvers in France; bless war ambulances in Paris; Neville Henderson discusses war; fashions for weddings; California canal nears completion; Kentucky Derby.

News of the Day, No. 267

Sea battle off Narvik; Berlin stresses air power; England greets naval men; coast guard training; Annapolis dress parade; Allied relief ball; Kentucky Derby.

Paramount News No. 72

Hoover dedicates boys' club home; crowds at Philadelphia Zoo; Duchess of Windsor in Paris; King Carol reviews troops; Churchill addresses Narvik survivors; naval battle off Norwegian coast; Kentucky Derby.

RKO Pathe News, No. 84

Naval battle off Narvik; French troops on western front; Lei Day celebrated in Hawaii; Rumania drills soldiers; new method of plowing in Illinois; Kentucky Derby.

Universal Newsreel, No. 873

Battle for Narvik; King Carol over Rumanian army; French patrols on western front; French ambulances set for duty; May Day riot in Mexico; cows exhibited in Kansas; monkeys at Philadelphia Zoo; Kentucky Derby.

THURSDAY, MAY 9

Movietone News, No. 70

Secretary of navy reports findings to senate; fires on Cape Cod; rancheros ride in California; soldier priests ordained in Maginot Line; Britain's queen inspects Canadians; King Farouk inspects army; tribal festival in Syria; camel corps patrol French Sahara.

News of the Day, No. 268

Edison tells senate about air vs. ships; French troops off to Norway; France rallies colonials; Cape Cod forest fire; California rancheros ride; monkeys at New York Fair; science prevents baby mixups; yachting on Pacific coast; National A. A. U. diving championships.

Paramount News, No. 73

Fires on Cape Cod; American officer buried in Sweden; collegiate dinghy racing; Murder, Inc. trial opens; wrestling; Edison tells senate about navy findings; shipbuilding plans on drafting boards; naval gun factories rush orders; flying cadets training program.

RKO Pathe News, No. 85

Rites for embassy attache in Sweden; Edison planes beat ships; California rancheros ride; French navy charts wrecks; summer fashions; Anzacs called for secret duty; Yale crew beats Columbia and Penn.

Universal Newsreel, No. 874

Private submarine in Newark; rites for embassy attache in Sweden; mines washed ashore in France; test submarine lifeboat in Havana; old autos drive up Times Square; rancheros ride in California; yachting in Seattle; livestock show in Pennsylvania; girls in California obstacle race; A. A. U. aquatic meet; water skiing in Seattle.

In the Making

COLUMBIA

Durango Kid—Charles Starrett, Luana Walters, Sons of the Pioneers, Forrest Taylor. Director: Lambert Hillyer. Producer: Irving Briskin. **(Starting)**

Military Academy—Tommy Kelly, Jack Searl, Bobby Jordan, Don Beddoe. Director: D. Ross Lederman. Producer: Wallace MacDonald. Original: Richard English. **(Starting)**

Girls of the Road—Helen Mack, Lola Lane, Ann Dvorak, Don Beddoe. Director: Nick Grinde. Producer: Wallace MacDonald. **(Completed)**

METRO

Escape—Norma Shearer, Robert Taylor, Paul Lukas, Nazimova, Albert Basserman. Director: Mervyn LeRoy. Producer: Lawrence Weingarten. Original: Ethel Vance. **(Starting)**

Phantom Raiders—Walter Pidgeon, Florence Rice, Joseph Schildkraut, John Carroll, Donald Meek, Steffi Duna. Director: Jacques Tourneur. Producer: Frederic Stephani. Screenplay: Jonathan Latimer. **(Completed)**

The Captain Is a Lady—Charles Coburn, Billie Burke, Helen Broderick, Beulah Bondi, Marjorie Main. Director: Robert Sinclair. Producer: Frederic Stephani. Original: Rachel Crothers. **(Completed)**

One Came Home—Robert Young, William Gargan, Maureen O'Sullivan, Lewis Stone, Lynne Carver, Shirley Deane. Director: S. Sylvan Simon. Producer: Al Levoy. Original: Grace Norton. **(Completed)**

MONOGRAM

The Last Alarm—Warren Hull, Polly Ann Young, George Pembroke. Director: William West. Producer: T. R. Williams. **(Completed)**

On the Spot—Frankie Darro, Mary Kornman, Robert Warwick, Mantan Moreland, Russell Hopton. Director: Howard Bretherton. Producer: Grant Withers. **(Completed)**

PARAMOUNT

Doomed Caravan—William Boyd, Russell Hayden, Andy Clyde, Minna Gombell. Director: Lesley Selander. Producer: Harry Sherman. Screenplay: J. Benton Cheney. **(Starting)**

Victory—Fredric March, Betty Field, Margaret Wycherly, Fritz Feld, Sig Rumann. Director: John Cromwell. Producer: Anthony Veiller. Original: Joseph Conrad. **(Starting)**

RKO RADIO

The Stage to Chino—George O'Brien, Virginia Vale, Roy Barcroft, Glenn Strange. Director: Edward Killy. Producer: Bert Gilroy. Original: Norton S. Parker. Screenplay: Morton Grant, Arthur Jones. **(Starting)**

Men Against the Sky—Richard Dix, Edmund Lowe, Wendy Barrie, Kent Taylor. Producer: Howard Benedict. Original: John Twist. Screenplay: Nat West. **(Starting)**

Millionaires in Prison—Lee Tracy, Raymond Walburn, Cliff Edwards, Linda Hayes. Director: Ray McCarey. Producer: Howard Benedict. Original: Martin Mooney. Screenplay: Frank Fenton, Lynn Root. **(Completed)**

Cross Country Romance—Gene Raymond, Wendy Barrie, Hedda Hopper, Billy Gilbert, G. P. Huntley. Director: Frank Woodruff. Producer: Cliff Reid. Original: Eleanore Brown. **(Completed)**

REPUBLIC

Sundown Marshal—Donald Barry. Producer-Director: George Sherman. **(Starting)**

20TH-FOX

I Married a Nazi—Joan Bennett, Richard Greene, Anna Sten, George Montgomery. Director: Irving Pichel. Producer: Raymond Griffith. Original: Oscar Schisgall. **(Starting)**

The Bride Wore Crutches—Ted North, Lynne Roberts, Robert Armstrong, Edgar Kennedy, Stanley Ridges. Director: Shepard Traube. Producer: Lucien Hubbard. Original: Ed Verdier, Alan Drady. **(Starting)**

Ghost of the Cisco Kid—Cesar Romero, Chris-Pin Martin. Director: Otto Brower. Producer: Ralph Dietrich, Walter Morosco. Screenplay: Albert Duffy. **(Starting)**

Four Sons—Don Ameche, Sig Rumann, Eugenie Leontovich, Robert Lowery, Mary Beth Hughes. Director: Archie Mayo. Producer: Harry Joe Brown. **(Completed)**

UNIVERSAL

I'm Nobody's Sweetheart Now—Helen Parrish, Berton Churchill, Samuel S. Hinds. Director: Arthur Lubin. Producer: Joseph Sanford. **(Starting)**

Slightly Tempted—Hugh Herbert, Johnny Downs, Peggy Morgan, Gertrude Michael, Robert Emmett Keane. Director: Lew Landers. Producer: Ken Goldsmith. **(Starting)**

Black Diamonds—Richard Arlen, Andy Devine, Kathryn Adams, Addison Richards, Paul Fix. Director: Christy Cabanne. Producer: Ben Pivar. Original: Sam Robins. Screenplay: Sam Robins, Clarence U. Young. **(Completed)**

WARNER-FN

River's End—Dennis Morgan, Elizabeth Earl, George Tobias, Gilbert Emery, Stuart Holmes. Director: Ray Enright. Original: Rex Beach. Screenplay: Ken Gamet. **(Starting)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

.... A Chump at Oxford.....UA
009 Abe Lincoln in Illinois....RKO
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
4015 Alias the Deacon.....Univ
.... All This and Heaven, Too .....WB-FN
.... Anne of Windy Poplars....RKO
468 An Angel From Texas.....FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

1029 Babies for Sale.....Col
4063 Bad Man From Butte.....Univ
031 Beyond Tomorrow .....RKO
025 Bill of Divorcement.....RKO
3935 Biscuit Eater, The .....Para
.... Black Eyes .....Alliance
4018 Black Friday .....Univ
1205 Blazing Six Shooters.....Col
.... Blondie Beware .....Col
1014 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
.... Brother Orchid .....WB-FN
406 Brother Rat and a Baby..WB
3932 Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

420 Calling Philo Vance.....WB
.... Captain Is a Lady.....M-G-M
459 Castle on the Hudson.....FN
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
.... Charlie Chan's Murder Cruise 20th-Fox
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
027 City of Chance 20th-Fox
19 Congo Malsie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
965 Covered Wagon Days.....Rep
3963 Covered Wagon Trails....Mono
3955 Cowboy From Sundown..Mono
.... Crooked Circle .....SR
923 Crooked Road, The.....Rep
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
4055 Danger on Wheels.....Univ
901 Dark Command .....Rep
3901 Death of a Champion....Para
3929 ◎Dr. Cyclops .....Para
30 Dr. Kildare's Strange Case .....M-G-M
1005 Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
36 Edison the Man .....M-G-M
4033 Enemy Agent .....Univ
462 Espionage Agent .....FN

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
466 Flight Angels .....FN
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
047 Four Sons 20th-Fox
34 40 Little Mothers.....M-G-M
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para
.... Fugitive From Justice.WB-FN

G

.... Gambling on the High Seas .....WB-FN
924 Gangs of Chicago.....Rep
913 Gaucho Serenade .....Rep
3918 Geronimo! .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
.... Girls of the Road.....Col
.... Girls of the Underworld.....SR
922 Grandpa Goes to Town....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
4041 Green Hell .....Univ

H

4040 Half a Sinner .....Univ
023 He Married His Wife..20th-Fox
.... Hell's Angels .....SR
009 Here I Am a Stranger..20th-Fox
963 Heroes of the Saddle.....Rep
129 Hi-Yo, Silver .....Rep
3922 Hidden Enemy .....Mono
3958 Hidden Gold .....Para
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
4056 Hot Steel .....Univ
.... House Across the Bay.....UA
4013 House of Seven Gables....Univ
3916 Human Monster .....Mono

I

.... I Can't Give You Anything But Love .....Univ
26 I Take This Woman....M-G-M
038 I Was an Adventuress.20th-Fox
.... If I Had My Way.....Univ
921 In Old Missouri .....Rep
4009 Invisible Man Returns ....Univ
3841 Invitation to Happiness...Para
024 Irene .....RKO
.... Island of Doomed Men.....Col
017 Isle of Destiny .....RKO
407 It All Came True .....WB
4001 It's a Date .....Univ

J

042 Johnny Apollo 20th-Fox

K

3965 Kid From Santa Fe.....Mono
422 King of the Lumberjacks .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

.... La Conga Nights .....Univ
22 Lambeth Walk .....M-G-M
3964 Land of Six Guns.....Mono
3931 Light of Western Stars...Para
3921 Light That Failed.....Para
045 Lillian Russell 20th-Fox
.... Lion Has Wings .....UA
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
.... Lone Wolf Meets a Lady..Col
1019 Lone Wolf Strikes.....Col
.... Lucky Cisco Kid.....20th-Fox

M

4022 Ma, He's Making Eyes at Me .....Univ
24 Man From Dakota.....M-G-M
1213 Man From Tumbleweeds....Col
030 Man Who Wouldn't Talk 20th-Fox
1017 Man With Nine Lives.....Col
018 Marines Fly High .....RKO
014 Married and in Love.....RKO
046 Marriage in Transit...20th-Fox
1035 Men Without Souls.....Col
016 Mexican Spitfire .....RKO
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
.... Mortal Storm, The.....M-G-M
3808 Mr. Wong at Headquarters .....Mono
472 Murder in the Air.....FN
3940 Murder on the Yukon....Mono
1018 Music In My Heart.....Col
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
.... My Little Chickadee .....Univ
.... My Son, My Son .....UA
.... Mysterious Mr. Reeder....Mono
.... Mystery of Room 13.....SR

N

324 Nancy Drew, Trouble Shooter .....WB
.... New Moon .....M-G-M
.... No Exit .....Univ
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

.... Of Mice and Men .....UA
452 Old Maid, The .....FN
.... On the Spot .....Mono
044 On Their Own 20th-Fox
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
.... Our Town .....UA
.... Out West With the Peppers.Col
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
.... Passport to Alcatraz.....Col
.... Phantom Raiders .....M-G-M
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
084 Prairie Law .....RKO
023 Primrose Path .....RKO

Q

.... Queen of the Mob.....Para
.... Queen of the Yukon.....Mono

R

942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
.... Return of Wild Bill.....Col
3953 Rhythm on the Rio Grande .....Mono
3966 Riders From Nowhere....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
3926 Road to Singapore.....Para
966 Rocky Mountain Rangers...Rep

S

.... Safari .....Para
021 Saint's Double Trouble....RKO
033 Saint Takes Over.....RKO
.... Sandy Is a Lady.....Univ
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
410 Saturday's Children .....WB
3924 Secret Four .....Mono
3924 Seventeen .....Para
041 Shooting High 20th-Fox
20 Shop Around the Corner.M-G-M
3957 Showdown .....Para
3922 Sidewalks of London.....Para
.... Ski Patrol .....Univ
3928 Sky Bandits .....Mono
043 So This Is London....20th-Fox
3902 Son of the Navy.....Mono
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
39 Susan and God.....M-G-M
019 Swiss Family Robinson..RKO

T

939 Tarzan Finds a Son!....M-G-M
423 Tear Gas Squad .....WB
.... Tevya .....SR
9206 Texas Stagecoach .....Col
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
.... Those Were the Days.....Para
.... Thousand Dollar Marriage.RKO
465 Three Cheers for the Irish.FN
456 'Til We Meet Again.....FN
029 Tom Brown's School Days.RKO
11 Tomboy .....Mono
1004 Too Many Husbands.....Col
455 Torrid Zone .....FN
.... Turnabout .....UA
35 20-Mule Team .....M-G-M
33 Two Girls on Broadway.M-G-M
3934 ◎Typhoon .....Para

V

.... Vengeance of the Deep.....SR
007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
404 Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

37 Waterloo Bridge .....M-G-M
.... Way of All Flesh.....Para
4061 West of Carson City.....Univ
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
.... Women in War.....Rep
3925 Women Without Names...Para

Y

032 You Can't Fool Your Wife.RKO
032 Young as You Feel...20th-Fox
954 Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

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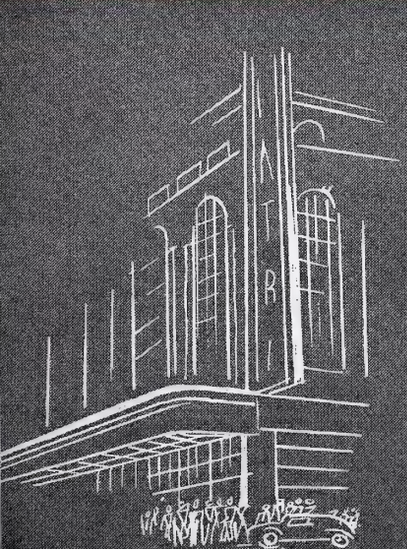
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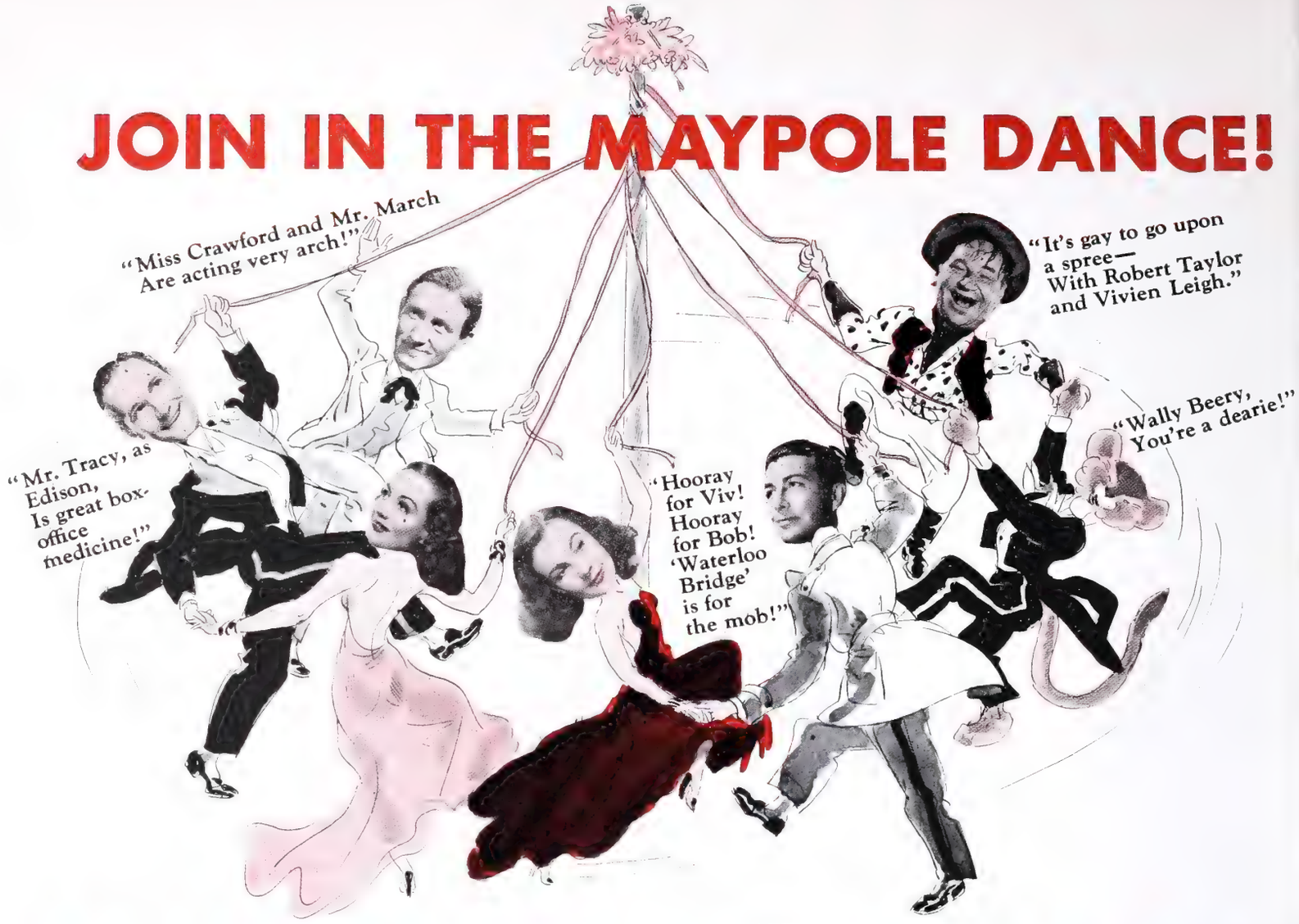
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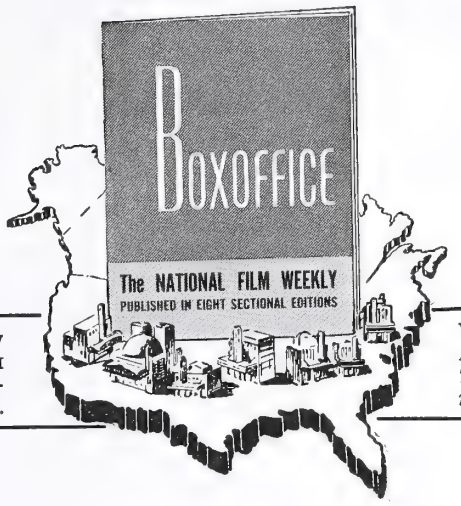
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PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 1
May 25, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

THE WHISTLE FINDS ITS ECHO

YOUR OBSERVER was observing on this very page as far back as October 28 last year that the hit-and-miss planning which distinguishes this industry would have to give way for something more scientific one of these days. That's a difficult yardstick to apply to this business of temperament, guesswork and flying leaps into the unknown. Yet it is not quite so fantastic a possibility to consider at that.

Anyhow, on that October day the reflections were turning, even as early as that, toward the war, self-sufficiency in the home market and related matters. It was remarked at the time, and certainly many times since, that the need to concentrate chief attention on the home market, always the best market, was becoming the more pressing. It was in connection with this very need that some questions were sprung. Here are those questions:

What has the industry done by way of scientifically ascertaining its possibilities right here in America?

What steps have been taken to get at the facts?

For instance, how accurate is the current estimate of an 85,000,000 weekly attendance and is it not the truth this figure, because some figure had to be arrived at, was more loosely than analytically reached?

But accepting it in lieu of anything better, although some researchers declare they can satisfactorially prove 60,000,000 is closer to it, what has been attempted by anyone in any direction about combing additional possibilities? Or about endeavoring to discover ways and means of persuading those who now attend to come more often?

Who can tell how many more might be regarded as potential customers? Or who they are? Or what walks of life they traverse? Or if they are intellectuals or morons? Or if they are economically equipped to "go to the movies" once a month, once a week or not at all?

Aside from hit-and-miss approaches and the conclusions which may be inconclusively drawn from the performance of specific pictures, what does this industry know about the types of attractions the public will support? If a film, popular in point of story and cast appeal, does $1,500,000 in this market, could it have done more and by what means?

You will get answers to these obvious questions, of course. But the answers will not be scientifically adduced. They could not possibly withstand any thorough, statistically-grounded counter attack, because no one in this wide-flung business is authoritatively equipped to reply.

It seems ironic and past all understanding that this business can find $1,000,000 to finance the greatest contest in its history and not a penny for market research.

Why?

The whistle, rattling hollowly and lonesomely all these months, now finds an echo.

Dr. George Gallup of the American Institute of Public Opinion, it appears, has accepted a suggestion of Samuel Goldwyn's. On his own and without benefit of retainer, Gallup declares he intends checking into double features—why, how and who wants them.

A beginning is just that and ought not be passed up. Thus, Gallup's proposed checkup is of great potential interest. The surveys conducted by his organization enjoy a substantial standing and, as research of this nature goes, are accepted generally and publicized widely.

This, precisely, is sufficient reason to wonder why the contemplated analysis employing 1,100 investigators and reaching 30,000 individuals of all ages, both sexes, different modes of living and assorted economic levels should begin and end with this one question, important as it is.

At the minute, Hollywood is hot about increased admissions and trying to warm the theatreman to the idea. It would be extremely pertinent, and serviceable, too, for the Gallup poll to dig into that one for a reaction.

Hollywood wants a price hike and insists it has to be.

The customers ought to have an opportunity to lighten their chests. After all, they are the customers.

Kann

MUSICALS AGAIN REGISTER GAIN; VIEWED AS GLOOM CHASERS IN LOWERING PALL OF WAR

Nearly All Studios in Trend With Increase Of 100 Per Cent

HOLLYWOOD—An increase of 100 per cent, perhaps more, in the production of that step-child of pictures—the in again-out again musical—over the number of tunefilms turned out for 1939-40 looms for the 1940-41 season, as predicated upon product lineups currently available on the major lots. Consequently, and possibly because of a constantly more gloomy international aspect, the manufacture of lighthearted films in which vocal and orchestral interludes constitute an important factor, is to show a gain for the second successive year; the season just closing also having registered an increase over 1938-39.

For the year to come, M-G-M at present holds front rank in the amount of musicals to be produced. Already completed is the Nelson Eddy-Jeanette MacDonald co-starrer, "New Moon," while "Strike Up the Band" is in production. The future lineup includes "The Girl With the 'Cello," "Good News," "Ziegfeld Girl," Eddy and MacDonald in "I Married an Angel" and "The Vagabond King," "Tonight at 8:30," "Little Nelly Kelly," with Judy Garland, and "Broadway Melody of 1941."

On Universal Slate

In work at Universal for the new season are "Spring Parade," starring Deanna Durbin, and "The Boys From Syracuse." Listed to follow are two more Durbin songfilms; two starring Gloria Jean—"A Little Bit of Heaven" and "Straight From the Heart"—an untitled Mayfair production starring the Ritz Brothers; "Margie," "Riviera," with Allan Jones, and "Argentine Nights," featuring the Andrews Sisters, vocal trio.

Paramount is currently filming "Dancing on a Dime;" a Bing Crosby-Mary Martin co-starrer, "Ghost Music," and "Comin' Round the Mountain," a hill-billy musical. Miss Martin is next to be starred in "Miami." Crosby and Bob Hope will co-feature in "The Road to Zanzibar" and "Blue Lagoon." Also in preparation are "Broken Heart Cafe" and "Interlochen," story of a summer camp for youthful musicians.

Another Kyser Musical

RKO Radio's schedule will include "Too Many Girls," to be produced by George Abbott from his Broadway stage hit; another Kay Kyser musical, and "Kiki." Republic is filming "Scatterbrain," starring Judy Canova, and has completed "Grand Ole Op'ry." Scheduled for a July start is "Hit Parade of 1940."

Already premiered by 20th Century-Fox is "Lillian Russell," in which Alice Faye sings a number of past and present popular melodies. For the new season Irving Berlin is preparing "Say It With Music," while "Down Argentine Way" and "Tin Pan Alley" also are on schedule.

Warner, once the home of the musical, has but two in preparation for 1940-41. One, "The Desert Song," will be a remake. The other is a campus comedy, "For the Rich They Sing." Columbia's schedule includes only one songfilm, an untitled Tony Martin starrer. Monogram lists Charles Wakefield Cadman's "The Land of the Sky Blue Water." Boris Morros' National Pictures will produce "Second Chorus," starring Artie Shaw and his band. For United Artists Hal Roach will make "Fiesta," with a Mexican background, and Samuel Bronston Productions lists "Pot O' Gold," based on the Horace Heidt radio show and featuring that orchestra leader. James Roosevelt will be the executive producer.

"U" An Enthusiast

Universal has been the most enthusiastic proponent of the musical during the current year. In addition to two Deanna Durbin starrers, "It's a Date" and "First Kiss," the studio turned out "The Under-Pup," featuring Gloria Jean; Bing Crosby's "If I Had My Way" and a series of pictures using the names of popular songs for their titles, such as "Oh, Johnny, How You Can Love," "Ma, He's Making Eyes at Me," "La Conga Nights" and "I Can't Give You Anything But Love." Metro delivered "Babes in Arms," "Balalaika," starring Nelson Eddy, "The Broadway Melody of 1940," with Fred Astaire and Eleanor Powell, and "Two Girls on Broadway." Paramount released two Bing Crosby starrers, "The Star Maker" and "The Road to Singapore," as well as "The Great Victor Herbert."

Three by RKO

Completed recently for RKO Radio by Herbert Wilcox was "Irene." This studio also turned out "That's Right, You're Wrong," featuring Kay Kyser and his orchestra, and released a Sol Lesser production, "Escape to Paradise," starring Bobby Breen. The music which Republic injects into its Gene Autry and Roy Rogers westerns bubbled over into "Village Barn Dance" and "Jeepers Creepers." The 20th Century-Fox entry was "Swanee River," Warner put in its bid with "An Angel From Texas," Columbia produced "Music in My Heart," starring Tony Martin, and, for United Artists, Samuel Goldwyn brought Jascha Heifetz to the screen in "They Shall Have Music."

European War No 'Springboard' For Settlement of Trade Suit

WASHINGTON — Administration officials concerned with the all-industry film suit scheduled to go to trial in New York June 3 saw little in the international situation this week to influence the dropping of that proceeding.

The attitude, in general, was that difficulties in the foreign market were no excuse for condoning monopolistic or trade-restraining practices domestically.

Rumors in New York that the department of commerce might take steps to halt the suit were received with some amusement in Washington, where it was pointed out the Hopkins agency has no standing in court. Reports that the department of justice would not be consulted in any action taken to relieve the companies were dismissed as "pure tripe."

Discussing the situation informally, officials here characterized the rumors as "just another effort on the part of the majors to kill the suit."

They declared the cry that the companies would be ruined is not only without foundation, but premature.

They pointed out that it is generally admitted the trial of the New York suit will take ten months or more and that any decision made by the district court is bound to be appealed, it being estimated that the litigation will run for two or three years.

The cry that the suit and the Neely bill were a double-headed threat was likewise dismissed, it being pointed out that the latter gives a year in which the companies can revamp their selling methods.

In other words, it was asserted, the companies are using the present foreign situation as the basis for an appeal for relief from something which cannot happen for at least one year and is more likely not to happen for several years—if it ever does happen at all.

Accordingly, it was said, there is no reason why the government should drop its suit. By the time the issue is decided, the foreign situation may well be totally different from that of today. But most important, it was declared, is the principle that trade in the United States must be unrestrained; unfair trade practice within the country "cannot be continued simply because the perpetrators of such practices are having difficulties in foreign markets."

SCHENCK'S PRE-TRIAL TESTIMONY REGARDED AS HIS ANSWER TO THE NEELY BLOCK BILL

Sees Single-Film Sale "Terrific Hardship" Upon Exhibitors

NEW YORK—Regarded as his answer to the Neely bill, Nicholas M. Schenck, in his pre-trial examination in the all-industry suit, stated that in his opinion "to distribute picture for picture in this country would be a terrific hardship on exhibitors" and "the fairest way of selling is the way M-G-M is today, meaning trying to sell as much on percentage as possible."

Selling percentage, the witness stated, does away with a great part of so-called blind buying where the exhibitor does not know what he is getting and takes a chance.

No matter how much M-G-M may spend on a picture, the exhibitor only pays what a percentage film earns, he added. "If we make a mistake and spend $3,000,000 and the picture does not live up to it, the exhibitor does not pay for it if he plays on percentage," was his explanation.

"If we had to sell the picture to the exhibitor in block, we would consider that in advance when we sold it the exhibitor would have to pay his share. That is the difference in block and percentage selling. There couldn't be any fairer way than selling on percentage any more than you would pay rent or you would pay anything else. This way you take no chances at all. You either get money or you don't. The picture does it."

The first picture M-G-M sold individually was "The Four Horsemen," Schenck said, and later two pictures a year were sold that way until today most of the company's program is sold percentagewise.

"Pressure comes from the exhibitor who does not like to play percentage. It is a continual wrangle and persuasion to try and sell him that way. It has been getting better. As far as our company is concerned, I don't think we have much trouble in most instances."

At no time did M-G-M require guarantees, the witness believed.

With the exception of the larger theatres there is no resistance to buy flat. Where larger houses do not want to buy that way they don't purchase smaller budgeted films at all, he said.

Considerable success had been noted in selling "Gone With the Wind" on 70 per cent with a guarantee of 10 per cent profit for the exhibitor, Schenck stated. He pointed out a situation which developed between the company and B&K in Chicago. "They refused to pay this or meet our arrangement and we sold it away until they realized the mistake. Since then B&K has bought the film for a good many theatres in Chicago."

"Every theatre buyer would have a terrific task on his hands if he was to buy picture-for-picture," Schenck asserted. He said Loew's has always bought in blocks "because that has been the system, plus the fact it is very hard to live from hand-to-mouth by buying one picture and not knowing when you will get the next one.

"If every company had a year's product on hand, exhibited them and sold it after you saw it and they were ready to deliver then it would be the same thing. Block booking then would not mean anything. But where no company has many pictures on hand"—and he included M-G-M in this category—"we are always trying to put a picture into the theatre as best we can." He added the most M-G-M has unreleased at any time was three or four.



—Photo by Cosmo-Sileo

Before the Examination—

Nicholas M. Schenck, president of Loew's, Inc., and M-G-M, as he arrived at the federal building in New York for a pre-trial examination. J. Robert Rubin, vice-president and general counsel of M-G-M, accompanies him.

Deny Expansion Hits Independents

WASHINGTON—Press releases from the department of justice that producers and distributors are expanding their theatre holdings to the detriment of independent exhibitors are denied by major companies in a letter to Senator Neely requesting an adjournment of the hearings on his divorcement bill until the New York all-industry suit is over.

The letter further states exhibitors not affiliated with the majors claim they are rapidly being driven out of business. "Statistics prove quite the contrary . . . It is obvious that the claim of an emergency consequent upon the rapid disappearance of the so-called independent theatre is baseless."

Film companies expressed agreement with the department's attitude it did not want to be embarrassed at this time by taking up the issues soon to be presented in court. The letter also referred to a statement by Thurman Arnold when he appeared before a sub-committee last month that the divorce bill "is declaratory of the common law" and counsel for the distributors asserted "we do not know what this statement can mean or what purpose it has."

"The supreme court recently pointed out there is no federal common law," they wrote, "and neither the courts of England, whence we derive our common law, nor the courts of any American state have ever said that the law forbids a manufacturer and a distributor, or either of them, to sell direct to the public by the use of their own facilities.

"If Mr. Arnold's statement is intended to refer to the statutes against monopolies and restraints of trade, he assumes as the basis for the bill the uncontroverted existence of the very monopoly and restraint which is alleged in the government's suit, which the defendants emphatically deny."

Quality Reason for Big Cost Increases

New York—The quality of production has changed tremendously over the years, Nicholas M. Schenck, president of Loew's, stated. "It is not believable the difference between the picture of 1924 and today."

From the time Louis B. Mayer and his associates joined M-G-M, the average for the first year was $146,000 a picture. Today, the average is approximately $850,000.

Owns 15% of Two 42nd St. Theatres

New York—Aside from Loew's, Nicholas M. Schenck has a personal interest—15 per cent to be exact—in two theatres on 42nd St., he stated in his pre-trial examination. One is a burlesque house and the other is being operated by Harry Brandt.

Both houses formerly housed legitimate attractions and are controlled by a corporation in which Schenck has the 15 per cent.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777. Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
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ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

ACCORDING to the schedule, trial in the government suit is virtually at hand. All preparations are completed, yet even now that does not block off considerations being directed toward possible results or advantages if the action runs its trial course or if it is terminated, after all, by a consent decree.

The reason for the unsuccessful frenzied activity in the cause of a decree before the trial got under way has been reported before, but it is important to repeat that the forced draught measures at the time tied in with Section 5 of the Clayton act. Under it, a decree entered upon before any evidence at trial had been recorded does two things: It sets aside the possibility of future litigants, filing private lawsuits, using any terms of the decree as a basis for their litigation. And two, it rules out the possibility of using consent decree terms in support of litigation, once filed. The majors interested in a decree formula, therefore, felt this would serve as a stopper to any flood of new suits which might have trailed a settlement before trial. However, the decree negotiations froze.

Parallel in Oil

Some lawyers now see great danger in allowing the case to run to the end of trial. It seems quite definite the U. S. supreme court will determine the final issue. If the majors should lose and the high court sustains the lower court's decision, a parallel to the Madison oil case is envisioned in some quarters. This is what has happened thus far in that litigation, with the end not yet in sight:

The supreme court sustained the lower court, which had found 12 oil corporations guilty, on May 6. Very closely held is the fact that, already, $80,000,000 in private litigation has piled up, the basis for alleged injuries stemming from oil company violations; the court's ruling of guilty, of course, is being used as the wedge for claims of alleged injury. In short, the plaintiffs in these new cases appear merely to have rested on their haunches, placed as evidence the indictment in the oil case and proceeded to sue on the strength of the highest tribunal's decision.

It is felt in this and that direction the same situation easily could confront the majors in this industry.

This leads to consideration of the advisability of a decree sought after the film trial is under way. A thoroughly seasoned and reasoned legal mind seems dubious about this. He is fearful over a potential tidal wave of alleged violations cropping out all over the country. He points out that every film salesman is a potential carrier of decree transgressions, basing this very broad approval on the statement no court yet has determined where persuasion in selling effort ends and coercion, as the buyer views it, might enter. It depends upon who would indulge in the interpreting and from what seat he launched his approach.

Before and After

It also is felt that entering upon settlement via decree once the trial starts enjoys considerably less value than before trial. In this connection, it is suggested that it must be borne in mind a decree connotes an admission of guilt, as well as a promise not to repeat on the guilty acts. Thus, another lawyer takes this view, "What's the point of being adjudged guilty before the issues have been explored to the fullest possible extent? We might save a little expense in lawyers' fees, but that's about all."

Under Section 5 of the Clayton act, testimony taken during trial which may be terminated by decree is held not to be admissible as evidence in private litigation which follows except where testimony is of a "relevant nature." However, it is believed testimony might be used and to a somewhat damaging extent for purposes of cross-examination. The value to private litigants here is that, while the testimony would not be admissible as evidence, it could be built up to attack a witness' character and credibility and thus, conceivably, bear on the outcome of the action involved.

By "relevant nature" would be meant remarks by a defense witness in the key suit where, for example, he would admit a deal for a particular product had set back an independent theatre from a third to a fourth run. The operator of the theatre, if he should sue, could use this testimony to further his action.

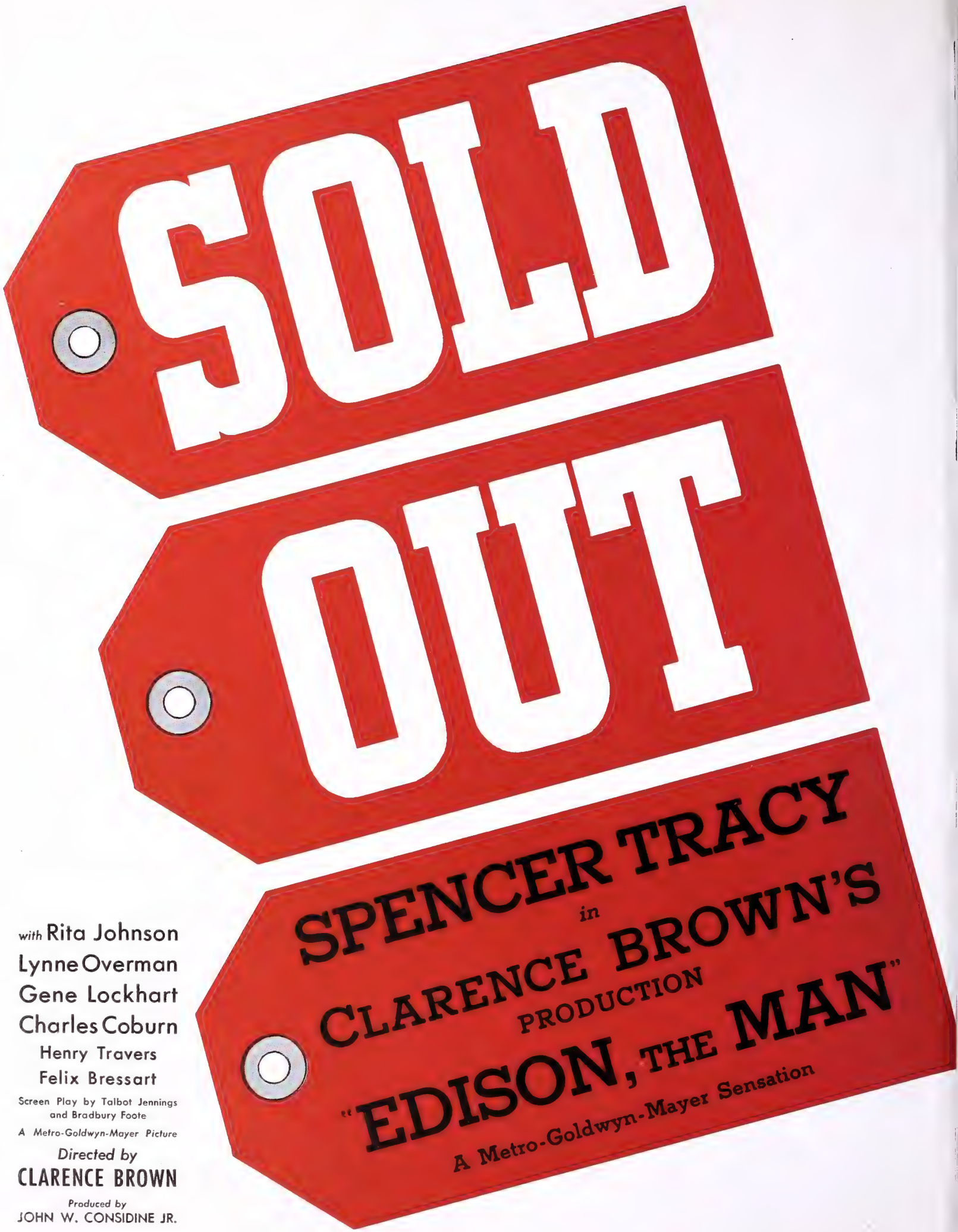
There still is another angle. This space will discuss it next week.



FORECAST!

Here's how we know that "Edison, the Man" is the greatest money attraction Spencer Tracy ever made!

(turn please)



with Rita Johnson
Lynne Overman
Gene Lockhart
Charles Coburn
Henry Travers
Felix Bressart

Screen Play by Talbot Jennings
and Bradbury Foote

A Metro-Goldwyn-Mayer Picture

Directed by
CLARENCE BROWN

Produced by
JOHN W. CONSIDINE JR.

2 WEEKS IN ADVANCE IN 6 THEATRES IN ONE CITY!

Every seat taken
In 6 theatres
And a demand that
Could fill 2 more
For the Greatest
World Premiere of a
Great picture since
That march
Through Georgia with
"Gone With The Wind"



TOPS THEM ALL!

Spencer Tracy's greatest performances of the past are now eclipsed by his magnificent portrayal in M-G-M's smashing dramatic sensation "Edison, The Man"

(Keep marching to next page)



FLASH! From the Oranges of New Jersey!

HOW M-G-M TOLD THE NATION ABOUT ITS NEW DRAMATIC SENSATION!

Summary

TUESDAY—MAY 14th
West Orange Town Hall

9:30 P.M.—Prelude to EDISON PAGEANT OF PROGRESS—Ceremonies of the Lighting of "The Brightest Spot in the World" and "Largest Photograph Ever Made."

WEDNESDAY—MAY 15th
Hotel Suburban

12 NOON—CITIZENS' COMMITTEE LUNCHEON—Honoring the Mayors of the ORANGES and MAPLEWOOD.

2:30 P.M.—Dedication of the "CRYPT OF CINEMA PROGRESS."

3:30 P.M.—Edison Laboratories Dedication of the "BLACK MARIA" (The Birthplace of Motion Pictures).

9:30 P.M.—Orange Armory—EDISON PREMIERE BALL attended by Spencer Tracy, Rita Johnson, stars of the picture, and Clarence Brown, the director.

10 P.M.—Eagle Rock
FIREWORKS DISPLAY

THURSDAY—MAY 16th
Through The Oranges

2 P.M.—
PAGEANT OF PROGRESS PARADE

5:30 P.M.—Glenmont Lawn Buffet at the Home of Mrs. Edison-Hughes

9 P.M.—**SIX-THEATRE WORLD PREMIERE**

SPENCER TRACY
in CLARENCE BROWN'S
production of
"EDISON, THE MAN"

HEARD *from* COAST TO COAST!

Preceded by a National Magazine Campaign reaching millions!
The World Premiere That
Packed Six Theatres in One City
Climaxing 3 days of Brilliant Celebration
Spreading the Fame by Telegraph, Newsreel, Radio
Of M-G-M's Great New Screen Sensation!

PRINTED IN U.S.A.

MORE BIG PICTURES, CONCENTRATION UPON DOMESTIC REVENUE, RKO SCHEDULE KEYNOTE

Schaefer Announces 48 Features and 81 Shorts For New Program

NEW YORK—More big pictures than ever before and concentration on domestic revenues in face of declining returns from Europe will keynote the RKO sales convention which gets under way Monday at the Waldorf Astoria.

During the past year, President George J. Schaefer has made numerous trips to the coast signing new producers, realigning studio personnel and acquiring important properties to bolster the 1940-41 lineup.

On his arrival from the coast, Schaefer announced 48 picture and 81 single and two-reel shorts, in addition to newsreels. Tim Holt replaces George O'Brien as star in the western series of six. In addition, Holt may be featured in one or two other features.

Within the past week or so, the producing company formed by Jerry Brandt and Charles E. Ford has been signed for a series of six pictures based on Clarence Budington Kelland's short stories, "Scattergood Baines," which have appeared in *American* Magazine. Lou Ostrow, until recently with M-G-M, has organized Vogue Productions to make four, the first being "Li'l Abner," based on a comic strip.

Reports Erich Pommer is to become executive producer could not be confirmed at the home office early in the week, the indication being an official announcement will be made at the convention. Pommer, incidentally, is now producing "The Other Man" with Charles Laughton and Carole Lombard with Garson Kanin handling the direction.

With Max Gordon and Harry Goetz now on the coast looking for material, the indications are "The American Way" will be temporarily abandoned. They are slated for two next season.

George Abbott is a new acquisition to the lineup. He will produce "Too Many Girls," successful stage play which just completed a long Broadway run.

Herbert Wilcox, producer-director, will star Anna Neagle in two.

The William Stephens-Howard Lang combination will continue to turn out three "Dr. Christian" features.

Harold Lloyd will produce "Three Gobs and a Girl."



GEORGE J. SCHAEFER



NED E. DEPINET

New Producers Supply Important Portion; 300 at Parley

Clem Beauchamp, assistant director, has been promoted to associate producer under Lou Brock, in charge of shorts.

Lee Marcus, Gregory La Cava, Cliff Reid and Howard Benedict will also find their niche on the forthcoming roster.

J. J. Nolan, vice-president in charge of studio operations, and Perry Lieber, studio publicity head, arrived over the weekend from the coast to attend the convention.

More than 300 home office executives, division, district and branch managers and salesmen will attend, in addition to representatives of Walt Disney Productions, March of Time and Pathe News. From the foreign field there will be 10 to 12.

Closing the meetings will be a banquet Wednesday night with entertainment the highlight. Speeches are out, but tuck and bib will be the order of the night.

Among the delegates attending the four-day session are:

Albany: B. G. Kranze, manager; G. F. Tucker, L. A. Herman, salesmen.

Atlanta: H. M. Lyons, manager; F. W. Salley, P. Harrison, R. C. Price, N. J. Colquhoun, salesmen.

Boston: R. C. Cropper, manager; W. H. Gardiner, H. F. Goldstein, F. G. Ross, C. L. De Vizia, M. M. Ames, salesmen; C. McGerigle, office manager.

Buffalo: C. Boasberg, manager; J. G. Chinell, N. L. Sper, E. Lux, salesmen; F. Maxwell, office manager.

Charlotte: J. B. Brecheen, manager; R. F. Branon, R. S. Mitchell, F. E. Dyer, salesmen.

Chicago: J. C. Osserman, manager; S. Gorelick, J. A. Clark, H. H. Walders, M. J. Kassel, J. Cozzi, salesmen; R. A. O'Brien, office manager.

Cincinnati: S. C. Jacques, manager; A. L. Sugarman, J. A. McKnight, A. L. Kolitz, R. Williams, salesmen.

Cleveland: G. Lefko, manager; A. Goldsmith, J. P. Lefko, G. Becker, salesmen.

Dallas: S. M. Sachs, manager; W. V. Adwell, J. E. Huey, V. H. Adams, C. J. Wheeler, salesmen.

Denver: J. H. Ashby, manager; F. J. Lee, F. P. Brown, salesmen.

Des Moines: L. Elman, manager; W. F. De Frenne, D. D. Matin, M. Godwin, salesmen.

Detroit: J. F. Sharkey, manager; F. Bonnem, M. E. Cohen, D. McCarthy, R. T. Renz, salesmen; H. Levinson, office manager.

Indianapolis: R. E. Churchill, manager; F. L. Brentlinger, E. G. Hancock, P. J. Fortune, salesmen.

Kansas City: T. R. Thompson, manager; E. L. Dyson, J. Lewis, A. A. Renfro, K. G. Howe, salesmen.

(Continued on page 20)



A. W. SMITH



C. E. SMITH



J. J. NOLAN



PHIL REISMAN



H. MICHALSON



S. B. McCORMICK

MAD MEN OF EUROPE

A DRAMATIC LOVE STORY AGAINST A GREAT PHYSICAL BACKGROUND...!

COLUMBIA PICTURES

COLUMBIA'S BIG BOX-OFFICE SCOOP!

$25,000,000 ON 44 TO 50 FROM PARAMOUNT FOR NEW SEASON; MORE ON THE BIG FILMS

Pin High Budget Hopes On an Increase From Domestic Market

LOS ANGELES—There will be no cut in the Paramount production budget for next season and the $25,000,000 schedule will be maintained in an effort to attract increasing revenue from the domestic markets, despite war conditions in Europe which continue to threaten returns from these sources.

With this in mind, the production force will turn out 44 to 50 features, six of which will be westerns starring Bill Boyd and produced by Harry Sherman. In addition Sherman is slated to make two large scale pictures, one tentatively titled "Cherokee Strip." The other will be based on Peter B. Kyne's "Parson of the Panamint." The short subject lineup embraces 86 subjects, plus two weekly issues of the newsreel.

Cecil B. DeMille is down for two in addition to "North West Mounted Police" which is scheduled to be released in the current season. One of the new titles, which is tentative, is "The Queen of Queens," a biblical story.

Details by Agnew

Details of the forthcoming lineup were given by Neil F. Agnew, general sales manager, to the 125 delegates assembled at the Ambassador Hotel. He said the fact that the company planned fewer pictures next season means approximately $100,000 per negative more on big features. Conventionites included an executive group from the home office, the 100 Per Cent Club winners for the past year, division, district and branch managers.

A $2,000,000 advertising budget was announced by Agnew to promote the new lineup.

After the meetings which wind up here Sunday, district and division managers will tour various exchanges under their supervision for individual meetings to explain the product to sales staffs in the field.

The lineup, as announced, follows:

"Virginia" with Madeleine Carroll, Franchot Tone, Ray Milland and Carolyn Lee to be directed by Edward H. Griffith.

"I Want a Divorce" co-starring Joan Blondell and Dick Powell.

"The City That Never Sleeps" starring Joel McCrea, Barbara Stanwyck and Eddie Bracken. This will be produced by William A. Wellman.

"There's Always Juliet" starring Madeleine Carroll and Fred MacMurray. Edward H. Griffith will direct.

"The New Yorkers," a Preston Sturges picture, with Dick Powell and Ellen Drew.

"Skylark" co-starring Claudette Colbert and Melvyn Douglas. Mark Sandrich directs.

Claire Boothe's "Kiss the Boys Goodbye" starring Mary Martin and Ray Milland.

Cecil B. DeMille will follow his "North West Mounted Police" with two productions, one of which is tentatively titled "The Queen of Queens," the story of Mary, the Mother of Jesus.

"Dead on Arrival" (tentative title), a chiller along the "Dr. Cyclops" line to be produced by Jack Moss under the direction of Stuart Heisler.

"The Silvery Queen," with Claire Trevor. Directed by Allan Dwan.

Boris Morros and Robert Stillman will produce two under their new company name of National Pictures. The first will be "Second Chorus," starring Artie Shaw and his band; the second "The American Vagabond," based on the life of O'Henry, to star Douglas Fairbanks jr.

Orrin Tucker, his band and Bonnie Baker also will appear in a musical.

"Texas!," starring Ellen Drew and John Howard with May Robson, Akim Tamiroff, Broderick Crawford and Anthony Quinn. James Hogan will direct.

"A Date With Destiny" and "Man in Half-Moon Street" with Basil Rathbone. The former also features John Howard and Ellen Drew.

"Mystery Sea Raider" with Carole Landis, Henry Wilcoxon and Onslow Stevens.

"Love Thy Neighbor" co-starring Jack Benny and Fred Allen and directed by Mark Sandrich.

"Rhythm on the River" with Bing Crosby, Mary Martin, Basil Rathbone and Oscar Levant. Victor Schertzinger will direct.

Bing Crosby, Bob Hope and Dorothy Lamour in "The Road to Zanzibar."

"Dancing on a Dime" featuring Grace MacDonald, Robert Paige, Peter Hayes, Eddie Quillan, Frank Jenks, Virginia Dale, Carol Adams, Lillian Cornell and William Frawley. Joseph Santley will direct.

"There's Magic in Music" starring Allan Jones with Susanna Foster.

"The Shepherd of the Hills," based on the novel by Harold Bell Wright which Henry Hathaway will direct, to co-star Betty Field and Robert Preston.

"Rangers of Fortune," with Fred MacMurray, Patricia Morison, Gilbert Roland and Albert Dekker, directed by Sam Wood.

"Aloma of the South Seas," co-starring Jon Hall and Dorothy Lamour.

Joseph Conrad's "Victory" starring Fredric March and Betty Field with Sir Cedric Hardwicke.

"Sunrise in My Pocket" with an all-star cast which Henry Hathaway will direct.

Two Harry Sherman westerns, one tentatively titled "Cherokee Strip," and the other Peter B. Kyne's "Parson of the Panamint."

"Birth of a Hero" with William Holden, Maria Ouspenskaya and Albert Dekker.

"Touchdown!" a football picture.

"I Wanted Wings," a story of America's air heroes.

"The Roundup" with Don Wilson of radio fame in the role created by Macklyn Arbuckle.

"Arise My Love," starring Claudette Colbert and Joel McCrea. Mitchell Leisen will direct.

A sextet of the Hopalong Cassidy westerns starring Bill Boyd and produced by Harry Sherman.

There will be five additional features, as yet unlisted, included in the lineup.

The shorts' lineup includes 12 Max Fleischer "Popeye" cartoons; eight Paragraphics; eight Max Fleischer "Gabby" cartoons; eight Headliners; 13 Grantland Rice Sportlights; six Popular Science Cinecolor subjects; six Unusual Occupations also in Cinecolor; "Raggedy Ann," a two-reel cartoon in color; six Travelogues in Technicolor; six single reel comedies starring Robert Benchley.

There will be 104 issues of the Paramount News.

Paramount Board Selection Near

NEW YORK—The re-election for one year of Paramount's 16-member directorate comes before stockholders at the company's annual meeting June 18.

The notice states the aggregate paid to directors and officers of the corporation for the fiscal year ended Dec. 30, 1939, "considered as a group, for services in all capacities, was $853,514." Of this amount, $236,635, not including $20,800 allowed for expenses, went to Barney Balaban, president, for the year's compensation which includes $14,705 "as his share payable by B&K under a contract of employment dated Dec. 28, 1935."

Directors are Neil F. Agnew, Balaban, Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, John W. Hicks jr., Austin C. Keough, Earl I. McClintock, Maurice Newton, E. V. Richards, Edwin L. Weisl a.. Adolph Zukor.



Of all the motion pictures completed in the long history of the Warner Studio there has been none to compare with **BETTE DAVIS** and **CHARLES BOYER** in that champion of best-sellers

'ALL THIS, AND HEAVEN TOO'

By RACHEL FIELD with
JEFFREY LYNN
BARBARA O'NEIL
Virginia Weidler • Henry Daniell
Walter Hampden • George Coulouris
An ANATOLE LITVAK Prod'n
Screen Play by Casey Robinson
Music by Max Steiner
A Warner Bros.-First National Picture

This, Too, is from Warners

No Change in M-G-M Top Line Percentagers for New Season

NEW YORK—M-G-M enters the 1940-41 selling season with a repeat general policy of four top pictures at 40 per cent, 10 at 35 per cent and 10 at 30 per cent, coupled with a determination to widen its market within the American borders.

The latter element, which is said to have been strongly urged at closed sales meetings in San Francisco, Chicago, New York and Washington, is in line with a purported theory that "the only way the company can offset its foreign losses is through finding new ways to help exhibitors get more money for our product and thereby assure us greater returns than we have heretofore had," according to one source.

Must Be "Properly Sold"

Sales personnel is understood to have been told that the "market can only stand what you can get," and that any widening of the company's markets either numerically or in increased rentals is almost wholly dependent upon the aid that can be given to exhibitors in selling M-G-M product to the public. In this respect salesmen were urged to work personally with their accounts to see that the new season lineup is "properly sold." This embraces active participation in booking suggestions and other efforts to secure local publicity and cooperative assistance for accounts.

Instances are said to have been cited to convention delegates where identical groups of houses in small situations have returned an increase from an average single picture rental of $15 to $31 over a five-year period, due almost entirely to the efforts of salesmen in getting exhibitors to apply better methods of showmanship.

35 Are Assigned

Of the 52 which the company plans, M-G-M lists 35 properties, definitely selected and already assigned to various stars. These are:

Definite assignments follow:

Wallace Beery—Starred in "Wyoming" and "Combat Car."

Joan Crawford—Starred in "Bombay Nights," adapted from the story by Louis Bromfield, and "Woman's Fancy," with James Stewart as probable co-star.

Nelson Eddy—Co-starred with Jeanette MacDonald in "Bitter Sweet," the Noel Coward musical, and "I Married an Angel."

Clark Gable—Co-starred with Myrna Loy in "The Great Canadian," story of a hockey star; starred in "Witch of the Wilderness," melodrama with a South American jungle background; "The Life of Simon Bolivar," based on the career of the South American patriot, and "Osborne of Sing Sing," in which Robert Taylor will be co-starred.

Judy Garland—Co-starred with Mickey Rooney in "Strike Up the Band" and "Babes on Broadway."

Greta Garbo—Starred in "Madame Curie," based on the book by Eve Curie.

Katharine Hepburn—Star in "The Philadelphia Story," film version of her long run Broadway stage play.

Hedy Lamarr—Co-starred with James Stewart, Eleanor Powell and Lana Turner in "Ziegfeld Girl," planned in the ambitious manner.

Myrna Loy—Co-starred with William Powell in "The Thin Man's Shadow;" starred in "Third Finger, Left Hand" and "The Road to Rome," the latter based on the Robert E. Sherwood play. She also will co-star with Gable in "The Great Canadian."

Jeanette MacDonald—Co-starred with Nelson Eddy in "Bitter Sweet" and "I Married an Angel;" starred in a dramatic role in "Smilin' Through."

Marx Brothers—Starred in "Go West."

Robert Montgomery—Starred in "I Had a Comrade," slated as his first of the season.

William Powell—Co-starred with Myrna Loy in "The Thin Man's Shadow."

Mickey Rooney—Will continue in the Hardy series, co-star with Spencer Tracy in "The Ex-Mayor of Boys Town," a sequel to "Boys Town;" co-starred with Judy Garland in "Strike Up the Band" and "Babes on Broadway," both musicals.

Norma Shearer—Co-starred with Robert Taylor in "Escape," based on the novel by Ethel Vance; starred in "Tonight at 8:30," based on a cycle of nine one-act plays by Noel Coward; "The World We Make," Sidney Kingsley-Theatre Guild play, and "Forever," an original.

Ann Sothern—Starred in "Dulcy," as her first of the season.

James Stewart—Starred in "Wings on His Back;" co-starred with Joan Crawford in "Woman's Fancy," and co-starred with Hedy Lamarr, Eleanor Powell and Lana Turner in "Ziegfeld Girl."

Robert Taylor—Co-starred with Norma Shearer in "Escape," co-starred with Clark Gable in "Osborne of Sing Sing," co-starred with Lana Turner in "Tropical Hurricane;" starred in "Cause for Alarm" and "Flight Command."

Spencer Tracy—Co-starred with Mickey Rooney in "The Ex-Mayor of Boys Town," starred in "Sea of Grass," based on Conrad Richter's novel of New Mexico, and starred in "The Yearling," adapted from the novel by Marjorie Kinnan Rawlings.

Lana Turner—Co-starred with Robert Taylor in "Tropical Hurricane;" co-starred with James Stewart, Hedy Lamarr and Eleanor Powell in "Ziegfeld Girl."

In the starring battery, but unassigned, appear Lionel Barrymore, Robert Donat, Greer Garson, Rosalind Russell and Margaret Sullavan. As the season progresses, the anticipation is they will be cast in vehicles to be determined.

Aside from the "Crime Does Not Pay" group of six two-reelers, M-G-M's shorts lineup will be solidly single reel.

UA to Distribute Own Accessories

New York—Sale of UA accessories will not be handled through Advertising Accessories, Harry D. Buckley, vice-president, informed the company's sales staff at the two regional conferences.

Salesmen have been offered a 15 per cent commission on sales of accessories above the regular quotas, Buckley informed the men. Since the acquisition of a number of independent poster renters by AA, the UA accessory department says it has noted an appreciable increase in business.

At Least Nine From UA on Percentage

NEW YORK—Of UA's program of 22 for next season, there will be a minimum of nine to be sold on percentage, it is learned. During the current season there was no specific number sold this way. Top terms will be sought for the nine pictures, two of which will be produced by Alexander Korda and as many by Walter Wanger.

The group of nine top percentagers include "The Westerner," recently completed by Samuel Goldwyn; an untitled Ernst Lubitsch production; "Flotsam," on which David L. Loew and Albert Lewin are now working; "The Long Voyage Home" and "Foreign Correspondent," from the Wanger unit; "Corsican Brothers," to be made by Edward Small; "Pot O' Gold," the first James Roosevelt production; "The Thief of Bagdad" and "Woman Hunt," from Korda.

No sales policy is set on the untitled Charles Chaplin picture estimated at a cost of $2,500,000. Executives are waiting until a final print is received and screened before setting terms. Because of the cost, a policy similar to "Gone With the Wind" may be adopted.

Selznick's in Top Bracket

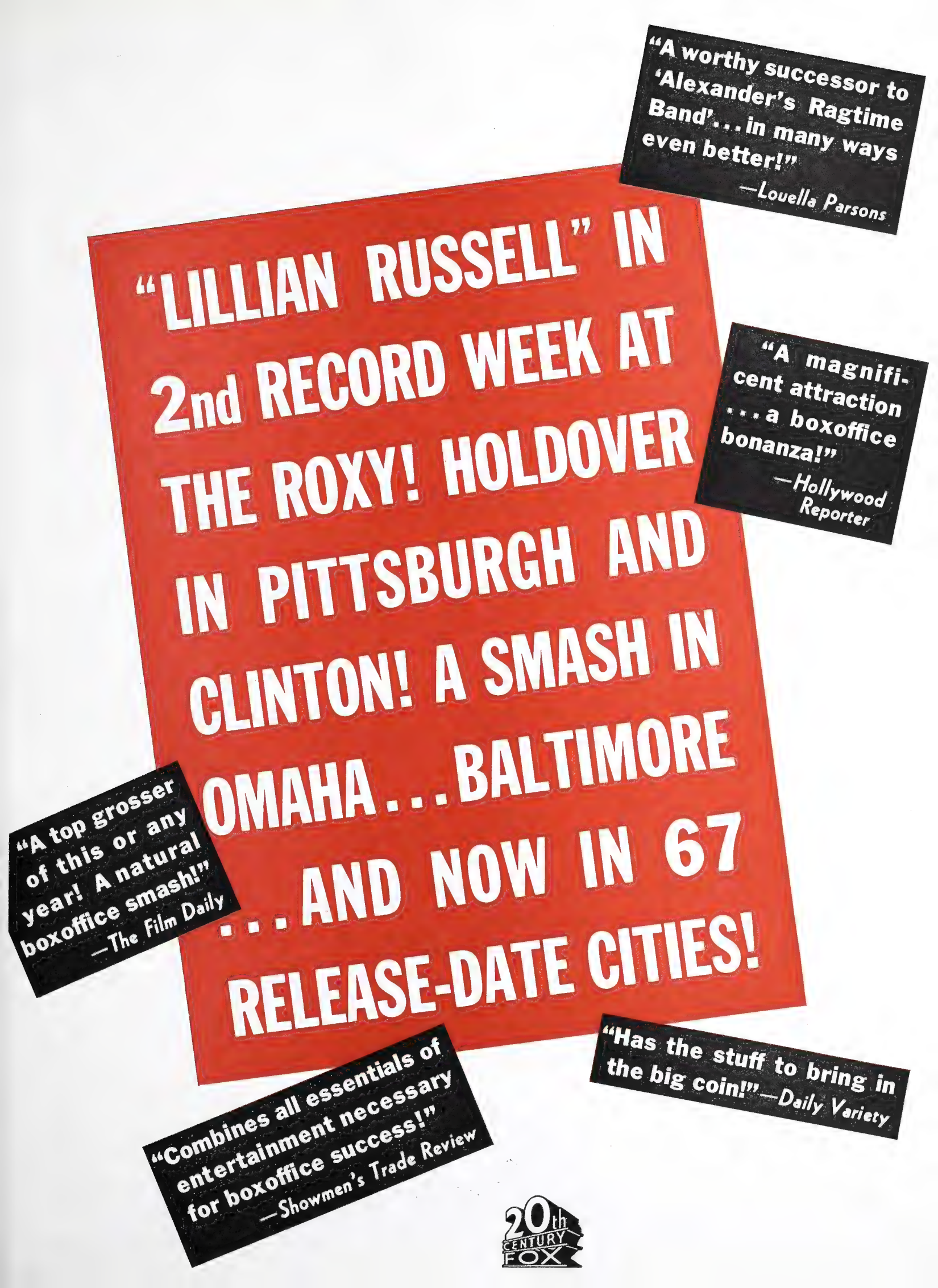
With two David O. Selznick productions slated for release, it is pointed out these were sold this season in a group of four pictures from the producer. They are in the top bracket.

Small has yet to deliver "Son of Monte Cristo," "South of Pago Pago," "Two Years Before the Mast," "The Life of Rudolph Valentino" and "Kit Carson," all of which were sold on current season's pacts.

Lubitsch has one coming on the current program, as well as the one slated for next season.

After a number of sales were made on "Thief of Bagdad," Korda ordered it stopped. The picture will be sold as part of the new season's output where it had not been previously bought.

A clause in UA's contract provides all of the 26 pictures sold for 1939-40 will be delivered to accounts provided they are completed by April 15, 1941.


"A worthy successor to 'Alexander's Ragtime Band'... in many ways even better!"
—Louella Parsons
"LILLIAN RUSSELL" IN 2nd RECORD WEEK AT THE ROXY! HOLDOVER IN PITTSBURGH AND CLINTON! A SMASH IN OMAHA...BALTIMORE ...AND NOW IN 67 RELEASE-DATE CITIES!
"A magnificent attraction ...a boxoffice bonanza!"
—Hollywood Reporter
"A top grosser of this or any year! A natural boxoffice smash!"
—The Film Daily
"Has the stuff to bring in the big coin!"—Daily Variety
"Combines all essentials of entertainment necessary for boxoffice success!"
—Showmen's Trade Review
20th CENTURY FOX

Two-Week Gov't Tip on Areas Supplying Suit Witnesses

NEW YORK—Government and distributor counsel in the all-industry suit have reached an agreement whereby Paul Williams, in charge of the prosecution, will notify major lawyers two weeks in advance of the territory from which exhibitor witnesses will be called, it is learned. The understanding not only eliminates the element of surprise on the government's part, but also will give distributors a chance to check on research material from the particular sections involved and thereby obviate delays in the progress of the trial.

Daily meetings are being held by Williams and his retinue of assistants to the attorney general now making their headquarters in the federal building here. As a further indication Philadelphia will be the first area to lead the government's attack is the inspection of M-G-M and Loew contracts undertaken by Robert L. Wright and Seymour Krieger the early part of the week. In most instances, records sought dated back a year or two, but those as far back as 1931 also have been looked over.

Records Destroyed

During the early stages of discussion on Philadelphia contracts, the department of justice was after records for 1915 up to date. Distributors objected on the grounds contracts and other records are destroyed after 10 years.

Meanwhile, additional industry executives have been subpoeaned. Within the past 10 days service has been accepted for Nicholas M. Schenck, president of Loew's, E. M. Saunders, western sales manager for the company; Al Lichtman, vice-president, and Sam Katz. William F. Rodgers, general sales manager, was served some weeks ago and with the postponement of the trial the May 1 date on the summonses has been continued to June 3 automatically.

In some quarters, it is explained the move to subpoena executives headquartering in New York is to make certain they will appear on short notice. It had been felt the government would only employ the service method for witnesses to be called 100 miles or further from New York.

Subpoena Elmer Pearson To Testify for Government

NEW YORK—Elmer Pearson, who preceded Joseph P. Kennedy as president of Pathe, has been subpoenaed by the government to testify in the all-industry suit. He has been virtually inactive in the business since he stepped out of Pathe. In addition, Jesse L. Goldberg, independent producer, has been notified he will be called upon to testify for the government.

Atkinson Services

CHARLOTTESVILLE, VA.—Funeral services for William Edmonds Atkinson, former president and ancillary receiver of Fox Theatres Corp., former M-G-M vice-president, and former vice-president and general manager of Roxy Theatres Corp., were held here.

Loew Bought M-G-M To "Protect" Circuit

New York—The fact that Famous Players Lasky started acquiring theatres had an important bearing in the late Marcus Loew's decision to acquire the old Metro company in 1922.

According to Nicholas M. Schenck, Loew believed that Famous Players' theatre expansion program was getting "the picture business in a hole with the public and he felt that protection for the properties our company had at the time would have been a business deal to acquire a company producing pictures."

Pittsburghers Among First to the Stand

PITTSBURGH—Several exhibitors from the local territory are expected to be among the first called by the government shortly after opening statements are made before Federal Judge Henry Warren Goddard in New York.

All probable witnesses have been subpoenaed to appear in court June 4.

Among the exhibitors are Al B. Weiss of the Liberty and Capitol, McKeesport, Pa.; Tom Gilbert of the New Oakland in the Oakland section just outside Pittsburgh, and William Davis of the Triangle, this city. Davis has been seriously ill at Veterans' Hospital for many weeks and, according to his friends, is not expected to make the New York trip.

12-Year-Old Grievance

Weiss, in an interview with BOXOFFICE, stated he will appear. About 12 years ago, the exhibitor continued, he filed a complaint against the Warner circuit with the department of justice. His testimony will review the grievance and bring the situation up to date.

Whether or not the Pittsburgh exhibitor contingent will be sandwiched in between independent operators from the Philadelphia area is not known. It has been indicated the Quaker City group will be called to the stand first, but the men subpoenaed in this are insisting they have been instructed to be in court June 4 with every indication they will go on shortly after that date.

First Executives Are Lined Up

NEW YORK—Confirming a BOXOFFICE exclusive from Washington on May 11, the department of justice has lined up the first batch of industry executives to be called as witnesses in the all industry suit. The apparent reason for calling these men to testify immediately after opening statements are made to the court is the government desire to give the trial judge a picture of how the industry originated and developed from the lips of the men who created it.

Those subpoenaed so far include Neil F. Agnew, Barney Balaban, Nathan J. Blumberg, Ned E. Depinet, Harry Gold, J. R. Grainger, Sidney R. Kent, William Kupper, William P. Philips, William F. Rodgers, Jack Schlaifer, Gradwell Sears, David O. Selznick, Maurice Silverstone, Spyros P. Skouras, William A. Scully, William Sussman, Truman Talley, Herman Wobber and Adolph Zukor. To this list the government will make additions from time to time as the occasion demands.

The department has not been lax in subpoenaing its own witnesses, and so far has five from California; T. L. Tally, Richard Rowland, I. E. Chadwick, William W. Hodkinson and Jesse Goldberg. Charles Morse of Boston is the only one from Massachusetts so far.

However, from Pennsylvania, the first government center of attack, the department has called 36 witnesses. They include David Barrist of Philadelphia, H. A. Batastini, Alpine, Punxsutawney; Allen M. Benn, Belmont, Philadelphia; Joseph Conway, Egyptian, Bala-Cynwya; William Davis, Triangle, Pittsburgh; Herbert Elliott, Fern Rock, Philadelphia; Ben Fertel, New Colonial, Philadelphia; Albert Fischer, Keswick, Glenside; Harry Fried, Suburban, Ardmore; Henry Friedman, Lansdowne, Lansdowne; Thomas A. Gilbert, New Oakland, Pittsburgh; William Goldman, Philadelphia; George T. Graves, Carman, Philadelphia; Robert H. Hexter, Point Breeze, Philadelphia; Melwin Koff, Darby, Darby; Chris Lampros, Capitol, Farrell; Thomas Lazarick, New Ritz, Philadelphia; David Milgram, Philadelphia; George Naudascher, Cambria, Philadelphia; M. E. Ouslander, Pinebrook, Scranton; Harry Perelman, West Allegheny; Milton Rogasner, Iris; Henry Rosinsky, New Broadway; Sam Somerson, Palm; William Spiegel, New Lyric, and Charles Segall, all of Philadelphia; Harry Stahl, NuLuna, Sharon; Columbus Stamper, Rivoli, and Samuel Waldman, Garden, Philadelphia; Al Weiss, McKeesport; Joseph and William Weiss, McKeesport; Joseph Wodock, County, Doylestown; G. F. Wielland; I. Yaffe, Unique, and David Shapiro, Admiral, all of Philadelphia.

Monogram's Convention Schedule May Shift

NEW YORK—In order to secure accommodations at Adolph Zukor's estate at New City, N. Y., which is operating under private lease and open to the public, Monogram may push its eastern regional sales meeting up a week to June 7-8-9. This would automatically set the western conclave ahead one week from a scheduled session on June 21-22-23 to June 14-15-16. The eastern meeting at the Zukor estate is expected to bring about 45 delegates from Philadelphia, Washington, Pittsburgh, Boston, Buffalo and New York.



WALTER WANGER

is proud to announce to exhibitors everywhere a policy of outstanding attractions exclusively, and that associated with him in the first two productions will be 1940's foremost directors

JOHN FORD

director of the prize-winning "Stagecoach" and "The Grapes of Wrath" who will direct Eugene O'Neill's

THE LONG VOYAGE HOME

for the Argosy Corporation

ALFRED HITCHCOCK

director of "Rebecca" who now has in production

FOREIGN CORRESPONDENT

RELEASED THRU
UNITED ARTISTS

More Big Ones, RKO New-Season Keynote

(Continued from page 11)

Los Angeles: N. P. Jacobs, manager; S. W. Whitehead, J. Rubenstein, J. F. Samuels, L. Fink, salesmen.

Memphis: A. M. Avery, manager; R. V. Reagin, W. G. Wray, salesmen.

Milwaukee: A. N. Schmitz, manager; M. Anderson, E. Spiers, W. Foley, salesmen.

Minneapolis: C. J. Dressell, manager; W. C. Winters, J. E. Loeffler, L. Klein, W. S. Flynn, R. Egner, salesmen.

New Haven: B. Pitkin, manager; W. Canelli, salesman.

New Orleans: P. M. Baker, manager; R. E. Pfeiffer, W. E. Woodward, salesmen.

New York: R. S. Wolff, manager; P. Hodes, E. T. Carrol, J. J. Dacey, J. Ellis, L. I. Kutinsky, H. Zeitels, salesmen; F. Drumm, office manager.

Oklahoma City: R. B. Williams, manager; P. D. Fielding, C. A. Blakely, salesmen.

Omaha: C. W. Allen, manager; J. P. Smith, E. Stengel, salesmen.

Philadelphia: F. L. McNamee, manager; S. Lefko, W. H. Tyson, M. Shulman, L. L. McFadden, E. J. Epstein, O. Tischler, salesmen; C. Zagrans, office manager.

Pittsburgh: H. H. Greenblatt, manager; R. H. Lange, J. Graham, E. Lebby, M. E. Lefko, salesmen.

Portland: M. E. Cory, manager; G. M. Engelman, S. S. McFadden, salesmen.

St. Louis: R. V. Nolan, manager; M. A. Raymon, L. S. Gruenberg, T. B. Williamson, salesmen.

Salt Lake City: H. C. Fuller, manager; G. Davison, A. T. Mabey, A. Shepherd, salesmen.

San Francisco: G. Wm. Wolf, manager; G. R. Seach, E. A. Stein, C. J. Crowley, salesmen.

Seattle: E. A. Lamb, manager; J. F. Burk, L. L. Goldsmith, salesmen.

Sioux Falls: S. W. Fitch, manager; E. J. Frace, C. H. Snyder, salesmen.

Washington: R. J. Folliard, manager; H. E. Kahn, E. W. Grover, C. Knox, A. P. Folliard, salesmen.

Toronto: M. Plottel, manager; M. L. Devaney, H. Conway, salesmen.

Montreal: H. F. Taylor, manager; H. Decker, H. B. Miller, salesmen.

Calgary: J. McPherson, manager; P. Cardell, salesman.

St. John: L. Plottel, manager.

Vancouver: W. S. Jones, manager.

Winnipeg: H. Woolfe, manager; N. Nackimson, salesman.

District Managers: W. E. Branson, midwestern; H. C. Cohen, western; L. M. Devaney, Canadian; L. E. Goldhammer, prairie; N. Levy, eastern; J. H. MacIntyre, northeastern; E. L. McEvoy, eastern central; R. Mochrie, southern.

Home Office: W. A. Burke, J. E. Cashman, J. A. Downing, J. C. De Waal, J. Wangberg, J. J. Schmitzer, E. Sedin.

R. V. Anderson, manager newsreel department; L. J. Bamberger, sales promotion manager; W. H. Clark, treasurer; W. E. Dahler, assistant to the eastern and Canadian sales manager; Ned E. Depinet, vice-president in charge of world distribution.

W. V. Derham, comptroller; John A. Farmer, executive; L. E. Gaudreau, purchasing agent; H. Gittelson, editor "Flash;" B. Grimm, advertising; K. Hallam, radio contact; H. Hendee, head of research; W. H. Horne, circuit contact; S. Kramer, manager print and negative dept.; J. Level, publicity.

J. Lewis, publicity; Wm. Mallard, secretary, general counsel and vice-president RKO; W. J. Merrill, vice-president and treasurer RKO; H. J. Michalson, short subjects sales manager; L. H. Miller, assistant to the western and southern sales manager; S. Barret McCormick, director of advertising, publicity and exploitation.

E. J. McGuire, claim department; W. J. McShea, assistant manager exchange operations; G. Muchnic, assistant secretary and assistant treasurer, RKO Radio; Rutgers Neilson, publicity manager; R. C. Patterson jr., chairman of RKO.

M. G. Poller, manager playdate dept.; H. M. Richey, director exhibitor relations; G. J. Schaefer, president of RKO; A. A. Schubart, manager exchange operations; I. Shiffrin, publicity department; A. W. Smith jr., eastern and Canadian sales manager; C. E. Smith, western and southern sales manager.

E. J. Smith jr., contract department; R. Trado, sales control; T. Turner, exploitation manager; G. Van Wagner, assistant treasurer RKO; A. Willi, head of talent; G. E. Youngman, assistant secretary and assistant general counsel RKO; D. Strumpf, art director.

RKO Theatres: J. Becker, assistant film booker; J. Brennan, division manager for New Jersey and Washington; W. Cadoret, division manager in Rochester; H. R. Emde, division manager in Westchester and Newark; M. Fellerman, chief booker.

A. Frudenfeld, division manager in the Midwest; Leon Goldberg, treasurer KAO; Louis Goldberg, division manager for Brooklyn; I. Golden, city manager in Rochester; T. Gorman, division manager in Chicago; N. Holt, division manager for Great Lakes; M. Kingsberg, vice-chairman of board and executive vice-president KAO.

G. Lampe, division manager in Syracuse; H. Mandel, director of advertising and publicity; F. Meyers, film buyer; C. B. McDonald, division manager west side, New York; H. McDonald, division manager in New England; J. J. O'Connor, vice-president and general manager; M. Polon, assistant film booker.

S. A. Schwartz, division manager east side New York and Bronx; M. Singer, Midwest associate; L. E. Thompson, home office executive; J. H. Walters, general counsel.

Foreign: R. Armour, general European manager; R. Cammack, assistant to vice-president in charge of foreign; H. Ehrreich, foreign service manager; N. Ermolieff, studio foreign publicity manager; A. Frank, assistant to division manager for Latin America and Far East; M. Gomez, manager for Mexico; F. S. Gulbransen, manager for Panama; R. K. Hawkinson, division manager for Latin America and Far East; M. Hoffay, foreign publicity manager.

B. D. Lion, division manager for Europe, United Kingdom and Australasia; P. Reisman, vice-president in charge of foreign; A. Rossum, assistant to foreign publicity manager; P. Saenz, manager for Cuba; G. Schaefer, district manager Caribbean countries; N. Seckler, foreign department home office representative; E. Ugast, assistant to division manager for Europe, United Kingdom and Australasia.

Studio: J. J. Nolan, vice-president in charge of studio operations; Perry Lieber, studio publicity director.

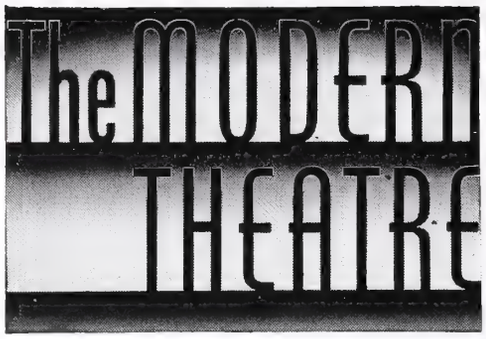
March of Time: A. Sindlinger, L. DeRochemont, D. Higgins, J. Wood.

Walt Disney: R. Condon, R. Disney, W. Erskine, C. Feitels, J. Finey, H. Horne, K. Kamen, B. Lewis, R. Oppel, L. Samuels

Pathe News: W. Ament, F. Donovan.

Guests: R. Byron, C. Casanave, R. B. Downing, G. Eyssell, W. Gegenback, J. Pegler, W. G. Van Schmus.

In this issue . . .



VARIETY: "Maryville's New Tivoli Theatre Makes House Appeal Its Mainstay"

•

ATTRACTION: "The All-Important Meaning of Magnetism Out in Front"

•

WARNING: "The Night Raiders Are Gathering Strength Daily"

•

VENTURE: "Brilliant Lighting Vitalizes New Venture in Suburban Theatre Planning"

•

DIFFUSION: "Air Distribution! Ah, the Crimes Committed in Thy Name!"

•

DECOR: "How Did Your Last Paint Job Stand the Tests of Time?"

•

LIGHTING: "Comparative Lighting Formulae for Correct Interior Effects"

•

CINE CLINIC: "Sound Equipments Form Bad Habits Early in Their Lives"

•

HYGIENE: "Cleanliness Counts in the Correct Lighting of Theatre Restrooms"

. . start reading on page 31

RKO Has 113 Houses; Owns 49 Outright

NEW YORK—RKO, according to information filed with the New York Stock Exchange, owns, leases and operates 113 theatres of which 49 are owned outright, 10 were built upon leased land and the remaining 54 leased from others.

Of the 49 owned outright, the breakdown shows 20 are located in New York City, and two each in Dayton, Ohio, Grand Rapids, Mich., and Yonkers, N. Y. The company owns one outright in each of the following cities: Albany, Boston, Champaign (Ill.), Cincinnati, Denver, Kansas City, Los Angeles, Lowell (Mass.), Minneapolis, Montreal, Mt. Vernon (N. Y.), Newark, New Brunswick (N. J.), New Orleans, Ottawa, Rochester (N. Y.), St. John (New Brunswick), San Francisco, Schenectady, Trenton, Troy, Washington and Winnipeg.

Of the 54 leased, 16 are located in New York City, six in Cincinnati, five in Trenton, three in Syracuse, two each in New Brunswick, New Rochelle, Union City and Yonkers, and one each in Albany, Boston, Champaign, Chicago, Cleveland, Columbus, Dayton, Des Moines, Detroit, Kearney (N. J.), Mt. Vernon, Rochester, Rutherford (N. J.), St. Paul, Schenectady and White Plains, N. Y.

Of the 10 built on leased land, two each are located in New York City, Cincinnati and Cleveland, and one each in Columbus, Minneapolis, Providence and Syracuse.

Atlas, RKO, Rockefeller Own Most RKO Shares

NEW YORK—Atlas, RCA and Rockefeller Center, Inc., are the three largest stock holding interests in RKO, according to information filed with the New York Stock Exchange.

Number of shares owned by Atlas includes 29,216 of the six per cent preferred, equivalent to 22 per cent of the total outstanding; 719,518 of the common, equal to 26 per cent of the total outstanding, and 327,811 option warrants, or 12 per cent of the total outstanding.

RCA owns 44,757 of the six per cent preferred, equal to 35 per cent of the total outstanding; 316,327 of the common, equal to 11 per cent of the total outstanding, and 555,253 option warrants, equal to 21 per cent of the total outstanding.

Rockefeller Center, Inc., owns 563,629 shares of common, equal to 20 per cent of the total outstanding.

RKO has no funded debt, the report shows. The aggregate principal amount of the outstanding funded debt of the subsidiaries of the corporation which were included in the consolidation on January 1, 1940, was $21,833,957.

Kann and Bride in West

ALBUQUERQUE—Red Kann and his bride, the former Frances Gross, passed through here on the way to an extended motor tour through the far west. The couple married in New York May 19.

THE EMOTIONAL "BIG PARADE" OF 1940

THE DEVASTATING TRUTH

Searchingly INTIMATE! Amazingly DARING! The real story of men and women thrown together in the frenzied life behind the front-line trenches!

WOMEN IN WAR

with

ELSIE JANIS • WENDY BARRIE
PATRIC KNOWLES

MAE CLARKE • DENNIE MOORE • DOROTHY PETERSON
BILLY GILBERT • COLIN TAPLEY • *Directed by* John H. Auer

A Republic PICTURE



Pettijohn in Neely Anti for Majors

By EARLE A. DYER

WASHINGTON—Charging that "community freedom" sought by the public groups actually is "pressure censorship," C. C. Pettijohn, general counsel of the Motion Picture Producers and Distributors of Amercia, opened the producer-distributor side of the Neely block booking measure at the hearing here. He predicted the proponents of the legislation would be "sadly disappointed" in its results if it ever were enacted.

As an answer to proponent contention block booking encourages the production of low moral content pictures, Pettijohn submitted the condemned list of the Legion of Decency, pointed out that none of the 14 pictures thereon was made by companies under the code administration supervision of Joseph Breen and remarked that each of the condemned features was sold singly.

Cites Playdate Data

To defend the majors against the charge that exhibitors are forced to buy a company's entire output without any privilege of rejection, Pettijohn presented data on the disparity in the number of playdates and cancellations among a number of good and inferior pictures.

Supporting the opponents, Representative John M. Costello of California warned the committee against "legislation which proposes serious injury or irreparable harm to the motion picture industry."

Analyzing the measure, the congressman declared there is nothing in it "to enable the public to influence selection by exhibitors" and that there can be no such thing as "community selection unless you actually establish a community board of censorship. The only way in which the people of a community can exercise any influence on the selection of pictures is through the boxoffice," he contended.

Defining block booking as wholesale merchandising, and blind selling as "really blind buying," Costello asserted that the only "compulsion" involved was that brought upon the exhibitor to take the number of pictures for which he had contracted.

Scores Moral Help Angle

"This proposed legislation cannot in any way tend to alter the type or moral fitness of the pictures produced," he told the committee. "That can only be done by censorship or boycott. The latter method was very effectively employed by the Legion of Decency."

Costello contended that if the bill were enacted exhibitors would have to buy their pictures one at a time, making from 52 to more than 200 contracts each year. Chairman Lea questioned the accuracy of that statement and the congressman explained that while the bill would permit block sales, the provisions of Section One were so written that if an exhibitor contracted for five films he might later allege that he was forced to take that number.

"If that were done," Costello said, "the producer might find himself liable to lawsuits. The wise thing for the producer to do would be to sell each picture individually."

He also criticized the synopsis provisions, asserting it was practically impossible to produce a picture which does not deviate from a synopsis in some way, and predicted that such variations, no matter how trivial, would be used by exhibitors as an excuse for the rejection of poor boxoffice films. At the same time, the congressman raised the question of what an exhibitor would do for product where he had rejected a picture he planned to show.

Allied Leaders Appear

Witnesses who appeared in support of the measure late last week and early this week included Col. H. A. Cole, president of Allied; Sidney E. Samuelson, formerly president of Allied of New Jersey and now identified with the Boston unit; Mrs. Ernest W. Howard of the District of Columbia Women's Clubs; Mrs. Sylvia T. Bushness of the Boston chapter of the Motion Picture Research Council; Mrs. Mary T. Bannerman, chairman of the legislative committee of the National Congress of Parents and Teachers, and Miss Mary Leeper of the Association of Childhood Education.

Isaac E. Chadwick of Los Angeles, president of the Independent Motion Picture Producers Ass'n, declared that none of his group is active today because of block booking.

Ten years ago, he said, there were 34 independent producers putting out from 175 to 250 pictures a year; today there are 11, all of whom are awaiting passage of the Neely bill to restore their opportunities.

Chadwick laid all the ills of the independents at the door of block booking, which he said has filled the playing time of the theatres so that they have no room for independent productions.

"So tightly have the majors tied up the situation," he declared, "it is not only perilous but insane to attempt to produce under present conditions."

Explaining that he has not even started on production for the 1940-41 season and has no plans, the Los Angeles producer told the committee he has been selling the story properties he owned. He sold the rights to "Wizard of Oz" to Sam Goldwyn who, in turn, resold them to M-G-M at "not less than $75,000."

The majors are "doing a fine job as far as producing is concerned," he said, but the "major is a prisoner of his own device of B picture production," which was adopted, he charged, "to drive the independents out of business."

Chadwick testified that instead of 160 independent producers in Hollywood, as claimed, there are "less than 50," but that enactment of the bill would lead to a revival of both independent production and independent distribution.

"Quality Maintenance the Problem"

Washington—The real exhibitor problem in the immediate future is going to be how present quality standards can be maintained with 30 to 35 per cent of the industry's revenue cut off by the war, C. C. Pettijohn, MPPDA general counsel, warned at the Neely block booking bill hearing here.

"I don't see how it can be done," he said, "unless we take the 50 outstanding boxoffice attractions and play them, not at 30 per cent, on a 50-50 basis and raise admission prices to 65, 75 and 85 cents where they are now 25 and 35 cents."

"Women in War" Is A "Timely Hit"

Hollywood—At any time and under any circumstances, Republic's "Women in War" would command attention as a strong contender for substantial patronage and enthusiastic audience reception. Given the additional impetus of current world affairs, it is highly improbable that the picture can miss the hit class, particularly if treated to the intensive merchandising indicated by its inherent entertainment qualities.

The story is wisely constructed and phenomenally prophetic in its timeliness; the cast—with Elsie Janis, Wendy Barrie and Patric Knowles very impressive in the toplines—is excellent; and production and direction, contributed by Sol C. Siegel and John H. Auer respectively, are definitely of the big league calibre.—SPEAR.

Three Current Releases In Legion "B" List

NEW YORK—Three current releases from the majors are rated in the Class B—objectionable in part—division by the National Legion of Decency. They are:

"Torrid Zone," Warner, because of "suggestive and double meaning dialogue; lustful situations."

"Waterloo Bridge," M-G-M, because of "impressions of fatalism, suicide of heroine suggested in plot solution; too detailed references to and treatment of the heroine's moral lapse which, however, is presented as evil, unfortunate and unattractive."

"You Can't Fool Your Wife," because of "suggestive lines."

20th-Fox Gross $966,335 Weekly in First Quarter

NEW YORK—Gross income of 20th Century-Fox ran at the gait of $966,335 a week for the 13 weeks ended March 13, or a total of $12,562,362 for the period which represents the first quarter of the current fiscal year.

Net operating profit was $353,376, comparing with $1,224,250 for the similar quarter last year and a profit of $238,218, exclusive of $756,000 in dividends from National Theatres for the final quarter of 1939.

Asserts Neely Would Doom Subsequents

WASHINGTON—Declaring that double features are giving the public "movie indigestion," Harry Brandt, president of the ITOA of New York, told the House committee considering the Neely bill Friday that the independent subsequent run exhibitors are paying more for film now than they can afford and would be driven out of business if the anti-block booking measure were passed.

Brandt charged that the evils of the industry are the fault of the producers, distributors and affiliated theatres, but asserted that the Neely bill will do nothing to correct them.

Present Cancellations "Adequate"

Explaining that a house making five changes a week on a double feature basis uses 312 films a year, Brandt testified that present cancellation allowances are adequate.

He told the committee frankly the exhibitor bases his cancellations on purely economic reasons, but said he had not had a single complaint on moral grounds in the past three or four years.

Under the bill, he said, "pressure groups" would seek to control exhibition. "Very easily," Brandt continued, "a 'fifth column' squad could be built up in the United States on the basis of small organized groups forcing the small theatres to show pictures they think the public should see."

The great need of the industry today, in Brandt's opinion, is "honest arbitration," with the independent given a fair show on arbitration boards. He added, however, that he felt the problems of the industry should be worked out by the industry.

Sees Arbitration Hope

"Do you feel that the situation is promising enough that legislation should be deferred with the idea that the industry could produce a solution of these problems?" he was asked by Chairman Lea.

"If in the next six months honest arbitration does not come into our industry, our organization will be right in the front-line trenches to prepare a bill for this industry to be governed by the Congress rather than by the men who now are governing it," Brandt replied.

Inventories of the producing companies would be increased 50 to 100 per cent, requiring an additional $100 000,000 to $200,000,000 capital, and costs of distribution would be increased 25 per cent under the bill, Herman Wobber, general sales manager of 20th Century-Fox, testified.

One of the most drastic effects of the bill will be to take American pictures out of the foreign market, he said, not as a result of any provision in the legislation itself but because of the deterioration of quality which would follow.

Answering a question by Representative Patrick as to the effect of the bill upon the public, if all increased costs were passed along, Wobber estimated that admissions would have to be increased 15 to 20 per cent.

Arbitration Today "Rare"

In response to a question by Representative South, the witness denied that Brandt's appeal for "honest arbitration" meant that arbitration now was not honest, but admitted that arbitration today is "not very satisfactory and that the matter deserves careful thought." However, he said in answer to a question by Representative Ryan, arbitration is "very, very rarely resorted to" at the present time.

Wobber explained that the cancellation clause operates only where full output is bought, on the ground that when an exhibitor buys less he exercises his rejection privileges when he selects which of the company's pictures he will take. He added that the exclusion of pictures on racial, religious and moral grounds did not apply against any other cancellation, and told the committee that the exhibitor is the sole judge of the fitness of a picture on those grounds, and his decision is never contested by his company.

The hearings wound up for the week with testimony by Judge Roy L. Walker, president of the Theatre Owners Protective Ass'n of Texas, who attacked Allied's claims that Texas exhibitors are for the bill. More than 99 per cent are opposed to it, he said, outlining the bitter fight that has been waged over the measure in his state.

It Was a Misprint, Myers Insists

Washington—Came the clash between C. C. Pettijohn and Abram F. Myers long awaited at the Neely bill hearings:

Pettijohn said the Allied chieftain was a "representative of the distributors" under the Allied contract with Tiffany-Stahl Productions in 1929, which he submitted.

"That's a misprint," Myers shouted. "I was a representative of the exhibitors."

The contract stated that "Abram F. Myers, a representative of the producers," and one other person were to be members of an arbitration board.

Charts Metro's Course Under Neely Bill

WASHINGTON—M-G-M will immediately reduce production 25 per cent if the Neely anti-block booking bill is enacted, Wm. F. Rodgers, Metro general sales manager, told the House committee hearing arguments here, and would abandon the making of all but sure boxoffice pictures. It would sell singly only, because of fears of the synopsis provisions, and it might well be that costs would go up to exhibitors who could recoup themselves only by increasing admissions, with considerable question as to whether the public would pay more.

Only two companies, one his own, would be able to stand the burden of inventory and distribution expense imposed by the Neely bill, Rodgers asserted. "The present," he contended, "is no time to tamper with a system which has proved successful."

"Only Allied Dissatisfied"

The only exhibitor organization dissatisfied with present methods is Allied, and not all Allied members are in favor of the bill, it was asserted by Rodgers.

Rodgers, addressing himselves to questions put to C. C. Pettijohn, MPPDA counsel, regarding the possibility of a negotiated settlement of controversies, told the committee of the efforts made last year which resulted in "an agreement in principle with all groups of exhibitor bodies, including Allied."

"They later denied they had reached an agreement," he added, "but over many years of experience that has not been unusual, for them to deny agreements which have been made."

Assistant Attorney General Arnold was told of the effort before it was started, he said, and he told the distributors they would have to be guided entirely by advice of their attorneys. After the initial agreement was made it was sent to the department; exhibitors protested some of the provisions and a new draft was written, also sent to the department; further changes were sought and made and a third draft sent to the department. None received more than a mere acknowledgment of its filing. Then, the exhibitors pressing for action, the distributors went to the department, he said, and told Arnold they were going to put the trade practice code into effect in ten days. Almost immediately, Arnold announced that if they did so, they might face additional prosecutions.

Pettijohn dug up the Tiffany-Stahl contract of 1929 with Allied to argue that the exhibitors themselves were guilty of the practices which they now denounce and "carried them far beyond anything attempted today."

The contract, Pettijohn said, required the exhibitor to take the entire feature output, together with all shorts, for a period of five years at prices later to be set on the basis of an exhibition value three times the production cost, and required the exhibitor not only to pay for the pictures but to show them—with no cancellations.

Economy Programs Grip Studios

Hollywood—Sweeping retrenchment programs resulting from apprehension over the European situation swept the studios this week following the initial move taken earlier at a Warner economy meeting.

Twentieth Century-Fox executives were the second to act through the launching of a rigid economy regime throughout the studio with the immediate dismissal of more than 100 persons. Other plants are expected to follow with similar moves. Early effects of the retrenchment are registering in the publicity departments.

Jack L. Warner earlier called an "emergency meeting" of producers and department heads to launch a drive for stringent economies and the elimination of all waste motion in the studio's picture-making operations. Indicating there would be no slashing of personnel, Warner urged closer cooperation among all departments.

Metro Acquisition by Loew's Is Recited

NEW YORK—At the time Loew's acquired the old Metro company in 1922, Nicholas M. Schenck did not want to play the producer's product and was literally forced to book the pictures, he informed the government when questioned in the all-industry suit examinations. As the product improved, the pictures became an invaluable asset, but that was not until Louis B. Mayer and his associates revamped the studio setup.

Discussing clearance and acquisitions by Loew's, the head of the company explained the former has been in existence ever since he could remember and theatre additions were made because of sound business practice.

Herewith are a number of government questions and the witness' answers, as they appear on the record.

Q: After Loew's acquired Metro you used the Metro pictures in Loew theatres?

A: As little as I could possibly use.

Q: Do you agree with Mr. Loew's statement that the pictures were not very good at that time?

Cites Advantages

A: Not only agree, but I almost had to be forced to play them. I didn't like them. I didn't think they were good enough for our theatres at that time.

Q: What advantages did you obtain from this affiliation with production and distribution?

A: Well, after we started to make our pictures they got better and better and got to the top, as we are today—if I may say so—it almost sounds silly for me to say it; but nevertheless, that is a fact. Of course we got tremendous advantages, meaning that our producing company started to make real money and the pictures we played were a tremendous help for our theatres, because pictures which are very good are a great advantage to the theatre as well as the company making them.

Q: Did it, as a matter of fact, give you a competitive advantage over theatres in competition with you?

A: We didn't buy pictures exclusively. Everybody has a chance to buy good product.

Paramount's theatre expansion in 1920 and alleged threats to take the product away from Loew's resulted in the following:

Q: This matter of threatened competition by Paramount. Did it affect your going into production?

A: At that time it was a matter of investment. Should we throw our investment away or should we try and correct it and pull it out and get the fine results we have now? Fortunately, it happened to work out as I suggested.

Whether or not a theatre is affiliated with a producing or distributing company has no bearing on negotiations for first and early M-G-M runs, the witness declared.

On Clearance

Q: Have you established any policies with respect to clearance. On M-G-M product?

A: No. It is a matter of each individual situation, I think, controls that.

Q: Do you know whether at the time of the Metro acquisition Metro pictures were sold or distributed with clearance for or against particular theatres?

A: Clearance has been in existence as long as I can remember.

Q: Have you been active in arranging clearance for Loew theatres in New York City?

A: I do not remember how it developed. That is so many years back. As a matter of fact the clearance for many years was for a longer period than it is today.

Q: Haven't you extended the clearance held by Loew theatres over certain other theatres from time to time.

A: I don't think so. Just the opposite. We have given up clearance and shortened the time in between.

Q: Suppose a new theatre was constructed at the beginning of a season. How would you arrange clearance if you took clearance on that theatre?

A: The same as the rest of the Loew theatres. If we get seven days' clearance we would get the same on that theatre; that is all we get in New York.

Century's complaint against Loew was not on clearance but for a run of pictures. Referring to the late A. H. Schwartz, whom Schenck regarded as "a very good friend of mine," the witness said he was asked to give up some pictures and refused. Not only did Schwartz complain to Loew, but also RKO, which likewise declined to grant the request.

Determining exhibition values in advance is something Schenck is noted for, he said.

Q: Have you ever conducted any studies to determine the best way to return the maximum film rental on your pictures?

A: When you say "studies"—experienced men who have been in the business for as long as myself and for most of our people there is no reason for studying. We know, we feel it, we sense it. That is our business. I look at a picture, for instance, and

(Continued on next page)

Capitol Important In Goldwyn Merger

New York—Do you remember the circumstances which led up to the merger between Metro and Goldwyn, Nicholas M. Schenck, president of Loew's, was asked by the government examiner, John F. Clagett.

Replied the witness: "Why, there was an opportunity for us to firstly acquire the finest theatre at the time. It was doing a tremendous business at 51st St. and Broadway. Goldwyn owned the Capitol. It was a great asset. And also the studio property, man power and other facilities which they had.

"We believed they were in a very good position to make good pictures and I believe at the time they were making good pictures. Plus the players, and so forth, that they had, we thought it was a very good buy for our company."

Moskowitz, Vogel "Good, Able Men"

New York—Charles C. Moskowitz and Joseph R. Vogel, under whose guidance all theatres in the Loew circuit operate, were given a proverbial pat on the back by President Nicholas M. Schenck in his pre-trial deposition.

Asked if he ever called the men in for discussion on exploitation problems, the witness said "very seldom. But once in a while, naturally. I would want an opinion when I am in doubt.

"They have fine experience. They are good, able men."

Upholds Increasing Production Costs

NEW YORK—Defending Hollywood for increased costs of production, Nicholas M. Schenck, president of Loew's, outlined reasons for the approximate rise of an average of $700,000 per picture in the past 16 years for M-G-M.

Improvement in quality is responsible, he asserted. "There is not a single thing that does not go into the making of a film, with the exception of raw stock, that is not more expensive. Everything has gone up and for very good reasons.

"Brain power. We get the best there is today. That goes for writers, producers and directors; it goes for stars and every department—art, scenic, etc.—every part that it takes to make a picture. It is the same the world over."

The questioning then veered to story material and Schenck was asked if the masterpieces are still used today.

"We do, but the way we develop them is something different. Talk about the days of 1924 and today there is no comparison. That goes for every company."

The examiner graciously agreed Schenck was correct.

There is no difficulty getting back increased costs on good pictures, the witness held. He also said he did not want to see low percentages for pictures because the only way to encourage good production is to keep percentage figures up.

Schenck With Loew's 33 Years, He States

New York—"I'm an old man now," Nicholas M. Schenck told the government examiner who asked him his early history in the business.

Going back over the years, the witness said he started with Marcus Loew in 1907 as a general all-around man and declined to take any salary while he was learning.

One thing he manages to do and that is visit the circuit's houses every once in a while. For 30 years he made the tour of local units every night.

Metro Acquisition by Loew's Is Recited

(Continued from preceding page)

I pretty nearly know how much that picture is going to gross, purely from experience. I know what the public, as a whole, wants. We may make mistakes, mind you, but on the whole I am pretty nearly 99 per cent right, so they say, in our industry. They say I am pretty good at it. Very often they ask me to see a picture, the other companies do, to tell them what I think it will do.

Loew's tried exclusive run policies in Atlanta, Ga., and Houston, Tex., but they didn't work out. It was an experiment, Schenck explained, and discontinued after a short while.

Q: What was the purpose of acquiring Loew's Ohio Theatres in 1928?

A: Well, that is our business, to get theatres when you can, and if they are a good buy. This was purely a good business deal.

"Purely Expansion"

Q: Did you acquire those theatres for an assured outlet for M-G-M product?

A: When we bought it there was no thought of that at all. It was purely a matter of expansion in our careful way of our theatre department. We have been going slow as no doubt you know by the record. We acquired in what we thought was a fine business section, where we didn't interfere with our customers.

The Poli New England theatres also were a "very nice buy," the witness said. Sylvester Poli "wanted something like $18,000,000 to $20,000,000 and we were not prepared to pay any such price. Eventually we bought it for very little money."

Q: Do you recall whether Sam Katz was interested in those houses about the time Loew acquired them?"

A: Never heard of it.

Loew's operates 73 theatres in the Greater New York area, including the Capitol on Broadway.

Q: Did you read your answers to the government's interrogatories?

A: I never looked at them.

Q: Do you have any definite purpose in acquiring additional theatres?

A: The business purpose of buying. We don't buy anything or don't develop a situation unless it looks like it is going to give us a good return as a theatre venture.

Q: Did you, Mr. Schenck, acquire an interest in the Willard, Mt. Vernon and Plaza from Century circuit?

A: We have a deal with them. That is correct.

Q: Do you have an interest in the theatre properties or an interest in the revenue?

A: Some we have an interest in the property and some in the revenue.

Schenck said that the circuit had been considering building a house in Corona at the time Schwartz came to him with the Plaza deal.

He was next questioned on the State, Los Angeles, and Warfield, San Francisco being taken over by Fox West Coast. Schenck said all his dealings were with Spyros Skouras, first as an independent and then representing FWC.

Operations in Baltimore, Pittsburgh, Cleveland, Memphis and other situations were then gone into in detail.

Q: Your distribution department has an assured outlet for the M-G-M pictures in Loew theatres?

A: That is correct with the exception that that is no help to them because there is no problem of having an outlet for M-G-M pictures.

"Don't Always Agree"

Q: Do Mr. Rodgers, Mr. Moskowitz and Mr. Vogel always agree with your suggestions?

A: We haven't any yes men. We have a very nice organization and very able men and we argue it out. Out of that comes a decision.

Q: Do you frequently make suggestions to Paramount and Warner on ideas for their pictures?

A: No, very seldom. The boys know I am a busy man. They can't get to me as often as they like to. I really am a busy man.

Q: What do you actually do in order to get a theatre back in the black?

A: We struggle with it. We do all kinds of things. That is showmanship. We do the best we can. We have theatres we turned from a loser to a good theatre.

Schenck cited an incident at the Lexington where a patron told him to have patience. Six months after hiring a hostess for the house it was back on its feet and "is one of the nicest houses we have."

In detail, the M-G-M president explained the formula on which the company loans out talent. It is similar to other producers, he said.

Q: Have the Loew theatres ever acquired an M-G-M franchise?

A: At no time.

Explains Loew-M-G-M Individuality

New York—Does Loew's operate independently of M-G-M, and vice versa? Here is the way Nicholas M. Schenck explains the individuality of both companies.

"Every once in a while the theatre department comes in with a complaint that Mr. Rodgers or Mr. Connors, or whoever they might be dealing with, want too much money and they can't afford to pay.

"I say 'don't pay them.'

"Then Mr. Rodgers will come in and tell me the other men don't pay enough, and I tell him, 'You go and get as much as you can.'

"It is a very good way of doing it. You get the best results that way."

Now supposing some theatre in Moskowitz's division was operating at a loss. Schenck would not wait to call for Moskowitz and discuss it. "I want to know why the theatre is losing money and his answer will be that it just can't get the clients.

"But I keep riding him about that."

It works out very well, he said.

SPAG Is Expected to Vote For Affiliation With SPG

NEW YORK—Membership of the Screen Publicity and Advertising Guild will vote Monday night on affiliation with the Screen Publicist Guild. The SPAG's advisory council already has approved the plan. SPAG members, who are employes of home office publicity and advertising staffs, are expected to vote overwhelmingly in favor of association with the coast unit.

Negotiations for contracts, it is said, will get under way shortly thereafter. Maximum and minimum wage standards are now being worked out with the SPAG's contract probably paralleling the SPG's standard of $100 weekly for senior members (three years and over) and a scale of $50 to $60 for junior members.

New Outlet for Negro Film Company After Aug. 1

NEW YORK—Distribution deal between Million Dollar Productions, producers of Negro features, and Sack Enterprises, Inc., expires by mutual agreement August 1. The pact has been in effect about a year. Al Weston, Million Dollar's eastern representative, is now on the coast conferring with Harry M. Popkin, president, on plans for new distributing setup.

Ben Golden Will Mediate AGVA-Circuit Dispute

NEW YORK—Ben Golden, former member of the NLRB, has been appointed mediator in negotiations between the American Guild of Variety Artists and the film circuits. The dispute is over length of booking time and the five per cent fee paid by the circuits to agents.

Group Selling Plan Flopped Years Ago

New York—Paramount's attempt to sell in blocks of five many years ago was short lived, according to Nicholas M. Schenck, Loew-M-G-M president.

"It was for a short time and it didn't work out," he stated. "I think they took a terrific loss doing it the year they tried it."

M-G-M has always sold in large blocks, the witness declared.

Contracts Are Held A Detail by Schenck

New York—Lawyers are not only employed by distributors for defending suits, but also to take care of contracts.

When Nicholas M. Schenck was asked by the government examiner in his pretrial examination if he ever saw an M-G-M sales contract, the president of Loew's answered he did not.

"I consider that a detail. That is what we have lawyers for."

Feel Powerless as Europe Crumbles

NEW YORK—The rapid demoralization of the continental market has cast a pall of gloom over the various foreign departments, mainly, because of a sense of futility in coping with the situation.

In rapid succession, the Scandinavian countries, Holland and Belgium have been wiped off the revenue-bearing side of the ledger. France has "frozen" all remittances since the beginning of the year. Some revenue is trickling in from the Balkan countries, but, as one executive describes it, "Even when the Balkans were at their peak, the revenue was insignificant."

Task of reorganizing the continental departments in line with present earning capacity, faces the major distributors who have high salaried European managers.

The financial loss, although considerable, is far from fatal. Continental revenue varies from 10 to 15 per cent of the total foreign income.

What the foreign managers fear is an attack on England. The cessation of all revenue from the United Kingdom would be a serious blow which undoubtedly would have wide repercussions throughout the industry.

Greenfields to Continue To Operate Boro Hall

NEW YORK—The family of Dr. Irving Greenfield, who is confined to a sanitarium, will continue to operate the Boro Hall, Brooklyn, through an arrangement made between Leon Rosenblatt and Morris Sanders and Rachmil & Katz. The latter, who operate in Brooklyn, acquired the lease on the house to follow the expiring pact held by the Greenfields. According to Rosenblatt, R&K have "promised" to relinquish the lease.

Columbia to Distribute New Government Film

WASHINGTON—Distribution of Pare Lorentz's "Fight for Life," the third of the epic films produced by the U. S. film service, will be handled on a national scale by Columbia, it is announced by the federal security agency.

The film was turned over to Columbia on a bid submitted in competition with six other companies seeking to handle the distribution.

Dave Gould, With Metro 14 Years, Quits Post

NEW YORK—Dave Gould, who has been with M-G-M for 14 years, has resigned from his post as manager of Puerto Rico. It is understood Gould quit in a dispute over handling the sales and managing the Loew Theatre there. Until recently, there had been a manager for the theatre. O. R. Schoham, formerly manager in Finland, is handling both jobs now.

Edward Peskay Represents Hal Roach in the East

NEW YORK—Edward Peskay, theatre owner, former Philadelphia district manager for the Warner circuit and most recently sales manager of defunct GN, has replaced Tom Walker, resigned, as eastern sales representative for Hal Roach. Walker is expected to announce a new affiliation shortly.



EDWARD PESKAY

Peskay is a veteran of some 30 years in the industry. He first entered exhibition in St. Louis for the Skouras Brothers. He operates theatres in New England and upper New York, which he has maintained since he was general manager for the Skouras circuit in New York from 1931 to 1936. Edward L. Alperson was president of GN when Peskay joined the company in 1937 as vice-president and sales manager.

Distributor Ministrations To Fair Patrons End

NEW YORK—If you're planning to attend the World's Fair sometime before it closes don't count too heavily on RKO, Paramount or Warner to plot your itineraries, secure gratis broadcast tickets, use their diplomatic influences to get reservations at the foreign restaurants or whittle down the price for four in a room at New York hotels. Not that any of these companies, which established elaborate services last year to make the visiting firemen feel at home, won't give you helpful hint or two in getting around Flushing Meadows if you ask them, but their attitude seems to be that "the Fair isn't new any more."

RKO set up a large reception room on the seventh floor of the RKO Building under the supervision of H. M. Richey last year for Fair visitors and this is being maintained, but there are no plans to send out special announcement to the trade inviting out-of-towners to take advantage of the lounge. Paramount and Warner, which also had special reception rooms and personnel for the same purpose, have discontinued them.

Canada Undecided On Remittances

Washington—Only reason the Canadian government has not slapped a ban on remittances to distributors fashioned after England's "embassy contract," according to official circles here, is Canadian officials are waiting to see whether dollars spent by American tourists in Canada this summer will balance the flow of exchange. It is estimated the Canadian revenue of the major companies averages about $250,000 a week or a yearly total of approximately $12,500,000.

Majors Invited to Allied Convention

CHICAGO—Special delegations are expected from several strongholds to the forthcoming national Allied convention June 19 to 21 at the Morrison Hotel here. Indications are a carload will come on from Pittsburgh, with large groups from Indianapolis, Minneapolis and other points. Many are also expected from Michigan, according to Jack Kirsch, president of Illinois Allied and general chairman of the convention.

Kirsch said this week he had invited all major company executives and numerous circuit operators to the convention.

Coin-machine films, the "divorcement" and Neely block booking bills, film buying, double and triple features and premiums, are among the many points to be taken up, Kirsch told BOXOFFICE.

Warner Product Keyed For Domestic Market

CHICAGO—Warner's 1940-41 production plans will not only entail a greater expenditure than the current lineup but will be aimed almost entirely at the American market, S. Charles Einfeld, director of advertising and publicity, states. "We are not worrying about the foreign market now at all but will confine ourselves to ways and means of making better product for a larger gross return in the American market," is the way he put it.

In line with concentrating on American history and patriotic material for the new season, the company plans to drop such films as "William Tell" and "Beethoven," he adds. Mentioned as contemplated are "The Lost Battalion," "The Life of John Doe," "John Paul Jones," "The Amazing Story of Sergeant York" and others of this nature.

Faralla Will Produce Six Actioners for Columbia

NEW YORK—Contracts are expected to be signed next week whereby Dario Faralla, former Paramount and RKO producer and at one time First Division treasurer, will turn out six action features for distribution by Columbia for 1940-41. The group would be based on the Jack London stories that have Smoke Bellew as the central character, with George O'Brien to star. Faralla is said to be financing the project and has set $75,000 budgets on each of the films.

Loew and Paramount Sign License Pacts With Erpi

NEW YORK—Both Loew's and Paramount have signed license agreements with Erpi originally set up four years ago. Details of the contracts were agreed upon in 1936, but lawyers for the film companies have held up the signing because of various conditions which have made changes necessary. The other six majors are expected to sign shortly.

Consolidated Darkens Six Bronx Houses

NEW YORK — Claiming high rentals coupled with poor business leaves no other alternative, Consolidated will close six of its 13 Bronx houses for the summer this week. The houses are the Avalon, Fleetwood, Oxford, Ascot, Kingsbridge and Jerome.

According to a spokesman, the circuit usually shutters one or two for the summer. Some distributors, he charges, refuse to consider the situation and the circuit feels it is cheaper to lose money just on the rent.

Other closings reported are Randforce's Wilson and Empress in Brooklyn; Classic, Brooklyn; Rialto, Ridgewood Park, N. J.; Skouras darkens the Nemo, Manhattan, June 2, and the Empire, Rahway, N. J., closes June 9.

Marking its third acquisition in the Broadway sector for showing Italian pictures, Cine Roma now operates the Continental on Broadway and 52nd Street. It also has the Cinecitta and Cine Roma.

Herb Glebspan has acquired the 300-seat Playhouse, former summer stock house in Lake Mahopac, N. Y., for a regular film policy.

Walter Reade's Paramount, Asbury Park, N. J., reopened Saturday for the summer.

Few March Transactions Are Reported by SEC

WASHINGTON—Transactions of film company officers and directors in the securities of their corporations in March were few, the first semi-monthly report of the securities and exchange commission showing trades in only two companies, as follows:

Universal Corp.: Acquisition of 3,500 common voting trust certificates by J. Cheever Cowdin, director, New York; 1,700 by Preston Davie, director, New York, and 2,000 by Daniel M. Sheaffer, director, Philadelphia.

Universal Pictures: Disposition of 70 shares of cumulative first preferred stock and acquisition of 100 shares of common stock by Preston Davie, director, New York.

Work Toward Compromise In Sam Phillips Case

NEW YORK—A compromise proposal reached in arbitration proceedings over the dismissal of Sam Phillips, former head booker of the Big U Exchange, will be discussed early in the week between William A. Scully, general sales manager, and Phillips.

Arbitration resulted when Phillips' union, the American Federation of Office Employes, Local 20940, intervened for Phillips who had been with Universal over 20 years. E. C. Grainger and Ed Raftery served as arbitrators.

Postponement Unexplained

NEW YORK—No explanation was given for postponement of a scheduled UA board meeting Tuesday.

Two Distributors Cup Ear To Italian Market Bid

NEW YORK—The majors' "united front" stand against shipping films to Italy may be broken if weekend conferences among executives of two distributors crystallize.

Although these sources admit any such action, if it eventuates, would be contrary to an agreement by the majors to stay out of Italy until more equitable trading terms are offered they aver "we cannot afford not to take advantage of cash propositions made in face of the general foreign situation."

If deals are consummated by these companies and they are attacked for ignoring their moral obligation to other majors, their executives offer a more practical justification for the contemplated move. This stems from the declared understanding the original reason for not accepting the Italian agency's offer was it would set a precedent for other foreign countries to follow.

"Well," says one spokesman, "we can forget about precedents now. With one country after another becoming embroiled in the war each week their governments' attitude toward how much money they see fit to release for film rentals is not going to depend on what happens in Italy; not by a long shot. We might just as well take advantage of the only country that is non-belligerent, ready, willing and able to lay some cash on the line, because even this may be entirely lost to us soon."

Subpoenas Rounding Up Production Leaders

NEW YORK—During the week Samuel Goldwyn, Jack and Harry Cohn, and Abe Montague were summoned as witnesses in the government anti-trust suit. Also subpoenaed to appear during the second week of trial have been Joseph Bernhard, Y. Frank Freeman, Sam Katz, Al Lichtman, Charles C. Moskowitz, E. M. Saunders, Nicholas M. Schenck, Albert, Jack and Harry Warner, Cliff Work and Sol Lesser.

Impending summonses are reported facing Charles Chaplin, Joseph Schenck, Darryl F. Zanuck and Louis B. Mayer, whom to subpoena, court permission had to be obtained, since they are among the group outside the 100-mile radius of the hearings.

Also named as witnesses by the government have been H. P. Van Pelt, special agent of the FBI in Chicago; George K. Spoor, also of Chicago; J. M. McGrath and H. B. Robinson, FBI men.

Seymour Simon, special attorney for the government, now is working in Washington with Robert L. Wright, on the special master's report in the Balaban & Katz case in Chicago.

Delivery of Chaplin Film Coming Season Is Assured

NEW YORK—Assurance that the untitled Charles Chaplin picture will be delivered by UA for the coming season is given by Murray Silverstone. Reports to the contrary, he vehemently denies.

Technicolor Earnings Jump in Quarter

NEW YORK—First quarter earnings of $562,094 for Technicolor, Inc., show an increase over $310,468 for the same period last year. Shipments for the first quarter approximated 30,900,000 feet as compared with 21,000,000 feet for the corresponding period in 1939.

Despite the war major studios are planning 15 features in Technicolor during the forthcoming season, Dr. Herbert T. Kalmus, president, revealed at the annual stockholders' meeting. He said never had there been more than 12 produced in one year.

Dr. Kalmus said Technicolor Corp. is making progress in the development of special effects for producers and that all photographic characteristics of the film have been improved.

Members of the board, Albert Fritschi, James H. Hayes, A. W. Hawks and H. R. Cann, were re-elected for three years.

All officers were re-elected: Kalmus, president; George F. Lewis, vice-president and secretary, and L. G. Clark, treasurer.

RKO Foreign Contingent To Annual Convention

NEW YORK—From the foreign field to the RKO convention here opening Monday will come Reginald Armour, continental European manager; Gus Schaefer, Latin America supervisor; Pedro Saenz, manager of Cuba and Ned Seckler, home office representative stationed there; Fred Gulbransen, manager of Panama; and Max Gomez, manager of Mexico. Ben Y. Cammack, assistant to Phil Reisman and who recently returned from a survey of Latin America, will complete group of overseas representatives. Schaefer, Saenz and Seckler arrived on Sunday.

Day on Peru-Brazil Survey for 20th-Fox

NEW YORK—Stanley J. Day, formerly 20th Century-Fox manager of Colombia, sails Friday on a home office assignment to survey Peru and Brazil.

W. Van Beveren, now in Paris as assistant to Continental Manager Ben Miggins, leaves shortly for South Africa where he will take over for Otto Bolles, managing director, who is due here for home office conferences.

Canadian Border Houses Face a Money Problem

ALBANY—The continuing rise in the discount rate on Canadian money is creating a problem for theatres on the American side of the border. Latest rate quoted is about 21 per cent, double that at the outbreak of the war.

Two Ind'p't Circuits Reported for Sale

NEW YORK—Reports were current during the week that two independent circuits were for sale in the Greater New York area. One involved the Dave Snaper chain of four New Jersey theatres, the other mentioned Consolidated being taken over by Fabian.

Snaper could not be reached for comment, while Sam Rosen of the Fabian circuit stated about seven years ago a deal had been seriously discussed with Laurence Bolognino of Consolidated but since then nothing has been done to revive the negotiations.

Consolidated has been mentioned many times in the past few years as being offered to RKO and other circuits because of a desire by Bolognino and his partners to retire. The Snaper report, heard widely in the last week, is the first time it has cropped up.

Cocalis Wage Scale Row Delays Deal With RKO

NEW YORK—Unsuccessful negotiations with Local 306 on a wage scale are holding up completion by RKO of a deal to acquire six Cocalis houses in the Bronx. It is charged the scale now prevailing in the Cocalis units involved is much lower than that which Local 306 is demanding.

George Wheeler Is Chief Booker for Chain of 22

WASHINGTON—George Wheeler, brother of Sam, branch manager of 20th-Fox here, has been appointed chief booker for an independent circuit of 22 houses here. He has been a salesman for Columbia and office manager and booker for GB.

Fills Harris' Post

NEW YORK—Charles Deardourff, M-G-M exploiteer, has been temporarily assigned to fill Milton Harris' job as publicity head for Loew's Cleveland theatres, according to Joseph R. Vogel. A permanent appointee will be made shortly.

Kallet in Booking Deal With Cohen, Kutcher

ALBANY—Unable to get together with Jimmy Sporado and Ed Scholemson for their theatres in Ellenville, Mike Kallet's plans to acquire a group of Sullivan county independent houses has fallen through with the result he has made a three-year booking and buying deal with Max Cohen and J. Kutcher for the Broadway and Rialto, Monticello, and the Liberty, Liberty. The two exhibitors also are building the Academy, Liberty, which will fall under the arrangement.

Sporado operates the Ellenville, Ellenville, and Scholemson has the Woodbourne, Woodbourne, and recently opened the Nordbury at Ellenville, with Leo Justin and Morris Jacks of New York interested.

Members of N. J. Allied Study Product Results

NEW YORK—Allied of New Jersey is setting up a schedule of comparative business done by its members on all companies' product as a gauge toward establishing values when new deals are negotiated, according to Lee Newbury, following a combination board and general membership meeting at the Hotel Astor. The information will be contained in a form sheet to be circulated among members, he said.

Although Maury Miller, chairman of the membership committee, was absent and no report on the organization's drive was available, it was decided to expand these efforts, Newbury added. He declared the annual convention has been tentatively set for the third week in September in Atlantic City. Election of officers is on the agenda.

Shake Up "U" Sales Force; Shift Al Herman to Hub

NEW YORK—In a shakeup in Universal's eastern sales force, Al J. Herman, formerly eastern district manager, has been transferred to Boston as branch manager. William P. Kelly, former branch manager, becomes Herman's assistant. William A. Scully, general sales manager, will name the new district manager following his return from New Orleans.

Projectionists Rate 'Wind' a Roadshow

NEW YORK—Exhibitors in New Jersey playing "Gone With the Wind" are experiencing a new problem with the various operator unions in their towns. According to word received by the loc M-G-M exchange, exhibitors have been forced, in many instances, to pay projectionists on a basis of a roadshow engage ment rather than the regular wage provision. Some theatre owners, it is stated, have paid 30 to 50 per cent increases to booth help during the run of the picture.

In a number of cases, the demand for increased pay had not been made until the opening of the picture, it is asserte And this has somewhat complicated matters at the exchange in figuring operat ing expenses. Exhibitors usually make up their cost sheets in advance and have submitted them at the time of making a deal with the exchange. In many cases, the expense sheet has had to be increased because of the operator situation.

No such cases have been reported in the Greater New York area, it is stated, where Local 306 dominates. The question of whether "Gone With the Wind" played on a roadshow basis arose only in the instance of the Astor where it is being played on a two-a-day basis and has just completed its 22nd week.

Exports to Belligerents Build "Takes" in S. A.

NEW YORK—Increase of business in the South American countries as a result of the export trade to belligerent nations is being reflected at the boxoffice, according to Ben Y. Cammack, assistant to Phil Reisman, RKO's vice-president in charge of foreign sales.

Cammack, who has just completed a six-month tour, reports Latin American taxes and exchange restrictions are hurting the revenue of the American companies.

Schenectady Palace Closed

SCHENECTADY — The Palace, recently operated by Sam Rosenblatt, is closed.



Attending Leo's Third Regional Meet—

More than 50 home office executives, district and branch managers and salesmen gathered at the Astor, the third M-G-M district conference. The men from the field came from Buffalo, Albany, New Jersey, New York, New Haven, Boston, Charlotte, Washington and Philadelphia exchanges, as pictured here in one of those quiet moments.

BROADWAY

LEON NETTER, Paramount circuit executive, is back at his desk after spending the week touring the Comerford circuit with Frank C. Walker . . . J. J. Milstein is due from a coast visit in a few days . . . The Music Hall presentation of "Irene" boasted the personal appearance of Anna Neagle, the star, who performed the "Irene Waltz" the opening day. She and Herbert Wilcox, the film's producer, appeared at Keith's, Washington, over the weekend and are back to attend the RKO convention which opens Monday . . . Oscar A. Doob was in Boston to attend the "Our Town" world premiere. He followed this with flying visits to Syracuse, Rochester and Toronto over the weekend . . . Nate Blumberg and Matty Fox getting the noonday news, and solemnly, from the RCA Building newsstand . . . Larry Bolognino is giving the Consolidated offices a fresh coat of paint.

Isidore Welt of the Rosenblatt-Welt circuit spent the week with his daughter at Adolph Zukor's estate . . . Bill Goetz was up over the weekend as the Paramount executive's guest . . . Eddie Golden was around, too, trying his hand at golf . . . John Harrington spent an afternoon trying to arrange for Monogram's eastern regional sales meeting to be held there . . . Ernest Emerling was in Memphis to handle the "Lillian Russell" campaign and the reopening of the Palace under Loew management . . . William A. Orr, assistant to J. Robert Rubin, has been elected president of the Society of the Silurians, the veteran New York City newspaper writers' organization, which boasts a membership of over 400 *. . . Leonard, Arnold and Sidney Picker are looking—just looking—at a* 38*-foot cabin cruiser that is looking for a buyer . . . Budd Rogers and Louis Barbano talking over the days when they were overseas war buddies . . . David O. Selznick departs for the coast in about a week and expects to return to these climes for the summer.*

Bernard Wilder of Warner's theatre department is the father of a 4-pound, 12-ounce daughter . . . Eddie Dowden back on the job at Loew's advertising department after a week's illness . . . Harry M. Bessey, Altec executive, has returned from a business trip to Cincinnati and Pittsburgh . . . Lynne Overman is on hand from the coast. He will make a personal appearance in Providence, June 6, for the opening of "Safari" . . . Ditto Muriel Angelus, who is in the film . . . Hal Burrows and Jim Englander luncheon-strolling around Rockefeller Center's sunken plaza . . . Director Alan Brown and Cameramen Richard Maedler and William Zubiller of the March of Time staff, are back from a four-week motor trip to Los Angeles . . . Katherine Locke has gone to the coast to join her husband, Morris Helprin . . . The Museum of Modern Art has added Paula Gould's new novel, "Publicity Girl," to its library of motion picture publications . . . M. F. Burns has been appointed director of the RCA exhibit at the World's Fair. He had previously been in charge of the company's coast industry relations.

You Live and Learn, Jack Cohn Muses

New York—The claim that the Motion Picture Associates or its predecessors has dispensed charitable aid to the less fortunate in the industry locally for the past 20 years surprised Jack Cohn, Columbia vice-president, to the point that he was moved to observe: "It's hard to believe this bunch has stuck together for 20 years; most men can't live that long with their wives."

Herman Wobber, general sales manager of 20th Century-Fox, hops off for the coast in about a week . . . Sam Kaplan, RKO projectionist, was married Sunday to Sylvia Banyon. The pair are honeymooning in Florida . . . Aside to Jimmy Roosevelt: See us if you want to know who is using your gold pencil . . . Vice-President W. C. Michel of 20th-Fox in a solitary stroll down Eighth Avenue smoothly dressed in a symphony of green . . . Martin Moskowitz is taking his first vacation in over two years; fishing off the coast of Florida . . . Cyrus LeRoy Baldredge is doing the sets for the new RKO Pathe "Information, Please" series . . . Frank Donovan, general manager of Pathe News, returned Saturday from Hollywood where he set up plans for the new series of shorts, "Picture People."

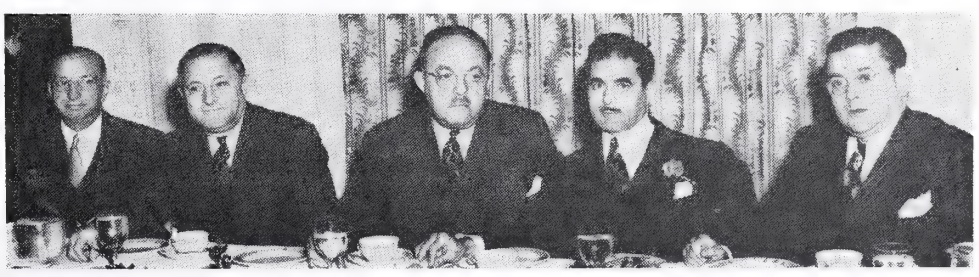
Foreign notes: Bob Schless, Warner's European general manager, and Jack Segal, home office representative of Columbia's foreign department, are on the *Washington* scheduled to arrive Monday. Enrique Baez, manager of Brazil, hopped down to Havana to visit some relatives. He will return to New York during the week . . . Frank V. Kennebeck, Paramount's manager for India, arrived in Los Angeles for the convention to find he is also the company's new Far East manager . . . Laudy Lawrence, continental manager of M-G-M, is due in next month to make a personal report to Arthur M. Loew . . . Morris Goodman, Republic's vice-president in charge of foreign sales, has returned to his desk after a three-month Latin American trip.

Sure sign of summer is the news RKO will hold its annual boat ride June 10 *and* 17*, the Columbia Club will have its outing June* 19 *and the Warner Club will have its boat ride the same day . . . Dave Levy, manager of the Big U Exchange, liked Atlantic City so much he returned to spend a weekend there with his family. Chester Didsbury, Walden, N. Y., exhibitor, and Louis Wisener of Oakland were spotted at the Big U . . . Rube Jackter, assistant to Abe Montague, is back from Memphis and Kansas City . . . The stork played to a double feature over at the Fritz Dressel's with twin boys, Robert and Raymond. Papa Fritz, who is in Altec's comptroller department, is dazed but will recover.*

The Abe Montagues picking up their favorite midnight newspaper editions at the 57th and Seventh newsstand . . . Charles Steinman of Belle Theatres thought he'd get away from it all and headed for Atlantic City and what he hoped would be a well-deserved rest. So what? So he found that Universal was holding its convention at the same hotel and there was everything but rest . . . Dorothy Parker, Arthur Kober and Harold Rome are sponsoring a Spanish weekend at the Copake Country Club in the Berkshires, June 14-16, for the benefit of the Spanish refugees in France . . . Edgar E. Lloyd, distributor of "Merry Wives," is on a sales trip to Chicago, Cleveland and Pittsburgh for 10 days . . . Spencer Tracy, Rita Johnson, Clarence Brown and Howard Strickling are back at the M-G-M studios after participating in the "Edison Pageant of Progress" in the Oranges.

Arnold Bernstein, son of Loew's vice-president and treasurer, and a partner in the legal firm of Julian T. Abeles, announces his engagement to Jean Postley . . . Charles Stern spent a weekend in Atlantic City after the UA convention at the Waldorf . . . Harry Kosiner departed for the coast after the UA Chicago convention . . . Jay Eisenberg of Loew's legal staff goes in for corn flowers for lapel use . . . Charles E. McCarthy made a quick trip to the coast . . . Bob Gillham spent

(Continued on page 26-A)



—Photo by Cosmo-Sileo

Jack Cohn Lends His Support—

At a special meeting of the M. P. Associates, Jack Cohn, vice-president of Columbia (center figure), promised his support as intermediary in seeking financial aid from major companies for the local relief fund. At the dais when the meeting was held at the Astor are David A. Levy, Moe Streimer, Cohn, Emil K. Ellis and his brother, Jack, president of the organization.

Says Profit Is Sole Product Gauge

NEW YORK—If the Loew circuit could make more money by using Paramount, that company would take preference over M-G-M.

That's the way C. C. Moskowitz, head of metropolitan New York operations, put it in his examination before trial in the all-industry suit.

"We give preference to M-G-M because it is the better product," he explained.

Yet the affiliated company gets the same booking and buying treatment as anyone else. If M-G-M has a poor picture it gets no better playing time than the same quality product from other companies, he said and added he would use more Paramounts if that company's product were superior to M-G-M because it is his job to see Loew theatres under his supervision make money, and "that's all I'm concerned about."

When the examiner asked if M-G-M got more preferred playing time than any one else, Moskowitz stated Loew's gives the best pictures weekend time. "This week we are playing a Bing Crosby picture he made for Paramount. Next week it may be a Universal picture on the weekend."

Declaring he had given M-G-M no favors in extending preferred time, the witness said distributors were always after him on that, including Paramount which "wouldn't stand for" Loew's giving choice dates to M-G-M if both companies had pictures of equal merit.

In 1927, Loew's made ten-year franchises with Paramount and UA for the local territory. In the last 15 years there have been few two-year deals with various companies. Both long-term franchises included a provision for time in theatres to be acquired. On the short-term arrangements there was no reason for such a clause, Moskowitz said, because the theatres could be specified, such as a house in construction which would be in operation the second year of the deal. Under the Paramount franchise, the distributor could either designate all or half of the product to Loew's, but had to give a year's notice if a change in designation was to be made, Moskowitz explained. He said he never consults William F. Rodgers, general sales manager of M-G-M, on deals Loew's makes with other distributors or which Rodgers makes with other circuits.

"I don't believe he could get this information if he asked for it, but he never has. I don't think my information should be made available to him and vice versa. Each has our own province and I believe we should stick to it," he declared.

Further, Moskowitz added, "I don't think it good business to give information to the sales department. Why should they know what I pay somebody else? My problem is running theatres. I don't know, on the other hand, if it would be a help to give them figures. It might not."

Moskowitz said there was no policy in this regard and that Nicholas M. Schenck, president, has never set down a rule or discussed it with him.

Effort to Draw Data On Theatre Deals Fails

NEW YORK—The department of justice, through John F. Clagett, examiner, made an effort to elicit from Charles C. Moskowitz information regarding the closing of the Terminal, Newark, N. J., by George Skouras; whether Loew's and Warner each contributed one-third of the rent to keep the Orpheum, Memphis closed; whether M-G-M had been dissatisfied with its first run customer in Denver, which led subsequently to the circuit buying an interest in the house, and details which resulted in the leasing of the Warfield, San Francisco, some years ago by Loew's to Fox West Coast.

In all instances, Loew's metropolitan New York operating head said he was not familiar with the situations for one reason or another, principally because the houses involved were not under his jurisdiction.

Take 'Em Where It Looks Good

New York—Loew's has no definite policy on acquisition of theatres, stated C. C. Moskowitz in his deposition at pre-trial examinations.

"If there is a neighborhood which is being developed and we thought a Loew house would be profitable, we would try and get a theatre there."

While not mentioning the specific case, Loew's some time ago closed a deal with Metropolitan Life Insurance Co. for the 2,000-seat house being constructed in the Parkchester development in the Bronx. The house is not expected to be ready until after Labor Day and appears to be in line with the testimony cited. The circuit has a 21-year lease and the theatre will be named either the Park or Parkchester.

Mohawk Has 19 Ready

NEW YORK—B. H. Mills and Jack S. Berkson will head Mohawk Film Corp., which recently acquired the Grand National assets for liquidation. The company is placing a group of 19 features on sale to independent exchanges throughout the country. Berkson leaves shortly to arrange for franchise deals.

See a Clear Track For the Big Suit

NEW YORK—With major attorneys focusing all efforts on preparation of the all-industry suit, the consensus among counsel is that none of the smaller government suits such as the Crescent, Schine and Griffiths actions, will come up for trial until the big case is disposed of in the local federal court.

Federal Judge Elmer Davis in Nashville recently handed down an order advising the department of justice to be prepared for trial of the Crescent action by May 25. Home office counsel are of the opinion this was in reference to a bill of particulars granted defendants, but not delivered by the government.

Although local counsel has been retained in each of the cities where the smaller suits have been instituted by Thurman Arnold's staff, important home office counsel will be on hand in each instance during trial, if and when the pending cases reach that stage.

In view of this, distributors will seek adjournments, should trial dates be set, on the ground attorneys cannot be in New York on the all-industry suit and in the field at the same time. The department of justice, it is hinted, intends to press the smaller suits. Whether Arnold will acquiesce to continuances without appearing before local judges is not known. The impression, however, prevails that, as the big case progresses, stipulations on the three other pending suits will be entered so as not to embarrass legal staffs concentrating on preparation and defense in the New York action.

First Drive-In Near Albany Opens Outside Rensselaer

ALBANY—The first drive-in theatre in the Albany territory made its bow with the opening of the one constructed by Owen M. Gatelee and John F. Holmes of Springfield, Mass., on Albany-New York Road outside of Rensselaer.

Warner Theatres' Artist Dies

ALBANY—Walter J. Stur, head of the art department in Warner Theatres zone office, died May 19. Funeral services were held here. A brother, living in New York City, and a sister, residing in Buffalo, survive.

Loew's Has Losers, Too

New York—Concluding the pre-trial examination of C. C. Moskowitz, the government examiner finally got around to the gathering of daily reports on Loew circuit operations.

Moskowitz said he gets daily reports from which he makes up his own monthly, quarterly and semi-annual calculations.

"Have you had a theatre that didn't make a profit?"

"Lots of them."

And while he has discussed these situations with N. M. Schenck for advice and suggestions, at no time has the matter of relinquishing them come up, he averred.

To continue with Moskowitz, "I'm not bragging, but we have plenty of theatres in this territory which have and still are losing money. Despite this, we cannot get adjustments on film rentals," he said.

Court Hears Educ'l May Be Reorganized

NEW YORK—Court news of the week was highlighted by the possibility Educational Films may be reorganized. During the past week a hearing was held before Referee John E. Joyce in federal court at which time Edmond V. Halley, Earle W. Hammons' nephew, said he was considering reorganization. The hearing was called as a result of Halley's desire to foreclose on 20,000 shares of stock of the company originally given to Hammons' mother for a $6,000 loan and turned over to Halley. James A. Davidson, trustee of Educational, claims irregularity in the transfer and seeks to restrain the foreclosure. The referee's decision was to hold up any action on Halley's part until 30 days after Judge Edward A. Conger decides whether or not to retain Davidson as trustee.

A suit by Max G. Felder and Ben Braudie, two members of the Motion Picture Division of the Theatrical Agents and Treasurers Union, against Joseph Silverman, secretary of the union, and Charles P. Carroll, was disclosed in supreme court. Suit claims numerous acts of alleged misconduct by the officers and asks appointment of a receiver and an accounting.

Federal Judge William Bondy, in deciding on an application by RKO to hire counsel to protect its position in defending the $2,025,214 claims for allowances filed against it, declared the application was unnecessary as the company is now on its own and can hire anyone it sees fit.

May 27 was set for trial of Gloria Carruthers' suit against Loew's for $250,000 damages in supreme court. The stage actress, better known as Princess Zulieka, claims libel in "Idiot's Delight."

The appellate division of the supreme court has confirmed a decision ordering Peyton Gibson, secretary of the board of Universal, to appear for examination before trial in connection with Wilhelm Karol's $60,000 suit against the company. Karol, a former employe, claims to have secured the company $400,000 from Guiseppe Musso of Rome for distribution of 1938 product.

The Moredall Realty Corp., operators of the Capitol, have paid Edward Sheldon and Margaret Ayer Barnes $4,723, representing one-fifth of the net profits of "Letty Lynton" during the film's exhibition at the theatre. Loew's plagiarized the plaintiffs' play, "Dishonored Lady," in the film.

Carrington North, Ralph S. Willard and Bruce Vernee have been ordered by Supreme Court Justice Aaron J. Levy to appear for examination before trial in California in connection with Ferdinand Voteur's $250,000 suit against Columbia. Voteur claims plagiarism of his story, "Resurrection Morning," in "The Man Who Lived Twice."

Mecca Film Labs filed a $4,000 supreme court action against Carmel Productions, Alfred Traum, Peter K. Kassler and Samuel Carmel, claiming failure to pay a promissory note signed in December and due in January.

BROADWAY

(Continued from page 25)

a few days in Kansas City on campaign stuff . . . Jack Byrne, New Haven M-G-M branch manager, says he's keeping his weight down by playing handball.

Si Fabian spent two days in Albany on his regular upstate visit . . . Irving Cohen of Paramount, Howard Levinson and Stuart Aarons of Warner and William Newcomb of Dwight, Harris, Koegel & Caskey, representing 20th-Fox, were among the junior attorneys in Philadelphia during the week interviewing prospective government witnesses in the all-industry suit . . . Harold Rinzler is the father of a second girl . . . Billy Downs, Loew district manager, is trying to figure out a good spot for his vacation. He missed his winter sojourn because of "Gone With the Wind" . . . George Schenck of the same circuit and a brother of the president is still coast vacationing . . . Miles A. Goldrick, assistant Erpi foreign manager, has left on a Far East trip . . . John W. Considine jr. will attend the May 30 opening of "Waterloo Bridge" at the Poli, New Haven. He produced the film for M-G-M.

The versatile Clarence Brown, with "Edison, the Man" very successfully behind him, is back on the coast deep in what it will take to prepare his own Broadway musical hit of yesteryear, "Rio Rita," for a re-adaptation for Jeanette MacDonald and Nelson Eddy . . . Madeleine Carroll gave way to pleas of friends and has postponed until Wednesday her projected Clipper flight to Europe to visit relatives in the war zone . . . Joe Plottel, Warner's Toronto exchange manager, was here for a week's visit at the Fair . . . Marcel Mekelburg, Fine Arts New England franchise holder, and Hyman Levine, Connecticut representative, were in for visits with Sol Edwards . . . Arthur Eddy, formerly of the Film Daily, *is in town, having severed connections with Warner's coast publicity staff . . . Rosita Montenegro, foreign screen star and wife of Fred W. Lange, Paramount's European manager, is here from abroad—and permanently—to the point of becoming an American citizen.*

"I don't like the government interfering in the picture business or the entertainment world . . . This is an intangible business; it has no plans or specifications; you can't find it in the dictionary . . . The government cannot legislate for showmen . . . This is too precious and important an industry to wear itself out with internal struggles . . . Stop public criticism . . . The troubles of 25 years ago are still guests in your house . . . The industry is not as flexible as it could be for its own good . . . There is too much stubbornness on all sides; unwillingness to admit wrongs . . . The (Neely bill) situation looks like an ideal spot for some sort of a compromise."

It's former Mayor James J. Walker, guest of honor, talking to Ampa members at a luncheon meeting. He said a lot more, but mostly "in retrospect" of the 25 years' association he apparently has enjoyed with the film arm of the entertainment world. Co-guest of honor was Blanche Ring, who led a community sing of some of Walker's song-writing efforts. "Uncle Don," of radio fame, was among the guests. He had with him Marcelle Wissman and Buddy Swan, contest winners who leave next week to take leading roles in Monogram's "Kid Reporters." President Leon Bamberger announced the season will end after two more meetings.

52 for RKO; 26 Top Budgeters

New York—In a last minute change, George J. Schaefer, RKO president, announces the company's 1940-41 lineup will include 52 features, 26 of which will be in the top-budget category.

For a detailed report on RKO's annual sales convention opening here Monday at the Waldorf Astoria, turn to page 11.

Opens Ellenville House

ELLENVILLE, N. Y.—Ed Sholemson, who operates the Woodbourne, Woodbourne, has opened the new Norbury here.



—Candid Illustrators

At the Universal Regional—

In Chicago appeared Universal executives as grouped above. Seated, left to right, are N. J. Blumberg, president; Leo Abrams, short subjects sales manager; F. J. A. McCarthy, eastern sales head; Cliff Work, studio head, and Jules Levey, producer. Standing are John Joseph (left), director of advertising and publicity, and Adolph Schimel, attorney.

WASHINGTON

THE staff of the 20th-Fox exchange locked the safe last Monday afternoon at the cocktail hour and opened the doors wide for its "Open House-Appreciation Party" extended to all exhibitors in the territory for their cooperation during the S. R. Kent drive. The "bagles" were delectable and the tea a bit strong, and if you didn't dance the La Conga you got the gong. Seen around the maypole: Edgar Moss, 20th-Fox district manager; Branch Manager Sam Wheeler and wife; Carter Barron, Loew zone manager; Ray Bell, Loew publicist; Abe Lichtman, Ed Haley and Bill Jones, Lichtman Theatres; Buck Wilder, Wilder circuit, Norfolk; Frank Boucher, Schine zone manager; Danny Weinberg, Bedford Theatre Corp., Bedford, Va.; Harry Brown, Rivoli, Baltimore; Morris Mechanic, New, Baltimore; Julian Gordon, Palace, Newport News; Goleum Ketchum, Dominion Theatres; Lou Tunick, Hollywood, Arbutus, Md.; Harry Silver, Overlea, Md.; W. Myers, Echo-De Luxe, Baltimore; W. J. "Pop" Silverberg, Park, Baltimore; Kenneth Duke and wife, Leonardtown; Mike Leventhal, Lord Baltimore, Baltimore; Alvin Dohme, Westminster; Mr. Wallace, Tappahannock, Va.; Lorraine Middlekauf and Marion Franck, Schine Theatres; Joe America and Jack Fruchtman. Those unable to attend conveyed their regrets via wire and letter.

Anna Neagle, star of "Irene" and a prime Washington favorite, personally launched her current success at Keith's with a routine of song and dance at each of the five shows of the Friday opening. Miss Neagle welcomed this opportunity to demonstrate her versatility to her many Washington admirers, since her previous visits here expressed her ability in dramatic roles only.

Margaret Knowles has resigned at Republic and will mail "the" announcements later . . . Henry Green of Queenstown announces he and LeRoy Carson, Crisfield, Md., will open a new house in Crisfield on or about June 15 . . . Visiting the Row: Al Kahn, Curtis Bay, Md.; M. Weiner, Hollywood, Md.; Leon Back and Barry Goldman, Baltimore; Bob Campbell, Campbell Film Service, is toting a cane these days to favor a sprained ankle.

Joe Cohan, 20th-Fox office manager, has been elected vice-president of the local chapter of the Rainbow Division veterans . . . Mary Hughes and Walter Collins of the same office are vacationing . . . Mrs. Caroline Jordan, Warner theatres, celebrated a birthday, May 20. Mrs. Norma Newnam, her co-worker, packed the lunch basket for a sight-seeing tour along Skyline Drive . . . Mrs. Camilla "Mac" Woodson has joined the Trio staff as booker.

Art Menken, Paramount ace cameraman and formerly of Bob Denton's staff in the Washington office, is the lad who scooped the actual bombing of the British troop transports by Nazi bombers while en route to England, the scenes being timely flashed on the screens of the downtown Earle, Metropolitan and Trans-Lux theatres. Working on a hunch an air attack on the transports was imminent, Art begged passage from the English officials. His feat of grinding the most vivid and hair-raising shots under fire which smack of camera history, is most noteworthy and more than substantiates his title of "Ace."

Federal Ticket Tax Climb Continues Through April

WASHINGTON—Federal admission tax collections in April topped the $2,000,000 mark for the second successive month, totaling $2,000,902.18, according to the monthly report of the bureau of internal revenue.

The month's collections, however, failed to come up to the March figure of $2,390,-931.82, although they were $616,180.46 above the April, 1939, revenue of $1,384,-721.72.

At the present rate, collections for the fiscal year which ends June 30 will be some $3,000,000 above a year ago, the total for the first ten months—$18,451,-216.93—showing a gain of $2,077,663.15 over the $16,373,553.78 collected to the end of April, 1939.

The greater part of this increase, it was shown, was accumulated since January 1. Collections for the first four months of this year were $7,731,132.46, compared with $6,058,979.44 for the same period a year ago, an increase of $1,672,153.02.

ROCHESTER

THEATRE managers here, headed by Bill Cadoret, are assisting in mapping plans for the local observance of Flag Week next month . . . William Tishkoff, Merritt M. Mitchell, Fred Boekhaut and Lester Pollock have been renamed by Mayor Dicker to the motion picture operators' examining board.

L. M. Levitch, Riviera manager, was interviewed over Station WSAY . . . Eddie Leonard jr., who ushers at the RKO Palace, saw his dad, Eddie Leonard sr. on the screen for the first time when "If I Had My Way" played there last week. Eddie jr. is a voice student at the Eastman School of Music.

Seek Protection of Prints In Invaded Countries

NEW YORK—The MPPDA has been asked by member companies to invoke the aid of the state department in Washington to secure protection "by whatever means are available" for its films in Holland, Norway and Denmark. The move is based on the assumption that as long as these three countries are supposed to be under the "protective custody" of Germany, the U. S. government should make proper representations to see that Germany does not confiscate the distributors' prints and use them to advantage.

Bioff, Pegler and Nick Haunt IA's Browne

NEW YORK—Although local observers believe IATSE President George I. Browne will poll a unanimous vote to give him his fourth successive term on the basis of his accomplishments over the past year, the organization's four-day convention in Louisville, starting June 3, is expected to provide fireworks when Browne attempts to "talk his way out of the Willie Bioff case, the Westbrook Pegler situation and the John P. Nick scandal" in St. Louis.

Browne may use a "smoke screen" in the form of pointing up progress in the strengthening of the IATSE in major exchanges and the 30 locals recently chartered in the boxoffice treasurers' field, it is said, but "he has an account to settle in respect to the prestige of the organization in explaining the three other matters," as one source puts it. However, Browne's personal popularity is seen as overcoming any resentment "as it might be translated into action."

A topic that may flare into a major issue revolves about Altec, whose purported "inclusive service" is said to be aimed at "servicing everything in the house," and which is claimed to be "stepping on the toes of projectionists." Action also is expected to be taken toward consolidating IATSE's lines in the 16mm field, which is said to be decidedly on the upbeat. It is the organization's feeling, union observers say, that its members should be employed where 16mm showings are performed for large public groups, whether they be commercial or educational.

In fact, as one spokesman puts it, "wherever there is projection, the IATSE says 'me, too'." This attitude may resolve itself into action in respect to jurisdiction in the television field and the recent influx of nickel-in-the-slot machines that employ amplifiers, which must be serviced.

Harland Holmden of Cleveland, presently a third vice-president, is seen as a logical election successor to Nick, who held the post of first international vice-president. If Browne is re-elected president it will be his first under the new four-year term amendment. His three previous administrations were two-year terms. About 1,000 delegates, including representatives from the Bahama Islands and Hawaii, are expected. There will be about 15 commercial equipment displays.

Summer Situations Reopen Around Albany Territory

ALBANY—Summer situations where theatres are reopening and dates, include: Lake, Lake George, owned by Mrs. M. A. Carpenter and managed by Bob Yates, old time vaudevillian, on May 25; Adirondack, Speculator, owned by Mrs. Rose Gallup, and operated with her husband, on about Decoration Day; Capitol, Elizabethtown, operated by Dave Rosenbaum and his wife, June 2.

Two hotels in the Adirondacks, Saranac Inn, Saranac Lake, and Loon Lake, Loon Lake, will start to screen pictures in their Casinos about July 1. Both will run shows three nights weekly.

Delay Unionization Talks Until June 1

NEW YORK—Negotiations for a contract covering Albany exchanges which voted to unionize, have been postponed until June 1, according to word here. It is reported the distributing companies asked for a delay until the conventions were out of the way. Several union meetings have been held in an Albany hotel, Edward Flaherty of Local 2940, American Federation of Bookkeepers and Accountants, being the principal speaker.

Several new members have been taken in recently. The union claims more than 60 per cent of all front office employes are in its ranks. Only Metro and Paramount exchanges are not organized.

A bone of contention is whether chief bookers should be considered regular employes or office managers. The companies are said to hold they are in the latter category and therefore ineligible for union membership. The union insists that a large part of their work is booking; that only one Albany exchange employs a man solely as office manager and he is not in a branch that has been organized. Branch managers and salesmen are not unionized.

Union Dickers With Warner For Albany Exchange Pact

NEW YORK—American Federation of Office Employes, Local 20940, is negotiating here with Al Schwalberg, head of exchange operations for Warner, for a contract covering the Albany exchange. The union has been carrying on an organizing drive among the Albany exchanges and claims more than 60 per cent of the front office employes.

Drive to Unionize All Lab Men in Metropolitan Area

NEW YORK—A drive to unionize all laboratory workers in the metropolitan area is under way by Local 702, Motion Picture Laboratories Technicians Union. The union, it is said, is concentrating on smaller and independent labs which have banded together in an employers' group in an effort to forestall union contracts.

The union claims over 90 per cent of the workers in the metropolitan area are members and has enlisted the aid of affiliated IATSE unions for the drive.

Local 306 Extends Picket Line to Pair in Bronx

NEW YORK—Local 306 has extended its picketing of independent houses to the Mosholu and President, both in the Bronx. Other theatres facing a picket line are the Greely Square and New 14th Street, Manhattan, and the Livonia and Monroe, Brooklyn.

$278,210 to Hart

ALBANY—The court of appeals has awarded William S. Hart $278,210 in his suit against UA on "Tumbleweeds." After many years in the courts, the case cannot be appealed further.

RICHMOND

A GIRL, Shannon Ann, was born to Mrs. Walter Broadwell, wife of the poster artist for Neighborhood Theatres, on May 21 . . . Sam Gordon has added two new ushers to his service staff at the Venus, Charles Dunavant and James Kratz replacing Roger Owen and Fred Leber . . . The Theatre Duckpin League finished up last Monday with the Colonial boys taking first place in the second half. They will roll off with the State, winners of the first half, for season honors next Monday. The Brook-Vue boys took third prize money and the Park fourth money.

Elizabeth Quisenberry, cashier of the State, is vacationing in the hills of Kentucky . . . Charlie Hulbert and his wife just returned from Florida. Charlie is manager of the Lee . . . Mrs. Frank Storino, wife of the manager of the Lincoln, is spending a month with her parents in Norfolk, recuperating from an appendix operation . . . Walter Coulter's son, Jay, is recovering from a broken ankle, sustained when he fell while doing tricks in his backyard . . . Various managers of Neighborhood Theatres are lining up their employes vacations to start soon.

Members of the operators local are very fond of fishing in their off time, especially Trip Caldwell, Mack Scarborough, Charlie Hann and Frank Mathews. A number of trips have already been planned by them . . . "Pruny" Morrisette, operator at the Capitol, took his boy to the hospital for a tonsillotomy . . . Harry Jarvis and John Leary will be delegates from Richmond to the IATSE convention in Louisville . . . Dan Anderson and Tom Jones have returned from the Danville convention of the State Federation of Labor. Also Harry Jarvis and John Doherty.

Visitors from Washington included: Edgar Moss and Sam Wheeler, 20th Century-Fox; Ben Caplon, Columbia; Bob Folliard and Elbert Grover; Jake Flax, Republic; Fred Rohrs, United Artists; Bernard Kreisler, Universal . . . Col. Peter Saunders, chairman of the censor board, visited his home in Rocky Mount, N. C. . . . Mary Clarke is the new relief cashier at the Brookland and Bellevue . . . Betty Williamson, secretary of the censor board, has been under the care of her doctor . . . E. M. Hartley, formerly with RCA and now with National Theatre Supply Co., was a visitor . . . Raymond Kitchen, former member of the operators' local here and now connected with the Campbell exchange in Washington, while passing through town last week renewed lots of old acquaintances.

Herman Rubin, Petersburg city manager for Neighborhood Theatres, was a visitor to the home office . . . Herman Kaplin, manager of the Century, Petersburg, also in town . . . Ann Donati has returned after spending a week in Reidsville . . . Elmer Wilschke, Altec official from Philadelphia, was in town visiting accounts . . . Hal Lyons will open his new theatre in Waverly the first of September . . . Charlie Denmead, manager of the York in West Point, drove in the other day . . . Loew's had a stage show last week featuring Blue Barron . . . Ruth Kelch, cashier at the Grand, has returned to work after being hospitalized for several days following a tonsillotomy.

BALTIMORE

THE supper dance held by Variety last Wednesday was a big success. On the committee responsible for it all were Barry Goldman, Regent; Morris Oletsky, Republic salesman; William Meyers, Deluxe; Al Kahan, Pennington; Lawrence Schanberger, Keith's; Lou Youckelle, Capitol Printing, and Frank Hahn, Horlacher Service. Others who helped make the party a success were Ernie Woods and Ed Eich. Vince Daugherty of Paramount, president of the new Salesmen's Club, was one of the out-of-town guests.

A film quiz test was arranged by George Avis, who handles publicity for Loew's Century, for their current attraction, "Waterloo Bridge," in cooperation with the News Post. *Cash prizes and passes were given for the best answers . . . Your correspondent was in Philadelphia last Tuesday and stopped in at Dave Milgram's Avenue to chat with Manager Hal Warner, who helmed Loew's Century here back in 1928 . . . Mac Weinberg of the Little has finally parted with "Slightly Honorable," which held out for five weeks.*

Anna Neagle, star of "Irene," current attraction at I. M. Rappaport's Hippodrome, made a one-day personal appearance at the theatre. She was greeted at the station on her arrival here by Mayor Howard Jackson . . . J. M. Shellman says his latest style button shoes came from London . . . Spring cleaning of screens at the Apollo, Preston, Capitol, Rialto, Regent, Leader and Cameo theatres.

From the records of the state board of motion picture censors, the FBI has obtained a list of all German language films shown in Maryland since last October . . . "Baltimore," a motion picture in Technicolor, is to be released soon. It was produced by the tourist bureau of the Baltimore Association of Commerce . . . Al Zalis, Globe Poster roving salesman, who was in town last week, should be in New England by now.

Illustrated Film Guides

NEW YORK—Illustrated guides on three features and Warner Bros.' series of patriotic shorts have been prepared by the motion picture committee of the Department of Secondary Teachers of the National Education Ass'n. The features include "Our Town," "Edison, the Man" and "Tom Brown's School Days."

PHILADELPHIA

FOUR HUNDRED filmites dined, danced and popped champagne bottles (presented by Bob Lynch, Metro) at the third anniversary dinner-dance of Local B-7, film exchange employes union in the Broadwood Hotel . . . Louis Krouse, general secretary of IATSE, was presented with a pen and pencil set; Bill Porter, the local's president, with a radio . . . Guest speakers were Mrs. Edna R. Carroll, chief of the censor board; Jay Emanuel, Variety Club chief; Harry Weiner, Columbia, and Sam Gross, Fox . . . Charles Smith, Clark, got a special award for his work in stimulating a big turnout . . . The affair was followed a few days later by a cake cutting at the menage de Porter, attended by the local's officers.

William Herchenrider, Warner theatres booker, is ill in Graduate Hospital . . . Ray Schwartz, Affiliated, is mourning the death of his mother . . . Si Myers, former proprietor of the Criterion, Moorestown, and former Metro employe, has taken over the Garden, Trenton . . . Morris Fishman, recently with the Capitol, Reading, has joined the Masterpiece staff.

William U. Bethel, veteran of many years with Metro and lately Harrisburg salesman for Columbia, has resigned. Friends say he may pick up a little theatre just to keep a hand in the business . . . Joseph Schaeffer, former Columbia city salesman, will take his place, and Joe's will be taken by Joseph Engel, formerly with Universal in this city and later in Albany. He is a brother of Jack Engel, present Universal salesman . . . Bud Hissner, Academy, Lebanon, is giving his lungs a workout rooting for the Phillies.

Fellows you bumped into last week: Roscoe Faunce, Village, Ocean City; Harry Stiefel, Ephrata; Harry Chertcoff, Strand, Lancaster; George Riester, Shamokin; Walter Yost, Grand, Harrisburg . . . Earle Sweigert, Paramount branch head; Ulrik Smith, sales manager, and George Beatty, Scranton salesman, rolled off to the Los Angeles convention . . . Beatty got the ride as a reward for winning the "100 per cent club" citation . . . Charles Malley, booker, is planning another trip to Scranton in connection with the Earle Sweigert Drive, which winds up July 13 . . . Clara Kraftsow, Paramount cashier, is nursing an infected foot.

William C. Karrer, Republic, president of Motion Picture Associates, reports the organization has been granted a state charter, which will be officially presented by Attorney Al Cohen at a luncheon in the Broadwood, June 29. That will be the beginning of the group's formal activities . . . First thing on the program for the fall will be a testimonial dinner for all branch managers.

Bill Morgan, Grand, Vineland, achieved the unusual by getting a tieup with a hospital—of all things—for "GWTW." He had the winner of the local Scarlett contest appear there, and the hospital announced the picture on bulletin boards and in its mail . . . Harry Orlow, Levoy, Millville, ran a cooking school session on his stage. Local merchants cooperated with displays and prizes.

RKO Promotes Four Men In Canadian District

NEW YORK—The promotion of four men by RKO in the staff of Leo Devaney's Canadian district, all of which came about through the resignation of J. F. Meyers as Toronto manager, was announced by Ned E. Depinet, general sales manager.

The changes are: Mark Plottel, formerly Montreal manager, moves up to head of the Toronto branch; Hatton F. Taylor advances from top post at the Calgary office to manager of Montreal; Joseph McPherson goes from Calgary salesman to manager of that office; Paul Cardell, formerly Calgary booker, moves up to salesman in the same office, and Robert Radis has been engaged as booker at Winnipeg to fill the vacancy created by the promotion of Hugh Conway from booker to Toronto salesman.

Ticket Taker Dies in Fire At Harmanus Bleecker Hall

ALBANY—Harmanus Bleecker Hall, 2,300-seat house originally built for stage shows but in recent years used mainly for motion pictures, was wrecked in a spectacular fire that started a half hour after the final Sunday night show and took the life of Albert Crier, a landmark at the theatre as ticket taker and poster man.

The Fabian chain had been operating the Hall as a second run for four or five years on lease from the former director, Christopher H. Buckley. Buckley, who now conducts the General Stark in Bennington, Vt., rushed here to view the wreckage. He said it appeared to be an almost total property loss.

The building was carried on the assessment rolls at $255,000.

Ascap Hearing on Federal Subpoena Now on May 29

NEW YORK—Due to the necessity of appearing in Albany on another matter, Ascap attorneys, Louis D. Frohlich and Herman Finkelstein, won an adjournment until May 29 on the hearing to quash a federal grand jury subpoena calling for submission of Ascap's records for examination by the department of justice.

Collect Half of Quota in United Jewish Appeal

NEW YORK—Over $150,000 of the $300,000 quota set for the amusement division of the United Jewish Appeal was collected at the luncheon honoring Rabbi Hillel Silver at the Hotel Astor. The luncheon signalized the start of the drive under the leadership of Co-chairmen David Bernstein and Major Albert Warner.

No Releasing Arrangement Set Yet for "Fantasia"

NEW YORK—Although Walt Disney will again produce 13 one-reelers in Technicolor for RKO distribution next season, no releasing arrangement has been made for "Fantasia."

ALBANY

VISITORS: Sam Davis, Phoenicia, Phoenicia; Mrs. Antoinette McNamara, Bay, Alexandria Bay; Phil Strauss, Pine Plains; Jerry La Rocque, Fairyland, Warrensburg; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Frank Williams, Benton booker; J. W. Bird, Arlington, East Arlington, Vt.; Morris Slotnik, Waterville and Oriskany Falls; John Augello, Utica.

Vivian Sliter, daughter of Fred Sliter, 20th Century-Fox salesman and sister of Harold Sliter, Schine executive, was married at Lynchburg, Va., to Reginald Phillips, employe of a New York City utilities corporation. The couple visited the Harold Sliters in Gloversville and the Fred Sliters in Albany, being entertained at various parties. They are living in New York. Fred Sliter also was honored at a birthday celebration.

Tamarack Enterprises, Inc., has been formed to conduct a theatrical business at Lake Pleasant. Capital is $50,000. Incorporators are: Malcolm Atterbury and Ellen Hardies Atterbury, Lake Pleasant, and James H. Reardon jr., Stuart, Fla. . . . Raymond Seaman, principal of Gilbertsville Central School, which plays pictures one night a week the year around, is vegetable gardening as a hobby. Seaman books out of Albany . . . Morris Silverman, former operator of Mount Pleasant, now the Metro, Schenectady, and Al Feltman, ex-operator of Lincoln, Schenectady, were on Filmrow.

Filmrowers attending a bachelor party for Benjamin Silberg, Albany pharmacist, who will marry Irma Armm, daughter of Jack Armm, Columbia salesman, May 26, included: Doug Klein, Columbia accessories and committee chairman; Joe Miller, Columbia manager; Armm and fellow salesmen, Morris Cohn and Eddie Hochstim, and Booker Stanley Goldberg.

Celia Persk, assistant cashier at Warner-Vitagraph, weekended in New York . . . Carl Nilman plans improvements to the Playhouse, Manchester Center, Vt., a summer situation . . . Reported that Lawrence Carkey, New Family, Utica, may take over the house at Tupper Lake Junction. Charles Girard has been the operator . . . Ollie Mallory, Starr, Corinth, has installed a new blower fan.

Amenia, Amenia, near Poughkeepsie, which Herman Sussman took over and converted from an upstairs to a downstairs theatre, re-opened May 24. Salesmen report it is a little dandy. Sussman, uncle of Bill Sussman, 20th Century-Fox executive, operates three houses in Westchester county . . . Harry Lamont is the latest exhibitor to take pictures with a miniature camera for screening.

"Emergency Seals" Out

PHILADELPHIA—The 16-year-old practice of granting "emergency seals" for prints at a nominal fee of 25 cents is officially at an end, Mrs. Edna R. Carroll, state censor board chairman, announces. The move, which has the blessing of the auditor general's department, is expected to increase the annual expense of exchanges from $100,000 to $200,000.

M-G-M (36) **105 Minutes** **Rel. May 10, '40**

"Edison, the Man" is a truly inspired film. The appraisal is in full consideration of the varying degrees of success, boxoffice-wise, accorded biographical efforts. But the life of Thomas A. Edison on the screen, as John Considine jr. produced and Clarence Brown directed it and as Spencer Tracy and Rita Johnson and a heart-expanding cast enacts it is something to infect theatregoers of all ages with a thrilling, emotional experience. Picking up where "Young Tom Edison" left off, although this is not a requisite to full enjoyment of the second installment, the film opens at the Golden Jubilee of Light in 1929 where Edison is being honored. Via flashback, the story actually begins in 1879 in the gas light era of New York and totals Edison's achievements as the world knows them. Elevated skill in all departments has gone into the production.

Spencer Tracy, Rita Johnson, Lynne Overman, Charles Coburn, Gene Lockhart, Henry Travers.

Edison, the Man

F — **Biography**

Universal (——) **64 Minutes** **Rel. June 14, '40**

The wonder infant makes her third picture appearance and reveals that she has added inches to her stature—both physical and thespic. What's more, she talks. True, her lines are limited to "hallo," "goo-bye," etc., but they are lines nevertheless and manage to make Sandy even more captivating. The vehicle is comedy—very broad and festooned with slapstick—and to insure its place in that chosen category a veritable horde of guffaw-garnerers is employed. They fence for their laughs with bludgeons rather than foils but they record them notwithstanding—and in large doses. Winsome Nan Grey, as Sandy's mother, contributes the eye appeal—and along with Tom Brown as the father—the meager plot outline on which the funfest is constructed. In toto it is an unpretentious but highly acceptable photoplay. Charles Lamont directed.

Baby Sandy, Butch and Buddy, Eugene Pallette, Nan Grey, Mischa Auer, Billy Gilbert, Edgar Kennedy.

Sandy Is a Lady

F — **Comedy**

Paramount (3958) **61 Minutes** **Rel. June 7, '40**

To those multitudinous fans who relish wholesome, red-blooded action entertainment, there just cannot be such a thing as a bad "Hopalong Cassidy" picture and so this qualifies as first-class action film fare, although it falls somewhat below the high standards established by most predecessors in the popular series produced by Harry Sherman. The shortcoming is attributable to the screen play, which lacks the direct motivation and impact usually characteristic of "Hoppy's" adventures in the cause of right and order. Acting, production and direction remain at par. "Hoppy" this time is delegated by an express company to track down a gang which has been systematically stealing gold from a big mine. Although suspicion falls on one of the mine owners because of his outlaw past, the real crooks step into "Hoppy's" trap. Lesley Selander directed.

William Boyd, Russell Hayden, Minor Watson, Ruth Rogers, Britt Wood, Ethel Wales, Lee Phelps.

Hidden Gold

F — **Western**

Paramount (3936) **70 Minutes** **Rel. May 31, '40**

On the campuses, in the cities and at the crossroads, the youngsters, those who think they are young and those who wish they were—which includes practically everybody—will welcome the breezy, winsomely-spontaneous diversion to be found herein. Based on the famous Siwash College stories by George Fitch, an adroitly wrought screen play captivatingly unfolds a collegiate romantic comedy, vintage 1900; with meticulous care having been shown in creating the details and atmosphere of American academic life during that horse-and-buggy era. Given this vehicle and the services of a youthful but extremely enthusiastic cast, J. Theodore Reed, functioning as both producer and director, has fashioned a photoplay which should conduct itself creditably in all situations and should show a profit for its makers and exhibitors.

William Holden, Bonita Granville, Ezra Stone, Judith Barrett, Vaughan Glaser, Lucien Littlefield, Richard Denning.

Those Were the Days

F — **Romantic Comedy**

RKO Radio (032) **65 Minutes** **Rel. May 24, '40**

Domestic comedy whose modest budget proves no handicap to a sparkling screenplay boasting enough laugh lines to keep any audience in high good humor throughout. Capable playing and spirited direction also contribute to its status as worthwhile program material, in which category satisfactory results should be obtainable wherever it is shown. The story is a familiar one—that of husband and wife in a marital rut after five years of matrimony. The wife—Lucille Ball—neglects her appearance; the husband—James Ellison—has become a white-collar drudge with not an atom of romance in his makeup. When he is delegated to entertain the firm's London partner, Ellison becomes entangled in a web of wine, women and song from which his wife extricates him through a trick. Ray McCarey directed.

Lucille Ball, James Ellison, Robert Coote, Virginia Vale, Emma Dunn, Elaine Shepard, William Halligan.

You Can't Fool Your Wife

F — **Comedy**

Republic (924) **66 Minutes** **Rel. May 19, '40**

Despite the trite title, Republic has turned out a program picture with considerable merit. The story is on the weak side, but some good direction by Arthur Lubin gives the film pace and suspense where it needs it most. Casting, with the exception of Lola Lane, is exemplified by fine choice. Lloyd Nolan, Ray Middleton, Barton MacLane and Astrid Allwyn fill the featured roles in a workmanlike manner. John Harmon and Dwight Frye are standouts in gangster roles. The film is one of those melodramatic concoctions in which two friends, who are law students, travel divergent paths after graduation. One becomes a brilliant racketeer, while the other becomes a country lawyer. Their paths cross when the G-men enlist the aid of the country lawyer to trap his friend. At the end the racketeer makes the sacrifice to save his friend. Robert North produced.

Lloyd Nolan, Barton MacLane, Lola Lane, Ray Middleton, Astrid Allwyn, Horace McMahon, John Harmon.

Gangs of Chicago

F — **Action Drama**

United Artists (——) **94 Minutes** **Rel. ————**

As long as "The Westerner" cannot escape being a western—although it relies heavily on Walter Brennan's able characterization, Gary Cooper's droll persuasiveness and ample directorial devices to lift it outside the formula column—it is wanting in a fundamental respect; action. It has its moments. These come rather plentifully after almost an hour has been consumed in knitting a lightweight story of "legend founded on fact" regarding cattlemen versus homesteaders in Texas shortly after the Civil War. Large scale proportions are evident in a spectacular fire scene, distinguished photography and detail. Yet the more essential elements of boots-and-saddle motivation as it bears on action are lacking. Cooper, itinerant cowboy, backs the losing homesteaders in their fight against the self-rule set up by Brennan. William Wyler directed.

Gary Cooper, Walter Brennan, Doris Davenport, Fred Stone, Forrest Tucker, Paul Hurst.

The Westerner

F — **Western**

Columbia (1029) **66 Minutes** **Rel. May 16, '40**

With a story taken from recurrent headlines, "Babies for Sale" is a familiarly compact tale of the methods of so-called "charity" adoption organizations and how, in the pursuit of their purpose, they ultimately come to grief with the law. Glenn Ford, a reporter, prints a piece that arouses child welfare interests. He quits when asked to retract. On his own, he gets a line on the "Mercy Shelter," which takes in expectant mothers who cannot afford children and which peddles babies to adoptees who can aid the institution financially. They try their stuff on Rochelle Hudson, but she proves to be too smart for them for, with the aid of Ford, she lands the frauds in the clink. Under close scrutiny the story goes to pieces. But as drama along exposed lines, it about measures up to snuff. Directed by Charles Barton.

Rochelle Hudson, Glenn Ford, Miles Mander, Joseph Stefani, Georgia Crane.

Babies for Sale

A — **Drama**

Columbia (1023) **70 Minutes** **Rel. May 20, '40**

"Island of Doomed Men" is G-man drama with a new angle. Generally, it is drama of the mugging type that moves slowly toward its few sequences in which the action element occurs. But, for the audience that revels in the rough-and-tumble on the screen, it is recommended. The setting is interesting—a vague mid-Pacific isle. Performances are undistinguished. Leering Lorre dominates this island and his victims, living in slavery, are culled from parole lists. Comes Robert Wilcox, G-man who has been paroled for just that purpose, and he sets out to bring about the downfall of Lorre and his ilk. To this end he inveigles Rochelle Hudson, wife to Lorre. With the usual fol-de-rol, sweat, bloodshed and hoopla, he achieves his purpose. At best, it's fair. Charles Barton directed.

Peter Lorre, Rochelle Hudson, Robert Wilcox, Charles Middleton, George E. Stone.

Island of Doomed Men

A — **Drama**

SELLING ANGLES: **"Hidden Gold"**

The name "Hopalong Cassidy" on the marquee should prove a valuable adjunct to your advertising-exploitation campaign in drawing in fans of this veteran series. Use the title in a cooperative stunt with local merchants, offering a "Hidden Gold" special at every store during the picture's run. The title can also be used in tieups with banks on savings accounts, with real estate brokers and in dozens of other ways. Tie up with libraries on displays of the Clarence E. Mulford books on which these pictures are based.

CATCHLINES:

Hopalong Cassidy Hits the Trail Again . . . In the Kind of Action-Packed, Two-Fisted Adventure You Love.

Hopalong Cassidy Matches Wits . . . and Fists . . . With a Dangerous Gang of Gold Thieves.

SELLING ANGLES: **"Gangs of Chicago"**

A collection of clippings on the recent stories about Murder, Inc., would make a timely collection for lobby display. The clippings should be embellished with "Reward" and "Wanted" posters used by the police. An envelope with a pair of blank bullets would make a novelty giveaway. The local police department should be contacted to supply weapons and tools used by criminals for a display. For the lobby, a life-size cutout of Lloyd Nolan holding a gun might be used in advance.

CATCHLINES:

Murder for Profit . . . A Thrilling Expose of a Criminal Syndicate.

King of Crime in a Reign of Terror.

SELLING ANGLES: **"Island of Doomed Men"**

Horror picture and Peter Lorre have boxoffice potentialities that are latent in this film and, with a little imaginative exploitation on the part of the exhibitor, they should contribute effectively to boxoffice results. In the press book there are any number of suitable ideas which should arouse interest. There is a whipping post gag that will chill 'em. A one-shot newspaper contest features a world map with various unnamed islands indicated, in which participants are asked to list various films connected with the locality.

CATCHLINES:

Screams of Tortured Men Were Music to His Ears.

He Made Men Curse the Day They Were Born . . . And a Woman Pray That She Might Soon Die.

SELLING ANGLES: **"Sandy Is a Lady"**

Baby Sandy's name should dominate the marquee, with Mischa Auer and Nan Grey given prominent support billing. Spell out the picture's title in black letters attached to diapers. Conduct a diaper-pinning contest on the stage for fathers and give free admission to the babies' mothers. Contact your Universal exchange for information on the many commercial tieups that have been made for Baby Sandy. Place a giant photographic enlargement of her above the marquee.

CATCHLINES:

She's Only Two Years Old . . . But Smart Enough to Keep the Police, Big Business, Her Family and Friends in a Frenzy.

Papa Needed a Raise . . . Mama Needed a New Hat . . . So Two-Year-Old Sandy Fixed It . . . and How.

SELLING ANGLES: **"You Can't Fool Your Wife"**

Hold a special "Husbands and Wives Midnight Matinee" at two-for-one admission rates. Conduct a contest in which both husbands and wives submit "ten reasons why we are still happy though married." Prepare newspaper advertising copy in the manner of "Advice to the Lovelorn" columns. The title can be used in merchandise tieups on the angle that "'You Can't Fool Your Wife'—So Don't Buy Inferior Product." Give marquee mention to James Ellison and Lucille Ball.

CATCHLINES:

He Thought He Was a Gay Deceiver . . . Until He Discovered the Woman He Was Making Love to Was His Wife.

There's a Laugh a Minute . . . In This Tale of a Man and a Maid Who Was a Double for His Wife.

SELLING ANGLES: **"Babies for Sale"**

A little research by the exhibitor or his publicity staff into the files of the local newspaper for stories on "Baby Farms" and the criminal prosecution of the adoption racket should result in a few clippings which might be blown up for suitable display. The pressbook has a number of stories which should be presented to the local editor. The important thing is to plug mother love for all its worth. Baby footprints taken soon after birth have excellent exploitation possibilities. They form a vital part of the story.

CATCHLINES:

An Infant on the Auction Block.

A Human Vulture Preying on Mothers Who Couldn't Keep Their Babies . . . And on Kindly Souls Who Want to Adopt a Child.

SELLING ANGLES: **"Edison, the Man"**

It would seem that, on the basis of the distributor's elaborate pre-selling campaign in a score of periodicals, showmen would be obligated to increase normal promotion budgets for maximum results. The human interest values almost compel the placing of serial stories on Edison's life in local newspapers. By all means, capitalize on Tracy's popularity in previous roles, with Edison as tops. A wholly independent campaign would be one aimed at mutually-beneficial cooperation from public utilities, electrical contacts and educational bodies. To highlight feminine appeal, pay special attention to the "loyal, devoted and understanding wife" elements of the film.

CATCHLINES:

The Story of a Great American . . . That Will Thrill the Hearts of All Humanity.

SELLING ANGLES: **"Those Were the Days"**

Hold a "Those Were the Days" theatre party at which guests are required to wear vintage 1900 costumes. Give prizes for the most original and humorous attire. If your locality boasts any college graduates, class of 1904, invite them as special guests. Conduct a search for graduates of Knox College in particular. Dress your ushers in peg-topped pants and skirt-tailed coats and your usherettes in "Gibson Girl" garb. Have two youths in similar old-fashioned attire ride a tandem bicycle about the streets.

CATCHLINES:

It's College Life . . . In the Days When College Life Was Really Something . . . Back in the Gay Times of 1904.

Remember Those Stories About Good Old Siwash? . . . Here They Are—in All Their Rambunctious Jollity.

SELLING ANGLES: **"The Westerner"**

The public has more than a passing recognition of such names as Samuel Goldwyn, Gary Cooper and William Wyler. This would appear to be the basis for any well-rounded campaign. Goldwyn, of course, for his New York Critic's Award prize for the best picture of 1939; Cooper for his role in "The Real Glory," and Wyler's directorial efforts in the same picture and this one. There should be ample distribution of enlarged scene stills, if possible treated in sepia, as is the film. The production values justify elaborate atmospheric fronts, handbills, tieups, etc. For a street bally you might attempt to drive an old hearse, well marked with "real estate," "marriage licenses" and sundry other services by the driver, through the streets.

CATCHLINES:

Gary Cooper . . . Two-Fisted Terror of Vinegarroon . . . In a New and Exciting Role.

Short Subject Reviews

Mr. Duck Steps Out

RKO (Disney Cartoon) 8 *Mins.*

In keeping with the times and tunes, Donald Duck turns jitterbug. It is the most hilarious cartoon of the recent batch. Donald calls on his girl friend, Daisy Duck, but does not reckon with his three nephews, who put a crimp in his rug cutting. A brisk and lively musical scores matches the animation.

Billposters

RKO (Disney Cartoon) 8 *Mins.*

Donald Duck and the Goof are a pair of billposters. The main interference comes from a goat and a windmill. The Disney virtuosity is at its best here. Donald and the Goof end up by getting it in the end from the goat while hanging on the windmill blades.

Letters, Trunks, Dummies Pep Kansas Campaign

PARSONS, KAS.—David Dallas, manager of the Uptown, had the cashier address envelopes marked "opened by mistake" with a mimeographed note inside saying, "confidentially, if you want to see the most sensational murder mystery of the year, come to the Uptown," etc. Plugging "Opened By Mistake," the letters were given patrons two days in advance.

In addition, Dallas dug up an old fashioned theatrical trunk, placed in it a wax figure wrapped in a stained sheet, and at each end, outside, had a sign, "Please do not look in this trunk, which was opened by mistake." Inside was a card, "If you wish to see who committed this crime, see 'Opened By Mistake,' etc." The trunk was placed in the lobby.

Interest in Camels Garners Publicity

COLUMBUS, OHIO—Russ Bovim, manager of Loew's Broad here, came in for a nice bit of publicity when his photo standing beside two camels at the municipal zoo appeared in the Sunday issue of the Columbus *Dispatch*. Bovim for the past several years has been one of the zoo's most ardent boosters and has lent not only his cooperation but that of the theatre in exploiting the animal gardens, which are now among the largest and finest in the middle west.

Vatican Reel Angle

NEW YORK—One of the most effective ways used by exhibitors in selling the March of Time reel, "Vatican of Pius XII," according to Al E. Sindlinger, is the simple expedient of advising principals of parochial schools when the reel will be played and offering them special student tickets.

Tugboat Mickey

RKO (Disney Cartoon) 8 *Mins.*

Mickey Mouse puts in a long-delayed appearance, but has little to do in the way of supplying the laughs. Mickey, as captain of a tugboat, orders full steam ahead when he hears an "SOS" signal. With Donald and the Goof manning the boiler room the results are what one would expect. The boiler and boat explode.

Donald's Dog Laundry

RKO (Disney Cartoon) 8 *Mins.*

A rollicking and gay cartoon in which Donald Duck tries to induce Pluto to get into the mechanical dog-washing tub. Donald uses a rubber bone and a kitten decoy in an effort to get Pluto near the tub. Pluto wisely stays away and the cartoon ends with Donald going through the dog mangle.



"WIND" AND "BUCK BENNY" STAY ON TOP

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Chicago 200

BUCK BENNY RIDES AGAIN—
New Haven 165
New Orleans 150

MY FAVORITE WIFE—
Cleveland, New Orleans, Minneapolis 150

HOUSE ACROSS THE BAY—
New Orleans 150

IRENE—
Omaha 150

EXTENDED RUNS

Gone With the Wind, 22 wks., New York City; 16 wks., Chicago.

Rebecca, 7 wks., Chicago, Los Angeles.

Buck Benny Rides Again, 3 wks., Chicago, Los Angeles, New York, Salt Lake City, Seattle.

Strange Cargo, 3 wks., Chicago.

CHARLOTTE

Broadway—**Ma, He's Making Eyes at Me** (Univ) 90
Carolina—**My Son, My Son** (UA) 110
Imperial—**Dr. Kildare's Strange Case** (M-G-M), 1st half 100
'Til We Meet Again (FN), 2nd half.....110
State—**The Lone Wolf Strikes** (Col), 1st half.. 90
Riders of Pasco Basin (Univ), 2nd half.....110

CHICAGO

Apollo—**Rebecca** (UA), 7th week 90
Chicago—**It All Came True** (WB), Marx Bros. on stage 120
Garrick—**Buck Benny Rides Again** (Para't), 3rd wk. 85
Oriental—**Gone With the Wind** (M-G-M), 16th wk. 150
Palace—**Primrose Path** (RKO); **Ma, He's Making Eyes at Me** (Univ), 2nd wk., house closed for summer 85
Roosevelt—**Dark Command** (Rep) 85
State-Lake—**Women Without Names** (Para't) stage show 80
United Artists—**Strange Cargo** (M-G-M), 3rd wk. 100
Woods—**Gone With the Wind** (M-G-M), 16th wk. 200

CINCINNATI

Albee—**Buck Benny Rides Again** (Para't).....130
Capitol—**Over the Moon** (UA) 100
Keith's—**It All Came True** (WB) 120
Lyric—**Two Girls on Broadway** (M-G-M).....120
Palace—**Irene** (RKO) 120
Shubert—**Dark Command** (Rep) 100

CLEVELAND

Allen—**A Bill of Divorcement** (RKO), 3 days; **An Angel From Texas** (FN), 4 days 50
Hippodrome—**My Favorite Wife** (RKO) 150
Palace—**Saturday's Children** (WB) 65
State—**Dr. Kildare's Strange Case** (M-G-M).... 75
Stillman—**Buck Benny Rides Again** (Para't), 2nd wk. 110

DALLAS

Capitol—**Light of Western Stars** (Para't), 1st half 90
Sky Patrol (Univ), 2nd half 85
Majestic—**Dark Command** (Rep) 100
Palace—**It's a Date** (Univ) 100
Rialto—**Adventure in Diamonds** (Para't), 1st half 95
Raffles (UA), 2nd half 90
Tower—**Buck Benny Rides Again** (Para't), 2nd wk. 95

DENVER

Aladdin—**'Til We Meet Again** (FN), after wk. at Denver, and **Double Alibi** (Univ) 100
Broadway—**Forty Little Mothers** (M-G-M); **Two Girls on Broadway** (M-G-M), after wk. at Orpheum 80
Denham—**Buck Benny Rides Again** (Para't)..220
Denver—**Johnny Apollo** (20th-Fox); **Free, Blonde and 21** (20th-Fox) 100
Orpheum—**Irene** (RKO); **Beyond Tomorrow** (RKO) 100
Paramount—**One Million B. C.** (UA); **Tear Gas Squad** (WB) 110
Rialto—**My Son, My Son** (UA), after wk. at each Denver and Aladdin, and **Outside the Three-Mile Limit** (Col) 100

DETROIT

Adams—**Dark Command** (Rep); **Doctor Takes a Wife** (Col), after one wk. at Fox..... 90
Fox—**If I Had My Way** (Univ); **Ski Patrol** (Univ) 80
Michigan—**Buck Benny Rides Again** (Para't); **Adventure in Diamonds** (Para't) 85
Palms-State—**Dr. Cyclops** (Para't); **Women Without Names** (Para't) 100
United Artists—**20 Mule Team** (M-G-M); **And One Was Beautiful** (M-G-M), 2nd wk. 105

INDIANAPOLIS

Alamo—**Young Buffalo Bill** (Rep); **They Came by Night** (20th-Fox) 75
Circle—**Buck Benny Rides Again** (Para't); **Opened by Mistake** (Para't), 2nd wk. 85
Indiana—**If I Had My Way** (Univ); **Enemy Agent** (Univ) 65
Loew's—**The Doctor Takes a Wife** (Col); **Two Girls on Broadway** (M-G-M) 120
Lyric—**Dark Command** (Rep); stage show..... 90

KANSAS CITY

Esquire—**I Was an Adventuress** (20th-Fox); **Light of the Western Stars** (Para't)..... 60
Midland—**Dr. Kildare's Strange Case** (M-G-M); **Two Girls on Broadway** (M-G-M) 55
Newman—**Buck Benny Rides Again** (Para't), holdover 70
Orpheum—**My Favorite Wife** (RKO); **Curtain Call** (RKO), held 140
Tower—**Viva Cisco Kid** (20th-Fox), Henry Busse orchestra 150
Uptown—**I Was an Adventuress** (20th-Fox) .. 65

LOS ANGELES

Chinese—**I Was an Adventuress** (20th-Fox); **Dr. Kildare's Strange Case** (M-G-M) 100
Downtown—**Flight Angels** (WB) 90
Four Star—**Rebecca** (UA), 7th wk. 100
Hillstreet—**Swiss Family Robinson** (RKO); **Lone Wolf Meets a Lady** (Col) 100
Hollywood—Same as Downtown 90
Pantages—Same as Hillstreet.....100
Paramount—**Buck Benny Rides Again** (Para't), 3rd wk., stage show..... 80
State—Same as Chinese 100

MILWAUKEE

Palace—**Primrose Path** (RKO); **The Flying Deuces** (RKO) 130
Riverside—**Alias the Deacon** (Univ), vaude...105
Strand—**Man With Nine Lives** (Col); **The Human Monster** (Mono) 100
Warner—**Irene** (RKO); **Saturday's Children** (WB) 125
Wisconsin—**Two Girls on Broadway** (M-G-M); **Dr. Kildare's Strange Case** (M-G-M) 95

MINNEAPOLIS

Aster—**And One Was Beautiful** (M-G-M); **Enemy Agent** (Univ) 90
Century—**Buck Benny Rides Again** (Para't), 2nd wk. 90
Esquire—**Saps at Sea** (UA) 125
Gopher—**Blue Bird** (20th-Fox) 95
Orpheum—**Typhoon** (Para't) 70
State—**My Favorite Wife** (RKO) 150
World—**It's a Date** (Univ), 3rd wk. 80

NEW HAVEN

College—**Doctor Takes a Wife** (Col); **Two Girls on Broadway** (M-G-M), 2nd wk..... 80
Loew-Poli—**Dr. Kildare's Strange Case** (M-G-M); **One Million B. C.** (UA) 65
Paramount—**Buck Benny Rides Again** (Para't); **Framed** (Univ) 165
Roger Sherman—**'Til We Meet Again** (FN); **Dark Command** (Rep) 130

NEW ORLEANS

Center—**Too Many Husbands** (Col) 90
Globe—**Slightly Honorable** (WB) 100
Liberty—**Rebecca** (UA) 95
Orpheum—**My Favorite Wife** (RKO) 150
Saenger—**Buck Benny Rides Again** (Para't)..150
State—**House Across the Bay** (UA) 150
Tudor—**Northwest Passage** (M-G-M) 100

NEW YORK

Astor—**Gone With the Wind** (M-G-M), 22nd roadshow week 110
Capitol—**20 Mule Team** (M-G-M) 90
Criterion—**Women Without Names** (Para't).... 65
Globe—**Men Without Souls** (Col) 65
Paramount—**Buck Benny Rides Again** (Para't), 3rd wk., plus stage show 100
Radio City Music Hall—**My Son, My Son** (UA), stage show 100
Rivoli—**If I Had My Way** (Univ), 2nd wk. 70
Roxy—**Dark Command** (Rep), stage show..... 95
Strand—**Saturday's Children** (WB), 2nd wk., stage show 90

OMAHA

Brandeis—**Irene** (RKO); **Beyond Tomorrow** (RKO) 150
Omaha—**Buck Benny Rides Again** (Para't); **Saps at Sea** (UA), 2nd wk. 100
Orpheum—**Lillian Russell** (20th-Fox); **On Their Own** (20th-Fox) 100

PHILADELPHIA

Aldine—**A Bill of Divorcement** (RKO) 70
Boyd—**Too Many Husbands** (Col) 110
Earle—**Johnny Apollo** (20th-Fox), 2nd wk.....100
Fox—**Buck Benny Rides Again** (Para't), 2nd wk. 95
Stanley—**Saturday's Children** (WB) 75
Stanton—**Blondie on a Budget** (Col) 75

PITTSBURGH

Alvin—**If I Had My Way** (Univ) 80
Barry—**Danger on Wheels** (Univ); **Torpedo Raider** (Col) 80
Fulton—**Abe Lincoln in Illinois** (RKO); **Millionaire Playboy** (RKO) 65
Penn—**Buck Benny Rides Again** (Para't) 90
Ritz—**Ghost Comes Home** (M-G-M); **King of the Lumberjacks** (WB) 70
Senator—**Doctor Takes a Wife** (Col), 2d d.t. wk. 60
Stanley—**20 Mule Team** (M-G-M); Wayne King orchestra 120
Warner—**An Angel From Texas** (FN); **Beyond Tomorrow** (RKO) 65

PORTLAND, ORE.

Broadway—**My Son, My Son** (UA); **Saps at Sea** (UA) 90
Liberty—**Doctor Takes a Wife** (Col); **Outside the Three Mile Limit** (Col) 100
Mayfair—**20 Mule Team** (M-G-M); **Two Girls on Broadway** (M-G-M), after wk. at United Artists 110
Orpheum—**Crooked Road** (Rep); stage show..100
Paramount—**Buck Benny Rides Again** (Para't), **Opened by Mistake** (Para't), 2nd wk. 90
United Artists—**Saturday's Children** (WB); **Tear Gas Squad** (WB) 70

PROVIDENCE

Albee—**Return of the Frog** (SR); **Demon Barber of Fleet Street** (SR), 5 days only..... 50
Carlton—**Two Girls on Broadway** (M-G-M); **It All Came True** (WB), 2nd wk. 75
Majestic—**'Til We Meet Again** (FN) 70
Fays—**Tear Gas Squad** (WB), stage show..... 90
Strand—**Buck Benny Rides Again** (Para't); **Chasing Trouble** (Mono), 2nd wk. 85
State—**20 Mule Team** (M-G-M); **40 Little Mothers** (M-G-M) 100

SALT LAKE CITY

Capitol—**Human Monster** (Mono); **Man With Nine Lives** (Col), plus amateur vaudeville and spelling bee 105
Centre—**Edison, the Man** (M-G-M) 115
Studio—**Buck Benny Rides Again** (Para't), 3rd wk. 115
Utah—**Castle on the Hudson** (FN), stage.....110

SEATTLE

Blue Mouse—**Dr. Cyclops** (Para't); **Shooting High** (20th-Fox), 2nd wk. 80
Fifth Avenue—**My Favorite Wife** (RKO); **And One Was Beautiful** (M-G-M), 2nd wk.. 90
Liberty—**21 Days Together** (Col); **Outside the 3 Mile Limit** (Col) 90
Music Box—**Buck Benny Rides Again** (Para't); **Honeymoon Deferred** (Univ), 3rd wk. 80
Orpheum—**Typhoon** (Para't); **Marines Fly High** (RKO) 80
Palomar—**'Til We Meet Again** (FN), plus vaudeville 80
Paramount—**If I Had My Way** (Univ); **Enemy Agent** (Univ) 90

The MODERN THEATRE



MAY 25, 1940

. . LIGHTING EFFECTS



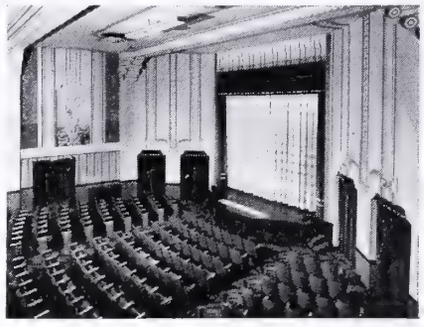
ATTENDANCE UP 35%

summer cost—less than 2/5 c per seat per show; winter cost, negligible

THEATRE owners by the score will tell you the same thing—that the cost of cool, clean Carrier comfort the year 'round is offset a hundredfold by the benefits it provides. But let's see what *makes* Carrier Air Conditioning so economical.

There's a difference in air conditioning — a profit difference. Air conditioning that pays its way 12 months a year is more than merely cooling or warming the air, removing or adding humidity, providing air circulation and filtering. It's *combining* and *controlling* these four essentials so skillfully that the resulting "indoor weather" makes your customer involuntarily feel "Ah! This is *perfect!*" That's the kind of air conditioning that attracts new customers, holds old customers, fills the theatre for every show, keeps it cleaner and makes its own cost negligible. That's the kind of air conditioning Carrier assures. Carrier "invented" air conditioning—has devoted 38 years exclusively to its development—has made more than 100,000 installations throughout 99 countries of the world.

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"As clean as on the day we opened a year ago," says Murray Miller, manager of the Lincoln Theatre, Passaic, N. J. "That's another important saving from our Carrier Air Conditioning. And our year-'round business is up 35%—because we're giving true comfort 12 months a year."



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Theatre.....

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You wouldn't bathe like this in a modern home

It's just as old-fashioned to use an outmoded sound system for modern movies!

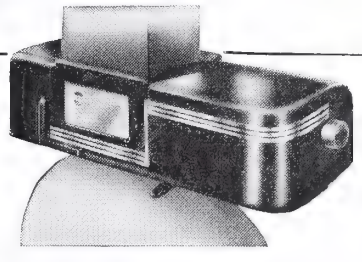
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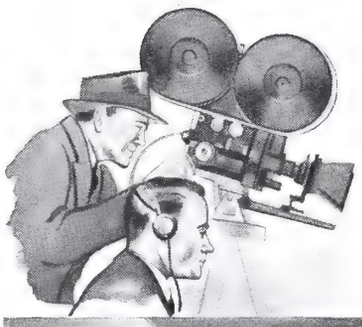
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MAGIC VOICE OF THE SCREEN

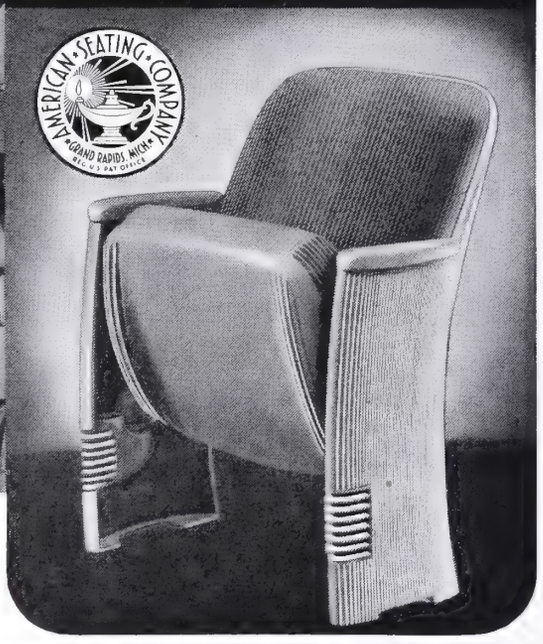
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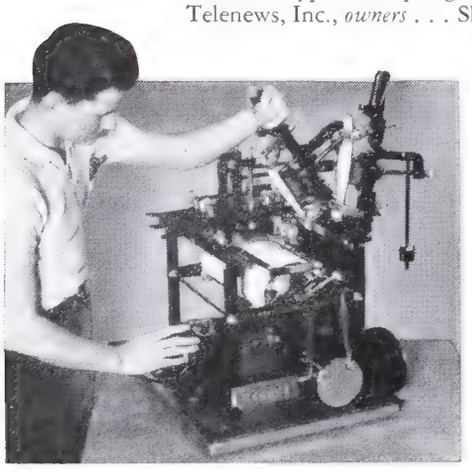
As MODERN as today's news reel

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The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

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What Has Happened to the White-Collared Trade?

There's surely something amiss when a business begins to lose caste with the upper classes of its potential patronage.

Theatre business in certain spots shows serious symptoms of the dread disease that attacks the innards of industry when it casts its lot entirely with the riff-raff and literally thumbs its nose at the more refined trade.

In department store parlance, the "shawl trade" does not mix well with the socially elite. In show business, trade class similarly seeks its own level.

Have moving pictures been too successfully promoted and "marked down" as a poor man's pleasure? Have we too carelessly tossed our merchandise—entertainment—on the bargain counter and thereby cheapened it in the eyes of a substantial part of the public?

These questions arose recently in our conversation with an exhibitor who was bewailing the noticeable decline of well-groomed, prosperous looking patronage in picture theatres—his house in particular. To amplify the complaint, said he: "My business now comes mostly from WPA reliefers and teen-age kids."

Apparently it hadn't occurred to him, so we made bold to suggest that the "restraint of trade" was suspiciously of his own creation. As a matter of record, he had drawn and quartered the patience of his former patrons with double-features and prize drawings, the while spending not a thin dime for property improvements.

That, we believe, is what has happened to the white-collared theatre trade, whose absence from poorly maintained movie houses may be accounted for in no other logical manner.

Toler

May 25, 1940

Maryville's NEW TIVOLI THEATRE *makes* HOUSE APPEAL ITS MAINSTAY

TALK about "streamlined showmanship"—here is a theatre that has it and something more. Not only is it modern in design and functionally outfitted; it also fits into the life of the modern community on which it depends for existence. In other words, it is "plumb" with its own particular public.

The new Tivoli Theatre at Maryville, Missouri, is operated by C. E. "Doc" Cook, veteran exhibitor. He is a modern showman and he has built a good businessman's idea of a modern theatre.

Maryville (population 5,217) is a college town—Northeast Missouri Teachers' College—and that means it is pretty much a young people's town. So downstairs the Tivoli is provided with something unique—a dance lounge. It has a lot of other things, too, but this terpsichorean provision represents a tantalizing bit of practical showmanship which as far as we can learn has not heretofore found expression in a moving picture theatre.

Club activities are important doings in any town. They're especially so in one the size and character of Maryville, Mo. So the theatre has two "party loges," each seating 33, and each with its own color scheme. One is finished in robin's egg blue, the other in coral. Each has draperies and seats to match. Here is a novel and potent appeal to the small "line party."

Wide Circle of Influence

Maryville isn't cut off from the outside world by any means, but it is situated pretty much by itself in Northeastern Missouri, a long way from large cities where stage shows are common entertainment fare. It is quite a long hop from Maryville to Omaha, to Des Moines or even to Kansas City. In other words, a stage here must be something more than just a place to set a screen, especially when there's a showman in charge.

"Doc" Cook has made the Tivoli's stage a prime factor in the drawing power of the theatre week in and week out. In that location a stage show has a constant appeal. It taps a large area that otherwise would not have a stage show more than a few times a year, if indeed that often.

The stage is a large and functional part of the Tivoli. Here are held fashion shows, cooking schools and so forth, which are popular in Maryville. Here also are staged the Sunday appearances of the Tivoli Ambassadors, a 12-piece band made up of college students under the baton of the college musical director and featuring guest artists. Earlier this year the band broadcast over NBC via KMA, Shenandoah, Iowa, which is testimony to the reputation this musical group has made for itself already.

The stage is 39 feet across and 14 feet deep at the center, large and accessible enough to accommodate an automobile—which it may do some day. The center forward stage is 22x12 ft. with widely curved steps on either side leading down into the auditorium. Between the stairways is the orchestra pit with a convertible stage floor built over it to permit closer contact with the audience by those on the stage, if desired.

The main curtain and grand drapery are of old gold velour. The cyclorama, borders and close-in curtain are of light blue jacquard velveteen. Acoustics and lighting make the stage definitely "big time." Stage steps are flooded with lights concealed in the sidewalls, plus a double set of footlights in pilasters separating the steps from the orchestra pit. Portholes in the acoustic-tiled ceiling of the forward auditorium are for color wheels, floods and pin spots. The stage lighting is complete, including dimmers, and the stair-step effect in the auditorium ceiling just above the stage contains public address speakers.



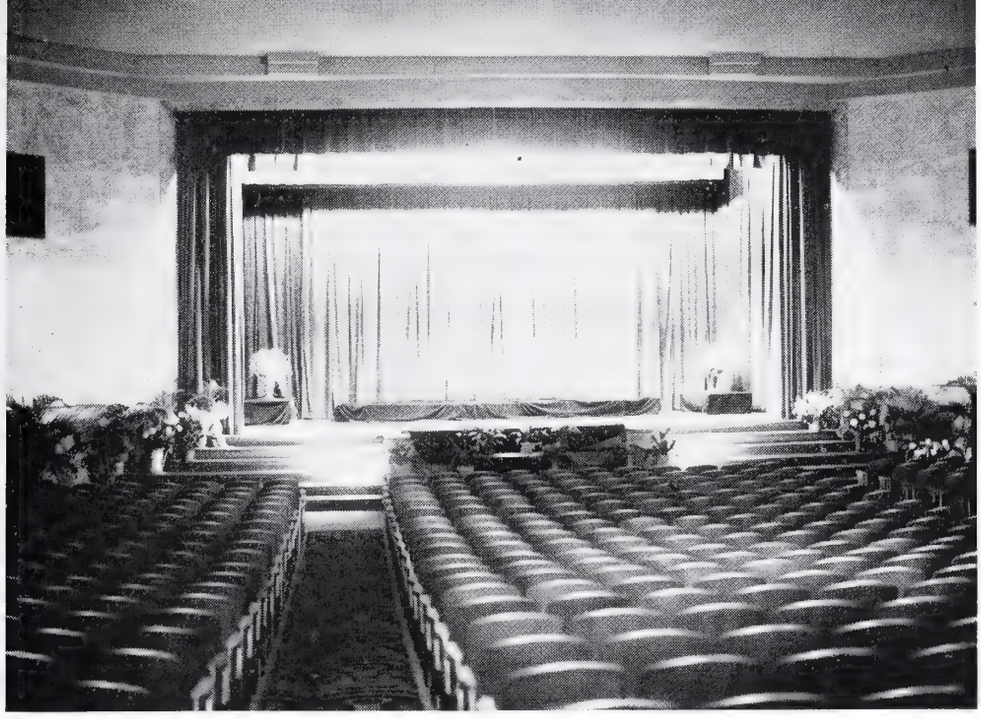
The Tivoli makes the most of its 66-foot frontage with an attractive facade and setting for highly effective advertising display. Its cream stucco front is strikingly set off with blue venetian blinds for the windows, and a colorful combination of structural glass forms the lower section including shops at each side.

This system is built in and there are mike plugs literally all over the stage.

A Dream Come True

The old Tivoli, which recently gave way to the march of modernization, seated slightly more than 300 persons; the new house has over 800 seats. This growth in size represents the realization of "Doc" Cook's dream of a large and metropolitan type theatre in a small city and it also reflects the effectiveness of the Cook brand of showmanship through the years he has operated at Maryville—with a growing clientele of loyal patrons.

It is interesting to note, yet obvious, that the theatre atracts a constant flow of sightseers also, who want to look it over after having heard of its reputation for fine entertainment. The theatre is 132 feet long, 66 feet wide and with a full basement. Directly beneath the stage is that part of the basement devoted to steam heating apparatus and above the stage the



The auditorium of the Tivoli has a larger than ordinary stage for the accommodation of many entertainment functions besides pictures. A comfortable, efficiently equipped arena for public gathering with an atmosphere of refinement.

air conditioning equipment is located with units on either side of the proscenium.

The ceiling of the auditorium is of acoustic tile and it contains no lighting fixtures. Walls are of colored texture plaster in gold tan. From troughs in the four offsets on each side of the auditorium, which are in the shape of an elongated S curve, vari-colored lights in red, green, purple, blue and amber blend into a solid evanescent color. The lights in these offsets are so arranged that a shaft of light falls on the wall in ribbon effect.

Seats in the auditorium are of red and old rose mohair with the standards at row-ends in old gold and blond maple. They are made with a thick, soft back and 12-unit, full floating spring-edge construction. Backs of the seats are finished with cold-rolled steel edges which frame the entire back and prevent tearing of clothing while passing behind seats as well as permitting more easy location of empty seats by patrons. The seats are placed 34 inches apart instead of the usual 28 to 30 inches.

Aisle carpets are modern in design and in beautifully harmonizing colors. Hangings in the auditorium are of old gold velour, including exit, standee rail and aisle-entryway draperies. Across the back of the wide balcony rail are two stars, in the center of which are house flood lights, which effect a novel touch. (Note in picture of view from stage to lobby.)

Stairways off the foyer leading up to the loges and down to the lounges also show ingenious design. The floor of the foyer is done in asphalt tile in harmonizing colors and the room is lighted from a center ceiling inset with gold neon and from insets on either end at the ceiling by more gold neon. The foyer also contains a small modern popcorn and concession stand, as a convenience to the customers.

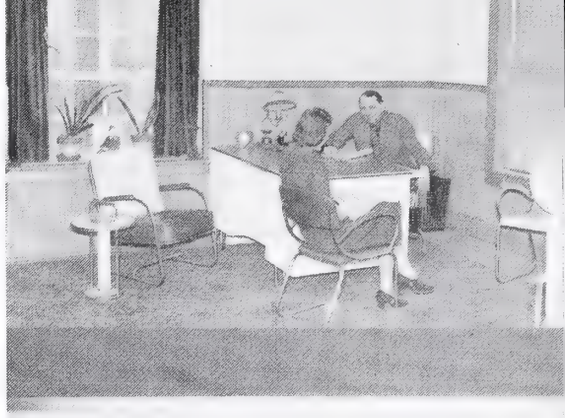
Gold-finished doors done in massive style separate the lobby from the foyer. The lobby is finished in gold with cove lighting from the ceiling in shades of canary yellow, orange, two tones of green and gold neon tubes. Display panels are mounted on east and west walls and on the back of the lobby to be viewed as one enters the theatre. These are lighted with fluorescent tubes.

The projection room is completely modern in construction and equipment, which

(Continued on page 50)

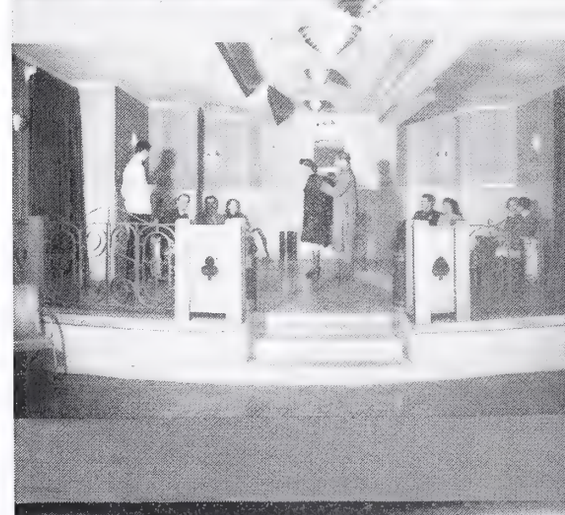
PICTURES PLUS

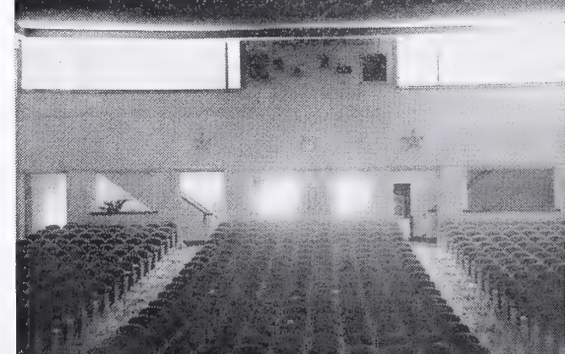
By fitting into the life and habits of its community, the Tivoli has no serious competition from outside attractions. It remains the center of public interest. Illustrated, at right, reading downward: (1) *C. E. "Doc" Cook, the dictator, at his desk in the commodiously appointed manager's office.* (2) *Main dance lounge and music room located immediately off the smoking lounge.* (3) *Another view of the dance lounge and its devotees in action.* (4) *The modern smoking lounge where patrons may gather for a gabfest or a game of contract.* (5) *Another view of the Tivoli's auditorium. Two large stars seen on the balcony rail contain house floodlights for a most novel lighting effect.*











IDENTIFICATION

ACOUSTIC TREATMENT: The Celotex Corp.
AIR CONDITIONING: U. S. Air Conditioning Corp.
ARCHITECTS: Robt. O. Boller and Trevor C. Jones.
CARPET: Alexander Smith & Sons Carpet Co.
CONTRACTOR: Flett Theatre Building Co.
FLOORING: Armstrong Cork Co.
LOUNGE FURNITURE: Lloyd Mfg. Co.
PROJECTION & SOUND: Motiograph-Mirrophonic.
SEATING: Heywood-Wakefield Co.
STRUCTURAL GLASS: Libbey-Owens-Ford Vitrolite.

Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.

The ALL-IMPORTANT MEANING *of* MAGNETISM OUT IN FRONT

By **Helen Kent**

IF THEATRES were designed and constructed in the shape of a horseshoe, strongly magnetized at each end to draw on the metal zippers which now serve modern wearing apparel so deftly, they could hardly draw patronage to the boxoffices more unfailingly than do the beauties of eye-effect which are serving the same purpose in modern theatre front design today. The magnetism is there in equally great proportion; but it's reaction is on the eye rather than the zippers—fortunately.

Passersby are impelled by what they see out front to march up to the boxoffice, place their nickels and dimes on the ledge, receive in return a passport to entertainment and then to see what's beyond the inviting exterior. They do all this voluntarily when reacting to eye-appeal, and it might not be so voluntary and certainly not repeated were patrons yanked headlong into a theatre by some strong force or by anything other than their own desire to be there.

The Principle Involved

That's the principle behind the advertising value of modern theatre facades which gleam and glitter and beckon invitingly to all who pass within their magnetic range. They are designed quite evidently with this sole purpose in mind. Where in the past the interior of a theatre property was all-important, today and for the past decade the exterior of a movie house has been considered in the light of a first impression-maker and as such of first importance in the scheme of design and construction for appeal to the senses of those who view it.

Modern lighting effects and building materials which heighten the brilliance and beauty of a structure exterior have had more to do with this mass psychology precept than anything else. When architects and designers were given materials and equipment with which to bedeck their creations on the outside as well as inside, they were quick to apply them, realizing of course the greater appeal of light and colors as applied to the entertainment field over anything that had gone before.

Light, undoubtedly, is the most magnetic factor known to mankind. Human beings just can't be happy or unafraid or natural in a blackout, as has been so well proved overseas in recent weeks. The seeking after light is one of the most human of all characteristics—and the more light, the better we like it. For this reason, light is one of the prime requisites and most easily adapted wiles in the showman's bag of tricks. When he promotes gaiety and good-feeling with light, he is serving the first demand of entertainment-seekers.

But for its best magnetic effect as applied to theatre exteriors, light must be abetted by the effectiveness of its application, its background and the manner and amount in which it is used. For this reason, theatre lighting must be studied carefully to make the most of its many magnetic properties. Just plain clinical or industrial lighting would be not only ineffective but wasteful as well when applied to the exterior of a theatre.



Exhibit "B"

Field for Lighting Effect

There must be finesse at this point—in the intensity of light itself and in that which it illuminates. If there is a lot of light, but that which is illuminated is not of an appealing nature, the entire effect is largely ruined. Likewise, a beautiful background can be lost at night without proper lighting to play up its good points. Thus it may be seen that the two work inseparably when considering the effectiveness and display value of a theatre's own exterior appearance.



Exhibit "A"

IDENTIFICATION

All photographic examples shown and referred to herein were supplied through the courtesy of Libbey-Owens-Ford Glass Company, Vitrolite Division, whose products were employed in the construction of each project illustrated.

For this reason, architects, lighting engineers and structural material manufacturers have worked together most cooperatively to create the magic and magnetism of modern theatre fronts. Within the past decade we have seen great development and an almost complete reversal in form of this portion of the theatre. Designs which were put on paper idealistically by architects and designers have become realities through the efforts of lighting experts and the laboratories of construction material manufacturers.

Principles of exploitation and advertising value have not been overlooked by

these parties in the development of modern theatre front design either. Realizing the peculiarities of motion picture exploitation, they have worked toward a presentation of the best selling points of the theatre's program at the point-of-sale; but in a refined and inviting manner. Bulletining the program in the most attractive and legible manner is accomplished on ample marquees fitted with changeable letter announcements. Ballyhoo has been taken over by beautifully subdued poster displays in integrated cases which add further interest to the facade rather than detract from its effectiveness. That's the way it's done today.

Of the many background or front facing materials used so effectively in the modern theatre scene, those which gleam and reflect the lighting used about them are undoubtedly one of the greatest contributions to lighting effect witnessed recently. Structural glasses and other vitreous materials, porcelain enamels, plastics, polished metals and similar surfaces have enjoyed widespread use and popularity for the purpose because of their adaptability and



EXHIBIT "C"

peculiar fitness for the role of magnet at this point.

REFERENCE BY EXAMPLE

To illustrate the coordination of design,



EXHIBIT "D"

lighting and construction materials with which the effects were obtained, several modern theatre fronts are presented here as examples of varied treatments. Each shows careful study by all concerned with the projects and each is indicative of the trend in its particular situation.

EXHIBIT A. *Broad Expanse of Frontage on Main Thoroughfare.* The Capitol Theatre in St. Catherines, Ontario, Canada, owned by Famous Players Canadian Corp., Ltd., illustrates the impressive effect to be gained by using the entire frontage of the theatre building as a display medium. The background is made effective by the use of horizontal bands at the top in natural concrete and the lower portion below and on a line with the marquee is formed of structural glass in colors of black, jade and ivory used in combination with gold and silver mirrors and metal lighting fixtures. The wedge-shaped changeable attraction board with surmounting name-sign is located above the marquee for unusual effect, and illuminated poster display cases are used in profusion across the lower facade of the house. Kaplan & Sprachman, well-known Canadian theatre architects, were responsible for the design.

EXHIBIT B. *Pigeon-hole Entrance Which Stands Out.* Typical of small theatres in valuable locations in either large or small towns is the Parker Theatre in Parkersville, West Virginia. With a minimum of space with which to impress itself upon passersby, magnetism must be of the "punch" type. Here, structural glass in ivory for lightness of tone and greater glitter quality is used almost entirely and pointed up by red and black for design interest. The polished metal marquee with more than usual number of soffit lamps and effective use of display elements are noteworthy. An off-center boxoffice also shows forethought in such a small entranceway. The designer, H. Rus Warne, architect.

EXHIBIT C. *Where Space Is More Plentiful.* A theatre building which is "all theatre" is a splendid sight to see and modern simplicity of design can be demonstrated in its most inviting form. Excellent proportions are evident in the Florida Theatre at Fort Lauderdale, Florida, designed by Roy A. Benjamin, architect. The lower

(Continued on following page)

EXHIBIT "E"



Cover Illustration

Effective lighting display for greatest eye attraction at the point where interest is first aroused and action preempted is something that must be planned ingeniously in the preliminary stages if a theatre project, an architectural background for better lighting is a basic requirement of the modern theatre plan . . . The Vogue Theatre in Southgate, California, is a fine example of theatre front patterning in which the maximum effect of luminous display was quite apparently the principal objective of the design by Architect S. Charles Lee of Los Angeles.



EXHIBIT "F"

portion of the facade is of marble with curved illuminated glass block sections flanking the entrance. A brilliant name-sign marquee and vertical are backgrounded by structural glass in tropic green with etched medallions to accomplish a most magnificent effect.

EXHIBIT D. *Arcade in Midst of Strong Competition.* So common on the main-streets of large cities, the arcade-type of theatre entrance must make the most of plentiful light, color and motion in display. The Arcade Theatre in Los Angeles is a striking example of what may be done in this sort of situation. Its marquee dominates its surroundings as a result of brilliant neonized effects and day-bright soffit lamping. Ample program display is also heightened by clear-cut silhouette letters and interior-illuminated display cases. For facing, gleaming structural glass in colors of suntan, tropic green and jade effectively surrounds the entire arcade-type lobby. S. Charles Lee, architect, designed the project.

EXHIBIT E. *Corner Location With Double-Vision Advantage.* Because it may be seen from two directions and may thus generate dual magnetism, a corner location is most prized for theatre properties. The American Theatre in Mount Carmel, Illinois, is indicative of what may be done to make such a situation even more valuable. Formed principally of brick and terra cotta, with illuminated panels of glass brick, the beauty of this building is outstanding. The lower portion of the facade beneath a semi-circular marquee is of highly reflective structural glass in cadet blue and suntan. Dignity and simplicity were ideally incorporated in this dominant corner application by the architect, O. W. Stiegemeyer of St. Louis.

EXHIBIT F. *Theatre Building With Shops Sharing Frontage.* The Kallet Theatre in Pulaski, New York, takes full advantage of a wide expanse of facade, the while sharing its drawing power with shops at either side of its entrance. Rather than detracting from the effect of magnetism, these rental possibilities actually exert a "draw" of their own and the integrated quality of design in this instance is a perfect example of the community-center idea. Structural glass forms the entire facade of this building, effectively designed to appear more spacious by means of horizontal lines. The color effect is composed of a black base, walnut agate bulkhead, red band at top of show windows and successive courses of grey, princess blue, jade, ivory and grey above the marquee. Brilliant lighting effects on the marquee and a glass block portion further magnetize the property. Architect George H. Ketcham was responsible for its design.

Variations on the magnetic theme are endless. Modern materials are plentiful. And lighting is without limit as to novel effects and modern innovations. With the thought in mind that exterior effect must be the ambassador of good will for any theatre, it may be realized that either in new construction or remodeling, this frontage factor should take early precedence in consideration by owners and designers alike.

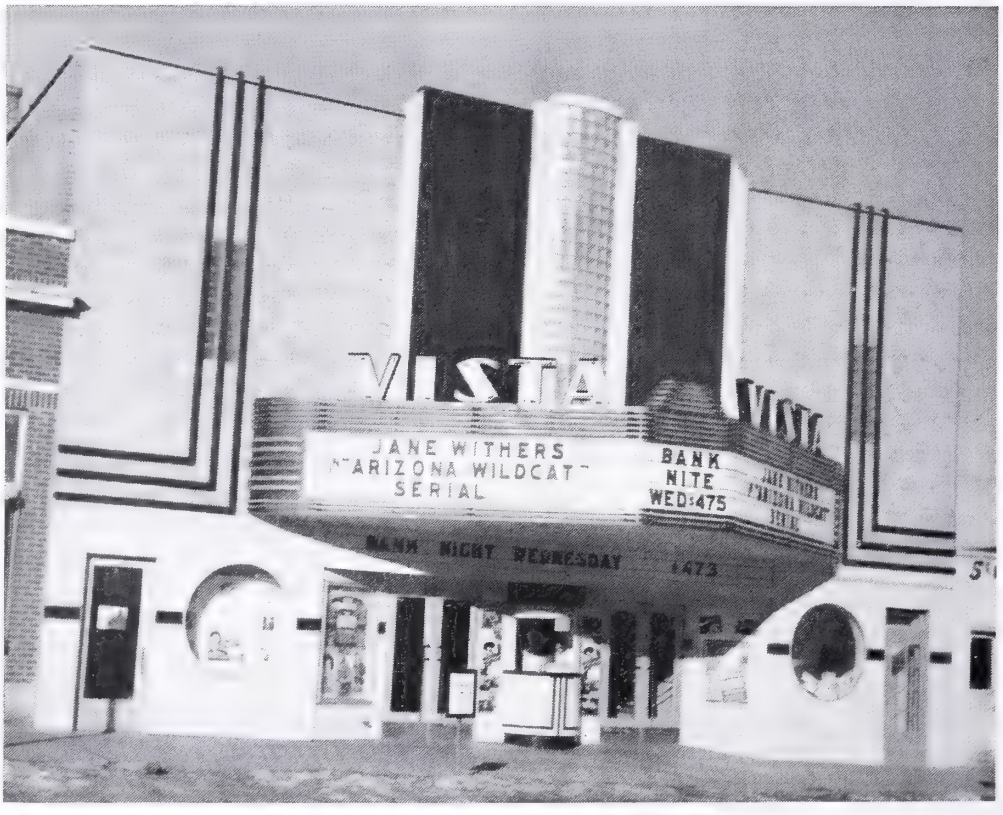
CONSOLIDATES

The consolidation of all heating and air conditioning equipment into the Air Conditioning Division with E. R. Walker as manager is announced by the Fedders Manufacturing Company of Buffalo, New York.

Featured among the products of the air conditioning division is a complete line of heating coils recently announced. This Type K line, in addition to cooling coils, unit air conditioners and unit heaters and other appliances, provides a broad line for the trade.

Air conditioning comes into its own this month. For a time now, it will be the biggest draw to any theatre, regardless of pictures. But be certain that it is as good in every respect as you are certain the show you offer is "The Best Show in Town."

THE VISTA THEATRE VISUALIZES ITS PRODUCT



With a new streamlined front and a canopy colorfully illuminated and equipped with three-line attraction boards for changeable silhouette letters, the Vista Theatre at Storm Lake, Iowa, gives a good account of itself to the passersby. Note too the changeable "coming event" panel beneath the marquee. (Photo courtesy Wagner Sign Service, Inc.)



● *To the left*, a distinctive design from the Heywood 625 series. This chair is also available, under the 600 series number, with the new Extra-Depth, all-steel back panel which gives full protection to the seat cushion whether in raised or lowered position.

The Best BUY You Can Make!

HEYWOOD Streamline Chairs give you *more value*, per dollar of investment. They give luxurious comfort to your patrons . . . give you the real economy of troubleproof maintenance, year after year. The *real* value of Heywood Chairs is in their *solid, practical*, sturdy construction. With their all-steel hinges; all-steel back panels and bottom boards; cold-rolled Streamline Edges; protective, Extra-Depth Backs; Heywood Streamline Chairs are the best buy you can make . . . the best box-office bet you can place on any program. May we tell you about these swanky, modern chairs in detail?

● *Below:* a glimpse of the Heywood all-steel back panel. Note the sleek, trim, turned-over top which protects back upholstery from soil and wear.



HEYWOOD-WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

Warning! THE NIGHT RAIDERS *are* GATHERING STRENGTH DAILY

By **Ansel M. Moore**

ON OUR last appearance herein, we sounded off a warning to picture showmen and paid our respects quite liberally to Radio Broadcasting as a worthy competitor to the boxoffice. We say "worthy" most emphatically because we firmly believe underestimation of the effect of entertainment via the air has created entirely too much false alarm and unnecessary grief among the exhibitors of moving pictures.

In our diagnoses of the dilemma and the prescription for relief, we did not advise supine resignation to radio as an unbeatable rival for public favor. Rather we tried to point out to our readers its vulnerability as a competitor for public favor, recognizing it not as a vicious rival but as a friendly contemporary of the movies; provided the latter would get its mind off giveaways and other forms of gimcrack sales promotion long enough to put its house in order, reorganize its defensive position and get itself on the right track to better resist and repel all competition.

Before passing to the other forms of encroaching competition complained of so bitterly by movie men, let us remind ourselves again that if radio has hurt our business it is largely because it has given musical appreciation—a discriminating and highly selective appreciation of the art of transmitted entertainment—to American audiences. Plus that important point, it has satisfactorily provided a limited form of entertainment with plenty of *relaxation* in the comfortable appointments and quieting atmosphere of the home.

The question naturally arises: What are we doing individually to match these two chief selling points of the sponsored radio program? Certainly we can't argue that it's not within our province, with modern sound equipment at hand, to match the performance quality of radio reproduction in our theatres. As far as comfort and relaxation are concerned, we should be able to take care of that item too, through the medium of good business management in the outfitting and maintenance of our plants.

Baseball and Bridge

Coming now to other candidates for condemnation—outside or off-side attractions running counter to the best interests of movie exhibition—let us first take up a relatively new one, Night Baseball.

The Great American Sport Pastime, baseball has recently moved in on the movies as a nocturnal competitor and already it is giving the picture gentry no little concern in several of our metropolitan major and minor league cities. Nor is this new night raider of theatre revenues confining its depredations to the big and middle-sized towns. Reports have it that the sand-lot and semi-pro clubs are flooding their fields with artificial daylight and setting up some real night-time competition for the local cinemas.

The emotions of the dyed-in-the-wool movie-baseball devotees, who formerly stole away to the diamonds in the early afternoon and topped off their diversion with a movie in the evening are thus torn between two strong loves. Picture fans who formerly denied themselves the thrill of base hits and stolen bases except on Saturday and Sunday afternoons are now said to be slipping away from the movies in the evenings. And movie men tell us it's no midsummer night's dream; but actually a growing menace.

Another night raider of our revenues, which probably rates comparison to radio as a home tie and a hazard to moving picture profits is a seemingly innocent little card game called "Bridge." Inflicted upon us several years ago by Ely Culbertson, *et al.*, the game of "Contract" has crept up on us quite stealthily to become a sizeable eventide competitor of the neighborhood movie house.

Many a movie-going resolve is frustrated at the dinner table when Ma or Pa pipes up with "I'd rather play bridge." Or perhaps a bridge party or a tournament is trotted out two or three times a week to take its toll of trade from the theatre. Such competition may be confined to the homes of our potential patrons or too frequently it finds expression in the form of church bazaars and other semi-socialized functions.

Comfort Conquers All

As with radio, the home fireside influence stands out prominently as the chief characteristic of card party competition to the movies, which, it must be admitted, cuts a rather wide swath in the boxoffice "takes" of our neighborhood theatres, especially during the cool weather months. The comforts of the modern home and the hospitality of gracious hosts have made "contract" along with many other games and gadgets for home and party amusement a really stiff competitor to our movies. Out-of-doors diversions take up promptly where indoor pastimes leave off and the night raiders of our boxoffice tills are never idle.

These boxoffice blighters — baseball, bridge, ballrooms, cocktail bars, charity bazaars, bowling tournies, billiard parlors and radio broadcasting—all add up to a problem that challenges the vigilance of smart theatre ownership and management everywhere. How to compete with all these counter-attractions that beset us? That is the question.

Moving pictures, *properly presented,* are still so far ahead of any other popular forms of entertainment affordable to people in all walks of life that there can hardly be a logical comparison. Manner of presentation, therefore, seems to be about the only serious point of contention between the moving picture theatre and its many upstart competitors.

Numerous appeasement measures have already been tried to tantalize the public and thus stem the tides of invasion. But all of them, *except* one, have generally been no more effective than what happened at Munich. Most of the efforts to arouse the universal spirit of movie-mindedness and restore the prestige of the moving picture and return it to the arms of its once all adoring public have only served to make matters worse. We have mentioned these unavailing mediatory measures in our two previous articles so we won't repeat them here.

But we do want to cite and comment briefly on the *one exception* referred to in the previous paragraph. It is the one bright and shining thing theatre business has done and is now doing more extensively than ever to get itself out of the doghouse with the public. Boxoffice reactions throughout the country have already stamped it as successful showmanship—the sterner stuff that doesn't temporize with nor take a back-seat for competition of any sort.

A Practical Program

Property improvement has been the "last resort" measure in too many instances, but it has proved that it packs a mighty wallop for public favor. The describable effects of this practical propaganda on theatre business are such that it may now be

(Continued on page 44)

How About Television?

Is it another threatened invasion from the air? Will it be a "blitzkrieg" to our boxoffices or a blessing to theatre business? Between now and next issue, Ansel M. Moore is going to try to find out how television, when it comes, may affect show business. His findings are to appear in the June 22nd issue. WHAT DO YOU THINK OF TELEVISION? Ansel invites you to write and tell him.

Let Strong Light Your Way to Low Cost High Intensity Projection

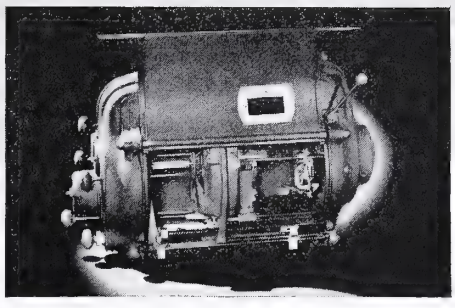


MODERATE sized theatres have long realized the hopelessness of getting a good picture on the screen with prevailing dense black and white films when using the dim low intensity lamp. Furthermore, satisfactory projection of colored films with the muddy yellow light of the low intensity was just as impossible. And the required brilliancy and sparkling snow-white light of the high intensity arc were denied them by prohibitive operating costs.

It remained for Strong, through the development of the new Utility, a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity, to solve their problem, to produce a high intensity lamp which exactly filled the needs of the medium sized theatres with screens up to 18 feet in width.

This new Strong lamp projects twice as much light as is possible with any low intensity lamp and at an increased combined current and carbon cost of less than 2c an hour.

Your leading Independent Theatre Supply Dealer will gladly demonstrate this new marvel of efficiency in your theatre without obligation . . . Call him today.



THE STRONG UTILITY Arc Lamp

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET · TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

Warning! The Night Raiders Are Gathering Strength Daily

(Continued from page 42)

taken as the right answer to the oft-repeated question: "What's wrong with theatre business?"

The entertainment value of motion pictures has been improved tremendously over those old thrillers of the heyday. The art of cinema photography and production technique is at a peak of perfection. Certainly it can't be argued that all our competitive difficulties are due entirely to poor product, the worst possible of which would probably have filled most any old house to capacity a few years ago. People today are simply more difficult to please.

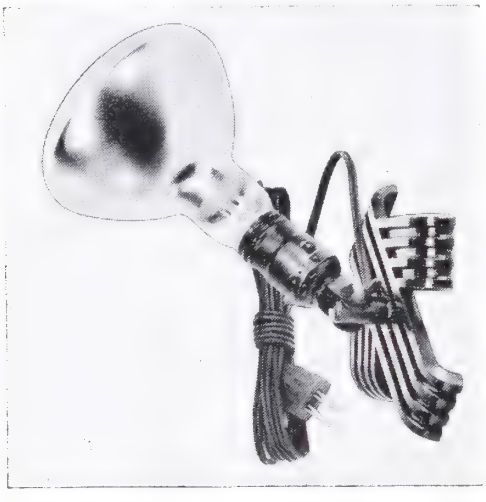
Theatres themselves must attract patronage with something more sincere and satisfying to human nature than merely what appears on the screen. Theatre men seem to have made the important discovery that providing *comfort* and all conditions contemplated in the use of the consoling word is their one best weapon with which to ward off competition.

Picture showing has plenty of rivalry today—more than ever before in its history. Yet it's too big a business, too necessary as a public utility and still far too firmly entrenched in public favor to give any quarter to any kind of competition without a good, stiff fight.

These modern theatres, ever increasing in numbers, are equipped to put up a good fight for business and they're giving the night raiders plenty of resistance. Show business has only begun to fight back.

Best Introduces New Display Lamp Unit

The "Lowboy" lamp holder, a new adjustable lamp unit of modern design, balanced to retain the G-E-R-40 bulb without tipping, has been produced by the Best



Devices Company of Cleveland, manufacturers of special theatre lighting equipment and stereopticons.

It is especially designed for attaining more effective, distinctive appeal for advertising displays. The holder is equipped with eight feet of approved cord and plug.

The No. 17 Lowboy is in crackle black finish with cast metal base, while the No. 17-C Lowboy has a highly polished chrome finish. Additional details may be secured by addressing The Modern Theatre Information Bureau.

Advertise the comfort to be found in your air conditioned theatre during the summer months. Blazon it on the boards! Let the public know that the theatre is the most comfortable and most healthful place in which to spend their time.

Have plenty of brilliant light outside the theatre to serve as a beacon from afar and when potential patrons are brought closer to inform them about the program by means of legible display.

Advance Announces New Model Popcorn Machine

A new line of popcorn machines, one model of which is illustrated here, has been announced by the Advance Manufacturing Company, of St. Louis, Missouri. Information issued by the manufacturers states the new machines are modernly



styled and have incorporated new features such as color, illuminated signs and attractive chrome and porcelain cabinets to help increase the sale of popcorn by added "flash" for eye-appeal.

One of the new and improved features mentioned is the all-electric streamlined popping unit, said to be a departure from conventional design, but one which has been found to have added popping capacity and greater popcorn volume.

The machines have the same basic design and popping mechanism, but vary in size and capacity. There is one counter model. The other cabinet models increase in size to one model 76 inches high and having a popping capacity of $20.00 worth of popcorn per hour.

Figures given in literature issued by the manufacturer show that popcorn pays a profit of 70 cents on every dollar in sales, further that popcorn is not seasonable contrary to public notion, but does in fact sell steadily throughout the four seasons.

The machine illustrated here is all-electric and comes completely assembled, ready to plug in and operate.

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

Advance Manufacturing Company, of St. Louis, Mo., presents a colorful broadside on four new Streamlined "Moneymakers," their latest developments in popcorn machines. Features of the new machines are outlined, prices given and other concession equipment is also described and pictured.

Alexander Smith & Sons Carpet Co., of New York City, announces a new comprehensive brochure entitled "Woven Light," which gives complete details on the amazing new principle of carpet beauty achieved by the use of fluorescent properties in the weaving of carpet.

Clinton Carpet Company, of Chicago, offers an informative booklet entitled "Proper Care of Carpets," including spot and stain removal methods. Information on Ozite carpet linings is also provided as the best means of insuring long life for theatre carpets.

Charles P. Cochrane Company, of Bridgeport, Pa., announces the recently formed Cochrane's Theatre Carpet Advisory Bureau which will give advice on theatre carpeting decorative effects without charge or obligation. Individual problems are treated most intelligently.

Dayton Safety Ladder Company, of Cincinnati, Ohio, presents a catalogue on 4-Star Safety Ladders with the new non-skid safety shoes. The book shows various types of ladders and outlines uses for which they are particularly adapted.

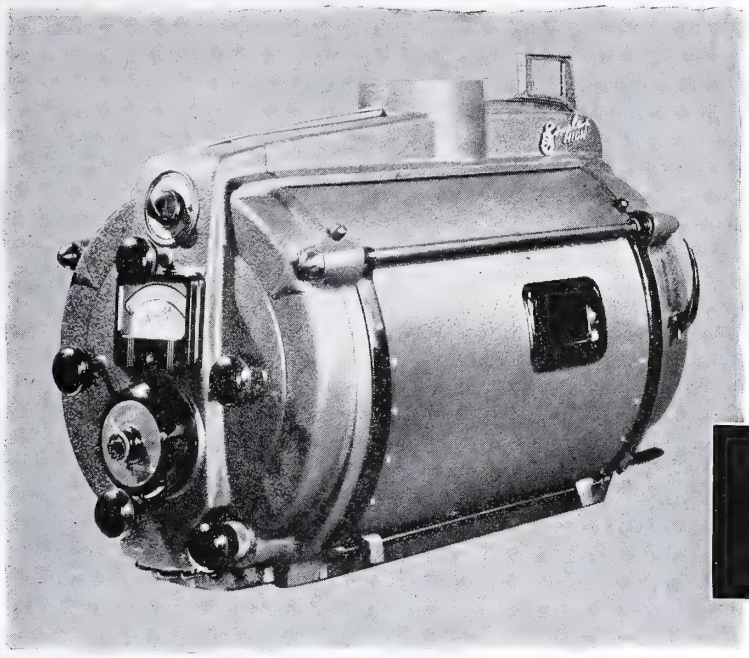
Forest Manufacturing Corp., of Newark, N. J., files two new pieces of literature on the Forest Universal Trim Lamps and Forest Rectifiers for Power Conversion. The folders picture and describe the new products most understandably and advantages are outlined also.

General Electric Company, of Bloomfield, N. J., offers a brochure entitled "Air Conditioning for Business." The booklet outlines air conditioning practice in all its phases and contains much valuable information for theatre men.

Gibbs Boardtile Corp., of Chicago, files a folder on Gibbs Boardtile giving a color chart and containing pictures of the wall covering material in various uses. Specifications of designs, finishes and sizes are also given.

Recordall Manufacturing Co., Inc., of Los Angeles, Calif., submits a profusely illustrated loose-leaf booklet on Recordall sound recording instruments with Constant Groove Speed. Specifications are given on various models and accessories.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.



What to look for

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The New 19000 Series

Simplex HIGH

ARC LAMP

SUFFICIENT LIGHT VOLUME

The SIMPLEX HIGH intermediate capacity arc projects twice as much light as the low intensity. It has been designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width.

LIGHT OF PROPER CHARACTERISTICS

The SIMPLEX HIGH is a high intensity, direct current arc which projects the snow white light which is so necessary to the projection of colored pictures.

LOW COST

The SIMPLEX HIGH has been designed and priced for theatres heretofore restricted to the use of low intensity lamps because the operating, if not the original cost of the earlier high intensities has been prohibitive. The over-all operating costs are only slightly higher than with the low intensity, because this arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.

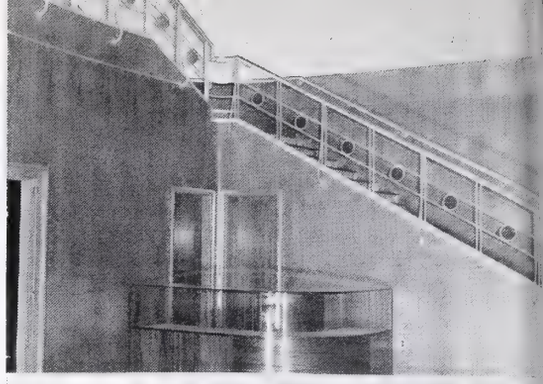
DEPENDABILITY OF MANUFACTURE

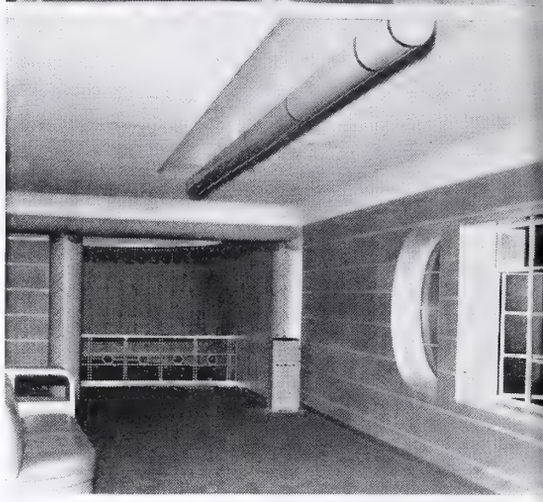
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NATIONAL THEATRE SUPPLY COMPANY

BRANCHES IN PRINCIPAL CITIES





Above—Curving stairway to the balcony of the new Belle Meade Theatre and a view of the natural wood veneer finish of the lower lobby walls. Below—The foyer in similar wall finish effectively lighted with modern fluorescent fixtures and reflective ceiling mirrors.

Brilliant Lighting Vitalizes New Venture in Suburban Theatre Planning

Description of a delightful new cinema in a traditional setting Down South wherein the gala events and hospitality of bygone days have been closely approximated. The architects, Marr & Holman of Nashville, Tennessee.

THE warm hospitality and true graciousness of the Old South has been most cleverly retained in the erection of many new and modern theatres down below the Mason and Dixon Line during the past few years. Southern theatre builders seldom stray too far afield from this traditional trend to hospitality and House Appeal, which to a theatre patron, whether in the South, North, East or West, is becoming more and more a prime requirement for continuous patronage.

And of the several major elements of elegance that enter into the design and composition of the truly attractive theatre, whether ultra modern or functionally modern with a traditional motive, *lighting effect* unquestionably is one of the outstanding provisions.

The subject of this presentation is a case in point—a case of clever theatre planning for a suburban situation where events of the past are closely approximated in the provisions of the present and effective lighting plays a most important role.

Historical Background

"Six miles west of Nashville on the Harding Road lies Belle Meade!" Thus might begin a historical sketch of Nashville, Tennessee's most pretentious residential section. John Harding, in 1806, obtained a federal land grant and secured additional acreage from the Indians in exchange for a Shetland pony and "a shotgun per acre."

Here he built the "Queen of the Southern Estates" and established the first thoroughbred horse breeding stables in America. Belle Meade horses won purses and honors on every track in America. Annual yearling colt sales drew buyers from as far away as England.

Belle Meade Manor was internationally known for its hospitality. It was traditional that the table was never set without arranging extra plates for unexpected guests. In time, six presidents of the United States—Andrew Jackson, James K. Polk, Benjamin Harrison, Theodore Roosevelt, Grover Cleveland and William Howard Taft—were honored Belle Meade guests and President Cleveland brought his young bride with him for a weekend visit.





BY DAY and BY NIGHT

The Belle Meade Theatre front stands out as a beacon of brilliant, vari-colored display lighting effects spreading its invitation to patronage for miles in all directions. Its towering name sign and changeable lettered attraction board activated by adequate well-placed illumination make this modern suburban theatre a magnetic center of attraction.

In the very heart of this proud, more than a century-old suburban community, against this rich and historically significant background, Belle Meade Center has been constructed, consisting of the Belle Meade Theatre and ten modern shopping spaces in the same building to the right and rear of the theatre.

The theatre seats 1,200 and the total cost of the "Center" is said to be in ex-

cess of $250,000. The exterior of the building is of Georgia marble, combined with porcelain and stainless steel. Extension of the curved marquee permits driving a car underneath in inclement weather for patrons to alight in comfort.

Designer's Description

The tower and lighting effects of the building, considered the outstanding features, are best pictured from a description by Victor H. Stromquist of the staff of Architects Marr & Holman, members of The Modern Theatre Planning Institute Advisory Board, which appeared in "Good News Weekly," Crescent Amusement Company's theatre-distributed publication. Quoting:

"The tower, marquee and exterior display lighting for the new Belle Meade Theatre is something entirely new in motion picture theatre attraction, the effect of which is obtained by the use of fluorescent lighting to create an unusual display of variegated color. The underside of the marquee is lighted by approximately 1,000 mazda lamps producing brilliant light at the entrance. Augmenting this light under the marquee adjacent to the entrance is a wall of glass brick illuminated from behind by a rainbow color lighting effect.

"The ticket booth is under the tower on the marquee and is faced with corrugated stainless steel which picks up the reflections of the lighting described above. Surrounding the outer edge of the huge circular porcelain marquee are eighty vertical tubes of fluorescent lighting in varied colors, flanking the attraction board on which letters are mounted on opal glass. The wall of the building above the marquee is flooded at night with colored lights to produce a blue glow on the marble.

"The colored porcelain tower above the marquee rises from the ground to a height of 75 feet. It consists of a shaft brightly illuminated with colored fluorescent light. The name of the theatre is produced by the use of about 500 small, twinkling electric lamps mounted in front of a background of green fluorescent light. The base of the tower consists of 28 vertical tubes of green and gold streaks of light. Outlining the tower are rows of red intersected in several places by horizontal gold bands of light. Surmounting the letters and terminating the tower is a shaft of gold light supporting a three-foot-diameter ball formation of 350 twinkling lamps.

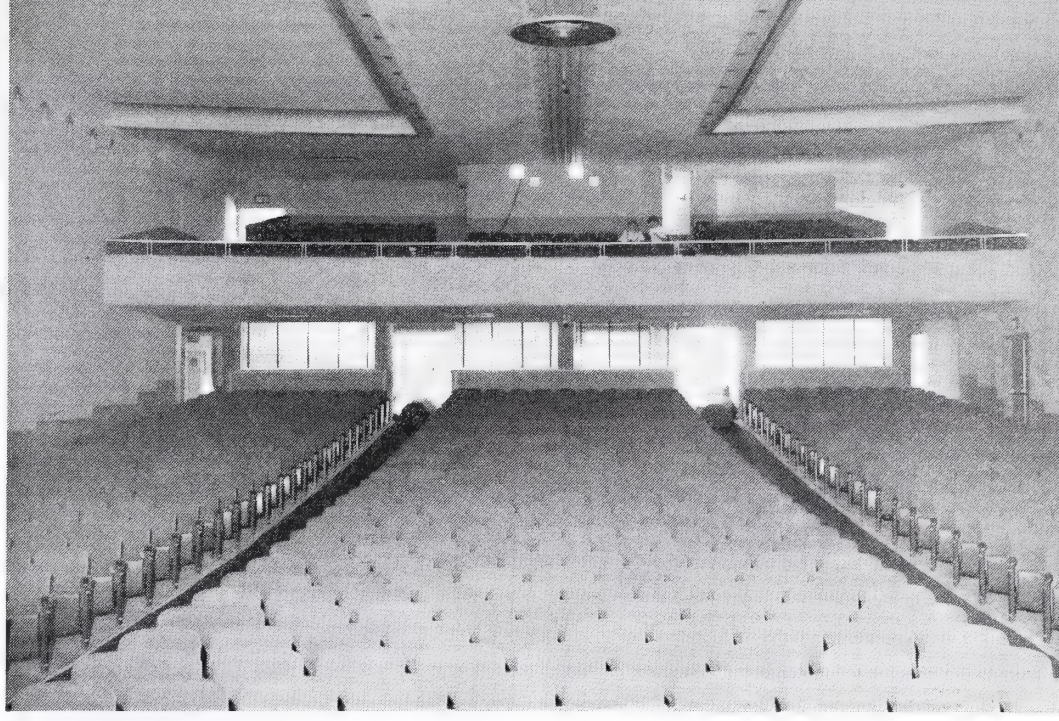
"At night the electrical display rivals anything shown at the New York World's Fair and will probably be considered the most unusual thing ever presented to the public in connection with a theatre."

Additional Details

Back of the theatre is a paved space sufficient for the easy parking of 300 cars and the theatre has attendants in charge during all theatre hours.

The foyer of the Belle Meade is spacious and affords easy access into the auditorium. An unusually attractive effect in foyer and auditorium is obtained by the use of ceiling mirrors behind fluorescent lighting. The curved stairways to the balcony and other interior woodwork are in

(Continued on following page)



The Belle Meade auditorium as seen from the stage. Note staggered pattern of seating plan with extra width seats at ends of alternating aisles. Effective lighting, functional furnishings and efficient air conditioning are comfortizing features of this correctly equipped auditorium.

IDENTIFICATION

OWNER: Crescent Amusement Company.
ARCHITECTS: Marr & Holman.
AIR CONDITIONING: York System, John Bouchard & Sons.
GENERAL CONTRACTOR: V. L. Nicholson.
LIGHTING EFFECTS: Federal Electric Co.
SOUND & PROJECTION: Wenzel Company.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 5-25-40
Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Coin Changers	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

.....

Theatre ..... Seating Capacity .....

Address .....

City ..... State .....

Signed .....
(Owner-Manager)



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NOTE: The Institute does not undertake the practical functions of an architect or designer. Its service is intended merely to place our readers in touch with reliable local sources of preliminary information and advice on theatre planning and structural problems. Inquiries pertaining to Architectural Service will be relayed to the nearest member of the advisory board.

Brilliant Lighting Vitalizes New Venture in Suburban Theatre Planning

(Continued from preceding page)

natural finish which is given a soft and appealing touch by indirect lighting.

The cooling and ventilating system has a capacity of 80 tons and is guaranteed to change the air in the building completely every six minutes. Seating is staggered to give the best "between-person" view of the stage. At either end of alternate rows of seats in the center section are extra width chairs to accommodate two persons in the same seat.

The Belle Meade is in a class by itself as a modern suburban theatre in Nashville and probably ranks as one of the most outstanding in the entire South. Situated on the city's main incoming highway and on a carline, the theatre can draw over a wide residential area to fill its 1,200 seats.

E. J. Jordon, formerly with the National Beauty Pageant Association, coming to Nashville from Kansas City, Missouri, is the manager. Following the premiere opening on Wednesday night, May 1st, Manager Jordon announced "matinee showings each Wednesday, Saturday and Sunday at 3 p. m." and "night showings each Monday, Tuesday, Thursday and Friday," which means no night shows on matinee days and *vice versa*. The prices are the same as at other suburban theatres of the city.

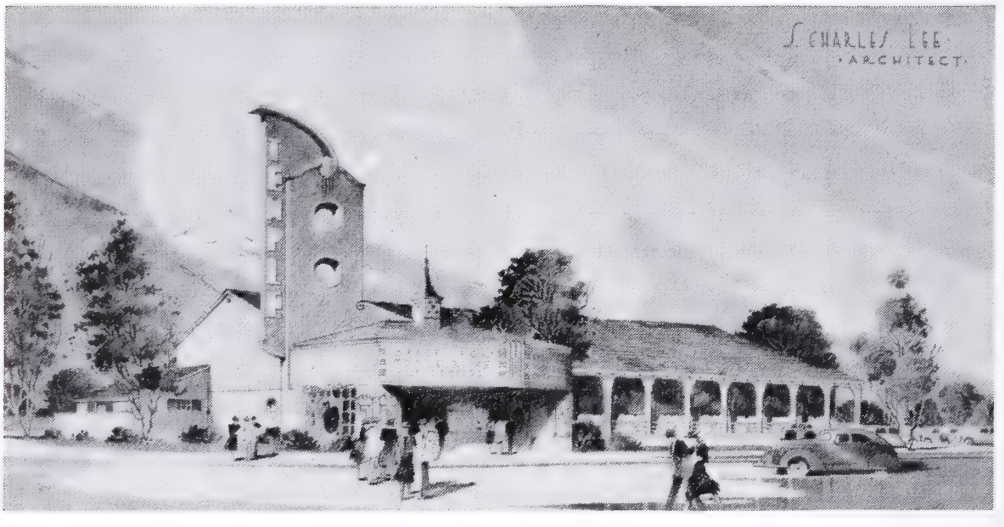
The opening offering was "Charlie McCarthy, Detective." The theatre has a Novachord, a most unusual musical instrument, which is played on special occasions. Opening festivities were broadcast over a local radio station.

DE-ICERS DE LUXE



School-marm Viola Wagner takes the role of a female "Professor Quiz" in puzzling petite Doris Riedinger on her I. Q. of the cooling capacity of the 1940 *Carrier Weathermaker. Doris doesn't know it, but the answer on the blackboard means that this three-quarter ton room cooler gives off cooling equal to that given off by the melting of fifteen hundred pounds of ice shown in the picture.*

CAPE COD INFLUENCE IN SOUTHERN CALIFORNIA



THE community of Temple, a small town on the outskirts of Los Angeles, California, will soon be able to boast of one of the most unique theatres in the United States. Choosing a modified Cape Cod architecture and fitting it to the attractive surroundings of this rural community, S. Charles Lee, West Coast theatre architect, has devised a most novel structure for James Edwards jr., a progressive showman.

The building, visualized above, will occupy an area of 150-foot frontage by about 100 feet in depth. The theatre portion will seat 750 persons all in loge chairs. With perfect sight-lines, the latest in acoustical and other technical developments, the functional ideas embraced in this theatre project promise a new conception of how a modern place of entertainment can be developed to fit in with the surroundings of the community in which it is erected and from which it derives its sustenance.

"DON'TS" TO DEALERS FROM DR. CARRIER

TEN commandments for air conditioning practice were laid down recently by Dr. Willis H. Carrier, chairman of the board of Carrier Corporation, in explaining that progress in the industry can be traced directly to the public's insistence on equipment which performs the true functions of air conditioning.

Speaking before a two-day sales meeting of his company's distributors from Maine to Washington and as far west as Pittsburgh, Dr. Carrier said the industry is going through a process similar to that of the earliest days of the auto industry.

"People first began to think of an automobile as a luxury, then as a 'gadget'," he said. "It wasn't until after the war that an automobile was considered a necessity. However, one of our biggest problems after 38 years of air conditioning, one that still is not quite licked, is the tendency toward 'gadgets'."

Today, Dr. Carrier said, the public no longer will accept inadequate air conditioning devices. This attitude has been brought about only by a long, slow process of consumer education, he continued.

Dr. Carrier, who recently was honored by the National Association of Manufacturers as one of America's "Modern Pioneers of Industry," told the gathering of more than 500 distributors that air conditioning would advance more rapidly as an "engineering science" if just a bit less than miracles is expected of it.

"I think it might not be amiss to lay down 'Ten Commandments' for the air conditioning industry," said Dr. Carrier. "Careful adherence to these precepts would do much to further its future. I would list them as follows:

1. "Don't make rash promises about miraculous 'cures' for various ailments through air conditioning. Air conditioning may help to alleviate suffering of hay fever victims, for instance, but it will not cure them.

2. "Don't sell inadequate equipment just to make the sale. A room cooler will not condition a large store or auditorium.

3. "Don't allow people to 'show off' their air conditioning systems by running them '40 degrees cooler than outside.'

4. "Don't take anything for granted in figuring or installing a system. Air conditioning is an exact, mathematical science and should be treated as such.

5. "Don't stop trying to cut costs where it can be done legitimately and without affecting the efficiency of the system. Hundreds of subsequent installations may depend upon it.

6. "Don't cease looking for new outlets and markets for air conditioning. Twenty years ago, we would never have dreamed of installing equipment in the deepest gold mine in South Africa.

7. "Don't place outlets so breezes keep one person cool and give his neighbor a 'pain in the neck.' One person, conducting a 'one-man campaign against air conditioning,' can do more harm than ten satisfied customers can do it good.

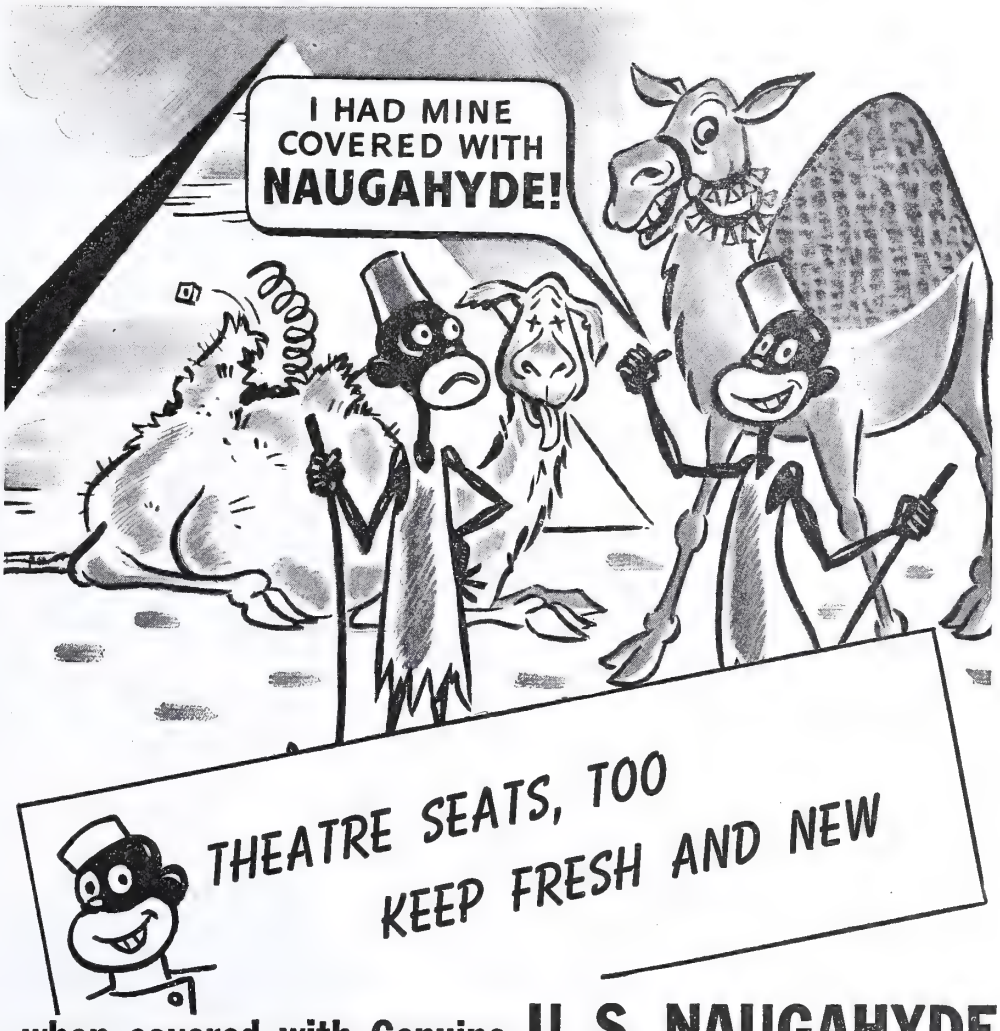
8. "Don't fail to sell air conditioning for winter use as well as summer. More and more people are recognizing its year-round value.

9. "Don't 'pinch pennies' when installing equipment and duct work. You'll save your client money in the long run through lower operating cost and satisfaction.

10. "Don't take anything for granted about the public's knowledge of air conditioning. Progress in development of the industry can be traced to the public's insistence on equipment which performs the full functions of air conditioning."

The theatre industry might take heed to the foregoing precautionary commandments laid down by Dr. Carrier with great profit to itself and with pleasure to its patrons.

As an aid to decoration, properly applied lighting cannot be stressed too strongly. It works hand-in-hand with the color scheme to provide a striking effect.



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COATED FABRICS DIVISION



UNITED STATES RUBBER COMPANY • MISHAWAKA, INDIANA

Maryville's New Tivoli Theatre Makes House Appeal Its Mainstay

(Continued from page 37)

consists of all new sound and projection apparatus of the very latest types. The entire layout, it is said, can be converted to television reception within 24 hours.

Blue venetian blinds are at the windows of the two offices on the second floor. The one at right is Mr. Cook's own private office. Unlike most theatre management offices, it is commodious and attractive.

The boxoffice, flanked by modern doors to the lobby, is at the sidewalk line. It is constructed of structural glass furnished without supports and octagonally shaped. It is also equipped with a ticket storage cabinet.

Lighting Effect Predominant

At night the Tivoli front, which is 36 feet high, can be seen eight miles away. The lower section of the front and the boxoffice as well as shops on either side of the theatre proper is of structural glass in dark blue, pale blue and sun-tan. The top center of the front is of ivory glass with pale blue trim, including the top deck between fins where blue and red neon is located. The balance of the front surface is of cream stucco.

The sign, marquee and attraction board carry out the dominant color scheme of blue and red. Sign letters are 30 inches high and the upright has neon on all sides and over the top. The marquee ceiling is fluorescent lighted.

All electrical circuits in the theatre are heavily conduited and the house is as fireproof as it can be made with fire-doors in the projection room and at other vital points. All electrical devices are equipped with dual controls so that they can be adjusted from the booth or from other points in the theatre. There is also an intercommunicating telephone system throughout the house.

Hot and cold water are furnished to all points in the house and there is a 4-inch water main running into the building. Ice water circulates to drinking fountains in the foyer, lounges and other parts of the theatre.

The theatre is built on radii; there are no right-angled corners. And most unique are the lounges downstairs. On one side under the foyer is the ladies' lounge and powder room. On the opposite side is the men's room. Between and down three steps is the smoking lounge which is 22 by 22 feet in size. Off the smoking lounge and down two steps is the unique dance lounge which is 48 by 22 feet in size.

Plenty of Diversion

Bridge symbols in the form of card spots cut in the wooden partitions flanking the gate from the smoking room down to the dance floor suggest a rubber of bridge to waiting patrons who may feel so disposed. These symbols are repeated in the asphalt tile of the dance floor. The wrought iron balustrade separating the smoking lounge from the dance floor carries out in figure work an old-fashioned harp design.

Ceilings of the lounges are triple-ply and with the walls are sound-proofed. The dance lounge can be, and frequently is, curtained off from the general lounge for private parties, card playing and so forth. At one end of the dance floor is the music box. Light fixtures are modern and produce vari-colored lights. In the lounges and elsewhere throughout the theatre are assemblies of modern lounge furniture. Here as elsewhere in the house the flooring is of asphalt tile and throughout the downstairs area and as well in the loges upstairs the specially prepared wall plaster is finished in a modern "waffle" style.

The men's smoking lounge is decorated in blues, deep pinks and ivory. The ladies' lounge has two touch-up mirrors near the entrance and a beautifully decorated lounge room and powder room complete with mirrors and tiny but intriguing make-up tables built into the wall.

Plans and specifications for the new Tivoli were by Robert Boller, theatre architect, and Trevor C. Jones, his assistant, both of Kansas City. Construction was under the supervision of Walter Flett, of the Flett Theatre Building & Repair Company.

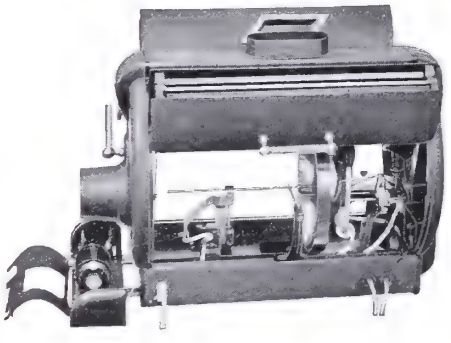


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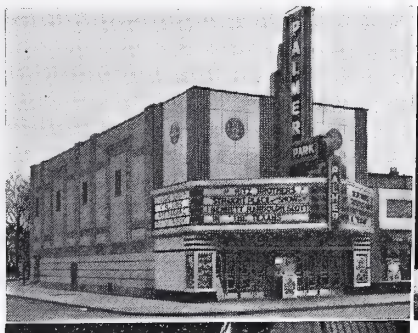
BRENKERT Distributors the nation over will be glad to show you the new SENARC . . . the LOW COST WAY TO BIGGER REPEAT PATRONAGE. See your Brenkert distributor TODAY.

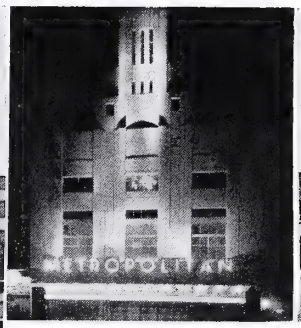


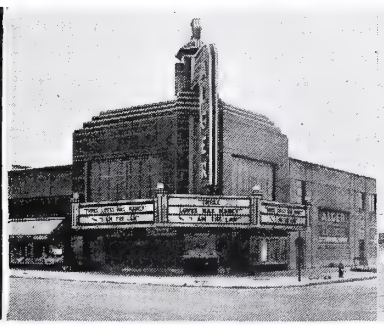
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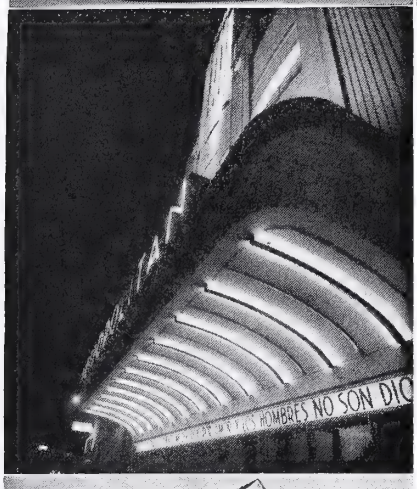
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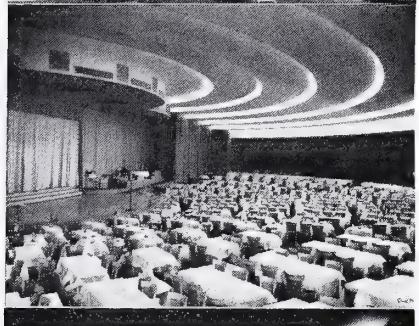


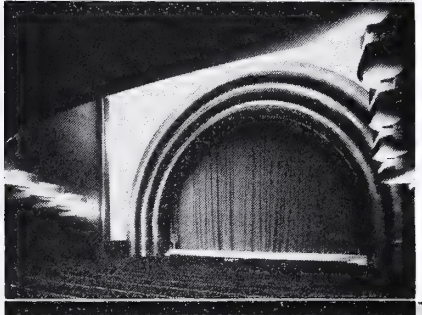












THE STORY of Worthington-Carbondale air conditioning can not be told in a single page. Merely to list the equipment items available would require a sizable book.

OUR MESSAGE to the equipment purchaser, however, is brief. It is, first, that this organization, as a pioneer in the field, is thoroughly experienced in all classes of installations. Second, that we build, in our own plants, equipment of all types and sizes . . . to fit the exact needs of any establishment, without bias or compromise. And, third, that the Worthington-Carbondale engineers are ready to apply to your requirements the knowledge gained in solving many difficult air conditioning problems.

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Air Distribution! Ah, the Crimes Committed in Thy Name!

By **Gordon H. Simmons***



I GUESS my present hat size will always fit me, because I'll never get a swelled head from the way you all take my measure. Listen to this: One of my correspondents winds up his letter by saying: "It is pretty hard not to like you from your letters and your pieces in the magazine, but I really think you get a bit gruff in both just to hide your real self."

Now there is a bit of friendly criticism that not only was appreciated but caused some thought on my part anent the point he raised, the while causing me to wonder if he hadn't "smoked me out" and actually showed me to myself.

In the same mail I got a letter from a Louisiana exhibitor. He opened up saying: "I am the 'Out House Guy.' Remember me? Time does not permit me to relate more about the big Cajun who rushed out of my theatre shouting: 'Give me AIR! By God, it's Hot! Autre Votre Capeau." (I think that's French for some swear words he gave vent to while tearing off his coat.)

Laugh, Clown, Laugh

My friend further advises that his brother, "who is sick in bed with the Lazy Louisiana Spring Fever," wants to know something about cooling his theatre. So he promises to write me a "rib buster" such as he claims I wrote him on March 9, 1939. Little does he realize that his letter was the real "rib buster," because I've been all over his part of the country and know the natives, many of whom are "warm friends" of mine.

I am fairly helpless with laughter when I attempt to visualize his big Cajun customer busting out of the theatre shouting for air. That poor fellow wanted fresh air more than anything else in this world. Serious about it, too. That's what makes it so funny to me—but not to him.

Another letter from Vancouver in the same mail says: "Should you ever come to Vancouver, I would deem it a pleasure to have you call on me." Now, I may never get to Vancouver but just the same it's so nice to receive such fine expressions of hospitality and friendliness. There is something sincere and wholesome in all of your letters. I have never yet received one to which this does not apply. If it were otherwise, I'd say so. I'm just built that way.

But I get a comment now and then that steadies me, makes me stop and think. After I get through scratching my head and pondering, I usually admit you are right; which is probably what keeps these articles down to earth. Every time I attempt to fly a kite, some son-of-a-gun theatre owner clips the string.

I am glad you like our new department *"What's New."* At least, its conduct is modern even if my articles are still old fashioned. After one theatre owner told me that he read a two years' accumulation of my articles looking for something specific to help him, but couldn't find it, I had another one write in about my last diagram saying, "You sure made a Grand Slam in Spades." Well, maybe so, but since I didn't bid it, I don't get credit for it on the score pad.

Another theatre man in Michigan writes: "Your work must be very interesting and I wish I had the requirements and the opportunity to work up to be one of your lieutenants." I have written him that while the work is very interesting, it is equally quite unprofitable. I really wish I had the opportunity to swap my business for his, as well as the requirements to run it as well as I think he does.

About Redistribution

What makes this work commercially unprofitable is the fact that I haven't the conscience to capitalize on your confidence. Nor the commercial acumen to sell you the advice you so badly need. I depend too much on good will offerings for my compensation and while I have the good will, I'm still short on the offerings. But I'm expecting to be remembered when we have the long expected redistribution of wealth. And so I have come by a circuitous route finally to the introduction of my subject for the nonce. It is the *redistribution of air in your theatres.*

Last month I told you about blowers. If in the meantime anybody has rushed out of your theatre shouting, "Give me air!" he means, "Put in a blower and a good one." Nobody had better shout at me to give him air because I've got plenty —of the potent variety. With it I'm trying to ventilate this subject of air conditioning the best I know how. At least we've become more familiar with it as your letters amply attest. Some day we'll have more preachers on the subject and I hope they too will stick to plain facts.

What I preach is provable, demonstrable, and the only kind of exhortation that will do you any good. Somebody has already done a darn good job of preaching fancies and fantasies about air distribution in theatres. Of course, what was said may have sounded plausible, otherwise there would have been no sales. But I have yet to re-do a job where I did not have to rip out the air distribution grilles and insert proper ones. Nor would I have done the job at all unless permitted to do this, because as I've said before, "An air conditioning job is no better than its *air distribution.*"

Of course, other people can compile facts just as I have. There can be no monopoly on facts, thank Providence! I think if other engineers joined me in making a solid stand against a deliberate tendency to reduce air conditioning to a gadget business, air conditioning might be saved from falling completely into disrepute.

Cause of a Crime

I don't mind a manufacturer's making a complete line of gadgets such as air distribution grilles. But I do mind the attempted selection of proper grilles for a particular job by someone who doesn't know *how.* The manufacturer cannot follow up every grille order he receives to insure its proper use on the job. If he

*Air Conditioning Engineer, Milwaukee, Wis.

Enroute

Dear Readers:

By the time this issue reaches you, Simmons will be somewhere in Missouri. He's now on a good-will, service and get-acquainted trip that will take him north from Central Missouri, through Iowa and Nebraska to Minneapolis and back through Wisconsin to his headquarters in Milwaukee.

If you are located somewhere along the route of his calls and want Simmons to come and look over your air conditioning problems, if any, it can probably be arranged at no greater cost to you than a tankful of gas for his Zephyr, a chicken dinner for himself and/or a place to rest his weary head in case it's an overnight stop.

Wire this office (The Modern Theatre, 332 S. Michigan Ave., Chicago) if you want to see Simmons, either professionally or socially, and we'll relay your invitation to him en route.—The Editor.

did, he would not have time to manufacture.

You may be offered an air distribution grille that is a Lulu, but you can't just say, "I'll buy it," any more than you can buy a suit of clothes out of a store window and expect it to fit you. You have to be measured.

Now if your house isn't properly sized up for its air distribution grilles, proper distribution is the one thing you *won't* get. That is the lesson for today, dear students. And if you study this lesson until you know it and apply it in your purchases of equipment, one or two of you may write in and opine that I held five aces in my hand. Oh yes, I play poker, too.

But how can your job be measured? That's an easy one. Send the following information to the manufacturer of your selection or to a good engineer. Tell him how many seats in your house. That your house is so long and so wide and the ceiling heights are so and so. Tell him you want to deliver so many CFM's of air and give him your preferential location for the grilles.

If he can use your preferred locations, he will tell you so; otherwise he will suggest some of his own liking. If you are going to use ceiling outlets for supply air, divide your house into squares and locate one ceiling outlet in the center of each square.

Now all of the good grilles are scientifically designed and wonderfully made. The angles of their vanes are not only calculated mathematically but subjected to rigid tests to make sure that a certain grille will throw or distribute its air in a certain way or to a certain "pattern."

Better Than a Blunderbuss

A grille is installed and a smoke bomb set off. Then we watch the smoke. I guess it takes as much technical ingenuity to make a grille throw its air according to a fixed pattern as it does to make a shotgun distribute the shot according to a decent pattern. How do you test a shotgun? You fire it against a board fence and then look at the pattern made by the pellets. Well, I do the same thing with a grille when I have any doubts, except that I use smoke.

The grilles most of you use are about as efficient as a shotgun made out of a piece of gas pipe. What so many of you have is definitely not modern air distribution. I can't help being gruff about it. A fact is a fact and a figure's a figure.

Since we are still on the subject of air distribution, I'll have to repeat here, so you won't have to look up back issues for two years. Use a velocity of 1,000 feet per minute in your ducts. Which means that if you want to deliver 10,000 c.f.m., the duct area should be 10 square feet.

But, Brothers, when you come to grilles, Ah, that's different! A usual velocity at the grille is 500 feet per minute, but it varies with the size and shape of the room. I can only give you an average. To reduce your air velocity in your ducts 1,000 feet per minute to 500 feet per minute, you merely have to *double* the size of your duct immediately behind your grille.

Don't locate any grilles too close to the floor line so that they can blow in your patrons' faces. And don't snug them up too close against the ceiling unless you are using a ceiling outlet. And please don't install them in such a way that they fight one another like two bantie roosters. Furthermore, don't try to distribute all of your air exclusively from the stage-end unless your theatre is less than 75 feet long. Even then, you have to have a decent ceiling height in order to do it.

Nature's Laws Demand Respect

A duct distribution system is a good thing, otherwise such systems would not be used so extensively. Get some good consultive advice before you attempt something that might be quite impossible. Na-

(Continued on following page)

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

Sorry I can't print all the epistles I receive from perplexed theatre owners. Space permits only a reproduction of those most typical. Here's one from a theatre man in Minnesota:

The Letter: "I have been reading your articles on air conditioning in Boxoffice and enjoyed them very much. Like many other exhibitors, I am interested in a cooling system that will not cost a fortune to install and another fortune to operate it. The enclosed sketch will give you an idea of present installation of blower and ducts.

"The information I am interested in is this. Would you recommend washed air or cooled air with coils, and would I need to install return duct from rear of theatre, and what size? What size coils would it take?

"I am interested in drilling a 2-inch well, to get cool water. Would a 2-inch well be large enough and what type equipment would you recommend?

"I don't know what other foolish questions I could ask so will leave it up to your best judgment.—J. M."

Reply: "I received your letter of March 18th and am glad you like the articles. But you asked some questions I cannot answer until I get more information.

"However, a 2-inch well will be too small. In regard to using return air, you don't have to if your water is cold enough. But it is always a good idea to provide for it.

"Give me the size of your blower house, showing how much 'free room' you have in it, and tell me the temperature of your water. If you want to send me a check for $25, I will make you a plan showing everything you need to know. Then whenever you get ready to air condition, you won't have to ask any salesman any questions but can *tell him* what you want.

"I could buy the apparatus you'd need for slightly less than $700 (no pump) but I'd charge 10 per cent for doing so. The installation cost is negligible and you could do it yourself.

"You might buy equipment for less, as there is a lot of junk being offered theatre owners, but if I engineered your installation on the basis above outlined, you'd get sure results and satisfactory ones from every standpoint.

"You could arrange financing through your local bank or through the C. I. T. as you prefer on a time payment plan up to three years. And if an air conditioning system won't pay for itself in this length of time, it should not be installed.

"Glad to answer any further questions if you send me the information requested. —G. H. S."

And here's another from a theatre man in Missouri, who wants to be shown:

The Letter: "I should like to do something about a cooling system for our theatre. This is a 500-seat house of brick construction and a composition roof.

"Am not in a position to spend a large sum of money but would like your recommendations as to the best and most economic system that will do a proper job.

"The temperature here is very high, reaching 100 degrees or over at times. The city water reaches 80 degrees and the humidity is very high. Would it be practicable to use an air washer without ice under those conditions?

"The basement is under the front of the house. Have about 10 feet back of the theatre that can be used provided the building is not over one story or sixteen feet long as the building code prohibits a larger addition.

"At the present time we have an old blower driven by a 5 h. p., 3 phase 60 cycle 220 volt motor. Speed of fan is controlled by a clutch. I do not know the capacity of fan.

"Am enclosing floor and elevation plan of building with all the information that I think you will need.—C. E. L."

My Answer: "I received your letter of the 20th enclosing plans and I will be glad to design you a proper cooling system if we can find something to cool with. Washed air in your locality will not do.

"Now I did engineer a theatre job in East Central Missouri and we got 57 degree water from a deep well. Can you not consult a couple of well drillers and ascertain the possibility as well as the cost of sinking a well to get 100 gallons per minute?

"Let me know if you are north or south of an east and west line drawn through DeSoto. This will enable me to tell about the temperature of your water. Several other Missouri theatre owners have written me recently and if I could call on several of you at one time, I might be willing to drive down there when the weather improves.

"I could design a very inexpensive job for you but we must explore the possibility of getting cold water as well as the cost of doing it before we go into the matter of design.

"If you are in that limestone formation, you can get cold water for a song and sing it yourself. But you would have to advise me about this. So let me hear from you and if we can get cold water I'll send you my recommendations.—G. H. S."

Air Distribution! Ah, the Crimes Committed in Thy Name!

(Continued from preceding page)

ture's laws won't compromise with you, or have I said that before? And sooner or later we are going to have to compromise with nature and more intelligently do her bidding, or else.

A fan from out in Nebraska writes: "Yours of the 3rd received and I am dizzy. I am glad I did not decide to be an air conditioning engineer. Diffusion and confusion go hand in hand for me. I sure would end up in the ward for dangerous ones. And to top it all off, you talk about money like a New Dealer and I don't like any part of the New Deal."

So he returns the drawing I made for him and asks me to "cut her down." He wants to use a $150 blower in place of the $270 one I specified. The $270 job has filters, also a motor. And—it rates at 12,000 c.f.m. "Cutting her down" is something I like to do just about as much as cutting off my foot.

It's all a matter of air distribution. And to properly distribute it is no cinch. If I could be equipped with as good an air distribution grille as I can specify for your theatres, none of you would ever have to complain that I made you "dizzy."

But the correspondent who says I make him dizzy sends me with practically every letter an unsolicited check, out of any one of which I could buy a carton of cigarettes and sometimes a couple of bottles of Scotch. He evidently likes the kind of dizziness he gets from me. May his family increase!

Every time he changes his job on me, I change his grilles. These things are like the sugar in your coffee, and no matter how good the coffee may be, it has to be "sweetened up"—unless you are a Swede and drink your coffee barefooted.

Good Measure—or a Misfit

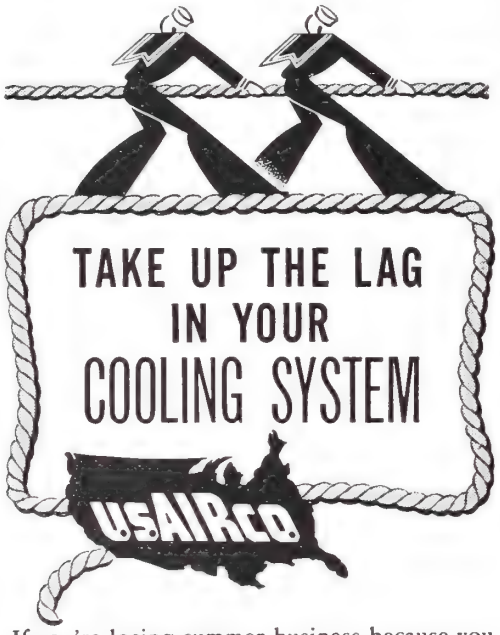
There are so many bare-footed air conditioning theatre jobs that need to be shod with proper grilles. Get the wrong ones, and it's so easy to do, and you're in the same spot as if you bought shoes that don't fit you.

A manufacturer writes me as follows: "The writer reads your articles on air conditioning and finds them highly interesting because they are written in a more or less conversational tone and do not attempt to get highly technical." Apparently this party feels that I am able to explain the manufacturer to the theatre owner. But howinell can I explain the theatre owner to the manufacturer? I haven't yet been able to figure out that one.

I can't go technical on you to explain the necessity of proper grilles, as well as the necessity of *properly sized* equipment for any of your needs. But why do so many of you pick on air conditioning to try out just any old device? Do you in-

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts, ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.



If you're losing summer business because you aren't delivering the type of cooling that keeps people coming, write USAIRCO. For 16 years USAIRCO engineers have been designing and building cooling systems for the theatre industry. USAIRCO Systems are successful because they're engineered to fit each house. They're delivering big cooling results at lower dollar costs.

The new USAIRCO Gyra Spray Washed Air cooling chamber is a new unit which brings to the small theatre, at amazingly low costs, the greater earning power of washed, cleaned, cooled, and filtered air. This superbly engineered unit can be hooked-up to your present blowers. Write for details.



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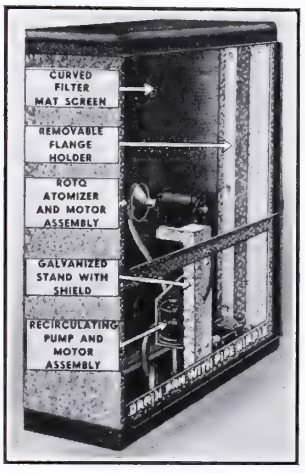
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EVAPORATIVE COOLING CHAMBER consists of galvanized sheet iron frame, curved mat screen, removable flange holder; mat and drain pan, fitted with pipe and nipple.

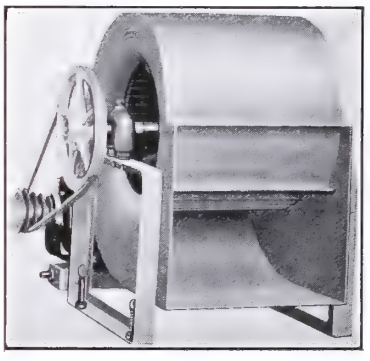
No. of Unit	Capacity in C.F.M.	Lgth	Width	Hgth	Price
A-523 & A-524	3,500	12″	x 38¼″	x 39¼″	$20.00
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161-1A	3,100	1/6	61.75	49.50
180-2A	4,000	1/4	77.00	61.75
200-3A	5,500	1/2	106.50	75.00
250-4B	8,500	3/4	143.50	99.75
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stall a 35mm projector and then buy 16mm films for it? Do you buy a pair of shoes from a picture without regard to the fit? Do you fit yourself? You do not.

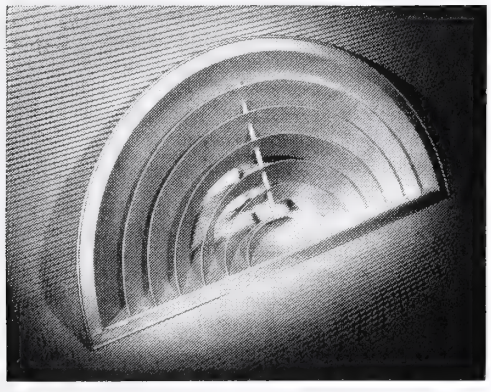
But you do try to fit your own house with air conditioning and we all get fits. Small wonder I sometimes display some fitful temper and have one of you opine that I'm getting "a bit gruff." I get in the same state of mind as a mother hen who has hatched out a flock of ducklings and then gets all in a dither when she sees them slither into high water. I don't like dead ducks. Yet some of you ducks are already so financially decomposed that I can't get a dime out of you. True, I haven't asked for it, but I wouldn't need to if you had it.

Great Guns! Good grilles are the cheapest thing you can buy. And you need them or you haven't got air conditioning. They can be selected for future air conditioning use as well as present ventilation and air distribution.

It might take you five years to get a good air conditioning job, a piece at a time. But start with the right pieces and add to them as you can. If I were stark naked and didn't have the price of a complete suit of clothes, I'd at least start out with a good foundation garment—a pair of shoes that fit—making *sure* that they did fit me. I don't mind your knowing I've got big feet.

WHAT'S NEW IN AIR CONDITIONING

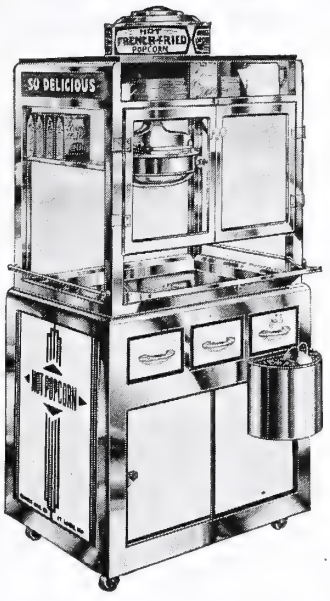
Not exactly "hot off the griddle" but still new enough and badly needed to correct a lot of air distributing troubles in many of your theatres is the device pic-



tured here. The Anemostat for side-wall installation is the joint answer to the engineers' and exhibitors' prayer in just a lot of cases where ceiling type grilles are not exactly what the doctor can conscientiously order.

I've looked into the whys and wherefores of this new side-wall air diffuser and glancing back over my checkered career as an Air Conditioneer, I can recall many cases where it would have saved my face in getting better air distribution for my clients. Now don't go trying to build one of these and get yourself into trouble. Besides being heavily patented, the whole formula has been figured out to a gnat's heel. But if you want to know whether it's what you need, tell your troubles to Uncle Dudley, giving dimensional details, and I'll get the dope for you.—G. H. S.

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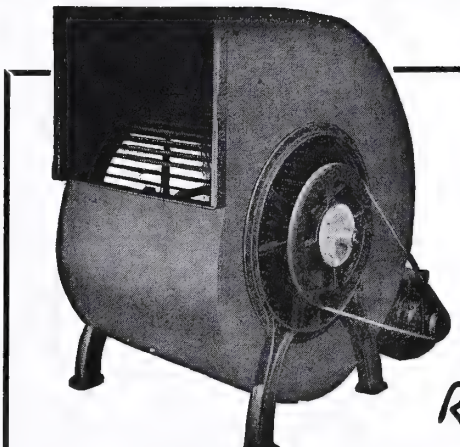
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DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

How Did Your Last Paint Job Stand the Tests of Time?

By **Hanns R. Teichert***



MORE and more we are being confronted with questions about how to keep up a modern paint job. Why did the old-fashioned job stand up for a so much longer period of time? Is it because there were better craftsmen, using better materials and so on?

The first thing to remember is that our industry is not one that has stood still in the advancement of modern ideas and chemistry. Materials today are as different as a horse and buggy is from an automobile. Not saying that the automobile is so much better than the buggy was in its time, but who would ride in a buggy in preference to an automobile today? Even if the buggy were finished with fourteen coats of finest coach varnish, hand rubbed and polished, and the automobile were sprayed with only a couple of coats of lacquer.

The mechanic of today is just as skilled as he ever was, even if everything now comes ready mixed in a can and does not require a definite knowledge of how materials are put together. This leaves him to do only the mechanical end of application and increases his efficiency; necessarily so, considering today's wage scales.

Paint Materials Improved

Materials today are better than they ever were, thanks to the development of hard and quick-drying synthetic rosins and vehicles. They are so much richer and more plentiful in color pigments that have recently been perfected.

Twenty years ago we used white lead and oil paints on interiors. The main mixing colors were siennas, ochre, umber, maybe some chrome yellows, greens and reds. These few colors made up the whole palette a decorator required and the vogue being antique monotone effects rendered them efficient. The lead and oil paint required at least a drying time of twenty-four hours which was taken for granted then, and a paint job could easily require a month to do and if the surface was not quite dry, customers and patrons did not object because they did not know any better.

Today, materials that take more time to dry than one hour are frowned on and a theatre redecorating job has to be completed in a week without closing the house for a day. Paint has to be dry for the day's business.

The world nowadays cries out for color, because we have been educated to what effect color has on our well being and the stimulating energy bright surroundings radiate. In order to give the public color in its true form, it is impossible to use the old-fashioned formulae of manufacture. A clean color pigment cannot be mixed in oils that have a film of tarnish, which means a brownish color that increases in opacity by the year and in little time covers the color pigment to such an extent it is hard to recognize the original color.

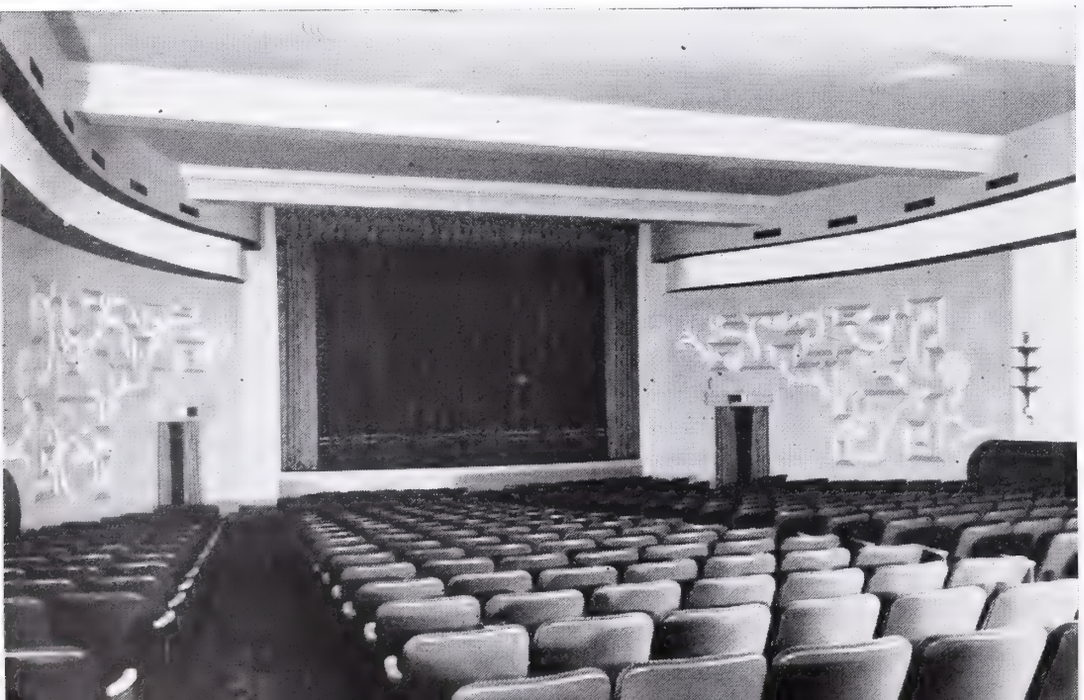
The brownish film will make yellows appear greenish brown, orange a greyish brown, blues a greenish grey, reds a brown and so on. Years ago, when we glazed these finishes to make them appear more antique, this tarnishing was not too much of a nuisance, but today, when we use bright pigments, it is inexcusable.

Those Dirty Colors

We must bear in mind also that the before-mentioned pigments such as ochre, sienna and umber are really earth colors, manufactured out of dirt, so to speak, and naturally they had an appearance that blended in with the dust and soot and fingermarks much more than a bright pigment has.

We all remember the color schemes of

*Theatre Decorating Specialist, Chicago, Ill.



PICTURE NO. 1

Illustrated

Now a few words to explain the accompanying interior views of the Ark Theatre, located at 858 E. 63rd Street, Chicago, Illinois, and owned by Gollos Brothers, Inc., a recent modernizing project in which we played a part in collaboration with Theatre Architect Erwin G. Fredrick of Chicago.

PICTURE NO. 1 *portrays the general view of the auditorium. The ceiling was painted in an aqua blue complementary to the dark ultramarine blue backs of the seats. This color gives the scheme the lift it required because the ceiling is rather low. The slopped down soffits of the plaster housing covering the air conditioning duct and running parallel with the sidewalls are especially accentuated with dark ultramarine blue in order to emphasize the important architectural feature they represent in the scheme.*

The sidewalls covered with off-white interior finish in its natural tone add the plain surface needed to dramatize the highly decorative covered front walls flanking the proscenium and which are only punctuated with spots of colored light used in the lighting fixtures. The decorative scheme of these front curved walls is painted in a strong coral-orange background and decorated with a free-hand applied band design of a Grecian key filled in with designs of the period.

PICTURE NO. 2 *is a view of the small ladies' lounge. Here we have a white ceiling and the walls in alternating tones of turquoise blue and coral. The coral color used around the mirror renders lipstick smears that our lady patrons like to leave behind unnoticeable—even more so because this wall is covered with an all-over floral pattern.*



PICTURE NO. 2

our period houses loaded down with ornamental plaster, painted in an ivory tone and then antiqued with a darker sienna tone glaze to bring out the highlights in the ornament. The only color that was used appeared as a polychrome in the ornamental plaster. If an ivory tone was predominant in the color scheme, they used ochres and siennas and to give a greyer tone they used raw umber. In order to secure a more reddish tinge, they used burnt sienna or umber and could change it with the use of chrome green in addition to the aforementioned color to arrive at an antique green or verde green scheme.

In other words, it was impossible to make a mistake because of the antique sauce that was applied, even if harsh colors were used in the polychroming. This tied up any scheme into a pleasing, even if uninteresting, color effect. The use of colored starch over twice spoiled schemes —meaning in the base color as well as the final glaze tone—has saved many a dollar for contractors of years ago and was practiced by most of them because of the unreliability of certain mechanics in our field. If the contractor neglected to supervise his job until a day before the opening and the color scheme did not suit, the good old savior of colored starch could still produce a satisfactory job in the nick of time and at the expense of the theatre owner.

How Different Today

The practice is different today. A modern color scheme with direct colors is so positive that only one color applied in an off shade can produce such a jarring note in the whole scheme as to render a job a complete failure. Today we have no more blending of dirty colors, antique glazes and colored starches to rely on. The use of direct colors demands utmost knowledge and good taste of a decorator, because only by dramatizing strong colors can he achieve the ultimate result that a modern scheme requires. Color harmony today is based on scientific measurements that are right or wrong and cannot be rectified by resorting to old tricks of the trade and the use of hazy overlays to hide imperfections.

Color schemes for theatres are not monotones any more, but decidedly complementary schemes using definite laws of dramatizing direct colors in the right ratio. This means not a helter skelter use of any combination of colors, but a carefully selected suitable color scheme fitting the proportion of the project.

Coming back to the question of upkeep, which is of primary importance to the theatre owner, let's consider facts. We admit that decorative schemes of yesteryear seemed to stand up longer; but why? Not on their own merit of better material, but merely by the style of the time that regarded it necessary to open theatres that were artificially made to look old by antiquing. This idea, which we admit today was always rather inexplainable, had its merit only in the fact that already dirty looking walls naturally will not show wear and additional dirt as much as new bright surfaces.

The other factor which made the illusion of better upkeep still more important was the mottled effect. Two or three color shadings created by the use of color glazes which were stippled with brushes, rags, paper, sponges and so forth. It is only natural that a mottled surface which creates a covering of lighter and darker areas over a wall will not show dirt marks as plainly as an opaque bright colored paint finish. Anybody can also readily understand that a lead and oil painted, glossy appearing surface, which is due to the oil's coming always to the top and covering the pigment, is more washable than a porous flat painted surface that has no protective film of oil on the surface but leaves the pigment exposed.

Less Washing Required

In order to secure a modern high colored effect, it is necessary that we make some allowances to the washability of flat painted surfaces because we gain so many other points. The focal point of the argument is that we avoid the tarnishing, which most of us used to call fading, and this means our new surface stays clean longer because the color penetrates the dirt and is not incased under the film that causes the discolorations. This means

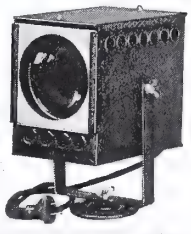
(Continued on following page)

Advisory Service

Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to THE MODERN THEATRE, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

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As Safe as Standing on the Floor

How Did Your Last Paint Job Stand the Tests Of Time?

(Continued from preceding page)

we do not have to wash these surfaces as much.

In order to get our soft and velvety yet highly colored effects, we have to be handicapped a bit. Here is where the experienced decorator's value comes in again. It is up to him to use hard drying, semi-flat finishes on wall portions that get most of the wear and consequently have to stand most of the washing. Our new synthetic flat enamels will outwear any previous known finish because they dry as hard as glass.

Another way of safeguarding the washability of wall surfaces in public rooms and still retain the commendable advantages of flat paint is the application of a coat of flat varnish on those surfaces as an added protective coating. Be sure to use a highly bleached damar varnish, otherwise this film will tarnish as badly as the old oil paint films, and you could just as well have used old fashioned lead and oil paint in the beginning.

Please remember that any good titanium flat paints are washable in themselves, but they require a little more careful handling than lead and oil painted surfaces; meaning that you cannot allow your janitor to wash these surfaces weekly with strong alkali soaps and forget good rinsing with clean water. By the time he washes the surface again the lye and alkali that was left on will have attacked and softened the top layer of the paint to such an extent that he removes a certain part of it and comes crying to you showing you some paint particles in the sponge or rag, claiming that the paint that was used comes off with very little rubbing. Then you are convinced that your contractor has cheated you by substituting cheap paint.

Opaque surfaces show dirt spots more plainly than glazed and mottled areas and consequently your janitor starts rubbing hard and even uses abrasives to remove the dirt because he wants to prove to you how interested he is in really doing a good washing job—and this all at the expense of the defenseless paint.

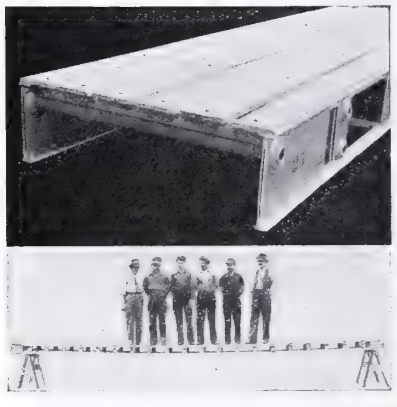
Please remember that everything has to wear out sooner or later and when you replace your carpeting or have to repair your seats it probably is time also for a new paint job.

Aluminum Stages Are Recent Development

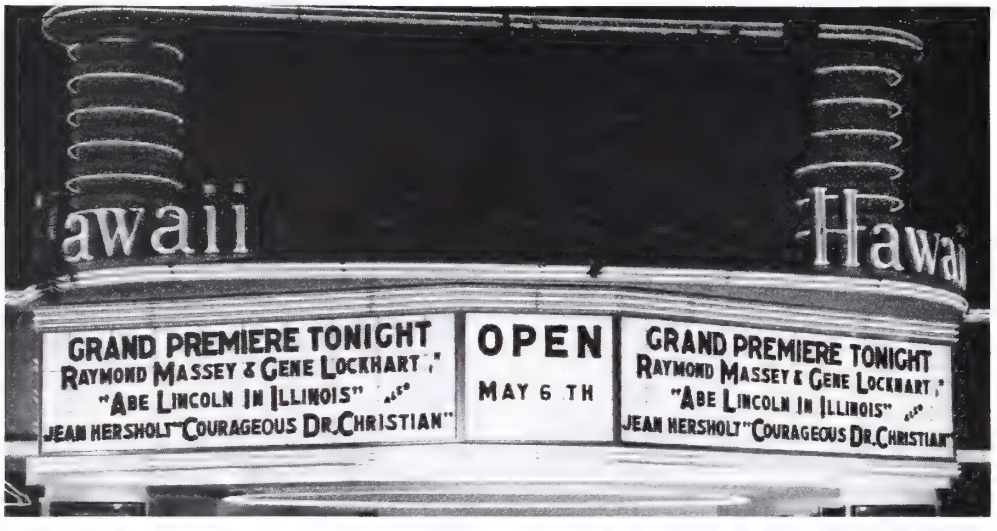
A new aluminum stage, made in various lengths from 8 feet to 25 feet and widths from 12 inches to 24 inches, has been placed on the market by the Aluminum Ladder Company of Tarentum, Pa.

Aluminum stages are ideal for use in the production of motion pictures. They are much stronger than wood stages of the same specifications. The 25-foot stage illustrated at the bottom of the cut weighs only 118 pounds. It is supporting a load of 1,055 pounds, yet the deflection is scarcely noticeable. Aluminum stages remain as strong after years of service as on the day they are bought, since they do not rust, rot or deteriorate in any way.

The stages are made in various weights for various capacities and are amazingly light for the load they will support. Because of their light weight, they are easily moved from place to place and the danger of strain or rupture is greatly lessened.



All parts of the new stage are completely bolted and riveted together, including the wood covering, as can be seen from the end view of the stage shown at the top of the picture. Because there are no nails to work out, there is no danger of men tripping and falling while using the stage. The wood covering is of the best quality obtainable and is free of knots. These features, together with their remarkable strength and durability, make aluminum stages the safest on the market today. Additional information may be secured by writing The Modern Theatre Information Bureau.



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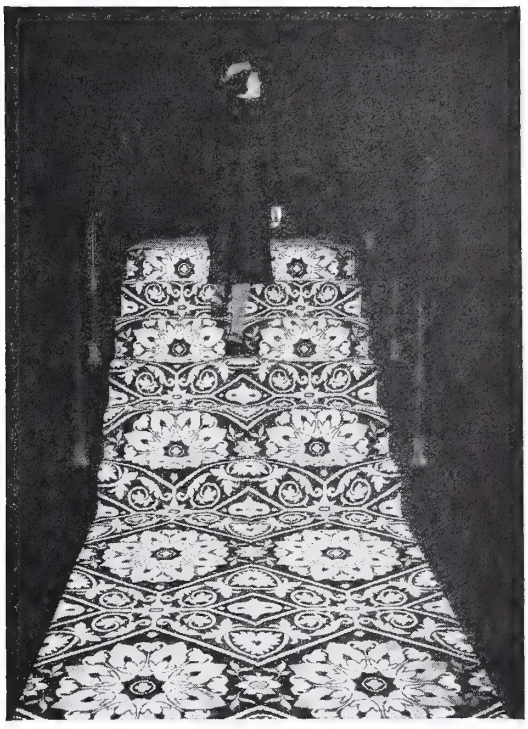
Bold silhouette letters and word units make the multiple line attraction board of the Westwood Theatre in Cincinnati stand out prominently in the daytime. Daylight effectiveness for theatre front display is a factor frequently overlooked. (Photo courtesy Wagner Sign Service, Inc.)

Foam Rubber Cushions Create New Comforts

More than seventy-five per cent of all new buses have foam rubber seat cushions. Practically every streamline train built within the last five years is equipped with foam rubber seat cushions and mattresses. Foam rubber cushions over springs are either standard or optional equipment on Cadillac, LaSalle, Packard, Buick, Nash, Oldsmobile, Pontiac, Hupmobile, Chrysler and Hudson. Transport planes are equipped with foam rubber seat cushions and mattresses. Within recent months tremendous strides have been made in adapting foam rubber to household furniture and the volume of sales is mounting rapidly.

Only in the theatre seating industry, the first industry to investigate the possibilities of foam rubber, has the acceptance been slow. However, the most enthusiastic boosters of foam rubber in theatre seating are those who have bought foam rubber. The rubber companies are carrying on a tremendous publicity program in newspapers, general magazines and trade papers and by direct mail. The public is rapidly being made foam rubber conscious.

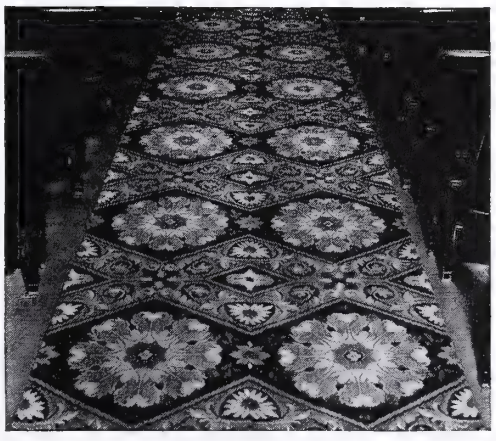
Alexander Smith Fluorescent Carpet brings new, magical beauty to theatre interiors.

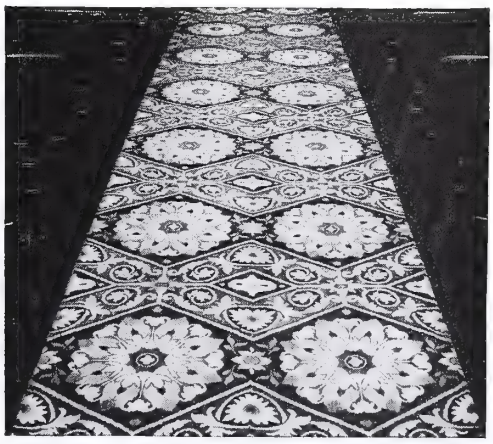


Alexander Smith leads the way with

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Left—the same pattern shown above photographed under ordinary lighting; right—under ultra-violet light.

LIGHTING

THEATRE ILLUMINATION FOR ADVERTISING DISPLAY, ATMOSPHERE AND BETTER VISION

Comparative Lighting Formulae for Correct Interior Effects

INTERIOR lighting for the theatre has become the subject of much study and research lately, since it is now generally realized that the decorative effects of various departments of the modern theatre are largely dependent on correct lighting for most pleasing and permanent results. Conversely, lighting must rely on the decorative scheme for its greatest efficiency.

Lighting and decorative effect are so inter-dependent that they may no longer be considered individually nor applied without regard to their most intimate relationship.

While these remarks are directed principally to painted surfaces, nevertheless they have important application to the auxiliary decorative effects of the theatre, such as the selection of colors in chair upholstery, carpeting, draperies, paintings and all other details that may contribute to the general color scheme of the interior. Science has recently taken a hand to solve the lighting-decorating problem with a series of comparative tests to determine the light reflection factors of various colors.

Correct Interior Colors

Using both mercury and incandescent lighting, comprehensive scientific tests of reflection values from surfaces painted with 21 interior color variations have been made which should be of great value in choosing tints for best results with various types of lighting equipment.

Satisfactory painted surfaces free from objectionable specular reflection and in the range of lighter tints can be had with reflection coefficients easily in excess of six per cent, according to S. G. Hibben, director of applied lighting of the lamp division, Westinghouse Electric & Manufacturing Company. Of these tints, some of the greens, blues and grays will show a slightly higher reflection value under mercury illumination but the reverse is true for those tints containing pinks, buffs, tans, or reddish colors.

For best lighting efficiency it is important when using mercury vapor lighting to have paints with good reflecting values at the particular wave lengths of light which are normally predominant in the output of the mercury lamp.

In the average interior when using an indirect or semi-indirect fixture, the character of the ceiling is vitally important. If this is a good white, the table top illumination is not greatly influenced by the colors or quality characteristics of the light source.

Paints that under daylight appear to be pink, orange, red, or mixtures of these longer wave colors should be avoided as the incident light is deficient in long wave colors, and in a mercury lighted interior, the greatest efficiency is experienced if the longer wave paint colors are avoided.

Coefficient of Reflection

A series of measurements were made on 21 typical tints of painted surfaces, corresponding to commercial conditions. The basic standard of comparison was a surface of magnesium carbonate having the reflection coefficient of 98 per cent. The

S. G. Hibben with reflectometer used in testing reflective qualities of painted surfaces. On 21 specimens of fiber board and hard plaster, one foot square, typical tints of interior paints were applied. Reflection values were measured in the special reflectometer.

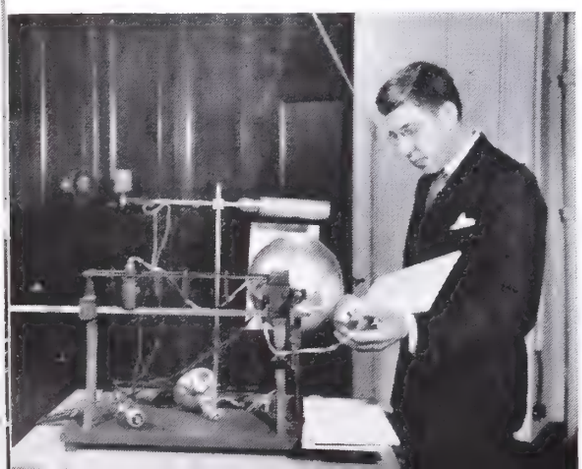


Table I

Finish	Reflection Factor Mercury Light	Reflection Factor Mazda Light	Finish	Reflection Factor Mercury Light	Reflection Factor Mazda Light
Interior Satin White	.87	.85	Dawn Gray Satin	.62	.57
Semi-Gloss White	.86	.82	Horizon Blue Satin	.62	.60
Interior Flat White	.81	.82	Blossom Pink Satin	.62	.67
Ivory Semi-Gloss	.77	.78	Orchid Satin	.60	.64
Suntone Satin	.72	.75	Maize Tan Satin	.58	.63
Light Buff Satin	.70	.78	Beige Satin	.58	.59
Interior Satin Peach	.70	.72	Apple Green Semi-Gloss	.58	.57
Interior Satin Ivory	.69	.75	Mist Gray Satin	.55	.53
Satin Sea Foam Green	.66	.62	Satin Cascade Blue	.55	.52
Sky Blue Semi-Gloss	.66	.63	Palmetto Green Satin	.52	.49
			Spring Green Satin	.49	.47

Table II

MAZDA ILLUMINATION

75% Up		60-74%		45-59%	
Satin White	.85	Satin Peach	.72	Beige Satin	.59
Flat White	.82	Blossom Pink	.67	Dawn Gray	.57
Semi-Gloss White	.82	Orchid Satin	.64	Apple Green	.57
Ivory Semi-Gloss	.78	Maize Tan	.63	Mist Gray	.53
Light Buff Satin	.78	Sky Blue	.63	Cascade Blue	.52
Suntone Satin	.75	Sea Foam Green	.62	Palmetto Green	.49
Satin Ivory	.75	Horizon Blue	.60	Spring Green	.47
Group Average	.793		.644		.534

MERCURY ILLUMINATION

Satin White	.87	Suntone Satin	.72	Maize Tan	.58
Semi-Gloss White	.86	Light Buff Satin	.70	Beige Satin	.58
Flat White	.81	Satin Peach	.70	Apple Green	.58
Ivory Semi-Gloss	.77	Satin Ivory	.69	Mist Gray	.55
		Sea Foam Green	.66	Cascade Blue	.55
		Sky Blue	.66	Palmetto Green	.52
		Dawn Gray	.62	Spring Green	.49
		Horizon Blue	.62		
		Blossom Pink	.62		
		Orchid Satin	.60		
Group Average	.828		.659		.550

Total Averages ..... Mazda Illumination = .657
Mercury Illumination = .679

illumination from the filament lamp corresponds to the medium wattage Mazda lamps found in average stores or offices. The mercury illumination was from a standard 250-watt high intensity mercury vapor lamp at about one-half atmospheric pressure, operated at a stable temperature and a normal rating. Illumination in all cases was diffuse.

The tests proved that of the total average of 21 specimens, the coefficient of reflection under Mazda illumination is about two per cent less than under mercury illumination. (See Tables I and II).

To determine comparative reflective values, the 21 tints were divided into three groups, a reflective coefficient group above 75 per cent, from 60 to 74 per cent, and from 45 to 59 per cent. Under incandescent examination, the three groups were of seven each, the first containing whites, ivory and light buff, with a group average of .793. The second group contained light pinks, tans, blues and greens, with an average of .644, and the third group contained darker grays, greens and blues, for an average of .534.

Under mercury lighting, the groups shifted, with only whites and ivory remaining in the first division, for an average of .828. Ten tints were incorporated in the second group for an average of .659, and the third group, with seven tints, had an average of .550.

Regardless of this shifting, however, the averages for each of the three mercury groups were in each case slightly higher than the corresponding Mazda section.

Inasmuch as all the specimens were of light tints, their ability to reflect light would not be radically different when illuminated by light of different quality.

On the whole, specimens of white and near white colors may reflect light from the mercury lamp to a slightly greater degree than from the tungsten lamp, but the reverse would be found with more nearly saturated colors such as red and orange.

The continuous spectrum of the filament lamp is relatively deficient in the short wave colors or the blue-violet and of the spectrum, and the light from the mercury lamp is changeable but chiefly concentrated at blue, yellow green and bright yellow.

Eye Observation Deceptive

In choosing colors for large painted surfaces likely to affect illumination, the eye is often unreliable, and selection should not depend on eye observation alone. Often it is possible to select equally pleasing colors and yet have a gain of 10 to 15 per cent in reflecting value.

With modern lighting equipment that in most commercial structures directs much of the light to the ceiling, areas above the general level of the picture molding should have reflection values of 80 per cent or higher.

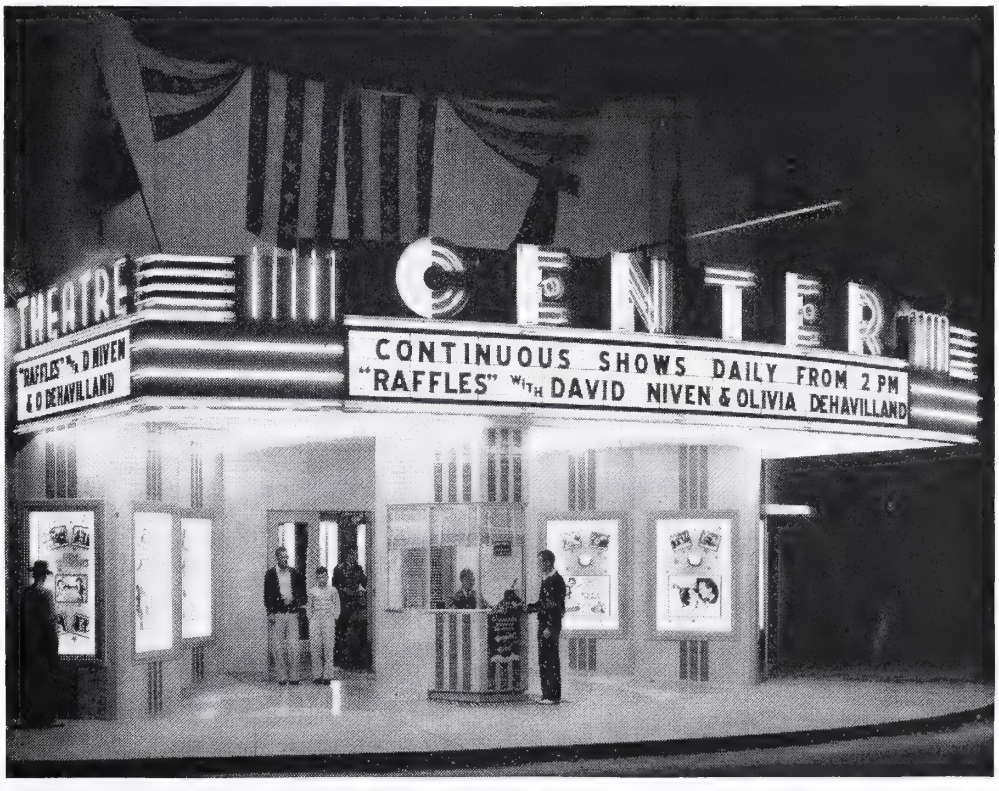
A general guide for interior colors may be found in nature's outdoor scheme, with the brightness of the horizon roughly half that of the sky, and the lower foreground half the brightness of the horizon. Presumably one would be on the right track to choose a ceiling paint of flat white or near white of about 85 per cent. The upper wall surfaces would have a reflection coefficient of about 45 per cent, and the lower walls and floors would be about 20 per cent.

SMART SUGGESTION TO SMALL-TOWN SHOWMEN



Exhibitors in small towns who still may think they can't afford it might take this timely tip on property modernization from Gidney Talley of the Plestex Theatre in Pleasanton (pop. 1,154), Texas. The result of a recent renovation of this 340-seat theatre speaks for itself. Despite droughts and "prairie" patronage, the Plestex seats are kept well filled at every performance.

MIAMI HOUSE HEADLINES ITS ATTRACTIONS



An especially interesting example of efficient advertising display is to be observed in the all-tile front of the Center Theatre, Miami, Florida, a unit of Wometco Theatres, Inc. Means for good merchandising are provided in plenty of light and changeable copy displayed by cast aluminum silhouette letters in glass-in-frame units across the front and at ends of the slightly curved canopy. (Photo courtesy Adler Sign Letter Co.)



". . . the right kind of care from early infancy."

Sound Equipments Form Bad Habits Early in Their Lives

By **W. W. Simons***



WHILE exhibitors are very few and far between who fail to recognize the importance of competent sound service in theatres using old style reproduction equipments, many of them do not seem to realize that there is a very critical period in the life of a brand new equipment that deserves serious consideration from a servicing point of view.

This vital period—referred to by engineers as the "shake-down" period—usually occurs during the first few months in the life of a new mechanism, or shortly after it has been installed.

Every type of mechanism after it leaves the factory goes through this "shake-down" period. Your own automobile is an obvious example. The way you drive it during the first 500 miles and the care you give it for the first 1,000 miles are vitally important and will affect the performance of your car during the remainder of its entire life. This period—the first several months of the life of a mechanism—calls for the greatest vigilance and care in the matter of maintenance.

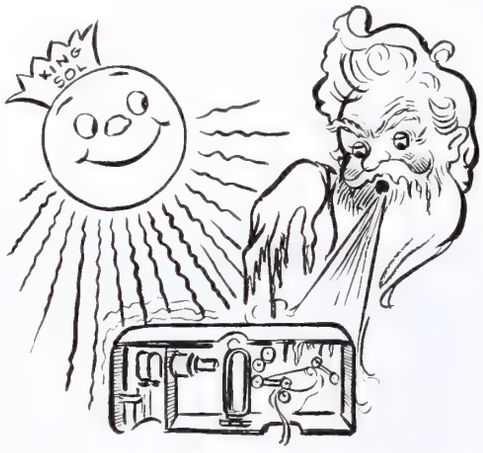


". . . goes through a shake-down period."

No matter how searching and rigid the factory tests may have been, a sound reproducing mechanism may develop defects which *only actual theatre operation*, during several months, can reveal. A wonderfully delicate mechanism both mechanically and electrically, a sound reproducing equipment deserves the most intelligent and able servicing during the crucial "shake-down" period.

A few examples of the behavior of sound equipment during this period should serve to explain why this is so:

After several days or weeks of regular operation of the sound system, the repeated heating and cooling of the lens assembly may develop a condensation of moisture which becomes deposited on the inner lens surface. A poor frequency response usually results. The service engineer, with the aid of his electrical measurement devices, and by reference to previously established performance figures, can track down the cause of the trouble and remedy it promptly.



". . . repeated heating and cooling of the lens assembly . . ."

Another example: Certain impairments in the quality of sound may develop in an equipment as a result of what seem to be, on the surface, easily recognized symptoms. Yet when an adjustment is made, the impairment in quality shortly reoccurs. The actual symptom was obscure and unsuspected. To locate the actual, rather than the apparent, cause of the trouble is vitally necessary, not only for the re-establishment of high quality sound reproduction, but also to prevent other adverse complications from developing in the mechanism.

Typical of such obscure impairment problems is a drop in the frequency response on the high end of the frequency spectrum. A readjustment of the warping mechanism might raise the frequency response and thus lead to the conclusion that the impairment had been cured. Actually, the true cause of the deficiency might lie in a partial deterioration of a condenser in the circuit and the deficient element would continue to deteriorate.

Through the use of his test films, his meters and his test amplifier, and through comparison of his test results with a previously established performance standard for that particular equipment, the experienced sound service engineer would approach the problem by inspecting all the points from which the frequency response abnormality might arise. For example, if he discovered that the loss was being sustained somewhere between two sections of the main amplifier, he would then locate the defective element on the circuit between those two points.

All mechanisms, unless they are constantly maintained at peak performance level, deteriorate. To refer again to the analogy of your automobile: A Detroit motor magnate once said, *"Every* car is a 'used' car after it's been driven a mile from the showroom where you bought it."

The deterioration of quality of sound in a given theatre may occur by such imperceptibly small and gradual stages that the exhibitor himself, who hears the sound in his theatre all the time, is entirely unaware of the degeneration that has taken place. If this happens during the first few months of the operation of a new sound system, he is genuinely shocked when a patron complains about the poor quality of the sound in his theatre.

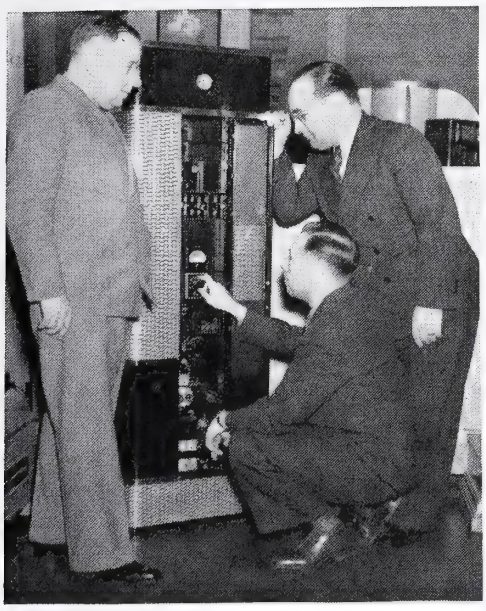
Naturally, the exhibitor blames the machine, yet the fault may lie not in the machine but in the absence of a safeguard against deterioration—the regular, periodic visits of a competent service engineer.

To get the fullest measure of dividends out of his investment in new sound equipment, the exhibitor owes it to himself to take this vital precautionary measure to keep his new equipment running at top performance levels from the moment the motors are first turned on.

It's just as the child psychologists say: "If you don't want your children to have complexes, inhibitions and phobias (ten-gallon words for 'bad habits') when they grow up, see that they have the right kind of care from earliest infancy."

*Engineering Department, Altec Service Corp.

CHECKING



In the picture: J. L. (Jack) Sawyer, left, supervisor of projection and sound for the Buffalo Theatres, Inc., inspects some of the latest equipment during a visit to the Camden RCA plant. W. L. Jones, manager of RCA's national service division, center, and W. W. Jones, New York district service manager, acted as guides.

Since the first of the year, a "sound check-up program" has been in progress in RCA-serviced theatres, according to W. L. Jones. Theatre sound systems are inspected and adjusted to perform in accordance with present-day standards. Thus exhibitors playing such pictures as "Gone With the Wind" and "Pinocchio" are assured of peak performance in their sound equipment.

PROMOTIONS ANNOUNCED

Appointment of Adolph Goodman as assistant manager of the RCA National Service Division, and a number of other promotions within the division have been announced by W. L. Jones. All the appointments, it is reported, reflect the company's policy of promotion from the ranks.

Mr. Goodman's new duties place him in charge of all service activities. In addition, he will continue an active interest in service technical development which he has supervised for several years.

Carl Johnson, Kansas City District Service manager, has been transferred to the Camden office to promote the sale of sound amplification and reproducing equipments. His old position has been filled by the appointment of Bill Hardman, formerly of the National Service office staff at Camden.

N. A. Willis, field engineer of the Baltimore Service District, and Adolf Lof, of the New York Service District office staff, have won promotions similar to Mr. Johnson's. F. M. Armstrong has joined the staff at Baltimore to replace Mr. Willis, while A. P. Wark, night emergency man at New York, has been elevated to fill Mr. Lof's vacancy. M. Gibbons has been named to Mr. Wark's old position.

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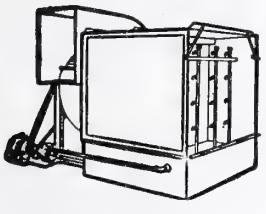
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SANITATION

EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE

Cleanliness Counts in the Correct Lighting of Theatre Restrooms

By **Helen B. Ames**

IFIGURING largely in the successful conduct of the modern theatre is an inviting atmosphere in rest rooms and other service departments. Here patrons expect to find a pleasant environment as well as up-to-date equipment for personal needs. Unattractive surroundings in this part of the house may destroy the memory of a fine entertainment and prevent fastidious customers from making a return visit.

While such essentials as a harmonious color scheme and comfortable chairs and couches cannot be overlooked in creating a feeling of relaxation, it is the lighting that really controls the general effect and makes the room truly livable. Insufficient lights or ill-placed fixtures spread an air of gloom that mars the appeal of an otherwise attractive room. On the other hand the effect of spaciousness and charm is correspondingly enhanced by the right lighting.

Suitable illumination, however, is more than a matter of electricity and the right installation. To get the most value from the lighting system, the bulbs and fixtures must be kept clean and shining. A layer of dust will dim the brightest light and lessen the beauty of artistic fixtures. For thorough efficiency, lighting equipment should receive soap-and-water attention as a systematic part of the cleaning program. Regular cleaning not only means better illumination but cuts down overhead costs by reducing the amount of electric current needed for operation.

Refreshment for the Eyes

In the lounging rooms, the sparkle of well-cared-for fixtures is a decidedly noticeable contribution to the theatre-goer's pleasure, as people are more observant of their surroundings when they are idling away time—waiting for friends or until a half completed picture makes a new start. Coffee service in the lounge—a practice in some neighborhood theatres—should mean refreshment for the eye as for the palate. Pleasing lights and untarnished fixtures add to the enjoyment of the fragrant aroma and the pleasant taste of the stimulating brew.

The present trend toward simpler design in lighting fixtures is reducing the amount of labor required for maintaining cleanliness. But ornate ceiling and wall lights, however difficult to get at, will prove no bar to a clean condition if the management is properly conscious of the trade value of good appearance.

Chromium and similar metals need only a daily wiping with a sudsy cloth, to keep them shining. Metals that tarnish, such as brass, should be rubbed up regularly with a good polisher. Glass fixtures, and those made of the modern plastic materials, respond beautifully to soap and water cleansing. Glass and metal on the furniture—a use that is growing more frequent in modern theatres—play their own small but important parts in enhancing the light, if they are kept bright.

As a vital contribution to the control of light through cleanliness, the appearance of the walls and ceilings must also be considered. Light-colored surfaces absorb less of the light rays that fall upon them, than dark ones do, and hence are definite aids to illumination. Since the modern washable paints retain their good looks after a soap and water bath, the selection of delicate colors need not mean more frequent redecorating. A number of theatres have adopted washable wall coverings, which are easily restored to brightness when soiled.

Simple Cleaning Suggestions

Some suggestions that simplify the job of wall washing seem in order here. Experts say that a sponge does the work better than a scrubbing brush, as the brush is likely to be too harsh and may mar the finish. These authorities have found, too, that it is more satisfactory to start operations at the bottom of the wall than at the top. When cleaning progresses downward, moisture is likely to trickle from the sponge as it is held overhead, a streaming onto the soiled parts below and making them harder to clean when reached.

Where mirror-glass wall panels are employed in the lounge, their main purpose is usually to give a sense of greater space. But these decorations also aid in reflecting the light. If washed frequently with plenty of soap suds, rinsed thoroughly and then polished dry, mirror insets will intensify illumination to a decided degree.



In the ladies' powder room, cleanliness goes far in maintaining the desired brightness of lights and the sparkle of crystal clear mirrors. Plain surfaced, cleanable walls and ceilings and furniture that responds favorably to cleaning are other requirements.

In ladies' powder rooms, it goes without saying that the lights must be adequate for renewing makeup and smoothing straggling locks before leaving the theatre. Cleanliness will go far in maintaining the desired brightness of the lights and assuring a spotless mirror that will prevent feminine patrons from applying too much rouge or powder. Vanity tables should be equipped with lights that permit a close-up view in the mirror. Full-length mirrors, kept clear and shining, should be provided for that final once-over which every woman likes to give her costume when she is going out into the street. Painted furniture, light-colored walls, washable hangings, and other fittings that can be cleaned with



Kept spic and span and properly lighted, the theatre wash room does much to perpetuate the memory of pleasant entertainment and thus helps to promote return patronage.

soap and water, are all assets in achieving a bright atmosphere in rooms devoted to feminine needs.

CONSIDER CLEANABILITY

Where washrooms are concerned, the selection of materials for equipment and background is usually based nowadays on their cleanability. Making the most of these easily cleaned surfaces unquestionably means better lighting as well as better sanitation. Floors and the lower sections of the walls are generally tiled, offering a bright framework for the room and taking little time for the daily cleaning. Porcelain washstands and metal faucets, too, are quick shedders of disfiguring splashes left by careless handwashers if given constant attention by the cleaning force, these fittings will contribute their quota to the shining appearance of the room.

Washroom light fixtures, both at the ceiling and at the mirrors over the washstands, should be in keeping with the practicality of the place—simple in design and easily dismantled for cleaning.

Turning again to wall finishes, a light cream paint is advisable for the upper part of the walls and for the ceiling, as this color is a close second to white in light reflection yet is more decorative than a stark white finish. A high gloss paint is advisable here, so the walls will stand frequent washing.

This approach to illumination is well worth studying from every possible angle of its application to those departments of the theatre designed for personal service. Ordinary though it seems, soap suds, freely used, have a truly artistic value in sustaining the appearance and efficiency of lighting arrangements, so important for the comfort of the theatre-going public.

New Floor Sealer for Unfinished Surfaces

A new and special formulation for treating unfinished wood floors called "Valdura" is announced by the American Asphalt Paint Company of Chicago. It is said to be an attractive and durable finish that furnishes protection against dirt, water, grease and constant wear such as encountered in theatres.

Through its active penetration in the wood, the new product, according to the announcement, seals the grain and provides a waxed and polished surface with no surface coating to wear off. Floors retain their original color and a beautiful, natural wood finish is the result.

The sealer is applied with a mop or brush. One coat only is needed and will cover about 800 square feet of floor surface to the gallon. A minimum of three or four hours drying time is all that is necessary before the floors may be subjected to foot traffic.

The new product can also be used successfully as a transparent coating for logs, knotty pine, furniture, panels or other unfinished wood surfaces. Further information may be secured from The Modern Theatre Information Bureau.

Drinking Facilities a Point for Precaution

The American Standard Association stresses that an adequate supply of cool, safe drinking water should be readily accessible in every place of public occupancy. The common drinking cup is outlawed generally. Individual cups should be dispensed from sanitary containers with proper receptacles provided for used ones. Where drinking fountains are installed, management of course should conform to the types approved by local health authorities. The Women's Bureau of the United States Department of Labor and the American Standards Association issue helpful data on this. Drinking facilities always must be *outside* of rooms in which toilet and washing units are found.

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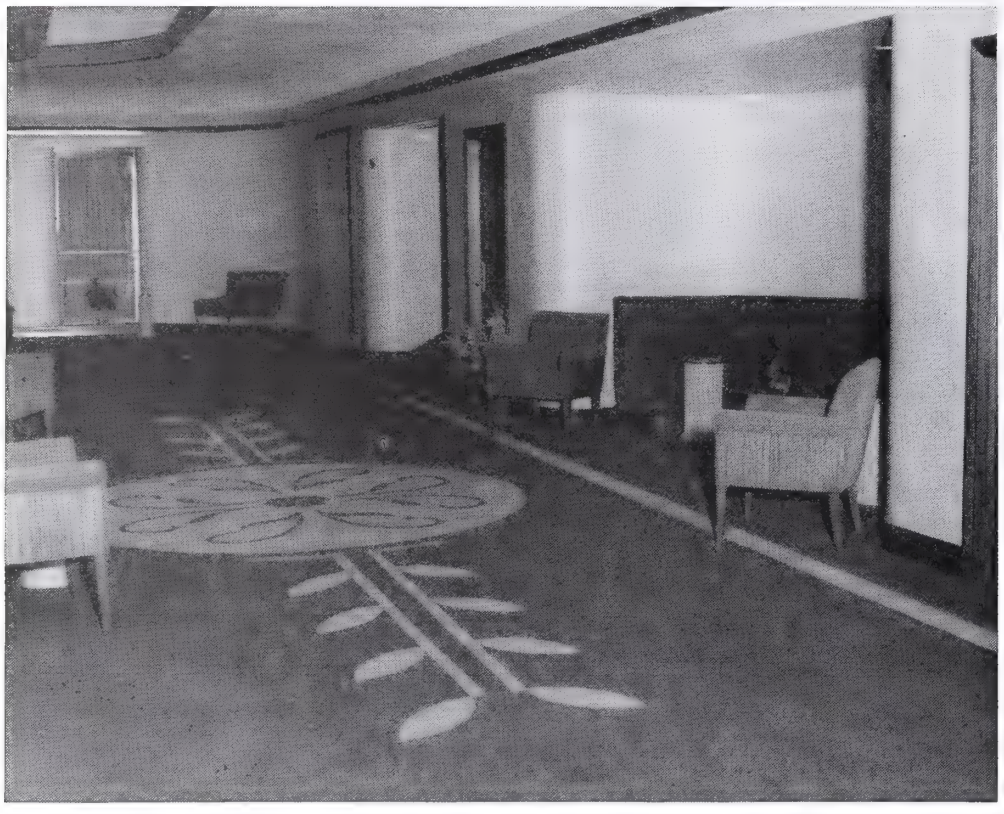
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An unusually smart effect in theatre floor covering is apparent in this view of the lobby of the Miller Theatre in Augusta, Georgia. (Photo courtesy Bigelow-Sanford Carpet Co., Inc.)

THE recently completed new Miller Theatre in Augusta, Georgia, one of the South's most modern and luxurious theatres, is completely carpeted with a distinctive Lokweave Broadloom, a creation of the Bigelow Weavers.

An intricate pattern was designed for the floor covering to carry out the decorative scheme of the entire theatre. The predominating color is wine, with blended tones of beige, rust and blue. The unique designs are not woven but are inlaid. This is possible through the special construction of the carpeting which makes such designs, however intricate, easy to achieve. A further advantage is that there are no observable seams to mar its beauty, since its construction permits the pieces to be sealed into place. Therefore, any number of different size pieces and colors may be combined to create an individual pattern.

This huge rug as illustrated exactly fits into the space for which it was designed and the border is so woven and inlaid that it follows the contours of the walls. At the entrance of the theatre, the carpet is in a narrow strip, following the graceful lines of the staircase, while at the same time always harmonizing with the interior of the building.

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Interboro Circuit Renews Service Pact

New sound servicing agreements have been signed for nine theatres of the Interboro Circuit, New York, according to W. L. Jones, RCA national service manager. Negotiations for the renewal deal were handled by Stanley Kolbert for the circuit and W. W. Jones and Bernard Sholtz, New York service and sales executives for RCA.

Theatres covered by the contract include the following: Dover, New York City; Fortway, Vanity and Harbor, Brooklyn; Island, Hollis; Linden, St. Albans; Merrick Gables, Merrick; New, Rockaway Beach, and Trent in New Rochelle.

Linoleum a Factor in Theatre Floor Covering

Linoleum, so readily adaptable as a floor covering for theatre lobbies and rest rooms, can be installed over any smooth underfloor—wood, concrete, metal or stone —that is not in direct contact with the ground or exposed to excessive dampness. The laying method which has proved itself most dependable over many years, is simple, quick and inexpensive.

The keynote of this method is to lay the linoleum over a sound-absorbing cushion of lining felt when the underfloors are wood. Lining felt can also be used with concrete, metal or stone subfloors to provide additional warmth, quiet and comfort. But its use is essential over wood because it takes up the seasonal expansion and contraction of the floor boards and prevents their movement from splitting the linoleum. It also makes the linoleum easier to remove for installation elsewhere.

The lining felt is pasted to the subfloor and the linoleum is pasted to the lining felt with linoleum paste. At the seams, rustproof cement is used. Where neat, easy-to-clean joints of wall and floor are desired, it will be best to install a flash type cove and base. This accessory forms a curved joining that simplifies sweeping, prevents dirt from collecting and protects the base of the walls from being kicked or scuffed. It is available in colors to harmonize with the many beautiful linoleum floor and wall coverings.

EXTERMINATION

Occasionally theatre properties become infested with rats or mice, usually due to proximity to places where the rodents may feed. Naturally for the peace of mind of patrons this condition must be eliminated as quickly and as safely as possible. Prepared bait is the most effective and simple means of eradicating the pests and its use should be intensive until all traces of the rodents disappear.

The baits should be distributed where rats or mice have been seen. Since the objective is to kill all the active rats at one application, the baits should be put out plentifully in all likely places. The general baiting should then be repeated after two weeks, since if there were baby rats or mice in the nest when the first clean-up was made they would not have been destroyed but will now be up and about.

As soon as the plague of rats or mice has been controlled, the premises should be put in such condition that others cannot get in, holes should be stopped up, doorways made tight fitting and kept closed. The action of modern prepared rat baits is to cause a suffocating distress in the rodent, this tending to cause him to seek the open air and die outside. If rats or mice are seen at any point on the premises, it is most probable that they have infested the entire property. Therefore, it is needful to plan complete extermination, everywhere at once.

A change of lighting effect either on the exterior or interior of a theatre will work wonders in its appeal to patronage.

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HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Producers Delay Meeting At Request of Freeman

Acceding to the request of Y. Frank Freeman, president of the Producers' Association, members of that body's labor negotiation committee have postponed the meeting originally planned for May 24 to an indefinite date within the next week. Freeman explained his time would be so fully occupied by the Paramount sales convention here that he would be unable to give the required attention to the association meeting. Committee members are expected to set a date for the resumption of negotiations with the Conference of Studio Unions and review the status of parleys with the Screen Writers Guild and the Society of Motion Picture Film Editors.

Meantime Howard R. Philbrick, new general manager of Central Casting, continued his reorganizational campaign by announcing that, effective immediately, Central will be closed on Sundays and that the switchboard will close daily at 8 p. m. instead of 9 p. m. as in the past. The move was made, Philbrick said, because very few studios place orders after 7 p. m. daily or at any time on Sunday, and that the major complaints of extras have been that they have had to hang by the telephone 16 hours daily. Philbrick suggested that Sunday casting calls hereafter be made on Saturday and declared that when casting emergencies arise they will receive all "customary and necessary attention."

Peace Council Formed By Hollywood League

Asserting that now, more than ever, the necessity for America's non-intervention in the present European War must be brought home to the public, the Hollywood League of Democratic Action, through its youth commission, has organized the Hollywood Peace Council. This new group is undertaking a determined drive for support in the film colony, with Maxine Metzner, executive secretary, directing the campaign.

A turnout of 1,500 is expected at the mass meeting to be staged May 28 by the HLDA for the 44th District Democratic Club at the Mason Opera House.

Pettey to East

Effective June 1, Tom Pettey ends four years as public relations director for the producers association here to accept the post of Hollywood film and radio representative for *PM*, new York daily newspaper. Geraldine Espy, his assistant, fills in.

Rigid Economy Programs Grip Studios; WB, 20th-Fox Lead

Sweeping retrenchment programs resulting from apprehension over the European situation among the studios this week followed the initial move taken earlier at a Warner economy meeting.

Twentieth Century-Fox executives were the second to act through the launching of a rigid economy regime throughout the studio with the immediate dismissal of more than 100 persons. Other plants are expected to follow with similar moves. Early effects of the retrenchment are registering in the publicity departments.

Jack L. Warner earlier called an "emergency meeting" of producers and department heads to launch a drive for stringent economies and the elimination of all waste motion in the studio's picture-making operations. Indicating there would be no slashing of personnel, Warner urged closer cooperation among all departments.

Warner was the first among the studios to declare itself when war broke out, the high command at Burbank announcing then that because of impending foreign losses stringent retrenchment would be necessary; at the same time declaring every effort would be made to prevent a wholesale payroll pruning. During the next few weeks, however, and despite efforts of studio attaches to minimize the reports, several hundred workers were lopped from the list.

The new Warner-Hal Wallis, executive producer, proclamation came shortly after Warner had announced that, because of the retrenchment policy, vacations for all employes have been canceled save in those instances where guild or union contracts specifically call for annual holidays.

The first immediate effect of the economy communique as regards Warner production schedules found "Santa Fe Trail," slated as Errol Flynn's next starring vehicle, shifted from a projected June start to next August. The film is charted as one of the company's biggest-budgeted efforts for 1940-41. However, three productions are set to go into work next week as per schedule—"The Letter," "City for Conquest" and "The Embezzler"—while "The House on the Hill" rolls June 6 and "Tugboat Annie Sails Again" embarks June 17.

So far other studios have not followed the Warner lead in striving for further production economies. Paramount, for several weeks past, has been consolidating various departments and, according to Y. Frank Freeman, "streamlining" its personnel and production setup for the 1940-41 season. Most plants went on a wartime basis last fall and have not deviated from it—chief among them RKO Radio, where salary slashes ranging from 10 to 30 per cent were placed in effect by President George Schaefer shortly after the war broke out.

No Production Slump

The picture-making outlook remains far from cheerless, however, and at present there is no indication of a slump. On Metro's June schedule are "Flight Command," "Golden Fleecing," "The Yearling," "Wyoming" and "Philadelphia Story"—all in the big-budget category. Irving Asher, returning from New York, where he had been planning to sail for London, has resumed preparations on "Witch of the Wilderness," which rolls in July. Paramount guns "The New Yorkers" and "Moon Over Burma," June 3, with "Virginia" and "Arise, My Love," rolling June 17. At RKO Radio "Photo Finish" goes into work June 1, followed June 3 by "The Other Man," June 15 by "Little Men" and "Too Many Girls." On June 4 the studio will launch "Wildcat Bus," "Triple Justice" and "The Stranger on the Third Floor." Gene Towne and Graham Baker have announced their next RKO Radio release following "Little Men" will be "African Intrigue."

Twentieth Century-Fox has completed its 1939-40 schedule with final editing of "Four Sons" and "Maryland," and has a healthy start on the new season's quota. "The Great Profile" rolls May 27, followed June 10 by "Down Argentine Way." Producer Kenneth Macgowan has eight in preparation, first of which will be "The Great Commandment," with "Belle Starr," "Brooklyn Bridge," "Fifth Avenue," "Down on the Wabash," "The Great American Broadcast," "Hudson's Bay Co." and "In Old Wyoming." Universal rolls "Arizona Cyclone" May 31 and "Argentine Nights" June 10. With a Tex Ritter western now in work, Monogram's schedule for June includes "Kid Reporters," "The Tower of Terror" and the first in a new series of "Range Busters" westerns.



Accept "Biscuit Eater" Award—

The Parent's *Magazine Medal, given "The Biscuit Eater" as the best picture of the month, is accepted by Y. Frank Freeman, on behalf of Paramount, from Mrs. Laura O. Vruwink, Hollywood representative of the magazine. Flanking donor and recipient are Jack Moss (left), who produced, and Y. Frank Freeman jr.*

Add Releasing Deals With Independents

Two more independent production units have set releasing deals with President George J. Schaefer of RKO Radio. A one-picture commitment whereby RKO Radio will distribute "The Devil and Miss Jones," to be produced by the newly-formed Frank Ross-Norman Krasna unit. The picture will star Jean Arthur, with camera work to begin in September. Schaefer also signed a four-picture releasing contract with Lou Ostrow's new Vogue Pictures, Ltd., the first production to be "Li'l Abner," based on the nationally-syndicated hillbilly comic strip by Al Capp.

Other Independent Activity

Having secured a Paramount release for its first two films, Boris Morros' National Pictures Corp. has taken office and production space on the RKO Pathe lot, where "Second Chorus," starring Artie Shaw, and "The Life of O. Henry," with Douglas Fairbanks jr., will be turned out.

Fairbanks has also joined forces with Ben Hecht to co-produce and star in "Until I Die," a story by Hecht, to be made for Columbia release. Hecht will direct and the Columbia lot will be used as their headquarters.

Dixie National Pictures has announced "Harlem Super Snoopers" as the second in a series of seven features with all-Negro casts to be distributed by Dixie National Film Exchanges. Plans for the production were discussed in conferences between Ted Toddy, president of the company; Jed Buell, executive producer, and Jack Coyle, vice-president. Scripting the vehicle are Lex Neal and Walter Weems, with Miller and Mantan to co-star. Dixie's first film, "Mr. Washington Goes to Town," has opened in Miami and Atlanta with first-runs scheduled later in New York and Chicago.

Sigmund Neufeld Productions has turned its cameras on "Skip Tracer," featuring Jimmy Dunn and Frances Gifford, with Sherman Scott directing. It will be distributed by Producers Releasing Corp.

Frank Lloyd has indicated his first production for Universal release will be the tentatively-titled "Captain Bligh," continuing that character's adventures after "Mutiny on the Bounty," which Lloyd produced for M-G-M several years ago. Lloyd will complete "The Howards of Virginia" for Columbia in August and plans to roll "Bligh" in October.

To produce and direct coin-in-the-slot musicals for the Techniporocess and Special Effects Co., Wallace Milan, New York producer, has been placed under contract.

O'Brien, RKO Part; Tim Holt for Six

After an association of four years, George O'Brien, cowboy star, leaves the RKO Radio contract list when his next picture, "Triple Justice," is completed. It goes into work in June. O'Brien will be replaced on the studio's sagebrush schedule by Tim Holt, who has been set to star in six westerns a year. O'Brien will have made 18 pictures under the RKO Radio banner when his contract expires. He has announced no plans for the future.

Other Changes

At the same studio Clem Beauchamp, an assistant director, has been named associate producer and aide to Lou Brock in the short subjects division. Jane Loring resigned her post at the RKO Radio plant to join Pandro Berman's production staff at M-G-M. She was Berman's aide while he was on the RKO lot.

Arthur Eddy, tradepaper contact in the Warner publicity department, is no longer at the studio. He had been in the post for more than two years and has announced no other affiliation. His work has been taken over by Blake McVeagh. Meantime the studio has added Marc Lachman, former Universal studio publicity director, to its staff to handle special exploitation on "All This and Heaven, Too."

Producer Lou Edelman has also checked off the Warner lot upon the expiration of his contract. He will take a short vacation before reporting to 20th Century-Fox to become an associate producer there.

Cinémarks

The Warner studio club will hold its annual golf tournament at the Altadena country club, June 16, with Johnny Kotanan in charge of arrangements. Field has been limited to 300 entries.

*

Robert Young and his family have changed their vacation plans and, instead of going to Alaska, will sail for Hawaii June 7.

*

Mrs. Si Seadler, wife of the M-G-M homeoffice executive, has returned to New York after spending several weeks here with relatives. Her husband planed east several weeks ago.

*

Casey Robinson is vacationing in the Orient, having traveled by Clipper following completion of a Warner writing assignment . . . Producer James FitzPatrick and Hugo Butler have sailed for Honolulu to do advance work on an M-G-M feature.

*

Heading the committee which will line up talent for the annual Comedians-Leading Men baseball game, to benefit Mt. Sinai Hospital, is George Marshall. Game is slated to be played in July.

*

Some 350 players entered the Universal Studio Club's annual golf tournament at Woodland Hills, with 160 trophies distributed by Gloria Jean. Fred Pseifer won all honors with a low gross of 72. Actor Richard Arlen carded a 75 gross for third place.

*

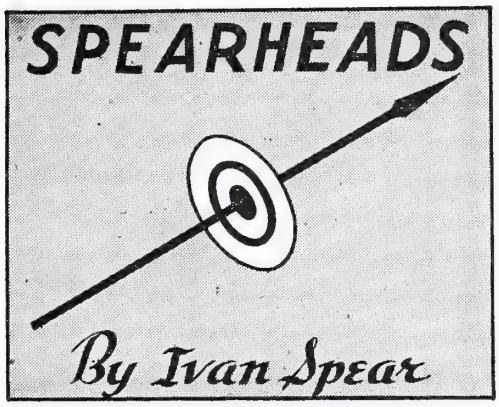
Director Sidney Lanfield has returned from New York where he conferred on an independent production setup with a possible RKO Radio release . . . Cartoon-Maker Leon Schlesinger observed a birthday, May 20.

*

To confer with Sam and Bella Spewack on a script they are writing, Producer Robert Sisk of RKO planed out for New Hope, Pa., for a week's stay.

Stanwyck and McCrea for William Wellman Vehicle

Barbara Stanwyck and Joel McCrea are to be co-starred in Paramount's "The City That Never Sleeps," which William A. Wellman will produce and direct. The story is based on Wessel Smitter's novel, "F. O. B. Detroit." Stanwyck and McCrea last teamed in Cecil B. DeMille's "Union Pacific."



HOLLYWOOD SHORT SHORT STORY:

When war was declared in Europe last September, Jack Warner, with characteristic opportunism and aided by an efficient publicity department, immediately called a press conference to assure all and sundry that, while his company's emergency policy would provide for the initiation of some few necessary economies, there would be little, if any, curtailment of personnel.

A few days later, reports of wholesale pruning of payrolls began to filter through from the Burbank front. These reports the Warner publicists did their best to deny and nullify—with Arthur Eddy, trade press contact, in the front line of the nullifiers.

Comes May and Mr. Eddy is no longer listed as a member of the Warner staff. The reason:

Economy!

➞

There's apparently no limit to the number of wives who are finding their way into the titles of recent and current releases; witness: "My Favorite Wife," "The Doctor Takes a Wife," "Daytime Wife," "He Married His Wife," "You Can't Fool Your Wife," and the coming "Hired Wife." Despite which, Universal's proposed "Invisible Woman" should prove the most popular with married men.

➞

Blitzkrieg Hits Hollywood:

Anna Marie Schunzel, daughter of Reinhold Schunzel, Metro director, decides to take the screen name of Ann Loring when cast for a role in "Escape."

➞

The fellow who has the job of cutting "All This and Heaven, Too" from 21,000 to 14,000 feet is very probably of the opinion that Rachel Field's original title has the hereafter badly scrambled geographically . . . Warner is making "The Letter" and "The Sentence." Next should be "The Paragraph" . . . At the same studio—splendid casting judgment in the selection of Marjorie Rambeau to play the title role in "Tugboat Annie Sails Again," the part of Norman Reilly Raine's magazine character originated by the late Marie Dressler.

➞

Fox is building a walled city in the heart of the Mojave Desert as a location site for re-filming "The Great Commandment." It might prove a good investment. Unless something happens to stop Herr Hitler, there will be plenty of Hollywood biggies willing to buy it as a permanent abode.

➞

These new-fangled producer-director-writer-actor contracts which have become so fashionable are having their influence in the cartoon field. Leon Schlesinger appears in person, along with Porky Pig and Daffy Duck, in his current Looney Tune, "You Ought to Be in Pictures," an exceptionally clever combination of straight photography and pen-and-ink animating. And, what's more, the genial producer does right well as an actor.

➞

BALLYHOODLUMS: Some one in the Republic publicity setup merits bows for the impressive mailing pieces forthcoming on the recent more important pictures produced at the Studio City emporium. It is difficult to believe the same organization that conceives and executes these broadsides was also responsible for the bilious-green, 24-sheets which did such injustice to "The Dark Command." And Walter Compton qualifies as the ultimate optimist when, in a letter accompanying the latest folder, he declares, "This is the second and final broadside on 'Women in War.' By this time you will have fully digested the contents of the first" . . . The master minds of Marathon street caption a release with "Paramount Makes Microscopic Title Change," which adjective also applies to the judgment of those who waste paper and ink in an effort to magnify the importance of eliminating the hyphen from "Mystery Sea-Raider."

Biographies, Babies and Blitzkrieg

Two extraordinarily opulent offerings made for an important preview week despite the fact quantity paralleled the stock market in taking a nose dive. A mere four features were introduced to the reviewers.

The ranking duo included Metro's "Edison, the Man," and Darryl F. Zanuck's long-awaited production, "Lillian Russell." A comparison of their respective values is more or less a matter of individual entertainment tastes.

Truly an inspired undertaking, and one of the most compellingly human and sympathetic biographical studies yet to reach the screen, "Edison, the Man" presents that great American genius not as a superhuman machine, but as an everyday individual with the character traits, weaknesses and intimacies that everyone can recognize. It is a superb piece of screen craftsmanship, tellingly directed by Clarence Brown from a script that successfully spans the years of Edison's adult life, tracing the accomplishments that have made him a scientific immortal. For their exhaustive research and the skillfully-wrought scenario which resulted, Scripters Talbot Jennings and Bradbury Foote share honors with Dore Schary and Hugo Butler, who devised the original story framework. Theatregoers of all ages should find it a thrilling, emotional experience for which John W. Considine jr., who produced, and the other craftsmen who aided in its making are entitled to the highest praise.

As glittering and glamorous as the period in which she reigned is the celluloid story of the colorful woman who dominated the American theatre during the closing decades of the last century. Reflecting in every detail the meticulous care and unstinting budget which were invested in its making, "Lillian Russell" is a stimulating, impressive, dramatic and tuneful feature, whose myriad entertainment assets completely overshadow the liberties taken with biographical accuracies. Producer Gene Markey hand-picked his cast with an eye to talent and boxoffice magnitude, with particularly outstanding performances registered by Alice Faye, in the title role, Henry Fonda, Edward Arnold and Helen Westley. Irving Cummings' direction is a flawless example of this reliable pilot's steady-handed work, bringing forth the utmost in dramatic power from every situation. William Anthony McGuire turned in a vividly realistic screenplay.

* * *

The remainder of the quartette might have shone more brightly had they been listed in less aristocratic cinema company. But even in the fast field in which they were entered they accounted for themselves with distinction.

In Universal's "Sandy Is a Lady" that phenomenal infant star, Baby Sandy, makes her third and, to date, most triumphant screen appearance. For this time she talks—only a few one-syllable words, but dialogue nevertheless—and thereby enhances her attraction for picture-goers everywhere. Charles Grayson's original screenplay was built exclusively for laughter and, it must be said, seldom employs the subtle approach in achieving its goal. The guffaws are sledge-hammered home, but they get there, which was evidently the intention. Sandy is supported by a competent crew of tried and true comedians. All in all, Producer Burt Kelly and Director Charles Lamont have a vehicle that, despite its unpretentious mounting, is sure to be a worthwhile addition to any program.

Even under normal conditions, Republic's "Women in War" would be a strong contender for heavy boxoffice takes and audience satisfaction. With the added exploitation factor of current world affairs, it is almost a certainty that this entry from the North Hollywood plant will boom into the hit class—especially if given the benefit of the intensive selling its entertainment qualities merit. F. Hugh Herbert and Doris Anderson wrote an amazingly prophetic screenplay that in sheer timeliness has seldom been equalled, its characters sincerely portrayed by Elsie Janis, Wendy Barrie and Patric Knowles at the head of an excellent cast. Both Producer Sol C. Siegel and Director John H. Auer can take bows for an undertaking that measures up to big-league calibre in every respect.

Hollywood—
—Personnelities

Barnstormers

—Freelance

WALTER HAMPDEN, famous stage actor, set for the title role in "Cyrano de Bergerac" at the Mohawk Drama Festival to be staged at Union College, Schenectady, July 16. Charles Coburn will direct the seven plays to be presented

Cleffers

—Metro

DAVID SNELL scoring "Phantom Raiders," a "Nick Carter" adventure featuring Walter Pidgeon.

FRANZ WAXMAN scoring "One Came Home."

—Paramount

VICTOR YOUNG writing score for Cecil B. DeMille's "North West Mounted Police."

—RKO Radio

PAUL SAWTELL scoring "Stage to Chino," a George O'Brien starrer.

—Warner

ERICH WOLFGANG KORNGOLD composing score for "The Sea Hawk."

Meggers

—Metro

LESLIE FENTON to "The Golden Fleecing" for Producer Edgar Selwyn. It rolls June 1.

—Paramount

HENRY HATHAWAY to "The Shepherd of the Hills," a Technicolor production in which Betty Field and Robert Preston will co-star. Stuart Walker will produce.

—RKO Radio

LLOYD FRENCH to an untitled two-reeler featuring Ray Whitley, singing cowboy.

BORIS INGSTER, writer, makes directorial debut on "The Stranger on the Third Floor."

LEWIS MILESTONE signed to direct two more pictures.

—Universal

ANDREW MARTON to "A Little Bit of Heaven," the Gloria Jean starrer, which Joe Pasternak will produce.

Options

—Columbia

BILL ELLIOTT held to star in eight more westerns.

EVELYN KEYES given term acting deal.

—Metro

BILLIE BURKE given extension on acting ticket.

SAM KRESS, head of wardrobe department, given new pact.

ROBERT METZLER, junior writer, given term contract.

RICHARD LARRY NUNN, child actor now appearing in "Strike Up the Band," given long-term contract.

JOHN SHELTON, stock player, given extension on his acting contract.

ANN MORRISS, featured player, held for a new term.

FREDERICK STEPHANI, producer, held for a new term.

—Paramount

TED REED, producer-director, given new one-year contract. His next assignment will be "Henry and Dizzy," another in the "Aldrich Family" series.

—Republic

GENE AUTRY given new one-year contract under which he will star in six pictures. It marks the beginning of his sixth year at the North Hollywood studio.

—RKO Radio

JOHN MACGUIRE signs term acting contract.

—Hal Roach

GORDON DOUGLAS, director, signs new contract.

—20th Century-Fox

WILLIAM BRENT, currently scripting "Studio Club," held for another term.

SHEILA RYAN wins term contract and role in "Ghost of the Cisco Kid."

KARL TUNBERG wins new writing contract.

—Warner

SUZANNE CARNAHAN given term acting contract.

HUGH CUMMINGS, dialogue director, signs new contract.

HUGH MACMULLEN signs contract as dialogue director.

Scripters

—Columbia

KAREN DE WOLF to "Blondie Goes to the Country."

—Metro

LENORE COFFEE completes "Tonight at 8:30," from a series of plays by Noel Coward.

JOHN LEE MAHIN to "Tropical Hurricane."

—Paramount

RUSSELL CROUSE to "Interlochen," to be produced and directed by Andrew L. Stone.

DWIGHT TAYLOR to "Skylark," forthcoming Claudette Colbert starrer, which Mark Sandrich will produce and direct.

VIRGINIA VAN UPP completes final script on "Virginia," from her own original story, which Edward H. Griffith will produce and direct.

—RKO Radio—

KEN ENGLAND to an untitled Anna Neagle starrer for Producer Herbert Wilcox.

JERRY CADY to "Debutante, Inc.," a Cliff Reid production.

—Republic

EARLE SNELL to an untitled "Three Mesquiteers" western.

MALCOLM STUART BOYLAN to "Storm Over India," an Armand Schaefer production.

MALCOLM STUART BOYLAN completes "The Girl From God's Country."

—20th Century-Fox

IRVING CUMMINGS JR. and WILLIAM CONSELMAN JR. to "Yesterday's Heroes."

ROBERT ELLIS and HELEN LOGAN to "Tin Pan Alley," from a story by Pamela Harris. Kenneth Macgowan produces.

ED VERDIER, RUTH TASKIN and HILDA VINCENT to "Youth Will Be Served," a Jane Withers vehicle.

—Universal

RALPH BLOCK to "Nice Girl," a story by Phyllis Duganne, as a vehicle for Deanna Durbin. Joe Pasternak will produce.

VERA CASPARY to an untitled vehicle to star Baby Sandy.

PAUL GERARD SMITH to "Who's Crazy Now?"

ERIC TAYLOR and ROBERT NEVILLE to "The Black Cat."

—Warner

EARL BALDWIN completes "The Patent Leather Kid," a John Garfield vehicle.

ABEM FINKEL to "The Dealer's Name Was George," from a story by Kitti Fring.

PATTERSON MCNUTT to "The Poor Nut."

FRED NIBLO JR. completes "The Amazing Story of Sergeant York" for Producer Jesse Lasky.

TOM REED completes "Annabel Lee."

RICHARD SHERMAN completes "January Heights."

CHARLES TEDFORD to "The Purple Heart," a short subject.

Story Buys

—Republic

"Man of the Year," by Richard English and Thomas Monroe.

Technically

—Columbia

CHARLES COLEMAN to assist Director Charles Vidor on "Gribouille," starring Brian Aherne.

—Metro

JOHN DETLEY aiding MERRILL PYE in designing sets for "Ziegfeld Girl," which Pandro Berman will produce.

JOHN SEITZ replaces KARL FREUND as cameraman on "To Own the World" during the latter's illness.

—Paramount

HALDANE DOUGLAS designing sets for "Moon Over Burma." Louis King will direct.

RALPH NELSON set as business manager on "The New Yorkers," which Preston Sturges will direct.

ROBERT USHER designing sets for "Arise, My Love," the Claudette Colbert starrer.

—RKO Radio

FRED KNUDTSON editing "Stage to Chino."

BOB WISE to edit "Dance, Girls, Dance."

—20th Century-Fox

EDWARD CRONJAGER photographing "Charlie Chan in the Wax Museum."

—Universal

LARRY CEBALLOS directing dance numbers in "Spring Parade," the Joe Pasternak production starring Deanna Durbin.

JOAN HATHAWAY set as dialogue director on "I'm Nobody's Sweetheart Now."

—Warner

TONY GUADIO to photograph "The Letter."

ROBERT WATSON set as technical advisor on "River's End."

PORTLAND

ROBERT S. FARRELL, who formerly operated the Rivoli here, made a successful political debut, being nominated to the state legislature and named Republican delegate at large.

Excavation is underway next to the Universal office on Filmrow for the new branch headquarters of M-G-M . . . Al Anderson, Paramount branch manager, left Tuesday night with Morrie Segel and Glen Haviland of Seattle for the Paramount convention in Los Angeles . . . Mark Corey, Gene Engleman and Mac McFadden flew east for the RKO meeting.

Frank J. Kennebeck, general manager for Paramount Pictures in India, with headquarters in Calcutta, visited here en route to the company convention after a 34-day voyage on a Dutch steamer. Kennebeck is the only white man in his Calcutta office, and reports native tastes in films very similar to those in this country, with action pictures leading in popularity. House managers in India solve the caste problem by segregating the seat sections and limiting the ticket sale for each section.

It's reported on the Row that Lloyd Moore has added houses in Waitsburg and Dayton, Wash., to his string which previously included Hermiston and Goldendale . . . Bill Burke, RKO auditor, is sojourning at the Portland branch . . . Dude Smith has installed the latest RCA sound equipment in the Coliseum at Tillamook.

Bob White, representing Oregon independent operators, and trustee for the Pacific Coast conference, is in Washington for scheduled hearings on the Neely bill . . . Hamrick-Evergreen has moved the Monday "Joe Dodge Quiz" radio show from the Paramount to the Liberty . . . Harold Hunt and Herb Larson, theatre editors of the *Journal* and *Oregonian*, respectively, flew to Los Angeles for the world premiere of "Lillian Russell."

Local operators again are face to face with their annual bug-a-boo, the dog races . . . Margaret North has taken over the secretary's desk in the office of Al Finke, Hamrick-Evergreen manager, with the resignation of Mary Wilkinson Greeley. Katherine Marshall, formerly of the Paramount, has replaced Margaret in the office.

Don Beckman of Southern Poster visited Portland last week, surveying local theatre fronts . . . Roy and Madeleine Brown, Walt Fenney and Bill McCurdy sought the Oregon beaches last weekend. Earl Hunt planted flowers . . . O. J. Miller, executive secretary of the Independent Theatres of Oregon, reports 46 Oregon exhibitors attending the Pacific Coast Conference in Los Angeles. Monty Collins, once a prominent film comedian and now a Hollywood agent, entertained Bill McKevitt of Newport in Los Angeles.

Visitors on the Row last week included Sam and Charlie Whiteside of Corvallis, Eno Hemmila of Medford, George Roy of Eugene, and W. H. Hibbard of Sheridan.





At the UA Convention in Chicago—

Top, left to right: The San Francisco force in the foreground, Ollie Watson, Paul Bush, Jack O'Loughlin and D. J. McNerney, branch manager. Bottom row, same order: The boys from Seattle, front row, are Ben Fish, district manager; Pete Higgins, branch manager, and Jack O'Bryan. In the back are A. J. Sullivan, Alfred Bloom and A. H. Kloepper.

60-Picture Program On Republic Slate

HOLLYWOOD—A 60-picture program for 1940-41, calling for a substantial budget increase, will be announced by Republic at a regional sales meeting to be held in San Francisco, May 28, according to Herbert J. Yates, chairman of the board, who checked in from New York last week for conferences with M. J. Siegel, studio production head. Yates, Siegel, James R. Grainger, distribution chief, and Pacific Coast exchange personnel will attend the meeting. Grainger having arrived at the studio after a stopoff in Denver.

Neither a specific budgetary allotment nor the detailed product announcement will be disclosed until the San Francisco parley. However, the monetary increase will be large enough to raise the quality of the company's product sufficiently to offset the foreign decline, Yates declared. Republic's sales efforts, he said, will be aimed principally at nations in the western hemisphere because of turbulent conditions abroad. The budget increase will also necessitate expansion of the studio personnel, the company's head man announced. The San Francisco gathering will be the first of four regional meetings to be held during the next two weeks.

Set to roll during the first quarter are "Lady From New Orleans," "Hit Parade of 1940," "False Witness," "Friendly Neighbors," "Storm Over India," "Sing, Dance, Plenty Hot," "Carolina Moon" and "Everybody's Happy."

Imperial Valley Quake Costs FWC $20,000

BRAWLEY, CAL.—While a report from only one independent exhibitor has been forthcoming so far, the series of sharp earthquakes which rocked the Imperial Valley area May 18 and 19 caused property damage amounting to an estimated $20,000 to Fox West Coast theatres in this area, according to R. H. McCullough, FWC construction head, who spent several days here surveying the scene following the temblors.

Hardest hit were the Brawley and Circle, FWC houses here. The Brawley, an 809-seat house, suffered damages estimated at more than $5,000, while $3,000 worth of repairs will be necessary to place the Circle in operation again. Manager Hollis Wood has shuttered both theatres. Damages of around $5,000 were incurred at the circuit's Valley Theatre in El Centro, McCullough estimated, while the United Artists Theatre there, as well as FWC houses in Yuma, Arizona, and Calexico were damaged slightly.

Ben Aranda, operator of the Eureka here, estimated repairs to his house will cost around $1,000. The theatre is still in operation, however, Aranda having checked out for Los Angeles on one of his regular booking trips.



At Universal Meeting—

In Chicago for the regional sales discussion appeared these field staffs from the western area. Top left, LOS ANGELES, *left to right: Standing, A. J. O'Keefe, district manager; Sam Milner, Foster Blake, Lon Ross, C. J. Feldman, branch manager; W. J. Heineman, western sales manager. Seated are Eddie Cooke, W. A. Scully, general sales manager, and Harold Whitman. Top right,* SAN FRANCISCO: *Standing are Bradley Fish, Al O'Keefe and Al Bowman. Seated are C. F. McBride, Barney Rose, manager; W. J. Heineman, King Trimble and W. A. Scully. Second row, left,* SEATTLE: *Standing are M. G. Whitman, A. J. O'Keefe, W. J. Heineman and L. J. McGinley, manager. Seated are C. L. Theuerkauf, W. A. Scully and A. M. Kallen. Center row right,* PORTLAND: *James Hommel, John Harvey, Cecil Farnes and R. O. Wilson, manager. Bottom row left,* SALT LAKE CITY: *Lon Ross (Los Angeles salesman), C. R. Wade, branch manager; E. H. Smyth, J. R. French, Henry Landstrom and Jack Allender (Denver). Bottom row right,* DENVER: *Thomas McMahon, Emmett Warner, Art O'Connell, Jack Langan, manager; Jack Allender and Al O'Keefe. Left and right, respectively, at the bottom are Charles Feldman, Los Angeles manager, and R. O. Wilson, Portland manager, as they received checks for their performances in the Bill Scully Drive. Feldman won second prize in the western half; Wilson, fourth prize in the same area.*

Fire-Damaged Roxy Will Be Restored, Say Owners

SALT LAKE CITY—Immediate reconstruction of the Roxy, which suffered a fire loss early last Friday estimated at $20,000, has been announced by the owners of the building.

W. McEwan, manager of the investment company leasing the theatre to Andy Floor, operator, said the building was completely covered by insurance.

Origin of the blaze, which destroyed the floor of the stage, several rows of seats, and severely damaged the auditorium floor, has not as yet been determined.

ITO Awaits Poole's Report On Neely Bill Hearings

LOS ANGELES—With Bob Poole, executive director, now in Washington attending the Neely bill hearings, silence comparable to that in the proverbial tomb is the chief characteristic of the ITO of So. Calif. and Ariz. headquarters—in startling contrast to the excitement prevailing there during the recent Pacific Coast Conference of Independent Theatre Owners convention.

According to Mrs. Ida Schreiber, Poole's assistant, the ITO director is not expected to return from the nation's capital for at least another week. He was accompanied by Hugh Bruen, member of the ITO and PCCITO trustee.

SEATTLE

EARLY summer and extremely warm weather are playing havoc with theatre attendance. Picnic spots, golfing, fishing and boating are doing a thriving business, likewise the night baseball games. Despite the heat, various showmen are hammering away with exploitation ideas to drag in what business might be had. The Liberty is offering a $250 grand prize, along with $25 and $10 cash prizes for the best name for the dress worn in the picture, "One Million B. C." The Orpheum is also running a contest for "Typhoon," in which girls are requested to make up their own ideas of a sarong. Winner is to receive an autographed sarong from Dorothy Lamour along with cash prizes.

Conventions are still in the air. Leaving this week are the gang from RKO which includes Eddie Lamb, Jack Burk and Louie Goldsmith. Republic will meet in San Francisco, with J. T. Sheffield calling in his gang from Portland, Salt Lake, Butte and Denver to join the Seattle contingent. Paramount is also preparing . . . Death claimed Tom Berry, exhibitor of Edmonds. Tom built the first theatre in that town but retired from it several years ago, with Mrs. Berry and her daughter, Mrs. Brown, taking over. The funeral was attended by nearly all of Seattle Filmrow.

Rex Hevel reports that after considerable delay caused by water seepage, work has been resumed on his new theatre in Tekoa, Wash. . . . M. G. Whitman returned from his Hollywood vacation in time to take the train for Chicago to attend the Universal convention . . . George Blair and his Rendezvous rated a first class article in one of the local dailies. Caption read: "Insults Cheap at Rendezvous." Story was true to life . . . The Roosevelt will remain closed for a few weeks during which time some remodeling will be done . . . Jim Hone back from the ITO convention making a special trip to Olympia to visit with the governor.

Benny Goodman will be in Seattle for a one-day engagement at the Trianon, according to Teddy Harris, the ballroom manager . . . Wayne Christie and his wife making plans to travel to Long Beach, Calif., and also Hollywood for their vacation . . . Florence Mills of the Metro off to Vancouver, B. C., and Portland, Ore., for her breathing spell . . . Mrs. Dutch Trammell and son, Terry, to Kansas City by plane to visit with her folks for a couple of months and to recuperate from her recent illness.

Charles Barnes has been added to the Palomar as manager and will also take over as master of ceremonies when needed. . . . Mike Newman back to Hollywood after a swell campaign on his picture . . . Al Bloom left for the United Artists convention without his trunk keys. They were shipped on receipt of a wire . . . Bob Estill to Portland and Spokane on business driving the new car his wife brought from Michigan . . . Frankie Peacock to Vancouver for two or three weeks to visit with her folks . . . Glen Haviland has won the coveted Paramount 100 Per Cent Club honor for 1940 and will attend the sales convention in Los Angeles with Morrie Segel, branch manager. Dwight Spracher of the Seattle branch won the honor twice and so did Segel before he became branch manager. The convention this year will be attended only by division managers, branch managers, and 100 Per Cent Club winners.

Diane Walton celebrated her third birthday with a preview party at the Little Victor. Refreshments were served later at her home . . . Word from San Francisco Butch Wingham has recovered from his illness and is spending a week in Hollywood.

Rival Union Picketing Burdens A. E. Rice

LOS ANGELES—Contending his house was constructed by 100 per cent union labor and that he is perfectly within his legal rights in employing CIO projectionists, A. E. Rice, owner of the new Admiral on Hollywood Blvd., has filed a petition in superior court seeking an injunction to restrain Projectionists Local 150, IATSE, from picketing his showcase. Rice charges in his complaint that the IATSE local, an affiliate of the American Federation of Labor, is picketing "with unlawful purpose," that the action has seriously interfered with his boxoffice receipts and that the dispute does not involve him nor his theatre in any way, but is merely a fight between the rival unions.

Rice points out he has no quarrel with the IATSE projectionists. His theatre was opened May 16 and is being operated on a foreign picture policy.

Los Angeles Delegates To IATSE Meeting

LOS ANGELES—Delegates to the IATSE's international conclave, to be held in Louisville, Ky., June 3-4-5, from the IA Projectionists Local 150 here will include:

M. J. Sands, secretary; L. W. Armentrout, assistant business manager, and E. L. Robbins, M. Nielsen and George Schaefer, of the board of directors. They will check out May 29 and expect to return about ten days later.

Seven From L. A. Head For Columbia Meeting

LOS ANGELES — Attending Columbia's combined central and western regional sales parley in Chicago, June 4-5-6 from the local exchange will be:

Jerome Safron, district manager; Wayne Ball, branch manager; Norman Newman, office manager; Mike Newman, exploiteer, and Bert Lentz, Seymour Fisher, and Harry Wineberg, salesmen.

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LOS ANGELES

LOS ANGELES

HARRY STERN of Film Alliance left May 22 on an extended trip to San Francisco, Seattle and Portland, planning to visit FA branches in each of those cities . . . Forgetting business for the moment, David Scheinart, Bill Quinn, Sam Blowitz and Max Meyer were deep in a discussion of the war situation.

Manny Hoffman, former operator of the local Avalon, has gone into the meat-packing business, forming a company in partnership with his two brothers, Ike and Ed . . . Majestic has just received delivery on an English-made film starring Maureen O'Hara, "Little Miss Molly," which it will distribute in this territory.

Booking visitors: Earl Strebe, who runs theatres in Palm Springs and Lake Arrowhead; Joe Sloat of the Maynard, and B. Aranda, Eureka, Brawley . . . Dorothy Untereiner has joined the stenographic staff at the Paramount exchange. She hails from South Dakota and has been here for about two weeks.

G. A. Acosta, assistant manager of the Azteca exchange, is back on the job after a business trip north . . . The Acme Accounting and Tax Service has opened offices at 1909 S. Vermont, with J. P. Pheisen in charge.

Back to the old grind of plugging 'em in and pulling 'em out is Dorothy Benson, switchboard operator at the M-G-M exchange. She vacationed for a week at Santa Monica beach . . . The Majestic release, "Mill on the Floss," opened at the new Hawaii Theatre, operated by Al Galston and Jay Sutton, May 22.

More Bookers: Jimmy Poynter, San Clemente, San Clemente; Ben Mohi of the Century and Princess; George Haines, Washington Theatre, Pasadena . . . Coast Pictures has acquired western district distribution rights to three English-made films starring Robert Donat—"The Man of Tomorrow," "Cash" and "Overnight."

In town were R. L. Plantitt of the Trona, Trona, and Irwin Kanowitz of the Union . . . Bill Calihan, M-G-M salesman, is vacationing at Laguna Beach for two weeks . . . George Bromley, operator of the Campus in partnership with Alex Mounce, is down with the flu.

Recuperating at Cedars of Lebanon Hospital from an appendectomy is Sherri Anderson of Fox West Coast's secretarial staff.

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S' FRANCISCO

THE opening of the 1940 Gold Gate Exposition found the Row pretty gloomy. The 1939 Fair put a huge dent in theatre attendance, and with every indication pointing to a successful Treasure Island this year, the attendance at the film houses on the mainland is expected to take another nosedive. The great amount of free entertainment offered at the Fair, coupled with reduced ferryfares, bridge tolls and parking charges is considered enough to draw the crowds.

"Papa" Bill Coovert bids farewell to his friends in San Bruno and to the El Camino Theatre which he has managed for the past 14 months. Coovert goes into partnership with Mike Syufy, who recently purchased the T&D in Oakland from the Morgan Walsh estate. Bill will act as manager of the house. Charles Coovert, cousin of Bill, gets the managership of the El Camino. Bill Coovert has been with the Golden Gate circuit since 1937.

Working with neighborhood merchants, Reek Feliziani helped start the Fiesta Week with a bang. Reek had a whisker and costume contest on the stage of his Midtown . . . Edna Schefer, Warner bookkeeper, is on her vacation . . . The Warner Club held a big Bingo party in their clubroom . . . Lloyd Cohen, United Artists manager, is off to New York for a combined vacation and business trip . . . Bob Ginnif, formerly with Coast Pictures, is now in the shipping department at RKO.

Max Ratner, RKO booker who has been on the sick list, is back greeting exhibitors . . . L. C. Wingham, M-G-M head, has gone south to convalesce from his recent illness . . . Milt Nelson of the Harvey Amusement office is confined to the home of his parents in Watsonville after suffering minor injuries in an auto accident en route back to the city after visiting his parents.

G. E. Harvey has sold his Arbuckle, Arbuckle, to Philip Linde . . . Joan Crawford spent a few days in town, and on a windy day took the attention of the crowd away from the steam shovel they were watching . . . Rudy Vallee was also a visitor, bringing his show up from Hollywood for a big shindig at the Municipal Auditorium . . . Val Harris, headliner in the old Orpheum days, has opened "Old San Francisco," an attractive bar near the theatre district.

The Columbia exchange renovation is almost complete and it is quite the place. Jack Tillman's office is now mahogany paneled and most attractive. The rest of the building has been painted and reorganized. The teletypes, both Postal and Western Union, have been dispensed with as unnecessary and now messenger boys are breaking in the new linoleum.

"Gone With the Wind" comes back to Market Street for an unlimited stay, opening at the St. Francis on May 30 on a roadshow basis . . . Incidently a frog named GWTW won the jumping contest at Angel's Camp this past weekend. The champion is owned by Jim Rau, Hollywood oil man . . . Mildred Dingle, 20th-Fox inspectress, is in Yosemite for her vacation . . . Frank Noege, formerly with Paramount in the ad sales, is working for Republic in the same capacity . . . Doc Henning is off to Portland on Pacific Premium business . . . Charlie Holtz is opening his new Colonial in Sacramento, June 7.

Republic will hold its regional convention here beginning May 27. James Grainger is already in town making preparations for Republic executives from all the west coast offices. Charlie Yates is expected in some time this week . . . Spring seems to be the time for the acquiring of new cars. Paul Bush, United Artists salesman, is making his calls in a new Buick, and Sid Martenstein of Republic is showing off his new Chevrolet . . . The Circle Newsreel is having a new marquee attached to the front of the house and the face-lifting job looks like a real eye-catcher.

The Columbia troupe leaves June 1 for the convention in Chicago. Headed by Jack Tillman, the party includes Mel Klein, assistant manager, and Salesmen Carl Scott, Phil Weinstein and Tory Roberts . . . Mike Newman, Columbia exploiteer, has been in town pushing "21 Days Together" . . . Ed Bauer, National Theatre Supply salesman, is in the hospital and at this writing the doctors are still trying to find out what is wrong with him . . . Thirty-five hundred people journeyed to the top of Mount Tamalpais to witness the annual Mountain Play. This year the production was "The World We Live In."

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REVIEW FLASHES

LUCKY CISCO KID (20th-Fox) — Another chapter in the adventures of the mythical border Robin Hood, this fails to take advantage of the possibilities afforded by its budget and cast, summing up as a very ordinary western which can hope for enthusiasm from only the more rabid action fans. The story is definitely on the stereotyped side and attempts to incorporate so many sagebrush cliches, that at times it approaches burlesquing the time-honored hoss opera. H. Bruce Humberstone's direction lacks smoothness and timing. John Stone produced.

COMPLETE REVIEW on the above picture will appear in an early issue of BOXOFFICE.

SALT LAKE

BUCK WADE and his crew were in Chicago for the Universal sales conference . . . At the UA meeting in the same city were Manager Tony Hartford and his sales staff.

E. K. Taylor, general manager of the Simmons circuit, headquartering at Missoula, Mont., made his initial visit here . . . Clyde Blasius, 20th-Fox office manager, is away on a sales trip.

Working in Montana is W. W. McKendrick of Monogram . . . Sam Gardner and his salesmen are back from the Metro convention in San Francisco . . . Mercury's manager, Frank Murphy, is back from a sales trek into Montana.

Lobby displays that include a speedboat and a real pond with two ducks swimming about have been arranged by Manager Charles Alderson and his assistant, Wolfson, for the current run of "Saps at Sea."

Caldares Opens San Diego Savoy at a 40-Cent Top

SAN DIEGO, CAL.—George Caldares has opened his new Savoy here at a 40-cent top admission scale. Opening bill, highlighted by the personal appearance of Jean Parker and James Dunn, was Monogram's "Son of the Navy" and Republic's "Main Street Lawyer."

Fred Eull Gets Contract For a Camp Theatre

RAMONA, CAL.—A government contract to open and operate a theatre at Camp Holcomb, the former Camp Kearny of World War days, has been secured by Fred Eull, who operates the Ramona here. Eull will open his showhouse about July 1, with marines, soldiers and CCC boys as his chief patrons.

Glasser Acquires Bell From Mrs. Valuskis

BELL, CAL.—Milt Glasser has purchased the Bell from Mrs. Lorraine Valuskis. Glasser formerly operated the Lux in Los Angeles. W. C. Kohler, who had been managing the Bell, moves over to the Valuskis in Willowbrook.

Dickson and Fowler Lead In Skouras Campaign

LOS ANGELES—At the close of the fourth week of the second annual Spyros Skouras Showmanship campaign, Dick Dickson's Fox West Coast district had climbed into second place, while Bruce Fowler, manager of FWC's Four-Star Theatre, kept a stranglehold on his No. 1 position among Class A Theatres. Dickson, who operates the FWC houses in Montana and the Southern California beach districts, was in fifth place the previous week.

Mrs. Furlond Buys RCA

CONDON, ORE.—Mrs. Elaine Furlond has installed RCA sound at her Liberty here. She also operates the Star at nearby Heppner.

Red Cross Asks Trade To Raise $10,000

Chicago — The amusement industry's quota in the drive for $1,000,000 in Red Cross funds in the Chicago area for war sufferers is $10,000. John Balaban is chairman and Bill Hollander is vice-chairman of the drive. All employes in the industry are requested to give all they can to assist the Red Cross in carrying out its mercy missions in Europe.

Oral Argument May Precede a Report

CHICAGO—Oral arguments are expected to be held here in the criminal contempt case pending in federal court, before the final supplementary report of Judge Edgar Eldredge, special master in chancery, is submitted to Federal Judge Charles Woodward.

The special master's first report, filed some weeks ago, recommended that Barney Balaban, B&K, and Paramount be found guilty of violating section X of the original 1932 consent decree, and that all other defendants be absolved.

Exceptions to Master Eldredge's findings of guilt on the one section were filed this week by defense attorneys with the master. They were complete exceptions to all of his findings. Robert N. Golding of the firm of Kirkland, Fleming, Green, Martin and Ellis, attorneys for the defendants found guilty, said he expected oral arguments to be heard by the special master before he submitted his final findings.

Among exceptions submitted, the attorneys contend Paramount and Balaban should not be considered as being direct defendants because of their interest in B&K. Objections are found to many statements in the master's report on grounds of error and mistaken understanding of finding of fact and law due to the voluminous testimony.

They also contend the government in its pleadings did not charge Balaban with violation of section X of the decree, and that the conclusions of law are wholly unsupported by evidence. They deny that B&K controlled the loop output of product and that other pictures, according to the testimony, were available first-run to independent exhibitors.

A. J. Balaban Will Run Glenwin With Meyers

CHICAGO—A. J. Balaban, one of the film pioneers here, but no longer with B&K, is to be associated with Sam Meyers, his brother-in-law, in the operation of the Glenwin, which Meyers is constructing in Glencoe, north Chicago swank suburb. The house is scheduled to open Thanksgiving day.

Meanwhile, work also has started and is progressing rapidly on the Glencoe, to be operated by George T. Valos. It is scheduled to open about August 15.

Move to Enlist Legislation in Combating "Jackrabbits"

Milwaukee Mayor Asks Censorship Commission

MILWAUKEE — Because the city motion picture commission took no action against the showing of "Primrose Path" here, against which Mayor Carl F. Zeidler declared he had received numerous complaints, the mayor has indicated he will ask the common council to pass an ordinance providing for the establishment of a new commission with power of censoring "objectionable" films.

Assistant city attorney Werner A. Wilking informed the mayor the present commission is merely advisory. The mayor said his idea of a commission was a "council of defense for the public, not a mere rubber stamp for the motion picture interests."

Two Gunmen Rob Talbott Cashier in Indianapolis

INDIANAPOLIS—The Talbott, operated by Harry Markun, was robbed last Friday night of an undetermined amount of money, forced by one of two gunmen from Mrs. Mary Studebaker, cashier.

Carroll Sanders, ticket taker, and Jesse Morgan, manager, were held at bay by the other gunman in the lobby as they saw the holdup under way and started to call police. The bandits escaped on foot.

Crack Ritz Safe to Take Weekend Receipts

INDIANAPOLIS—Yeggs opened a safe at the Ritz last Sunday night or early Monday morning and escaped with the Saturday and Sunday boxoffice receipts. The odor of tear gas was still present when theatre employes entered the room Monday. The safe has been equipped with tear gas and exploded when the yeggs blew open the safe. The theatre is operated by Olson Theatre Enterprises and the exact amount of the loss was not made known.

Manufacturers Contribute Prizes for ATOI Parley

INDIANAPOLIS—Many manufacturers and companies have sent in prizes to be awarded at the ATOI mid-summer convention June 25, 26 and 27.

The committee in charge of arrangements consists of Marc J. Wolf, chairman; Ernest L. Miller, H. H. Johnson, H. P. Vonderschmitt and L. T. Moore.

Milliken a Speaker

INDIANAPOLIS—Carl E. Milliken, MPPDA secretary, was here May 23 to speak at the annual dinner of the local Business and Professional Women's Club.

CHICAGO—A move by outstate independents to organize for the purpose of securing legislation that will aid in the combating of "jackrabbit" competition is reported launched.

Considerable anxiety over the competition of nightly free shows in small towns is expressed by numerous exhibitors coming into Chicago.

Several of the free-show operators have organized regular circuits, presenting pictures every night in the week over a specific radius. These are usually presented in towns of 300 to 800 population, neighboring a center town where an exhibitor conducts a theatre all year round.

A typical situation is that confronting Everett Clapp, operator of the American in Sidell, a town of 600. Surrounding him within 8 to 12 miles of Sidell are the towns of Indianola, Fairmount, Allerton, Metcalf and Hume. These are in one "jackrabbit" circuit, that is routed to permit each town to have a show on a different night. Farmers in the area may "tour" the circuit and see a free film nightly, still traveling only a few miles from their homes.

One Theatre at a Time May Show "Nation"

CHICAGO—In a unique decision, municipal judge Donald S. McKinlay upheld a 23-year-old permanent injunction in behalf of "The Birth of a Nation," but decreed that henceforth it can be shown locally in only one theatre at a time.

Judge McKinlay gave his decision in the case of the American Society for the Advancement of the Negro seeking to have dissolved the original permanent injunction obtained by the producers of the picture restraining the city or others from interfering with the showing of the picture.

The case was revived after Police Censor Harry Costello recently refused the sound-on-film version of the picture a permit. The decision of the judge acknowledged that addition of a synchronized musical and sound accompaniment to an old picture does not change or alter its content, and Judge McKinlay, in his decision, said that sound-on-film versions of the picture could be used here.

In placing the one-theatre showing-at-time restriction on the picture, Judge McKinlay explained he did this to avoid any group showing in various sections of the city, to double-check any possibility of any disorders arising, as the Negro group contended would happen.

Drive-In to Open

DES PERES, MO.—The first drive-in in the St. Louis area will be opened here within a few days. Tentative date for the opening was May 24. The $75,000 project occupies a 15-acre tract and will accommodate 500 automobiles.



53 at Metro's Meeting—

Metroites at the opening session of the company's sales meeting held May 20 at the Drake Hotel in Chicago are as follows: First row—David Ross, Sam Shurman, branch manager; Edward J. Lipson, Sanford Gottlieb, Milwaukee; Max Schwartz, Norman Pyle, William G. Bishop, Chicago. Second row—Walter E. Banford, branch manager; A. Jack Shumow, Julian King, Henry W. Kahn, Chicago; John L. Kelley, Minneapolis; Howard J. Beck, Chicago; Timothy Cleary, Jerome Adams, Herbert A. Wagner, Wade W. Willman, branch manager, Indianapolis. Third row—Frank J. Downey, branch manager; Floyd W. Chrysler, Robert Bernstein, John Morgan, Harold Sandelman, Detroit; Charles R. Stoflet, William Cameron, Louis H. Cohen, George W. Turner, William H. Workman, branch manager, Minneapolis. Fourth row—Henry W. Friedl, branch manager; Robert A. Cain, Daniel J. Foley, Denver; Harry J. Shumow, branch manager; Fred C. Thortsen, Carl P. Nedley, Charles Lieb, Omaha; George Baumeister, Gerald McGlynn, Dexter C. Kennedy, branch manager, Des Moines. Fifth row—John X. Quinn, branch manager; George F. Reilly, Herbert Bennin, Ellis N. Shafton, St. Louis; Albert Adler, Harold Cohen, Edward W. Green, Joseph W. Maguire, Truly B. Wildman, Frank Hensler, branch manager, Kansas City. Dais—John E. Flynn, district manager, Detroit; Edward W. Aaron, assistant to Rodgers; W. F. Rodgers, E. M. Saunders, western division sales manager; Joel Bezahler, assistant to Saunders; Harris P. Wolfberg, district manager, Kansas City.

Para't Conventioneers Peep at a Premiere

GALESBURG, ILL. — Paramount's eastern sales force had an opportunity to look in on the company's world premiere here of "Those Were the Days" (At Good Old Siwash) when the special Santa Fe train carrying delegates to the convention in Los Angeles was halted for 15 minutes Tuesday during the five-mile parade that highlighted events leading up to the three-theatre showing of the film that night.

What all the sales force east of Chicago saw was a town of 28,800, with the calendar turned back forty years, reliving those good old days at Knox College (Good Old Siwash) here, about which George Fitch wrote, and from whose stories the film was produced.

Numerous exhibitors here for the premiere, had a chance to chat for a while with the Paramount executives and salesmen, as they all were serenaded with bands, with college students and stars helping. John Balaban, Bill Hollander, M. M. Rubens, Tom Ronan, Henry Stickelmaier and Dave Wallerstein, all of B&K, and Joe Kinskey, Tri-States, Davenport, Ia., and Gene Russell, Champaign, and Les Hanlin, Macomb, Ill., independent exhibitors, were among the reception committee.

Also here were Merle Potter, Minneapolis *Tribune;* William Hanlon, United Press; William Collins, International News Service; Frank Deneen, South Bend *Tribune;* Tep Wright and Don Knapp, Danville (Ill.) *Commercial News;* Scotty Martin, B&K publicity, South Bend; Bill Burns, Aurora *News-Herald;* A. W. Shipman, Springfield *Register,* and Nate Gross, Chicago *Herald-American;* James S. Kearns, Chicago *Daily News,* and Gene Rich, BOXOFFICE.

One of the big events of the premiere was the selection of the All-American Co-ed, from fifteen semi-finalists, chosen from 467 colleges and universities by *Movie and Radio Guide.* The winner will receive a trip to Hollywood, and was chosen by a committee composed of Jay Theodore Reed, producer-director of "Those Were the Days"; John Balaban, of B&K; Frank Crumit and Julia Sanderson, and Lynne Overman.

Assisting in this were Martin Lewis and Gordon Swarthout of *Movie and Radio Guide,* who conducted the contest in the weekly fan paper.

Frank Crumit and Julia Sanderson, two of the judges, put on their weekly NBC radio show, "Battle of the Sexes," from Galesburg over 90 stations, and over which the premiere was given several plugs.

. The premiere eventually developed into a three-day affair, starting with athletic events and a singing festival at Knox College. Monday a street fair, covering five blocks on Main Street, was held. Tuesday ushered in the premiere itself at the Orpheum, where all 1,100 reserved seats were sold out days in advance; and at the West and Colonial, where a continuous-run policy was in effect.

Handling the campaign were Ralph Ravenscroft and Ed Churchill of the Paramount studio publicity department, aided by Ed Seguin, B&K publicist, Chicago.

Stars present were J. Carrol Naish, Muriel Angelus, Lynne Overman and Vaughan Glaser.

"U" Regional Ends on A Note of Optimism

CHICAGO—Universal's western regional closed here with a note of optimism evident in all addresses by company executives on the outlook for 1940-41.

"There will be a much closer alliance between the studio and sales personnels on all production matters," Nate Blumberg, president, told the conventioneers. William A. Scully, general sales manager, related that the 19th week of the drive in his honor ended with figures revealing a 46 per cent increase in sales.

Among other speakers were Cliff Work, studio head; J. Cheever Cowdin; John Joseph, advertising and publicity director; William Heineman, western division sales manager; and F. J. A. McCarthy, eastern division sales manager.

Universal Notes

CHICAGO—Numerous new shorts and a trailer of forthcoming product were screened at the H. & E. Balaban Esquire for Universal's western division salesmen during the sales conclave here at the Drake. Also shown were newest rushes from Jules Levey's production, "The Boys From Syracuse," which Universal will distribute. Levey attended all of the convention sessions.

King Trimble, San Francisco salesman, was everywhere during the opening day's luncheon when Lou Pollock was taking pictures of various exchange members. He soon earned the nick-name of "scene-stealer."

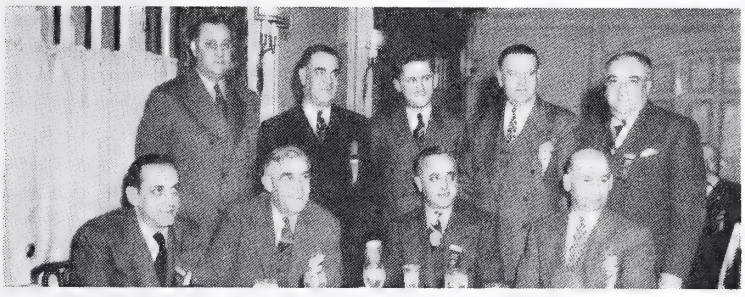
A. J. Sharick, who handled the convention room decorations, had an attractive meeting place arranged, with large blow-ups of Universal stars and posters of some of the 1940-41 product. Records of music from "The Boys From Syracuse" and from Deanna Durbin's newest, "Spring Parade," were played during intermissions between business sessions.

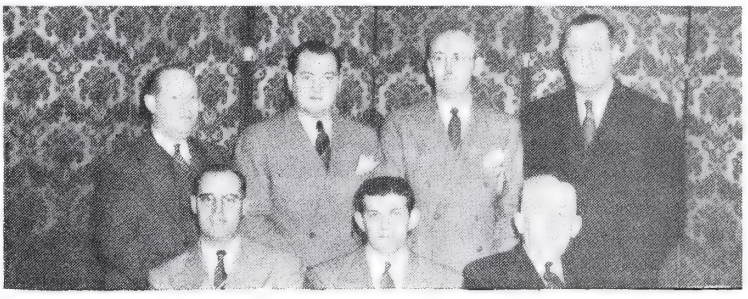
The convention closed with a bang-up party at the Drake Sunday night. A play-let burlesquing studio operations was presented with many of the sales organization taking part. It was entirely off-the-record.

Pay Suits Against Judell Will Be Heard May 28

ST. LOUIS—Justice of the Peace Frank S. Bledsoe has set for hearing on May 28 the suits filed by back office employes against B. N. Judell, Inc., for back pay allegedly due them.

In one action Harry O'Brien is asking for $125, while in another Mamie Mitchell seeks $130.

















At the Universal Regional Meeting in Chicago—

—Photos by Candid Illustrators

Top row, left: From Chicago are (standing) E. T. Gomersall, district manager; Walter Hyland, booker; Lou Berman, Robert Funk and William Weinshenker. Seated are Al Kent, Ted Meyers, M. M. Gottlieb and Max Brodsky. Top row, right, are: From Indianapolis (standing), Milton Ettinger, W. J. Heineman (western division sales manager), G. C. Craddock and E. T. Gomersall. Seated are Wilbur Grant, Wm. H. Sherman and Carl F. Mock. Center row, left: Topping the pyramid for the St. Louis staff is J. R. Garrison, district manager. Immediately below him are J. H. Sarfaty, Heineman, Harry Hynes (manager) and Sol Hankin, which drops into the third row for Harry Hynes jr. and S. H. Nesbit. Center row, right: From Milwaukee are D. M. McFadzen and E. W. Gavin (standing) and R. J. Bassett, Frank Mantzke (manager) and Orval Peterson. In the final row, left to right, are prize winners in the Bill Scully Anniversary Drive and their checks as they receive them from the hand of the general sales manager: E. T. Gomersall, second district prize; J. R. Garrison, third district prize; M. M. Gottlieb, Chicago manager, first prize, and G. C. Craddock, Indianapolis manager, fifth prize on western half.



At the Home of Gridiron Fame—

Pat O'Brien is welcomed to the Notre Dame University campus to make final scenes for "The Life of Knute Rockne." Left to right: Jeanne Rockne, who has a bit in the picture; O'Brien; Mrs. Knute Rockne, widow of the famous coach; Jackie Rockne; Mrs. O'Brien and Knute Rockne jr.

"Knute Rockne" Film Is Amply Heralded

SOUTH BEND, IND.—South Bend may not get the world premiere of Warner's "The Life of Knute Rockne," according to present plans, but that little matter certainly didn't deter Warner publicists from getting plenty of newspaper space on the location junket to the Notre Dame campus for final sequences for the picture.

George Shaffer, studio publicist, aided by Fred Bartow, Chicago exploiteer, chaperoned Chicago newspaper and trade-paper writers to the Notre Dame campus to watch shooting of interior scenes of the university cathedral and burial scene of Rockne.

Pat O'Brien, who stars as Rockne, and Donald Crisp, were the two Warner players here to make scenes. The picture will be world-premiered between September 15 and October 15 at Radio City, though efforts are being made by Notre Dame officials to hold an opening in South Bend the same day.

Shaffer concentrated his efforts locally on the sports writers, with the result that all of the dailies here carried photographs and stories of O'Brien's efforts to impersonate the famous coach. More than 5,000 jammed into Union Station to greet the studio group when they arrived, despite a cold rain. There were Mayor Jesse I. Pavey, the South Bend High School band, a committee from the Chamber of Commerce, representatives of Notre Dame headed by the Vice-President Father John Cavanaugh, and many others.

And best of all to some 500 students of Notre Dame was the $5 a day they received as extras to sit in the university cathedral during the filming of scenes.

O'Brien and Crisp spoke to the student body several times while here, made many luncheon visits, and went in to Chicago to attend several affairs arranged by the publicity crew.

Twelve Fox Houses Launch Juvenile Film Clubs

MILWAUKEE—FOX inaugurated its Young Americans Movie Clubs at 12 of its local neighborhood houses last weekend. Special features shown are advertised as being endorsed by all PTA groups and admission is a dime up to 16 years of age. Adults also are invited to attend, with 15-cent admission prevailing for them.

Members are eligible to prizes by saving labels or cartons from the products of five manufacturers. Participating theatres include the Paradise, Layton Park, Venetian, Shorewood, Zenith, Sherman, Downer, Plaza, Ritz, Majestic, Astor and Varsity.

Baldwin Polishing Script

HOLLYWOOD—Earl Baldwin is adding the finishing touches to the script of "The Patent Leather Kid" for Warner.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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CHICAGO

JIMMY SAVAGE and Dorothy Deere are now handling publicity for the B&K loop houses, with the exception of Archie Herzoff, who is in charge of the Chicago.

Edwin Levin, who has become a member of the promotion staff of the new afternoon New York tabloid, PM, *was given a farewell luncheon by his B&K publicity associates before leaving. Among those attending were Bill Hollander, Jimmy Savage, Dave Wallerstein, Eddie Seguin, Dorothy Deere of B&K, Clyde Eckhardt of 20th Century-Fox, Lloyd Lewis of the* Daily News *and Karin Walsh of the* Times. *Eddie was presented with a desk set.*

Jack Kirsch is back from that Washington Allied directors meeting and is hard at work getting things ready for the national convention . . . Ben Feldman, United Artists Theatre manager, is back after ten-day illness.

Henri Elman was in New York this week . . . Walter Hyland, Universal's veteran head booker here, received a wrist watch for his 25 years of service with the company at the convention here at the Drake. Max Levey, who took 16mm pictures of the recent Tippy Harrison testimonial, showed them in Al Simon's restaurant this week.

A. Irving Tombach, who has been engaged in publicizing French and other foreign product in Chicago and the mid-west for the past few years, has been retained as press representative by the World-Playhouse.

Al Jolson opens a summer engagement July 7 in the Grand Opera House in "Keep Punchin'." With him will be Martha Raye, Lionel Stander, Vera Gordon and his ex-wife, Ruby Keeler.

Cuff notes from the Metro Chez Paree party:

George Turner, Minneapolis salesman, had everyone in stitches over his impersonation of Hitler.

Joel Bezahler, assistant to Eddie Saunders, was around making everyone at home . . . Ditto, W. E. (Doc) Banford, Chicago branch manager, and John Kemptgen, Chicago office manager, who were official hosts.

Jerry Adams, Indianapolis salesman, one of the young and handsome bachelors, was using his "sex appeal" to good advantage.

Chico Marx, one of the Marx Brothers, here for the final seven-day tryout at the Chicago of "Go West," which M-G-M will produce, dropped in to help entertain the boys, and for typical Marxian atmosphere brought along plenty of girls from the show.

Sophie Tucker, star of the Chez Paree show, thrilled the salesmen with a special rendition of "Your Broadway and Mine," from M-G-M's "Broadway Melody of 1938," in which she co-starred.

Newsreelers in Europe Operate as "Portables"

CHICAGO—The lightning European war has put the newsreel coverage of the conflagration practically on a portable basis, in the opinion of Tom Mead, co-editor of Universal News, who was here with Joseph O'Brien, also co-editor of the newsreel, for the western division sales convention of Universal. Mead handles assignments, while O'Brien is in charge of makeup.

"Plans are made to use one section of Europe or a country as a basis of operations and then that country is knocked off, causing us to shift immediately," Mead said.

Expressing the hope that the capitals of France and England would not be bombed, Mead said that nevertheless, Universal News had made plans to cope with the situation if it did happen. "We have tentative deals with the Allied governments," he said, "to furnish our cameramen with planes to send film either to the Clipper planes or direct to America if Paris and London are bombed. Such films would naturally create sympathy here for the Allied cause and those countries will do all they can to help us get them to New York."

"Children's Pictures" Are Called for by Educator

SHEBOYGAN, WIS.—Adelbert Peck, principal of the Sheboygan County Better Films council here, stressed the importance of selecting pictures carefully for children.

"I think the time has come when the film industry ought to do what publishers have done," Principal Peck said. "They publish children's books. Why can't our producers give us a distinct field of children's pictures?"

Speakers at the meeting included Mrs. William Festerling, president of the council; Mayor Herman C. Runge; Mrs. Henry E. Smith, first president of the council and an honorary life member, and Mrs. Runkel, president of the Fond du Lac Better Films' council.

Following the program, guests at the meeting were invited to attend a preview at the Rex as guests of Jack Ebersberger, manager.

Chicago Family, Mature Listings About Equal

CHICAGO—Family listing of pictures by the Chicago Better Films Council currently includes "Abe Lincoln in Illinois," "Broadway Melody of 1940," "Buck Benny Rides Again," "Ma, He's Making Eyes at Me," and "Star Dust."

The mature listing includes: "Dr. Cyclops," "Dr. Kildare's Strange Case," "The House Across the Bay," "Johnny Apollo," "Primrose Path," and "Harvest."

CHICAGO REPRESENTATION
S. B. GREIVER
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UA Convention Sidelights

CHICAGO—UA "sneak screened" Sam Goldwyn's "The Westerner" at the B&K Pantheon the night before its western division convention opened here. Advertised as a mere preview, the house was packed and the film received a big ovation, according to Monroe Greenthal. There were no newspaper or tradepaper writers present—officially or otherwise—since the film has not been previewed yet . . . The men also saw Sol Lesser's production of "Our Town," while they were here.

Incidentally, Jimmy Roosevelt, who will produce "Pot O' Gold" for UA, was in and out of town before he could make a speech at the convention . . . Sam (Eliminate Duals) Goldwyn and Mary Pickford, both scheduled to come here for the meeting, couldn't make it.

Jack Schlaifer developed a tangy French accent for the convention. No one could figure out why.

Al Margolies, advertising manager, took his first tries at rhumba dancing at the Colony Club, and Monroe Greenthal has already been petitioned to let him join his exclusive rhumba club.

All of the intermission periods during the convention found the men crowded around a special United Press ticker news machine installed outside the convention room. They got the war news as it came off the machine, in a tieup with UA's forthcoming "Foreign Correspondent." An exact model of the *S. S. Glencaim* used in "The Long Voyage Home," was displayed, as well as a model Pennsylvania Railroad engine for "Broadway Limited."

The convention room proper had a large map showing the exchange centers where UA's permanent exploitation staff will be located.

Distributed to the men was a four-page paper, tabloid size, with all campaign having a political touch to it, since the major party political conventions are coming up soon.

Hal Roach's "Turnabout" was "sneak-screened" at the B&K Apollo with the salesmen in attendance . . . Incidentally, Roach presented each salesman at the convention with a Stetson hat order, good in his home town.

Sol Lesser arrived at the convention from New York after having been to Washington where he held a private screening of his "Our Town" for President Roosevelt and his family.

The convention social highlight was a dinner party given for all of the men at the Chez Paree.

Peggy Sheldon, secretary to Irving Schlank, Chicago branch manager, made an efficient convention secretary.

Nat Nathanson, Chicago salesman, still carried his hand in a cast, recovering from a severe boil, which necessitated his remaining in the hospital for two weeks prior to the convention.

Art Catlin, Chicago exploiteer, did an excellent job of planting convention stories in the daily newspapers, and even broke a top-headline yarn on the financial page of the Chicago *Tribune*.

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Need National Guard At Iowa Premiere

CLINTON, IOWA—They called out the National Guard in this corn-state town of 25,000 when the population doubled itself on the day Don Ameche and his fellow 20th Century-Fox stars came to Clinton for the world premiere of "Lillian Russell," at the Central States' Capitol and Rialto. So unaccustomed were those 50,000 to such premieres—it was by far the largest ever staged in Iowa—that by the time the movie ball honoring the visiting stars was held at night the jitter-bugs were so tired from the day's festivities that they were no longer in the groove, and the dance turned out to be a staid affair compared to the bustle of the afternoon.

This town never before had seen such a crowd. All sleeping quarters—private homes as well as the hotels—were gone long before the day of the premiere. The Chamber of Commerce here made it a three-day affair and before the windup of the final day, most of the restaurants ran out of food.

The town was dressed in "Gay Nineties" garb, the stores and the citizens, with all business houses and schools closed. Despite a drizzling rain which greeted the stars when they arrived here on the preview run of the Northwestern Railroad's Treasure Island Special from Chicago, thousands lined the streets to witness the parade from the station to the Clinton Country Club where luncheon was served. Governor George A. Wilson of Iowa and Mayor Harry F. Pape of Clinton were guests of honor with the stars, who included Ameche, Cesar Romero, Mary Healy and Arleen Whelan.

Besides the National Guard, Mayor Pape had to call on state troopers, Davenport, Cedar Rapids and Cedar Falls policemen to augment this town's police force to cope with the crowds. In addition, scores of special deputies were sworn in to help.

In the afternoon a special plaque was dedicated by Ameche commemorating the birthplace here of Lillian Russell.

Clinton Premiere Tid-Bits

By GENE RICH

CLINTON, IOWA—Among the trade figures here at the "Lillian Russell" premiere were Archie Herzoff, B&K publicity department, and Irving Mack, of Filmack Trailers, Chicago; Ted Emerson, Omaha Tri-States publicity head; Joe Kinsky, Tri-States district manager, Davenport; Charlie Winchell, Minnesota Amusement publicity head, Minneapolis; William Gehring, central division, Moe Levy, prairie district, and Stanley Mayer, Des Moines branch managers, 20th Century-Fox; Lou Elman, RKO manager, Mel Evidon, Columbia manager, and Art Anderson, Warner manager, all of Des Moines; and the following from the various A. H. Blank affiliates: A. H. Blank and his sons, Myron and Ray; Harry Warren, general manager, and Lionel Wasson, publicity manager, Central States; A. B. Seymour, Central states screen advertising manager; L. J. Wagner, manager, Palace, Burlington; Jess Day, Rialto, Fort Dodge; Tom Arthur, Cecil, Mason City; Joe Gerbach, Collegian, Ames; and the two local manager, Harold Barnes, Capitol, and Jerry Greenbaum, Rialto.

Newspaper men declared the premiere to be one of the best presented thus far. Arrangements were capably handled by Earl Wingart and Eddie Solomon, 20th Century-Fox; and Harry Warren and Lionel Wasson of Central States.

Emile Montemurro, Movietone News head, Chicago, and Phil Gleason, sound man, and Bill Birch, his two aides, were here to take shots for the newsreel. We understand Mary Healy and Arleen Whelan were disappointed when Monty and Phil declined to lead the movie ball grand march with them. The boys said they were sorry but that they just had to work.

Burton Jerrel, whose Iowa News Flashes is used throughout the state, also filmed the premiere activities.

Harry Martin, Memphis critic, found the rainy, chilly Iowa weather not very suitable to his summer wardrobe including a straw hat. Remarked Martin: "You damn Yankees with your Yankee weather have no regard for seasons at all."

Don Ameche couldn't get the bottle of champagne he used to christen the Northwestern Railroad's "Treasure Island Special" on its arrival in Clinton to break. After the second attempt, he gave up in disgust.

Milt Howe and Lou Hechlinger of Harry Brand's studio publicity staff, accompanied the stars here . . . Ameche had to go back by auto to Chicago the night of the premiere in order to make a midnight plane to Los Angeles, where he had a scheduled radio rehearsal. Cesar Romero flew back the next day to be ready for work on his next "Cisco Kid" film.

A. H. Blank got a laugh from the luncheon crowd when he began by saying the rainy, cold weather was "unusual for Iowa" . . . Mayor Pape showed his sense of humor when welcoming Ameche and the others to Clinton he said "I present to you a key to the city which I haven't got."

In Chicago, the night before the stars went out to Clinton, they were all seated in a night-spot when a sorority pledge came up to Romero and told him that her pledge task was to ask him to dance but that he didn't have to if he didn't want to. The girl was overwhelmed when Romero in turn accepted the invitation.

MILWAUKEE

THE Empress is now featuring sex films . . . Grace Bannow, local toll telephone operator here, has been named social and business secretary to the Andrews sisters . . . Spencer Tracy is expected to spend at least a day in Milwaukee in June before going to Ripon to receive an honorary degree from Ripon College.

Borrowing a paraphrase from the slogan, "The Beer That Made Milwaukee Famous," Fox's Astor carries the catchline on its front, "The House That Made the Dime Famous" . . . Motion picture shorts have been shown at Fox's Palace and Wisconsin theatres to impress the public with the hazardous possibilities of cycling.

Warner's Egyptian, Savoy and National theatres are now offering Book Nights on Saturdays and Sundays . . . The Bay at Green Bay plugged "My Favorite Wife" by holding a shiv'a-ree in front of the house . . . Charles H. Wuerz, manager of Fox's Palace, used an anicent Model T Ford on the city's streets with a mounted placard to plug "Buck Benny Rides Again."

Hal Kemp made a personal appearance in Schuster's record department during his showing at the Riverside here . . . State, O'Klare and Badger theatres at Eau Claire announce a new summer matinee policy with the feature pictures being shown only once each matinee . . . Russ Leddy, manager of Fox's Orpheum in Green Bay, was toastmaster at the Wisconsin Credit Union League banquet in that city.

The Packer at Green Bay is now staging "Country Store" on Friday nights and Amateur Nite on Saturdays . . . Rivoli in La Crosse conducted a color contest in cooperation with the local daily to advertise "Edison, the Man." Eli Arkin, manager of Warner's Venetian in Racine, arranged a display of local inventions in the lobby of the house as a buildup for the same film.

Film Web, *new monthly regional trade paper, made its bow on May 15. Paper has a 3,000 distribution covering Wisconsin, Upper Michigan, Minnesota, Iowa, Nebraska and both of the Dakotas. Publisher is Richard L. Weber and editor and advertising manager, Richard L. Weber jr., both of Milwaukee.*

"Fifth Column" Scare Fades in Clinton

Clinton, Iowa — Traces of a "Fifth Column" were evident here when Monroe Rubinger, Kansas City exploiteer for Warner, was discovered at the premiere of 20th Century-Fox's "Lillian Russell."

Suspected of sabotage by the Fox contingent, Rubinger's only "defense" was that he had been "kidnaped" by a newspaper man and brought to the premiere "against his will." Assured that he would be properly punished unless he promised not to make any statements about his company's pictures, the Warner exploiteer obliged with:

"Boyer, oh Boyer! I promise All This and Heaven, Too." Charles Boyer is co-starred with Bette Davis in Warner's "All This and Heaven, Too."

INDIANAPOLIS

WM. WATMOUGH, local distributor for "Book Night" in this territory, has just closed a deal with the Cantor Bros. circuit for the Sheridan. The first night for the new deal was May 19 . . . Don Hammer has been on the sick list for several weeks, but is now feeling better.

A. C. Zaring has just completed a new front for his Zaring which depicts famous Egyptian characters and inscriptions . . . Charles Tamler, operator of the Garfield, is confined to his home again with strep throat, after a few days of being up and around . . . Harvey Orr, operator of the Daisy and Speedway theatres, has returned to St. Louis where he underwent medical treatment. His condition is reported to be serious . . . E. L. McEvoy, district manager for RKO, was a visitor to the local exchange last week . . . Roy Churchill, local RKO manager, spent last weekend in Chicago on business . . . Seto Henton, operator of the Palms at Culver, Indiana, has sold his interests to C. A. Henkle of Chicago . . . A. M. Comeraux, auditor for Paramount, has been at the local exchange.

The United Artists exchange moved this week to new quarters on Michigan Street in the old offices of Grand National Films . . . John Servaas, head of Exhibitors Exchange, Inc. and seven theatres in Indiana towns, will move his offices from 402 N. Illinois Street to the Traction Terminal building in the former rooms of Olson Theatre Enterprises, who will move back to the Lyric Theatre building.

Vaughn Richardson, theatrical booking agent, has charge of the advertising and lay-out of the program being published in connection with the Variety Club's charity show May 29 at the Lyric. Richardson is being assisted by Don Hammer, formerly connected with Grand National Films.

Visitors: Anthony Bokas, Argos; Nick Paikos, Tipton; Dick Vlastos, Fowler; H. Lisle Kreighbaum, Rochester; John Dixon, Flora; T. N. Luckett, French Lick; Trueman Rembusch, Franklin; Joe Finneran, Elwood; C. E. Murphy, Columbus; Art Clark, Bloomington; Mrs. Ethel Luckett, Scottsburg; Myers Flater, Bloomfield; P. H. Dickson, Wabash; Ray Howard, Bloomington; Fred Nessel, Anderson; John Doerr, Chicago; C. L. Harris, Zionsville; L. T. Moore and wife, Mitchell; E. R. Crouch, Fairmount; A. McCarty, Pendleton; A. J. Inks and Phil Schloss, Ligonier; Dallas E. Cannon and wife, Kentland; Max Herrington, Hagerstown; Max Paige, Greenfield.

Carl E. Milliken, MPPDA secretary, came from New York to speak at the annual dinner of the Indianapolis Business and Professional Women's Club on May 23.

Jerome Vogel, son of Joseph Vogel, operator of the River Park, South Bend, now is located in Indianapolis doing research work and will travel over the state . . . A motion picture film, "Free Men Build a Nation," sponsored by the U. S. Chamber of Commerce, will be shown members of the local Universal Club, under direction of the Indianapolis Chamber of Commerce at the Columbia Club.



Its 30th Year—

The Hi-Way Theatre on Florissant Blvd. in St. Louis, which this month celebrated under the management of J. F. Brinkmeyer its 30th anniversary. Once known as the Montgomery, it was built by the late O. T. Crawford. The name was changed three years ago to the Hi-Way.

Comedians Hope and Berle Stand Them Up in Loop

CHICAGO — Comedians descended with "blitzkrieg" might in Chicago's loop vaude-film houses this week with SRO a welcome sign in both the Chicago and Oriental.

Bob Hope appeared headed for a record-breaking week at the B&K Chicago, with the "Doctor Takes a Wife." Over the weekend the house played to about 60,000 persons, with the sale of tickets being stopped at 8:45 p. m. Sunday night.

Jones, Linick & Schaefer returned to their vaude-film policy at the Oriental after 16 weeks of "Gone With the Wind," and blasted the old idea that the week a house changes it policy the boxoffice suffers. Milton Berle, on the stage, and Universal's "If I Had My Way" had the house headed for a record vaude-film week.

War News Over Teletype In Lobby of Telenews

CHICAGO—With the European war now going full blast, Sylvan Goldfinger, manager of the Telenews, has installed a trans-radio teletype machine in the theatre's lobby. The machine operates all the time the house is in operation and a cluster of patrons is constantly huddled around it.

Goldfinger uses some of the bulletins as a ballyhoo in front of the house, placing them on a large bulletin board to attract passers-by.

Al Hedding Will Succeed Kennedy at Ritz Helm

INDIANAPOLIS—James Kennedy, manager of the Olson Ritz, has resigned and Al Hedding of the Uptown will succeed him. Hedding has been replaced at the Uptown by John Peterson, who prior to joining the Olson chain had been business manager for Hal Kemp, the band leader.

ST. LOUIS

WITH Bonnie Baker featured, Orrin Tucker and his band moved into Fanchon & Marco's 5,000-seat Fox . . . The first showings in St. Louis of polaroid three-dimensional colored pictures were held at the Stix, Baer & Fuller auditorium for one week . . . "Harvest," a French film, played a four-day engagement at the S'Renco Art Theatre.

The 1940-41 officers of the Better Films Council of Greater St. Louis were installed last week. They are: President, Mrs. Guy Randall; first vice-president, Mrs. Jacob M. Lashly; second vice-president, Mrs. Edgar Lippman; third vice-president, Mrs. Carl Krutsch; fourth vice-president, Mrs. Frederick C. Lake; fifth vice-president, Mrs. P. M. Hucke; sixth vice-president and counsel, Milton F. Napier; recording secretary, Mrs. E. E. Tremain; corresponding secretary, Mrs. H. Dohrmann; treasurer, Mrs. William R. Nye, and auditor, Mrs. Etta L. Evans. Mrs. John Franklin Noble is the retiring president.

The St. Louis chapter of the Eastern Star sponsored a benefit motion picture show at the Tivoli, May 20. Proceeds went to the chapter's scholarship fund for girls . . . "Her Master's Voice," final production of the season, will be given May 27 by the Kirkwood Little Theatre company in the American Legion building on Argonne Drive.

The Town Square Theatre will open for the season, June 7. It is an outdoor roof theatre at Euclid and Delmar Blvd. Opening vehicle will be "The Bride the Sun Shines On."

Dorothy Lamour stopped off at Lambert-St. Louis Airport en route to the tulip festival in Holland, Mich., long enough to deny there is any chance of a reconciliation with her former husband, Herbie Kay. Kay and his musicians are also in Holland. Dorothy said she might meet him "professionally," adding "And that's all."

When the second district appellate court judges at Ottawa, Ill., saw motion pictures of Peter McGoorty engaged in various sports, they decided against him in a $50,000 personal injury damage suit. He claimed to have been injured in an automobile accident, June 25, 1938, so seriously he could not bend over thereafter. But the films showed otherwise.

Court Considers Demand Trampe Answer Queries

MILWAUKEE — Circuit Judge Roland J. Steinle has under advisement a petition to determine whether Charles W. Trampe, who seeks to enjoin the playing of Bingo at the American Lutheran Association hall, must answer certain questions put to him at a recent adverse examination before court commissioner Charles Orth.

Trampe, president of Film Service, Inc., recently declined to answer questions as to whether he is a member of any club or association which permitted games of chance or whether any theatrical group is financing his suit.

Fifth House in Richmond Is Planned by Hudson

RICHMOND, IND.—Plans are in progress for a new $50,000 theatre to be built by Robert Hudson, who operates the Tivoli, Hudson, Ritz and Indiana here.

The new house will have approximately 900 seats and is to be located on the 600 block on Main Street. The architect is Edwin G. Frederick of Chicago; the general contractor is the local firm of Vincent H. Juerling & Son. The start is set for June 1.

Arthur Phillips Will Helm Indianapolis Drive-In

INDIANAPOLIS—Arthur (Shorty) Phillips, former representative for National Screen Service in this territory, will take the helm for the new Drive-In on State Road 67 which is scheduled to open next month. The new theatre, nearing completion, is operated by the firm headed by Phillip Smith of New York.

Phillips went to Detroit for conferences with officials of the corporation.

Anna Neagle Will Be in Chicago for a Day

CHICAGO—Anna Neagle will make a one-day appearance at the Oriental as part of her nationwide tour on behalf of RKO's "Irene." She will be here May 31, and that same night will appear on a nationwide Mutual network show originating from WGN, plugging hits from the picture. Accompanying her on the tour are Terry Turner, RKO exploitation manager, and Herbert Wilcox, who produced the film on the RKO lot.

Something Funny in Their Bookings

Chicago—Three of the country's top comedians were going around with long faces this week. They were Bob Hope, Milton Berle and Joe E. Lewis. Here's why:

All were booked into Chicago loop houses the same week, and all were booked by the William Morris agency. Hope played the Chicago, Berle the Oriental, and Lewis the State-Lake.

And to make matters worse, their individual praise agents were finding things tough because one headliner was getting most of the newspaper lineage: One A. Hitler & Company.

Cummings and Buzzell See Marx Show in Chicago

CHICAGO—Jack Cummings, producer, and Eddie Buzzell, director, both of whom will work on M-G-M's production of the Marx Brothers' "Go West," were here to see final presentations of the stage tryout of the show at the B&K Chicago.

Both flew in from New York and were here for conferences, before returning to the coast to make plans for getting production under way about June 10. Cummings said that Virginia Weidler has been set for a featured supporting role.

Wind Ends Outdoor Show

AMO, IND.—An abrupt end to the season's first outdoor motion picture offered the local citizenry came when a strong gust of wind blew down the screen and dust-sprayed the spectators.

Dorothy Deere Joins B&K Advertising Department

CHICAGO—Dorothy Deere, motion picture critic of the Chicago *Herald-American*, has resigned to take a post in the advertising department of Balaban & Katz. The first woman publicist with B&K succeeds Edwin Levin, who has joined the promotional department of *PM*, new afternoon paper in New York.

Miss Deere will continue to occupy her five-day-a-week spot as cinema chatterer on WJJD locally.

Three-a-Day for "Wind" Ups Grosses at Woods

CHICAGO—The shifting of the three-a-day policy to the Woods, Essaness loop house, on "Gone With the Wind," after it closed with the sixteenth week at the Oriental, resulted in boxoffice returns upping considerably at the former house. The Woods had been on a two-a-day basis. The seventeenth Saturday found the house taking in more than on any other single day since the film opened.

Approves Payment

ST. LOUIS—Circuit Judge Ernest F. Oakley has granted receivers for IATSE Local No. 143 the right to pay a committee of the union $9,257 as reimbursement for expenses incurred in connection with picketing of various Fanchon & Marco theatres in St. Louis and St. Louis county in a dispute involving the employment of projectionists who only had cards issued by the international union of the IATSE instead of Local No. 143.

ANY NEWS TODAY?

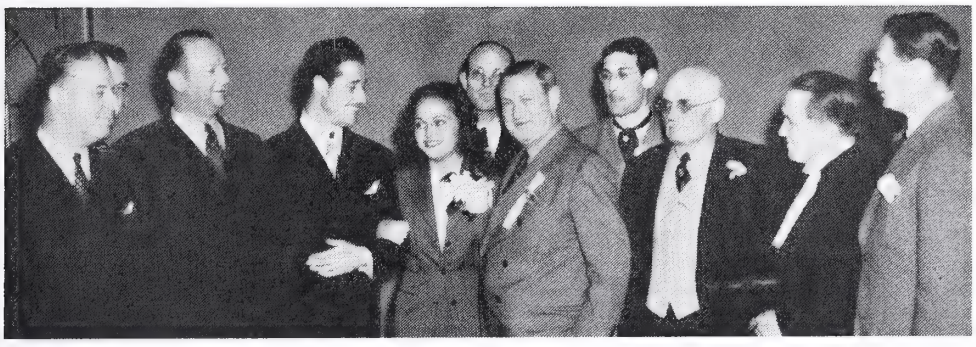
Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

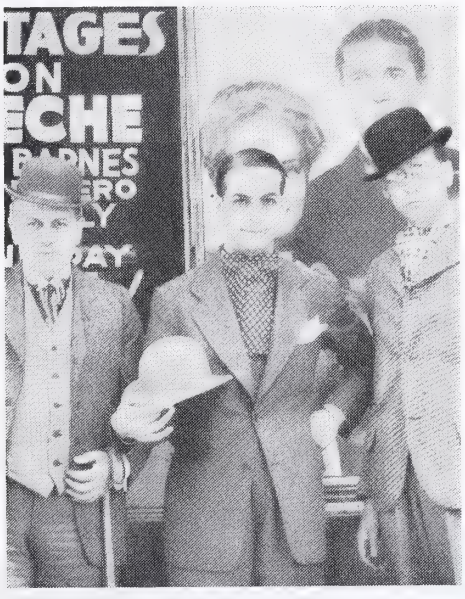
Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE**..... **LOCATION**.....









At the Clinton Premiere—

Of "Lillian Russell" in the Iowa birthplace of that glamorous star of the Gay Nineties. At the top, a typical crowd that greeted visiting celebrities, despite the rain. Center, left to right: Moe Levy, 20th-Fox Kent Drive captain and prairie district manager; Bill Toney, Tri-States maintenance department; Harry Warren, Central States general manager; Don Ameche; Mary Healy; Joe Gerbrach, Blank partner in the Collegian at Ames; A. H. Blank; Jerry Greenabaum, manager of the Rialto at Clinton; P. D. Alleman, Clinton partner of Blank; Harold Barnes, manager of the Capitol in Clinton, and Lionel Wasson, Central States publicity head. Lower left: Harold Barnes, Eddie Solomon, of the 20th-Fox New York publicity department, and Lionel Wasson go "Gay Nineties" for the whingding. Lower right: Gov. George A. Wilson of Iowa, left, accepts the biscuits from Cesar Romero.

Portable Circuits Are Steadily Increasing

KANSAS CITY—An increase in the number of portable circuits serving small towns in western Missouri and Kansas has already occurred this spring. Between 10 and 20 per cent more such circuits now are being operated than there were a year ago, it is estimated. This runs the number from approximately 60, each serving six towns apiece, to 70; which means that the number of towns reached has grown from around 350 to over 400.

The problem presented by the existence of these circuits has been increasingly felt by exhibitors in this area the past season or two. However, observers believe that the situation cannot be met by a simple "anti" attitude on the part of exhibitors. The field has grown to such stature that another sort of solution is indicated.

Over 75 per cent of the portable circuits in this area have gone to 16mm film and equipment. More film companies are making product available in 16mm form. With their foreign markets practically destroyed, it is more than probable that companies will release more film for 16mm use as time goes on.

As a matter of fact, the 16mm field has grown to such a point that it could enter the production field itself.

Suggest Compromise

It has been suggested that exhibitors, distributor-producers, and those in the portable circuit field get together and formulate a general policy. Some of the points suggested are these:

1. Major companies to release product for 16mm use after pictures are 18 to 24 months old. It is interesting to note that at least one company is releasing such features nine months after original release.

2. Portable circuits agree to (and be held to such a schedule by contract) show pictures only within a certain distance of towns served by regular film houses.

Other problems might be worked out satisfactorily to all three interests.

Another suggestion is that distributor-producers release only "B" product, but all of that, for 16mm use, leaving "A" product for the exclusive exhibition of regular houses. Experience in this territory indicates that this may be a sound idea.

There is an exhibitor or two in the Kansas City area protecting his theatrical exhibition by roadshowing in the surrounding towns that are theatreless. These exhibitors show "B" pictures (all of them old, of course) on the portable circuit; and on those portable circuit programs they plug the "A" pictures currently showing in their regular houses.

One by-product of portable circuits is that their presence near a theatre town tends to discourage the entrance of a cheap and/or shotgun house. Certainly it would have something of that effect where the exhibitor himself is operating a portable circuit.

Portable circuit operators contend that their activities do not hurt the regular exhibitor's business. They point out that they reach only communities and people who would otherwise see picture shows only a few times a year.

MINNEAPOLIS

JOE L. STERN, "Bank Night" distributor, formerly an inveterate smoker, but sworn off the weed entirely since recovery from his recent illness . . . Abe Kaplan, Twin City independent exhibitor, picked and bet on the winners in both the Kentucky Derby and the Preakness and modestly says it was just "luck" . . . Congratulations to Bob Abelson, Paramount northern Minnesota and western Wisconsin salesman, for winning a $100 cash prize for selling the most "Beachcomber" contracts in the territory.

Bill Elson, independent exhibitor, doing himself proud on the golf course this spring . . . R. C. LiBeau, Paramount district manager, a visitor . . . Theodore Hays, veteran Minnesota Amusement company executive, recovered from the illness which had him confined to his home for several days . . . Rose Cohen an addition to the United Artists' office staff . . . Gilbert Nathanson, Monogram branch manager, visited northern Minnesota accounts.

Out-of-town exhibitors visiting Filmrow included Leo Bacher, Browns Valley, Minn.; Don Buckley, Redwood Falls, Minn.; Porter Ashley, Lakefield, Minn.; Leo Molitor, Norwood, Minn.; Charlie Connaught, Olivia, Minn.; Jack Heywood, New Richmond, Wis., and Cletus Widmer, Belle Plaine, Minn. . . . Rud Lohrenz, Warner's district manager, in town.

Bill Scholl, RKO exploiteer, making a swing around the territory. He and Marvin Goldfish, RKO booker, are now Saturday afternoon golf addicts . . . The M-G-M gang has returned from the Chicago convention all pepped up and raring to go . . . Gene Meredith, Herb Blass and W. O. McFall of Warner Bros., went fishing to Isle, Minn., the first Sunday of the season and caught the full limit of pike and pickerel . . . Ruth Sheppard an addition to the RKO office staff.

A. C. Wilson, 20th-Fox traveling auditor, in town . . . Al O'Keefe, formerly of Minneapolis and now Universal Pacific coast district manager, stopped over here en route to Chicago to visit his mother . . . Moe Levy, 20th-Fox district manager, back from the "Lillian Russell" premiere at Clinton, Ia., says it was "wonderful" . . . Joe Rendell, Warner poster clerk, vacationing in and about Minneapolis . . . Bill Evidon, Columbia office manager, commuting back and forth from his Lake Minnetonka summer home at Mound . . . Ben Blotcky, branch manager, and Johnny Fritcher, head booker, attending the Paramount sales' convention at Los Angeles. Johnny was rewarded because of his outstanding work and recent election to the Paramount 100 per cent club.

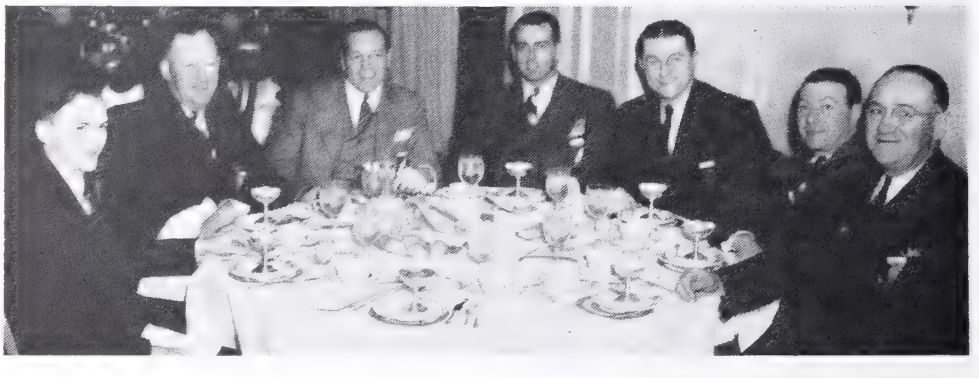
Nickey Goldhammer, district manager, headed the local RKO delegation to the sales' convention at the Waldorf, New York city . . . Many of the boys going on weekend fishing trips . . . Phil Dunas, Columbia district manager, a visitor . . . Universal boys back from the Chicago convention . . . W. A. Steffes, Northwest Allied president, has recovered from his recent heart attack, but is taking it easy these days, spending only a few hours daily at his World Theatre office.



—Photo by Candid Illustrators

Kansas City Goes to a Convention—

The Kaycee Universal sales force at the regional sales meeting in Chicago. Standing are Iz Beiser and Les Durland. Seated are, left to right: Ralph Morrow, R. R. Thompson, J. R. Garrison (district manager), Grover Parsons (manager) and Ed Solig.



—Photo by Candid Illustrators

Minneapolis Goes to a Convention—

At the Universal regional sales meeting in Chicago, left to right, are Claude Dickinson, Harold Johnson, Sylvan Leff, Pat Halloran, L. J. Miller (manager), Isadore Weiner, Lawrence Hensler and R. J. Cadman.

$85,000 for Improvements By Ottumwa Theatre Co.

OTTUMWA, IA. — The Ottumwa Theatre Co. plans to spend $85,000 improving five Main St. buildings here within the next few months, Jake Cohen, secretary of the company, announces.

All four Main St. theatres—the Capitol, Ottumwa, Strand and Rialto—will be improved extensively at a cost of about $50,000. The Capitol and Ottumwa houses will receive major attention, with complete redecorating and lighting being planned.

The old Grand will be dismantled and a one-story building will be constructed to be used by five business houses. This project is to cost $30,000 to $35,000.

Rosenman Brothers of Ottumwa have the contract for tearing down the upper stories of the Grand Theatre while the General Construction Co., also of Ottumwa, has the contract for rebuilding the one-story portion. Three firms now in the building will remain through remodeling.

Clifford B. Braun of Ottumwa is president of the Ottumwa Theatre Co., Cohen is secretary and the Tri-States Theatre Corp. is treasurer.

Grain Price Collapse Dampens Northwest

MINNEAPOLIS—The collapse in grain prices has affected sentiment hereabouts adversely and undoubtedly has done its part in the forcing down of grosses. While the outlook is not as bright as it was a few weeks ago, however, the fact that early Northwest reports on crops are extremely favorable still is buoying up hopes for a prosperous 1940-41 theatre season.

The Minneapolis *Tribune* this week announced crop-growing conditions in the northwest territory served by the Great Northern railway are encouraging generally, and in some sections the brightest for many years. The two most encouraging aspects of the weekly survey, it was said, are moisture conditions in the territory covered and observations by sectional reporters that although the grasshopper hatch has begun in some areas, the insects are far less numerous than a year ago.

A Six-Month Leave Voted Steffes to Recuperate

MINNEAPOLIS—Northwest Allied's board of directors, meeting here this week, voted a six-month leave of absence to President W. A. Steffes who is recuperating from an illness.

In the absence of President Steffes, E. L. Peaslee of Stillwater, vice-president, presided. He will continue at the helm until President Steffes again is able to take up the reins.

It was decided the local convention should be held directly after the national Allied States convention in Chicago, June 19-21.

Various trade problems, including clearance and film rentals, will be discussed at a dinner meeting of Twin City members of Northwest Allied at the Hotel Nicollet, May 27.

It Was All in How You Looked at It

MINNEAPOLIS—When Northwest Allied directors met here this week dodgers gotten up as facsimilies of the front page of one of the better known film dailies were distributed. The dodgers carried two stories side by side with editorial comment above them.

The one article quoted David Selznick as opposing block booking "unalterably," declaring he prefers to have his pictures sold individually on their own merits and suggesting that admission prices "perhaps" will have to be raised to meet costs of pictures of higher quality.

Above the other article it was declared "the 'Big Eight' desire compulsory block booking perpetuated so that these enormous salaries can be continued." The article in question stated that 20th-Fox paid Zanuck $255,000, Sonja Henie $249,166 and John Ford, "Grapes of Wrath" director, $235,000 in 1939.

Ireland Remodeling

OMAHA—Lou Ireland is remodeling his theatre at Logan, Ia., assisted by Western Theatre Supply of Omaha. The job includes new front, larger lobby, new booth equipment and drapes, in addition to redecorating.

Gamet Completes Chore

HOLLYWOOD—Ken Gamet has completed scripting the Rex Beach novel, "Flowing Gold," for Warner.

All Omaha Theatres Join in Prosperity Club Giveaway

OMAHA—All Omaha theatres, including downtown and suburban houses, started May 22 a weekly Wednesday co-operative giveaway called Prosperity Club. The basic prize is $500 for each weekly winner.

The plan goes into effect almost exactly three years after Bank Night was declared illegal by Nebraska courts. Another giveaway plan, known as Screeno-Quiz, was declared a lottery by the state's attorney general's office only a week previously to Prosperity Club's inaugural.

What It Is

The general scheme of Prosperity Club is as follows:

Everyone desiring to participate signs a permanent registry card. From this file the name of the winner is drawn each week.

To participate, a club "member" must register each Wednesday in the lobby of one of the theatres. He need not buy a ticket to sign a permanent card or to sign any of the Wednesday cards.

"Members" must be over 16 years old.

Every Wednesday night a card is drawn from the permanent registry file. If that person has signed a regular Wednesday card on that particular day, he is the winner and is notified.

If the person whose card is drawn has not registered that Wednesday, there is no award, and the next week's award is upped $250.

While Omaha theatres are financing the project by 100 per cent participation, considerable opposition to the plan was voiced by Manager Will Singer of the Brandeis and Ralph Goldberg, owner of two downtown and five suburban houses. Singer has previously indicated he is opposed to all giveaways.

Tri-States Theatres are putting in $280 per week for their two downtown houses, the Orpheum and Omaha. The Brandeis, other first-run house, pays $80 per week. Goldberg's two downtown subsequent run theatres pay a total of $40 and his five nabes contribute a total of $185. The Sam Epstein circuit and the independent suburbans contribute the rest.

The participant does not need to pay any admission price to register, either the first time or following Wednesdays. He need not be in any theatre to win the award.

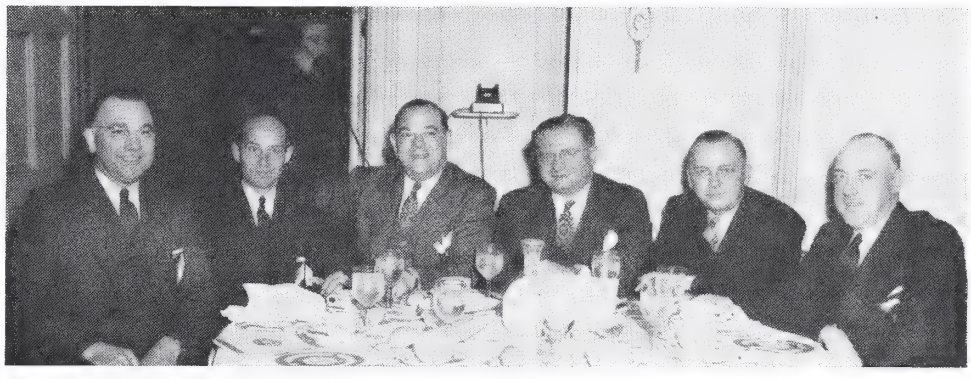
To Open Hour Earlier

While it was generally agreed that theatres would continue to maintain regular schedules, the three downtown first-runs plan to open an hour earlier on Wednesdays and some suburbans talked of opening for matinees.

Screeno-Quiz was declared a lottery by state officials because they said such a plan contains the three elements of a lottery—chance, prize and consideration. The plan was proposed by Omaha theatres.

Under Screeno-Quiz the participant must buy a ticket to the theatre and must be present to win. When he enters the theatre he gets a card with five rows of numbers and as the numbers are called, he punches those numbers from the card. When he has five numbers in a row he calls Screeno.

On the stage the participant then takes one of 24 discs from a board, which disc has a corresponding question. If the participant can answer the question, he gets the award, if not, the award is passed to the next week.



—Photo by Candid Illustrators

Omaha Goes to a Convention—

The Universal sales force at the regional meeting in Chicago. Left to right: Wm. E. Barker, J. R. Garrison (district manager), Otto Siegel (branch manager), Isadore Weiner, Lawrence Hensler and R. J. Cadman.



Convening Midwesterners—

At the UA regional convention in Chicago. Left to right: Ben Robbins, St. Louis; D. V. McLucas, Omaha; Bill Truog, Kansas City; Jack Goldhar, district manager; Ralph Cramblet, Minneapolis; Jimmy Abrose, Milwaukee; Moe Dudelson, Detroit, and Irving Schlank, Chicago.

KAYCEE

ON FILMROW: George Hayob, Mary Lou, Marshall, Mo.; Charles Swiercinsky, Major, Washington, Kas.; Mrs. Marion Miller, Casino, Boonville, Mo.; H. Danberry and son, Will, Lucille, King City, Mo.; H. Dula, Holyrood, Holyrood, Kas.; Shirley Booth, Booth, Rich Hill, Mo.; Lee Sproule, Ritz, Newton, Kas. (plus Maryville, McPherson, etc.); Homer Strowig, Plaza, Abilene, Kas.; Walt Talbott, Victory, Rogers, Ark.; Mrs. Andrews, Andrews, Olathe, Kas.; Jerry Cushman, Rivoli, St. Joseph, Mo.

Helen Pyle, secretary to Leon Abraham, office manager at RKO, was married last Saturday . . . Ralph Morrow, Universal salesman, was at home ill a few days this week . . . Mrs. Summerour of the Mission, Shawnee, has been ill for several weeks.

Buddy Brown, Fox Midwest booker, is recovering from an attack of appendicitis which he went through without an operation . . . R. W. McEwan is back on Filmrow after a bout with congested lungs . . . A. W. Heyl has installed some new lobby furniture in the Kaw at Junction City, Kas.

A lot of IATSE boys (operators and stagehands) were through here this weekend en route to Louisville as delegates to the national convention. They were joined by local delegates . . . Harry Stone continues to manage the Belmont, although it was reported this week that the house, formerly under lease to Reube Finkelstein, has gone back to the landlord.

Golfers along Filmrow are warming up for the mighty clash between the Variety and Cinema clubs at Hillcrest on June 9. The Cinema team has been selected. It consists of Joe Lysowski, Altec; John Long, 20th-Fox; Walt Kirkham, Commonwealth; Martin Stone, Screenland; Bill Kubitzki and Bob Conn, 20th-Fox. Leon Abraham of RKO, handling arrangements for Variety (and himself pretty fancy with a "stick") is getting his team together. The match will score a point for low ball and a point for low total.

M. B. Smith, western Kansas district manager for Commonwealth, is practically skipping rope these days. Mrs. Smith presented him with a boy May 20, the couple's No. 1 . . . Stebbins Theatre Supply Co. is celebrating its 43rd year of operation by remodeling and redecorating its establishment at 1804 Wyandotte St. C. H. Badger has been with the company 33 years, Bill Porter about 25, Maude Mabry, 25.

These Paramount boys left Tuesday for the convention in Los Angeles: R. C. LiBeau, district manager; Joe Manfre, branch manager; Arthur Cole, office manager, and George Hinton, sales manager. Joining them here and continuing west with them were Ted Mendenhall, manager at Omaha; Maurice Schweitzer, St. Louis branch manager; R. M. Copeland, manager at Des Moines; Ben Blotcky, manager at Minneapolis; Hugh Braly, district manager at Dallas, and L. W. McClintock, Dallas branch manager.

Leon Abraham, office manager at RKO, was receiving congratulations this week on being advanced from shipper to booker at Metro. Leon is still at his post at RKO. Leonard Abrams moved up from assistant shipper to booker at Metro. Our apologies to both gentlemen, and we'll let the "gentlemen" stand.

The one-cent sale, a Rexall drug store promotion for years and years, has made its appearance on the local suburban theatre scene. Theatres charge the regular price for the first ticket, but provide two for one cent additional. The Mary Lue used it the other day; the Paseo has been using it.

Mrs. C. H. Burkey, operator of the Summit here, is recuperating from a long illness . . . John Wolfberg of the Giles is in New York. J. Rush is handling the house while he's gone.

There must be something in the Ozark air. Tom Eldon of the Ozark at Eldon, Mo., breaks forth (and right out in public, too) with a poem:

"Hi, Joe, what da ya know?
Just got back from the pitcher sho,
Saw Eddie Cantor in 40 Mothers,
Think she's better than all the others.
She's a comin' ta Eldon June 19 and 20
And belly laughs she's got a plenty.
You'll sure be crazy about that kid,
So if you got 2 bits that ain't busy,
Come down and laugh till we all get dizzy."

Tom P. S.'s his customers: "If this isn't a poem, sue me, but—Don't Miss the Picture."

The Ritz at McPherson, Kas., a George and A. F. Baker theatre, is now being managed by Paul Amick. Amick previously was with Fox Midwest at Brookfield, Mo.

ROYAL FILM EXCHANGE

WILLIAM PINCUS, Mgr.—HArrison 4783

1818 Wyandotte Street
KANSAS CITY, MISSOURI



Four George O'Brien's

"Thunder Mountain"
"Whispering Smith Speaks"
"O'Malley of the Mounted"
"Border Patrolman"

Five Harold Bell Wrights

"Wild Brian Kent"
"It Happened Out West"
"Secret Valley"
"Western Gold"
"The Gentleman From California"



Deal in Offing for Minneapolis Palace

MINNEAPOLIS—It is expected a deal will be closed within a fortnight for acquisition of the Palace, 1,800-seat lower loop theatre, by the Minnesota Amusement Co. from the Benz brothers.

If the deal goes through as is now indicated, the Benzes will abandon plans to reopen the 4,000-seat Minnesota and forego court action against the Minnesota Amusement Co. and major distributors here, alleging a conspiracy in restraint of trade to deprive the Minnesota and Palace theatres of major screen product.

As part of the deal it is reported unofficially Minnesota Amusement also will recompense the Benzes for all or some of the losses sustained by them during their recent unsuccessful operation of the Minnesota with stage shows and independent films. Some of these obligations still remain unpaid.

The Benzes would step out of the theatre field here entirely under present proposals. The Minnesota would be back in the hands of its stockholders with scant chances of finding a purchaser or lessee at the present time. The Benzes' recent operation of the house was for these stockholders. Belief in film circles here is that the theatre's eventual fate will be demolition for a parking lot.

George Benz, head of the Benz Company, admits negotiations now are in progress regarding the Palace. John J. Friedl, Minnesota Amusement Co. general manager, says there have been "discussions," but no agreement has been reached yet.

New Stimulant

SIOUX CITY, IA.—A new business stimulant, known as "Bags of Silver," has been developed by L. E. Davidson and Everett R. Cummings of the Tri-States Theatre Corp. It is currently in use at the local units of the circuit.

OMAHA

R J. DALTON, exhibitor at Osmond, Neb., was in town to celebrate Golden Spike Days and had a full beard. His town is celebrating soon, hence Exhibitor Dalton got double use out of his hirsute chin decoration . . . John Noffsinger and wife, Capitol, Madison, Neb., on Filmrow . . . Also Ray Brown, exhibitor at Harlan, Ia.

Sorry to hear of the death of C. J. Roslund of Osceola, Neb., father of Elvera Roslund, RKO cashier . . . Larry Hensler, Iz Weiner and Bill Barker in Chicago to a convention . . . Joe Jenny of Malmo, Neb., says he has 30 towns on his portable circuit setup now. Note to circulation dept.: Joe wants a Picture Guide, he says we forgot to send him one.

Welcome to Joy Jensen, new exhibitor at the Sioux, Anthon, Ia., formerly operated by John Sorenson. Jensen was on Filmrow for the first time this week and he had a copy of BOXOFFICE under his arm. He said he had heard reading the publication was one of the important things to know about running a theatre. Right you are, Exhibitor Jensen.

Exhibitors along Filmrow are making bets on whether it will be a boy or girl for Mr. and Mrs. Charlie Lieb. The Metro film peddler is just waiting for June to get here . . . There's quite a bit of talk about a horse riding club along Davenport street. Among horse lovers are Mr. and Mrs. Mike Roth, he of National Screen, and Mr. and Mrs. Elmer Dunas, he of Columbia.

Tom Kenyon, Paramount cashier, and the BOXOFFICE correspondent are going fishing in Canada as soon as they get a sponsor . . . George Clark, New, Macedonia, Ia., and Francis Pace, Empress, Malvern, Ia., visitors this week to Filmrow . . . Joe Rosenberg, former Omaha film peddler, was in town with Harry Taylor. They are handling a cosmetic giveaway deal.

Mike Roth is known as Chief Rain Bringer (among other things) among western Nebraska exhibitors. Mike always has a bunch of contracts in one brief case and a good rain storm in the other . . . Glen Van Wey, exhibitor at Gothenberg, Neb., is building a new home. The garage will be extra large to make room for a work shop for son, Ernie Van Wey, who is quite a mechanic.

Omaha exchange for Columbia will have the following representatives at the Chicago meeting: Joe Jacobs, manager; Fred Horn, Bob Adler, Elmer Dunas, Jack Zide . . . Jacobs says Columbia's business in the Omaha area this year is "much above" last year. He also thanks exhibitors for their support during the recent drive, in which Jacobs' boys finished about third or fourth nationally.

Walt and Mrs. Bradley, Moon, Neligh, Neb., in town. Also Harold and Hazel Dunn, Jewel, Valentine, Neb. Harold's father was with him . . . Carl White says business is great. He has sold 15 pairs of Strong lamps in the past month after just taking over the agency . . . Norman Oleson, Wisner, Neb., on Davenport Street.

Many exhibitors and filmites asked about BOXOFFICE's new daughter, for which kind words many thanks . . . The United Artists boys going to Chicago were: Donald Vernon McLucas, manager; Jay Schlank, Ed Rostermundt, Harry Barker and Ernie Pickler . . . Betty Segal and Rita Molseed, both of whom worked for Bank Night, are doing the office work on Prosperity Club, city's new giveaway plan.

The RKO lads get a trip clear to New York. The lucky fellows are C. W. Allen, manager; Ed Stengel, better known as Golfing Ed, and Joe "Handsome" Smith . . . Martinas Biemond, Ord, Neb., and his manager at Loup City, Sol Slomenski, on Filmrow together . . . Father and son, Faye and Lloyd Honey, looking snappy in green suits.

Welcome to C. W. Allen, new manager at the RKO exchange. Allen replaced Russell Eggner, who returned to Minneapolis in the city sales department. Allen is married and has three children. He'll move the family to Omaha from Dallas after school is out. He's a golfer and the boys on Filmrow say he's a regular guy. Welcome to Omaha, Manager Allen.

Premiums and "Gifts" Under Fire in K. C.

KANSAS CITY—Filmrow was agog this week over reports the police were stopping not only giveaways but premiums (including dishes) as well. However, while they have stopped all giveaways depending on chance, the department has not yet determined whether the ordinance covers dishes and similar premiums.

Police are acting under an ordinance long on the books referring to "gift enterprises." The ordinance reads:

"Whoever shall sell or offer for sale any real estate or article of merchandise of any description whatever, or any ticket, with a promise, expressed or implied, to give or bestow, or in any manner hold out the promise of gift or bestowal of any article or thing in consideration of the purchase of any person of any article or thing, is hereby declared to be engaged in a gift enterprise and shall be deemed guilty of a misdemeanor, and upon conviction thereof, shall be fined not less than fifty dollars nor more than five hundred dollars."

Police several weeks ago began stopping the giving away of merchandise or items of one sort and another in which the winner was decided by drawing.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

: Inducement by Bakers :

KANSAS CITY—This is one of the finest inducements to spend your vacation in West Yellowstone, Mont., we have ever heard.

The Bakers (George and A. F.) are opening the Rustic Theatre there on June 14.

"Any of the brethern going to Yellowstone can make the theatre their headquarters," George Baker says. "They'll be able at the theatre to tell where the best fishing is, quote hotel rates and point out accommodations. For friends and guests, we have an apartment at the theatre that will accommodate four, and if those in the trade will set up the proper bookings, we'll be happy to allocate (gratis) a period for them. The only requirements are that they usher one hour in the evening!"

Charles Baumgarner, projectionist at the Rustic for several years, will manage the house this summer. George Baker is going out about June 1 for a three-week stay.

Columbians Entertain At Variety Luncheon

KANSAS CITY—It was Columbia day at Variety Club Monday, and for the first time in the series of luncheons for Film-row firms, the guests provided the entertainment. Twelve lasses and nine lads (including Ben Marcus, who was host) attended as guests of the club.

Margie Zimmerman, biller, and Carl Bain, poster clerk, made up a duet that sang two numbers in excellent harmony. Then Charles Purduski, assistant shipper, played several accordion solos and very good.

Variety Club's party May 18 at clubrooms was the largest ever held there. Almost 200 attended, and the judgment was pretty unanimous: it was an A-1 affair. By remote control (and via Bev Miller) film people as far away as Chicago and San Francisco "enjoyed" the party.

Oakland Near Topeka Is Taken by Fox Midwest

TOPEKA, KAS.—The Oakland, suburban theatre on the north side of the river here, has been taken over by Fox Midwest Theatres. The house was only partially completed. Fox will finish and equip it. Seating about 500, the house will be opened in about a month. E. L. Bowers originally started the construction of the theatre.

Hollingsworth Responds to Defense Demands in Suit

LINCOLN—Every defendant in the Frank Hollingsworth suit for $234,000 against the majors and Fox-Midwest has answered, and the Hollingsworth side has made the more specific charges requested by the defense in the federal court case here.

Although no new demands have been made, it is expected that the anti-trust and collusion charges won't see airing in court until next fall or winter.

LINCOLN

REASONS why a motion picture critic should get married: 20th Century-Fox throws a premiere of "Lillian Russell" in Clinton, Ia., on May 15, and Paramount, less than 90 miles away, tosses one in Galesburg, Ill., May 21 for "Those Were the Days." Assumption being that a movie ed's paper expects him in the office some of the time, he has to send his frau to represent him some of the time. Exhibits A: Ken Clayton, Des Moines, sends Rene to Hollywood with his Des Moines Seventeener, and Barney Oldfield made a chaperone of Mrs. O for Bettie Cox, the Nebraska beauty queen winner, who went to Galesburg. Neither of those guys would be very safe in the chaperoning business anyway.

Clinton flash-backs: Earl Wingart, the 20th-Foxer who handled the Iowa arrangements, went to Wichita to visit his parents before returning to New York . . . A. H. Blank had a hotel room numbered 324, *and had about that many people in it . . . M. E. McClain, the Central States district manager of Fremont, Neb., stayed close to Mrs. McClain all the time, and with a cutie like that,* BOXOFFICE *can't blame him . . . Gene Rich, Chi's* BOXOFFICE *typewritist, had a shirt which would do credit to Lincoln . . . Keith Wilson, Omaha* World-Herald's *critic, said he could hear Golden Spike flopping clear over in Clinton . . . Cesar Romero got bigger hands than the combined for Don Ameche, Arleen Whelan and Mary Healy, and also more gushing remarks from old ladies . . . Harry Martin, in white shoes and a straw hat with the temperature outside at* 40 *degrees below Memphis, was the most liberally goose-pimpled of those present . . . Harry Warren tried to hire Arleen Whelan for a cashier, because, he said, nobody would mind if she short-changed them . . . Earl Pomeroy, minus T. E. Mortensen, his old Minneapolis bunkie of "Virginia City" days, was up to his eyes in keeping Tom Sheaffer, of Acme Newspictures, in line. And Sheaffer was telling the same stories . . . Monroe Rubinger, a Warner spy, was indicted for "fifth column" activity, indictment being making him pay his own checks.*

What's this dept.: R. W. Huffman, bundling family and Harvey Traylor in the old jallopy and doing an overnight to Pueblo for a visit, then an overnight back to work. Only trouble was he and the gang were so tired upon landing, they slept more than they visited . . . Howard Federer and Don Monroe, in Canada, presumably to fish, wrote home complaining about the poor bookie joint service . . . Carl Rose, stockholder in the York ball team, is said to be offering young Michael as a mascot for the club. Carl is getting tired of lugging bats and wants to slicker him in under false pretenses . . . Fay Honey giving a mushroom feed to a Jesse James outfit such as is headed by Sid Rose, a man who will even cheat at flinch . . . Gracie Allen, asking Ted Mendenhall, in Omaha, which one of those rockpiles between here and Hollywood was the one they called Para mount . . . Joe Jacobs got word he was going to have to sell a picture called "21 Days Together," just that many days after he and his new Mrs. were hitched . . . Russ Morgan, orchestra leader, says his wife's forthcoming offspring as of August will be a Conga dancer, already indulging in "one, two, three, kick" routines.

Ed Vaughan's girl friend is coming on for a visit . . . Barbara Livingston, taking asthma shots, has been having a bad time . . . Is Bill Youngclaus about to start something in Grand Island, or why all the real estate activity? . . . Present day repetition of Biblical events: Orson Welles, who shaved off his beard, lost his Delilah (Virginia Nicolson Welles) to another guy, Charles Lederer.

: North Up in Films :

LINCOLN—It's an old adage, not strange to the show business, that if one is unable to beat'em, one should join 'em.

Newest example is the case of Ted North jr., whose family for three generations was known in stock and tent repertoire in Nebraska and Kansas territory, holding out against the inroads of pictures through last season. Once the canvas was rammed in the barn in Wichita last fall, the Norths, Teds, senior and junior, and Mrs. Ted sr. decided to winter in Hollywood.

There they looked up Warner Baxter, onetime leading man with the stock company Norths. He cinched a screen test for Ted jr., and the kid was immediately placed on contract. Lew Schreiber, 20th-Fox caster, placed him in two bits, the last being with Shirley Temple in her finale, "Young People."

This week, young North got his break, the lead in "Bride Wore Crutches," when only two pictures and eight weeks on the lot. Thus, the Norths, referred to in the show business as the Barrymores of Topeka, have migrated from footlights to films, as have many of their contemporaries. A tent show is up for sale in Wichita.

Iowa-Nebraska ATO Has Word for Exhib Woes

ELDORA, IA.—A resolution expressing opposition to the production of narrow gauge film reduced from 35mm; to participation by producers in the "nickel-in-the-slot movies;" and to the further expansion by Advertising Accessories, Inc., as tending toward monopoly, was adopted by the board of directors of Allied-Independent Theatre Owners of Iowa-Nebraska, Inc., at its session on May 15.

Asks Exhibitors to Help Enforce Curfew Law

MINNEAPOLIS—Police Chief Frank P. Forestal has called upon local exhibitors to assist him in the enforcement of the curfew law prohibiting the presence of minors under 16 years of age in any showhouse after 9 p. m. unless accompanied by an adult.

DES MOINES

CURB service on BOXOFFICE items may be had under the Orpheum marquee, we discovered Sunday . . . Harry Gottlieb and Emil Franke were rocking on their heels and gossiping like a couple of old ladies . . . Harry's lost 25 pounds and will have to take a back seat for Stan Mayer now . . . Emil was bragging about "My Favorite Wife" grosses, but could dig up only 21 cents to cash a check . . . DD came running across the street from the *R&T* where she had been getting the sarong contest winner's pitcher took . . . The Burton Jerrells put the Iowa Flashes' stamp of approval on Emil's show by strolling in just then.

G. Ralph Branton has been making some quick trips back and forth between Omaha and DM, maybe for Golden Spike Days, maybe on business . . . Tri-States district managers convened here Wednesday to yah-yah on what to do about the summer slump and the war influence . . . BOXOFFICE *& Co. finally visited the Gilly Wells' in their home setting and find the joint even more interesting than anyone said . . . Gilly wouldn't play the piano for us, but we did look over some of his own compositions which were mostly of the mother-lore variety.*

Now we know why there is so little clock-watching among Chick Friedman's kids at National Screen . . . They'd have to strain their eyes too much to see that little bitty green kitchen clock which is supposed to serve the purpose up there . . . We forgot to tell you about the smart chartreuse sailor (hat) and blouse to match worn by Don West's Faye at Clinton . . . Art Anderson should be glad to know that his name was taken by a bunch of Filmrowers the other evening, but not in vain.

If Gabby Hartnett's Chicago Cubs aren't leading the league by June 15, *Gabby's gonna hear about it from Art Anderson and Don West. Art and Don are scheduled to visit the Windy City June* 14, 15 *and* 16 *for the Warner sales convention and they're expecting to see a winning ball club in action while they're there . . . Wonder where Eddie Dunn located the applause meter for the sarong contest at his Paramount. When last reported he had advertised the applause meter as the judge and then couldn't find one.*

Cuthbert Smith, who last month counted himself out of the pix biz, will be counting himself back in next month . . . He says it's a French film with Charles Boyer this time, but not obtained through anybody on the Row . . . Harry Hiersteiner's getting his feet wet in the foreign picture setup, too . . . He's tossing off a double thrill program at his Family Theatre—"Return of the Frog" and "The Demon Barber of Fleet Street," both from the sector where "boom" biz is bad biz, these days.

When we asked those Clinton bellhops who was rating the red plush davenport and they said it was for Donald, we didn't know we'd be sitting on it discussing mutual acquaintances with Don Ameche while & Co. mixed us all a very foul drink. Milt Howe came in at 7 *o'clock all set for the* 6:15 *dinner we were to attend . . . Don discovered a thread on Milt's trouser leg and carefully removed it . . . At dinner, Mrs. Stan Mayer got Ameche to autograph the lining of that famous red purse of hers, but Stan made her let him ask Mary Healy.*

If Lionel Wasson starts spouting Dickens and quoting Dostoevsky, fellas, don't be alarmed . . . he's just trying to show off his latest hobby, the Harvard Classics . . . Lionel is reading all five feet of the book shelf and outlining it as he goes along . . . to date, he's finished two and one-half inches . . . he plans to complete the chore in about three years, and should be back to normal by that time, so just don't let on, folks (have you come to "Vanity, vanity, thy name is woman" yet, Lionel?).

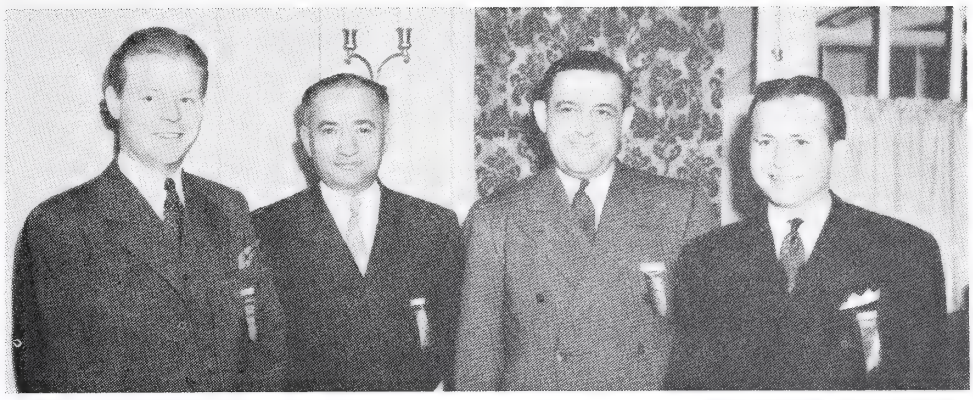
*Columbia's Jack Thoma was due in from Chicago last week to set up a little artillery for that Olivier-Leigh "*21 *Days" number, but with the advance barrage Emil Franke's laying down in favor of the old British flickie, Thoma was likely too pressed to find spots that haven't heard plenty about it already . . . We won't compete with Wendell Willkie, who was talking at the Shrine, but we'll bet we had more listeners than that "Saint" pic had lookers at the Little Fox Theatre Friday . . . Saturday the house was turned over to the* 20*th Century-Fox outfit to see their own opus, "Lillian Russell," all two hours and* 20 *minutes of it.*

In view of the closing lines of "Edison, the Man," Tri-States was making a bid for attendance by *R&T* editorial writers at a Monday screening . . . The M-G-M sequel to Mickey Rooney closes with some choice comments anent the destructive as well as constructive power of science, they tell us . . . We were horrified when Mitzi requested $1.25 for a Pinocchio costume so she could be a fairy in her dancing recital . . . hump! We should PAY for publicity stuff like that . . . we thought it was always handed out free by p.a.s!

We ran into Les Knapp pacing down Fifth Ave. (in DM), far from his Iowa Film stamping ground . . . Raven-haired Jeri Renaud, 23, *crossed up Tri-States' unofficial judges at the Paramount's midnight sarong contest and won on the strength of audience cheers. Helen Boyd,* 16, *was second, and Peggy Owen,* 16, *the managerial choice, wound up in third.*

Romance is budding all over National Screen, from the front office back . . . Chick Friedman is still fighting off those elopement rumors, but have you seen that pretty, dark-haired protege of Uncle Sam in Omaha? . . . Those don't come with your income tax blanks, Chick . . . Patricia Goodenough is in the market for a clergyman who will be free to have the words repeated after him June 1 and Clara Crawford has been making rash pacts with her boy friend . . . which doesn't necessarily refer to the one scheduled to be carried out next September.

Joe Fieldman has joined the National Screen sales force since Benny Lass got the St. Louis Blues . . . Joe's an old hand at theatre business in Iowa, though his most recent connection has been with the Minneapolis branch of the same firm . . . With Friedman, Greenland and Fieldman getting calls, the telephone operator is having trouble enough without trying to decipher those postcards in code that Grace Simons has been getting . . . Confidentially, Grace has to guess at the translations of half of them herself.



—Photo by Candid Illustrators

Des Moines Goes to a Convention—

The Universal staff at the regional sales meeting in Chicago. Left to right: R. G. Olson, Joe Smith, Lou Levy (manager) and J. Rogatnick.

: *Finds Cousin in Film* :

DES MOINES—Howard Dunn, local Metro office manager, has found his long lost cousin in an M-G-M picture.

Several weeks ago, Dunn saw "Congo Maisie" at a screening and noted that there was a Tom Fadden listed in the cast. Dunn remembered that during his childhood at Jamaica, Ia., he had played with a cousin from Bayard, Ia., eight miles away, named Tom Fadden.

After seeing the name in the film credit, Dunn contacted the M-G-M offices in Hollywood to learn Fadden's address. Correspondence revealed that the Hollywood Tom Fadden is the same one who used to live in Bayard. He has been doing stage work and became a motion picture performer last July.

"Tom always was saying that he intended to be an actor," Dunn recalls. "Almost everyone believed he was talking like a lot of kids that age do."

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

ANYONE can go to a premiere and lose a shirt . . . It takes concentration to forget a set of brogans. That's just what BOXOFFICE did (she packed just after she'd dined with Don Ameche) at the "Lillian Russell" celebration in Clinton, Ia. If Harold Barnes of the Capitol and Jerry Greenabaum at the Rialto want to stay in our good graces, they'll call the Lafayette Hotel pronto and have those brown six-and-a-half-quads (that's worse than making a woman tell her age) from Room 202 shipped back to somebody who can wear 'em.

BOXOFFICE not only lost her shoes (2), but she didn't find Joe Gerbrach, the film, fishing and flying gent from Ames. They tell us Joe was at Clinton, though, and we're apologizing for not spotting him in the 45,000.

We haven't discovered whether it is the Strand or the Iowa Theatre at Creston that helps rid the city of tin cans with an annual tin can matinee. Free ducats are dished out to the kids who collect cans by sack, box or bundle, we hear.

Without having met her, BOXOFFICE & Co. are enlisting in the rapidly increasing ranks of the Gladys Pierce fans on Filmrow. Notes like the one she sent from her Story Theatre in Story City, do much toward making the task of nosing around in other people's business a pleasure instead of a chore.

'S happened to us again . . . being amazed by the way everybuddy in the flicker biz knows everybuddy else in the flicker biz, we mean. Latest to emphasize that hi palishness was L. J. Wegner, kingpin of the Palace in Burlington, Ia. It was all right for him to be shaking hands with all of Clinton—he used to be at the Capitol there. But it turns out DM is his beat, too. He got his start under Art Stolte at the Paramount in the Capital City.

Betcha Toby Stewart over at Shenandoah's Mayfair planked out a dime for a Sunday *Register* last Sunday. That was his gal Kay modeling a blue-and-white bathing suit on the color cover of the magazine section.

Don't expect to see W. R. Franke of Humboldt along the Row. Spring means Boy Scouts and hikes for the Humota's "Father Flanagan."

"Doc" Twedt has come out from behind the brush, we hear . . . he's whacked off those "Virginia City" whiskers and says he feels almost nude . . . Mrs. Twedt was with "Doc" and is being reported on very favorably all along the Row . . . "There is a Charmin' gal," everybody declares . . . The Twedts operate the Lido in Manly.

The Rio—no it's the Wall Lake—we're sorry, it's the Rio again. We'll start over . . . L. G. Ballard sold the Rio at Wall Lake to Charlie Jacobson who made it the Wall Lake at Wall Lake who sold it back to Ballard who changed it back to the Rio again . . . got it all straight now? And all this happened just since February.

Jack Bauma of the Rialto of Pocahontas was on the Row in a very smart hat band—our informant didn't say so, but we assume Jack was also wearing the hat and other articles of dress.

Verne Hagemann of the Bremer and Waverly theatres in Waverly cannot double for the thin man.

If you've ever wondered what's become of Merrill Hoops who used to run the State at State Center (now gee-hawed by Roy Hill), you'll find him running a cafe in the same town.

Hal Schroeder of Lake View at Lake View dashed in and out . . . Howard Pollard (called Dempsey) of the Reinbeck at Reinbeck and the Dows at Dows was in and is gonna sell one or the other but we don't know which.

That handsome young Mr. Hunerberg of the Clark at Clarksville, also the Princess at Parkersburg, was spotted by every girl on the Row and duly reported FIRST by everyone we talked to! SOME impression!

Warm Weather a Spur to Cooling Installations

KANSAS CITY—Volume of modernization work continues to grow with the approach of summer. Right now air conditioning installations are increasing.

The Cozy, Chetopa, Kas., operated by Robert Martin, is installing a new 20,000 cubic foot washed air plant, while Mrs. R. S. Booth is installing a similar plant in her Booth at Rich Hill, Mo.

: *Says It in Poetry* :

KANSAS CITY—While most exhibitors make their troubles articulate, there comes via K. K. King, Commonwealth Theatres manager at Searcy, Ark., this plaintive poem by a projectionist.

Each day and night up the stairs I go
To my booth to project a show;
The films I unreel, one by one,
Trying to give the customers fun.

The first reel is good, the music is grand;
The audience laughs to beat the band.
But then the second—it's poor indeed,
They yell, "A new operator's what we need."

Though the story is bad, projection is fine,
But the operator is to blame every time.
If the picture stops, they say it's his fault—
They'd like to see him in a film vault.

The film of course he didn't make,
Whatever is given him he must take,
And though the film itself is to blame,
He catches h—— just the same.

Pretty sad.

Twin Cities to Get "Pinocchio" Flat

MINNEAPOLIS—RKO here has relented from its decision not to sell "Pinocchio" flat to Twin City independent exhibitors who are dead set against percentage.

It now is offering the Disney feature to these exhibitors either flat or on percentage.

Outside of the Twin Cities all "Pinocchio" deals were made on percentage, the split being 40 per cent.

UA and Metro Exchanges Shuffle Sales Staff

MINNEAPOLIS—Two local exchanges announced changes in their sales' staffs this week.

United Artists appointed Bill Crystal, former Grand National sales' manager, to its sales' staff to succeed Ernie Lund, who resigned. He will cover North Dakota.

Jack Kelly has been transferred from Chicago by M-G-M to succeed the veteran Allan Clatworthy. The latter is going into another line of business.

C. W. Allen to Omaha as RKO Exchange Manager

OMAHA—C. W. Allen is the new manager of the RKO exchange here, having been transferred from Dallas. He replaces Russell Eggner, who returned to Minneapolis in the sales department.

Allen announced Normal Nielsen, RKO booker, would be moved to the sales force, taking the south Platte territory. Dave Kimmel of the Chicago office takes Norm's place at the booker's desk.

Sherrill to Des Moines As Metro Head Booker

KANSAS CITY—W. W. Sherrill, booker for Metro here two years, has been transferred to the Des Moines exchange as head booker. Sheldon "Bud" Shumow, formerly in Des Moines as booker, comes here. Shumow was here with Warner Bros. about two years ago as availability clerk.

The booking staff at Metro now consists of Walt Lambader, W. W. Walker, Leonard Abrams and Shumow.

Defense Has Until June 11 To Answer Cassil Charge

ST. JOSEPH, MO.—Defendants in the suit of Frank Cassil of the Rialto here against major distributors and the Dubinsky Bros. circuit, have been given until June 11 to file an answer to charges of anti-trust violations.

Herman Buys in New Hampton

NEW HAMPTON, IA.—Harry Herman, who has taken over the Firemens Theatre here, is installing RCA sound. House seats 600.

Neely Bill Discussion Occupies AMPTO

PITTSBURGH—Report of the Neely bill hearings highlighted a membership meeting of the AMPTO of W. Pa. at exhibitor headquarters Monday afternoon. M. A. Rosenberg and Fred J. Herrington, who attended a national Allied directors' meeting at Washington, D. C., discussed those sessions and the anti-compulsory block booking hearings.

Rosenberg stated exhibitors throughout the country are fighting the "nickel-in-the-slot machine-movies," which will make an appearance at an early date. He told of the volume of this circulation and the approximate allocation of machines for various large cities, and discussed the "defense" as proposed and already enacted in some communities.

Theatre grosses generally are off from 25 per cent to 33 1/3 per cent, as compared with last year's grosses at this time, it was determined from reports of members of the national Allied directors, Rosenberg stated.

Other subjects were discussed at the Washington meeting but most of the time was devoted to the Neely bill, both Rosenberg and Herrington reported.

Witnesses at the Neely bill hearings were identified by Herrington and he amplified numerous statements that went into the record, especially praising the ability of Abram F. Myers, Allied chief.

Evening Horse Racing Is Dealing Blow to Trade

DETROIT—Exhibitors felt the first effects of a new form of competition this week, when Twilight Horse Racing started at the Michigan State Fair Grounds. Opening May 18, the season will run daily until July 6. Races start at 4:30 p. m., just in time to catch the early evening business, and kill the early evening theatre trade.

Race patrons rarely go on to see a show in the evening, according to informal surveys made of public patronage habits, and several exhibitors have already reported their steady patrons going to the races instead.

Two free nights for ladies, on Tuesday and Friday, are drawing the feminine patrons.

Repair Canton Grand

CANTON—The Grand, oldest of Canton's ten theatres, is undergoing much needed repairs. The only legit theatre here, it will reopen mid-September with stock burlesque.

Watch Prints of Itinerants

COLUMBUS—Members of the ITO of Ohio will keep a close watch on films used by itinerant operators this summer to prevent the use of prints not passed by Ohio censors.

Signs Frances Langford

HOLLYWOOD—Voco Productions has signed Frances Langford to a one-year acting ticket.

Dual Policy Wave Over Flint As Agreement Is Broken

DETROIT—Collapse of a gentlemen's agreement against dual bills, except for one change a week, at Flint, has resulted in a wave of duals and cut prices in Michigan's second largest motor city. Admissions have gone down generally, and, BOXOFFICE is informed, all but one or two houses now operate on a dual bill policy, as a result of the breakdown of the single bill agreement several weeks ago.

Typical case is that of a first-run house showing Sunday matinees for a quarter, considered far below normal for this size of town. Three features for 15 cents have also been reported.

The one outstanding exception, among downtown houses, appears to be Associated Theatres' Rialto, managed by Maxie Gealer, which has gone to vaudeville plus a single bill, without dropping prices. The house plays last run on "Main Street," with no clear product available, according to Harold H. Smilay of Associated, but is able to maintain its following by offering outstanding vaudeville attractions, on a policy generally similar to that of the Colonial in Detroit.

In a statement to BOXOFFICE criticizing the dual bill idea, Smilay said, "Exhibitors have only themselves to blame. The Flint situation ought to be changed. The exhibitors are only cutting their own throats.

"They are not giving the public what it wants by either cutting prices or giving more pictures. People, aside from a few, are not really interested in a four or five-hour show. It cheapens the shows, and people just don't patronize theatres."

Awarded $15,000 in Action Involving Canceled Lease

PITTSBURGH—Izzy Hirst, New York and Philadelphia theatre operator, won a $15,000 judgment in common pleas court here for damages allegedly resulting from a canceled lease on the old Variety which was torn down in 1936. The judgment was entered against E. D. Stair, who owned the theatre and who leased it to Hirst from January, 1936, to May, 1937.

The St. Patrick's Day flood of 1936 damaged the auditorium and interrupted the shows and in September of that year Stair began razing the building. Stair argued that Hirst abandoned the lease after the flood, while Hirst claimed he had planned to reopen the theatre in the fall.

Hepinger Is Improving Orpheum in Clarion

CLARION, PA.—An extensive program of improvements is in progress at the Orpheum for Lewis V. Hepinger. The entire auditorium and foyer will be redecorated and repainted; the seating arrangement will be changed to provide two side aisles, and seats will be placed on a newly-sloped floor. A ladies' powder room has been completed in the foyer and additional alterations will be made in the near future.

July 4 Opening

EBENSBURG, PA.—The new Rivoli, under construction here for Cambria Theatres, Inc., will be opened July 4, R. Allison, general manager, announces. Members of the trade will be invited to attend the holiday event.

"Model" Getting Big Play

CLEVELAND—"Secrets of a Model," distributed in this territory by Lee Chapman through the local Monogram exchange, is reported getting a big play.

Charles Vidor Chore

HOLLYWOOD—Charles Vidor will direct "Gribouill" for Columbia. B. B. Kahane will produce the Brian Aherne starrer.

Pitt's Exchange Union to Hold Picnic August 31

PITTSBURGH—Film Exchange Employes Union, Local B-11, has named Saturday, August 31, as the date for its picnic and outing. The picnic grounds will be Triple Oaks, North Park. Alfred Kuhn is chairman; Sara Kells is vice-chairman, and other committeemen include Jim McGuiness and Jack Weltner.



—Photo by Candid Illustrators

Detroit at a Convention—

Top row, left to right: Jack Stewart, W. J. Heineman (western sales manager), and Ed Heiber, manager. Lower: Bert Tighe, Jack R. Susami and Eugene Alexander. Scene: The Universal regional convention in Chicago.

CINCINNATI

MAURICE M. KINZLER, formerly associated with Universal and Warner Bros., has joined Lee Goldberg at PDC, replacing Maurice Chase as sales manager . . . Cincy's first drive-in theatre will open May 30, according to William Sobel, district manager of Midwest Drive-In Theatre. The new adventure, located on Montgomery Pike, will accommodate 500 cars . . . Metro's Red Devaney sends the good word that "Waterloo Bridge," latest M-G-M opus, is set for the RKO Albee the first week of June. Their "Edison, the Man" opened at the Palace the week of the 23rd.

Tom Larkin will remodel the Roosevelt, New Bremen, Ohio. All new equipment will also be installed . . . Mrs. Carl Rohs, wife of the Cynthiana, Ky., exhibitor, is receiving condolences on the loss of her mother, Mrs. J. Hummel, who was buried this week at Hyde Park, Cincinnati . . . Erwin Sochin, returning from UA's convention, bears a message from Harry Gold, formerly located in this territory, who sends his best regards to all exhibitors and friends in this section.

Universal's Adelaide Dyer will be a June bride. Her to-be husband is George McDonald . . . Friends of Peter Gerhardt of Film Service Co. will be glad to hear he is convalescing nicely following a recent illness which confined him to his home . . . The Queen City Variety Club will pay tribute to its dead on Memorial Day by laying wreaths of flowers on the graves of William Stiegler, William Gubers, Joe Bowers, George Shott, Ralph Hitz, Robert H. Quinn, P. L. Dysard and Mark ("Max") Margolis.

Mrs. James Partlow is confined in a hospital at Dayton . . . Warner's Eleanor Inkrot is also on the sick list, and is expected to be laid up for several weeks . . . Friends of Louis Wiethe, whose palatial neighborhood theatres ornament the Queen City's suburbs, welcome the news he is also building a new home, which from plans and specifications, will be one of the show places of North College Hill.

Visitors: Jack Shea of Shea Enterprises, with Duke Prince and Dave Guhila of Marietta; Mike Chakeres and Jonas Thomas, Springfield; R. Lee, Cove, Covington; George B. Meyer, New, Frankfort, Ky.; Frank Mandros, Logan; John Gregory, Far Hills, Dayton; F. W. Rowlands and Homer Gloss . . . Warner's Ralph Kinsler and Johnny Eifert were in the West Virginia territory this past week.

United Artists' personnel, convening in New York City, spent a day at the Fair Columbia's convention days will be June 11-14 at Atlantic City . . . Metro's traveling auditor, Jay Zimmerman, is staying a few weeks at the local office . . . Milt Jacobs, who has been on the sick list for some time, is reported coming along nicely.

Substitute Edward Killy

HOLLYWOOD—Edward Killy has replaced David Howard as director on "Stage to Chino," a George O'Brien western for RKO. Howard bowed out because of illness.

Milt Harris Joining Production Company

CLEVELAND—Milton Harris has severed a six-year connection as local publicity director for Loew's Theatres to become associated with a new producing company on the west coast.

The new company includes a group of radio and screen stars who will make their own pictures to be distributed through Metro-Goldwyn-Mayer and United Artists. It consists of Jack Benny, Fredric March, George Burns and Gracie Allen, Ben Lyon, Bebe Daniels, Jack Pearl, Dorothy Lamour and Fred Allen.

Production, according to Harris, is to start in June. Until that time, Harris will remain in Cleveland to handle publicity for the Hanna Theatre, now playing foreign pictures as a summer policy.

Charles Raymond, Loew district manager, has not yet appointed a successor to Harris. In the meantime, Charles C. Deardourff, M-G-M exploiteer, is handling Loew publicity.

The Boys Come and Go as Conventions Get Going

CLEVELAND—The convention trail is on in earnest.

The boys from Universal are back from Atlantic City. United Artists personnel have returned from New York. M-G-M's branch manager, Frank Drew, and his salesmen, Jack Sogg, Eddie Brauer and "Buck" Stoner, left last Sunday to be present when the roll was called on Monday in Washington, D. C. And on Saturday, George Lefko, RKO branch manager, accompanied by Arthur Goldsmith and Joe Lefko, departed for New York to get first hand information on their company's new product plans.

Harry Goldstein, Paramount district manager, and Duke Clark, branch manager, are in California for their convention. Twentieth Century-Fox already has held its gathering in Chicago, so we have to hear from only Columbia and Warner Bros.

After School Matinee Tried by UDT House

DETROIT—Continuing a recent experimental policy of special matinees directed toward specific groups, such as religious groups, housewives, and children, United Detroit circuit staged a special Friday matinee with "Alice In Wonderland." Program was timed to open after schools in the neighborhood closed.

Gets Three Donats

CLEVELAND—Harry Lande, head of Independent Film Service, has acquired three features starring Robert Donat for distribution in Ohio and Kentucky. They are "Men of Tomorrow," "Cash," with Wendy Barrie, and "Over Night," directed by Rowland V. Lee. All three are Hoffberg productions.

PITTSBURGH

LOUIS KRIEGER, independent distributor, has established office headquarters at 1701 Blvd. of the Allies, second floor . . . Joe DeLisi, Nanty Glo exhibitor, is erecting a new residence at Ebensburg . . . George Clair, who retired from exhibition at Burgettstown some months ago, was in to say hello. He's a saloon keeper there at present . . . Mrs. Theodore Mikalowsky, wife of the veteran Masontown showman, has been in California for several weeks visiting a son who is an aviation mechanic there . . . It's a daughter for the John Biancos of Clymer. They have a young son too . . . Milt Engel, Quality Premium distributor, who suffered a broken leg while playing mushball two weeks ago, is getting around on crutches . . . Jake Smith, Barnesboro exhibitor and special constable, showed up the other day without his badge. Said he was "off duty." He'll be off for a Michigan health resort within a few days.

George W. Collins of Republic Pictures and Mrs. Collins were in New York last week to attend the funeral of the film man's brother-in-law, George J. Corcoran sr., father of George J. Corcoran jr., manager of the Anton, Monongahela, Pa. The young Corcorans hurried to the Brooklyn family home too. The Monongahela theatre man is a member of the board of directors of the AMPTO of W. Pa. . . . Friends of Jack Rosenfeld prepared this week to honor him at a farewell get-together in the Esquire Room of the Roosevelt Hotel, Saturday evening, May 25. Buffet supper and entertainment was scheduled to mark Jack's retirement from duties with Independent Display Company, now NSS-AA. He is joining his uncle Dave Rosenfeld at the latter's cleaning plant.

Anthony Antonoplos, son of Peter Antonoplos, is a camera fan. He enjoys his 8mm movie work . . . Irene Fisher of the Republic exchange is another amateur movie fan and her natural color reels are considered very good . . . Tony Mungello's home movies are his hobby . . . Al Glazer is trying to break into the big league 16mm movies, having purchased dozens of subjects for distribution.

Mr. and Mrs. Oliver Kihchel are publishing an eight-page Photoplay News *to exploit attractions at their Princess, Jeannette. This weekly program is being managed by Mark Gillespie . . . Dick Marks of Clarksburg, president of the ITO of W. Va., will attend the national Allied convention at Chicago, June 19-20, and it is expected George Sallows of Morgantown will be among other ITO members in attendance . . . Mrs. Elmer Dattola, wife of the Springdale exhibitor, has been on the sick list . . . John Walsh, Fulton manager, was around the other day with Jack Shea. Walsh will serve as a summer relief manager for the Shea houses when the local Fulton goes dark due to a lack of product.*

William Naidenoff, theatre decorator, has been checking up at a local hospital. He has gall trouble . . . I. Elmer Ecker and Fabian Wright will substitute for Frank Smith as "kings" at the May 27 dinner of the Variety Club which has two new

members in Louis Johnson, assistant secretary of war, and Edward Arnold . . . Art Cinema this week showed the Italian musical film, "Life and Loves of Giuseppi Verdi."

Local theatres will display the colors in observance of Flag Day, Friday, June 14 *. . . Theatre executive Frank J. Harris, Republican leader of Allegheny county, announces his delegates to the GOP convention will support Governor James for the presidential nomination "as long as he has a chance" . . . Fred Piper of the Gem, Derry, was a recent Filmrow visitor . . . Garland West, Buckhannon, W. Va., exhibitor, who will soon open a new outdoor swimming pool there, says he will have his auto trailer handy to be used as a locker room for his friends in the trade when they wish to cool off in the pool.*

The great industries of the local area are geared to help the nation arm itself under President Roosevelt's proposed "billions" defense program. "Educational orders" already have been received by the strategic war industries. Upwards of 40 per cent of the defense expenditure is expected to come to this district. Meanwhile, it seems that most everybody is suffering "the war jitters." Depressed theatre grosses are general in the area, with both exhibitors and distributors worried over prospects for the summer season. New film contracts are few and far between, but those already filed call for "practically the same deal as last year's" or increases.

George Elmo, Paramount sales representative, who is in attendance at the company's annual convention in Los Angeles, has been a member of the 100 *per cent club three times in five years. Dave Kimelman, branch manager, and Elmo departed for California early this week . . . Leonard Haughton has signed for the England encyclopedia and book deal for the Orpheum, Franklin . . . Leo G. Abernathy, International head of the Billposters Union and prexy of the Pittsburgh Central Labor Union, will be a candidate for sheriff of Allegheny county.*

George Dewey Tyson, publicity director for the Harris Amusements, and his wife, the former Ruth Miller, dancing instructor, are honeymooning in Virginia Beach. Married Thanksgiving Day, the event was not revealed until several days ago. Ken Hoel, as usual, is taking over Tyson's duties here while the latter is on a four months leave of absence . . . C. P. Jervis, father of William C. Jervis, local RCA sales manager, was a visitor here this week from New York.

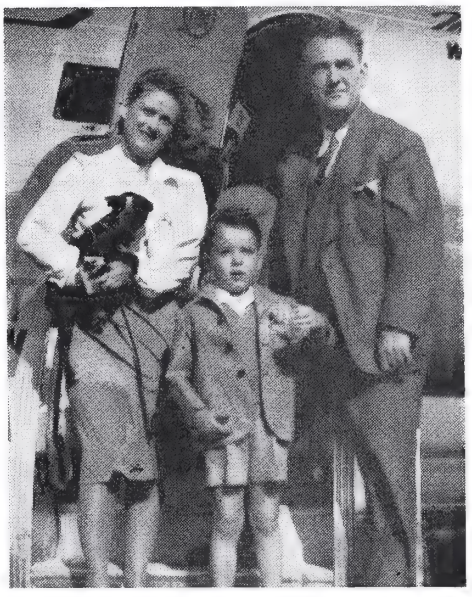
Wife of I. T. Sweeney, veteran film man, was at Magee Hospital this week for an operation and three Filmrow boys volunteered for transfusions . . . Jack Judd Theatre Poster Service, over the Universal exchange, opened with four newly built paper racks and with a new line of screen processed displays, banners and valances. Leo Wayne is assisting the former NSS representative . . . Phil Doyle, re-elected business agent for IATSE's local No. 3, *stagehands union, will attend the national IATSE convention in Louisville, Ky. Other local delegates will be William H. Thompson, Ralph C. Freeman, Roy Grove and Larry Katz, of Local No.* 171 *. . . John S.*



—Top two photos by Cosmo-Sileo

Helping "Lillian" Bow—

At the premiere of "Lillian Russell" in Pittsburgh. Top row, left to right: 20*th-Foxers Herman Wobber, Charles E. McCarthy, Edward Arnold, Edgar Moss, Ira Cohn and William Sussman. Second row, same order: Mrs. John Harris, Alice Faye, Arnold and John Harris at the airport arrival of the stars. At the right is a Chicago airport scene of the Harris family, including John jr., en route from Hollywood to the premiere.*



"Jack" Loder, a veteran publicity man, died last week.

George F. Callahan sr., has returned from New York where he attended the annual meeting of the National Film Carriers Assn., having been re-elected as a member of the executive committee . . . Charlie Baron was on duty in the local area this week after doing special exploitation for "Edison, the Man" at its four-premiere "Pageant of Progress" in the Oranges, N. J. . . . Monogram exchange has been newly decorated.

The Tony Vincents will celebrate their silver anniversary in July . . . Joe Kaliski, veteran local film man who stopped in several weeks ago to say hello, has joined UA at the Buffalo branch . . . E. M. Hartley, in charge of sound sales for NTS, was a visitor this week . . . George Jaffe rings down the season's curtain at the Casino, May 25 *. . . Local delegates to the Columbia Pictures' convention at Atlantic City, June* 11-14, *include Art Levy, manager; Jack Kohler, booker, and Salesmen Sidney Sugarman, George Tice, Sidney Goldberg and Joe Gins . . . N. A. Malanos, East Pittsburgh exhibitor, has joined the list of those going to the Allied convention at Chicago, June* 19-21. *About* 25 *local exhibitors to date have signified their intention of attending the annual three-day affair.*

Ben Welansky, Pittsburgh and Boston franchise holder for Monogram Pictures, spent several days here this week with Mark Goldman, manager, en route to his New England headquarters after a vacation in Hollywood.

SLIP COVER SPECIAL

An Extraordinary Buy of Belgian Linen Enables Us To Offer

$1.00 Values for 50c

Samples on Request—15 Colors

AMERICAN THEATRICAL VALANCE CO.

900 5th Ave. Pittsburgh, Pa.

CLEVELAND

GEORGE BECKER, who has been associated with Jack O'Connell in Toledo since he severed his connections with the local Columbia exchange, is back in town. This time he is hanging his hat in the RKO office where he has been appointed to the sales force succeeding Otto Braeunig, who has resumed his old post as office manager . . . Dan Stearns of the Willoby Theatre, Willoughby, has contracted for the franchise to build and operate drive-in theatres in the Toledo territory. He has two locations now under advisements and plans to get going as soon as these deals are concluded. Stearns has also taken an option on the Youngstown-Mansfield-Canton territory for drive-ins.

Stuart Cagney, manager of the Imperial, and Douglas George, manager of the Windamere, took Louis Swee, Knickerbocker manager, out to the University Heights Golf Club one day last week to give him a few lessons in the art of striking the white ball, but before the afternoon was over, it was Swee who was given the lessons and Cagney and George who had turned pupils . . . Joe Lissauer, associated with W. N. Skirball, is another golf enthusiast, but he likes the hard courses.

E. A. Ballou, once affiliated with the Oak, Marion, will operate a new drive-in theatre now under construction on Route 8 near Uniontown. Co-operative Theatres of Ohio has contracted to handle the booking of this house as well as that of another drive-in to be built between Toledo and Fremont by Bernard A. Cousino, who used to present 16mm shows in parks throughout the territory.

Jack Shea held a regional meeting of managers of Shea theatres here last Wednesday . . . The Roxy here held "Hitler—Beast of Berlin" second week . . . RKO's "My Favorite Wife" was the big popular favorite of all first run showings last week with the result the picture was held for a second week at Warner's Hippodrome.

Spotted along Filmrow during the week were: Ed Hiehle, general manager of the Shea circuit in Zanesville; Charles Anderson, owner of the Alpine circuit, and his booker, Frank Wetzel; Frank Roberts, manager of the Rex, Steubenville, and George Plank of Marion . . . Stanley Kositsky, Vitagraph office manager, is in New York on a vacation, and Booker Tommy Felice has reported back for duty after his vacation.

Charles C. Deardourff, M-G-M exploiteer, was called to New York to do his bit in the advertising campaign on "Edison, the Man" which opened simultaneously in six houses in the Oranges . . . Irving Fields has closed his Opera House, Burton, for the summer, to devote his time to a circuit of outdoor shows . . . Bill McManus, M-G-M biller, postcards members of the office force from St. Petersburg, Fla., where he is paying his mother a visit.

George Lefko, RKO branch manager, supplements his recent statement that

(Continued on page 104)

Long-Run Trend Is A Reassuring One

DETROIT—Despite the summer slump, exhibitors have plenty of ground for renewed confidence for the immediate future in figures of Detroit's long-run trend toward increased growth, compiled by the Detroit board of commerce. Figures currently available show that as of 1937 (the last year available on employment figures), 406,882 people earned wages in Detroit, compared with 293,135 in 1929. Total wages were $648,515,254 in 1937, and $511,-474,257 in 1929.

General business conditions since 1933, the depression year, show plenty of optimistic signs, indicating a sound basis for the new theatres being erected here in such profusion. Typical examples are:

	1933	1939
Savings Deposits	$112,437,402	$273,969,192
Automobiles (in county)	394,089	593,317
Residential building	1,262,130	44,780,982
Population	1,495,000	1,675,000

"Command" Doing Well in First Ohio Engagements

CLEVELAND—"Dark Command" played to excellent business in its first Ohio runs, according to Nat Lefton, Republic franchise owner. In Cincinnati, business was considerably above average at the Shubert, and at the State, Springfield, the boxoffice registered "excellent." It also opened big at the Colonial Dayton, where it is now playing, according to official reports.

Both Springfield and Dayton put on extensive campaigns, both cities claiming to be the home town of the film's author, W. R. Burnett. Springfield newspapers played up the angle Burnett was born in their town and was the grandson of a former mayor of Springfield. Dayton also claimed him as her son, basing the claim on the fact that Burnett lived in Dayton at one time.

Al Gregg, publicity director for Republic, was on hand to help with the campaigns.

"Dark Command" opens its local engagement at the RKO Palace May 31.

London Circuit Program Bringing Improvements

DETROIT—Double expansion program was disclosed by the Burton London circuit, for the Courtesy and the Beacon. At the Courtesy, some $10,000 is to be spent on new marquee, seating, carpeting, and cooling system. Most contracts have not yet been awarded.

The Beacon, headquarters house of the circuit, is to have a 300-car parking lot at the angle turn of the Grand Blvd.

Installs New Lamps

CLEVELAND—Hyman Kaplan, owner of the Southern, has installed new high intensity projection lamps and an electrifier. Installation was made by Leroy Langford of Oliver Theatre Supply Co.

DETROIT

EILEEN OLIVER, cashier at the Adams, seen dining at the Book-Cadillac with Baron Egon Carl von Mauchenheim . . . John Howard flew to L. A. for the Paramount convention. Jack Ryder and Eddie Stuckey followed by rail.

Charles Lester, manager of the Lakewood, says Owner William Guentsche is "news" when he's in the house . . . The King Sisters, featured in Universal's short "Snow Follies," dropped into the Lakewood to see their own picture.

George (Bud) Sampson jr., formerly with his father in a theatre premium line, is managing Grosse Pointe Woods golf course —with special rates to film men, by the way.

Edward F. Knop, Cosmopolitan Film Library, didn't manage to get away for the New York convention . . . Fred DeLodder, president of Cooperative Theatres, is confined by illness for some weeks. His son is running the circuit.

J. C. Ritter, former Allied States president, closed the Boulevard Theatre permanently last Tuesday. It will be torn down to make way for opening of Warren Avenue . . . George McArthur, supply man, is putting on new screen doors.

Charlie Perry, Adams manager, had a family reunion here. His mother, who is 85, travels on her own, and his sister flies her own plane.

Ed Bonnville, of the Brown circuit, thinks exhibitors should make good blues singers . . . Alex Schreiber of Associated expected back from Los Angeles in about a week . . . Lloyd Hammond is back from Hollywood with the first ten releases of "Film Fumbles."

Butterfield office remodeling is so noisy that Beryl (O'bie) O'Bryan can't remember voices now . . . Jack Ferentz, new musicians' prexy, was away on a business trip . . . Ed King, stagehands' business agent, reports the union will hold election on June 11, postponing date till after the national convention. Ed King and Ralph Jennings are going to the convention.

Theatrical Post's new officers: Commander William Stolz, Avalon Theatre operator; senior vice-commander, Buddy Fields, business manager, musicians' local; junior vice-commander, Sam Comella, operator at Jam Handy Studios; finance officer, Owen Blough, operator at Center; chaplain, N. J. Ricken; adjutant, Harry Berns, operator at New Bijou; historian, Lee Crowell, operator at Fox; sergeant-at-arms, William Marley, National Theatre Engineering Co.; executive board: Carl Rush and Harry Carson; board of trustees—Bill Fouchey, operator at Whittier, Carl Rush, and Roy Black. Installation will be Monday, June 17, at the Legion Home.

Al Jolson, after nine years in films and radio, will make his stage return at the Cass, Detroit on June 23, with a new musical, "Keep Punchin'" . . . Oriel Freer,

Dave Newman's secretary, kept right on working despite a sprained ankle.

Les Sturm, 20th-Fox manager, reports money still coming in on the Will Rogers Memorial Drive . . . Les is boosting for 100 per cent Variety membership for the Fox sales staff.

Helen Rose, Sturm's secretary, likes the new index to films in BOXOFFICE *. . . Jess (NOA) Veldman, cashier, takes his steps two at a time . . . Charlie Garner is opening "Maginot Line" in the Cinema—film was bought in January, he's been waiting for a timely playdate . . . Lew Arozian was raffling off his shirt, it seems.*

Ben Cohen, circuiteer, and his yacht, arrived at N. Y. C., en route from Miami. He's railroading home . . . Chester Brown, who recently closed the Latin Theatre, doesn't think he'll return to show business . . . David W. Leach is forming the Abbey Amusement Company with offices in the Union Guardian Bldg.

Hoyt E. Morris had to pitch the first ball for the Softball League sponsored by Detroit Optimists . . . Roy Brosius, manager of Bill Schulte's Bagley, lost his mother last Friday.

Harry H. Platt, Oriel Freer's boss, is the new director of the Detroit Bar Ass'n . . . Bill Flemion, Variety welfare chairman, is booking free shows at Sigma Gamma Hospital, Children's Hospital, Ford Hospital's Tubercular Ward, German Protestant Orphanage, and Children's Protestant Home.

Mac Krim's idea of a light lunch is an apple . . . Eddie Heiber, flanked by Jack Stewart, Jack Susami, Bert Tighe, and Gene Alexander, is off to the Chicago convention . . . Pete Simon has decided he's not a circuit operator . . . Charlie Collins says Eddie Cantor is still one ahead—his latest is Caroline Margaret, his fourth girl—eight and a quarter pounds.

Roger Kennedy, IA business agent, is having a time getting used to the new bifocals . . . Roy Miller reports several new members in the theatre managers' union . . . Bill Carlson was off to Ohio on a Masonic pilgrimage.

Frank J. Downey, M-G-M branch manager, arranged a special screening Tuesday evening at the film exchange projection room for civic and patriotic leaders, on "The Flag Speaks," new Metro patriotic short. As an added attraction, a private showing of "Edison, the Man" also was arranged.

That "important announcement" of Harold (Sandy) Sandelman's at M-G-M coming in September is to be a blessed event, we understand.

Phil Monsky, new UA salesman here transferred from Omaha, didn't lose much time in renewing his BOXOFFICE *subscription for this area while at the UA convention in Chicago.*

WOLVERINE DOINGS:

Albert Worthing of the Boyne, Boyne City, went fishing, came back with a fistful of mushrooms.

Kalkaska, now theatreless, is to have a new house. Parties undisclosed have taken an option on a site for a theatre building . . . F. A. Graham is planning to sell the Lyric, Evart.

Jack Thompson, Paramount salesman, wants to sell his dog to some salesman. Guarantees it'll guard any salesman's wife while he's out of town . . . Albert W. Heuser, manager of Fred DeLodder's Aloma in Grosse Pointe, proudly showed us a picture of himself in front of the Empire on lower Woodward Avenue, which he managed in 1916.

Jim Olson of Grayling flew down to Washington in his own plane . . . A. F. Affelt of the Iosco at Oscoda expects to close on account of losing his lease.

Mrs. Linton, prominent Lansing clubwoman, and her daughter were guests of Floyd Chrysler, M-G-M salesman, at the Saturday Frolic . . . Walter Kelly of the Rogers and Strand at Rogers City is back from California.

D. H. DeRosia, partner with E. W. Kenrick in the State at Onaway who's been away on a three-month vacation for his health, will take three more to recuperate . . . Charles Galster, Petoskey exhibitor, has two pointers that he's setting up to challenge Jack Thompson's two setters in a field test.

John Vallier is remodeling the theatre at St. Ignace.

Mike J. Chargot has started a dish giveaway at his newly-acquired Esquire in Grosse Pointe.

J. Ollie Brooks, Butterfield, was upstate, maybe to get away from the noise during the rebuilding of the circuit offices.

Harry Hobolth is conducting a contest to name his new 600 seater at Davison.

Roy Campbell, manager of Walter Shafer's Shafer at Garden City, received a birthday cake and a new desk set from the house staff . . . Edna Stevens, secretary to Wesson Dickinson, is another gal with a swell memory.

Ruth Chatterton was leading lady in Shaw's "Pygmalion," produced at the Lydia Mendelssohn Theatre, Ann Arbor, all last week . . . Louis Calhern, lately the villain for Charlie McCarthy, also was in the play.

A. Milo (Bring 'Em Back) DeHaven, manager of the Grand in Highland Park, who has been in poor health, left for a checkup at the Mayo Clinic . . . Pearl Sprott, Allied office manager, is holding a regional meeting at Muskegon to enlist new members.

E. K. Lane is closing the Our at Sparta on August 1. He's building a new house . . . Associated Theatres' new Farmington at Farmington will be ready about July 1.

Joseph Stoia, of the Midway and Circle in Dearborn, has an eight-pound son, born last Monday.



Detroiters in Hollywood—

Alex Schreiber of the Associated Theatres in Detroit (second from left) grasps the hand of Henry Armetta at the Warner studio while Mrs. Schreiber and Dr. L. P. Breitenbach smile approval.

"Adult Only" Films Are Tied With Merchants

DETROIT—Trend toward booking of sophisticated films, "for adults only," received marked impetus when two leading neighborhood houses, the Harper and the Westown, both operated by Wisper and Wetsman circuit, booked "Blame It on Love," to play next Tuesday and Thursday respectively.

Film is slated for two special matinees only, with free admission for "every homemaker." Tickets are being distributed by some 20 neighborhood merchants.

CONTENTS OF A 400 SEAT THEATRE FOR SALE

PROJECTION—SOUND—SEATS

And All Accessories.

Building Being Wrecked.

McARTHUR THEATRE EQUIPMENT CO.

2501 Cass Ave. — Detroit, Mich.

CLEVELAND

PDC Officials Report That Circuits Book "Outsider"

CLEVELAND—Producers Distributing Corp., formerly known as Big Feature Rights Exchanges, announces "The Outsider" has been booked by all major theatre circuits in the territory including Loew's, Warner's, Schine and Shea. It opens here at the Circle, May 30.

Bernard Rubin of PDC announces "I Take This Oath," with Gordon Jones and Joyce Compton, is completed, and that "Hold That Woman," with James Dunn and Frances Gifford, is now in production.

Anna Neagle to Cleveland With "Irene" Three Days

CLEVELAND—Cleveland has been selected as the only northern Ohio city on the personal appearance tour of Anna Neagle. She will appear on the stage of Warner's Hippodrome for three days during the showing of "Irene," starting June 15.

Herbert Wilcox, director, will accompany the star who is scheduled to make the Statler Hotel her local headquarters. Harry Reiner of the RKO publicity department has been assigned the task of making up Miss Neagle's social program.

Booth Fire Destroys Two Reels of "Swanee River"

YOUNGSTOWN—Two reels of "Swanee River" were destroyed, with a $300 loss, when fire broke out in the projection room of the Roxy at nearby Canfield. Volunteer firemen quickly put out the blaze, which was confined to the concrete walled booth.

William Hasbrouck, the projectionist, said the picture was about half run when it caught fire. Aided by technicians, Hasbrouck repaired the machines and the program resumed after a four-hour delay.

Gilhula Is City Manager For Shea in Ashtabula

CAMBRIDGE, OHIO—Dan J. Gilhula, manager of the State and Ohio theatres here, has been named manager of four Shea houses at Ashtabula. He assumes his new post June 2.

Gilhula came here as manager of the Court and Ohio theatres and during his regime the State was built. He managed the local Shea houses for seven years and his assignment to Ashtabula is a promotion.

30-Car Drive-In Near Youngstown Opened

YOUNGSTOWN—Youngstown district's first drive-in theatre, the Gordon, is now operating. It is located just north of the city limits and can accommodate approximately 300 cars.

The operator is Gordon W. Vail. New programs on Wednesday and Sunday start at 9 p. m.

(Continued from page 102)

"Primrose Path" did very well in its local engagements, with the expanded announcement that the picture has been a boxoffice hit all through the territory . . . Nat Holt, RKO Great Lakes division manager, has booked Orrin Tucker into the Palace for the week of June 8. While the Palace policy over the summer will be straight pictures, Holt plans to spot in stage shows occasionally.

Hank Harold, onetime ad artist in Cleveland for Warner Bros., is now advertising artist for the Chakeres circuit with headquarters in Springfield . . . Nat L. Lefton, Variety Club chief barker, announced May 27 as the date for the final Monday Night stag of the season . . . Rudy Norton, Republic salesman, is back in circulation after a six-week battle with an ulcer of the eye. He is wearing a "Floyd Gibbons" for the time being, but says that even with one eye he isn't missing anything . . . Anne Vickers, secretary to M-G-M's branch manager, Frank Drew, entertained the girls of the exchange with a dinner at her home last week.

Hope Kramer, daughter of Abe Kramer of Associated circuit, who recently announced her engagement to Jack Guren of Cleveland and Akron, will be married on May 26. They will honeymoon in Hawaii . . . "The Outsider," PDC production booked to play the Warner, Loew, Schine and Shea circuits in this territory, makes its Cleveland debut at the Circle, May 30. It is also bought for the Highland, Akron; Falls, Cuyahoga Falls, and in Cleveland for John Urbansky's Lorain-Fulton, Jennings and Rialto theatres.

Associated circuit has made a shift of managers. Bert Diener, recently returned from a year's vacation in California, succeeds Ben Stahl as manager of the Liberty. M. M. Blaettner goes from the Jewel to the Heights and Jimmy Schrake takes over at the Jewel . . . Over at the Paul Gusdanovic circuit, Al Ochs has resigned as manager of the LaSalle to manage the Olympia. Victor Sheldon becomes manager of the LaSalle . . . Fred Schram has closed his Milan Theatre for the summer and is now associated with Victor Schram in a theatre promotion plan.

Variety Club's first Father-Son evening was a big success. Over 100 attended the dinner and Eddie Johnson and Louis Gross, in charge of the evening, presented each son with a Bob Feller autographed baseball. Rollie Hemsley, as guest of honor, added his John Hancock to the balls much to the delight of the sons. Bruce Gregg, son of Republic's publicity director, Al Gregg, and not quite three years old, was the youngest guest present, with Leo Jones' Dickey a close runner-up.

The Variety Club's grand opening did not come off as per schedule. Reason was that the job of redecorating its enlarged quarters was not completed. So the big day has been postponed until June 1, according to Chief Barker Nat Lefton and the house committee chairman, Frank Drew.

George Young, manager of the Roxy, which went to a straight film policy for the summer last week with "Goose Step," Ohio's name for "Hitler—Beast of Berlin," as the opening attraction, held the picture over a second week. This will be followed by "Club de Femmes." Whether foreign pictures will become the order of the day during the summer depends upon Mr. and Mrs. Paying Public.

George W. Erdmann, secretary of the Cleveland Motion Picture Exhibitors Ass'n, says that the proposed city curfew law, designating the ages at which children will not be permitted in places of amusement, is not by any means a dead issue. The bill is sleeping but it might wake up any time and Erdmann urges exhibitors to keep on the lookout for any activity in its behalf.

Gertrude Welsh and Mae Gibbon, both of the Universal secretarial staff, were called home on account of the death of their fathers . . . Dorothy Goodman, whose husband, Mort Goodman, is with Warner's on the coast, is here with their two-year-old son visiting her parents.

Harry Barlow and H. C. Waggoner finally got their St. Clairsville Theatre at St. Clairsville open. Delayed deliveries postponed their originally announced opening date.

Nate Schultz will not build that 700-seat de luxe theatre in Barberton after all. Instead of extending his Barberton interests, Schultz is bowing out of the Barberton picture, having sold his Pastime there to M. Makinson who now owns and operates all of the Barberton houses. The property Schultz bought for theatre purposes will be used for a business block.

Bert Diener, formerly with the Associated circuit, has returned from an 11-month vacation on the west coast . . . George Hanpert, Columbia auditor, was an exchange visitor . . . J. A. Beidler of Toledo, who has been ill for several weeks, is much improved, according to his son, J. A. jr., who was in town last week . . . Sorry to report Bert Botzum, veteran Akron-Canton theatre owner, is still confined to his bed with a heart attack.

John Thomas Heirs Sell

NEWARK, O.—One of the largest real estate deals in several years was negotiated here when Attorney Max Norpell, acting for an agent, purchased the Grand Theatre building in South Park Place from the owners who are heirs of the late John B. Thomas.

Piccolo to Hiland Helm

FT. THOMAS, KY.—Ray Piccolo has replaced the late Lawrence Holthous as manager of the Hiland here. Piccolo formerly was manager of the Royal at Cincinnati.

: Variety's Charity Dance :

DETROIT—Kathleen McGuire, Tom's youngster, selling tickets to Postmaster General Farley went out on the A. P. Wirephoto to all cities having Variety clubs . . . John Kendrick, handling special publicity, says his assistant is "a very beautiful girl" (new name is Fell).

Tom McGuire developed a hoarse throat for talking on the phone . . . Art Robinson and the wife were doing the Robinson tango.

Eddie Jacobson of the Harmony trying to promote that big battleship for a front . . . Harold C. Robinson, Film Truck Service, in evidence as Chief Barker . . . Ollie Brooks, Butterfield, flaunting an official committee tag.

Harry Levinson, RKO, seen out with Carmen Morales, also RKO . . . Mrs. Cyril Day proved an efficient liaison agent . . . Sam Seplowin, Republic manager, escorting two ladies across the floor.

Mr. and Mrs. Joe Reich among the late arrivals . . . We had the pleasure of meeting Mrs. Jack Haley . . . Warren and Pat Slee very much on hand, with a nice young crowd.

Little Jack Little was well liked by the younger set . . . Ray Gorrell was backstage directing operations . . . Sol Berns busy booking special acts and greeting the artists.

Freddie Bernard and Eve Gladstone of the Harper put on a nice show . . . Joe LaRose off in the background when all those plugs for the Harper went over. Owner Frank Wetsman took the evening quietly.

John Barton (he's Jeeter Lester of "Tobacco Road" at the Cass) made a speech and did a bit from the play . . . Johnny Pival, manager of Ben Cohn's Senate, saw that his house got proper credit for his protege, Albert . . . Jack King of WJR helped with emceeing and entertaining.

Among many seen on the sidelines: Dave Flayer's brother from the court house, plenty of judges, Mike Chargot, Max Blumenthal, Irving Belinsky, Phil Kaplan, and their respective ladies.

Harris Companies Effect Shifts and Promotions

PITTSBURGH—Harris Amusement companies announce the following shifts and promotions in personnel:

Morty Henderson, manager of the William Penn, north side, is now manager of the Perry; Harry Segal, of the Family, east end, replaces Henderson at the William Penn; Henry Miller of the Beechview has been advanced to the Family; John P. Harris, son of Frank J. Harris, has been shifted from the Newsreel Palace, downtown, to the Beechview; Robert Keller, formerly of the Alvin staff who has been circuit relief manager, has been

Special Session Completes Appropriations in Pa.

HARRISBURG — Extraordinary session of the general assembly has adjourned after appropriating $71,850,000 for relief and adopting every other recommendation of Gov. Arthur H. James.

House bill No. 25, introduced by F. Falkenstein of Philadelphia, which provided for the conducting of and legalizing lotteries by the state, died in the committee on ways and means.

Committee on rules took no action on house resolution No. 2, introduced by Representative Christler, which would have authorized the department of military affairs to install heating and air-conditioning systems at the Hunt Armory, Pittsburgh, so that the building, which seats 15,000, could be used as a convention hall when not needed for military purposes.

The legislature has had to meet many times in recent years to make emergency appropriations. Most of the 17 bills passed provided for relief financing by transfers from special state funds and no new taxes were imposed.

Regular session of the general assembly will be convened in January, 1941.

Hollywood, Wilkinsburg Rites for Emma Rowland

PITTSBURGH—Services were conducted last Friday in Hollywood for Mrs. Emma Rowland, 86, mother of Richard A. Rowland, UA producer, who started his theatrical career here. Mrs. Rowland, who resided for many years in Wilkinsburg, and who died suddenly at her Beverly Hills home May 15, also is survived by two daughters, Mrs. Oliver McCracken and Mrs. H. B. Miller. Remains arrived here Tuesday night and services were held Wednesday afternoon at the T. D. Turner Funeral Home, Wilkinsburg.

Mrs. Rowland was born in England and came to this district when 14 years of age. Until three years ago she had resided here. She was a member of St. Stephen's Protestant Episcopal Church, Wilkinsburg.

Bert Stearn Chairman of Variety Club Opening

CLEVELAND—Bert Stearn, United Artists district manager, is chairman of the committee in charge of arrangements for the formal opening of the new quarters of the Variety Club, June 1. Assisting him are Charles Albert, in charge of tickets; Eddie Miller and Al Gregg, in charge of entertainment, and Nat Wolf and Nat Lefton, chief barker.

Plug Nabe Houses During Downtown Parking Strike

PITTSBURGH—Harris circuit exploited its neighborhood theatres during the 12-day downtown parking garages and lots strike, settled last Saturday, by advertising "No Parking Problems" when attending the neighborhood houses.

COLUMBUS

BOXOFFICE receipts continue off, each week's grosses dropping behind the previous ones. A few weeks ago—when business was just bad, not terrible—the topnotch attractions were drawing satisfactorily, but not now. Situation is fast becoming acute, business being definitely n. g.

The social season at the Variety Club comes to a close June 15, ending the most successful year yet . . . C. Harry Schreiber pulled a sneak preview on "My Favorite Wife" Monday at the Grand, surprising the unsuspecting audience. Show is currently at the Palace, to be followed by "Lillian Russell" single-billed. And this reminds us that it will be the second Fox picture to break the dual monopoly in recent months, "Grapes" being the first at Loew's Ohio.

Understand John Rappold is planning to retire from the theatre field due to ill health, both the Innis and new Ideal consequently being offered for sale . . . Deal for the Oak is off inasmuch as lease difficulties couldn't be ironed out . . . Bob Seniff, formerly with Loew's and Warner as a manager, is again managing the Lake Breeze Pier at Buckeye Lake . . . Lou Holleb's friends are talking about him building a new theatre to replace the New.

Within two weeks announcement will be made locally of a de luxe nabe . . . RKO has a tie-in with WBNS' "round-the-town" program each night . . . There is a face-lifting job under way at Loew's Broad . . . Leo Yassenoff now has a candid camera. Ditto Dos Bowers . . . Rudy Knoepfle, Republic salesman in Cincy, has been a local visitor.

The Chamber of Commerce will soon announce "This Week in Columbus," a new publication to be circulated by hotels to their patrons. Weekly magazine will include a comprehensive amusement section.

Perer Completes Plans For Pittsburgh Unit

PITTSBURGH—Plans are completed for a new theatre to be erected on Greenfield Ave. for H. L. Perer. Site is 48x100 feet and the one-story building will be constructed of concrete blocks. Architect is Harry Ginsburg. The as yet unnamed house will seat around 500.

RCA Returns

PITTSBURGH—RCA Manufacturing Company's Phototone office returned to Filmrow this week after a long absence. Sales and service quarters were being established over the weekend at 86 Van Braam street, over the Monogram exchange office. William C. Jervis is in charge of sales and C. R. Underhill is service supervisor. Helen Costello is the company stenographer.

Assigns Myles Connolly

HOLLYWOOD—Myles Connolly is scripting "Keeping Company," a Sam Marx production for Metro.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT216 Safety Ladders
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MT262 Projector Parts
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MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
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Shea Chain Shuffles Four Manchester Managers

MANCHESTER, N. H.—Four local motion picture theatres, all controlled by the M. E. Shea Theatrical Enterprises, are involved in a realignment of managers, it has been announced here.

Fenton Scribner, formerly manager of the Strand and Crown, has been appointed manager of the State, as well as director of the Manchester film houses owned by the State Operating Co., subsidiary of the Shea chain.

From assistant manager of the State, Frank Lamarre has been promoted to managership of the Palace, and Albert W. Foley, formerly of Nashua, has been named manager of the Strand. Foley also has held positions with the Shea Enterprises in Jamestown, N. Y., Bradford, Pa., and Ashtabula, Ohio.

Under the fourth change, Edward J. Fahey, who is manager in Nashua and district director of the chain's operations in Amherst, Mass., Westfield, Mass., Newport, R. I., and Nashua, also becomes supervisor of the four Manchester theatres, which have been shifted into his district.

McGunnigle Weds June 29

BOSTON—George McGunnigle, assistant to Manager Fred Greenway at Loew's State, becomes a bridegroom on June 29. Marie Nessikian of the theatre staff will make it a second Loew's State romance with a June 5 wedding.

Ryan Contends Compromise With M&R Was Avoided

By BRAD ANGIER

BOSTON—George S. Ryan continued this week to sum evidence in the Morse and Rothenberg anti-trust suits which have passed the 211th day of hearings in the Federal Bldg. Boston. Indications at the first part of the week were the litigation which commenced in 1938, might go to the Master, Philip Hendrick, within the next few days.

Speaking of the Newburgh, N. Y., situation, where Morse and Rothenberg operated the Strand, Ryan said:

"The branch manager of Paramount certainly had a great deal of information in regard to the theatres operating in his territory. Undoubtedly this man would know a great deal of the Cameo, the Ritz, the Broadway and the Strand theatres. He had taken the stand, apparently from knowledge or from reasoning, that the patrons of the Strand Theatre would not walk four or five blocks if there were an opportunity to see some attractive show. That seems to be more or less against common knowledge.

"If those patrons are four or five blocks away from Broadway and there is a show at the Cameo or any other theatre that they desire to see at admission prices that they can afford to pay or are willing to pay, obviously they would go up to Broadway to see that show. The only reason they would not walk to the Broadway or the Ritz to attend their performance would be because of the admission prices.

"If you have a downtown business section of a city where the stores are closed at night, or a great many of them are closed, and comparatively few people live right close to the theatres, where do the patrons come from? For example, where does the patronage of the first-run theatres in Boston come from? Obviously it must come from the residential districts or neighborhood sections; from places that are within a close distance of many neighborhood theatres. In Newburgh there is not the slightest doubt that a great deal of the patronage of the Broadway and the Ritz theatres came from all over the community.

"In Boston, for example, we find first-run houses wanting protection over Dorchester, Allston, Cambridge, Chelsea and even Lynn. Protection presumably is based upon competition. It is based upon the theory that the people in those communities would not go in to Boston to the first-run houses unless those houses showed the picture earlier than the theatres in the neighborhood localities. It is for that reason that these neighborhood theatres or community theatres are, to some extent at least in competition with the first-run downtown houses.

"In a place like Newburgh, with a population of 30,000 people, it is absurd to say that a theatre like the Strand, only four or five blocks away from the theatres on Broadway, is not in competition with them. The only reason that that suggestion has been made is that the defendants know that the selling of the Strand and the refusal to sell the Cameo were entirely inconsistent.

"The Strand was in competition with the Paramount Theatres exactly the same as the Cameo was in competition with them. Otherwise there would have been no semblance of justification for protection against the Strand. Neither the Strand nor the Cameo, however, was in competition as to admission prices and run of product. To a considerable extent they catered to patrons who were in different economic classes.

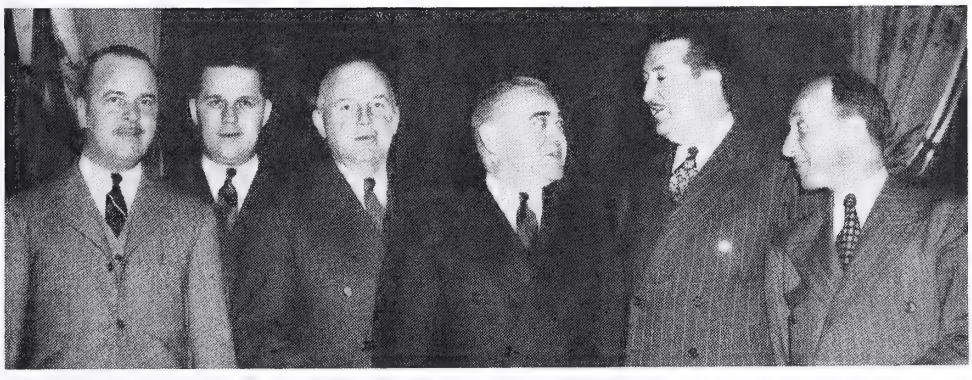
Quotes Unger

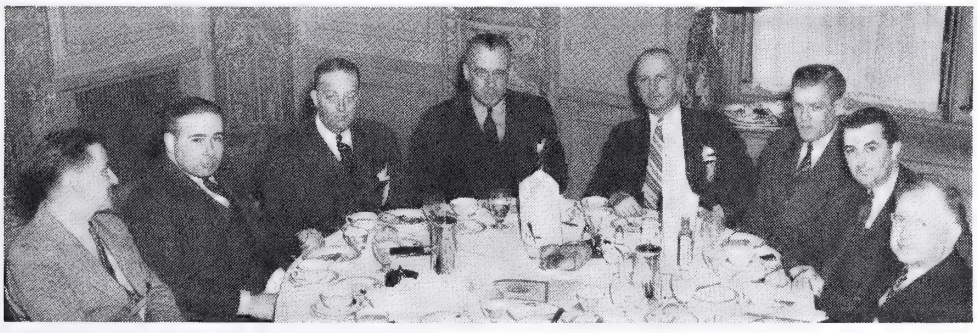
"Unger was asked about this. When it was suggested by a question whether it had been brought to his attention that Paramount had sold its product to the Strand Theatre at 15 cents, Unger said that he did not recall and had not checked up. He then went on to say that if he sold one theatre charging 15 cents admission, he might object to selling another at the same price, and he might deem it advisable to limit the runs. It may or it may not be entirely on the ground of admission prices.

"He stated: 'It may be because I did not want any more runs in the town and maybe because I didn't like the operation, and maybe because I didn't like the type of theatre.'

"There was not a word on the memor-

(Continued on page 110)





—Top Photo by Cosmo-Sileo; Bottom Photo by Metropolitan

Boston Goes to a Convention—

At the top: Universal's Hub City crew at the eastern sales convention in Atlantic City. Left to right are William Murphy, salesman; J. E. Callahan, head booker; Jim Murphy, office manager; Harry J. Martin, Ernest H. Warren, J. R. Wilson and Francis P. Dervon, salesmen, and William P. Kelly, manager. Below: United Artists' Boston representatives who attended the eastern sales regional in New York. In the usual order: Joe Cronan, Herbert Schaefer, George Hager, Charles Stern (eastern district manager), John Dervin (manager) and Nat Ross.

Lottery Laws Pass 'Good Will Award'

BOSTON—Good Will Award, a cash giveaway modeled after Bank Night and copyrighted as of 1937 and 1939 by Roy E. Heffner, seems to be proving itself the most logical successor to the original Bank Night plan. Heffner, who turned New England into the most lucrative Bank Night section in the country, already has the new system operating in Texas, Oklahoma, Arkansas, Kansas, Missouri, Nebraska and Louisiana, in addition to New England.

One of the main points of interest in Good Will Award, so far as the exhibitor is concerned, is that the new advertising plan has successfully hurdled anti-lottery objections in vicinities where the original Bank Night has been declared illegal. A major cog in this particular legal machinery is that winners have 12 hours or more, depending upon the particular operation, in which to claim their prizes.

In Nebraska, Judge T. S. Morton recently dismissed a Nebraska lottery action against the Griffith circuit, opining that Good Will Award is not a violation of state lottery laws.

Judge Morton followed an opinion recently handed down in Massachusetts, that a lottery has three essentials: prize, chance, and consideration. His Honor declared that no consideration was present inasmuch as the Good Will plan paid off whether or not the winner was present or absent and whether or not he had or had not purchased an admission ticket.

Weekly Qualifying Cards

Good Will Award operates on weekly qualification cards. Each of these cards must be signed by the respective holder in the presence of a theatre employe. Any attempt to change the signature on the card will make it void.

By use of the cards, the effectiveness of the promotion may be extended throughout the week. At Heffner's Tower in Lowell, Mass., for instance, one, to qualify, must present his card to the doorman at the theatre any time during show hours on Monday and up to the time of drawing on Tuesday.

At the Booth in Nebraska City, Neb., participants must present their cards to the doorman any time during the show hours on Wednesday and up to 8:00 p. m. Thursday. Cards must be personally presented to be qualified. The doorman punches the numbered boxes on the face of the card to make the individual eligible to receive the current week's award.

Registration rules are simple. The participant must sign his own name and address. One registration is good for all Good Will cash awards. Children under 16 and the respective theatre's employes may not participate.

At the Tower in Lowell, Manager Irving Dunn announces the winner's name between 8:30 and 9:30 p. m. inside and outside the theatre. The name is also posted in the boxoffice. The potential winner, to be eligible to receive the award, must present his card properly qualified to Dunn any time before 11:30 p. m. Thursday.

Managers' Vacation Dates Are Announced by Shaw

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, reports as ready the vacation schedule of managers for this summer.

In New Haven, Robert Russell of the Poli leaves July 15; Sam Badamo of the College, August 5, and Bill Reisinger of the Bijou, July 1.

Bridgeport's Loew-Poli manager, Matt Saunders, takes his vacation July 8; Morris Rosenthal of the Majestic, July 22, and Harry Rose of the Globe, July 5. Edward Fitzpatrick of the Poli, Waterbury, is scheduled for July 8; Joe Samartano of Meriden, June 24.

Jack Simons of the Poli, Hartford, leaves August 5; Bob Portle, Plaza, Worcester, July 15, and H. H. Maloney, Poli, Worcester, July 29.

Lou Cohen of the Palace, Hartford, will relieve in Waterbury, Meriden and Hartford, while in the other towns managers of the various houses will relieve each other.

Manchester Houses Aid Red Cross Campaign

MANCHESTER, N. H.—Local theatres won the gratitude of officials of Manchester Chapter, American Red Cross, by assisting in the organization's $12,000 war relief fund campaign.

Two official films, depicting the work of the Red Cross, were shown on the screen at the State and Lyric.

Roy Webb Scoring

HOLLYWOOD—Roy Webb is scoring "Anne of Windy Poplars" for RKO Radio.

PORTLAND

THE Employes' Social Club of the State Theatre threw a party in honor of Bill Romanoff when the head of the house staff stepped into a Heinz Company job the other day. Bill, like Robert Norris, Malcolm Lester, Richard Ranaghan, Francis Mitchell and several others, used the State as a training ground for a business position.

When Ernie Warren, genial Universal salesman, knew he'd be in Atlantic City Mother's Day, he prepared a special record for the good wife and little Barbara to play—a typical Warren showmanship stunt.

Fred Eugley, manager of the Star in Westbrook, is recovering after an operation. Arthur Allaire is substituting . . . Recent visitors to Portland: Fred Stoloff, National Screen representative; Johnny Feloney of 20th Century-Fox; Carl DeVizia of RKO.

The State now opens Thursdays instead of Fridays . . . Manager Harry Botwick's Saturday morning Recess Time broadcast is over for the season and won't be resumed until the fall . . . The Lakewood summer theatre at Skowhegan has opened.

Sees Color Effecting 'Screen Blitzkrieg'

SPRINGFIELD, MASS.—"Color seems to be effecting a screen blitzkrieg," is the opinion expressed by Miss Louise Mace, motion picture editor of the *Daily Republican,* in an article dealing with the receding of black and white films.

Miss Mace declares, "By Christmas, certainly by the end of the year, it is said, black and white pictures will be vanquished, will become as old-fashioned as the silents seem to us now. This imminent change is made possible by the lowered cost of color film. Heretofore its use was prohibitive save in those instances where studios were convinced beforehand that the pictures would make a great deal of money.

"Now that the Technicolor laboratories have announced a 20 per cent reduction in price, it means color is only 15 per cent more expensive than the straight black and white process.

"Of course, 'Gone With the Wind' is the one film that made the world sharply color conscious. After that, the conventional shade seemed wan and spiritless. More and more studios are inclining toward the tinted celluloid especially when an 'epic' is guided toward the cameras. Cecil B. DeMille had never been cordially disposed toward Technicolor, but finally accepted it for his forthcoming 'North West Mounted Police.' After seeing 'Union Pacific' he admitted that outdoor sequences seemed far more impelling than under the staid gray mantle.

"It is obvious that outdoor action, especially when it roves the western range, gains in excitement under the color lens. Even now audiences are sufficiently accustomed to it to resent static scenes. There must be color of movement as well as background. The time will come when the prismatic scale will be accepted as a matter of course. But not by all Hollywood actors. How many, one wonders, will be driven off the screen because they are not 'colorgenic?' The casualty list should not be so long as that resulting from the invasion of sound."

Junior M. P. Council in Fifth Symposium May 28

NEW HAVEN—The fifth annual symposium of the Junior Motion Picture Councils of New Haven schools will be presented to parents and friends of the 500 member students at Troup Junior High, May 28.

The program will show methods of teaching motion picture appreciation of current theatrical films, as well as give a classroom demonstration of instructional scientific films. Approximately 50 students of junior high and high school age will participate.

The Junior Motion Picture Councils were established five years ago and have since grown in size and scope. Their work is supervised by the department of audio-visual education, headed by Donald A. Eldridge.

NEW HAVEN

THE usual summer closings in the state will probably be pushed back by continued cool weather . . . B-41, exchange employes union, has postponed its annual nomination of a slate of officers until June 4, President Jack Mullen announces. Nomination and election will be combined at that time in an evening meeting at Hotel Garde . . . Hymie Levine, who has been on the Street for more than 20 years in various capacities, now has the Connecticut franchise for the distribution of Imperial pictures. Office is at 126 Meadow.

Harry F. Shaw, Loew-Poli division manager, who celebrated his 16th wedding anniversary last week, received a gift from his staff of a new motion picture projector and tripod. Shaw will mark his tenth anniversary with Loew's in June, and his sixth in New Haven. Previous experience was in Syracuse and Cleveland . . . Joe Amsted of Elm Street, Worcester, starts off the Loew-Poli vacation list with a trip to California, utilizing his reward of an extra week for "GWTW" efforts.

Sympathy to Therese Speratore, United Artists booker, on the death of her father . . . Also to Earl Morin, State inspector, who lost his wife after a long illness . . . George LeWitt, of New Britain and Plainville, is preparing his summer cottage at South End Shores for the family vacation. LeWitt has offices with the state Democratic chairman and plans are on for a busy political season . . . Burt Smith of Walnut Beach is confined to his home with a strained back . . . Lucy Flack of the Capitol, Milford, is on an 11-day cruise to South America.

Strawhat season is shaping up. Latest is the Montowese Playhouse at Indian Neck, with Noel Warwick, former Guilford actor, as director . . . Clinton will call its doings "The New England Theatre Festival" . . . Exhibitors think disturbing war news is lowering attendance . . . Michael Tomasino was host to inmates of the Jewish Home for the Aged at the Victory during the engagement of "Mamele," Molly Picon vehicle . . . Bushnell Memorial, also presented the Yiddish "Overture to Glory," with a personal appearance of Michael Rosenberg . . . Rivoli, Hartford, tried a Swedish film.

Matt Saunders tied up on a hay and oats ad for "20 Mule Team" . . . Also with a camera shop for a best photo contest on the mule team parade . . . Bob Russell and Nat Rubin arranged a giant window display of diamonds, including one $25,000 diamond, in a leading New Haven jeweler's on "Lillian Russell" . . . Harry Shaw and Lou Brown of the Poli division, and Matt Saunders of the Poli, Bridgeport, attended the premiere of "Edison, the Man" in Orange, N. J., inviting J. Dennehy of the Bridgeport *Times-Star*, Fred Russell, Bridgeport *Post*, Louise Mace, Springfield *Republican*, Julian Tuthill, Hartford *Times* to accompany them. The press representatives followed up with stories in their respective columns . . . Poli, New Haven, boys broke the local press with a story and art on shipment of print of "Waterloo Bridge" by plane. New Haven played the picture pre-release simultaneously with New York.

Arena closed its big name band vaude for the summer with Jan Savitt . . . Bijou, New Haven; Globe, Bridgeport; Poli, Waterbury and Meriden, will have new type of vaudeville, having signed with the WHN Artists Bureau. First show headlined Harry Rose, the Broadway jester; Ginger Dulo, Foran Sisters and Tom, Four Warners, and Virginia Melford Trio . . . Dick Cohen has sold his 20-Volume Standard American encyclopedia to the Pickwick, Greenwich, to start May 25, and Palace, New Britain, May 20 . . . Groton inaugurates its first dish premium, N. C. Wrisley's Gloria blue glassware, May 28, three-a-week. Sam Davidson of Cameo Screen Attractions is handling Boston distribution of Wrisley's ovenware . . . Max Tabackman has started short Intaglia crystal deal of L. Swerdloff, Boston. Max is using a special colored herald for "Rebecca" inside of this week's program . . . Poli, Hartford and Bridgeport, are first to try new Craftex display backgrounds in lobbies with such success that all other houses on circuit will follow suit.

National Screen is contemplating moving the present Mutual Advertising offices to the Paramount building . . . Grading and sprucing-up activities noticed on the Milford Drive-In site . . . Tim O'Toole, Ben Lourie and Sid Swirsky readying for Columbia convention at the Ritz Carlton, Atlantic City, June 11-14. The local exchange wound up in the money in the recent drive . . . Special meeting at the Poli office on "Our Town," which opens in Worcester and Springfield immediately following Boston premiere . . . Harry Bernstein of the Loew real estate department visited Hartford and Springfield . . . Matt Saunders of Poli, Bridgeport, flew to Washington to accompany the Bridgeport *Times-Star* carrier boys on the annual spree in the capital city. Boys were guests of Loew's Capitol there.

George Freeman of Springfield was presented with an auto radio as a welcome home gift at a recent midnight dinner in his honor attended by Howard Burkhardt, Boston; Joe Amsted, Worcester; Sid Kleper, Hartford, and Harry Shaw, Lou Brown, Bob Russell, Sam Badamo, Nat Rubin and Sal Dimano, all of New Haven . . . Jack Simon has his Poli, Hartford, corner lobby devoted to a "Shower of Spring Hits," with a small house constructed in the center surrounded by trees and shrubs. Rain blobs of paint carry names of coming attraction, while a rain machine adds a realistic effect. Simon also has a lobby disc with revolving hand pointing to names of attractions which "It will soon be time to see" . . . Bob Lourie, son of Ben, Columbia salesman, highest in his grade in the last intelligent tests . . . Elliott Kronish is impartial; he likes Vassar, too.

Gilbert Josephson, World, New York, expected in town this week after recent opening of "Baker's Wife" on coast . . . Lincoln presents "Reefer Madness" next and Manager Gene DuBarry has contacted WCTU, schools and other organizations. House may close around June 15 for season. DuBarry has tentative summer plans for Bar Harbor.

BRIDGEPORT

JOHN REILLY has been named new chief of service at the Warner and Joseph Grosso has been promoted from usher to doorman . . . Philip Carr and his wife of the New England playhouse are back from Hollywood . . . William Rizzo has resigned as Majestic doorman with Robert Davies succeeding.

Humphrey Doulens has dropped his plans to take out show this summer and will vacation quietly on his circus book . . . Managers are thinking about Memorial Day and once more bemoaning those 77 beaches between this city and New Haven. However, this territory is one of the best in the country for theatre business on Decoration Day.

Warner switched its opening day from Wednesday to Tuesday for "Torrid Zone" . . . Peggy Charlwood has been handling press contacts for the Plymouth, Milford . . . Managers reported a noticeable drop in theatre attendance when Germany invaded the Low Countries.

Phil Schwartz is giving away comic books to children at Saturday morning matinee in his West End Theatre, and Morris Haddleman of the Shelton is handing them out at Saturday afternoon shows . . . Harry Rose has installed two new sound units for better holiday balcony distribution on vaudeville nights.

Jean Warschaw, secretary to Sam Weiss, managing director of the Stamford and Avon theatres, Stamford, is visiting in Hollywood. Ruth Nelson of the house staff is substituting . . . Manager Morris Rosenthal of the Majestic has challenged Manager Manny Kugell of the Warner to a blindfolded golf match.

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HARTFORD

MANAGER GEORGE E. LANDERS of the Asylum St. E. M. Loew's was a Boston visitor last Monday . . . Ditto Bernard M. Levy, manager of the main stem Proven Pictures . . . Office of Manager Jack A. Simons, Loew-Poli, looks better after having been redecorated . . . Edward Lynch, manager of the Warner at Worcester, was host to 200 orphans at a showing of "Pinocchio."

A local record was equaled with "Rebecca" in Pittsfield. John M. Cooney, manager of the Union Square in that town, found business so good that he kept that film for ten days, a run previously achieved in that town only with "Snow White" and "The Jazz Singer" . . . Going in for parades in the way of exploitation, Manager Francis Faille of the Paramount, North Adams, had members of a North Adams boy scout troop as guests at a screening of "Virginia City." Members in uniform paraded to the theatre.

Manager Dennis Rich, Bristol's Cameo, reported a nice response from lady patrons to the theatre's cooking school . . . Manager Bernard M. Levy, Proven Pictures, was in New Haven . . . Visitors to the Loew-Poli, Waterbury, the other day were Division Manager Harry F. Shaw, Publicity Director Lou Brown and Elliot Kronish, Loew-Poli New Haven office.

Joseph Gandy, doorman at the Loew-Poli, Waterbury, is sporting a new car . . . Harris Bros. State publicist Rudy Frank was in New York . . . Manager George E. Landers, E. M. Loew's, was in New Haven.

M. Kaufman, Rialto, Bridgeport, is driving a new car nowadays . . . Members of the service staff at the Strand, also in the Park City, have new uniforms . . . Leo Cormier is filling in at present for Frank Weiner, Cameo Bristol doorman, who suffered a sudden attack of appendicitis . . . Manager Al Anders, Bijou, Springfield, was in Boston.

Theatre marquees in the metropolitan Hartford area which have had goings over lately include the main stem Daly, Colonial, Regal, and a new marquee at the Crown . . . Manager Lou Cohen, assistant Sidney H. Kleper, Loew-Poli, journeyed to Springfield last Monday to attend the "Welcome Home Party" given in honor of Manager George E. Freeman.

Frank Burns, fireman at the E. M. Loew's, will become a bridegroom next month, according to present announced plans . . . Loew-Poli marquee has been redecorated . . . Manager Jack A. Simons' office at the Loew-Poli has been repainted in an unusual color scheme . . . Dorothy Gherlone, Loew-Poli cashier, was spotted by your correspondent at Narragansett the other day.

Manager Leo Ricci, Capitol, Meriden, attended the Barney Pitkin affair in New Haven . . . Ditto Martin Kelleher, Henry Needles, Warner district manager; Jim McCarthy and Walter B. Lloyd . . . Michael Valletta, Loew-Poli, Waterbury, is now back at work in the Brass City, after honeymooning in Washington, D. C. . . . Lou Cohen, Loew-Poli Palace, was in New York City the other day taking in the sights while strolling up and down Broadway . . . M-G-M's publicity department is making a nation-wide distribution of caricatures of Mickey Rooney, drawn by Val Arms, former member of the theatre and motion picture department, Hartford Times.

Jimmy Randazzo, E. M. Loew's usher, is back on the job again at the Asylum Street house, after having been out for nearly a month, due to illness . . . A new part-time usher at the Loew-Poli Palace is Harold Olivier.

Tommy Corio, M&P Allyn doorman, has returned to his duties, after having been out for a week and a half, due to an infected foot . . . Pat Buchiri is a new doorman at Warner's Regal, succeeding Fred Franco, who left to work for the Pratt & Whitney Aircraft Corp., East Hartford . . . Schulman's Plaza, Windsor, had "Hollywood Party" on its boards Saturday evening.

The annual spring festival held by the staffs of the local Loew-Poli and Loew-Poli Palace is scheduled to take place on May 27 at the Woodland Casino, according to present plans. Over 60 people are expected at the event, the entertainment for which will be provided by the Loew employes.

Gerald Warsaa, usher at the Loew-Poli Palace, has been promoted to doorman, succeeding John Andrenotta, resigned . . . In New York City was Jimmy Lombardo, M&P Allyn usher . . . Manager Walter B. Lloyd, M&P Allyn, had several real dogs in a dog house daily in the lobby, and sponsored a contest in co-operation with a local dog store in which a patron had the chance to win a dog after having seen "The Biscuit Eater" and written his opinion of same.

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Compromise Avoided, Ryan's Contention

(Continued from page 107)

andum prepared by Kusell, from which Unger testified, that mentioned the operation or the policy of the theatre, other than its admission prices, but when Unger said he did not want any more runs in the town, he came very close to the truth. What he really meant was that he and his company did not want any more theatres in the town.

"Mr. Schaefer was unable to explain why the Strand Theatre, operating at the same admission prices as the Cameo, should be served with Paramount product while the Cameo was refused. He emphasized the proximity of one theatre to a prior run in connection with the question, 'whether it interfered with our first-run revenue.'

"In the first conversation of Sattler and Simon, the proximity of the Cameo to the Ritz and Broadway was discussed. He pointed out its very close relation in distance to those theatres.

"Where a man like Sattler, refusing to sell product to the Cameo, tells the operator of the theatre how close it is to the Paramount theatres, is there any question but that they were discussing the effect of the competition of the Cameo upon the Paramount theatres on Broadway?

"Obviously, when this witness makes such an admission, it is equivalent to saying the location of this theatre, its close proximity to the Paramount Theatres and its competition with them, were of importance. If a distributor were desirous of selling an exhibitor (and we have seen from much of the testimony and from some of these publications how desirous the distributors were of increasing their revenue by increasing their sales) and if this exhibitor had something connected with its policy to which the distributor objected, wouldn't it seem that the distributor would point out to the exhibitor the objectionable feature and suggest that if the exhibitor wanted to use its product he should remedy the objection?

"Sattler testified that he did not suggest to Simon that if he would increase his admission prices Paramount would sell. He did not have any kind of a minimum admission price at which he would sell.

Sees "Protection" Move

"Kusell testified that he had in mind that the refusal to sell the Cameo might tend to maintain the grosses of the Paramount Theatres on all the pictures which they played, whether from Paramount or from any other company. If the admission prices were right, the Cameo would not affect the Paramount theatres so much. It was his desire to help maintain the grosses received by the Paramount Theatres not only from Paramount pictures but also from the pictures of other companies, and that desire influenced him in telling Sattler he was right in deciding not to sell.

"This is the equivalent of an admission that the refusal to sell was actuated by a desire of Paramount, as a distributor, to help protect the revenue of the other distributors. If he had the desire to help maintain the grosses of the Paramount theatres on pictures of other companies,

knowing that some of those pictures were played on percentage or perhaps that the flat rental price might in some respects be determined by the grosses, then he had the desire to help maintain the revenue of the other distributors from the Paramount theatres.

"These grosses could not be maintained merely by the refusal of Paramount, acting alone, to sell. The grosses could be injured only if the Cameo attracted a large number of patrons. If the admissions at the Cameo were increased, the Paramount gross would decline. In view of Kusell's desire to help maintain the grosses at the Paramount theatres on all pictures, it is evident that the refusal to sell was due to the effect of the general competition of the Cameo on the other theatres.

"Kusell went further and said that a sale to the Cameo was not advisable on account of its location, irrespective of its admission prices.

"Isn't that saying in substance that the proximity of this theatre made it competition to the Paramount theatres and, therefore, Paramount as a distributor would not sell it? In that case, all the talk about admission prices becomes unimportant.

"Mr. Kusell also testified that the addition of another theatre in a situation of this kind would have some effect upon existing theatres irrespective of admission prices. This is shown very strongly by other evidence, including the testimony of Mr. Romano in regard to his feelings when the Metropolitan Theatre in Providence started to operate.

Middletown Construction

"Finally Mr. Sattler testified that for several years Paramount had not sold any other theatre in Newburgh but the Paramount first-run and the Paramount-Levy organization.

"Evidence of this kind indicates the intention and purpose of this company. Levy had a pooling arrangement. In effect, Levy was a partner of Paramount. Every step indicates an intention on the part of Paramount to monopolize the theatrical business in Newburgh, including the right to purchase films moving in interstate commerce.

"It is worthwhile noting in connection with the wrecking of Quittner, in Middletown, only a few miles away, that Paramount considered it proper to go in and construct a large first-run theatre when there were already three theatres in existence in that town.

"Apparently Simon was right in saying that the excuse or the reason given for the refusal to sell was that Paramount wanted to protect its own theatres and did not want to sell him while he was operating in competition. The theatre or the company most interested in the competition of the Cameo, including its admission prices and operating policy, obviously would be the closest competitor, the Ritz or the Broadway.

"In the earlier days of the Academy, of all the organizations, would be the one most interested in this competition. They were operating houses. The gross receipts at their houses would be as much affected by the exhibition of any major product as it would be by the exhibition of Paramount product. Paramount, as a distributor, was

(Continued on page 114)

BOSTON

DORIS STEIN, younger daughter of Film Booker W. D. Stein, and niece of Ben Stein, formerly of the Globe in Boston, has won the Anna Judson George prize in English at Brighton High. The award entitles the holder to $100 toward tuition at any institution of higher learning. Miss Stein plans to attend Jackson.

Charles Fish of the Capitol Theatre Supply Co. has installed new lamps at the State in Waterville, Me., circuit house of Louis Gordon and Arthur Lockwood.

Julian Rifkin of the Liberty Theatre Corp. has been in New York . . . Al Gould of the Castle in Mt. Pleasant, R. I., and the Majestic in West Springfield, was in the film district last week . . . Fred Green of the Bijou in Woonsocket was up from Rhode Island . . . Captain O. V. Hull of the Dreamland in Nantucket was on Filmrow last week.

Glenn Woodbury has been rejuvenating the Savoy in Northfield, Vt. . . . Also undergoing a paint job has been the Key in Meredith, N. H., soon to be opened for the summer . . . Ernst Wernick of the Wernick in Chicopee Falls has been supervising repainting of that situation. Wernick and Mrs. Wernick were in town last week.

Edward Cuddy, general manager of the M&P Theatres Corp., has darkened the Broadway in Chelsea for the summer . . . Also shuttered by the circuit is the Paramount in Haverhill . . . Sam Davidson of Cameo Screen Attractions, Inc., has taken on a new series of ovenware giveaways. The deals are graduated so that they may run from 12 to 30 weeks.

An open-air theatre is reportedly set for Lawrence. Plans are to combine it with a dance hall and a food concession . . . Claire Singer of the M&P Theatres Corp. was on sick leave.

Frank Lydon, Allied eastern regional vice-president, and Nathan Yamins, National Allied director, returned to Boston after attending Neely bill hearings in Washington.

Ruth Pinanski, daughter of Sam Pinanski of the M&P Theatres Corp., was feted by friends at the Paramount partner's Beverly Farms home last week. She will marry soon . . . Al Sharby, brother of the theatre-owning Sharbys, was in town booking bands for his summer dance halls in northern New England . . . William Canning, manager of the Empire in Fall River, worked four horses and a stagecoach to exploit "Dark Command."

Maurice N. Wolf, M-G-M district manager, and a Boston contingent was at the Hotel Astor in New York last Friday for the M-G-M third sectional sales confab. Jack Byrne, Ben Bebchick, Maurice Goldstein, Ed Renick, Ray Curran, Harry Worden and Harry Rosenblatt also attended from the Boston office . . . From New Haven went Tom Donaldson, Mort Katz and Milton Hyams.

H. N. LaMare is going ahead with renovation plans at the Royal in Ludlow, Vt. . . . I. Vanni plans to renovate the Park in East Jaffrey, N. H. The theatre seats 375 . . . Dr. Herbert T. Kalmus of Technicolor has been in Boston . . . Abe Fishman, New Haven circuit man, was in New York . . . Louis Stern of the Opera House in Barre, Vt., was in town . . . Joe Schmuck of the Alexander Preview Company was in New Haven.

Robert Gardner, former function manager at the Copley-Plaza, died last week after opening the Gardner on Massachusetts Avenue. The nitery was formerly known as the Flamingo . . . William Marshall of Columbia is back on the job after being on the invalid list for several months.

Morris Saffner of the Olympia in Woonsocket was up from Rhode Island . . . Roy E. Heffner of Specialty Pictures, was in northern New England on business . . . Ted Jacocks, New Haven theatre owner, was in the district Friday . . . Lou Walters, vaudeville booker, may remodel an Arlington Street garage into a film district night club . . . Walters has a site on Cape Cod, the Silver Beach Casino, ready for summer operation.

Charles Morse plans to have an air conditioning system operating in the Kenmore by summer. Morse and his partner, Louis Rothenberg, also plan to air condition the Strand in Lawrence . . . John O'Leary, Plymouth city manager for Ed Ansen and E. Harold Stoneman, has been running occasional foreign films at the Plymouth.

Lawmakers Away

BOSTON—Despite continued efforts to assemble the Massachusetts legislature this year, the first off-year in the new biannual session setup, it now appears that the only remaining hope of would-be conventioneers lies in the possibility that the financial condition of Massachusetts cities and towns may necessitate a special session. However, this eventuality appears to be slim.

Soon a Participant

BOSTON—Bradley Ryan, son of George S. Ryan, has been an interested spectator at the Federal Bldg. on several occasions since the plaintiff's attorney in the Morse and Rothenberg anti-trust suit commenced his final arguments in the three-year-old litigation. According to him, young Ryan is scheduled to join the firm as a partner.

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Pick November 15-17 as Next Retreat Dates

BOSTON—The Catholic Motion Picture Guild will hold its next retreat at Campion Hall in Andover from November 15 to 17. These dates were substantiated at a recent meeting of retreat directors at the Jesuit institution. Frank Lydon, operator of the Hamilton in Dorchester, represented the film men at confab.

The Catholic Motion Picture Guild, which held its first formal retreat in March, inaugurated then the practice of devoting the first Mass of each retreat to the memory of recently deceased film men. A 1941 retreat is planned for Palm Sunday.

Plan Inducement for Each Day at Worcester Plaza

WORCESTER, MASS.—Harry F. Shaw, Loew-Poli division manager, and Lou Brown, publicity chief, are working out a new schedule for the Plaza here, which will offer daily special inducements.

As the plan looks now, Mondays will be devoted to Bathing Beauty contests, Tuesdays to Ten-O-Win, Wednesdays to Country Store, Thursdays to Uproar Hour, Fridays to Ten-O-Win, and Saturdays to Amateur Nite.

Perakos Shuts Franklin; WB Shutterings Wait

THOMPSONVILLE, CONN.—Peter Perakos has closed the Franklin, managed by Speri Perakos, for the summer months. Warner has not yet decided on a closing date for several houses which usually are idle during the farm months, because of the continued cool weather.

Glackin Opens Strand, Sound View, June 24

SOUND VIEW, CONN.—John S. Glackin will open the 500-seat Strand, Sound View, on June 24 on a seven-day schedule. B. Smith has not yet announced the opening date for the Tower, Walnut Beach, which is usually opened around July 1, and run in conjunction with the Colonial.

Higgins Adds Accounts

BOSTON—Herbert Higgins, independent film booker operating the Higgins Booking Service in the Statler Bldg., has added a quartet of theatres to his account. Higgins is now representing Ray Gill of Norumbega Park in Auburndale; A. F. Stoughton of the Little in Whitefield, N. H.; Sol Hayes of the Strand in Boothbay Harbor, Me., and Al Gould of the Majestic in West Springfield.

Views Sample Chairs

BOSTON—Vincent Bellacqua, film district veteran, has contracted with Myer Ruttenberg for the display of samples of a group of 450 veneer theatre chairs which Bellacqua is offering at 40 cents apiece.

SPRINGFIELD

ON HAND at the George Freeman "Welcome Home Party" were: Lou Brown, Loew-Poli Palace; Jack A. Simons, Loew-Poli, Hartford; Joe Amstead, Elm St., Worcester; Bob Russell, Loew-Poli; Sam Badamo, Loew-Poli College; Lou Brown, Loew-Poli publicity man, New Haven. Unable to go at the last minute was Harry F. Shaw, Loew-Poli division manager, also of the Elm City. Nearly 100 guests were in attendance. The event was in honor of the return of Manager George Freeman, Loew-Poli, who returned some weeks ago from Manhattan's Mount Sinai Hospital, where he had gone for an operation.

A new carpet was slated to be installed in the balcony at the Bijou during the past week. Carpet was ordered from Capitol Theatre Supply, Boston . . . Manager George Freeman, Loew-Poli, says that over 16,000 *people were lined up on Main St., and in Memorial Sq., during the Springfield appearance of the* 20 *Mule Team. Hartford reported nearly* 20,000 *of the populace on hand. Bert McKenzie, Loew-Poli, Boston, was in town, as was Publicity Director Lou Brown of Loew-Poli's New Haven office. It was the largest turnout for any parad ver held in this Bay State city.*

Item: Johnnie Knightly, assistant manager at Warner's Capitol, went golfing last Tuesday at the Memorial Golf Course. Jack Foxe, Loew-Poli, is another local golfer . . . Herman Rifkin, owner of the Liberty Theatres circuit, has a new car . . . Ditto Earl Wright, publicity man for the Goldstein Bros.' circuit . . . In Boston the other day with the Mrs. was Al Anders, Bijou.

Bids have been received by the management at the E. M. Loew's Court Sq. in regard to the proposed installation of a new stage floor at that house. Manager Don Barhydt announces that the vaude policy at that theatre will continue through the summer.

All four of the local houses belonging to Herman Rifkin are getting ready for a cooking school, and, at present, are engaging in radio plugs . . . E. M. Loew's Court Sq. front was redecorated . . . Marquee of the Loew-Poli, Worcester, was repainted . . . Ditto Loew-Poli, Hartford.

Two E. M. Loew houses—Plymouth, Worcester, and Capitol, Pawtucket, R. I.—have closed for the season as far as flesh is concerned . . . Assistant Manager E. W. Whitford, Loew's Court Sq., and his missus expect to attend the New York World's Fair some time in the future, as quests of Miss Gladys Clark of Flushing, L. I.

Congratulations to Don Barhytd, who celebrated his 36th birthday last Tuesday . . . Harold H. Maloney, Loew-Poli, Worcester, arranged for a broadcast in connection with the 20 Mule Team's visit to that city . . . Manager Geraold Savoie, Richmond, North Adams, has started a new series of Wednesday night local talent amateur revues.

Summer Entertainment Pain to Springfield

SPRINGFIELD, MASS.—The adverse effects of summer entertainment on theatre boxoffices already are being felt in the metropolitan Springfield territory.

The baseball season, now in full swing, is doing its bit toward this end, as are the midget auto races at the old dog track in West Springfield.

The Riverside Drive-In has reopened with a new adjunct, a roller skating rink, while Mountain Park, up Holyoke way, also has opened for the summer.

Boston Gayety Leads in Forsaking Flesh Shows

BOSTON—The Gayety, E. M. Loew house in Boston, is the first of Boston's trio of burlesque theatres to go off flesh for the summer. Max Michaels and Al Somerby are scheduled to follow shortly with the Globe and Old Howard respectively. The Howard will darken for the summer months, while the other two locations will go on straight films. Exploitation pictures will probably be emphasized at the Globe.

Back-to-the-Land Trend Seen in Connecticut

HARTFORD—The state census bureau indicates the 1940 survey may show the population of Connecticut's cities, including Hartford, is "flattening out," and that there is a substantial back-to-the-land movement in rural areas. All Hartford county towns reported thus far, show increases amounting to as high as 48 per cent.

Troupers Hear a Plan on How to Improve Status

HARTFORD—Theatrical performers living in the metropolitan Hartford area were summoned to a meeting at the Allyn House ballroom where representatives of the Connecticut Theatrical Bookers' Ass'n explained its plan to improve working conditions in nearby night clubs and suburban theatres.

Incorporation Charter to Auto Vision Theatres

SPRINGFIELD, MASS.—State Secretary Frederick Cook has granted a charter of incorporation to Auto Vision Theatres, Inc. Capital is 80 shares of no par stock. Incorporators are John F. Gatelee jr. of Westfield, Thomas D. Gatelee and Owen M. Holmes of Springfield.

Improve Two

CONCORD, N. H.—Recent improvements in New Hampshire motion picture theatres include installation of a projector at the Premier in Littleton and the addition of a new sound system at the Lisbon in Lisbon.

NEW HAMPSHIRE

AN OUTSIDE sprinkler system prevented damage to the Rialto in Lancaster when an early morning fire gutted the adjoining Stanard Block on Main St., with a loss estimated at $5,000.

Eddie McMann of Salem, who is sponsoring Sunday super-vaudeville shows at the Memorial Auditorium in Lowell, Mass., which are drawing crowds from nearby New Hampshire points, presented George Jessel on May 12.

The Modern in Manchester staged three midnight shows May 13-15,. advertised as "Body of Beautiful" and selected short subjects. Only adults were admitted, with regular admission prevailing.

Rev. Ernest L. Converse of Concord, well known reformer, has launched an attack upon Rev. Chester E. Merrow of Centre Ossipee, a candidate for the Republican congressional nomination, because he says Merrow helped secure approval of Sunday motion picture shows in Ossipee.

A resolution against excessive billboard advertising along the state's highways was adopted at the 10th annual meeting of the N. H. Tourist Service Association, Inc., in Durham.

Sheeran Works on Plans For Legion Convention

BOSTON—James Sheeran of the Massachusetts department of public safety continued this week to formulate plans for the forthcoming local national convention of American Legion. Sheeran was recently appointed chairman of the national convention committee of the Theatrical Post of American Legion by William H. McLaughlin, Stoneham exhibitor who commands the organization.

McLaughlin, appointing all past commanders to the group, also named Kenneth Forkey, Dr. William Basch, Charles Heath, Major William Cotty, and Major Patrick F. Healey.

Ascap-Lavietes Action In Hartford June 10

NEW HAVEN—The damage and injunction suit by Ascap, Irving Berlin, Inc., and Santly-Joy-Select, Inc., against Harry L. Lavietes, operator of the Pequot, has been assigned for hearing on June 10 in U. S. district court at Hartford. Alleged violations of the copyright law were last New Year's Eve.

Republic Gains Runs

BOSTON—Ed Morey, general sales manager in New England for Republic, has set five Republic releases in first-run Boston. Ben Domingo, city manager for the RKO theatres, has booked "Grandpa Goes to Town," "Gaucho Serenade," and "Old Missouri." Al Lauder has dated in "Crooked Road," and "Gangs of Chicago," for the Trans Lux.

Cinema Club Clambake Planned for June 22

BOSTON—The Boston Cinema Club will hold a clambake at Green Acres in Saxonville on June 22. William Cuddy of RKO, Joe Glazier of Western Massachusetts Theatres, and Harry Schlar of Paramount are in charge of arrangements. Some 40 members of the exchange and circuit bookers and office managers fraternity are expected to attend the fete, traveling via special bus.

Film District Outing May Be Held in August

BOSTON—The annual film district outing, plans for which are tentatively going ahead, will probably be held the latter part of the summer, perhaps in August. Green Acres at Saxonville, site of the forthcoming Cinema Club clambake, may be the spot.

Relief Load Is Reduced Sharply in Hartford

HARTFORD—A decrease of 10.5 per cent last month as compared to April, 1939, in Hartford's relief case load, is reported by State Welfare Commissioner Robert J. Smith.

The case load last month totaled 3,175 or 12,065 persons. This was, however, 1.6 per cent above March, Smith says. Cost for the care of these cases totaled $95,874, or 3 per cent more than March but a decrease of 11.3 per cent as compared with a year ago.

Reports from Hartford, New Haven, Bridgeport, New Britain and Waterbury showed a total of 9,176 cases, representing 34,868 persons on the relief rolls last month.

Nipmuc Park Film Shows Must Obtain Approval

MENDON, MASS.—Motion pictures shown at Nipmuc Park must first be approved by the National Board of Review, the state department of public safety, and a local censor board, the board of selectmen has ordered. Local censors will be named by the selectmen.

The action followed a complaint by the Mendon Historical Society protesting the showing of "sensational" pictures last summer at the park.

Rob Paul Kessler

BOSTON—Paul Kessler, manager of the Suffolk in Holyoke, was held up by an armed bandit last week Thursday and robbed of theatre receipts approximating $250. The house, one of the eight on the Herman Rifkin circuit, is situated some 75 feet from the Holyoke police headquarters.

Reseat Globe Balcony

BRIDGEPORT—The second balcony of the Globe here containing 776 seats, will be reseated.

PROVIDENCE

RHODE ISLAND said goodbye to the bangtails for the spring season Saturday when 30,000 persons wagered a total of $696,718 at the betting windows on the last day of Narragansett track's first meet of the year.

RKO-Albee has posted its summer closing notice to employes with June 5 *set as probable date for putting up the shutters.*

Tom Jefferson, Paramount publicist, in town last week and expects to remain some little time handling special campaigns for Manager Ed Reed of the Strand on the showing at that house of "The Biscuit Eater" and premiere of "Safari." For the latter, three of the pic's cast will make two-day personal appearances, June 6 and 7. Trio includes Lynne Overman, Muriel Angelus and J. Carrol Naish.

Ed McBride, manager of Loew's State, has had "doubles" of stars of "Our Town" picked from student bodies at Pembroke College and Brown University and will take the couple to Boston Thursday night to attend the world premiere of the film in the Hub.

Strand has a tieup in operation which which enlists all members of Independent Grocers' chain in the city. Circulars and radio (Station WEAN) both used in an idea which is reportedly getting good publicity results.

Hy Rodman, manager of E. M. Loew's Capitol, Pawtucket, circularized school grounds with numbered circulars. Kids bringing circulars to theatre bearing same numbers as on list posted in the lobby were admitted free to a serial Saturday morning.

Antonio Romano, general manager for Associated Theatres chain, who had a long siege of illness last fall, is at Homeopathic Hospital after a recent relapse.

Two of Rhode Island's "summer theatres" have announced 1940 *opening dates. The Cumberland will open June* 15, *Newport Casino on July* 16. *Matunuck's Theatre-By-the-Sea has not yet made any announcements.*

Olympia, E. M. Loew circuit house, in this city, is giving away encyclopedias; one of first giveaways to be used by neighborhood theatres in the city in years.

Two Hold in Hartford

HARTFORD—Holdovers in the downtown district included "Saturday's Children" for two weeks at the Regal, and a fortnight for "The Doctor Takes a Wife" at E. M. Loew's.

Theatre Candy Firm Opens

BOSTON—The Theatre Candy Company, operated by S. L. Lowe jr., has opened film district offices at 205 Stuart Street, in the Motor Mart Bldg. The firm supplies equipment and product to theatres and offers New England exhibitors an analyzation service designed to increase present confectionery sales.

Compromise Avoided, Ryan's Contention

(Continued from page 111)

interested not only in a certain percentage, assuming that they sold pictures on percentage, or on a specified flat rental.

"Paramount as an exhibitor was interested in every dollar of the receipts. Apparently the theory of the defendant is that Paramount as a distributor would act of its own volition to protect a small portion of the receipts at its theatres in Newburgh, but that Paramount as an exhibitor would do nothing about it.

Outlines Poughkeepsie Situation

"In view of the testimony of Walsh in regard to his conversations with other distributors, and in view of the testimony of the representatives of those companies in regard to Walsh's talks with them, is it conceivable that Walsh said nothing to the distributing branch of Paramount? Is it at all probable that this man, interested in every dollar of the receipts at the theatres, every dollar that came from Paramount pictures and every dollar that came from other companies' pictures, would say nothing to Paramount about it?

"Walsh was very much concerned about the Cameo. He visited it. He complained about it. Apparently he kept in close touch with its activities. Like Romano and other exhibitors in other situations, he was concerned chiefly with the competition of the Cameo and not merely with its competition at certain admission prices. He felt very strongly that the competition of the Cameo at any admission prices might hurt him.

"In other situations we have seen what these exhibitors do when competition comes in. They feel beyond any doubt that if they can cut off the supply of major product from the opposition, the opposition must go out of business. That is exactly what happened in this case."

Ryan later outlined the situation in Poughkeepsie, N. Y., where Morse and Rothenberg leased the Rialto on April 22, 1933 and commenced to operate it the following August 26.

"At the time the plaintiffs leased the theatre," Ryan said, "there were three first-run houses operated by Paramount; the Bardavon, the Stratford and the State. There was a second-run house, the Liberty operated by the two Unger brothers.

"At the time the plaintiff started to operate there was another house, the Playhouse, which was closed, but a few weeks before the Rialto opened, the Playhouse reopened with admission prices at matinee of 10 cents and evenings of 15 cents, on a third-run basis, using some major product.

"Mr. Simon testified that during the interval which elapsed between the signing of the lease and the opening of the theatre he was told by Unger, the operator of the Liberty, that he was the brother of Joe Unger, a big shot in the Paramount home office.

"It had been Simon's idea, when he took the lease, to operate as a third run, which would be the last run. but that he found when he attempted to get product that the third run was being sold to the Playhouse. Unger in fact had told him that he was opening the Playhouse to run ahead of him and had already bought product and had some in reserve.

"Both Mr. Simon and Mr. Morse testified in regard to the investigations they had made of the situation before taking the lease and before opening the theatre.

"After securing the lease and before opening the theatre, Simon made efforts to get product from the various companies.

"The plaintiff never showed any Paramount product at this theatre. That is an unusual circumstance and would require an explanation. Simon saw Leith and Kusell and was told by Kusell that he would not sell for the same reason as in Newburgh, because they had their own theatres there.

Sees Fraternal Interest

"The situation in regard to Poughkeepsie so far as Paramount is concerned was to a considerable extent the same as in Newburgh. The different factor was that instead of Levy operating as in Newburgh, we find the Unger brothers operating in Poughkeepsie and we find a very definite attitude by Joseph Unger of Paramount. We find Mr. Joseph Unger telling a story in regard to Poughkeepsie and particularly the Rialto, which is not justified.

"Mr. Unger said that Paramount objected to the admission price of the Rialto but the refusal to sell was not entirely because of admission price. He said that when Morse & Rothenberg took charge they had a price of 15 cents, other theatres were charging 20 and 25 cents, and that subsequently the Playhouse was forced to run at 15 cents because of the admission at the Rialto. Mr. Simon said that the Playhouse opened at 10 and 15 cents.

"It is rather curious that this man should make an objection to that effect as to the Playhouse, when that theatre had been closed and was open only after it became known in Poughkeepsie that the Rialto was being opened.

"Unger said that Kusell in conference told him the Rialto was charging 15 cents and he felt it inadvisable to sell, with which Unger agreed. Mr. Kusell denied that flatly. He said his best recollection was that he never discussed with Unger the facts testified to by Unger at page 24 of his deposition, that the Rialto operation was one they didn't like or that it was a filthy, run-down theatre, and gave away dishes and hardware. He also said that he did not make any report to Unger on the Rialto.

"It has not been shown that Unger himself had a financial interest in the Liberty and the Playhouse theatres. That probably would be a violation of Paramount rules, but it is certain that he took a fraternal interest in those theatres. He said he had stopped at Poughkeepsie to see his brother and then he went over to the Rialto. He said it was a filthy, run-down theatre . . . by filthy he meant that there were some newspapers lying in the lobby, and that is what he meant by 'run-down.'"

Dr. Phelps on Films in "Theatre News" Issue

NEW HAVEN—*Theatre News'* special 10,000-copy fifth anniversary issue, published recently, carried the congratulations of local theatres and merchants on the service which this weekly New Haven County entertainment guide has rendered. In addition to a special editorial by Editor Jack Schaefer and a special stint by Columnist Penetrix, the 24-page issue contained an article by Dr. William Lyon Phelps, Yale man of letters and well-known critic. H.M.B., who covers the stage doings in the territory, dug five years into the past to reminisce.

Dr. Phelps states he does not agree with Dorothy Thompson that the three best pictures of the year were the foreign films, "Grand Illusion," "Harvest" and "The Baker's Wife." He agrees rather with the professional critics who awarded the best picture title to "Wuthering Heights." In connection with this film, he congratulates the producers on two things: (1) for giving "an honest and faithful dramatization of that work of genius without sentimentalizing or transforming it;" and (2) for having "sufficient faith in the public, that is, they believed there were a sufficient number of intelligent people to make the picture a financial success."

Phelps also names "Goodbye, Mr. Chips" as one of the fine pictures of the year, as well as "Pygmalion," "Union Pacific" and "Stagecoach." The two best of 1940 he considers "Abe Lincoln in Illinois" and "Rebecca." He confesses to having cried all the way through "Abe Lincoln" and judges the film version of "Rebecca" better than the novel "because the strength of the novel lies in its drama, and on the screen we have the drama concentrated."

"GWTW" was a disappointment to him, the critic states, "though I suppose I am in a small minority." The picture seemed to him monotonous, and Melanie hopelessly miscast.

Extensive Alterations Are Planned for Loew Duo

SPRINGFIELD, MASS.—The two E. M. Loew houses located in the Connecticut valley are planning extensive alterations.

Three contractors are bidding at present for the construction of a new stage floor at the local Court Square. The marquee and lobby are soon to be redecorated, and the booth has been reventilated.

In Hartford carpets and new sound are planned.

"Our Town" Premiere Held in Boston

Boston—United Artists held its world premiere of "Our Town," produced by Sol Lesser and adapted from the Thornton Wilder stage success, here on May 23 at Loew's State and Orpheum. Joseph A. DiPesa, Joe Longo, and Al Longo of the Loew's Inc., local permanent publicity staff, arranged an appropriate advertising campaign.

Economy Program Gripping Studios

HOLLYWOOD — Sweeping retrenchment programs resulting from apprehension over the European situation among the studios this week followed the initial move taken earlier at a Warner economy meeting.

Twentieth Century-Fox executives were the second to act through the launching of a rigid economy regime throughout the studio with the immediate dismissal of more than 100 persons. Other plants are expected to follow with similar moves. Early effects of the retrenchment are registering in the publicity departments.

Jack L. Warner earlier called an "emergency meeting" of producers and department heads to launch a drive for stringent economies and the elimination of all waste motion in the studio's picture-making operations. Indicating there would be no slashing of personnel, Warner urged closer cooperation among all departments.

Neely Foes and Advocates At Washington Hearing

DALLAS—Key representatives of both sides of the Neely bill controversy from the exhibitor angle, have been in Washington for the past two weeks taking part in that hearing. Judge Roy Walker, president of Theatre Owners Protective Ass'n, has headed the list of opponents there along with other exhibitors who were made delegates from the 22 congressional districts. Among these was Henry Reeve, Mission at Menard, who came through the other day en route to Washington on a call from Judge Walker.

On the Allied side in Washington, was Col. H. A. Cole, the national president. At the capital at the time was Rubin Frels of Victoria, but it was not learned whether Frels went to Washington in connection with the Neely hearing or the government suit.

Report Mrs. Jack Buys New Jacksboro House

DALLAS—Authoritative reports reached here this week that Mrs. Trixana Jack has purchased and now is operating the new Palace in Jacksboro recently built and opened by Hollis Boren, of Memphis. Mrs. Jack, the mother of Fred Jack, Warner southern division manager, and of Jo Jack, of Film Forwarding Agency, has operated theatres in Texas for a number of years, her last situation being in Texarkana. Roy DiVinney, house manager for Boren since the new house was built, was in town this week scouting around for a new connection.

Mrs. Jack's venture affords the town two independent theatres with the owners each having one theatre. Mr. Thompson, who bought the Mecca there a few months ago, has current plans to remodel and modernize that house, it was said.

Says Lazarus-Allied Split Over Clearance

WASHINGTON—H. A. Cole, Allied president, declares Henry Lazarus resigned as a director of Allied because of a row over clearance in Texas. States Cole:

"It is due Allied that the facts be made known. Mrs. Lazarus is interested in the Bryan Amusement Company of Bryan, Texas, which is booked by the Jefferson Amusement Co., a Paramount affiliate. An independent exhibitor in Texas, a member of Allied, has built a fine, new theatre at College Station, adjacent to Texas A. and M. College and six miles from Bryan. This new theatre, the Campus, is seeking a reduction of the 45 days' clearance that Bryan takes over it and has the support of the student body which has instituted an effective boycott against Bryan.

"Mrs. Lazarus appeared before the Allied board last week and, after prolonged discussion, she was told the board could take no action. Allied regrets Lazarus' precipitate action, but it cannot intervene in behalf of a theatre tied up with an affiliated chain which is exacting unreasonable protection over an independent Allied exhibitor. Particularly when that protection is so unpopular in the community as to be the subject of a boycott."

Renew Doris Day

HOLLYWOOD—Doris Day has been given a term acting contract by Charles R. Rogers.

TENNESSEE

NEWPORT AMUSEMENT, INC., headed by J. Winston Baird, opened the new Doradele in Copperhill Monday night, May 20, with George A. Bauman as manager. Speight & Hibbs, Clarksville, were architects. The new theatre is scheduled to give night shows on each night except Wednesday, with matinees on Wednesday and Saturday. Prices are 25 cents and 10 cents at all shows.

Among the "out of town" managers of the Crescent chain to come to Nashville to see the new Belle Meade were Mr. and Mrs. W. L. "Bud" Baniza, of Huntingdon, and Mr. and Mrs. Roy Johnston of McKenzie.

Opening on June 10, Clarksville will have "The Credit Theatre," the first of its kind in the United States, and which will allow patrons to run a charge account for admission. It will have stage plays only, presented under the supervision of Charles Boilin Watts, New York.

Plans were made for a big crowd and gala evening for the Southern premiere of "Dark Command" at the Sevier, Bristol, at midnight Sunday. Regular schedule followed on Monday, Tuesday and Wednesday.

Merchants of Rockwood have given the public free shows on Saturday for the past four weeks, but have decided to discontinue it as an unprofitable venture. The pictures were shown in an empty store building.

Charter to Tent 22 At Ceremony June 3

OKLAHOMA CITY—Formal opening of Tent 22, Variety Club of Oklahoma City, and presentation of the charter will take place June 3 at the Silver Glade Room of the Skirvin Hotel here.

Several chief barkers from other tents will be present when the ceremonies begin at 7 p. m. John Harris of Pittsburgh and national chief barker, will present the charter, and James G. Balmer, national dough guy, also from Pittsburgh, will induct the members.

Several Oklahoma City and state officials will be present as guests of honor. Bob O'Donnell, president of the Interstate circuit of Dallas, will make the principal address. A motion picture will be shown depicting charitable work being done by the various clubs of Variety.

Auto Accidents Befall Five Alexander Men

DALLAS—A series of automobile accidents plied into the manpower of Alexander Film Co. within the past few days and took a slight toll from the head of the organization on down to four representatives in Texas.

To start it off, J. Don Alexander, president, was in a car turnover in Florida with E. J. Sparks. Neither received injuries of consequence. In District Manager J. A. McInaney's division in Texas, George Likins, west Texas salesman, had both legs broken in an accident near Marfa. He is mending rapidly. Lou Shrader turned over near Lufkin, receiving a broken pelvis and is now recuperating at his home in Dallas.

Jim McKinney jr., who handles Houston for Alexander, and who is a son of the Columbia representative, had one of his hands slightly injured in an intersection collision there, and is back on the job.

Joe Froehling was injured on a highway in south Texas but has recovered and is now back on duty.

Shut Birmingham Ritz to Permit Redecorating

BIRMINGHAM—With the last show at the Ritz, Sunday night, the house closed for two weeks in order to undergo a complete remodeling program.

According to Bill Coury, manager, the new program calls for interior redecoration; new drapes on the stage; acoustical treatment and new seats in the balcony.

Returns to Manage

MEMPHIS—Robert Kilgore will have charge of the Palace here upon its reopening by Loew's Friday, May 31. Kilgore, a native of High Point, N. C., has managed houses in the New York area the past 10 years. He at one time was an usher at the Palace in Memphis.

NEWS BRIEFS

ALABAMA

FAIRFIELD—Films and fixtures stolen from the closed Negro theatre here have been recovered.

GEORGIA

BRUNSWICK—Lucas & Jenkins are building a 500-seat theatre for Negroes and remodeling the Ritz, which will be exclusively for whites.

COLUMBUS—The Springer has been reopened as a first run.

LITHONIA—Robert L. Patrick of Atlanta is the new owner of the Roxy which he has renamed the Dixie.

MACON—Two stores and a community theatre will be built on Vineville Ave.

NORTH CAROLINA

BURLINGTON—W. S. Maxwell, of Greensboro, has assumed the managership of the Alamance for the North Carolina Theatres Corp. Succeeding him is S. F. Wester.

CHARLOTTE—Work on a drive-in theatre a mile and a half outside of the city is underway. The theatre, which will accommodate 350 cars, is planned for a July opening.

COLERAIN—A June opening is expected for the 500-seat Myers under construction.

HENDERSONVILLE — Interior redecorating on the Carolina has been completed.

LUMBERTON—The local high school has installed sound motion picture equipment.

SHELBY—Sunday shows, hitherto confined to private groups, have been offered to the public by the Rogers Theatre.

WILMINGTON—Work on a new theatre here has been halted pending the vacating of an adjoining building that will no longer be safe when demolition of the theatre starts.

SOUTH CAROLINA

CLOVER—New seats have been installed in the Carolina.

Santone Censorship Group "Advisory"

SAN ANTONIO—A film censorship committee was announced last week at the city council session. In making the announcement, Mayor Maury Maverick said its duties would be "advisory" and that there would be no preview censorship of motion pictures by the group. The mayor pointed out the newest releases are previewed by a national voluntary board of review.

If a film brought to San Antonio violates the rules of decency, charges will be filed on advice of the censorship committee, Maverick said. The cooperation of the San Antonio theatremen will be sought.

The committee follows: Mrs. Dove Vincius, Mrs. Alfred Rohde, Mrs. Floyd James, Mrs. J. H. Gibson, Mrs. G. H. C. Johnson, Max Waltz, Mrs. Sidney Berkowitz, Mrs. Wallace Francis, Mrs. J. K. Beretta and W. H. Hensley.

LaMarque Opening Near

LAMARQUE, TEX.—M. K. McDaniel, chemist in the employ of the Pan-American Refining Co., will open his 350-seater, the LaMarque, on or about June 15. This town is on the old Galveston-Houston highway, near the Island City and will compete with Texas City's two theatres, nearby. Although small in population, there is a large surrounding draw.

Premiere "Carver" at Tuskegee

TUSKEGEE INSTITUTE, ALA.—Ira Greene and Allen McDowell, producers of "George Washington Carver," that was directed by Ben Parker, are now at Tuskegee Institute for the world premiere of the picture.

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ATLANTA

O. C. LAM, Lam Amusement Co., Rome, Ga., is in Washington, D. C., attending the hearing on the Neely Bill, as a representative of the MPTOA . . . Al Weston, Million Dollar Productions, New York, stopped over several days on his way to Dallas and California.

Filmrow Visitors: Johnny Long, Ritz, Bridgeport, Ala.; P. L. Taylor, Dixie, Columbus, Ga.; Ed Beach, Silvertown, Thomaston, Ga.; J. S. Darnell, Jasper, Jasper, Ga.; Spurgent Dunn, Gibson, Chattahoochee, Fla.; Rader Stewart, Carroll, Carrollton, Ga., and W. G. Carmichael, Bibb, Macon, Ga.

Mack Jackson, Strand, Alexander City, Ala., back in town to see about new seats . . . R. L. Bailey, Eagle, Blountstown, Fla., spent several days here this week getting up his plans for his new house in Tallahassee, Fla.

Fred Norton, shipping clerk, United Artists, is vacationing . . . A. O. Dainwood, Marengo, Demopolis, Ala., paid Filmrow a visit for the first time this year.

Mrs. Wilmer Sarrett, Universal film exchange, is on the vacation list this week . . . Tom Grady, Metro auditor, is spending several days here . . . Mrs. Annie Allen, Metro cashier, is enjoying her vacation.

R. M. Avey, M-G-M branch manager, and all salesmen are attending a sales meeting in Washington, D. C., this week . . . 20th Century-Fox vacation list this week includes, Mrs. Richard Cosgrove, stenographer; John Nantz, shipping clerk, and Sara Adams, secretary to Ford.

Gene Campbell, Poster Exchange, was entertained at a surprise birthday party, Tuesday, May 21, which was attended by the personnel of the exchange . . . Mr. and Mrs. N. E. Savini, Savini Films, have just returned from a trip to New Orleans.

Henry Glover, Republic Pictures Corp., Tampa, Fla., renewing acquaintances which he made when he traveled out of the Atlanta territory, on his return to the city . . . Mr. and Mrs. Ned Holland (she was formerly Katherine Rhodes) are the parents of a baby girl weighing 7¼ pounds.

Emily Taylor, bookkeeper, Theatrical Printing, was on the sick list for several days this past week.

H. F. Wilkes, Paramount district manager; J. F. Kirby, branch manager; J. C. Goodson, sales representative, and A. H. Duren, booking manager, are in Los Angeles at the company's convention.

Charles Rook of Oklahoma, who has been in the theatre business for many years, is building a 1,000-seat theatre in Montgomery, Ala.

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DALLAS

O L. SMITH and Mrs. Smith of the Alto at Alto, were here Wednesday, he doing some booking, she visiting the downtown shops . . . C. V. Griggs, the assistant manager of American Desk Manufacturing Co., makers of theatre seats, was here Wednesday looking over the company's new Dallas sales office located in the Herber Bros. building on South Harwood street.

Which recalls that Forrest Dunlap, the American Desk Mfg. Co. general sales manager, lives on a sizeable place down at Midlothian, about 20 miles from Filmrow. Last week he had down one of his company representatives, Floyd Shaffer, and Mrs. Shaffer, for a barbecue dinner. In the planning was enough meat left over for a few on Filmrow to get a break.

Jack Groves, owner of the neighborhood Queen at Houston and a former film man, was back on the Row this week on his first visit since the Variety convention . . . Wedding announcements were received by many friends here from Mr. and Mrs. Cranfill H. Cox at Gilmer, noting the marriage of Miss Mary Jo Cox to James Norton Shepperd on May 10.

R. N. "Bob" Smith of Mission was a visitor this week, headquartering in the office of his Dallas booker, Bob Euler. Speaking of Bobs, Robert "Bob" Hooks of Mineola, also was on the Row for a day.

Walter Penn, the Columbia representative, taking his daily reduction exercises the other morning, sprained an ankle. Walter came down on Filmrow in between crutches.

R. J. "Bob" O'Donnell is back from the west coast where he journeyed for a rest following the strain of staging the Variety convention . . . Rufus Layton, independent operator of three theatres at Childress, was here Wednesday booking a lot of pictures for those houses. Incidentally, Layton was nosed out by 28 votes in a run-off for a berth on the city council.

CHARLOTTE

CHARLOTTE city council has postponed indefinitely consideration of the proposal to permit Sunday shows. The local Ministerial Association earlier in the week had resolved to have representatives appear before the council to protest if the question should come up.

Sound Engineering Service Co. announces the completion of service contract negotiations with these theatres: Saluda at Saluda, Broadway at Dillon, S. C., Colonial at Valdese, Main at Granite Falls, and the Chadbourn at Chadbourn.

A small amount of money was taken from the safe at the State in Greenwood, S. C., recently, according to Manager Grady Beeker.

Pauline Griffith, secretary of the MPTOA of North and South Carolina, is ill at Mercy Hospital.

Joseph Farr, Not Jack, Kenedy Tent Theatre

VICTORIA, TEX.—Jack Farr, manager of the Rita and Queen here, corrects a statement recently appearing in BOXOFFICE to the effect that he had opened the El Oso Theatre, under canvas, in Kenedy, Tex.

The tented theatre in Kenedy is owned and operated by Jack's father, Joseph A. Farr, veteran in the business, and former owner of a theatre in Karnes City.

Vacate Burning Theatre

SEMINOLE, OKLA.—About 100 persons safely vacated the Rialto here when it caught fire. One person suffered injuries.

ARKANSAS

REDECORATING of the Imperial at Forrest City was started recently. The foyer has already been enlarged and new floor covering laid. A large glass window has been placed in front of the ticket window.

Mr. and Mrs. M. C. McKenzie, Russellville, announce the birth of a daughter, Norma Jean, Wednesday, May 1, at St. Mary's Hospital. McKenzie is projectionist at the Ritz.

Paul Jones, manager of the Saenger, Pine Bluff, has announced that an improvement program will include reseating of the lower floor, installation of a new marquee and other equipment.

A talk by Franze Taylor, manager of the K. Lee Williams theatres at De Queen, featured the program at the De Queen Rotary Club meeting last week. Taylor's talk was devoted to a discussion of distribution phases of the industry.

AUSTIN

R J. O'DONNELL, Raymond Willie and Frank Starz, all of Dallas, were one-day visitors . . . Bobbye Meredith, local Interstate office secretary, talking over old times with A. Jules Benedic, BOXOFFICE's roving reporter. Used to work together in the Metro film exchange in Dallas.

Stanley Fisher, chief of service at the Varsity, has found a use for discarded leatherette seat covers. He's making cummerbunds out of the fabric for the ushers and doormen.

Bobby Clark, 14-year-old world's champion junior cowboy and actor, made a two-day personal appearance at the Capitol. Augmenting the stage attraction was "Green Hell" (Universal) and the Warner short, "Teddy, the Rough Rider."

Manager Gerald Raines of the Texas uncorked these films in the past ten days: "Bringing Up Baby," "I Cover the Waterfront," "The Adventures of Tom Sawyer" and "Storm in a Teacup" . . . "Ruggles of Red Gap," on 16mm stock, played the University of Texas student union building.

Bill Hellums, Capitol skipper, devoted newspaper and lobby space to "A Door Will Open," which he considered to be one of the best of the Carey Wilson short subjects . . . Varsity Manager Jesse Melinger was telling a friend about shooting in the 140's. "What," cracked the wag, "did you do on the second hole?"

Heads Mission Chamber

SAN ANTONIO—R. N. "Bob" Smith, manager of the Concordia and Mission in Mission, has been elected president of the Mission chamber of commerce.

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OKLA. CITY

WALTER B. SHUTTEE, general manager of Standard Theatres, Inc., and Mrs. Shuttee, returned recently from a two-week vacation trip to Mexico City . . . Standard employes this year will again receive a two-week paid vacation if they have been employed since July 1, 1939, and one-week paid vacation if employed since Jan. 1, 1940 . . . Emery Austin, assistant general manager of Ralph Talbot Theatres at Tulsa, was on Filmrow this week attending to bookings.

Charles Rooker, former Oklahoma exhibitor, is looking for a location in Georgia on which to build a Class A house . . . Bruce Palmer, film critic for the Daily Oklahoman *and* Times, *is still persona non grata at the 20th Century-Fox exchange due to unfavorable reviews of that company's pictures . . . Smitty Smith, formerly with Clark's Poster Service here, has started his own theatre mat exchange on Filmrow, reselling used mats to exhibitors.*

Louis Groves at last reports was scurrying around trying to get an air-conditioning system installed in his Villa here before the Oklahoma summer breaks out in full heat . . . Bob Pfotenhauer, State manager here, will be easy to spot on downtown streets this summer when he dons the new yellow suit he bought last week.

Nelson Clabaugh and James Boyle, who are building a new theatre here to be named the Pan at 12th and North Pennsylvania, have purchased 425 opera chairs.

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Equipment to Three

DALLAS—Equipment sales here, at Clyde and at Waco are reported by National Theatre Supply. P. G. Cameron of the Airway in Dallas has bought booth equipment including projectors, lenses, lamps, cabinet, rewind table, automatic rewind, sound, changeovers and screen. Limroth and Allen of the new Pal at Clyde now are in possession of new sound, projectors, lamps, rectifiers, screen, lenses, carpet, automatic rewind and chairs. E. W. Hammer of the Fox at Waco boasts new sound and projectors.

NEW ORLEANS

ATLANTIC PICTURES, an independent exchange owned by Sliman and Goodrow, has leased the Grand National office and will move into their new quarters as soon as they have been painted and redecorated . . . Lucien Wallace, assistant booker at Universal, is vacationing at Jacksonville, Fla. Mrs. Cicle Randolph, booker of Columbia, is taking hers in Alabama . . . The Myers Theatre, owned and operated by the Myers Bros. in Biloxi, Miss., pulled a surprise opening this week, sans any previous announcement. C. C. Myers, the manager, reports business was more than satisfactory.

Mrs. D. P. Wood, Ashland, La., is preparing to open a 400-seat house in Saline, La. . . . M. M. Bailey has disposed of his interests in the Royal at Lumberton, Miss., to Clyde G. Garden. The house has been renamed the Pastime. Decorators are now at work on it . . . Visitors on the Row were Mr. and Mrs. H. H. Everett of the McGee, McGee, Miss. . . . B. M. Stone jr. of the Purvis, Purvis, Miss., saw the lights of the city and also shook hands with a dozen film executives . . . W. L. Moseley of the Ritz at Picayune, Miss., drove in, tarried a bit, then hit the trail back to Ole Mississippi. Also in were Charles Waterall, circuit owner, Bayou Labatro, Ala.; Robert Sigler, Royal, Hattiesburg, Miss.; Milton Guidry, Gem, Abbeyville, La., and Sid Furhman, Covington, La.

A bill has been introduced in the state legislature to legalize the distribution of hand bills . . . An ordinance adopted by the commission council forbids the playing of music after midnight in the residential districts . . . Motion pictures of the inauguration of Governor Jones were shown at the Orpheum by Manager Vic Meyers.



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MEMPHIS

VISITORS: Miss Addys Brown and Jimmy Nichols of the Gem and Nevada, Prescott, Ark.; Jack W. Harmon, Baldwyn, Baldwyn, Miss.; Orris Collis, Capitol and Majestic, Paragould, Ark.; John Staples, Franklin, Piggott, Ark.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; W. R. Tutt, Savoy, Tunica, Miss.; Norman Fair, Fair, Somerville, Tenn.; Otis Taylor, Uptown, Dresden, Tenn.; R. L. Osborne, Harlem, Belzoni, Miss.; H. G. Brewer, Savoy, Tunica, Miss.; K. H. Kinney, Hays, Hughes, Ark.; Bob Martin, Bells, Bells, Tenn.; J. J. Rhodes, Crittenden, West Memphis, Ark.; C. H. Collier and George Hale, Globe, Drew, Miss.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; B. F. Jackson, Delta, Ruleville, Miss.; Paul Schaffer, Star, Marked Tree, Ark.; H. E. Howell, Ritz, Crenshaw, Miss.; Charles Collier, Globe, Shaw, Miss.; K. K. King, Commonwealth Amusement booker for Searcy and Harrison, Ark.; Miss Louise Mask, Luez, Bolivar, Tenn.; G. H. Goff, Rustic, Parsons, Tenn. and Ritz, Bruceton, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; B. F. Liddon, Coliseum and Pickwick, Corinth, Miss.; S. T. Lyles, Ritz, Oxford, Miss.; Jack Wilbanks, Radio, Harrisburg, Ark.; Jack Watson, Palace, Tunica, Miss.; J. F. and Rowland Adams, Bruce, Bruce, Miss.

Sidney Wharton of the Pastime and Avalon at Warren, Ark., has been carrying on from his bedside for the past ten days due to illness . . . H. E. and W. E. Sandefur of Vandervoort, Ark., were on the Row buying projection equipment and film product for their theatres which they expect to start operating within 45 days . . . J. W. Eaton of the Peabody, Memphis, has just completed installation of new sound and an air conditioning system . . . W. W. Sharpe, supervisor of Advertising Accessories, Inc., New York, has been in town visiting R. H. "Bob" Conway, local AA manager . . . Jack Johnston of Johnston Amusement Co., McPherson, Kas., was in investigating Arkansas theatre possibilities.

Mrs. Lela Flippin and her daughter, Juanita Williams of the Grand at Cardwell, Mo., were on the Row for the first time in some weeks. They tell of "getting things in order" prior to June 1, when they expected to leave for a vacation on the west coast. They are well armed with permits to visit the various studios . . . John Shannon of Portageville, Mo., has installed new projection equipment in his Shannon . . . John Rowley, manager of the R&R Capitol in Little Rock, spent several days here with Alton Sims, R&R's booker, prior to their joint departure for a conference at the circuit's home office in Dallas . . . Bernard Woolner's drive-in in New Orleans opened to big business.

The Queen Feature Service, Inc.

Quality Theatre Equipment & Supplies
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BUFFALO COOLING EQUIPMENT

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Ask Reorganization of Canadian Tax Setup

TORONTO—A reorganization of the system of taxation in Canada is advocated in the recommendations of the Royal Commission on Dominion-Provincial Relations, the report of which has been placed before the House of Commons for action in providing a new plan of public financing.

Among other things, the commission found the present complexity in the corporation tax field was "beyond belief" and that such levies "violated every canon of sound taxation" while the complaints from one end of the country to the other on the chaos in corporation taxes were well-founded, it was stated, the prime criticism being that business itself was taxed instead of being used as a means to collect taxes from recipients of wages, interest and dividends. The present system of taxation was found to be so grossly inequitable and placed such a heavy burden on Canadian industry, investors and labor "that a fundamental and sweeping reform is necessary."

One of the proposals of the commission is to concentrate all possible forms of corporation imposts under the supervision of the federal government and to delete much of the taxation by provincial governments, the latter to be given relief by the transfer of unemployment relief and other charges to the Dominion government, with a single authority for the administration of taxes. This will be of material benefit to the large theatre chains and film distributing companies which operate in every province of the Dominion and therefore are objects of taxation by 10 different governments with varying degrees of intensity. It is also proposed to have only one income tax and, under the new setup, the provinces would withdraw from all corporation taxes except annual licenses and levies on real estate.

Of particular interest to the theatres throughout Canada is the recommendation that nuisance taxes be abolished by provinces and municipalities, including amusement and sales tax which hurt actual business operations. There would be no amusement tax under the new federal plan because it would be unnecessary in view of the maximum revenue from a concentrated levy at a minimum cost of collection, thereby eliminating waste and overlapping.

At the recent opening of Parliament there was a rumor that the federal government planned to impose a new amusement tax in addition to the admission imposts of seven provinces but it is believed that this belief arose over the taxation reformation proposals of the commission which would, in a sense, relieve the necessity of levying such nuisance taxes by provinces. The commission's report has aroused wide attention and government action is awaited.

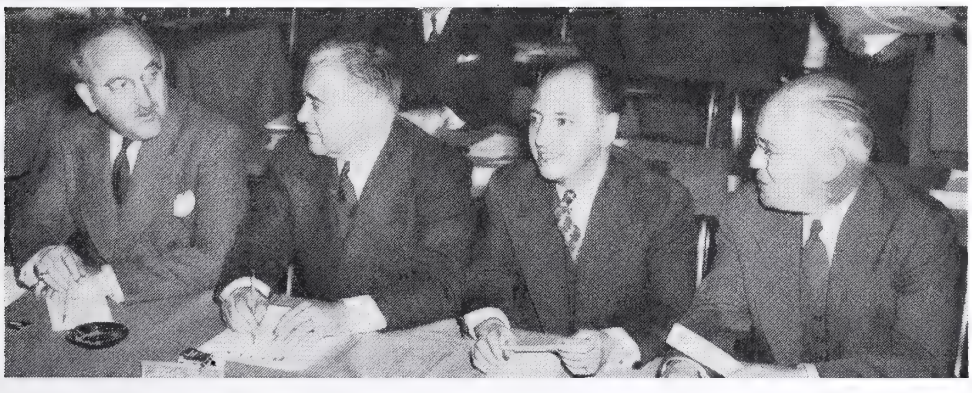
Finds a Lesson In a Trip

Toronto—Uptown Manager Fred Trebilcock's current vacation, consisting of a flight around South America, is helping Assistant Manager Claude Hunter brush up on his geography. Claude is following Fred from country to country via the map.

Ministerial Opposition Forces Sunday Closing

LONDON, ONT.—The manager of a theatre in nearby Mount Forest will be asked to discontinue Sunday midnight shows as the result of action by the town council and the Mount Forest Ministerial Association.

The ministerial association adopted a resolution opposing the Sunday midnight shows and then had representations made to the town council. The council concurred in the resolution and instructed the town clerk to interview the theatre manager.



—Metropolitan Photo

At the UA Convention—

Haskell Masters, UA's Canadian district manager, poses with his associates at the company's New York sales regional. Adjoining Masters are Charles Stern, eastern district manager; Bert Stearn, midwestern, and Dave Prince, southern.

National Clearance Board Approved by Industry

TORONTO—Adoption of a resolution providing for the establishment of a national clearance board was achieved at a meeting here of the film section of the Toronto Board of Trade when a full representation of the branches of the industry unanimously supported the motion and gave their unqualified endorsement to the expressed desire for the settlement of problems in a harmonious manner inside the industry and without recourse to legislative bodies or courts.

The consensus held that difficulties would be smoothed out by mutual effort in Canada and that the outcome of the recommendations was most timely in view of the present issue in the United States.

Of major importance was the fact that the motion was seconded by J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp., signifying complete agreement with the move, one form of which was opposed by the circuit's representatives at an earlier meeting.

The resolution was presented by Louis Rosenfeld of Columbia, who was one of three members on the national clearance committee which has been studying conditions for the past six months. Other members are Morris Milligan of Paramount and N. A. Taylor of the Independent Theatres Ass'n of Ontario, who was chairman of the earlier meeting.

The committee recommended a personnel of eight on the national board, comprising two representatives of the distributors, two from the circuits and four from the organized independents, giving the latter an equal vote with the exchanges and chains. Representatives are to be nominated in a fortnight, after which steps will be taken for the establishment of district clearance boards in six exchange centers to comprise the quotas of branch managers, circuit managers and unaffiliated theatre owners in a similar ratio, the appointments to be for six months or longer.

The power of all boards is limited to questions of priority and clearance, because a provision already has been made otherwise for arbitration. The decisions of the district boards are to be binding, but rulings can be appealed to the national board on payment of a $25 fee.

The step is considered the successful result of discussions since last fall, following differences between major and independent interests that rose to bitter heights.

Remodel in Calgary

CALGARY—A three-week shutdown ended for the Palace which has been refloored and had new seats installed. The interior in general has been remodeled and boasts a new lighting system.

Assign Jane Murfin

HOLLYWOOD—Metro has assigned Jane Murfin to script "Pride and Prejudice."

TORONTO

COL. JOHN A. COOPER, president of the Motion Picture Distributors, did some tall traveling for a week. He entrained for Ottawa where he spent two days on government matters; next he traveled to Quebec City where he attended an important meeting, and doubled back to Montreal for a conference with film executives, returning to Toronto five days later to face a pile of correspondence . . . A well-attended stag party was held in honor of Gurston Allen of Premier Theatres, Toronto, as a farewell before his marriage. Friends and co-workers presented him with a handsome radio.

Appointments: Sam Schwartz, of the Winnipeg office of United Artists, to the booking department of the Toronto branch; Robert Myers, booker in the RKO Toronto branch, to assistant to Ralph Dale, booking executive at Famous Players head office . . . E. H. Wells, national secretary of the Canadian Film Boards of Trade, Toronto, has purchased a fruit ranch at Clarkson, Ont., between Toronto and Hamilton.

Formal announcement is made that Don Gauld, manager of the Metropolitan, Winnipeg, will remain in the Manitoba capital following a change in plans at Famous Players head office. He was slated to become supervisor of suburban theatres in Toronto and was accorded a send-off banquet which proved to be a trifle ahead of schedule. Anyway, Gauld found out how much his Winnipeg associates thought of him.

Clarence Robson, eastern supervisor of Famous Players for many years, is showing excellent improvement in health at his summer home but is not planning to return to Toronto for some weeks . . . Leo M. Devaney, Canadian RKO general manager, enjoyed a complete rest at Atlantic City following his recent operation for appendicitis. He returned to Toronto for a few days and then proceeded to the company's sales convention in Chicago.

M. A. Milligan, Canadian general manager, and J. L. Hunter, Toronto branch manager, of Paramount Film Service, Ltd., left Sunday for the Paramount convention in Los Angeles. Before departure, Jack Hunter expressed pleasure that the conference was again being held at the coast because of the proximity of the big studios.

Haskell Masters, general manager for Canada, returned from the United Artists meeting in New York and conducted a special conference of his branch representatives in Toronto before they scattered to their respective posts . . . The Toronto delegation for the Universal convention at Atlantic City included Clair Hague, veteran Canadian representative; O. Hanson, president, and Paul Nathanson, vice-president of Empire-Universal Films.

D. D. Bloom, special representative of Regal Films, Toronto, has made a business trip of the Canadian West to prepare local details for engagements of "Gone With the Wind . . . A switch brought "Primrose Path" to the Toronto Uptown after it had been booked into the Imperial in downtown Toronto, "The Fighting 69th" replacing the feature which had been held back by the Ontario censor board because of its banning in several U. S. situations.

Manager Fred Trebilcock of the Uptown, Toronto, has been enjoying another of his famous holiday trips to far-away parts of the globe. This time he flew by airplane to several Republics in South America. On previous occasions he had taken a world cruise, a couple of jaunts to the West Indies and a vacation tour of the British Isles and the Continent. He has now visited every continent.

Callers along Toronto's Filmrow: F. H. Graham, in from Walkerton where he operates the Reenville Theatre; Jack Allen from the Tivoli at Thorold; Abe Rappaport, proprietor of the Hollywood at Campbellford; Grant Garrette from the Geneva at Orillia; the Saso brothers from the Roxy at Barrie; A. M. Giaschi of the Strand at Bracebridge; Gordon Borneman, down from Gravenhurst where he has the Muskoka Theatre; Ben Borlak, looking after the interests of the Esquire in Brantford; Miss A. E. Elliott, arranging dates for the Guest theatres in Hamilton; Mrs. H. J. Sutherland from the Lyric, St. Marys, and the other Sutherland houses in western Ontario, and Simon Meretsky, making a snappy trip from Windsor before the opening of his Park Theatre.

Abe Rappaport reports he is planning a big summer season at Campbellford even with a war on. Exhibitors from Gravenhurst, Bracebridge, Orillia and Barrie are also looking forward to a busy season in the Muskoka Lakes district, with many visitors from the United States in prospect because of the "decline" in popularity of European tours.

Manager Jules Bernstein of Loew's, Toronto, is back from New York where he conferred with executive officials of the Loew chain . . . Ralph Biamonte has advised film exchange offices in Toronto that he is now doing his own booking for the Hollywood at Niagara Falls, Ont., where Famous Players is now putting the finishing touches on the new chain house, the Seneca.

James Davidson of Colonial Pictures has returned to Toronto from a business trip to the cities and towns along Lake Ontario East of the film metropolis in a round-up of booking for "Dead Men Tell No Tales," one of several British Alliance pictures which are being distributed in Canada by this firm . . . Bill Melody, former manager of the Granada at Hamilton, has again taken up residence in Hamilton where he is well known after some months in Toronto during which he managed a neighborhood house.

Manager Al Sedgwick of the Toronto Belsize has organized an extensive Beauty Contest under the auspices of the Mt. Pleasant Business Men's Assn., and, as a further goodwill activity, took an active part in the running off of a junior athletic meet in Davisville Park, May 24. Sedgwick has also arranged to have the young patients of the Home for Incurable Children as his guests at a matinee performance on June 8, this being the second year that he had provided this treat.

Joe Holliday, newly appointed manager of the Circle, an independent house in north Toronto owned by H. Freedman, has become a columnist for the Herald, *into which he injects a few plugs for the Circle. He secured several window tieups for "Music in My Heart" for the week of May 20, including a full-size replica of a broadcasting studio with microphones borrowed from Station CFRB.*

Fire Prevention Post To Colonel Cooper

TORONTO—Col. John A. Cooper of Toronto, who has retired as national film commissioner of the Dominion government, has been elected vice-president of the Dominion Fire Prevention Association with D. P. Cruikshank of Ottawa re-elected as president. Col. Cooper, as head of the Motion Picture Distributors, has been identified with the preventive body for years.

The Canadian Film Boards of Trade are responsible for the enforcement of precautionary rules against fire in film buildings and each board has its own fire marshal who sends a monthly report of inspections to Toronto where a monthly summary is prepared in Col. Cooper's office to be sent to the distributors in New York. During 1939, according to the last annual report, the average percentage of efficiency in film exchanges in six key cities was 95 per cent, while all infractions of fire regulations were corrected immediately after inspection.

Chairman O. J. Silverthorne of the Ontario Board of Moving Picture Censors reported that two building fires of a very minor nature were recorded during the past 12 months and these caused practically no damage. Six film fires were reported among Ontario theatres, in two of which only a few feet of film was destroyed. Four theatres and one film exchange by the Ontario Government for infractions of the Theatres and Cinematographs Act and Regulations and convictions were registered in each case.

Silverthorne has also reported that 21 projectionists were suspended for violations of the regulations during the year ending March 31, the suspensions ranging from one to three weeks.

On the outbreak of war last September, the Ontario department ordered the installation of emergency lighting equipment in all theatres against the possibility of attack or sabotage and to prevent panic in case of power failure from any cause. The independent lighting systems are required to be tested at least once each day.

Pioneers Will Form New Groups Over Dominion

TORONTO—President Clair Hague of the Canadian Picture Pioneers announces that information has been sent out to trade veterans in cities from coast to coast with a view to the organization of regional clubs of the old-timers' association under subcharters. It is expected branches will be formed in Montreal, Winnipeg, Vancouver and St. John. A general meeting of the Canadian Pioneers is to be held here at the Royal York Hotel on August 15 for the completion of organization and the annual meetings are to be held in succeeding years around this date for the election of officers and the filing of reports.

Officers for the interim have been chosen as follows:

President, Clair Hague; vice-president, O. Hanson; secretary-treasurer, Ray Lewis; directors, L. M. Devaney, RKO general manager; Louis Rosenfeld, general manager of Columbia; James P. O'Loghlin, general manager of 20th Century-Fox; H. M. Masters, general manager, United Artists; Sam Sternberg of B&F Theatres; Ben Cronk, Famous Players art department; E. H. Wells, secretary of Canadian Film Boards of Trade; Herb Allen, Premier Theatres; Syd Taube, A. J. Laurie, J. Smith of Toronto, Fred Pursel of Simcoe, Ont., and Charlie Stephenson of Kitchener, Ont.

Jack Cohn of Columbia Pictures, New York, has been elected honorary president of the Canadian organization, the qualification for which is service of 25 years or more with the business.

Censors of Ontario Lift Ban on "Beau Geste"

TORONTO—"Beau Geste" has now been made available for release to Ontario theatres through the lifting of the order by the Provincial Board of Moving Picture Censors to withhold the feature, which action was requested by the French government because of the possibility that the story would reflect upon the armed forces of a friendly nation.

"Beau Geste" had been advertised by Manager Fred Trebilcock for showing at the Toronto Uptown last Labor Day and the film was in the theatre ready to be screened when the withdrawal was ordered by the censor board, another picture being hastily substituted. That was practically nine months ago and, in the meantime, "Beau Geste" has been released in all other provinces with the exception of Quebec where the population is largely French-Canadian.

New Park in Windsor Is Opened by Si Meretsky

TORONTO—An addition to the theatre representation in Windsor, Ont., was recorded May 17 when the new Park opened under the direction of Simon Meretsky, who operates various other houses in that city in partnership with Famous Players Canadian Corp. The Park, which seats 800, is the ninth theatre in Windsor, which is now very busy with war orders and automobile production.

MONTREAL

CONCERN over the war situation has somewhat affected business since the invasion of the Low Countries. Some exhibitors report a tendency on the part of patrons to stay home and listen to the radio. Another upsetting factor has been the annual May movings.

Up in the north end of the city, the Rivoli, situated on St. Denis street, has problems and experiences which differentiate it from neighborhood theatres in other districts. A large proportion of the customers being French it is necessary to avoid giving them pictures in which there is too much conversation in English. Pictures which did well in other sections, such as "Mr. Smith Goes to Washington," "His Girl Friday" and "The Women" failed to make a hit with the French-Canadians, Joe Ledden, manager, reports. On the other hand, "Balalaika," musical film, made such a hit that it may be brought back.

No Italian films have been shown in local theatres, but it is understood several have been exhibited to purely Italian audiences at the Casa d'Italia in the north end, where many of Montreal's 11,000 Italians reside. In that district, Loe Ledden of the Rivoli reports, Mussolini invariably "gets a big hand" when he appears on the news reels.

Frank H. Warnicker, veteran manager of the Strand, has been on the sick list . . . Larry Druxerman, salesman of Empire-Universal, is in the eastern townships . . . Jimmy Leggatt, former manager of the Park, Verdun, is checking "Gone With the Wind" on tour in Eastern Quebec.

"Two tickets for the price of one," an advertising scheme occasionally adopted by independents, is suggested as a permanent policy during the war for members of the armed forces.

Following the eight weeks run of "Rebecca," Joe Lightstone has brought "My Son, My Son" to the Orpheum . . . The Seville is holding over the British film comedy "A Girl Must Live," which has also opened at the Papineau.

Visitors to Filmrow include: Raoul Lafrance, Town Hall, Donnacona; T. Trow, Imperial, Three Rivers; P. Senecal, Georges, St. Therese; Gonzague Tremblay, Capitol, Chicoutimi; G. Martineau, Royal, Valleyfield, and W. O'Regan, Laurier, Hull.

A. Jeffrey, local manager of United Artists, has returned from the annual convention of that company . . . Filmrow Bowling League held its winding up party for the season May 17 at Stanley Grill . . . L. A. Ringuette, former proprietor of the Parisien, Louisville, has opened a theatre of the same name at Berthierville, Que. It was formerly operated by Mme. Brisson under the name of the Varieties.

April business was particularly good all around Montreal, partly due to Lent finishing early, managers report. May has slipped off slightly in most theatres. In some districts, where war orders have given increased employment, theatres are noticing an upward trend.

Plottels Going Places in Canadian Film Business

TORONTO—The Plottels are going places in the Canadian film business. Mark Plottel, formerly at Montreal, has been appointed manager of the Ontario branch of RKO. A few days previously, Les Plottel was appointed manager of the RKO branch at St. John, N.B., in succession to E. A. Whelpley who has retired after many years of service.

There are three other Plottel brothers, two of whom are also exchange managers in widely separated cities of the Dominion. Some months ago Joseph Plottel was promoted to manager of the Ontario branch of Warner Bros. at Toronto while Ben Plottel is manager of the Universal office at Vancouver, B.C., where he succeeded J. E. Archer several months ago, Archer going to Sovereign Films. Plottel No. 5 is in the business at Vancouver as well.

In the RKO shakeup, Mark Plottel has succeeded Frank Meyers who resigned May 18 as Toronto manager. Meyers has long been identified with the moving picture business, having made his start as co-proprietor of the Dreamland at Simcoe, Ont., in 1907, and is one of the charter members of the Canadian Picture Pioneers. H. Taylor, manager of RKO at Calgary, has been transferred to the Montreal office in succession to Mark Plottel. He is the son of Percy Taylor who was RKO general manager for Canada for many years prior to his retirement from active business when he was succeeded by Leo M. Devaney. Incidentally, Percy Taylor has divided his time between the Pacific Coast and Toronto where a married daughter resides.

Preliminary Plans Made For E-U's Convention

TORONTO—Preliminary plans have been made for the annual sales convention of Empire-Universal Films Limited which is to be held here in the Royal York Hotel, with branch managers and salesmen in attendance from each of the six branches of the company. The tentative dates for the conference are June 14-15.

It is expected officials of Universal and Republic will come from the United States for the sessions, with one day being devoted to Universal plans and policies and the second for a presentation of the Republic program. The company also is the Canadian distributor for a number of British features which will continue to be produced in spite of the war.

Skeleton Exchange Staffs Saturdays During Summer

TORONTO—Head offices and branches of Canadian film distributors here have adopted the skeleton plan for Saturday operations during the summer months, giving the majority of employes a complete holiday on that day of the week. Only a few bookers and shippers are on duty to take care of emergencies. The head office of Famous Players Canadian Corp. is practically shut down for the day.

WINNIPEG

VISITING here for a few days, the Detroit Lakes high school band and chorus had the town by the ears with their classy marching and swell brass blowing. They appeared at the Capitol for a special performance last week.

Sir Harry Lauder, now being heard on BBC broadcasts with the troops in England, will appear here soon in the film, "Song of the Road," which is booked for an early showing.

N. Rothstein is back from Chicago, sporting a new car . . . Joe Derry of Kenora, and D. B. Roberts of the Capitol, Brandon, were visitors here.

Helmer Jernberg is reported ill in the hospital . . . D. Griesdorf is in New York attending the UA convention . . . D. Brickman is at the Paramount convention at Los Angeles . . . Miss M. Ripstein of UA left for an air trip to Los Angeles, Mexico and the Islands.

F. Feinstein of Regal Films is in New York on holidays . . . Tony Wallis is now in charge of Film Enterprises . . . Claire Fallis, formerly of Rainy River, now is managing the Paris in St. Boniface.

Henry Morton has installed new seats at the Garrick . . . Max Heppner is preparing an elaborate new front at the Colonial for his showing of "France Is Ready" which will be attended by various military units of the city . . . Les Pugsley, formerly assistant manager at the Port Arthur Lyceum, has been promoted manager of the Orpheum at Moose Jaw

Clamp Down on Bingo in Cornwall After June 1

TORONTO—The lid will be clamped down in Cornwall, Ont., on June 1 when the local police and those for the surrounding townships will impose a complete blackout on all games of Bingo regardless of the alleged purpose for which they have been running wide open for the past three years with an average of five big games each week. These have been attracting crowds of from 2,000 to 2,500 at a time and prizes as high as $250 have been offered.

Council and police officials held a conference at which it was decided to place a total ban on all such games regardless of auspices. Those affected include church bodies, charity organizations, labor unions, war veterans and just plain promoters.

McPherson Heads RKO Office in Calgary

CALGARY—Joseph S. McPherson has been promoted to the branch managership of the local RKO office, succeeding H. F. Taylor, who has been appointed to the helm of an eastern office.

Paul Cardell, booker in the Calgary office, has been promoted to salesman for RKO.

Story for Alice Faye

HOLLYWOOD—"Tin Pan Alley," a Pamela Harris story, has been purchased by 20th-Fox as a vehicle for Alice Faye.

RCAF Ladies Auxiliary Holds Sunday Matinee

OTTAWA—Somewhat of a precedent was established in the matter of Sunday performances in Ontario when the Elgin, an independent house of Ottawa under the management of Lloyd M. Mills, conducted a special Sunday matinee under the auspices of the Ladies Auxiliary of the Royal Canadian Air Force for the purpose of raising funds for soldiers' comforts. A complete film program was presented and a silver collection was taken at the door, no juveniles being admitted unless accompanied by parents.

During peace years there had been a decided discouragement against the holding of shows in theatres on Sundays for any purpose, even charity performances being frowned upon as being a thin edge of the wedge which might lead to encroachment upon Sunday observance. The Sunday benefit at the Elgin aroused no comment, however, and there is now a possibility other exhibitors will place their theatres at the disposal of organizations for war charity work.

13 F-P Toronto Houses Tie With Salada Tea

TORONTO—Thirteen theatres in Toronto of Famous Players Canadian Corp. combined in a tieup with the Salada Tea Company on May 18 in which juveniles were admitted to the matinee performance on presentation of a label from a tea package, the stunt being an advertisement for the Salada Stamp Club which offers packets of postage stamps in exchange for labels. The theatres were scattered throughout the suburban areas of Toronto.

NEWS BRIEFS

ALBERTA

EDMONTON—A permit to build a $30,000 theatre was issued to I. F. Shacker of Hanna.

BRITISH COLUMBIA

VANCOUVER—Clearing of a site here to permit construction of a de luxe theatre will be started June 1, according to an announcement of Vested Estates, Ltd.

NOVA SCOTIA

CLARKS HARBOR—The 500-seat Vimy has been sold at sheriff's sale to satisfy a mortage held by Mrs. Genesta Nickerson, and was bid in by the plaintiff for $2,500.

ONTARIO

MARMORA—The village council at its last session granted Fred R. Revoy of Peterborough the exclusive rights to show motion pictures in the town hall here for one year.

SAULT STE. MARIE—The extensive alterations undertaken for the Algoma Theatre have been completed.

TORONTO—O. J. Silverthorne, chairman of the Ontario moving picture censorship board, announced that all foreign films, with the exception of French talking pictures and those from the United States, have been barred from the province.

VANCOUVER

SAM NAGLER is expected back from the United Artists convention some time this week, and it is rumored a pleasant surprise awaits him on his return . . . Charles Ramage is one of the busiest managers on Filmrow, with a large part of his time spent afield arranging promotion of "Gone With the Wind" showings in the Interior and on the Island for Regal Films.

Larry Beard, Famous Players district manager, and Frank Gow, their suburban theatres manager, were to leave May 24 for the district managers' convention in Toronto. At this meeting the date and location of the convention of the western theatre managers will probably be settled.

M. M. Carrol of the Rex, Salmon Arm, B.C., is making many improvements on the house as well as enlarging it . . . Gough's Theatre at Hedley, B.C., is now serving a dual purpose in housing the school children during the day and entertaining their elders on show nights. This has been going on since the school was put out of business by a landslide.

Ben Plottel, Empire-Universal manager who has just returned from a trip to the Island, has many complimentary comments on the attractiveness and compactness of Harold Warren's house, the Rex at Alberni.

W. S. Jones, British Columbia manager, is preparing to leave May 27 for the RKO convention in New York . . . Alexander Gough, son of C. W. Gough of Goldbridge, was quietly married last month and has taken his bride to Hedley, B.C., where he manages the Hedley and Keremeos theatres.

Confederation Declares $3 Preferred Dividend

TORONTO—A dividend of $3 for each preferred share has been declared by Confederation Amusements Limited, an affiliate of Famous Players Canadian Corp., payable June 4, according to a notice by E. N. Tabah, secretary-treasurer.

This follows the declaration of a dividend on the common stock of United Amusement Corp. and by other theatre groups for the first quarter of the current year. It indicates a willingness on the part of the chain corporations to carry on during the war period in every respect and offers a note of confidence regarding the future.

The King's Birthday Will Be Observed on June 13

TORONTO—The King's Birthday, which has become a moveable holiday in the Dominion, will be observed this year on June 13, which is a Thursday. The Canadian government has passed an order-in-council setting aside this date as a tribute to King George VI, whose birth actually took place December 14. Many offices, banks, schools and places of business throughout Canada will be closed on the second Thursday in June and the theatres will get some benefit.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams
Here's one every one will like and it surely moves along. Good for the whole family. Wed., Thursday. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 350.—F. D. Morris, Meade, Meade, Kas.

Five Little Peppers at Home
Played this picture one day only and on a cash night. It is a kid picture, pleased all the children, but got few comments. Managed to slide through and break even. Play it if you wish. Thursday. Weather: Cool. Admission: 25-10. Town and rural patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

Good Girls Go to Paris
Just fair. Had a tieup on this one with soft drink manufacturer. Did only average business. Wed., Thurs. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800 Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

His Girl Friday
A delightful remake of "The Front Page." Cary Grant and Rosalind Russell turn in swell account of themselves. If you can get them in for this one they will come out very satisfied, so do something special to get them in. Audience: Liked it very much. Boxoffice: No good.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Metro-Goldwyn-Mayer

Dr. Kildare's Strange Case
Some of the industry's top-flight reviewers may not think so much of this series in general and this pix in particular, but the public goes for it in a big way and that is what counts. This kind of picture is the industry's bread and butter. Audience: Liked it 100 per cent. Boxoffice: About average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

40 Little Mothers
Eddie Cantor is not very well suited to his part in this one. Charlie Ruggles would have been a "wow." Audience: All thought the baby was "cute." No remarks much on rest of cast. Boxoffice: Below average for Sunday-Monday.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Gone With the Wind
No question but its the finest picture ever made, but my patrons cannot afford the $1.12 per. Attendance at matinees at 75 cents more than double the night shows. Fri., Sat. Weather: Fine. Rural patronage. Population: 1,500. Capacity: 350.—F. D. Morris, Meade, Meade, Kas.

Strange Cargo
Not the most pleasant picture in the world, but nevertheless a satisfactory tropical-setting picture with a fair boxoffice draw. Most of the men patrons liked it—some of the women didn't. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Paramount

All Women Have Secrets
On a double bill (with RKO's "Reno") these two pictures failed to draw the usual business for bargain night. Just too much for the males to swallow in one evening. The females had other dates. Tuesday. Weather: Fine. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Farmer's Daughter
Looked a little crude to me. Can't say just what is the matter here but the picture didn't come up to what I believe could have been done under this title by a long way. Audience: Indifferent. Boxoffice: No good.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Gulliver's Travels
Played on my preferred playing time, straight percentage, no guarantee, checked by Ross Federal. Business exceedingly poor. The kids liked it. Adults stayed in their cars until the children came out. You're asking me what's wrong with the business? The producers gamble too much on a story and their salesmen talk too much. Sun., Mon. Weather: Ideal. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Light of the Western Stars
Not bad at all and a lot better than most westerns which often are so inconsistent they are silly. Our people didn't snicker during this one as they do when we attempt to play run-of-the-mill westerns, and that is something.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Republic

Arizona Kid
Roy Rogers not as popular as Autry. Did only one-third of the business of "South of the Border." Just fair picture. Fri., Sat. Weather: Fine. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

RKO Radio

Allegheny Uprising
Just another historical flop conceived and executed by the brain trust of Hollywood. A lot of noise and racket. I didn't hear anyone say they liked it. Even the kids don't swallow the Injun stuff any more. No boxoffice value to this one in my town. Wed., Thurs. Weather: Good. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Pinocchio
Sorry Walt Disney has failed so far to take his cue from "Snow White" and make cartoon features featuring animals. It was the animals and dwarfs that made the hit then and in this one the cat nearly steals the show. Picture starts out pretty lively but bogs down in last half. Audience: Only the kids were mildly enthusiastic. Boxoffice: About the same as second showing of "Snow White." We showed "S. W." twice, once as roadshow and then at regular admissions.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Swiss Family Robinson
A swell picture that will appeal to adults and children alike. In these troubled times, a person might even envy the adventures of the Robinson family on the tropical isle as depicted in the picture. Attendance only fair. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

20th Century-Fox

High School
Jane's popularity seems to be growing in my community and this picture didn't hurt it a bit. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Little Old New York
A picture dealing with the invention of the steamboat entertainingly told. Did better than average weekday business with this one. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Little Old New York
I thought this picture was very good. Well produced and superbly acted and directed, it still failed to click at the boxoffice, which just goes to prove, I am afraid, that the public doesn't go too much for historical pictures. I thought Alice Faye did a swell job, silk-hat critics' opinions to the contrary. Audience: Those who came liked it fine. Boxoffice: Couldn't get past average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Star Dust
Entertaining little picture and a good laugh in the lighter vein but not strong enough to draw them in. Believe a better preview would have helped. Audience: Enjoyed it. Boxoffice: No good.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

United Artists

Eternally Yours
Very nice entertainment. A trifle draggy at times but above the average for entertainment. Sun., Mon., Tues. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 350.—F. D. Morris, Meade, Meade, Kas.

House Across the Bay
A swell picture full of entertainment and is Miss Bennett easy to watch! She is very ably supported by George Raft and Walter Pidgeon. Sun., Mon., Tues. Weather: Fair. Admission: 25-10. Rural patronage. Population: 1,500. Capacity: 350.—F. D. Morris, Meade, Meade, Kas.

Universal

Destry Rides Again
A super western with everything you could ask in that type picture. Good cast, plenty of action and thrills, and likeable musical numbers. Played this too late to an average Sunday-Monday boxoffice. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Warner Bros.

Wings of the Navy
Despite it being an older film it's the best airplane film since "Test Pilot." Our customers really liked it. They couldn't forget the power-dive made by John Payne, who they like, nor Frank McHugh's comedy. Business: Can't complain, call it good. Thurs., Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200. — John Grabenstein, Liberty, Eustis, Neb.

BUSINESS IS EASIER TO GET, HOLD AND SERVICE

WHEN YOU USE POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Window Display, Old Auto In "Grapes" Promotion

SLATER, Mo.—Two promotions of especial significance were used by Harold Sachse of the Kiva here to sell "Grapes of Wrath." In an empty storeroom near the theatre entrance he set up a window display with a burlap background and a dirty floor covering, a shack made of burlap and lathe, two old mattresses on the floor of the shack, an apple crate with lantern on it, an apple crate with tin pans on it for a table, apple crates for chairs, an ax stuck in a block of wood, two old black kettles hanging over kindling wood, and a few tin cans thrown on the floor. A sign tacked on the shack and made of part of the apple crate read, "The Joad Family." On another such sign was picture, date, etc.

Sachse secured a Model T pickup on which he stacked all the junk he could find: mattress, springs, buckets, chairs, old blankets and quilts. On the back was a banner, "The Joad Family is Coming to Slater, Sunday and Monday, at the Kiva Theatre." On each side were signs: "The Joad Family in 'Grapes of Wrath' at the Kiva Theatre, Sunday and Monday." The pickup made several surrounding towns.

Hold Coloring Contest For "Biscuit Eater"

HARTFORD, CONN.—M&P's Allyn, which is managed by Walter B. Lloyd, sponsored a coloring contest in the Hartford *Courant* two weeks in advance of the running of "The Biscuit Eater." Contestants had to color the dog which was printed in the "Parade of Youth" section of the newspaper. Cash awards were given from the stage of the theatre on opening day.

Going in for dogdom in a big way on this film, Manager Lloyd held a Dog Show at Colt's Park for all youngsters of the metropolitan Hartford area who owned dogs and wished to enter them in the contest. This stunt was done through cooperation on the part of the new tabloid in town, the Hartford *News Daily*.

For Your Kid Matinees

HOLLYWOOD

"Game of the Movie Stars"

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For full particulars, write

Hollywood Amusement Co., Inc.

831 So. Wabash Ave. CHICAGO



Lobby Display—

This special lobby display was created on "One Million B. C.," for the Metropolitan in Washington by Manager Charles Grimes and Advertising Director Frank La Falce.

Newspapers Help Push "It All Came True"

KANSAS CITY—"It All Came True" was plugged plenty in the two local dailies by Monroe Rubinger, Warner exploiteer, and Jerry Zigmond before it opened at the Newman, which is managed by the latter.

The *Star* serialized Louis Bromfield's "It All Came True," on which, of course, the film is based, with the beginning of the story given a front-page plug. The paper also ran two promotional ads, one with John Taylor's, the other with Jones department store.

The *Journal* carried a promotional ad with a fashion note as well as several layouts on its fashion page.

Rounding out the campaign were window displays in leading stores, the posting of a number of 24-sheets, and spot radio announcements.

Annual "Revival Week" Established in Austin

AUSTIN, TEX. — First annual "revival Week" at the Capitol chalked up such nice grosses that Manager Bill Hellums has decided to make it an annual affair. Hellums plugged the event with newspaper ads and publicity, heralds which were given out at the other six Interstate houses, and plenty of lights, flags and signs on the front of the West Sixth Street house.

Program for the week was as follows: "Goodbye, Mr. Chips," Sunday; "Dark Victory," Monday; "Pygmalion," Tuesday; "Mr. Smith Goes to Washington," Wednesday; "Juarez," Thursday; "The Women," Friday, and "The Wizard of Oz," Saturday.

Heavy Campaign Sells Merrie Melody Short

BRIDGETON, N. J.—A special advertising campaign on a Merrie Melody cartoon, "Cross Country Detours" was conducted with telling results by Manager Dan C. Neagley of the Stanley.

Neagley had a screen announcement prepared accompanied by a "laughing record" which proved effective in arousing the interest of the audience. A direct mail campaign was utilized in addition to a regular ad campaign in the local and four out-of-town papers. A drawing contest was planted with the local paper.

The student newspaper of the local junior high school conducted "Cross Country Detours" jumble contests and ran comments from the high school teachers about the reel. A lounge room, living room and card room were built in the center of the lobby with this sign above: "Reserved for those patrons who will have hysterics after seeing 'Cross Country Detours.'"

An animated fat man was placed at the entrance to the lobby with copy referring to the cartoon. A dummy leaning against the boxoffice was used as ballyhoo. Copy around the dummy's head read: "I am a dummy because I am not going to see 'Cross Country Detours.'"

Loren Purnell, chief of service, assisted.

Game Pleases Juveniles

BUFFALO—After experimenting for a long time with stimulations for Saturday kiddie matinees, Edward Wise, manager of the Bailey here, has found Hollywood, "the screen game of film star names," is a great booster for juvenile trade. Many forms of merchandise and toys are given.



"Cave Girl" Prints—

Based on symbols in "One Million B. C.," these print dresses were displayed in the James McCreery department store in New York in a tieup with the picture at the Roxy.

All Lanes Lead to LOUISVILLE!

Headquarters: Kentucky Hotel



Week of June 3*

*** District meetings open May 31**

35th Annual Convention

of the

International Alliance of Theatrical Stage Employees

and Moving Picture Machine Operators

of the United States and Canada

THIS SPACE CONTRIBUTED BY BOXOFFICE

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◯ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊛ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 20	18 Melodrama **1001** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour** (65) R—Jan. 13 20 M'drama **3922** **Hidden Enemy** (63) R—Mar. 30	19 Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4001** **West of Carson City** (57) Johnny Mack Brown Bob Baker R—May 18	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. **Maurice Schwartz** **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **4004** **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form. Years Without Days)**	15 Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		23 Drama **25** ⊛**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill R—Apr. 27 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ◯⊛**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 **M'drama** **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama **28** ◯**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) **Maureen** O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** ⊛**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroli	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ⊛**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
APR. 6	[4] Western **1208** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	[5] Com. Drama **39** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		[5] M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	[10] West. Drama **120** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	[5] Drama **3** **Courageous Dr. Christian** (67) R—Mar. 30	[5] Drama **3** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	[5] **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	[5] Half a Sinner (61) R—Mar. 30 [5] Western **4062** **Riders of Pasco Basin** (57)	[5] **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	**Vengeance of the Deep** (..) Lloyd Hughes
APR. 13		[12] Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	[10] Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	[12] M'drama **3929** **Cyclops** (77) Janice Logan Albert Dekker **R—Mar. 9**	[12] Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	[12] Western **083** **Bullet Code** (59) R—Apr. 13	[12] O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	[12] Drama **Rebecca** (127) Laurence Olivier **Joan Fontaine** R—Mar. 30	[12] M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	[13] O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	[18] M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	[19] Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	[15] Action Dr. **3928** **Sky Bandits** (56) R—May 25 [20] Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	[19] Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	[15] Drama **901** **Dark Command** (94) R—Apr. 13 [19] Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	[19] Drama **009** **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	[19] Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		[12] M'drama **4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	[20] Drama **FN456** **'Til We Meet Again** (98) **Merle Oberon** George Brent **Pat O'Brien** R—Apr. 13	[18] **M'drama Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	[25] Drama **1005** **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	[26] Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	[30] Melodrama **Mysterious Mr. Reeder** (77) R-May 11 [20] Western **3954** **Pals of the Silver Sage** (52); Ritter R—May 11	[26] Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	[17] Musical **921** **In Old Missouri** (67) Weavers & Elviry [22] Western **965** **Covered Wagon Days** (56) Three Mesquiteers	[26] Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	[26] Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		[19] M'drama **4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	[27] Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	[2] Western **1213** **Man From Tumbleweeds** (59) Bill Elliott	[3] Action Drama **35** **'0 Mule Team** (85) Wallace Beery Leo Carrillo R—May 4	[2] Western **3964** **Land of Six Guns** (54) Jack Randall	[3] Comedy **3932** **Buck Benny Rides Again** (80) Jack Benny Ellen Drew R—Apr. 20	[10] Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe Irene Hervey	[3] Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	[3] Comedy **043** **So This Is London** (84) Geo. Sanders R—Apr. 27	[3] Comedy **Saps at Sea** (57) **Laurel & Hardy** R—May 4	[3] **Musical** **If I Had My Way** (94) B. Crosby-G. Jean R—May 4	[4] M'drama **WB423** **Tear Gas Squad** (55) Dennis Morgan Gloria Dickson R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow
MAY 11	[16] Drama **1029** **Babies for Sale** (66) Rochelle **Hudson** Glenn Ford R—May 25	[10] Drama **36** **Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	[9] Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	[10] Comedy **3933** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	[10] Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	[10] Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 **Charles Winninger** Helen Vinson	[10] M'drama **038** **I Was an Adventuress** (81) Vera Zorina R—May 11		[10] Action Dr. **4031** **Ski Patrol** (64) **Luli Deste** R—May 11	[11] Drama **WB410** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	[20] M'drama **1023** **Island of Doomed Men** (70) Peter Lorre R—May 25 [16] Drama **1111** **21 Days Together** (72) Olivier; R-May 4	[17] Drama **37** **Waterloo Bridge** (103) R—May 18 Robert Taylor Vivien Leigh		[17] Drama **3934** **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	[19] Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	[17] Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant		[17] **Drama** **Furnabout** (83) Adolphe Menjou Carol Landis R—May 11	[17] Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	[18] M'drama **FN466** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	[15] Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	[30] M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir		[23] Western **3965** **Kid From Santa Fe** (..) Jack Randall	[24] Drama **3931** **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13	[24] Western **966** **Rocky Mountain Rangers** (..)	[24] Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball James Ellison R—May 25	[24] Drama **045** **Lillian Russell** (141) Alice Faye Henry Fonda Don Ameche	[24] Drama **Our Town** (90) William Holden Martha Scott R—May 18	[24] Western **4056** **Hot Steel** (..) Richard Arlen Andy Devine	[25] Drama **FN455** **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	
JUNE 1		[31] Drama **39** **Susan and God** (..) Joan Crawford Fredric March	[30] Western **3966** **Riders From Nowhere** (..) Jack Randall	[31] Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		[31] Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	[31] Drama **046** **Marriage in Transit** (..) Virginia Gilmore Robt. Sterling		[31] Musical **4029** **La Conga Nights** (61) R—May 18 [31] Western **4063** **Bad Man From Bette** (..)	[1] M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..)
JUNE 8	[6] Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	[7] Mys. Drama **40** **Phantom Raiders** (..) Walter Pidgeon Florence Rice	[11] Com. Drama **On the Spot** (..) Frankie Darro	[7] Western **3958** **Hidden Gold** (61) William Boyd Russell Hayden R—May 25	[6] Drama **Women in War** (..) Elsie Janis Wendy Barrie	[7] Melodrama **033** **Saint Takes Over** (68) George Sanders R—Apr. 27	[7] Drama **034** **Earthbound** (67) Warner Baxter Andrea Leeds R—May 18		[7] Drama **Love, Honor and Oh Baby** (..) Wallace Ford Kathryn Adams	[8] Com. Drama **Brother Orchid** (..) Edw. G. Robinson Ann Sothern	[15] Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin Peter Murray Hill
JUNE 15	[6] Melodrama **Passport to Alcatraz** Jack Holt [13] Drama **Girls of the Road** Ann Dvorak Lola Lane	[14] Drama **41** **Mortal Storm, The** (..) Margaret Sullavan James Stewart	[18] Melodrama **Queen of the Yukon** (..)	[14] Drama **Safari** (..) Doug. Fairbanks jr. Madeleine Carroll		[7] Western **084** **Prairie Law** (..) George O'Brien [14] Com. Drama **029** **Tom Brown's School Days** (..) Fred. Bartholomew	[14] Drama **047** **Four Sons** (..) Don Ameche Mary Beth Hughes		[14] Com. Drama **Sandy Is a Lady** (64) Baby Sandy Eugene Pallette R—May 25	[15] Melodrama **Fugitive From Justice** (..) Roger Pryor Lucille Fairbanks	
JUNE 22	[30] Comedy **Out West With the Peppers** (..) Edith Fellows Dorothy Peterson	[21] Com. Drama **42** **Captain Is a Lady** (..) Virginia Grey Billie Burke Charles Coburn		[21] Drama **3938** **Way of All Flesh** (..) Akim Tamiroff Gladys George		[21] Com. Drama **Thousand Dollar Marriage** (..) Leon Errol	[21] Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		[21] Comedy **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	[22] Melodrama **Gambling on the High Seas** (..) Wayne Morris Jane Wyman	
JUNE 29	[27] Comedy **Blondie Has Servant Trouble** (..) [27] Western **Return of Wild Bill**	[28] Musical **31** **New Moon** (..) Jeanette MacDonald Nelson Eddy		[28] Drama **Queen of the Mob** (..) Ralph Bellamy Blanche Yurka Jean Cagney		[28] Drama **Anne of Windy Poplars** (..) Anne Shirley	[28] Outd'r Dr. **049** **Lucky Cisco Kid** (..) Cesar Romero Mary Beth Hughes			[29] Drama **All This and Heaven, Too** (..) Bette Davis Charles Boyer	
JULY 6				[5] Com. Drama **Ghost Breakers** (..) Bob Hope Paulette Goddard		[5] Drama **Dr. Christian Meets the Women** (..) Jean Hersholt	[5] Drama **050** **Maryland** (..) Walter Brennan Fay Bainter Brenda Joyce			[6] Drama **The Sentence** (..) George Brent Virginia Bruce	

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Ⓒ Indicates short of the week.

Ⓒ Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jaek Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10).Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
Ⓒ Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9).....Mar. 23
Ⓒ One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Ⓒ The Blue Danube (7).....Dec. 16
Ⓒ The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia).Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

Ⓒ Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
Ⓒ Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9
A Kick in Time (7).....May 17

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22

POPULAR SCIENCE (In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9
Granite Hotel (7).....Apr. 26

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29

RKO Radio

DISNEY CARTOONS (In Technicolor)

Ⓒ Autograph Hound, The (8)..Sept. 1
Billposters (8).....May 17
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.
No. 9 (19).....Apr. 12
America's Youth—1940

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11).....Feb. 23
No. 8 (10).....Mar. 22
No. 9 (11).....Apr. 19

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Court Favorites (8).....Apr. 12
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Silent Wings (9).....May 10
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24
Flycasting (9).....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
Air Army (9).....Apr. 26
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
⊙Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
⊙Harvest Time (7).....Feb. 9
⊙Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (..).....Apr. 5
Just a Little Bull (..).....Apr. 19
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Sheep in the Meadow (7)....Sept. 22
⊙The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
⊙The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
⊙Two Headed Giant (7).....Aug. 11
⊙Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

⊙A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
⊙Life Begins for Andy Panda (8).....Oct. 9
100 Pigmies and Andy Panda (7).....Apr. 22
⊙Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
⊙Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13
No. 77 (9).....May 27

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6
No. 77 (9).....May 20
No. 78 (..).....June 10

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (1?) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20) .....Oct. 28
One for the Book (20).....Feb. 3
Public Jitterbug No. 1 (..)....May 4
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Red (20) .....Aug. 26
Seeing Spots (20) .....Apr. 29
Slapsie Maxie (17) .....Sept. 10
World's Fair jr. (20) .....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Gun Dog's Life (..).....May 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Porky's Poor Fish (..).....May 18
Wise Quack (7) .....Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Larry Clinton and His Orchestra (..) .....May 25
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10) .....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7) .....Feb. 10
Curious Puppy (8) .....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7) .....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sniffles Takes a Trip (..)...May 11
Sioux Me (7) .....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17) .....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
⊙The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10) .....Aug. 19
Radio and Relatives (..).....May 25
Sword Fishing (10) .....Oct. 21
Vote Trouble (10) .....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32) .....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe .....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps .....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, MAY 14

Movietone News, No. 71

Pre-invasion activities of Dutch royal family; war preparations in Netherlands; Leopold rallies Belgian army; Chamberlain quits; succeeded by Churchill; British royalty at plane factory; German bomber brought down; British ship back from Norway; Belgian and Dutch ministers speak in Washington; Roosevelt talks to scientific meeting; Pope in Vatican ceremonies; Fair opens; running of Preakness; Lew Lehr.

News of the Day, No. 269

Invasion of Belgium, Holland, Luxembourg; Roosevelt talk; diplomats in Washington; Pope in ceremony; British troops off to front; royalty in England looks over air raid shelters; bomber crashes in England; Fair opens; Preakness.

Paramount News, No. 74

Dodgers in winning streak; Fair opens; Dutch and Belgian envoys appeal for aid; bomber downed in England; warship back from Norway; U. S. fleet at Hawaii; Vatican-Nazi dispute; Roosevelt talk; prayer for peace.

RKO Pathe News, No. 86

Total war on Low Countries; Chamberlain out — Churchill in; Roosevelt talk; Fair opens; Preakness.

Universal Newsreel, No. 875

French troops in Belgium; British sail for Holland; Belgian, Dutch ministers speak from Washington; cabinet at White House on war problem; Roosevelt talk; Fair opens; Preakness.

THURSDAY, MAY 16

Movietone News, No. 72

Evacuation and burning of Namsos, Norway, after German attack; troops en route to England; Hull warns against aggressor nations; South Americans view Annapolis midshipmen parade; army tests airplane gas tank; test new plane in Buffalo; ballet at Fair; new Louisiana governor takes office; French bombers go into action; Lew Lehr; opening of Belmont racing.

News of the Day, No. 270

Burning of Namsos after German attack; lack of preparedness pointed out by late General Mitchell, senators, etc.; pirogue race in Bayou Barataria, Louisiana; golf course at Columbia University.

Paramount News, No. 75

Belmont opens; Pershing in Washington to urge defense; New Jersey quadruplets observe birthday; "Manhattan" brings Norwegian refugees; Louisiana governor takes office; total war sweeps Europe; Hull statement.

RKO Pathe News, No. 87

Army tests new rifles; test new bulletproof gas tank for planes; bombing of Namsos; Sweden united for liberty and peace; Belgians at Paris station; Mt. Palomar lens nears completion; fashions at Belmont opening; Louisiana governor takes office.

Universal Newsreel, No. 876

Norwegians flee German advance; Belgians return to fight; Hull says U. S. is not secure; 400-mile an hour plane tested; Congress sees rifle demonstration; safety tank for planes tested; Louisiana governor takes office; pirogue race in bayou; Belmont opens.

In the Making

COLUMBIA

Gribouille—Brian Aherne, Rita Hayworth, Earl Gunn, Lloyd Corrigan, Evelyn Keyes. Director: Charles Vidor. Producer: B. B. Kahane. **(Starting)**

Missing Evidence—Jack Holt, Marjorie Reynolds, Jonathan Hale, Sidney Blackmer, Douglas Fowley. Director: Lewis D. Collins. Producer: Larry Darmour. Screenplay: Eric Taylor, Albert DeMond. **(Starting)**

The Durango Kid—Charles Starrett, Luana Walters, Forrest Taylor, Sons of the Pioneers. Director: Lambert Hillyer. Producer: Jack Fier. **(Completed)**

METRO

Wyoming—Wallace Beery, Marjorie Rambeau. Director: Richard Thorpe. Producer: Milton Bren. Screenplay: Hugo Butler. **(Starting)**

MONOGRAM

Untitled—Tex Ritter. Director: Al Herman. Producer: Ed Finney. **(Starting)**

PARAMOUNT

North West Mounted Police—Gary Cooper, Madeleine Carroll, Preston Foster, Paulette Goddard, Robert Preston, Lon Chaney jr. Producer-Director: Cecil B. DeMille. Original Screenplay: Alan LeMay, Jesse Lasky jr., C. Gardner Sullivan. **(Completed)**

RKO RADIO

One Crowded Hour—Billie Seward, Don Costello, Paul Guilfoyle, J. M. Kerrigan. Director: Irving Reis. Producer: Cliff Reid. Original: Ben Holmes. Screenplay: Richard Collins, Arnaud D'Usseau

Dreaming Out Loud—Lum and Abner, Frances Langford, Frank Craven, Robert Wilcox, Donald Briggs. Director: Harold Young. Producers: Jack Votion, Sam Coslow. Original: Robert Andrews, Barry Trivers. Screenplay: Robert Andrews, Barry Trivers, Howard Green. **(Completed)**

REPUBLIC

Carolina Moon—Gene Autry, Smiley Burnette. Director: Frank McDonald. Producer: William Berke. **(Starting)**

The Girl From God's Country—Chester Morris, Jane Wyatt, Charles Bickford, Fenike Boros, Mala. Director: Sidney Salkow. Producer: Armand Schaefer. Screenplay: Malcolm Stuart Boylan, Scott Darling. **(Starting)**

The Fighting Marshal—Don Barry. Producer-Director: George Sherman. **(Completed)**

20TH-FOX

Charlie Chan in the Wax Museum—Sidney Toler, Joan Valerie, Archie Twitchell. Director: Lynn Shores. Producers: Ralph Dietrich, Walter Morosco. **(Starting)**

The Great Profile—John Barrymore, Anne Baxter, Gregory Ratoff. Director: Walter Lang. Producer: Raymond Griffith. Original: Melville Crossman. Screenplay: Hilary Lynn, Milton Sperling. **(Starting)**

UNIVERSAL

When the Daltons Rode—Walter Pidgeon, Kay Francis, Brian Donlevy, Robert Stack, Andy Devine, Broderick Crawford. Director: George Marshal. Original: Emmett Dalton, Jack Jungmeyer. Screenplay: Lester Cole, Stuart Anthony. **(Starting)**

The Boys From Syracuse—Allan Jones, Joe Penner, Martha Raye, Rosemary Lane, Irene Hervey, Eric Blore, Alan Mowbray, Charles Butterworth. Director: Edward Sutherland. Producer: Jules Levey. Original: George Abbott, Richard Rodgers, Lorenz Hart. Screenplay: Charles Grayson, Leonard Spiegelgass. **(Completed)**

WARNER-FN

The Letter—Bette Davis, George Brent. Director: William Wyler. Original: W. Somerset Maugham. Screenplay: Howard Koch. **(Starting)**

The Embezzler—Jeffrey Lynn, Brenda Marshall, Lee Patrick, John Litel, Roger Pryor. Director: William K. Howard. Producer: William Jacobs. Original: James M. Cain. **(Starting)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

.... A Chump at Oxford.....UA
009 Abe Lincoln in Illinois....RKO
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
4015 Alias the Deacon.....Univ
.... All This and Heaven, Too .....WB-FN
.... Anne of Windy Poplars....RKO
468 An Angel From Texas.....FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

1029 Babies for Sale.....Col
4063 Bad Man From Butte.....Univ
031 Beyond Tomorrow .....RKO
025 Bill of Divorcement.....RKO
3935 Biscuit Eater, The .....Para
.... Black Eyes .....Alliance
4018 Black Friday .....Univ
1205 Blazing Six Shooters.....Col
.... Blondie Has Servant Trouble .....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
416 British Intelligence .....WB
21 B'way Melody of 1940..M-G-M
.... Brother Orchid .....WB-FN
3932 Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

420 Calling Philo Vance.....WB
42 Captain Is a Lady.....M-G-M
459 Castle on the Hudson.....FN
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
.... Charlie Chan's Murder Cruise 20th-Fox
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
19 Congo Maisie .....M-G-M
935 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
965 Covered Wagon Days.....Rep
3963 Covered Wagon Trails....Mono
3955 Cowboy From Sundown..Mono
.... Crooked Circle .....SR
923 Crooked Road, The.....Rep
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
4055 Danger on Wheels.....Univ
901 Dark Command .....Rep
3901 Death of a Champion....Para
.... Dr. Christian Meets the Women .....RKO
3929 ◎Dr. Cyclops .....Para
30 Dr. Kildare's Strange Case .....M-G-M
1005 Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
36 Edison the Man .....M-G-M
4033 Enemy Agent .....Univ
462 Espionage Agent .....FN

F

3927 Farmer's Daughter, The...Para
3909 Fatal Hour .....Mono
3831 Fight for Peace.....Mono
451 Fighting 69th .....FN
1020 Five Little Peppers at Home .....Col
466 Flight Angels .....FN
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
047 Four Sons 20th-Fox
34 40 Little Mothers.....M-G-M
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para
.... Fugitive From Justice.WB-FN

G

.... Gambling on the High Seas .....WB-FN
924 Gangs of Chicago.....Rep
943 Gaucho Serenade .....Rep
.... Ghost Breakers .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
.... Girls of the Road .....Col
.... Girls of the Underworld.....SR
922 Grandpa Goes to Town....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox
4041 Green Hell .....Univ

H

4040 Half a Sinner .....Univ
023 He Married His Wife..20th-Fox
.... Hell's Angels .....SR
009 Here I Am a Stranger..20th-Fox
129 Hi-Yo, Silver .....Rep
3922 Hidden Enemy .....Mono
3958 Hidden Gold .....Para
.... Hidden Menace .....Alliance
028 High School 20th-Fox
1003 His Girl Friday .....Col
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
4056 Hot Steel .....Univ
.... House Across the Bay.....UA
4013 House of Seven Gables....Univ
3916 Human Monster .....Mono

I

.... I Can't Give You Anything But Love .....Univ
26 I Take This Woman....M-G-M
038 I Was an Adventuress.20th-Fox
.... If I Had My Way.....Univ
921 In Old Missouri .....Rep
3841 Invitation to Happiness...Para
024 Irene .....RKO
1023 Island of Doomed Men.....Col
017 Isle of Destiny .....RKO
407 It All Came True .....WB
4001 It's a Date .....Univ

J

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K

3965 Kid From Santa Fe.....Mono
422 King of the Lumberjacks .....WB
3923 Knights of the Range....Para
9034 Konga, the Wild Stallion...Col

L

4029 La Conga Nights.....Univ
22 Lambeth Walk .....M-G-M
3964 Land of Six Guns.....Mono
3931 Light of Western Stars...Para
3921 Light That Failed.....Para
045 Lillian Russell 20th-Fox
.... Lion Has Wings .....UA
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
1016 Lone Wolf Meets a Lady...Col
1019 Lone Wolf Strikes.....Col
.... Love, Honor and Oh Baby..Univ
049 Lucky Cisco Kid.....20th-Fox

M

4022 Ma, He's Making Eyes at Me .....Univ
24 Man From Dakota.....M-G-M
1213 Man From Tumbleweeds....Col
030 Man Who Wouldn't Talk 20th-Fox
1017 Man With Nine Lives.....Col
018 Marines Fly High .....RKO
050 Maryland 20th-Fox
014 Married and in Love.....RKO
046 Marriage in Transit...20th-Fox
1035 Men Without Souls.....Col
3921 Midnight Limited .....Mono
022 Millionaire Playboy .....RKO
41 Mortal Storm, The.....M-G-M
3808 Mr. Wong at Headquarters .....Mono
472 Murder in the Air.....FN
3940 Murder on the Yukon.....Mono
4051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
4004 My Little Chickadee.....Univ
.... My Son, My Son .....UA
.... Mysterious Mr. Reeder....Mono
.... Mystery of Room 13.....SR

N

324 Nancy Drew, Trouble Shooter .....WB
31 New Moon .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

452 Old Maid, The .....FN
.... On the Spot .....Mono
044 On Their Own 20th-Fox
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
.... Our Town .....UA
.... Out West With the Peppers.Col
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
.... Passport to Alcatraz.....Col
40 Phantom Raiders .....M-G-M
091 Pinocchio .....RKO
3961 Pioneer Days .....Mono
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
084 Prairie Law .....RKO
023 Primrose Path .....RKO

Q

.... Queen of the Mob.....Para
.... Queen of the Yukon.....Mono

R

942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
.... Return of Wild Bill.....Col
3953 Rhythm on the Rio Grande .....Mono
3966 Riders From Nowhere....Mono
4062 Riders of Pasco Basin....Univ
4014 Rio .....Univ
3926 Road to Singapore.....Para
966 Rocky Mountain Rangers...Rep

S

.... Safari .....Para
021 Saint's Double Trouble....RKO
033 Saint Takes Over.....RKO
.... Sandy Is a Lady.....Univ
3956 Santa Fe Marshal.....Para
.... Saps at Sea.....UA
410 Saturday's Children .....WB
.... Sentence, The .....WB-FN
3924 Seventeen .....Para
041 Shooting High 20th-Fox
3957 Showdown .....Para
3922 Sidewalks of London.....Para
4031 Ski Patrol .....Univ
3928 Sky Bandits .....Mono
043 So This Is London....20th-Fox
3902 Son of the Navy.....Mono
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
39 Susan and God.....M-G-M
019 Swiss Family Robinson..RKO

T

939 Tarzan Finds a Son!....M-G-M
423 Tear Gas Squad .....WB
.... Tevya .....SR
9206 Texas Stagecoach .....Col
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
3936 Those Were the Days.....Para
.... Thousand Dollar Marriage.RKO
465 Three Cheers for the Irish.FN
456 'Til We Meet Again.....FN
029 Tom Brown's School Days.RKO
11 Tomboy .....Mono
1004 Too Many Husbands.....Col
455 Torrid Zone .....FN
.... Turnabout .....UA
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1111 21 Days Together.....Col
33 Two Girls on Broadway..M-G-M
3934 ◎Typhoon .....Para

V

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007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
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W

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3938 Way of All Flesh.....Para
4061 West of Carson City.....Univ
9207 Western Caravans .....Col
918 Wolf of New York.....Rep
1 Women, The .....M-G-M
.... Women in War.....Rep
3925 Women Without Names...Para

Y

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032 Young as You Feel...20th-Fox
954 Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

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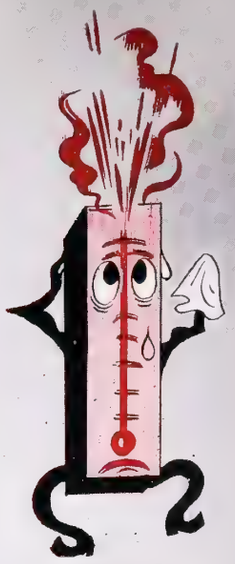
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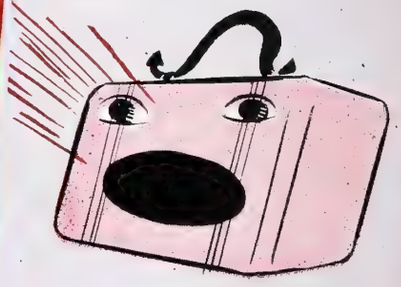
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★ ★ ★

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One of year's finest films, superbly produced, directed and acted. M-G-M has one of the truly memorable pictures of the year. By virtue of its strength and appeal, circuits and exhibitors everywhere are certain beneficiaries, as is the public far and wide. Spencer Tracy's performance will surely command most serious consideration on the part of those who vote the coveted Oscars of 1940. It's a box-office power-house. —**Film Daily**

★ ★ ★

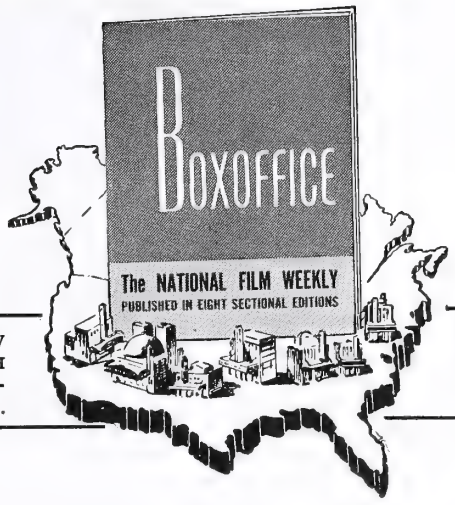
A commanding screen work... compellingly impressive. A fine piece of box-office merchandise. Spencer Tracy's portrayal is his best performance. The preview audience was completely captured by the film. —**M. P. Daily**

★ ★ ★

One of the most interesting productions I've seen. I don't remember when Spencer Tracy ever gave a better performance. A truly unusual film.

—**Jimmy Starr, Los Angeles Eve. Herald and Express**

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 2
June 1, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

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IF NOT "A," THEN "B"

IT HAS to be said for Samuel Goldwyn that he stands by his guns. At least, he stands by two of them, one to bump off double features and the other to blast the bulk of the product into the region of the never more.

It has to be said that Goldwyn has fired them often enough over the years and finally to observe that, while the explosions have been loud, the damage has been inflicted on the eardrums while the targets thus far have passed unscathed.

Today, we propose allowing the argument against double features to slide by on the inconclusive theory that nothing apparently can be done about them as long as anything resembling public acceptance can be drawn into the calculations. And circuit men and other operators are convinced it can because their books tell them so.

The concentration on this page this time goes to the producer's belief Hollywood output ought to be reduced from its approximate six hundred features each year to two hundred. Goldwyn suggests slashing no budgets, thereby remaining faithful to the Hollywood tradition, but thickening the dollar spread over the fewer number. The arguments are old-line, of course:

Available talent will not be consumed so quickly.

Available brainpower, being insufficient to make six hundred, might prove enough if four hundred were cut off entirely.

The product will improve because each job will be customed-made, etc., etc.

But there runs a curious contradiction through the Goldwyn approach. On the one hand, the producer argues a most drastic curtailment as his answer to industry difficulties. On the other, he makes it clear he approaches the problem through his own highly individualized eyes and proves it by conceding no exhibitor depends upon him to keep his theatre going. There's a difference.

Until that point of development is reached where established and proven producers may be counted in sufficient numbers to assure no interruptions in the flow of worthwhile attractions, the Goldwyn type of argument gets nowhere, proves nothing.

It is among the definite assets of this business to acknowledge its Goldwyns, its Capras, its Selznicks. It is an unfortunate truth that the magic number is woefully small. Yet is it also true that these men and the few others entitled to walk in the same company do not deliver enough superior product, in combination, to keep the exhibition business functioning in its present framework?

Their endeavor may decorate the scene. Frequently, it dazzles the boxoffice. When it is right, it is usually very right and it makes the theatreman's operation all the sweeter. But that same theatreman will quickly recognize what a spot he is in waiting for a Goldwyn, a Capra or a Selznick to come his way.

The bald fact is that the majors are in the business of feeding a large and assorted list of customers who burn up celluloid by the mile. Some of the feedings turn out well and some even surprise the studio that makes them; part is averagely good and a lot is just plain lousy.

Yet all of it sells because the demand is there and insists upon being filled. Someone will do the job and at two hundred features a year—the Goldwyn suggestion—the majors cannot be that someone.

They are thoroughly aware of this. They see no reason why they should give up the playdates that mean money to a competition which they would be creating. If, by cutting their output, a wholesale exhibitor turnover to extended runs would ensue, that would be one thing. There is no assurance for this, although it is well known that in Hollywood a conviction largely prevails exhibition must re-fashion itself in ratio to studio output. Furthermore, it is fallacious reasoning to conclude doubles will drop away because the majors cut their programs. And it is fallacious, too, to conclude extended runs will become more extended by virtue of the same act.

It would be well to remember that, as the market dictates, so will go production. It may not be production confined to what are now described as major studios. It could, and probably would, be new production rising to an opportunity broadcast to the winds for anyone lucky enough to bag.

This kind of production, created by opportunism, might be far worse than any prevailing under existing conditions.

Kann

GOVERNMENT AND INDUSTRY GUNS UNLIMBER FOR OPENING OF MONOPOLY SUIT ON MONDAY

"Fight to Finish" Seen; Expect Year of Trial If Case Is Pushed

By BILL ORNSTEIN

NEW YORK—War or no war overseas and all efforts towards effecting an armistice having failed, the government's legal battery on Monday will get its official campaign under way to "overthrow monopolism" as allegedly practiced in the industry. Paul Williams will open the proceedings before Federal Judge Henry Warren Goddard in the local district court with a resume of the government's petition and what it hopes to accomplish. He says he will be as short as possible.

Individual counsel for each of the eight majors will then follow and recite their company's position in a general denial of the charges made by the government. The defense legal brigade to answer the government will comprise John W. Davis, for Loew's and M-G-M; former Federal Judge Thomas D. Thacher, for Paramount; former Judge Joseph M. Proskauer, for Warner; William (Fighting Bill of the Old 69th) J. Donovan, for RKO; Ralph S. Harris, for 20th-Fox; Edward C. Raftery, for UA and Universal, and Louis D. Frohlich, for Columbia.

Both sides resolutely declare it will be "a fight to the finish." Unless a truce, on some basis probably not even envisioned yet, but as likely to come about as it did in the government's equity proceeding against Warner, Paramount and RKO in St. Louis, is declared before the final round is over, the legal fracas is expected to take at least a year.

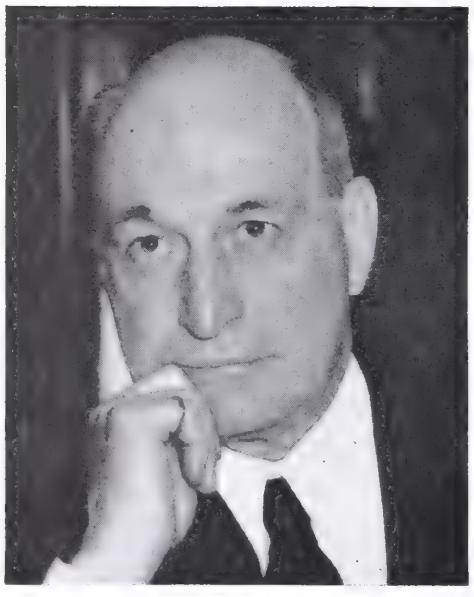
An industry spokesman presages receivership for majors if the government wins the suit in the highest court. In rebuttal is the view of a department of justice representative who denies a victory will mean ruin for the industry. Detailed opinions by both sides can be found on pages 12 *and* 13.....

Williams has indicated he plans to spend four months for presentation of his case. Distributors hold they will require six months, or more, for rebuttal and cross-examination. But in any event, one thing is certain. That is Judge Goddard will take a two-month vacation starting August 1, or thereabouts. He has been asked by government sources to shorten his time off in an effort to expedite the proceedings and has politely and flatly declined.

On the opening day and for several days thereafter, the small courtroom is expected to be overcrowded with lawyers and executives interested in the case. During the course of the hearings it is not held unlikely that Abram F. Myers, general counsel for Allied; Col. H. A. Cole, president; Sidney E. Samuelson, head of the Philadelphia unit, and other organization leaders will be among the spectators. Practically every Allied head has been subpoenaed, but whether all will be called is contingent on Williams' operations.

The government has spent four years or more whipping together evidence for the suit. Distributors have been active about two years, the last six months of which have been spent on research and investigation. FBI men from the field have played an important part in contacting ex-

(Continued on page 16)



—Wide World Photo

Eyes on Him—

This is Henry Warren Goddard, federal judge who is on the bench in the government suit against the eight major producers and distributors.

Industry Faces "Athletic" Staff

NEW YORK—If it were to be played off in terms of prowess in the field of sports, probably the government lawyers prepared now to prosecute the all-industry suit would take it away from defense counsel in a walkaway. Almost all of the battery of ten federal attorneys are big men who played some game or other in their university years which, for most of them, don't date so far back.

For instance:

Paul Williams, who will head the attack for the government, is six feet, one inch in height and weighs 190 pounds. He went to Cornell where he caught on the ball club.

William P. Farnsworth, head of the New York office of the department, is a Dartmouth graduate, six feet, two inches in height, weighing 180. Farnsworth laughingly remarks his favorite sport is yacht racing which would seem more readily within the team of the defense counsel. He played left-end in school and was a first baseman.

James Malley, a Lehigh man, is six feet tall and weighs 175 pounds. He was a left halfback in school and also specialized in tennis.

Stephen Doyle, the veteran of the department's prosecution staff, attended Johns Hopkins and Harvard Law School. He is five feet, nine inches in height, weighing 135 pounds and his sport is swimming.

J. Frank Cunningham attended Baylor University in Waco, Tex., and Jefferson Law School in Dallas. He is six feet two

(Continued on page 16)

Men and the Place

On the facing page are many of the legal stars who will shine in the all-industry suit, slated to get under way in New York on June 3. The top panel includes John W. Davis, senior partner of Davis, Polk, Wardwell, Gardiner and Reed, attorneys for Loew's and M-G-M; Thomas D. Thacher of Simpson, Thacher and Bartlett, representing Paramount; Joseph M. Proskauer of Proskauer, Rose and Paskus, defending Warner; Col. William J. Donovan of Donovan, Leisure, Newton and Lumbard, representing RKO, and Ralph S. Harris of Dwight, Harris, Koegel and Caskey, representing 20th Century-Fox. Immediately below Davis and Thacher are Edward C. Raftery of O'Brien, Driscoll and Raftery, representing UA and Universal, and Louis D. Frohlich of Schwartz and Frohlich, representing Columbia. The group of seven comprises part of the prosecuting staff. Seated, left to right, are John F. Clagett, Paul Williams, in charge of the case, and William P. Farnsworth, while standing, left to right, are J. Stephen Doyle jr., James M. Malley, J. Frank Cunningham and H. G. Robinson. They are flanked below by Seymour Krieger and Robert L. Wright.

The building exterior is the facade of the United States court house, while below is the door leading into the courtroom which is pictured on the right, revealing what Judge Goddard will see peopled from the bench. These court interiors were photographed for BOXOFFICE by special, and infrequently granted, permission of Senior Judge John C. Knox. Cosmo-Sileo made all pictures for BOXOFFICE with the exception of Proskauer, who was photographed by Kay Hart and Donovan by I. N. P.



The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "Boxoffice, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: Boxoffice BAROMETER, Boxoffice RECORDS, Boxoffice PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of Boxoffice.
ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
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Notes to You from Red Kann

ONE on the trial, consent decrees and legal angles.

One lawyer gives it as his conviction that any decree which may be evolved after the trial gets moving in court must contain findings of facts which clearly set up the guilt of the defendants. He maintains this is not specifically written down, whether in statute or in Supreme Court precedent, but that it follows, nevertheless.

Assuming this to be true, such findings of fact alone might furnish potential litigants sufficient provocation to file suits in unlimited number. On the other hand, no decree conceivably would mean no findings of facts. And no findings of fact would mean litigants would be compelled to establish through their own counsel reasonable proof of guilt.

As a speculative approach to what the future might possibly bring, however, is the suggestion advanced that it would be possible to enter a consent decree during trial by a "bargaining" process which would eliminate findings of fact, which are the key to any future law suits. In short, if Thurman Arnold, for example, were to feel he had won most of the points he seeks in the trial, he might make a stipulation that the court dispense with such findings.

It's complicated, but if you catch the drift it might serve as a door opener to events to come. No assurance that the future will work this way accompanies this analysis.

Looking Backward

There is reason to believe that a policy step, up for vote of the RKO stockholders at their annual meeting in Wilmington Wednesday, might well be likened to a page torn out of earlier history at Paramount where George J. Schaefer once was a pivotal figure. The RKO holders will be asked to approve an amendment to the by-laws permitting indemnification of its officers and directors against expenses incurred in connection with suits brought against them by reason of their official positions.

The proxy statement to stockholders puts it in this language:

> "If the corporation is to continue to secure and retain the services of capable and responsible persons to serve as its directors and officers, the management believes that it is fair and proper that the corporation agree to reimburse its officers and directors for expenses reasonably incurred by, or imposed upon them, in connection with, or resulting from, proceedings to which they may be made parties by reason of their position with the corporation."

When Paramount went into receivership, one of the subsequent events was a suit against some of its former officers and some of its directors. The action had to be defended personally by each man involved although the complaints alleged had been entered upon in the course of corporate duty. It would seem, therefore, that the proposed move at RKO is designed to avoid any such possible complication, now or at any time in the future.

A 20-Year Wonder

On market research and its need, Walter Wanger remarks:

> "For twenty years I have been wondering why this industry has never prepared intelligent statistics and applied the methods of modern industry as they are applied to every other great enterprise in this country. I think the basis for any reorganization in this industry must be founded on an intelligent survey which is yet to be made.
>
> "As a producer, I would like to know how many pictures are really required, how much 'A' time is available and fifty other questions. In my opinion, the 'hit-and-miss' policy is what has kept this industry from becoming stabilized."

Pointed, Anyway

Editorially, the "Philadelphia Bulletin" makes this interesting observation:

> "Higher admission prices . . . will not be popular with the picture fans; nor do they seem necessary. A genuinely first class film can have a long run, as 'Gone With the Wind' had, even though the price in that class was raised. The producers might well try the experiment of attracting attendance by quality before they try higher prices, which are after all no assurance of better pictures."

Was that a roar from the general direction of Hollywood?



On its way to you . .

THE BOOK



that tells why this

TRADEMARK

R K O
RADIO
PICTURES

means

MORE TO YOU

than ever before . . .

COLUMBIA TO HAVE 60 FEATURES FOR 1940-41, AN INCREASE OF FOUR OVER CURRENT SEASON

Determined to Increase Domestic Revenue in Face of War Blows

CHICAGO—A. Montague, general sales manager of Columbia, will announce a program of 44 features, 16 westerns, 104 single-reel shorts, 26 doubles and four serials for next season shortly after 125 delegates from the home office and the field gather at the Blackstone, Tuesday. The output marks an increase of four features over the current season and indicates the company is determined to increase its domestic revenue in face of declining monetary results from war-stricken Europe.

Selling Has Begun

Some time ago, district managers from the entire country convened in New York for meetings with Montague at which time a selling formula for 1940-41 was set up. Since then a number of deals have been made. At the local sessions, a final policy will be established based on the reaction of exhibitor accounts already contacted.

Jack Cohn, vice-president, will open the four-day meeting here by welcoming delegates. He then will turn the gavel over to Montague, who will preside during the balance of the conclave.

Importance of manpower will be stressed by Rube Jackter, assistant sales manager. He will be followed by an address by A. Schneider, treasurer. Maurice Bergman, publicity, advertising and exploitation head, will discuss matters of importance as they relate to his sovereignty. Joseph McConville, in charge of foreign, will talk on that subject. Other speakers include Max Weisfeldt, short subjects generalissimo; Al Seligman, in charge of accessories, and Maurice Grad on sales promotion.

Many From Field

In addition to these executives, the following from the home office will attend: Hank Kaufman, George Josephs, Bernie Zeeman, Seth Raisler, Vincent Borrelli, Irving Sherman, Joseph Freiberg, William Brennan and Al Sherman.

Present from the field will be the following division and branch managers and salesmen:

Chicago: Phil Dunas, division manager; F. Flaherty, C. W. Phillips, T. Greenwood, I. Joseph, M. Delano and W. J. Kahl, salesmen.

Denver: R. C. Hill, branch manager; M. B. Shooker, S. Dare, S. Cramer and T. J. Robinson, salesmen.

Des Moines: M. H. Evidon, branch manager; A. B. Leake, M. Goodman, O. Miller, B. Thomas, salesmen.

Detroit: Carl Shalit, division manager; H. R. Schilds, R. F. Cloud, G. L. McCoy, C. H. Townsend and C. Baker, salesmen.

Indianapolis: W. G. Craig, branch manager; H. Kaufman, C. Butler, A. J. Gelman and L. Shubnell, salesmen.

Kansas City: B. C. Marcus, branch manager; T. Baldwin; W. Bradfield, C. E. Reynolds, H. S. Stulz, Z. Beiser and M. Shackelford, salesmen.

Los Angeles: Jerome Safron, division manager; W. C. Ball, branch manager; H. Wineburg, S. Fisher, H. M. Lentz, N. Newman and Mike Newman, salesmen.

Milwaukee: O. J. Ruby, branch manager; T. J. MacEvoy, S. R. Chapman and D. V. Chapman, salesmen.

Minneapolis: H. J. Chapman, branch manager; M. E. Mazur, I. Marks, D. H. Conley, M. W. Sgutt, A. L. Aved and W. Evidon, salesmen.

Omaha: J. H. Jacobs, branch manager; E. Dunas, J. Zide, F. Horn and R. Adler, salesmen.

Portland: J. R. Beale, branch manager; C. E. Tillman, W. T. Withers and L. S. Metzelaar, salesmen.

Salt Lake City: W. G. Seib, branch manager; K. Lloyd, L. E. Kennedy, H. Green and W. Sterzer, salesmen.

San Francisco: L. E. Tillman, branch manager; C. Scott, P. Weinstein, E. Roberts and M. Klein, salesmen.

Seattle: L. N. Walton, branch manager; R. A. Ackles, W. K. Beckwith and W. Kostenbader, salesmen.

St. Louis: C. D. Hill, branch manager; L. A. LaPlante, J. Bradford, C. Ferris and R. Mortenson, salesmen.

Canada: L. Rosenfeld, general manager and D. H. Coplan, sales manager.

Calgary: H. Harnick, salesman.

Montreal: W. Elman and A. Cohen, salesmen.

Toronto: A. B. Cass and J. Allen, salesmen.

Vancouver: H. Levant, salesman.

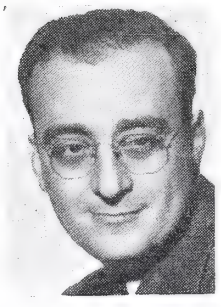
Winnipeg: I. Levitt and Jo. C. Cohen, salesmen.

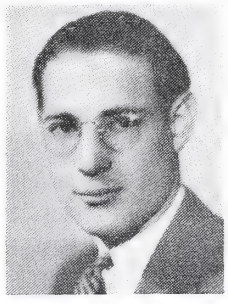




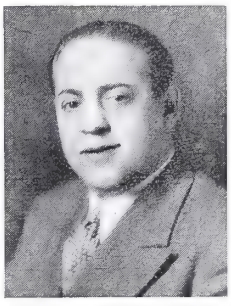
Prepared for Meet—

Headlining the Columbia executive force to gather at the Blackstone Hotel, Chicago, from Tuesday to Friday are: Top row, left to right, Jack Cohn, vice-president, and A. Montague, general sales manager. Below Montague are Rube Jackter, assistant sales manager, and Abe Schneider, treasurer. In the next row are Louis Astor and Louis Weinberg, circuit sales executives. In the bottom row are Max Weisfeldt, short subject sales supervisor, and Maurice Bergman, director of advertising, publicity and exploitation.

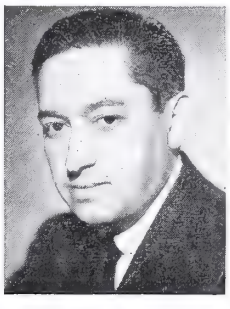












26 OF RKO'S 53 FOR 1940-41 ON "A" LIST; NO BUDGET CUTS; NO CEILING ON BIG ONES

Ten Outside Producers Will Contribute 17; Plan 6 Westerns

NEW YORK—RKO will have 26 "A" pictures on its 1940-41 lineup of 53 pictures, according to George J. Schaefer, president, who told delegates at the annual sales convention at the Waldorf-Astoria Hotel the budget will be no less than the current one with no limit on the amount to be spent for quality productions.

In outlining the program, which consists of 46 features, six westerns and one March of Time special, Schaefer revealed ten outside producing units will contribute a total of 17 features.

The Stars

The stars who will be featured include Ginger Rogers, Carole Lombard, Charles Laughton, Ronald Colman, Cary Grant, Charles Boyer, Anna Neagle, Jean Arthur, Maureen O'Hara, Orson Welles, Richard Dix, Jean Hersholt and Ann Shirley.

Producers for RKO release both on the company's lot and at other studios include: The Play's the Thing Productions, Gene Towne and Graham Baker, who plan two; Pyramid Pictures, Jerrold T. Brandt and Charles E. Ford, who will do a series of three "Scattergood Baines;" Stephens-Lang Productions, William Stephens and Howard Lang, who will do three "Dr. Christian" features; Andre Daven and Nat Wachsberger will do two with Charles Boyer; Norman Krasna and Frank Ross will do two; Harold Lloyd one; United Producers, William Hawks, one with Ronald Colman; Franklin-Blank Productions, two "novelty" features; Voco Productions, Jack Votion and Sam Coslow, one; and Vogue Pictures, Ltd., Lou Ostrow, a feature based on the cartoon character "Li'l Abner."

Short Subject Lineup

There will be 190 short subject releases consisting of 161 single reels and 29 two-reelers. The single reels are: 104 issues of Pathe News, 18 Walt Disneys, 13 "Information Please," 13 "Sportscopes," and 13 "Picture People." Two-reelers are: 13 March of Times, six comedies with Leon Errol and six with Edgar Kennedy, and four Ray Whitley musicals.

J. J. Nolan, vice-president, heads studio operations. Harry E. Edington, executive producer, will be in charge of the "A" productions and Lee Marcus, executive producer, will be in charge of the "B" productions. Other producers are: Frederic Ullman jr., Howard S. Benedict, Bert Gilroy, David Hempstead, Erich Pommer, Clem Beauchamp, Cliff Reid, Lou Brock, Robert Sisk and William Sistrom.

Among the directors are John Farrow, Leslie Goodwins, Jack Hively, David Howard, Boris Ingster, Garson Kanin, Ray McCarey, Lewis Milestone, Irving Reis, Robert Stevenson, Anatole Litvak and Frank Woodruff.

Featured players include Lucille Ball, Edmund Lowe, Kay Francis, Wendy Barrie, Jack Oakie, Charles Winninger, Joan Carroll, Richard Cromwell, James Ellison, Leon Errol, Virginia Vale, Linda Hayes, Patric Knowles, Elsa Lanchester, Frances Langford, Anita Louise, Jimmy Lydon, Ann Miller, Alan Mowbray, Donald McBride, Gene Raymond, Barbara Read, Kent Taylor, Lee Tracy and Lupe Velez.

The Features

The lineup, titles, producers, directors and casts, as outlined by RKO follow:

"Kitty Foyle" starring Ginger Rogers. David Hempstead will produce. Donald Ogden Stewart and Dalton Trumbo will do the screenplay.

Charles Boyer will be starred in two by Andre Daven and Nat Wachsberger in association with Harry Brandt. "Ariane Pretens" based upon a novel by Claudet Anet will be the first which Anatole Litvak will direct.

"Sister Carrie" by Theodore Dreiser will be produced by Robert Sisk. Sam and Bella Spewack are doing the screenplay.

"Valley of the Sun" by Clarence Budington Kelland will also be produced by Sisk. This is being adapted for the screen by Bartlett Cormack.

"Ann's House of Dreams" will co-star Anne Shirley and Patric Knowles. Cliff Reid will produce and Jack Hilvey will direct.

"Little Men" will be produced by Gene Towne and Graham Baker and the cast will include Kay Francis, Charles Winninger, Jack Oakie, Jimmy Lydon, Charles Esmond and Pamela Caveness. Norman McLeod will direct.

"Freckles" with Joan Carroll and Jimmy Lydon heading the cast. Cliff Reid produces.

Sidney Howard's "The Other Man" will co-star Carole Lombard and Charles Laughton with William Gargan and Harry Carey in supporting roles. Garson Kanin directs and Erich Pommer produces. Robert Ardrey is writing the screenplay.

"Two on an Island" starring Ginger Rogers and produced by Erich Pommer.

"Too Many Girls," a George Abbott musical, will have an all-star cast including Lucille Ball, Ann Miller, Frances Langford, Desie Arnaz (from the original show) Ernest Truex and Marie Wilson. John Twist adapted the play and the music and lyrics are by Richard Rodgers and Lorenz Hart.

Emphasis on Music

Kay Kyser starring in a musical novelty feature to be produced and directed by David Butler. The cast will include Ginny Simms, Harry Babbitt and Sully Mason.

"No, No, Nanette" starring Anna Neagle, produced and directed by Herbert Wilcox.

"Sunny" will also star Anna Neagle with Herbert Wilcox as the producer-director.

"They Met in Argentina" produced by Lou Brock will have Maureen O'Hara, Gene Raymond and Alberto Vila as the leads.

"Dreaming Out Loud" featuring Lum and Abner and including Frances Langford, Frank Craven, Phil Harris and Robert Wilcox. Jack Votion and Sam Coslow will produce and Harold Young direct.

"Li'l Abner" will be the first feature to be made by Vogue Productions with Lou Ostrow as production executive.

Several Series

Three "Dr. Christians" starring Jean Hersholt. William Stephens produces. Howard Lang directs.

Clarence Budington Kelland's "Scattergood Baines" will be presented in three features by Jerry Brandt and Charles Ford.

"The Saint's Vacation" is the first of three in "The Saint" series.

"The Devil and Miss Jones," an original Norman Krasna story, starring Jean Arthur with Frank Ross producing.

"Mr. and Mrs. Smith," another original by Norman Krasna, will star Carole Lombard.

"Tom, Dick and Harry" with Ginger Rogers as star. Garson Kanin will direct and Robert Sisk produce.

"Not Quite a Gentleman" starring Charles Laughton with Elsa Lanchester and Lucille Ball featured. Erich Pommer will produce and Louis Bromfield will make

(Continued on page 17)

Smith Heads Sales; Mochrie Upped

NEW YORK—In a realignment of RKO personnel, A. W. Smith jr., eastern division manager, has been promoted to sales manager, filling the vacancy when Jules Levy resigned. Robert E. Mochrie, southern district manager, assumes the former Smith post.

Charles Boasberg, Buffalo branch head, is now eastern central district chief, replacing E. L. McEvoy, resigned. Elmer Lux, salesman under Boasberg, assumes managership of Buffalo. J. H. MacIntyre, New England district manager, takes over Mochrie's former title, while Gus J. Schaefer of the foreign department is now New England district head.

The new selling policy is two at 40 per cent, six at 35; eight at 30, and 10 at 25.

March of Time Special; 190 Shorts, of Which 29 Are Two Reels



Sol Lesser's Smash Hit Is

THE SPOTLIGHT PICTURE

at Boston World Premiere

RECORD BUSINESS AT LOEW'S STATE AND ORPHEUM for the year's most anticipated—and most exploitable—picture.

19,000 PEOPLE SAW IT OPENING DAY as Mayor Maurice J. Tobin proclaims "Our Town" Week and New England Governors join Hollywood stars as honor guests at premiere.

FIRST FOUR DAYS put it side by side with top grossers of the year at the State and Orpheum as thousands respond to exploitation and advertising covering 200 mile area.

CONTEST IN 31 SURROUNDING COMMUNITIES bring typical "Georges and Emilys" to Boston for final judging . . . cracking tremendous newspaper space.

WORD-OF-MOUTH PRAISE, CRITICS' RAVES roll up business. "Memorable milestone!"—BOSTON POST. "Superb"—TRANSCRIPT. "Enormously affecting!"—TRAVELER. "Paying public will find it excellent entertainment!"—HERALD. "Will outlive most of the season's best-sellers."—AMERICAN.

OUR TOWN

from the Pulitzer Prize Play by Thornton Wilder

starring

WILLIAM HOLDEN • MARTHA SCOTT

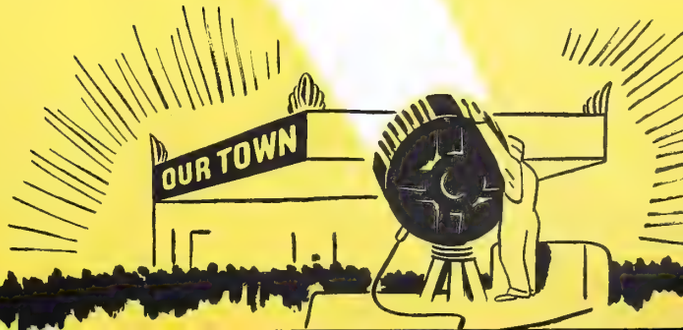
FAY BAINTER • BEULAH BONDI • THOMAS MITCHELL

GUY KIBBEE • STUART ERWIN • FRANK CRAVEN

Directed by SAM WOOD

OPENING SOON at Loew's State, Providence; Poli, Springfield; Poli, Worcester; Poli, Bridgeport; Capitol, Lawrence, Mass.; Empire, Portland, Me.; Opera House, Bangor, Me.

RELEASED THRU UNITED ARTISTS



"INDUSTRY RUIN" NOT SOUGHT BY GOV'T; ASKS "FREEDOM OF COMPETITION," SAYS SPOKESMAN

Theatre Divestment Seen As Only Assurance of Free, Open Market

By B. O. TELLER

NEW YORK—The government is not trying to ruin the film business, despite what distributors claim, but "we are trying to get it to comport with the American fundamentals of free competition," a spokesman for the department of justice here stated on the eve of the all inclusive suit.

"I do believe, however, that if some companies are forced to give up their theatres they will have to go out of business, so bad are their pictures," the department spokesman added. "There can never be a free and open market until the circuits dispose of their theatre units."

Two Decisions the Basis

Declaring the government and the film industry's attorneys do not see eye to eye on the basic economic principles of the Sherman Act, the department will rely, in part, on two decisions which quote and interpret the law, according to the observer. The first is U. S. vs. Colgate in which the presiding judge stated: "The fundamental purpose of the Sherman Act is to secure equality of opportunity and to protect the public against evils commonly incident to destruction of competition through monopolies and combinations in restraint of trade."

The second decision, in the case of Ramsay Co. vs. Bill Posters Ass'n, states: "The Sherman Act was intended to secure equality of opportunity and to protect the public against the evils commonly incident to monopolies and those abnormal contracts and combinations which tend directly to suppress the conflict for advantage called competition—the play of contending forces ordinarily engendered by an honest desire for gain."

Interpretations Vary

The spokesman's interpretation of the two quotations, briefly, is that "the Sherman Act is to preserve equality of opportunity amongst those who wish to engage and are engaged in an industry."

He then asks: "Have you got in your industry the American system of fair and open competition?" The supreme court has defined the Sherman Act, but its interpretation varies greatly in the minds of the government and industry attorneys. "Lawyers for the picture companies say they cannot operate differently, that present methods grew over the years to be accepted by the business and it cannot function any other way. But we disagree."

Taking a poke at Allied's critics, the government spokesman continues:

"You will never have peace in this industry of yours until you have a fair and open field and each man can compete with respective ability. The leaders of your industry have put this thing on a personal basis calling Abe Myers a dirty so and so, that this exhibitor has never been any good and that one is some other vile name."

That the government has a two-fold purpose ahead of it is pointed out by the representative for the department. "The evils of the business started in small towns where an exhibitor had one theatre, then bought or built others until he had a circuit of his own. Later he joined up with one of the larger circuits. Our job is not only to break up the majors' operations in the theatre field but also to dissolve the independent circuits."

Has Theatre Plan

The spokesman believes the best way to accomplish this is to have the court turn over all the theatres of the major and independent circuits to trustees who would operate until suitable purchasers come along. Such theatres would not be sold in groups, but only one to an individual.

For an exhibitor to operate more than one theatre would give him a buying advantage over the man with a single house, the department source contends. This would then not be in conformity with the government's ideology of free and open competition in trading. "The public is entitled to the advantages of free competition," it is stated.

"For the majors to own theatres is a form of controlling the market for its products. There is no freedom of contract, hence there can be no freedom of trading." Bringing home his point, the spokesman declares the Criterion on Broadway was unable to secure the product it now enjoys under Loew affiliation when it was independently operated by B. S. Moss. Similar situations exist throughout the country, it is added.

That independent producers are hampered from securing first run outlets is another matter stressed by the department. "The majors use Republic product only when they need it. This company has made some fine pictures. Why haven't they been treated the same as any other producer?"

"Wind" Metro Deal Puzzles

Why "Gone With the Wind" was produced by David O. Selznick in cooperation with M-G-M and distributed by Loew's when Selznick has been making his pictures for UA release is something that is puzzling the government. Selznick may be called to the stand to explain this.

The trade practice plan drafted by the department of commerce after negotiations with leading industry executives and others is ridiculed by the justice department. Although no comment would be made on the chief objections, one pointed out was that under the new selling plan suggested, independents competing against majors in small towns were being offered a vague promise of "some run."

75-80 Suits Pend; New All-Time High

New York—In addition to the all-industry action, distributor attorneys estimate from 75 to 80 anti-trust suits now pending against them in various courts throughout the country. This is an all-time high, it is stated.

At the close of 1939, the official estimate on anti-trust litigation was 58 in which the numerous plaintiffs sought a total of $23,904,431 in damages. Some of these have been settled, five at the most, and the difference between this figure and the new one represents the number of actions instituted since the first of the year.

Received 793 Complaints in Decade, States Justice Dep't

WASHINGTON—The department of justice has furnished the Senate committee on the Neely bill with information that shows 793 complaints filed by exhibitors from all parts of the country from 1930 to the end of March this year. Each year shows substantial increases except 1934, the first year of the NRA when theatre owners allegedly grieved filed complaints with local code boards. The largest number were registered last year, but according to the department the end of the current year is expected to show a decided increase over 1939.

The tally, as compiled by the department and made available to Senator Neely, points out there were 14 complaints in 1930, 19 in 1931, 36 in 1932, 53 the following year and a total of 11 in 1934 during the NRA. In 1935 there were 59 complaints, in 1936 there were 73 and in the year following 79. In 1938 a sharp rise showed 193 new objections and in 1939 there were 213. For the first three months of the current year 43 letters had been received from exhibitors.

SEES RECEIVERSHIP FOR ALL MAJORS IF THE GOVERNMENT IS ULTIMATE WINNER IN ACTION

Prediction Based Upon Adamant Attitude for Theatre Divorcement

By LEONARD WEISBERG

NEW YORK—Ultimate victory for the government in its all-industry suit is tantamount to receivership for the eight major defendants. Such is the view of a source whose efforts to negotiate a settlement of the suit exceeded in authority even that of first-string defense attorneys. In weighing whatever significance attaches to his observations it is important to consider he not only had access to confidential files of the majors but served as intermediary between defendants and the commerce department in preparing the basis for eliminating alleged abuses in the industry.

Cites $1,000,000,000 Investment

If, then, further consideration of the receivership angle is necessary it comes from the contention that the government will be satisfied with nothing less than theatre divorcement in the prosecution of its equity suit, and this: "The five distributor-exhibitor defendants have $1,000,000,000 invested in approximately 2,400 theatres in this country. Of this investment, $400,000,000 is the present-day equity involving 1,000 theatres. The balance of $600,000,000 is in leases, mortgages, bonds and other financial requirements." To complete the picture it is necessary to bear in mind the current equity holdings are but a fraction of what they were, say, five years ago before normal amortization writeoffs.

Trade Program Sidelight

A sidelight on the behind-closed-doors negotiations which began about a year ago with the commerce department toward setting up a trade practice program is provided in the quote: "Experts of the commerce department viewed the program as one of the best for the purpose, but it was never able to proceed or be adopted because Allied threw a monkey wrench into the proceedings." Coupling the view that, if given more time and with the indulgence of Allied, an acceptable trade practice program could have been worked out, the spokesman adds: "However, Allied elected to force the issue on theatre divorcement rather than depend on a trade program."

It has been reported that during these negotiations the justice departments were similarly aware of developments. It is also held in some quarters that Abram F. Myers, Allied's general counsel, encouraged the justice department to urge the commerce negotiators to develop the program as it progressed. Industry observers contend that when the third draft was drawn up Allied did not believe distributors, as a whole, would go through with it, but when the organization's leaders ultimately learned the majors were serious about the proposals they told the justice department a trade practice program would not solve the industry's problems. Allied, therefore, insisted upon divorcement. Allied's view in this respect is said to have been conveyed to the justice department, which, as developments have since proved, adopted the same attitude.

It follows, then, this spokesman avers, that settlement of the suit is in "Washington's hands; the distributors' hands are tied."

Envisions "Chaos"

He goes on to envision chaos if the majors are thrown into receivership. This is on the theory that "production, which is the essence and life-blood of theatres, will be demoralized." If production is reduced to a low ebb, the source continues, theatres will "not be able to make ends meet." And as for throwing the majors' theatres into the open market, "there can be no orderly development." This opinion takes recognition of the theory of Thurman Arnold, assistant attorney general, that sale of distributors' theatres could be accomplished under a court order and would be carried out over a ten-year period.

"This is a fallacy," according to the spokesman. "The sale of majors' theatres to independent operators—and remember, the government claims and is charging some independent circuits are violating the Sherman Act—simply would not work out. There would be very little interest for the average exhibitor in acquiring theatres worth $1,000,000, or more, when there is no assurance of outstanding product; the kind that has kept these houses open over the years."

A side view in this respect, and one calculated to bolster further the receivership contention if the government is victorious, is the spokesman's belief that if a number of independent exhibitors ultimately acquire control of local situations, the distributors—assuming they manage to turn out meritorious product—would be at the mercy of these operators "because they will tell distributors what they will pay for product instead of making a deal on what the theatres would be in a position to earn."

The spokesman assailed the alleged iniquity of the majors' $1,000,000,000 theatre investments being jeopardized by small exhibitors, with comparatively minute "stakes"—"the very same third, fourth and fifth run operators who are the main complainants."

Ready for Trade Program

With these complainants in mind the spokesman observes: "We feel there is no trade practice problem which cannot be solved, and we have been ready for some time to work out a solution. It has gone further than that. It is not a matter of trade practices but one of ownership by the majors. Allied and its retinue of bellyachers will not be satisfied until we are forced to divorce our theatres. We have done everything possible to set up a trade practice program. We have failed not because of our own desires but because of a minority who are and always will be chronic trouble makers.

"About two years ago," he continues, "leading executives were called in by President Roosevelt and told to work out the industry's problems. We have tried to do that, but, apparently, other forces in the government are not convinced of our efforts. They demand theatre divorcement. We have been and are ready to do all we reasonably can but we will not tolerate divorcement—at least, if we can help it."

Wood Not in Starting Lineup

New York—One of the chief defense counsel in the government's St. Louis anti-trust suit four years ago against Warner, RKO and Paramount will not take part in the all-industry legal array which starts next week. He is Frederick H. Wood, member of the firm of Cravath, deGersdorf, Swaine & Wood.

As mainstay for Warner in the Mound City action, the distributor had been negotiating with the eminent lawyer until he suffered a heart attack shortly after he was retained by Schine Brothers for their anti-trust action pending in the Buffalo courts. He has recovered since but is not in a physical condition to handle both cases.

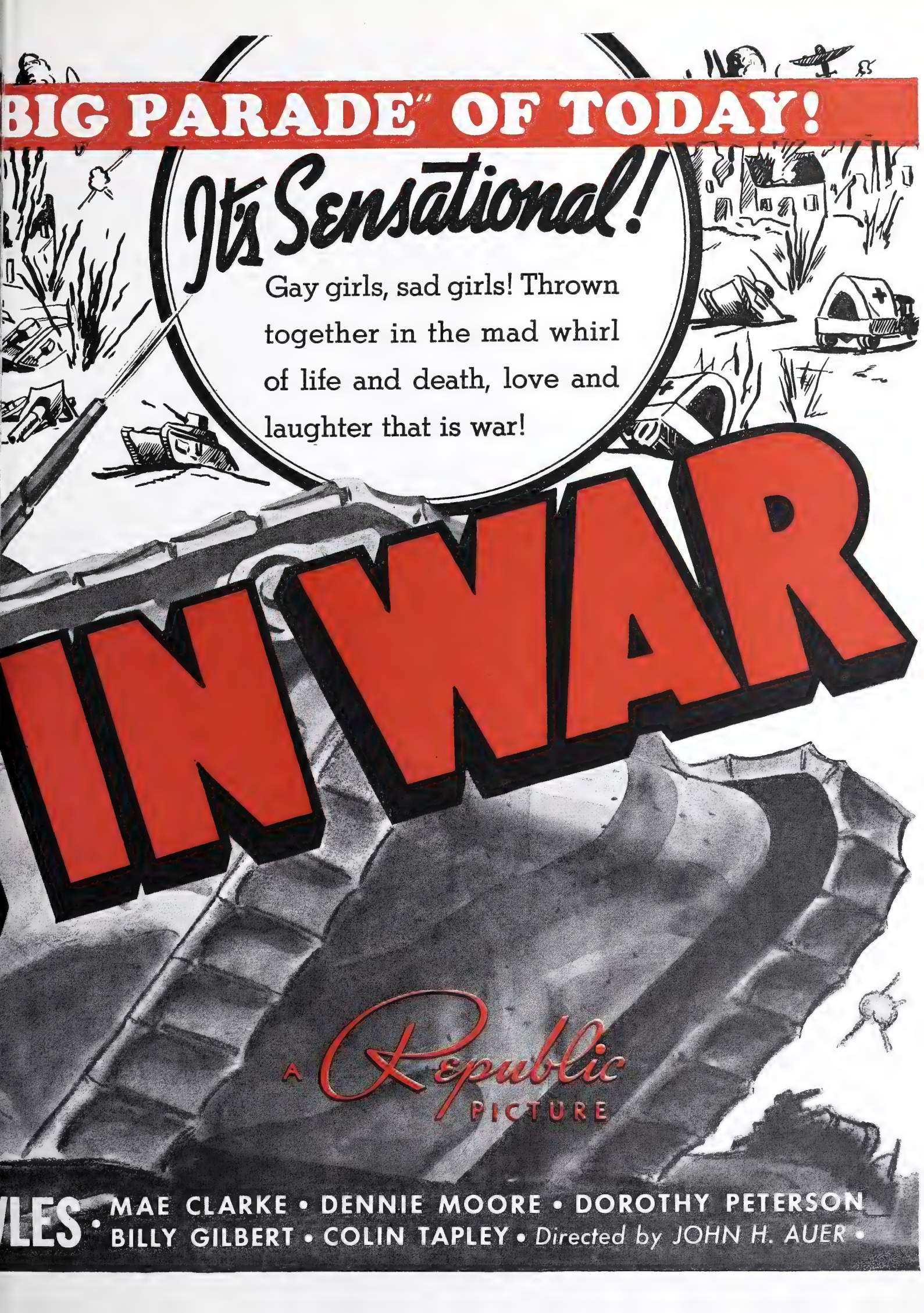
Observers at the St. Louis trial cannot forget how Wood characterized Federal Judge George H. Moore's charge to the jury as a "stump speech," for which he was later fined $100. It was paid by his fellow attorneys who jointly and unanimously refused to let Wood go through the expense.

All He Needs Is A Free Directory

New York—One of the major companies has received a report from its legal representative in a western exchange center which gives the all-industry suit a new twist. The attorney was sent to check up on a probable government witness and ask him the regular questions as to why the complaint was made.

The report in point informs the home office the exhibitor frankly admits he registered a complaint so he could get a trip to New York with all expenses paid.


THE EMOTIONA
WOMEN
ELSIE JANIS · WENDY BARRIE · PATRIC KN


BIG PARADE" OF TODAY!
It's Sensational!
Gay girls, sad girls! Thrown together in the mad whirl of life and death, love and laughter that is war!
IN WAR
A Republic PICTURE
MAE CLARKE • DENNIE MOORE • DOROTHY PETERSON
BILLY GILBERT • COLIN TAPLEY • Directed by JOHN H. AUER •

Ready for Start of Suit on Monday

(Continued from page 4)

hibitors, present and past, for the government, while the majors only started to work on checking up complaints by hiring counsel in the field about three months ago. Cooperating with the defense, the department of justice has agreed to notify distributors two weeks in advance exhibitor witnesses and from what territory they will be called. In the last two weeks, junior lawyers from the home office staffs have been in Philadelphia checking up on the first group of witnesses.

While changes in the government's program are being made daily, the probable procedure, after opening statements by both sides are concluded, will be to give the presiding judge a detailed picture of the industry's growth since its inception. In this connection, the department of justice states, "We want to educate the judge slowly."

Depositions Into Record

Depositions, rather than oral testimony, of leading executives will next be made a part of the record. This will include extracts from pre-trial examinations of all witnesses who have appeared at the informal proceedings conducted by Robert L. Wright and John F. Clagett in the federal court building. Testimony dealing with the early history of the business primarily will be introduced.

The next step will be to put on the stand such men like W. W. Hodkinson, I. E. Chadwick, T. L. Talley, Jesse L. Goldberg and Elmer Pearson whose knowledge of the industry goes back many, many years.

Following this, the government then plans to show the alleged domination in certain cities by major circuits. This will be done by calling independent exhibitors from the territories and who have been complaining about the majors' practices over the years.

Start With Philadelphia

In an effort to reduce expenses to a minimum, the plan is to start with Philadelphia, where one circuit, such as Warner, is declared to dominate the territory. The next city will be New York where it is held Loew and RKO are the powers in theatre operations. Most important in this connection will be the Century circuit complaint. Present and past personnel will be called to testify. Some of the men whose names are mentioned have associated themselves with major companies and others have dropped out of the business.

It has been intimated the summer recess may begin after Philadelphia witnesses are called, but the government hopes to reach the New York situation before Judge Goddard leaves on his vacation.

The third city will be Chicago where it is held by the department B. & K., a Paramount subsidiary, dominates. Next may be Los Angeles where Fox West Coast has more theatres than any major company. Kansas City or Atlanta may come before Los Angeles, depending on the particular point to be established in those cities.

Exhibitors who either filed suits against the majors or affiliates or complained to the department of justice in the past 20 years have been interviewed by FBI men. The government says the court will want proof of the charges made against the defendants. The theatre operators or records on file in any of the state or city courts will be introduced, many of them already being in the hands of the prosecution.

Seymour Simon, who some time ago resigned from the department of justice, is back on the payroll. William P. Farnsworth, who has been handling the New York end for Williams, left the staff June 1 to resume private legal practice. He was former NRA administrator and may later be called into service because of his experiences sitting on the Code Authority board in New York.

There will be no motion for dismissal at this time, it is stated. When the government rests its case this is usually done. Attorneys for 20th-Fox have tried to have the complaint against various of its officers and directors dismissed by the court,

Takes Precedence Over Other Suits

New York—In its resume of the all-industry case, the government points out: "The petitioner's position with respect to trial of the various anti-trust actions involving the industry is that this suit should be given preference over all others, and in case of adjournment, the adjournment should be made of the other cases when a conflict arises, upon the proper showing to be made. As yet, the other cases are not at issue, nor has a trial date for any of them been set."

The Industry Faces an "Athletic" Gov't Staff

(Continued from page 4)

and weighs 195. Cunningham's sport was track, with the emphasis on javelin throwing and pole vaulting.

John F. Clagett attended Maryland and Washington University, is five feet, ten inches and weighs 140. He also is a track man, who prefers fishing now.

H. G. Robinson, FBI man associated with the department in the suit, is from Northwestern University where he played football. He is five feet, ten inches in height and weighs 210 pounds.

Seymour Krieger, special assistant to the attorney general, attended Amherst and Yale Law School. He is five feet ten inches in height, weighs 185 pounds. While in school, he played center on the football team and was a member of the wrestling team.

Robert L. Wright, son of Frank L. Wright, is also an assistant to the attorney general. He attended Cornell and Wisconsin and received his law degree from John Marshall in Chicago. He is five feet 11 inches in height, weighing 175 pounds. On the football field he played halfback and tackle. He captained the basketball team and also played tennis.

Suit to Trial After Almost Two Years

but have not been successful. Within the past two weeks, the government attorneys here have been asked to strike out similar names without going to court. This has been denied. The angle involved, as explained, was that some directors are identified with banks, banking institutions and to have threats of triple damage suits hanging over their heads because of the possible outcome of the suit is a blot on their prestige. But the government insists these men pass on all important decisions made by the company and hence they should be subject to the same treatment as company executives.

Clashes between distributor and government counsel are inevitable during the many months the case will take, both sides predict. Recalling the St. Louis suit, a department of justice attorney was fined $25 by the court when he called one of the defense counsel a "liar."

See Lengthy Trial

The actual trial may take longer than was originally expected when the government hoped to get together with opposing counsel on a number of stipulations. Only one such hearing was held before Judge Goddard when Williams was informed his adversaries would not agree to anything. What the government wanted agreed to was (a) a description of the defendants as alleged in the petition, (b) material furnished in answer to interrogatories relative to organization and operations of the respective defendants or as much thereof as may be useful in presenting a picture of the industry to the court, (c) material relating to the description of the industry, (d) material in respect to competitive conditions in the industry, (e) material relating to interstate commerce, (f) certain factual material alleged under the heading of offenses charged, (g) certain material relating to trade practices, (h) to correct exhibits the government will introduce in evidence, (i) a stipulation covering the factual organization and operation of the industry.

"Must Prove Everything"

Distributors protested the stipulations on the ground to admit these as facts would be to "throw the case out of the window" for them. "This is an important case," they added, "and the government will have to prove everything. We will stipulate to nothing."

Instituted July 20, 1938, under section four of the Sherman anti-trust act, the all-industry suit goes to trial almost two years later. Another 50 days and it would have been two years. All along distributors intimated it would take about two years before trial.

Directly responsible for several delays are the wrangles over interrogatories on both sides. This was anticipated in the early stages of the case. A considerable amount of money has been spent by distributors to secure the factual material for the government's A to Z quiz. In addition numerous junior lawyers have

(Continued on page 18)

"Keep Red Cross in The Newsreels"

New York—From an MPTOA special bulletin by Ed Kuykendall:

"The Great American Red Cross is starting its campaign for funds . . . The Red Cross is appealing to the public through the medium of the newsreel, and I urge exhibitors everywhere, regardless of affiliation, to cooperate with them by not allowing the Red Cross appeal to be cut from the newsreel when it is run in their theatres. In doing this we are doing our small part in aiding and abetting a great cause."

Must Bide Time on Prints In Nazi-Invaded States

NEW YORK—The MPPDA has notified distributors the state department in Washington cannot take action to protect prints in Holland, Norway and Denmark until its ambassadors to these countries are able to gather and relay first-hand information of what is happening "behind the German lines." Majors asked the Hays office to seek aid from Washington to secure protection of its films in the three countries, since they are classified as under the "protective custody" of Germany, and this might mean the prints would be confiscated.

"United Front" by Majors On Italy Will Continue

NEW YORK—The majors are determined to maintain the "united front" in the Italian situation. So much so the larger companies are willing to contribute among them the sum offered to two smaller distributors by Italian agents for films.

The contributing companies are said to be firm in their conviction that if any of the majors should break away from the "united front" in Italy, countries such as Mexico and others in South America might seize this as a precedent and assume the "take it or leave it" attitude which is said to characterize the Italian point of view.

26 on "A" List From RKO for 1940-41

(Continued from page 10)

the screen adaptation.

Ronald Colman will be starred in a feature by United Producers Corporation which William Hawks heads.

Orson Welles starring in two, the first of which is "John Citizen, U. S. A."

"Three Girls and a Gob" will star Maureen O'Hara. This will mark Harold Lloyd's debut as a producer. Grover Jones is doing the original story.

"Passport to Life" with Cary Grant as star. Robert Sisk will produce and Garson Kanin will direct. Dorothy Parker and Alan Campbell did the screenplay.

"Blood Will Tell" in Technicolor will be produced and directed by David Butler.

"The Ramparts We Watch," first full-length feature produced by the March of Time. Louis de Rochemont produced and Thomas Orchard directed.

"The Villain Still Pursued Her," produced by Harold Franklin with Anita Louise, Alan Mowbray, Buster Keaton, Joyce Compton, Richard Cromwell, Franklin Pangborn and Charles Judel. Edward Cline directed.

"How to Meet a Man," a Gene Towne and Graham Baker production.

"Debutantes, Inc.," with Kay Francis and James Ellison heading the cast. Cliff Reid produces.

"Men Against the Sky," the cast to be headed by Richard Dix, Kent Taylor, Edmund Lowe and Wendy Barrie, produced by Howard Benedict and directed by Leslie Goodwins.

Howard Benedict will also produce "When I Grow Up" with Jimmy Lydon.

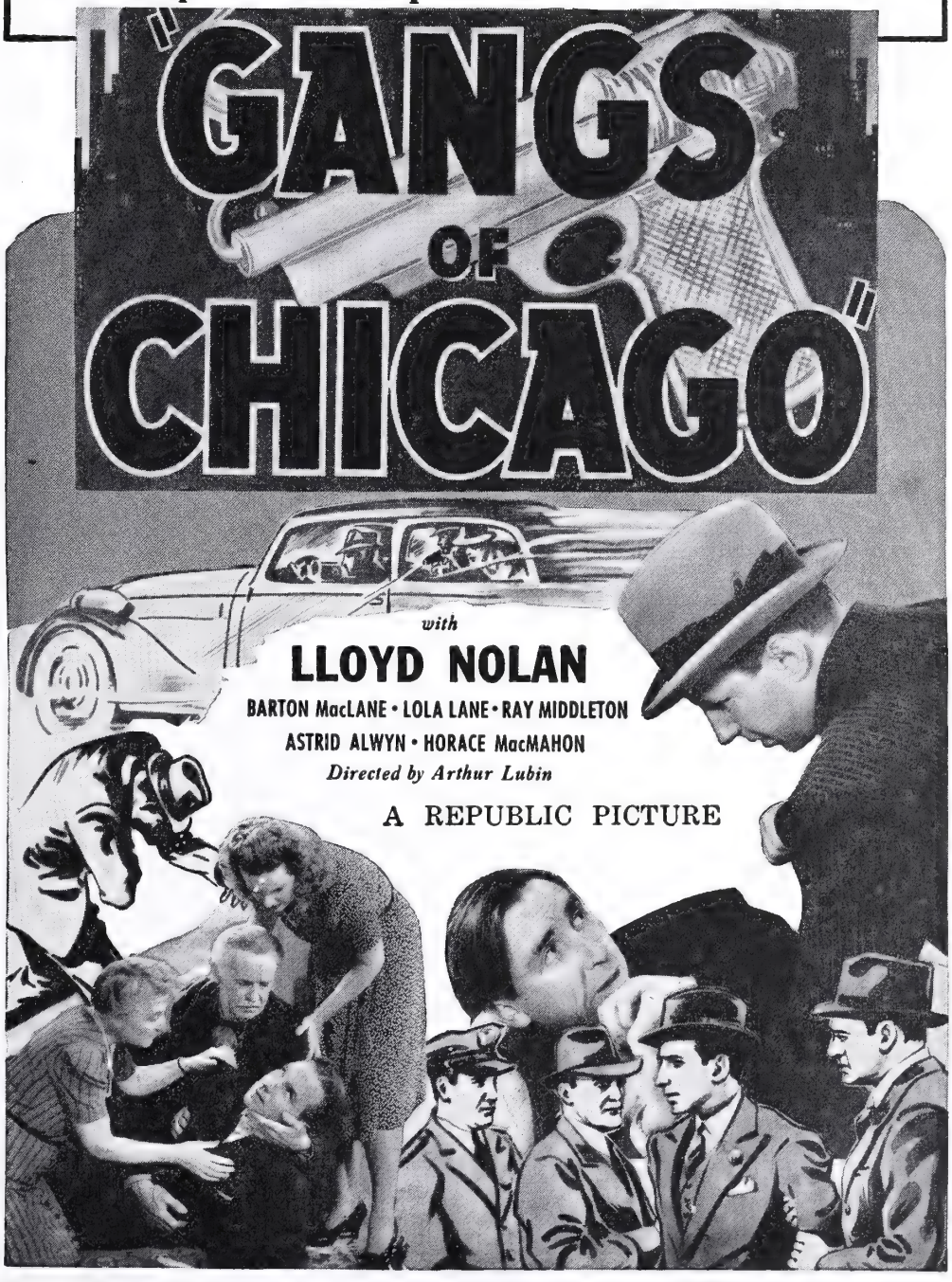
"I Married a Cheat" with Anne Shirley. Directed by Boris Ingster and produced by Lee Marcus.

Alan Mowbray and Donald MacBride teamed in "Show Business," the first of two which Howard Benedict will produce with this combination.

"Lord Epping Entertains" and "Lord Epping Out West" will co-star Leon Errol and Lupe Velez. Cliff Reid will produce and Leslie Goodwins direct.

"Wagon Train" is first of six westerns which will introduce Tim Holt, as a western star. Ray Whitley and his cowboy band, as well as the horse, "Ginger."

KING OF CRIME . . . HE RULED BY *TERROR!* He made crime his career in a gang-land empire without parallel.



'Gov't Must Prove It,' Say the Majors

(Continued from page 16)

been added to the home office staffs, supplementing counsel and aides especially retained.

Specifically, the government charges the defendants "generally with violating the Sherman act by monopolizing, attempting to monopolize, combining and conspiring with each other to monopolize, and contracting, combining and conspiring to restrain interstate trade and commerce in the production, distribution and exhibition of motion pictures . . . This is tantamount," the government says in its resume, "to a charge against defendants of a monopolization of the whole industry. The means and instrumentalities by which the said monopolization and restraints of trade have been brought about are cited in the petition."

Plaintiff's Resume

To continue with the plaintiff's resume, its prayer summation states: "a preliminary injunction is sought. This matter, as a result of conferences of counsel, is held in abeyance; the defendants having agreed to report to the department of justice changes in their theatre positions monthly. That the contracts, combinations and conspiracies described, together with attempts to monopolize and the monopolization, as described in the petition, be declared illegal; that the defendants, and each of them, and their respective officers and directors be perpetually enjoined from continuing to violate the law as described; that the integration of the production and exhibition branches of the industry be declared unlawful; for divestiture of production and distribution interests from exhibition; that the defendants be perpetually enjoined from loaning or pooling assets, as described in the petition; for an injunction prohibiting the defendants from enforcing upon independent exhibitors the unfair trade practices referred to in the petition; and for such other further relief as the court may deem proper."

All Charges Denied

These charges, one and all, are denied by each and every defendant.

On December 15, both sides agreed to be ready by May 1. On that date defense counsel asked for a two-month delay and was informed by the court June 3 would be the date and no further adjournments countenanced. Distributors declared at the time they needed at least 60 days to continue investigation of probable witnesses named by the government. The time was sliced in half.

The past few weeks have been hectic ones for both sides. While the plaintiff has been whipping its case into final shape, defense counsel has been gathering material from all parts of the country and at the same time have had numerous executives examined before trial. Several who had been scheduled to put in an appearance have not, for one reason or another.

Among those who have deposed are William A. Scully, Cliff Work and Nate J. Blumberg of Universal; Harry and Jack Cohn and A. Montague of Columbia; George J. Schaefer and Ned E. Depinet of RKO; Adolph Zukor, Barney Balaban, Y. Frank Freeman and Neil F. Agnew of Paramount; Gradwell L. Sears and Joseph Bernhard of Warner; Joseph M. Schenck, Sidney R. Kent, Herman Wobber, William Sussman, William Gehring and William Kupper of 20th-Fox; Spyros P. Skouras of National Theatres; Nicholas M. Schenck and Charles C. Moskowitz of Loew's, and William F. Rodgers of M-G-M.

The Loew president was the last to give his deposition. In it he stated selling of pictures individually would work a terrific hardship on every exhibitor. He added selling by percentage is the fairest way in that exhibitors pay in proportion to what pictures earn.

Conflicting opinions arise from the testimony by deposition. The government states the executives have provided substantiation of the charges against them while on the other hand defense counsel holds the information elicited is generally innocuous. That all the facts will come out at the trial and any attempt by the government to change the meaning or distort by innuendo any of the testimony to the disadvantage of the witness will be challenged, legalites for the majors insist.

Among industry leaders subpoenaed are: Agnew, Balaban, Blumberg, Bernhard, Depinet, Freeman, Harry L. Gold, J. R. Grainger, Sam Katz, Kupper, Sol Lesser, Al Lichtman, Moskowitz, William P. Philips, Rodgers, Edward M. Saunders, Joseph and Nicholas M. Schenck, Jack L. Schlaifer, Sears, David O. Selznick, Maurice Silverstone, Skouras, Scully, Sussman, Truman H. Talley, Albert, Harry and Jack L. Warner, Wobber, Work and Zukor. Sam Goldwyn has been asked to appear at a later date.

Richard A. Rowland, scheduled to produce for UA next season, has also been asked to come on from the coast. He has indicated he will, but not immediately. Rowland at one time headed the old Metro company and after selling out to the late Marcus Loew joined the First National executive roster. George K. Spoor, whose name has been linked with the Spoor reel for many years, has promised to leave his Windy City home for New York at the government's request. T. L. Tally, now an independent exhibitor on the coast, also had something to do with the original First National franchise setup. W. W. Hodkinson, one of the industry's production veterans and now retired; Jesse L. Goldberg, for years an independent producer, and I. E. Chadwick, an independent producer of long standing, have notified the department of justice they will come east from Hollywood. Elmer Pearson, head of Pathe before Joseph P. Kennedy took over, has indicated he will testify on background stuff.

From these will be chosen the first group of witnesses for the government. They will provide the flashback of pioneering days and lead up to the present insofar as they have participated in the industry's development. It is known William Fox has been contacted in the last week by an assistant to the attorney general. Having read Upton Sinclair's biography of Fox, the special agent is anxious to have Fox reveal all on the stand.

Metro Withdrawing 'Wind' Soon To Set New Sales Policy

NEW YORK—M-G-M is going to pull "Gone With the Wind" from circulation in about two months and will shelve it until a new sales and exhibition policy goes into effect shortly after January 1, 1941. Meanwhile, the company estimates it will have taken 5,000 contracts for the film before it terminates current roadshow engagements. With about 400 prints in work, it is estimated 2,000 two and three-day bookings will be taken in two months.

The film will not be included in 1940-41 contracts for new season showings. It will be offered around the fall for bookings right after the new year on a single picture basis. The 1941 sales and exhibition policy will be determined after a series of test engagements.

See "Wind" Taxes Paying For Government Suit

NEW YORK—Production, distribution and exhibition of "Gone With the Wind" by David O. Selznick and Loew's will net the government enough in taxes to pay several times its cost in the all-industry suit, if it goes to trial, according to a statistically-minded M-G-M-ite.

This source maintains that, before the picture has seen its last showing in this country, the government will have netted in taxes from $4,500,000 to $5,000,000. Already, the film has played to more than 2,000 theatres of a possible 6,000 to 7,000. The boxoffice gross is estimated at slightly over $20,000,000 at the present, but when the picture finishes its last showing the gross possibly may reach the neighborhood of $30,000,000—at the theatre.

So, it is figured, the government today has received from theatres $2,000,000 in taxes. Also, it has received income taxes from every individual that worked on the picture. Plus, corporation earning taxes from Selznick International and Loew's on its profits on the picture, plus taxes on advertising and ad sales accessories, plus levies on print costs and other duties the final tally is seen in the four to five million bracket.

Gallup Poll on Audience Preference, RKO Plan

NEW YORK—George J. Schaefer, president, informed convention delegates had engaged Dr. George Gallup to make a survey of picture patrons' tastes and habits in order to scientifically assist and guide the studio in selection of stories, casts and titles. The work will be conducted by Audience Research Institute under the direction of David Ogilvy. Samuel Goldwyn recently successfully suggested to Dr. Gallup an exclusive survey on double features.

LET'S LOOK AT THE "LILLIAN RUSSELL" RECORDS!



NEW YORK	Third smash week at Roxy Theatre!
BRIDGEPORT	Beats "Alexander's Ragtime Band"!
BUFFALO NEW HAVEN	Greater than "Grapes of Wrath"!
BOSTON	Bigger than "In Old Chicago"!
DALLAS INDIANAPOLIS LOUISVILLE	Far ahead of "Drums Along the Mohawk"!
DETROIT	Outgrossing "Stanley and Livingstone"!
MIAMI CINCINNATI	Tops "The Rains Came"!
CLINTON	Doubles the business of "Alexander's"!
SAN DIEGO	Twice "James"
PITTSBURGH	Gre

and so it goes from coast to coast!

20th CENTURY FOX

REPUBLIC'S 58 FEATURES AND FOUR SERIALS FOR NEW SEASON IS COMPANY'S LARGEST YET

Is an Increase of Four Over Last Year; Two Top Autry Films

SAN FRANCISCO—Republic's lineup for next season will be increased by four for a total of 58, James R. Grainger, president and sales manager, told western franchise holders, branch managers, salesmen and bookers attending the first of four regionals at the St. Francis Hotel here. One important change in the new output is the inclusion of two top Gene Autry musical westerns.

In addition there will be four serials. In toto, the lineup of westerns provides for eight with Don "Red" Barry, six Gene Autry productions, eight with Roy Rogers and eight with the Three Mesquiteers.

H. J. Yates, is attending all meetings. The next is slated for the Peabody Hotel, Memphis, for the southern group, June 4-5, followed by a midwest gathering at the Blackstone, June 6-7, and the final conclave at the New York Park Central, June 11-12.

The four serials will be "Superman" and "Dick Tracy Strikes Again," in 15 episodes, and "Jungle Girl" and "King of the Royal Mounted" in 12 chapters each.

Lineup Announced

Following is the new lineup as announced:

The four De Luxe productions are "Lady From New Orleans," a Beth Brown story; "Hit Parade of 1941," a musical; "Soldiers of Fortune," a Richard Harding-Davis story, and Rex Beach's "Thunder Over Alaska."

"False Witness" by Irving Stone; "Storm Over India" by Richard Blaker; "Puddin' Head" starring Judy Canova; "Gangs of Kansas City" by Jack Moffitt; Peter B. Kyne's "The Big Bonanza," and "Roaring Forties" by Nat Ferber make up the six Anniversary productions.

The Gene Autry productions consist of "Melody Ranch," "Down Mexico Way," "Old Mill Stream," "Ride, Tenderfoot, Ride," "Valley of the Moon," "Song at Twilight," "Under Fiesta Stars" and "Old Faithful."

The 16 Jubilee productions include "The Imposter;" "Barnyard Follies," a musical; "The Girl From Frisco" by Medora Field; Ann Sewell's "Black Beauty;" "Doctors Don't Tell;" "Meet the Missus" and "Petticoat Politics" starring the Higgins Family; "Friendly Neighbors," "Arkansas Judge" and "Old Gray Mare," starring Weaver Brothers and Elviry; "Moon Over Mulberry Street;" "Ten Nights in a Barroom;" "Bowery Boy;" "Notorious Lady;" "Honeymoon Isle."

The eight Roy Rogers westerns are "Colorado," "Border Legion," "Young Bill Hickok," "Robin Hood of the Pecos," "Custer's Last Stand," "In Old Cheyenne," "Sheriff of Tombstone" and "Nevada City."

The Three Mesquiteers—Bob Livingston, Raymond Hatton and Duncan Renaldo—will be seen in "Oklahoma Outlaws," "Arizona Skies," "Texas Trail Blazers," "Phanton Raiders," "Gaucho of Eldorado," "Raiders of the Alamo," "The Old Spanish Trail," and "Code of the Desert."

The new series starring Don "Red" Barry will consist of eight westerns which are "Tulsa Kid," "Frontier Vengeance," "Two Gun Sheriff," "Texas Terror," "Wyoming Wildcat," "Desert Bandit," "Kansas Cyclone" and "Bad Man From Rio."

Carroll Peacock

LOS ANGELES—The unexpected death of Carroll Peacock, local Paramount branch manager, is mourned by the trade. With Paramount 20 years, Peacock succumbed to pneumonia at Methodist Hospital. He was 54.



HERBERT J. YATES



JAMES R. GRAINGER

War News Holding Fans at Radios

NEW YORK—The European war has come home to roost at American boxoffices. At least, affiliated and independent circuit executives contend news developments of the conflict as translated into home radio competition in the evenings is responsible for falling off of business from 10 to 20 per cent.

In but one quarter, Loew's, is there a variance of the attitude that dial twisters are not able to be in two places at the same time. Here it is said that while grosses are ahead of the same period in 1939, assertedly due to a "better" crop of product, there is no way of telling whether current business is as good as it should be. In other words, "maybe the radio war news is hitting us, too. Perhaps we should be doing better than we are."

In virtually all other centers of national and local exhibition operations, however, there is no concealment of what is purportedly happening at boxoffices which, the argument goes, is directly traceable to the multitudinous broadcasts that emanate each evening. One circuit executive states he has personally checked into the situation and found many potential patrons sit at home with two and three newspapers on their laps and check war news developments as they come over the ether with maps printed in the papers.

Many Factors Concerned

Other factors said to be contributing to a general falling off in receipts are the "conservation phobias" said to be engendered among some classes of patrons by the Washington statements that tend to picture a condition of uncertainty for this country's immediate future, daylight saving and the building up of funds for summer vacations, all of which are said to be taking a definite percentage of business away from theatres.

One large independent operator declares he is finding "Gone With the Wind" an especially difficult counter attraction to buck. Furthermore, he feels June will see the beginning of "slough" summer product. An affiliated circuit executive, admitting he spends the bulk of his spare evenings listening to war news commentators, puts it this way: "Why not? I'm listening to the greatest drama in the world."

Warner Net

NEW YORK—Net profits for Warner for the 26 weeks ended February 24, 1940, totaled $1,518,497, as compared to $1,665,889 for the same period last year. Total assets are listed at $169,961,990 for the parent company and its subsidiaries. Cash on hand is reported at $10,448,363.

Say Public Groups No Selection Factor

WASHINGTON — Becoming increasingly frank as the Neely hearings progressed, witnesses for the independent exhibitors told the committee that the public groups would not be a factor in selection if the bill were enacted into law.

Col. H. A. Cole of Dallas, president of national Allied, and Nathan Yamins of Fall River, Mass., past president, agreed that exhibitors would bear the responsibility of selection and, said the former, would need "no great assistance" from local organizations in picking pictures to be shown.

"The boxoffice results are the best indication of what people want," he explained.

"Do you mean that without the aid of the community organizations on the whole you believe the exhibitor can be trusted to make the best selection?" Chairman Lea inquired.

"If he doesn't, he will go out of business," the Association head replied. "He measures his business by the boxoffice."

Cole told Representative Ryan that the 1933 "era of smut" was having its effect on the family trade even before the Legion of Decency swung into action and brought the matter home to the producers. He said there is a break in the "line of communication" between the public and Hollywood which results in a lag before the producers awake to a change in sentiment, but the exhibitor feels it immediately in his declining boxoffice.

Query on Setup

Members of the committee questioned Cole about Allied's makeup. He explained that about 3,300 exhibitors belong, and pay dues, to the state associations and contribute to the national organization, which gets about $25,000 a year.

Both Cole and Yamins were questioned extensively as to the workings of the synopsis provisions. Both contended they are workable, in the face of committee criticisms that, as written, it would be impossible properly to evaluate a picture. Representative Patrick admitted his inability to see either how an exhibitor could pick a picture from a synopsis or how it would be impossible to handle the provision without constant recourse to the courts.

Cole, however, declared there would be "very little litigation" and that "the bill would enforce itself." The whole setup was characterized by the Alabama Congressman as "a most extraordinary proceeding."

Representative Kennedy asked the witness whether admission prices would be reduced if the bill was passed, after Cole had explained that the circuits fix the prices for subsequent runs and supported his charge with a show of the requirements of the Interstate Circuit. Cole admitted that there probably would be "very little effect on admission prices" but argued that the public would get greater value for its money because of the better pictures that would be shown.

A considerable part of Cole's testimony was directed to an attack on the "propaganda" against the bill which he said was based on "inferences, half truths and misrepresentations." Answering a question propounded earlier by a member of the committee as to why all the exhibitors of the country were not urging the bill, he said many independent showmen had been "confused and deceived" into opposing it.

Both Cole and Yamins refused to admit that screening of pictures would be preferable to a synopsis, as suggested by Congressman Boren, the latter declaring the average exhibitor would be able to make a satisfactory decision on the basis of a synopsis.

"Can Supply Synopses"

Yamins contended that the companies finish their pictures well ahead of release dates and, by selling quarterly instead of once a year, could offer product on the basis of synopses written after completion.

He also declared the bill does not require pictures to be sold singly and admitted that, while he personally would prefer to buy them that way, most of the exhibitors still would want to buy in blocks.

Yamins paid his respects to cancellation, declaring that the distributors have made it a "privilege" and so hedged it in with restrictions that it is useless. The exhibitors need the bill, he said, because cancellation can be taken away at any time, if the distributors desire.

Miss "Real Glamour" of "Women in White"

Philadelphia—Because motion pictures "have failed to give a true account of nursing profession by romanticizing it, many girls enter the field and are unhappy in their work," Thyra Pederson, chief nurse of the Veterans' Administration Faculty, Washington, told the Biennial Nursing Convention here. The fault of the films, she said, is in putting the emphasis on the nurse's private life rather than on the "real glamour" in her profession.

Seidelman Sees Mexican Production Demand Fade

NEW YORK—Petition of the Mexican film labor union demanding a federal law compelling foreign distributors to invest 25 per cent of their profits in native production has little chance of succeeding, according to Sam Seidelman, UA's manager of Mexico, who is here for home office conferences.

Falling off of production, Seidelman states, is the reason motivating the petition. He explains there are two film labor unions, one covering production and the other distribution and exhibition, and no agreement between the two over the petition.

On June 1, Seidelman said, the largest second-run house in Latin America, the 7,000-seat Colonial, opens in Mexico City with "Four Feathers." The theatre will be operated by Oscar and Samuel Granat.

William Conselman

LOS ANGELES—Death claimed William Conselman, long a film writer of prominence, at the age of 43. His most recent scripts were "East Side of Heaven," and "That's Right, You're Wrong."

Merchandise Coupons Get Test in Phila.

PHILADELPHIA — The Sears Roebuck's "merchandise coupons," a new idea in giveaways that may spread to other parts of the country if successful here, are scheduled to make their debut Monday in three theatres.

They are Charles Stiefel's President, Sam Felt's Southern, and Jack Greenberg's Hollywood. On June 5, the scheme is to start at Henry Friedman's Lawndale; June 7, Tom Lazowick's Castle, and June 17, at Charles Goldine's Alden.

The coupons come in denominations ranging from one cent to five. The exhibitor hands them out as he chooses, as, for example, a one-center for kiddie admissions, five-center for adults on certain days. The exhibitor buys them at full value from Sears, which in turn will contribute an exploitation campaign.

Proponents of the plan say its chief advantage is that the coupons can be used as cash for the wide variety of merchandise sold by Sears.

Sears, Roebuck Executives Disclaim Giveaway Plan

CHICAGO—Sears, Roebuck and Company's home office executives here this week disclaimed any knowledge of a national giveaway plan despite reports from Philadelphia that the company is planning to extend on a national basis a premium plan to be tried there.

Heads of the company's retail merchandise office here said, "We know nothing whatever of such a plan to be tried nationally." They intimated, however, that the type of premium plan reported in Philadelphia, if used, would have to be tied in on a national scale.

Brazil Yielding Maximum Returns, Baez Claims

NEW YORK—Decrying statements made about recouping European losses in Latin America, Enrique Baez, UA's general manager of Brazil, suggests half-seriously that South American exhibitors may come up here to find out what is wrong with Amer can distribution.

He said distributors are getting maximum returns out of Brazil, and the same here to find out what is wrong with American countries. The companies, Baez maintains, cannot get any more out of the territory.

American pictures get about 90 per cent of the running time in the Brazilian first runs, according to Baez, with French films second in favor. At present there is no shortage of French product since one astute independent distributor stocked up before the war and now has a large supply on hand.

He reveals the Ribiero circuit is now engaging M-G-M in a building war. M-G-M recently announced plans for two theatres in the suburbs of Rio de Janeiro and the circuit is building against M-G-M in those spots.

No Trial Had Started Yet

NEW YORK—*Many were the film notables who forsook Times for Foley Square to testify in pre-examination before trial in the all-industry suit.*

These photographs probably will carry a familiar look. All of them have appeared in BOXOFFICE *in the last two months. They combine, however, into an interesting pre-trial gallery of posed and candid camera shots of many principal industry figures. This key explains:*

1. William F. Rodgers, general sales manager of Loew's, Inc., arrives at the U. S. court house to testify. On the left is Edward McLean of Davis, Polk, Gardiner and Reed, attorneys representing the film company. On the right is Tyree Dillard jr. of the M-G-M legal staff.

2. Backgrounded by the court house are Louis Phillips, Paramount home office counsel; Y. Frank Freeman, vice-president in charge of Paramount's studio operations, who had to fly from Hollywood for his examination, and Albert C. Bickford of Simpson, Thacher and Bartlett, special attorneys for the distributor.

3. Neil F. Agnew, vice-president in charge of Paramount distribution, ponders his deposition with Phillips outside the testimony-gathering chamber.

4. Here Sidney R. Kent, president of 20th Century-Fox, scans a transcript of his testimony as John Caskey, of Dwight, Harris, Koegel and Caskey—the inevitable present lawyer—again looks on.

5. When Adolph Zukor, chairman of the Paramount board, delved deeply into early film history, he was accompanied by former Judge Thomas D. Thacher of Simpson, Thacher and Bartlett; Phillips once more and again Bickford. Zukor is second from the left.

6. Nate J. Blumberg, president of Universal, arrived early on his day. Here he poses while awaiting the arrival of the government's lawyers. Seated is Edward C. Raftery of O'Brien, Driscoll and Raftery,



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law firm representing Universal as well as UA, and Adolph Schimel of Universal home office legal staff.

7. Picture of a theatre executive surrounded on all sides by lawyers. This is a case of Lawrence Bunker of the Davis law firm, Charles C. Moskowitz, New York City theatre operator for Loew's, Inc., Jay Eisenberg of the Loew legal department, Edward McLean, also of the Davis office; J. Robert Rubin, Metro's general counsel, and John D. Davis.

8. Up the courthouse steps comes Abe Montague, general sales manager of Columbia, as another in the array of testifying sales managers. On his right is Irving Moross, a member of the company's home office legal staff.

9. Nicholas M. Schenck, president of Loew's-M-G-M, apparently searching his memory as Rubin stands by his side.

These photographs were made for Box-office *by Cosmo-Sileo.*



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B&L Case No "Peg" in Suit

NEW YORK—*The fact that Federal Judge Henry Warren Goddard, who will begin to hear the all-industry suit Monday, sat in the government anti-trust action against Bausch & Lomb will have no bearing on the court's attitude toward the film industry, major counsel hold.*

Pleading nolo contendere *to an indictment charging violation of the Sherman act, the optical company and three of its officers were fined* $40,000. *Carl Zeiss, Inc., which is said to have had a secret trade agreement with B&L since* 1921 *for the purpose of maintaining prices, has had the action against it adjourned until June* 24.

Film counsel state no precedence can be established because of the different nature of the two industries; that Judge Goddard will have to base whatever decision he will hand down, if any, on the facts presented and argued by the government and opposing attorneys.



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Adheres to Schedule Despite the War

NEW YORK—A reaffirmation of 20th Century-Fox's production plans for the new season is made by Herman Wobber, general sales manager, who states the company will adhere to the schedule announced at the convention in spite of the growing paralysis of the foreign market.

In a statement made to members of the company, Wobber said the executives are convinced more than ever that the future safety of the company lies in making itself domestically self-sufficient.

Calling for greater sales effort, Wobber said these are "trying times" and emphasized the executives "are betting millions on the manpower of the company."

He cited three reasons why the company was going ahead on a production investment that will reach a record high.

First, the company knows it has great story properties, most of them turned into scripts, and the ability of the studio to turn out the greatest array of showmanship pictures to come from any company in any season, he states.

Second, the confidence it has in the distribution department to obtain the necessary financial return justifying this unprecedented studio effort and investment.

Third, the belief exhibitors in the Americas are fully appreciative of their responsibility and will go along in a sincere determination to increase boxoffice receipts, and to give 20th-Fox its just share of receipts earned.

Public Land Administration Probe Ordered by Senate

WASHINGTON—Immediate investigation of the administration of the public lands by Secretary of the Interior Harold L. Ickes and his recently announced charges, running up to $500 a day, for the use of the public lands and national parks by motion picture producers, has been ordered by the senate.

The fees for motion pictures, announced by the department last month, were the subject of severe criticism in the senate, and Senator Henry F. Ashurst of Arizona introduced a resolution for an investigation, not only of the fees, but of the department's own motion picture production activities.

In the consideration of the resolution it was found that Senator Pat McCarran of Nevada had previously introduced a measure calling for a probe of the administration of the public lands, to which the senate committee on public lands and surveys appended the Ashurst resolution as an amendment.

The measure as passed by the senate provides no time within which the committee must complete its investigation and authorizes it to sit during recesses of Congress, giving it a fund of $10,000 for expenses.

Kent Holds 10,000-Share Yearly Purchase Option at $18.24

NEW YORK—Sidney R. Kent, president of 20th Century-Fox, holds an option to purchase annually—and has held it since August 22, 1935—10,000 shares of the company's common stock at $18.24 per share, but not less than $10 per share, it is revealed in his company's report to the SEC covering the year ending December 31, 1939. The option is cumulative, so that stock not acquired within any one year subsequently may be taken up.

There also are 40,000 shares of common reserved for issuance to officers of the company in part payment for services rendered as the board shall determine, at not less than $10 a share.

William Goetz, with 178,342 shares of common, is the only executive listed as owning more than 10 per cent of any class of equity securities. Chase National Bank is down for 487,215 shares, or 52.67 per cent, of the preferred and 221,157 shares, or 12.70 per cent, of common; General Theatres Equipment, 185,600, or 10.65 per cent, common, and White, Weld & Co., 185,384, or 20.04 per cent, preferred.

The report lists 26 subsidiaries, but notes there are two domestic wholly-owned that have been omitted "for which confidential treatment has been requested," and that 23 foreign subsidiaries have been omitted, the disclosure of which "would be detrimental to the interests of the security holders." During 1939, the company wrote off $400,000 of a $850,000 reserve fund set up for fluctuation in dollar value of assets in foreign countries.

Among assets, the report lists investments totaling $1,640,342 and advances aggregating $2,097,415 to United American Investing Corp., 50 per cent owned, and Metropolis and Bradford Trust Co., Ltd., holding companies for Gaumont British Pictures Corp., Ltd., of Great Britain. Investments in property, such as land, buildings, leases, equipment, furniture and projects under construction totaled $22,280,-919 as of December 31, 1939.

Depreciation of fixed assets is written off on a straight line method as follows: Furniture and fixtures in the home office, five to 20 per cent per annum; furniture and fixtures in exchanges, seven to 20 per cent; laboratory equipment, five to 10 per cent; home ofice and exchange buildings, 2.22 to five per cent, while studio properties range from five to 20 per cent, depending upon type of property, the report adds.

The basis of amortization of inventories, the report discloses, is written off at the end of quarterly periods as follows:

No. of Wks. Since Date of Release	All Negative Costs	Domestic Positive Costs
13	53 %	75%
26	75.5%	95%
39	88 %	100%
52	94.5%	
65	100 %	

Salaries to all employes who received in excess of $20,000 shows that 130 were paid an aggregate of $6,635,802, while foreign salaries and expenses are reported at $3,-388,803. The cost of traveling and convention expenses was $445,541, and legal, auditing and financial fees, $582,595. In the latter connection, the law firm of Dwight, Harris, Koegel and Caskey, general counsel, received $290,600.

Remuneration for 1939 to the three highest officers, directors or employes shows that Darryl F. Zanuck received $255,000; Sonja Henie, $249,166, and John Ford, $235,000. The aggregate remuneration to 12 directors, who are unnamed, is $457,453. Salaries to six officers, also unnamed, who are not directors, totaled $396,490. Remuneration to others in excess of $20,000, other than officers, directors or employes lists the MPPDA as receiving $146,019 for "dues;" Ross Federal for checking percentage engagements, $305,685; Julian T. Abeles for legal fees, $36,455, and Karr & Springer for legal fees, $20,250.

Exchange Employes Sign First Pact With Clark

PHILADELPHIA—William Z. Porter, president of Local B-7, Film Exchange Employes Union, announces signing of the first written contract with Clark Film Distributors, Inc. There previously was an oral agreement.

Representing the corporation in negotiations were James P. Clark, president, and Oscar Neufeld, supervisor. Representing the union were Mollie Cohen, Jim Flynn, Ben Harris and Bill Porter.

Classic Pictures Incorporates

ALBANY—Classic Pictures, Inc., has been formed to conduct a motion picture films business in New York. Incorporators: Robert D. Bloom, 1950 Andrews Ave., Bronx; S. Harry Eilenberg, 24 18th Ave., Paterson, N. J.; Rhoda Egerman, 40 Monroe St. Attorneys: Delson, Levin & Gordon, 270 Broadway.

Bert Lytell Elected to Helm of Actors Equity

NEW YORK—Bert Lytell, who for many years was among the top notch stars on the old Metro's roster and who for the past few years has devoted all his time to the stage, has been elected president of Actors Equity for three years. He succeeds Arthur Byron.

Other officers include Walter Huston, vice-president; Florence Reed, second vice-president; Augustin Duncan, third vice-president; Peggy Wood, fourth vice-president; John Beal, recording secretary, and Paul Dullzell, treasurer.

Death Takes J. McManus At 39 in Film Capital

HOLLYWOOD—John L. McManus, at one time editor of Fox Movietonenews and later writing scripts for Floyd Gibbons, W. C. Fields and Bob Burns, is dead at the age of 39.

Exhibitor Boomerang Foreseen in Neely

WASHINGTON — Sharply attacking the Neely bill and its proponents, Ed L. Kuykendall, MPTOA president, expressed grave fears at the hearing here that the measure would boomerang against the exhibitor.

In substantiation of his contention, Kuykendall cited the provision penalizing anyone transporting a film in violation of the act, arguing that buying contracts provide that the exhibitor shall handle the transportation of the films he buys, and so would be liable to the heavy penalties of the bill.

Further, Kuykendall said, the bill would lead to competitive bidding for films, whether sold singly or in blocks, forcing prices beyond the reach of many small theatre owners whose competitors enjoy larger financial resources. Exhibitors successful in getting films, he testified, would be at the mercy of disappointed rivals who could file complaints that the law was violated in the sale of the pictures.

Some of the proponents of the legislation, Kuykendall contended, see in the bill "a great opportunity for private censorship, through organized pressure on the management of the local theatre to forbid the showing of any picture to which the organized group may object, not merely because it may offend common decency, but because of religious bigotry, intolerance and personal prejudices.

"The theory of this law seems to be that if it were not for so-called compulsory block booking the theatre management would select for showing only the finest and most suitable pictures; that no motion picture would be exhibited in the theatre except those which the people who seldom patronize the theatre would like to see, not those which the general public likes and will pay to see.

"No Moral Protection"

"These sincere people do not understand, or will not recognize, the simple fact that the proposed law does not prohibit the exhibition of any film, no matter how improper, at any time or place, and no matter how unsuitable it may be."

Wholesale buying, with a reasonable and fair cancellation privilege, is an economic necessity for the exhibitor, Kuykendall asserted.

Calling attention to the fact that block booking legislation has been agitated for many years, Kuykendall told the committee that the whole industry is "on uneasy feet." "No one knows how to plan for the future," he declared. "We never know at what moment our activities will be restricted by legislation or governmental intervention. Large numbers of law suits are in the process of litigation all over the country. Some are government suits; a lot are private suits. All of you are familiar with the issues of the main government suit against this industry, which have been presented by previous witnesses. This suit is being rapidly developed and goes to trial June 3. Isn't it reasonable to say that by this process the courts of this land will determine which ones among us are law violators and which are not."

War Cuts Income Of MPPDA in Half

Washington—Declining to be led into a discussion of receipts and expenditures of the MPPDA, Charles C. Pettijohn, general counsel, stated before the Senate Committee on the Neely bill he was not in a position to submit figures but the gross income of the association is about $450,000 a year, estimated at about half of what it was before foreign markets began to totter.

He added his own department is only one of a dozen in the association and expenditures for opposition to the Neely bill have been "less than $2,000."

Offers Alternative To Neely Measure

WASHINGTON—Contending that the Neely bill would ruin the independent exhibitor and tend to create a monopoly in the hands of the chains, Thomas McGuire, director of public relations for Cooperative Theatres of Michigan, and former advisor to the administrator of the NRA amusement codes, proposed to the House committee on interstate and foreign commerce amendments that he declared would solve the industry's problems.

McGuire proposed that Section 3 be eliminated in favor of a provision for "fair arbitration" of all disputes; that Section R be changed to provide for a mandatory 20 or 25 per cent cancellation, prohibition against forcing of shorts, newsreels, trailers and reissues, and prohibition against selective playing time on percentage films, score charges. He suggested a provision for identification of pictures by the naming of stars, featured players and names of popular or famous books rather than by a synopsis.

Analyzing the bill, McGuire testified it would bar producers from forcing blocks, but would not prevent an exhibitor's competitor from bidding his pictures away by buying the whole output at high prices. He pointed out that where the competitor was not successful in the bidding, neither would benefit and both would pay higher prices.

Adoption of the bill would throw the industry into confusion for three or four years, McGuire argued.

Freeman Strikes at Synopsis Provision

WASHINGTON—Defying Congress to enact legislation requiring that producers acquaint exhibitors with the contents of the films they offer, Y. Frank Freeman, chief of Paramount studio operations, told the House committee on interstate and foreign commerce, conducting the Neely bill hearing, that under no circumstances would he attempt to write a synopsis for a Paramount feature.

Sharply countering suggestions of committee members that it should be possible to write a synopsis of a completed picture, Freeman said flatly "I am not going to take a chance as an individual to write a synopsis and send it out to 17,000 exhibitors, any one of whom can claim a violation of law and have me convicted of a crime."

Admitting that a script frequently is given a free-lance star considering whether to accept a part in a picture, the Paramount executive told Representative Wolverton of New Jersey that there is a vast difference between such a script and the synopsis which the Neely bill would require be given an exhibitor.

Freeman set out to give the committee a brief description of the many things which interfere with the making of a picture, such as the illness of a star or his refusal to accept a role, and the difficulties of dealing with the 39 separate guilds, crafts and unions which participate in picture making, but soon found himself the target of questions.

Under examination, he declared he saw no difference between an exhibitor contracting in advance for pictures and a newspaper proprietor signing up for a feature or news service. The publisher, he pointed out, does not have to use the service, but must pay for it because he agreed to buy it; on the whole, however, he bought it in confidence that it would be worth while, and that, the witness said, is the motive which influences an exhibitor to sign up with some particular company.

Members of the committee led Freeman into a discussion of the English system of individual sales, and were told that the scheme has not worked successfully. Even before the war, the witness said, English production problems were almost insurmountable.

Would Clarify Allied Stand

Washington—Allied would like to clarify its interpretation of testimony offered by C. C. Pettijohn, MPPDA general counsel, during Neely bill hearings at the point he asserted Abram F. Myers and Col. H. A. Cole, in 1929, had engaged in production and distribution and had employed block booking and blind selling. In support of his statement Pettijohn submitted copies of a Tiffany-RKO franchise.

"He made the flat assertion that Myers was referred to in the franchise as 'a representative of the distributor'," says an Allied communique. "The actual wording of the franchise should be noted. It reads: 'The findings and recommendations of such representatives shall be transmitted to a National Appeal Board consisting of Abram F. Myers, a representative of the distributor and a third member to be chosen by the other two.'

"Thus the board was to consist of three members," continues Allied: "(1) Mr. Myers, (2) a representative of the distributor, and (3) a third to be chosen by the first two. If the words 'a representative of the distributor' referred to Mr. Myers, then the board would consist of two instead of three."

: RKO Sidelights :

NEW YORK—When George J. Schaefer, president, unveiled the RKO product lineup at the opening day of the sales convention at the Waldorf-Astoria Hotel, it had all the earmarks of showmanship campaign. At the mention of the Herbert Wilcox production, Leon J. Bamberger led Wilcox and Anna Neagle to the rostrum; then Orson Welles told all, and even Lee Tracy took a bow at the proper time. All very effective, too.

* * *

Lot of pleased comment about the RKO convention badge which carried a removable trademark emblem for lapel use after the gathering.

* * *

More about Welles who is now beardless which leaves RKO Pathe's Frank Donovan the only bearded man in the outfit. Welles says he spent most of his time looking around the studio the way Garson Kanin did when he was with Sam Goldwyn. He expects to shoot in another month and spend over $500,000, but not much more, for his first picture. In a bantering exchange with Schaefer, the Wellesian humor evidenced itself. "If I don't get my convention badge, I won't deliver a foot of film," Welles joked.

* * *

Branch Manager Jim Sharkey of Detroit is a follower of hockey, golf and football. He said nice things about Michigan's football team. Danny McCarthy of the same branch was kinda sad about the Tigers.

* * *

Since Manager Bill Wolf of San Francisco underwent a gall bladder operation, he winces every time someone asks him: "What happened to your gall, Bill?" Unfair, sez he.

* * *

New salesmen who made a bow at the meeting: J. A. Clark, Chicago; F. E. Dyer, Charlotte; D. D. Matin and M. L. Godwin, Des Moines; D. J. McCarthy, Detroit; W. J. Foley, Milwaukee; W. S. Flynn, Minneapolis; W. E. Woodward, New Orleans; O. Tischler, Philadelphia; T. B. Williamson, St. Louis; A. K. Shepherd, Salt Lake City, and George Becker, Cleveland.

* * *

Al E. Sindlinger, March of Time's advertising, publicity and exploitation director, was kept busy telling the boys what is happening to "The Ramparts We Watch," MOT's long-overdue feature. Any day now, according to Al.

* * *

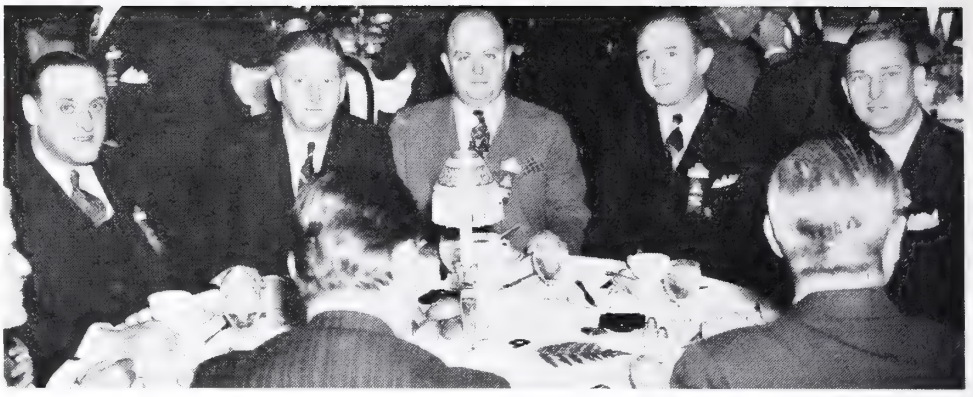
Three in search of a ping pong table in the spacious Waldorf-Astoria: the Salt Lake trio of Manager Joe Asby and Salesmen Fred Brown and F. J. Lee.

* * *

Salesman F. W. (Coot) Salley of Atlanta entertained the boys with some of the songs he has composed.

* * *

Drive Captain Herb MacIntyre is getting kinda tired of riding the trains. He brought the Boston delegation in by boat and nary a case of seasickness reported.



—Metropolitan Photos

Washington at a Convention—

In New York for the RKO sales regional at the Waldorf. Left to right: Harry Kahn, Robert J. Folliard (manager), Elbert Grover, Olmstead Knox, Alphonous Folliard.

Need for "Invincible Morale" Is Emphasized by Depinet

NEW YORK—The need for "an invincible morale as well as an invincible armament in these days of trial" was stressed by George J. Schaefer, president, who addressed over 1,200 delegates and home office employes at the Waldorf.

Speaking in a serious vein, Schaefer reviewed economies effected by the company last year. He said at that time RKO stood alone in maintaining immediate economies were necessary to strengthen picture schedules for the domestic market in view of the crumbling markets abroad.

"No economy made could have justified any reduction in the quality and entertainment appeal of our pictures," the RKO president asserted. "That's the one economy we cannot afford, that we haven't made, and that we will not make. We are in an industry where pictures, not words, must tell the story, and as we introduce our 'line,' it is the character of our product that must speak for our progress."

Schaefer said at that time he "seemed to be the bull in the china shop." He added, "I am glad to report nothing was broken and what we did we did in the American way. Our program primarily was to decrease expenses, not decrease employment. We cut from above, not from below. While some salaries were reduced by more than 35 per cent, we made the promise and held to it, that no employe receiving $4,500 a year or less would be affected."

An imposing dais highlighted the luncheon, which, it was said, marked the first time the entire personnel of a distributing company was present. On the dais were: Jean Hersholt, John J. O'Connor, J. J. Nolan, John E. Parsons, Nelson Rockefeller, L. P. Yandell, Phil Reisman, Herbert Wilcox, Floyd Odlum, Anna Neagle, Ned E. Depinet, Schaefer, Richard C. Patterson, Orson Welles, Edmund O'Brien, Lee Tracy, Gunther Lessing, David Sarnoff, W. G. Van Schmus, N. Peter Rathvon, Fred R. L. Ehrman and Malcolm Kingsberg.

Drive Captain Lists RKO Victorious Branches

NEW YORK—Winning branches and their managers in the short subject division of the Ned Depinet Drive are listed in order of their standing by Drive Captain Herb MacIntyre.

Disney Cartoons: James F. Sharkey, Detroit; Jack C. Osserman, Chicago; Frank L. McNamee, Philadelphia; H. M. Lyons, Atlanta; H. H. Greenblatt, Pittsburgh, and G. William Wolf, San Francisco. Leslie L. Plottel, St. John and Mark Plottel, Toronto, led the Canadian division.

One and two-reelers, including Pathe News: Charles Boasberg, Buffalo; H. H. Greenblatt, Pittsburgh; Sol M. Sachs, Dallas; G. William Wolf, San Francisco; R. J. Folliard, Washington, and Bob S. Wolff, New York.

Five managers and 15 salesmen shared in cash prizes for "Information Please" division: Charles Boasberg, Frank L. McNamee, R. J. Folliard, and Harry E. Kahn, Washington; P. M. Baker, New Orleans, and Sol Sachs. The salesmen are: Frances C. Ross, Boston; L. S. Gruenberg, St. Louis; Ely J. Epstein and Samuel Lefko, Philadelphia; M. J. Kassel, Joe Cozzi and Sam Gorelick, Chicago; Albert L. Kolitz, Cincinnati; J. P. Rubenstein and J. F. Samuels, Los Angeles; John G. Chinell, Buffalo; Arthur Goldsmith, Cleveland, and J. E. Loeffler and W. C. Winters, Minneapolis.

RKO Advertising Budget Will Get Big Increase

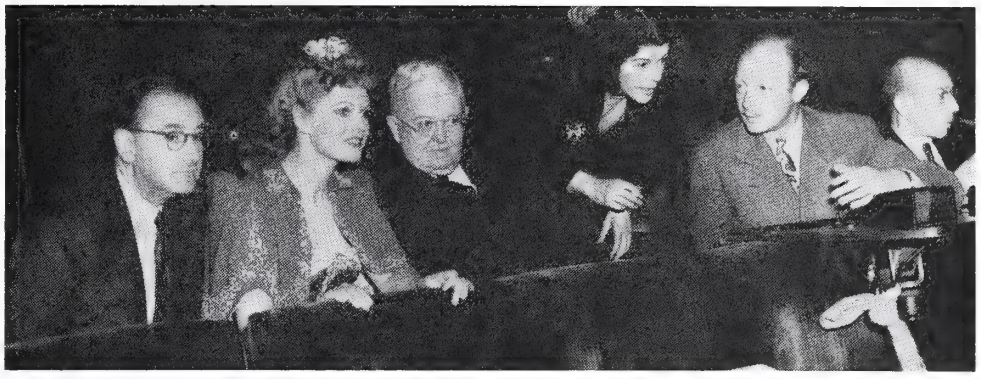
NEW YORK—RKO will increase its advertising budget by 50 per cent, according to S. Barret McCormick, director of advertising, exploitation and publicity. He declined to mention the amount to be spent but said it would be ample to cover the big pictures planned by the studio and outside producers.

BROADWAY

SI SEADLER says it's okay with him if we suggest to the studios that the third sequel in the current Edison series be entitled "Edison Hotel" . . . Arche Mayers and Ed Barison getting nostalgic and otherwise over the stills in front of the Miami, where silent films are getting quite a play . . . "Brought Back by Patriotic Demand," says the ad copy accompanying the return Broadway engagement of "Confessions of a Nazi Spy" at the Globe . . . Stanley Hand, Altec staff representative, is back from a business trip to the west and south . . . Ditto Edgar E. Lloyd from a sales trip to Chicago, Cleveland and Pittsburgh, in behalf of his Czechoslovakian pictures . . . Milt Kusell, Paramount district manager, flew back from the coast convention to beat his colleagues in by two days . . . Half of the RKO home office personnel enjoyed a four-day Decoration Day holiday, having been given Friday off to make it possible. The other half gets the Friday in the July 4th weekend off for a similar break . . . Harry Towne, relief switchboard operator at the Strand, was acclaimed by the critics for his interpretation of the leading role in "Springtime for Henry," put on at the Millpond Playhouse, unique cooperative theatre at Roslyn, L. I.

Ed Peskay, over a couple of Lindy's French crullers, recounting the work and pleasure he has derived from his gardening efforts at his Greenwich, Conn., home . . . Arthur Lee, lunching with Joe Seidelman, observing "this is no time to start a business," which means his plans are being held in abeyance . . . Tom Mulrooney interpreting the war headlines for the benefit of Bill Levy, formerly for UA in the Argentine . . . Georgie Brandt and Marty Levine engrossed in and surrounding a beauteous blonde miss . . . Harry Gold and Arthur Silverstone with a guest . . . Pre-convention talk the chief topic among Abe Montague, Abe Schneider, Rube Jackter, Louis Astor, Max Weisfeldt and Ben Blake . . . Max Goldberg, I. E. Lopert and Sidney Franklin, Newark exhibitor, a threesome . . . Mr. and Mrs. Fred S. Meyer—he's of the 20th Century-Fox studios and formerly with Universal—announce the engagement of their daughter, Delphine, to Gerson Marks. The bride-to-be is an attorney in Los Angeles, while Marks is president of the Gerline Co., operating a laboratory for color photography.

Charles Zingale, who operates the Happy Hour and Luna in South Brooklyn, took over the Pioneer in the same vicinity Saturday . . . Henry Brown has installed new sound, screen and seats at the Palace, Lakewood, which is on a weekend schedule for the summer . . . Harry Brandt stepped out of the Carlton, Jamaica, over the weekend with the landlord, L. F. Camardello assuming operation. Vaudeville is out for a straight film policy . . . Louis Weinzimmer and Harry Egert of Progressive Poster are now ensconced at the Paramount exchange department under Advertising Accessories management . . . Eddie Sutherland and Jules Levey were hosts to the press Wednesday at an informal luncheon to herald "The Boys From Syracuse" . . . Mary Pickford is here from the coast again.



—Photo by Cosmo-Sileo

Pre-"Irene" Activity—

As part of the opening day performance for the premiere of "Irene" at the Music Hall, Anna Neagle joined the stage cast to dance her "Alice Blue Gown" waltz. Here she is shown with members of the Music Hall staff watching the dress rehearsal. Left to right: Herbert Wilcox, producer; Miss Neagle; W. G. Van Schmus, Music Hall managing director; Willa Van, costume designer; Russell Markert, Music Hall stage producer, and Eugene Bruan, director of lighting.

A great deal of anxiety at the M-G-M foreign department was quelled when cabled word arrived that Fritz Strengholt was safe in Amsterdam. Strengholt is supervisor for Holland, Germany, Scandinavia and the Baltic countries and was unreported during the Nazi invasion . . . Mrs. Joseph Friedman, wife of Columbia's general manager of England, will be among the passengers returning on the Roosevelt *. . . Jacques Grineff, French film man and formerly associated with Boris Morros, is stopping at the Waldorf-Astoria Hotel. Also there is A. Gardner, Ceylon theatre magnate, and his wife . . . Bill Zimmerman of M-G-M's title department received a ticket for passing a red light ON A BICYCLE. And the fine was two dollars . . . Cecilia Ager, motion picture editor of* PM, *made her official bow at the RKO company luncheon . . . Herb Drake, Orson Welles' publicity man, came east with the RKO impresario.*

Joe McConville probably won't be on hand for the Columbia convention when it opens Tuesday in Chicago. That's because he'll be tied up at the commencement exercises for his daughter, Janet, who graduates the same morning from Trinity College in Washington . . . Oscar Serlin has gone to Hollywood to look into various film offers for "Life With Father," the rights to which Serlin says, contrary to reports, have not been sold . . . Dave Blum cutting his lunch short in order to be on hand for an incoming refugee for whom he signed an affidavit . . . Oliver A. Unger of Hoffberg Productions is on an upstate New York sales trip in connection with three Robert Donat pictures . . . Charles Coburn is around from the coast, and will remain hereabouts until July, when he assumes direction of his upstate summer theatre project at Union College . . . Jerald Schnitzer, son of Edward M. of Warner, will graduate from Dartmouth next month. The lad produced the Winter Carnival this past winter, the outstanding social event of the season . . . Nate Blumberg flew to the coast for a summer hiatus. He was followed by Matty Fox, via the rails. The latter returns here June 8 for the summer.

Reginald Armour, continental manager of RKO, returns to his post in Paris on the Manhattan, *June 15 . . . S. R. Kent, president of 20th Century-Fox, arrived from the coast Friday . . . News from Fred Ullman, now a RKO producer. His initial production effort "Professional Hero" goes before the cameras July 9 . . . Harry Kosiner, eastern representative for Walter Wanger, is back after a two-week stay in Hollywood where he conferred on advertising and selling campaigns for two forthing productions . . . D. V. Lederman, 20th-Fox manager of the Philippines, is due in during the week . . . Bob Benjamin has returned from the coast . . . With the arrival of Max Seidelman, Milwaukee lawyer, the Seidelman brothers, Joe and Sam, are together in New York for the first time in years . . . Sol Lesser arrived on the coast Sunday . . . Billy Benson of the local exchange has been shifted to the Albany Universal sales staff.*

So There's Nothing New in Exhibition

Somewhere in New Jersey—About four years ago, when the things were a novelty, an independent exhibitor offered an electric refrigerator as the main prize in an audience game. Last week the same exhibitor offered another refrigerator, the second in the four-year period. It was won by the second wife of the man whose first wife, now deceased, won the first refrigerator. The second wife took the new box and the old one, to the same merchant from whom the exhibitor promoted them, and swapped them for a sewing machine.

RKO Hundred Percenters Get Depinet Awards

NEW YORK—Six RKO salesmen who sold 100 per cent of their possibilities were awarded gold badges by Ned E. Depinet, vice-president in charge of sales. They are L. S. Gruenberg, St. Louis; J. F. Samuels, Los Angeles; S. W. Whitehead, Los Angeles; G. F. Tucker, Albany; E. E. Spiers, Milwaukee, and Jack Ellis of the local exchange.

Those who received sterling silver badges for hitting 90 per cent and over are: Norman L. Sper, Buffalo; James W. Lewis, Kansas City; Sam Gorelick, Chicago; Louis L. Goldsmith, Seattle; Joseph P. Rubenstein, Los Angeles; William H. Gardiner and Carmen L. DeVizia, Boston; Vernon H. Adams, Dallas; Milton E. Cohen, Detroit; Paul Harrison, Atlanta; Francis C. Ross, Boston; M. A. Raymon, St. Louis; Arthur Goldsmith, Cleveland; William Canelli, New Haven; A. P. Folliard, Washington; Gene M. Engleman and S. S. McFadden, Portland; Ely J. Epstein, Philadelphia, and R. V. Reagin, and W. G. Wray, Memphis.

Reisman Opines Europe "Loss for Many Years"

NEW YORK—Phil Reisman, vice-president in charge of foreign sales, told RKO convention delegates his United Kingdom and European staffs were carrying on despite the most horrible conditions ever to beset the industry.

He expressed the opinion Europe was almost a complete loss to the industry and would continue to be so for many years. "Even in non-belligerent countries," said Reisman, "the industry will find it hard rowing. The expense of rearmaments which most of them are undergoing will cut off a great deal of foreign exchange formerly available to the industry.

The company, according to Reisman, will open an office shortly in Puerto Rico with Ned Seckler, now home office representative in Cuba, in charge.

"Ramparts We Watch" Prints in a Month

NEW YORK—RKO convention delegates were told by Ned E. Depinet that the long-awaited "The Ramparts We Watch" will be completed in two weeks with prints available for previews in about a month.

RKO Renews Cocalis Chain Union Confabs

NEW YORK—With the department of justice asserting it has "no objection" to RKO taking over seven Cocalis houses in the Bronx, executives of the major circuit are trying to work out a deal with Local 306 to take into the union the 14 Empire operators employed in the theatres. RKO is willing to employ two additional Local 306 men for each house and also put on a relief man if Joseph D. Basson and his committee will agree to the membership angle. Houses involved are the Pelham, Castle Hill and Marble Hill, which would become first runs, and the Ward, Square, Pilgrim and Interboro, which would continue as second runs.

Paramounties

LOS ANGELES—Throughout the Paramount convention, Bill Erbb, Boston district manager, let it be known how anxious he was to get back to his Milton, Mass., farm—his hobby being the tilling of the soil.

Ulrich Smith, Philadelphia sales manager, a candid camera fiend, took a total of more than 200 candid shots during the train ride.

Welden Waters, 100 Per Cent Clubber from Albany, didn't miss a thing on the trip out—his colleagues declared he almost got left at every stop remaining for the last breath of air.

Knox Haddow of the New York office insisted on having a piano put in his room. After Judge Frawley, convention manager, had complied with his request, Knox double-crossed the gang by refusing to invite them in for a concert.

It was a hurried trip all around for Charlie Casanave of Advertising Accessories, Inc. He flew to Hollywood May 23 and returned May 25, also by air.

Eddie Ruff, New Haven branch manager, took the food-stowing championship by popular vote of the eastern delegation.

Welden A. Waters, Albany salesman, was with the Cleveland gang at last year's convention, transferring to his present spot six months ago.

Harry Randel, Brooklyn branch manager, enjoyed the Southern California atmosphere so much that he refused to return with the rest of the delegates. He arrived a week in advance of the conventionites.



Keynoter—

At the Paramount sales convention in Los Angeles was Barney Balaban, president, shown here as he delivered his message to field, home office, studio and foreign manpower.

Publicists Home Office Drive Is Expected

NEW YORK—Drive for home office contracts is expected to get under way shortly now that the Screen Publicists and Advertisers Guild membership unanimously approved affiliation with the Screen Publicists Guild of Los Angeles. The SPAG hereafter will be known as the Screen Publicists Guild of New York.

At the meeting, the initial draft of demands which will be presented for negotiations were discussed among the membership. All contract proposals, it is said, will be whipped into shape as soon as possible.

The resolution also called for a national convention in the near future for the purpose of drafting a constitution for a national SPG. Ratification is expected from the coast unit.

Hear Joelson Dickering For Four Snaper Units

NEW YORK—Reports along Filmrow indicate Julius Joelson, who at one time operated a string of theatres locally and sold out to Fox Playhouses, is negotiating for Dave Snaper's four-unit chain in New Jersey. Snaper admits a deal is pending and is "40 per cent complete, and I may decide one way or the other over the weekend."

After quitting the local scene, Joelson developed a circuit in and around Boston, which he sold to M&P a few months ago. Following disposition of his New England theatres he went to the coast for a vacation and recently returned.

More Summer Closings, Despite Late Season

NEW YORK—Reports of additional summer closings continue to trickle in, although weather has been far from balmy.

Three houses operated by Brandt, the Clifton, Manhattan, Flatbush, Brooklyn, and Windsor, Bronx, are shuttered for the season. The New Singer, one of the oldest houses in Brooklyn, closes for the first time Tuesday.

Closings on the six Consolidated Bronx houses, the Avalon, Fleetwood, Oxford, Ascot, Kingsbridge and Jerome have been postponed until sometime this week.

The Mineola, Mineola, L. I., has been taken over by Frank Calderone, and Henry Malowitz has acquired the State, Malboro, N. Y.

Paramount Latin-American Sales Heads Convening

NEW YORK—John W. Hicks, Paramount's vice-president in charge of foreign sales, will hold a Latin-American sales meeting here shortly. A. L. Pratchett, general manager for Cuba, Mexico and Central America, arrives Wednesday by plane with S. E. Pierpoint, manager of Brazil, docking on the *Uruguay* Saturday. J. D. Rapoport, manager of Cuba, arrived here over the weekend.

ALBANY

VISITORS: Harry Savett, Greene; Leonard Kaufman, Cameo, Binghamton; Ollie Mallory, Starr, Corinth; Tom Alfieri, Community, Middlebrook; Clarence Dopp, Dopp circuit, Johnstown; Maurice Kronick, Orpheum, Amsterdam; Vivian Sweet, Star, Salem, and Greenwich, Greenwich; Sid Dwore, Cameo and Lincoln, Schenectady; Sam Davis, Phoenicia; Mrs. Inez Ferguson, Copake; Phil Baroudi, Indian Lake and North Creek; Sam Milberg, Ritz, Scotia, and Family, Watervliet; Bob Yates, Lake, Lake George; Bill Kraemer, Schine booker.

With Manager Ralph Pielow and Salesman Arthur Horne, Gene Vogel and Bill Williams back from Metro's regional meeting in New York, it is expected the bookers and office managers will have a huddle of their own later, as last year. Incidentally, Gene Vogel is a brother of Joe Vogel, Loew executive . . . Bob Morrell, student booker and New York University man, is back at Metro. Johnny Norton, assistant M-G-M shipper, on vacation.

National Theatre Supply Co. installed new projectors in Bill Barney's Grand, Watervliet . . . Booth fire in Harvey English's Theatre at Narrowsburg, near New York-Pennsylvania border, damaged a machine, but another was installed the following night . . . Margie Elliott is a new secretary in local Ross Federal Service office. Fred Magee of Ross production department, New York, visited Manager Ralph Unks . . . Novelty Theatre, Middleburg, closed since Mitchell Conery opened a new house there but which recently was scheduled for relighting by a Middleburg man, did not do so, according to Filmrow reports.

David Hochstim, 81, father of Eddie Hochstim, Columbia salesman, died here. He established first five-and-ten store in Chatham 41 years ago. Retired since 1923, he is survived by wife and two sons . . . Dan Houlihan, 20th Century-Fox booker, made one of longest Paul Revere's with a print, driving on Saturday to Schine's theatre in Malone, on Canadian border. Car mileage for round trip was 475 . . . Harold Sliter, assistant to Schine brothers, and Purchasing Agent Selzer recently toured the chain's northern New York houses.

George Thornton's Orpheum, Tannersville, Catskill Mountain town, has been operating two nights weekly since reopening, but goes to full time with start of vacation season.

Everett Seymour, Francis Downey and Charles Debie, associates in Warner Theatres sign and art department, were among honorary bearers at the funeral of Walter J. Stur, for 15 years head of it. Others were Zone Manager Maurice A. Silver, District Manager Charles A. Smakwitz, Contact Manager James P. Faughnan, Managers Andrew M. Roy, Strand; Edward Sellete, Albany, and Alcide O. La Flamme, Madison . . . Mrs. Irving L. Liner, wife of Proctor's Troy manager and former concert vocalist, sang at annual Hadassah Donor Dinner in Albany.

Si Fabian came here to inspect ruins of Harmanus Bleecker Hall . . . Larry Cowan, manager of the Grand, was to deliver principal address at services on Yacht Club pier, following Memorial Day parade. Cowan is a lieutenant in U. S. Naval Reserve Corps . . . "Ten Nights in a Barroom," released by B&M Pictures, in which Bernard H. Mills and Jack Berkson, former upstate Republic franchise holders, are partners, had its first showing here at Fabian's Leland. Leland also offered women and children a free drink of root beer and of orange juice. Leonard Rosenthal's State, Troy, is featuring Root Beer Night, Saturdays.

Dave Miller, Universal district manager, visited the local exchange, Schine headquarters in Gloversville, and other circuit places in Albany territory . . . Filmrow offered condolences to Abe Van Deusen, RKO booker, on death of his mother. Two sons, a daughter and a sister survive . . . Bill Murray, booker for Grand National until that company discontinued business, is associated with new Auto Vision Theatre at East Greenbush. He is doing the publicity. Albany and Troy papers are used.

No 20th-Fox Cut in Smaller Salaries

NEW YORK — Twentieth Century-Fox home office employes making $100 or less per week will not be affected by economies instituted as a result of the shrinkage of foreign revenue, Sidney R. Kent, president, stated upon his return from the coast.

Replying to a question concerning the wage cut reports, Kent told BOXOFFICE: "We are doing everything possible to meet the situation in a manner that won't bother the smaller people or touch salaries of $100 a week or less."

Kent said the company is doing everything possible to save money. He had no comment to make on how the situation was influencing the new season's production schedule.

His trip to the studio was termed a "routine checkup." He first quipped that he was doing "confidential FBI work and naturally cannot divulge any inside information."

On the government's suit which goes to trial Monday, Kent said the sooner it started the better. He expects no last-minute offer of a consent decree from Thurman Arnold.

20th-Fox Dividend

NEW YORK—A second quarter dividend of 37½ cents per share has been declared by 20th Century-Fox on the preferred, payable June 29 to stockholders of record June 15, 1940.

RICHMOND

LEO BERESIN, Berlo Vending Company official, was a visitor from Philadelphia . . . Tom Pitts, manager, East End, and Ben Somma, manager, Henrico, booked the Four Tucker Sisters in their theatres . . . Gordon Pulliam, service staff of the Byrd, has been spending all of his time off at that cottage up on the Potomac River . . . Tom Pitts went fishing out at Bryan Park but did not have much luck. He is going to try Bowlers Wharf next time . . . Ira Avery, connected with WRVA has been writing Edith Lindeman some interesting letters from Hollywood Studios which made good reading for the film fans of the *Times Dispatch*.

Floyd Stawls, manager of the Carillon, and Al Nowitsky, manager, National, who are registered pilots, are members of the Dawn Patrol and went on a flight with them to Fredericksburg the other Sunday . . . William Jones, manager of the Rex in Martinsville, was fined five dollars for operating his show on Sunday and appealed to the circuit court with the trial coming up in July . . . Charlottesville and Emporia are both going after the carnivals, attempting to raise the license fees or bar them from playing altogether.

Dick Morien has been transferred from the Lee to the Colonial service staff, replacing William Pierce . . . Ernest Ewing, member of the service staff at the Capitol, has returned from visiting relatives in Atlanta . . . Trip Caldwell, projectionist at the Colonial, went fishing, but did not catch many . . . Bob Bertschey, manager of the Be-Jo in Mathews, has been a frequent visitor. Bob is planning extensive alterations to his theatre in the early fall . . . Jack Parrish, service staff of the Colonial, is back to earth once more since the Coquettes went back on the road.

A warning has been issued to be on the lookout for counterfeit $10 bills by the Secret Service here . . . The Berlo Vending Company is now operating popcorn machines and candy counters in six of the Lichtman theatres . . . Tony Muto is working on a Technicolor travelog of Virginia, for Fox Movietone, with the cooperation of the state chamber of commerce . . . Pat Leary and Harry Jarvis are in Louisville at the IATSE convention as local representatives.

Lee's manager, Charlie Hulbert, has returned from vacationing with his wife in Florida . . . Harry Crull, Monogram salesman, was here . . . Helen Boswell, cashier of the Colonial, has returned to work after being sick. During her absence, Mabel Taylor substituted . . . The building on the 5600 block on Grove which was designed for a theatre, is now housing a hardware store branch . . . William Butler is operator at the State, replacing Will Hays.

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WASHINGTON

MIKE SMITH of the war department motion picture service is vacationing in Boston, and according to the weather reports he is witnessing a "repeat run" of "The Rains Came" . . . Herb Moody has taken over the Wythe, Wytheville, Va., from the Sam Craver Interests . . . Bernie Depkin is maintaining his headquarters in Martinsville, Va., these days in preference to Salem . . . Tom Halligan, assistant to Tom McCaskey at Williamsburg, and former William & Mary pigskin star, made his first visit to the Row for a booking session while Chief Tom took in the Neely hearing.

Universal's Thelma Williams planed to Cincinnati last week to join the Crosley convention roundup and renew her many Texas acquaintances . . . "Off to Louisville, suh" chimed Thomas A. Reed, T. D. Bittenbender, and E. Holtz, when they entrained for the IATSE convention representing the local No. 224 Operators Union . . . Herb Blumenthal, Universal shipper, is sporting a new car . . . Alice Keister of the same office is vacationing . . . George Flax, son of Republic's Sam Flax, donned the cap and gown last Saturday to receive his scroll at Maryland University's graduation.

Warner theatre flashes: Each neighborhood house featured Memorial Day by showing a Vitaphone patriotic short in addition to the regular program . . . Mary Horner of the advertising staff, is vacationing at Hot Springs, Ark. . . . Mrs. Caroline Jordan has taken three months leave and, accompanied by her daughter, will vacation in Hollywood with her sister, who is Wm. A. McGuire's "Girl Friday." Bernice Grossman is replacing her during her absence . . . Strange voices were heard over the switchboard last week when Frances McCormick and Peggy Sedlak, day and night telephone greeters respectively, were simultaneously smitten with ailments confining them to their homes for a spell . . . Isabelle Baugh's vacation plans turned to nursing duties when her husband suffered an injury caused by a flying scaffold on F street . . . Roy Schatt, Warner artist, drew the Oh's and Ah's when he graced the office in a new summer ensemble. Fitting scene title: "Artist and Model" . . . Frank LaFalce, publicity chief, is house hunting and a "cool inside" bannerette will close a deal.

Movietone news: Sara Young's parents journeyed from Boston last Saturday to witness Sara's son, Herbert, receive his sheepskin at Maryland University . . . Herman Wobber, general sales manager, paid a short visit to the exchange after attending the Neely hearings . . . Ann Griffin entertained friends from Minneapolis, her home town, over the weekend . . . Edith Lawrence is vacationing . . . Mona Glass celebrated her natal day last week . . . The ladies salon has been redecorated and refurnished in the modern motif, even to foam rubber cushions.

Visiting the Row: P. G. Seiwell, Towson, Md.; Harry Meyerberg, Baltimore; Sam Mellitts, Denton, Md.; Lou Tunick, Arbutus; Harry Reynolds and Sam Friel, Queenstown; Herb Moody, Wytheville; Joe Grant, Leon Back and Barry Goldman, Baltimore.

Paramount flashes: Eddie Fontaine, branch manager, stopped off in Chicago for a brief reunion with friends while homeward bound from the coast convention . . . Anna Bernd, cashier, will vacation at home to assist her mother, who is ailing . . . "Tommie" Thompson of the M. S. Kusell district in the current "Eddie Fontaine Playdate Drive," is leading in batting percentages . . . Tommy Mudd, Russell Ricker, bookers, and Jack Fruchtman, office manager, have joined the "Y" to reduce the "alderman" and bathing suit the smaller man.

Spot News From Lichtman Theatres: Abe Lichtman, president and former Variety chief barker, celebrates his 24th wedding anniversary June 2 . . . Ed Haley, general manager, and Mrs. Haley chose the dunes of Myrtle Beach, S. C., for two weeks of suntan . . . Announcement is made by Abe Lichtman that a 750-seater will be erected in Portsmouth, Va., and will be ready for a September 1 opening . . . Pete Lichtman, Richmond zone manager, is on a two-week sunshine spree in Florida, with Graham Barbee of the Norfolk division filling the swivel chair in his absence . . . On June 9 a new policy will be introduced in Norfolk which will have a definite hearing on the present double feature price war.

Metro chatter: The local exchange is in number one spot in the national billing contest which ends August 31 . . . Carlton Duffus, exploiteer, and Mrs. Duffus headed their car no'th for a two-week sojourn at Lake George . . . On June 6 the starting gun for the "Summer Championship Drive" will be fired, with the solid East vieing with the West . . . Mrs. Harriet Kenworthy is convalescing at Doctor's Hospital following an operation . . . The World's Fair in the Big City was the main attraction to that portion of the staff that enjoyed the four-day holiday.

Lansdowne-Warner Suit Before Court in June

PHILADELPHIA—The $210,000 anti-trust suit of Harrison Bros. and others, in behalf of the Lansdowne Theatre, against the Warner circuit and the majors, is expected to come up in the federal courts some time in June, it is learned.

The Affiliated Theatres' suit against the same defendants has also been ordered for trial, although no date has been set. Pretrial examinations may start the first week in June.

Clark to Los Angeles At Paramount Helm

LOS ANGELES—M. R. Clark, Paramount's Cleveland manager, has been named manager of the local exchange to succeed Carroll N. Peacock, who died here during the company convention.

Ascap Must Furnish Gov't Particulars

NEW YORK—Denial of an application by Ascap to quash a subpoena served on Gene Buck, president, headed the court news of the week. Federal Judge Henry Warren Goddard, in denying the request, ordered the society to furnish most of the 25 government interrogatories in 30 days. Louis Frohlich, appearing for Ascap, charged the government with attempting to secure a consent decree against Ascap in the civil action by starting a criminal one. The judge declared the government had a right to have both actions at the same time. The anti-trust suit against the society was started in 1935 and dropped after a two-week trial because the government could not prove its case.

Other Court News

Max G. Felder and Ben Braudie's suit against Joseph Silverman and Charles P. Carroll as officers of the motion picture division of the Theatrical Agents and Treasurers Union, in which defendants were charged with wrongdoing and a receiver for the union asked, was dismissed in supreme court by Justice Louis A. Valente. The two plaintiffs were expelled from the union.

Booth Tarkington's $100,000 suit against Warner for making "Penrod and His Twin Brother" from a story allegedly not based on any of his yarns, has been set for October trial in federal court by senior Judge John C. Knox. Warner claims the public associates it, and not the author, with the character of Penrod, due to the many films it has made of the character.

A $50,000 suit against M-G-M was filed in supreme court by Mabel Wayne and Neville Fleeson, charging infringment of their song "Betwixt and Between" in "In Between," a song sung by Judy Garland in an undisclosed picture.

Emerson Yorke has filed suit in supreme court against Loucks and Norling Studios seeking seven and one-half per cent of the cost of a third dimensional one reeler made by the defendants for Chrysler Corp. Cost is estimated to be approximately $50,000.

Goldwyn Release Plea Is Now Before Appellate

PHILADELPHIA—The third circuit court of appeals has taken under advisement the appeal of Samuel Goldwyn from a ruling of the U. S. district court in Delaware in his action against United Artists Corp.

Goldwyn is seeking abrogation of his contract with United Artists on the grounds the corporation sanctioned a breach of its contracts with Alexander Korda and Douglas Fairbanks, thus changing the conditions under which Goldwyn made his agreement with the corporation for exclusive distribution rights.

His petition was set aside by the district court, on the grounds the Korda and Fairbanks interests should have been named among the defendants, a step Goldwyn argues is not necessary. It is to restrict the action to United Artists that he appealed to the circuit court.

Landis-Warner Agree On Operating Tieup

PHILADELPHIA—One of the two Warner houses in Vineland is to close, and the remaining house will be operated on a "mutual basis" with the independent Landis, under the out-of-court settlement of the Landis' anti-trust suit, it is learned on good authority.

Under this arrangement, said to be unprecedented in theatre history, the Landis and the Warner house will be operated as if under one management, it is understood. The Warner house presumably will do the buying for both. Product will be allocated to the two houses according to what appears to be the best arrangement for total gross. The combined grosses, BOXOFFICE's informant says, will be divided equally between the two houses week by week.

The legal fees of State Senator Harry Shapiro, attorney for the plaintiff Landis, are to be paid by Warner, it is understood.

Philadelphia IATSE Picks Convention Delegates

PHILADELPHIA—Delegates from the IATSE locals here to the Louisville convention are:

Local 307—Harry J. Abbott, vice-president; A. B. Freeman, and Abbot Oliver, executive board members, and Horace Johns, business agent.

Local 418 (Camden)—Alex Fell, president; Walter Hoffman, vice-president, and William Friedman and Henry Singer, executive board members.

District 4 of the "B" locals—Solis Derfler, vice-president B-100, Philadelphia; Ted Tolley, president B-11, Pittsburgh, and John Kennedy, business agent B-11.

More Delegates

ALBANY—Jim Farrell, assistant chief of service at Fabian's Palace and business agent of Local B-44, is one of two delegates from the tenth District (Buffalo to New York) attending the national convention of IATSE which opens Monday in Louisville. Henry Harris of the Stage Hands' union, is its delegate from Albany.

Lapidus Heads District; Dana to Pittsburgh

NEW YORK—Jules Lapidus, who has been Universal's Pittsburgh branch manager, has been promoted to eastern district manager. Pete Dana, who was Kansas City district manager and later special representative, replaces Lapidus in Pittsburgh. Lapidus takes over the post held by A. J. Herman, now Boston branch manager.

Second UA Board Meet "Routine;" Third Is Due

NEW YORK—UA's second adjourned board meeting took up "routine" matters, according to a spokesman, and it was decided to hold a third and concluding session early in the week. Mary Pickford, who came from the coast for the meetings, remains in the east.

PHILADELPHIA

A 20-GUN salute to Elmer Hollander, who gets a week at the President Hotel, Atlantic City, as winner of Warner Brothers Manager's Week competition. His campaign on "One Million B. C." enabled him to beat the field in boosting his gross for the week above the same week last year . . . Jack Minsky, Frankford, was credited with second place . . . George Ickes' Fox, Duncannon, was damaged by fire . . . George P. Aarons and Lewen Pizor, UMPTO, came back from Washington only to hop to the capitol again in their efforts against the Neely bill . . . Sid Stanley, Fays, is reported to have been signed by Ray Fabiani to handle an ice skating rink at the old Phillies Ball Park.

Bill Bethel, retiring Columbia salesman, was honored by fellow staff members at a Club Bali dinner . . . The Watson, Watsontown, opened May 29; Dorney Park, Allentown, May 30; Central Park, Allentown, May 31 . . . Two parks near Sunbury will be running film this summer, the Rolling Green Park and Island Park . . . Filmites mourned the passing of George Lamaze, managing director of the Warwick, well known to many showmen . . . Anna Jacobs, Horlacher switchboard expert, and James Scollin, driver, were given a surprise party at Palumbo's to celebrate their coming marriage.

The new Italian restaurant on Vine Street has been robbed twice, the drug store at 13th and Vine and the UMPTO office broken into, all within a few weeks . . . Seen at the Dr. Leonard Rosen-Eleanor Thalheimer wedding, which was combined with the 25th wedding anniversary of Papa and Mama Rosen: Mr. and Mrs. Harry H. Thomas, Monogram division manager; Mr. and Mrs. Myer Adelman, New Jersey Messenger; Ted Minsky, Warner; Mr. and Mrs. Martin B. Ellis, Mr. and Mrs. Sam Frank, Mr. and Mrs. Louis Rovner, Mr. and Mrs. Maurice Sherman, Mr. and Mrs. William Z. Porter, Mollie Ellman, Mae Finlayson and other great and near-great . . . The Porters, incidentally, marked their own wedding anniversary—14th—on May 30.

Blanche Sherman, secretary of Max Gillis, Republic, is planning a walk to the altar June 16 . . . The RKO'ers who went off to the New York convention were District Manager Nat Levy, Branch Manager Frank McNamee, Office Manager Charles Zagrans, and Salesmen Ely Epstein, Harry Tyson, Sam Lefko, Mike Shulman, J. J. McFadden . . . Sid Mesibov, Warner advertising wizard, is exhibiting rings under his eyes to mark the coming of a little bundle of Mesibov named Judy to the formerly quiet menage . . . The Vine Street projection room marks its sixth anniversary this month, and still going strong.

The Paramount boys report they're right up among the leaders in the competition with six other eastern exchanges for boosting business. Local drive is in honor of Earle Sweigert, branch manager, who's getting back from the convention on the coast with Ulrik Smith, sales manager, and George Beattie, salesman . . . The Paramount office has a new water cooler . . . Jack Holman, Harrisburg, salesman, is touring the territory, rounding up unbooked product . . . Maybelle Bond, Sweigert's secretary, is getting over a strenuous week selling poppies. She's one of the most active American Legion members in the business.

Funny situation in Tamaqua. J. V. Schreck's Majestic is on daylight saving time, L. J. Chamberlain's Victoria on standard time. Similar confusion exists throughout the coal region, where most municipal offices and schools are on daylight, while the chief industries—mining, railroading—keep to standard. Theatremen in many cases are splitting the difference and going on "half time," in an attempt to please both sides . . . Harold Brason is the new manager at the Lindley.

F. Montgomery, Collingswood, was lucky enough to get the schools to declare a half-holiday for a special showing of "Scarlet Pimpernel" . . . Jay King, Yorktown, is helping the local American Legion Post raise money for an iron lung . . . Lew Black, Warner, Wilmington, tried his house out on a marionette show the other day, says it made a smash hit . . . Bert Leighton, Grand, Lancaster, drew an editorial in the local sheet with his "Edison, the Man" . . . Eddie Wolf, Wynne, courted the lady patrons en masse by handing out 100 roses to the first comers one day.

Showmen, reporters and old-time actors and actresses sat down at Bookbinder's to a sumptuous dinner which reproduced the feed Diamond Jim Brady gave at the same place for Lillian Russell in 1905. Power Gouraud, radio's Night Owl, was toastmaster. A girl dressed as Lillian played hostess. The stunt was arranged for the opening of "Lillian Russell" at the Stanley by the Warner publicity staff. Unanimous verdict: They sure had stomachs in them days.

Subpoena Commerce Aide For All-Industry Suit

NEW YORK—The department of justice has issued a subpoena on Frank R. Wilson, assistant director of public relations of the department of commerce, to appear and testify at the trial of the all-industry suit.



BALTIMORE

EDDIE MATHEWS has changed the policy of Schanze to all-talking Jewish pictures . . . James Dixon, assistant manager of Loew's Century, is off on his vacation, first to Norfolk, and then to New York . . . Morris Shapiro, Radio, is the proud papa of a latest model baby boy . . . Sam Shoubin, Pic., has had a new electric Neon sign installed in the front of his theatre . . . J. L. Rome reports that the Variety Club has been invited to join the Gravel Club here in which membership is by invitation only. The invitation was prompted by the work on the iron lung fund . . . It is reported that William Dorsey has an application for a permit to build a theatre near Tom Goldberg's Walbrook.

John Carroll, Universal star, was seen at the fights at the Coliseum. He was with Carl Jackson, the mayor's son . . . Durkee's Fulton is opening every Saturday morning at 11 *a. m. . . . Howard Cooling, Maryland state censor board inspector, is off on a two-week vacation in western Maryland where he plans to plant potatoes and take up a little farming . . . After* 20 *years in the same location, the censor board is planning to move to better headquarters, location of which has not been announced . . . Joe Grant is in charge of the "Sweepstakes" for the Variety Club which will be drawn at the golf tournament on June* 21 *. . . Our sympathy to Leonard McLaughlin on the recent loss of his father; and to Frank Scully in the death of his mother . . . Dave Kaiser, Municipal Display Co., is sporting a new Buick.*

The name of the new blonde cashier on the Fayette St. side of Joe Field's Rivoli is Gertrude Mead . . . Report from Flax Bros. is that Lou Yockelle, Capitol Printing Co., will be manager of the new Highland when it opens within the next month . . . Memorial services were held by the Jewish War Veterans. Among those who attended were Abe Cohen, Essex; Harry and Al Vogelstein, Balto Poster Co., and Dave Kaiser . . . Walter McNeill has completed remodeling the Rome offices in the Capitol Bldg. . . . Leon Zeller, Roxy, contributed $250, and Morton Baker, Times, contributed $200 to the campaign fund of Senator Radcliffe.

Ted Routson, publicity chief of the Hippodrome, announces that auditions now are being held for the 1940 *edition of "Baltimore Stardust Revue" to be held on the stage during the week beginning July* 19. *Ted is the producer . . . Lou Gaertner, director of Ritz Enterprises, recently entertained a party of friends at the Variety Club . . . James Elliott, manager of the Lord Calvert, has a motorcycle on display in his lobby to tie in with "Primrose Path" . . . Abe and Lou Cohen, Essex, have bought estates out in Forrest Park . . . A second successful supper dance and preview was held by the Variety Club . . . Lucky Tetter and his "Hell Drivers" at the Baltimore Stadium did not help theatre business any.*

Republic Now Owns Two More of Its Branches

NEW YORK—Republic has purchased Herman Gluckman's interest in the company's New York and Philadelphia branches, making the ninth branch now under homeoffice operation. Gluckman, who held the two franchises since June, 1935, will continue to supervise.

Gilhula to Ashtabula: Brown Is Supervisor

NEW YORK—E. C. Grainger, general manager of the Shea Circuit, has transferred Dan Gilhula, formerly manager of the State and Ohio in Cambridge, Ohio, to Ashtabula, where he will be in charge of the Palace, State and Bula. He replaces Clark Brown, who has been appointed supervisor of Ashtabula, Conneaut and Geneva.

Reserves Ruling on RKO Allowances

NEW YORK—Federal Judge William Bondy has tentatively reserved decision on 28 applications for $2,025,214 in allowances for services in the RKO reorganization. A long hearing was held before the judge in federal court at which time applicants told of their services to the estate and why they were entitled to more than they asked.

At the conclusion of the requests, Marland Gale, representing SEC, informed the court RKO could not stand payment of more than $600,000 in cash, and requested the fees be reduced to that amount.

Since the equity receivership in 1933 a total of $968,000 has been paid out in interim allowances and fees. This hearing marked the final requests. Judge Bondy set June 18 at the request of Thomas K. Finletter, newly engaged RKO counsel, for the next hearing, at which time applicants will speak in rebuttal of SEC's statements, and Finletter will back up the company's position with oral testimony.

Requests for fees are as follows: William J. Donovan, attorney for Irving Trust seeks two allowances, $100,000 for his services to Irving Trust and $88,659 for services to RKO in connection with the all-industry suit.

Donovan has received $510,000 previously. Irving Trust seeks $95,000, and has received $295,000 previously. The highest amount requested was that of Atlas Corp., proponents of the reorganization plan. It seeks $875,037 in disbursements and 100,000 shares of common valued at $3 a share. This amount is made up of $300,000 to Simpson, Thacher & Bartlett, attorneys for Atlas; $28,736 miscellaneous expenses; $163,277 to Rathvon & Co.; $106,250 to W. J. Merrill; $76,772 to Leo Spitz, and $200,000 for overhead expenses. In this case Gale declared Atlas was entitled to the 100,000 shares of stock, a considerably reduced attorneys fee, and nothing else. In regard to William J. Donovan and Irving Trust, he felt the requests were fair.

ROCHESTER

SPECIAL screening of "Our Town," which will open soon at Loew's Rochester, was staged at the Monroe Tuesday afternoon by Lester Pollock, Loew's manager . . . Oscar Doob, publicity director of Loew's, Inc., and Charles Kurtzman, Loew's district manager, were in town last week . . . Harry Royster, now with Paramount, former city manager of the Publix chain, was also a local visitor.

Lou Mayer, manager of the Temple, had announcements on radio sports broadcasts and on the sports pages of newspapers about "Grandpa Goes to Town," which features Arturo Godoy and Maxie Rosenbloom . . . "Hi-Yo Silver," which also played the Temple, was featured in promotion as the Lone Ranger's first feature-length picture . . . Armand Denis and Leila Roosevelt will bring their new film "Asia-Africa-Adventure" to the Eastman Theatre here Tuesday evening, June 11. *Denis is well-known here, having been associated with Eastman Kodak for several years.*

The Legitimate Stock Company will open for a 10-week run at the Gregory Street Playhouse June 18 . . . Leonard Altobell will open his Avon-on-High Playhouse at Avon Thursday, June 13 . . . Outdoor symphony concerts will be inaugurated at a spot along Lake Ontario on June 23.

Ticket Tax Increase Viewed as Likely

WASHINGTON—Faced with the necessity of paying the price for neutrality, the American theatregoing public may be called upon to bear increased admission taxes as part of an administration program for the financing of the national defense effort.

President Roosevelt, facing the necessity of providing additional revenues for his re-armament program, has suggested to Congress the adoption of simple legislation providing for an "overall" tax of ten per cent on all present taxes, including that on admissions.

Another step in the program would be the increasing of the legal limit of the national debt, so as to permit the borrowing of another $3,000,000,000.

An increase of ten per cent in all present taxes was suggested as a quick method for meeting the problem, since if any effort was made to enact general tax legislation Congress would have to remain in session for many weeks.

Buys Edison Studio

NEW YORK—The original Edison studio in the Bronx, where the late inventor conducted pioneering experiments in the motion picture field, has figured in a real estate deal. The location and building, which now is a modern studio, was sold by the Edison family to Croydon Operating Co. Edison bought the site in 1905.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Two Boyers for RKO By New Independent

Adding two more vehicles to its 1940-41 lineup, RKO Radio has signed a release deal with a newly-formed independent production unit headed by Andre Daven, Nat Wachsberger and Harry Brandt, which will turn out a pair of pictures starring Charles Boyer. First of the films, to roll in August, will be "Ariane Pretends," which Anatole Litvak will direct from a novel by Claude Anet. This will be followed by "The Pirate," based on a play by Marcel Achard. Daven, who is credited with the discovery of Boyer, and Wachsberger will co-produce.

Having transferred his personnel almost in its entirety to his new studio in Burbank, Walt Disney has begun planning for his 1940-41 output of short cartoons for RKO Radio, in which he has announced he will introduce several new characters. The enlarged production space at the new plant has made increased activity possible, with present activities including work on the remaining 12 shorts in the 1939-40 slate as well as preliminary preparations for next year's series. Slated to be completed by the middle of October are "Put-Put Troubles," "Donald's Vacation," "Pluto's Dream House," "Window Cleaners," "Mr. Mouse Takes a Trip," an untitled Mickey Mouse and "The Fire Chief."

Sam Coslow and Jack Votion, heads of Voco Productions, have announced they will roll their second Lum and Abner starrer in August.

First of the "Range Busters" westerns which George Weeks will produce for release through Monogram has been charted to go before the cameras June 17 with Ray Corrigan, Max Terhune and John King in the leads. Jack Natteford is doing the script.

Shooting space at International studios have been secured by Globe Productions, with a production schedule of one reel, containing six subjects, to be turned out weekly beginning early in July. The reels, for use in the Mills automatic projection machines, will be made under the supervision of Henry Henigson.

Ralph Blank has withdrawn from the corporate setup of Franklin-Blank Productions, and Harold B. Franklin has filed papers requesting a change in name to Harold B. Franklin Productions. Its first completed release for RKO Radio is "The Villain Still Pursued Her," with future plans not yet disclosed.

Promises Abate, But Exit Signs for "B's" Multiply

For the past two seasons, at least, manifestos to the effect that "B" product would summarily and henceforth be discontinued were as much a part of major sales convention procedure as were the production announcements themselves or the boast that the aforesaid companies were confidently anticipating "their greatest year."

Despite which occurrence, production policy continued pretty much along accustomed lines; with surveys of the studios' completed efforts for the year disclosing about the same percentage of good, bad and indifferent vehicles in both the high and low-budget classifications. It was evident, furthermore, that the "B" picture formed as important a part of the aggregate as it had ever done.

Para't Promises Only "A's"

However, that annual spring wolf cry of "no more 'B's' " has not been so prevalent as the 1940-41 season draws near. So far it has been limited to one company, Paramount, whose president, Barney Balaban, announced prior to its annual convention here that his company will completely abandon "B" production effective May 31 and concentrate its efforts exclusively on "A" pictures. On that date, Balaban said, the low-budget unit headed by Harold Hurley will be dissolved, with Hurley and his associate producer, William Thomas, checking off the lot. Hurley, planning to enter the independent production field, leaves for New York June 5 to complete negotiations for a major release, and then will vacation for five months.

Despite the scarcity of such "no more 'B' pictures" announcements, and paradoxically enough, indications now are that there may be a curtailment in their making because of an accumulation of developments and circumstances with which the industry has never before been confronted, according to well-informed observers.

These dopesters point out that the frontal attack on "B" product is being launched from four directions, and offer the following in proof of their predictions:

1. Both Samuel Goldwyn and David O. Selznick announced, at the recent United Artists sales conclave in New York, that henceforth neither will countenance blind selling of their product; and declaring that each picture they produce will be given trade showings for exhibitors in every exchange district on the so-called "English auction block" system. Crystal-gazers on the sidelines are of the contention that most "B's" cannot stand such showings on merit and that their prices, kept high by the block-booking system, would drop disastrously under such conditions. Hence their potential elimination.

Poll May End Duals

2. Should the nationwide double-feature poll to be launched by Dr. George Gallup of the American Institute of Public Opinion result in the rejection of dual-billing by the theatre-going public, the demand for "B" pictures—usually the second half of a dual program—will cease to exist. Goldwyn, again, was instrumental in securing Gallup's agreement to conduct this poll.

3. With Goldwyn again in the picture through a telegram dispatched to the conventioneers urging they do everything in their power to remedy the "double-bill evil," delegates to the recent Pacific Coast Conference of Independent Theatre Owners conclave voted unanimously to use every means at their command to reinstate single-billing. Goldwyn told them in his message that only in this way can the public be brought back into the theatres.

4. Possible passage of the Neely anti-block booking bill would force every major company to adopt the trade-showing policy announced by Selznick and Goldwyn. Block booking, observers point out, makes possible the sale of a great many pictures —roughly 596 in 1939-40—of which, it is estimated, 75 per cent were in the "B" classification. One of the first Hollywood producers to be subpoenaed to testify at the hearings now being conducted on the Neely measure by a Congressional committee is Goldwyn.

All these are straws, dopesters aver, indicating "B's" are at long last on their way out. As a result, they say, considerable perturbance is being demonstrated by writers, actors, technicians and others, who have made their livings largely by working on low budgeted product, as regards their future.

"All This" Is Groomed for Swanky Premiere June 4

A top rung event on the calendar is Warner's projected premiere here of the Bette Davis starrer, "All This and Heaven, Too," at the Warner Beverly Hills Theatre June 4. This showing, at a $5.50 admission scale, will be followed by a road-show run of the picture in the house—giving the Los Angeles area a pair of two-a-day offerings, as "Gone With the Wind" will continue for some weeks at the Carthay Circle. It was the Warner intention, originally, to book "All This and Heaven, Too," into the Carthay Circle, but continued good grosses on "GWTW" decided Fox West Coast officials to hold the Vivien Leigh-Clark Gable starrer for an extended engagement.

Paramount has slated a tri-city premiere for "Untamed" in Seattle, Portland and Spokane, with the initial showing to be in Seattle June 13 and in the other two cities the following evening. Deal was set with Frank L. Newman, president of the Evergreen circuit. Jack Dailey of the studio advertising department will aid Evergreen's publicists in handling the stunt.

Later this summer, probably in July or August, 20th Century-Fox's "Maryland" is to be given a lavish opening at the New Theatre in Baltimore, Maryland, with city and state officials cooperating. Plans at present are to send the entire cast and other studio personalities to the affair.

Technicians Confer With Zanuck on Industry

To consider new problems confronting the industry, 50 leading studio technicians have been scheduled to confer with Darryl Zanuck, chairman of the Academy Research Council, in a meeting slated for May 29. The group was scheduled to complete organization of its new basic committees in the field of photography, laboratory processing, optics, cine-technical development and sound.

Considine Jr. Will Produce "Ex-Mayor of Boys Town"

John Considine jr. will next produce "Ex-Mayor of Boys Town," starring Spencer Tracy, for M-G-M, the picture to go into work when he has completed "Boom Town."

Borrows Sanders

Edward Small has borrowed George Sanders from 20th Century-Fox for a top role in "The Son of Monte Cristo," which will star Louis Hayward for United Artists release. Picture goes into work when Small has completed his current "Kit Carson."

Hellinger on "Thirties"

Warner has assigned Mark Hellinger to produce "The Fabulous Thirties," a sequel to "The Roaring Twenties," from a script by Milton Krims.



Post Preview—

M. J. Siegel (left), studio production head at Republic, talks things over with Director John H. Auer at the party following the recent preview of "Women in War" at the North Hollywood plant.

Major Production Falls; 45 Films Are in Work

For the first time in more than a month, production among the majors has dropped, with 45 pictures now in work—ten less than the all-time high established last week.

Columbia is filming seven, with "Five Little Peppers at School" as a new start and "Blondie Has Servant Trouble" and "Girls of the Road" going into the cutting room. Metro is idling along with four in work. Monogram broke an idle spell by gunning "Queen of the Yukon."

"The New Yorkers" went into production at Paramount, raising the studio's total to six. Republic dropped its pace to three with completion of "The Fighting Marshal." Gunning "One Crowded Night" and finishing "The Stage to Chino," RKO Radio held even with four in production.

With no new starts on the line, 20th Century-Fox continued camera work on six features. United Artists' aggregate dropped to three with the completion of Argosy's "The Long Voyage Home." At Universal, "The Mummy's Hand" and "Uneasy Payments" went into production.

Cinémarks

More than 1,000 advance reservations for Paramount's annual studio club picnic at Catalina Island June 23 already have been received by H. E. McCroskey, in charge of arrangements . . . William H. Pine, Cecil B. DeMille's production aide, has checked out for a vacation in Honolulu, returning in about three weeks . . . Producer Edgar Selwyn of M-G-M has gone to New York for a short holiday.

*

Irving Rapper, New York dialogue director, checked in from a New York holiday.

*

Mrs. Joseph Muller, wife of Warner's manager in Mexico, visited the Burbank studio as the guest of Ann Sheridan.

*

Director King Vidor has returned from a business trip to New York and has resumed preparations on his next M-G-M assignment.

*

Charles Coburn has checked out for New York City to direct the annual Mohawk Valley Drama Festival, planning to return here in August . . . Producer David Hempstead and Scenarist Dalton Trumbo have gone east for story conferences with Christopher Morley concerning a forthcoming RKO Radio vehicle.

*

Funeral services were held at Forest Lawn for William M. Conselman, scenarist, who died suddenly May 25 at the age of 43. He entered the film industry in 1925. Conselman is survived by his widow; a son, William jr., and a daughter, Dierdre.

Discharged from the Hollywood Hospital, William "Hopalong Cassidy" Boyd has retired to his mountain ranch to heal the broken leg which he injured while on location. Doctors declare he will be able to resume work in six or seven weeks, during which time production on the Harry Sherman feature will be postponed.

*

Murphy McHenry is back at his Edward Small publicity desk after several days with Small's "Kit Carson" location unit in Arizona.

*

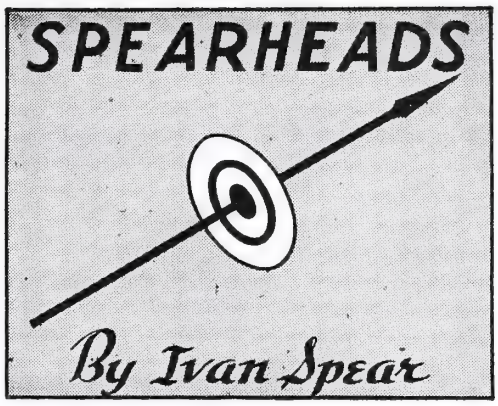
Edward Hogan, M-G-M scenarist, checked out for Berkeley to attend the University of California's spring play. He's gathering material for a college-life script . . . Producer Edgar Selwyn has returned to his M-G-M desk after a short business jaunt to New York.

Harlan Thompson to WB As Supervisor on One

Harlan Thompson, former associate producer at Paramount, has been signed by Warner to function as supervisor of "The Secret Army" under the executive guidance of Bryan Foy. William K. Howard will direct.

Hellinger on "High Sierra"

Mark Hellinger has been assigned by Warner to produce "High Sierra," the next Paul Muni starrer, from a novel by W. R. Burnett. Michael Curtiz will direct.



WHILE it was not scheduled as a part of the agendum at Paramount's annual sales convention, delegates were served a helping of ham which furnished the laugh highspot of the meetings.

At intervals, individual Paramount stars were rushed to the conference room at the Ambassador Hotel to tell the "dear, dear salesmen" how happy they were to personally greet the men who sallied forth to the four corners of the world and made it possible for a breathless public to enjoy the results of their Thespic labors.

Came Frederic March, resplendent in grease paint and costume and direct from the set of "Victory." Rolling his "R's" until the rafters rang, Star Mar-r-r-r-ch spoke:

"I am always at a loss to know what to say before a gathering of this kind and am reminded of the observation, which I think was originally made by Confucius, that 'a public speaker should stand up to be seen, speak up to be heard and shut up to be appreciated,' etc. . . ."

Polite laughter.

An hour or more later, Douglas Fairbanks jr., in tow of his newest producer, Boris Morros, made his bow to the visiting firemen. Said Fairbanks in his best synthetic English accent:

"I am always at a loss to know what to say before a gathering of this kind and am reminded of the statement of Sir Henry Irving, the great tragedian, that 'a public speaker should stand up to be seen, speak up to be heard, and shut up to be appreciated,' etc. . . ."

Again, polite laughter, but completely drowned out by twitters.

Apparently, Messrs. March and Fairbanks recently attended the same banquet but failed to agree as to the source of their parallel, but not collated, plagiarism.

→

Major studios are reportedly issuing orders prohibiting the use of radios on the lots. One has gone so far as to ban the sale of daily newspapers in its commissary. The object, of course, is an effort to have less executive and personnel time and attention devoted to the war and more to production matters.

But it was all rather unnecessary in view of the fact that the bangtails have started to run at Hollywood Park.

→

Victor Mature is either the bravest publicity-seeker in Hollywood or he has unshatterable confidence in typographers and proofreaders.

→

A wax dummy of Sidney Toler is being made for use in his next Charlie Chan epic. Might be the nucleus of an interesting collection and at the same time solve the problem of what to do with nephews and sons-in-law who fail to make good as producers.

→

Musical version of the locking-the-barn-after-the-horse-is-stolen proverb:

Nelson Eddy has his adenoids removed.

→

Jack Warner has reportedly issued an order prohibiting the use of the German language on the Warner lot.

Which is maintaining neutrality with a vengeance, inasmuch as English has apparently been taboo for a long time in the publicity releases.

→

BALLYHOODLUMS—John LeRoy Johnston, who contends that the world is eager to know whether the Nazi invasion of Holland will hurt or benefit Walter Wanger's current production, "Foreign Correspondent," solves the weighty problem with the startling announcement that "the Nazi invasion of Holland was anticipated by Mr. Wanger when the final script was being written." Winston Churchill and General Weygand would probably like to employ one with such remarkable vision as a technical advisor on the super-super they have in production . . . Whether inadvertent or planted, one of the more noteworthy publicity breaks of recent weeks was the lengthy paragraph of a United Press newscast telling of the reissue of Warner's "Confessions of a Nazi Spy" as a definite and important part of the current combat-the-fifth-column activities. Take another bow, Bob (Addison Sims) Taplinger . . . An example of the degree of connivance or inaccuracy attained by freelance press-agentry: In one trade daily, headline proclaims "McCarey, Roach Deal Nears Signature." On the same day, another publication asserts "WB Deal to McCarey; Deal Similar to Capra's" . . . Apparently the marathon contest between Lou (Silent) Smith, Columbia's gift to the ranks of studio publicists, and "Scoop" Conlon, representing the freelance gentry, to determine which can go the longest without getting something into print about their respective principals is still deadlocked—and no signs of either contestant weakening. Incidentally, one of Hollywood's perpetual mysteries concerns the derivation of the "Scoop" appellation—with a long look at the amount of publicity forthcoming on Conlon clients.

Tip-Top, Tedious and a Tear-Jerker

Tragedy, presented at its productional best and worst, found itself established at the top and bottom of the week's list of eight pictures previewed. Easily dominating the octette was 20th Century-Fox's "Four Sons," while Paramount's "The Way of All Flesh," considering its budgetary position, must be adjudged the weakest effort.

Of unlimited appeal as engrossing entertainment, and a forceful argument for the democratic way of living as compared to dictator-ridden Europe, "Four Sons" will, with little doubt, win boundless praise for itself from every American who sees it. And their praise will reverberate to the point where, wisely exploited, its revenue should know no ceiling. The correlated efforts of those who had a hand in its making were little short of inspired, so magnificently was it written, produced, directed and enacted; while, from the merchandising standpoint, it is timed to the minute for universal interest, although its locale and motivation—the rape of Czecho-Slovakia by the Nazis—is now almost ancient history, considering the speed of current events. Producer Harry Joe Brown spared no effort to place the film in the top entertainment brackets. Working with him were Archie Mayo, who directed with vigor and authority, and John Howard Lawson, who wrote a compelling screenplay from a story by I. A. R. Wylie.

* * *

Only other entry to finish in the first division was Warner's "Brother Orchid," which had Edward G. Robinson deserting the be-whiskered biographical field to return to his first love, gangdom, tempered with comedy. A very worthwhile parcel of comedy drama designed to more than satisfy the average entertainment taste for something in the lighter vein, the picture reveals throughout the subtle touch of Producer Mark Hellinger, who seems to have a distinctive flair for photoplays of the quasi-hardboiled theme. Lloyd Bacon paced his direction well, working from a tailor-made script by Earl Baldwin, who based his work on an original story by Richard Connell. Baldwin successfully attained the required satirical treatment throughout.

* * *

Five programmers of assorted worth were topped by Metro's "Phantom Raiders," second in the "Nick Carter" sleuth series and a tip-top adventure melodrama all the way. Substantially mounted by Producer Frederick Stephani, it should rejuvenate dwindling grosses wherever thrill-seekers abound. Both Jacques Tourneur, who directed, and William R. Lipman, who did the script from an original by Jonathan Latimer, aimed their efforts with an experienced and practical eye toward the boxoffice.

Universal incorporated all the tried-and-true elements of adolescent action drama in "You're Not So Tough," and the pic-

(Continued on page 29)

Hollywood—
—Personnelities

Cleffers

—Metro

HERBERT STOTHART doing score for "I Married an Angel," next Jeanette MacDonald-Nelson Eddy picture, which Robert Z. Leonard is to direct for Producer Hunt Stromberg.

BRONISLAU KAPER and C. BAKALEINIKOFF complete score for "The Captain Is a Lady."

GEORGE STOLL schedules conferences with PAUL WHITEMAN when the latter arrives June 3 to work out routines for Whiteman's appearance in "Strike Up the Band."

—RKO Radio

CHET FORREST and BOB WRIGHT writing lyrics for "The Morning Star," a tune by EDWARD WARD which will be used as the theme song for "Dance, Girls, Dance."

PAUL SAWTELL scoring "$1,000 Marriage."

FRANK TOURS doing score for "Tom Brown's School Days."

ROY WEBB scoring "Anne of Windy Poplars."

Meggers

—Columbia

JAMES MOORE to "March of Crime," from a story by Robert Tasker, which Gordon Kahn is scripting. Ralph Cohn will produce. Moore was formerly a test director at Paramount and RKO Radio.

—Metro

JOE NEWMAN to "Crime Merchant," a "Crime Does Not Pay" short.

—Republic

LEW LANDERS to "Sing, Dance, Plenty Hot," which Robert North will produce. Johnny Downs has the lead.

—RKO Radio

FRANK WOODRUFF to "Debutantes, Inc., in which Kay Francis and James Ellison have toplines.

—Universal

CHRISTY CABANNE to "The Mummy's Hand," a Ben Pivar production.

—Warner

GEORGE AMY to an untitled short featuring Matty Malneck and his orchestra. Gordon Hollingshead is supervising.

LEW SEILER to "Tugboat Annie Sails Again," starring Marjorie Rambeau and Alan Hale. Picture rolls June 10.

Options

—Columbia

ALEXANDER HALL given new one-year directorial contract.

HOWARD, FINE and HOWARD (the Three Stooges) held for another two years to appear in eight short subjects.

—Metro

MARVIN BOROWSKY joins scripting staff as a junior writer.

VIRGINIA GREY, featured player, given contract renewal.

ANALEE WHITMORE, junior writer, given new term pact.

—Paramount

ARTHUR HORNBLOW JR. given new three-year contract as a producer. His next release is "The Ghost Breakers," co-starring Bob Hope and Paulette Goddard.

W. L. RIVERS handed new writing ticket. He is scripting "The City That Never Sleeps."

—RKO Radio

KAY FRANCIS signs two-picture acting deal, with "Debutantes, Inc.," as her first assignment.

LOUIS HAYWARD loaned by Edward Small to appear in two films.

—20th Century-Fox

ANN TODD, eight-year-old actress, given long-term contract. Present plans are to star her in a number of vehicles originally lined up for Shirley Temple, including "Lady Jane."

—Universal

JACK OTTERSON, art director, held for another year.

—Warner

MILDRED COLES, Little Theatre actress, given term contract and role in "No Time for Comedy."

WILLIAM KEIGHLEY given new directorial contract. His current assignment is "No Time for Comedy."

Percenteers

Associated Artists and the Lester Salkow agency merge under the name of the former, with Irving Salkow heading the new organization. Bunty Lawrence, of the Lester Salkow office, remains as an associate.

GENE MANN checks out for two weeks in New York on business.

JOHN MCCORMICK heads for New York for a month's visit to attend business matters in the east.

Scripters

—Branford Productions

ALLEN RIVKEN to the first of the "Scattergood Baines" pictures for RKO Radio release.

—Metro

IRVING BRECHER and NAT PERRIN polishing "Go West," forthcoming Marx Brothers comedy.

ETHEL FRANK to "The Canterville Ghost," which Milton Bren will produce.

—Monogram

BERNE GILER to "Land of the Sky Blue Water."

KAY VAN RIPER to "Kathleen," from her own original.

CHANDLER SPRAGUE and BRADBURY FOOTE teamed on "Osborne of Sing Sing," co-starring Clark Gable and Robert Taylor.

DONALD OGDEN STEWART nears completion of "The Philadelphia Story," from Philip Barry's play, which will serve as a starring vehicle for Katharine Hepburn. Director George Cukor will launch filming June 15 with Joseph L. Mankiewicz as the producer.

—Sigmund Neufeld

GEORGE BRICKER to "Wolf Cry," from a story by Jack London.

—Paramount

BILL MORROW and ED BELOIN teamed on "Love Thy Neighbor," which will co-star Jack Benny and Fred Allen.

—Republic

KARL BROWN to "Foreign Correspondent," a tentative title.

F. HUGH HERBERT to "The Man of the Year," a Robert North production.

HARRISON JACOBS to "The Ranger and the Lady."

—RKO Radio

FRANK PARTOS completes "Stranger on the Third Floor," from his own original. Boris Ingster will direct.

GERTRUDE PURCELL to "False Witness," to be produced and directed by Bernard Vorhaus.

BARTLETT CORMACK to "Valley of the Sun," from Clarence Budington Kelland's novel.

PETER GODFREY and ALFRED BATSON to "The Deerslayer," a Gene Towne-Graham Baker production.

—Charles R. Rogers

ZOE AKINS to "Jane Addams and Hull House." Columbia will release.

—20th Century-Fox

MICHAEL BLANKFORT completes "Highway 66" for Producer Fred Kohlmar.

ED VERDIER completes "The Bride Wore Crutches," from his own original. Shepard Traube directs.

MARVIN WALD to "School for Soldiers," from his own original. Lou Edelman will produce.

—Universal

ARTHUR T. HORMAN to "Argentine Nights," to star the Ritz Brothers.

—Vogue Productions

AL CAPP to "Li'l Abner," based upon his comic strip, which will be Lou Ostrow's first production for RKO Radio release.

—Warner

EARL BALDWIN to "The Weak Link," a play by Allan Wood. Eddie Albert will star.

ROBERT BUCKNER resumes work on "Santa Fe Trail," slated as Errol Flynn's next starring vehicle. Michael Curtiz will direct.

LESTER COLE and FRED NIBLO JR. to "Bad Boy," from a story by John Fante.

OWEN CRUMP to "The Dog in the Orchard," a story by Mary Roberts Rinehart, to be filmed as a short subject under Gordon Hollingshead's supervision.

LEONARD HOFFMAN to "Second Wind," based on a prizefight yarn by Talbert Josslyn.

ROBERT KENT to "Thieves Fall Out," from his own original.

MICHAEL SIMMONS completes "The First Trigger Man," a biography of Samuel Colt, arms manufacturer.

CHARLES TEDFORD to "Fremont, the Pathfinder," a historical short subject.

SALKA VIERTEL completes "The Full Life," story of Katherine Gero, famous foster mother of Hungarian orphans.

JOHN WEXLEY completes "Danger Signal," from Phyllis Bottome's novel, to be used as a Bette Davis starrer.

SPEARHEADS

(Continued from page 27)

ture, consequently, can be expected to account for itself satisfactorily in the program niche. Merged for the first time, the "Dead End Kids" and the "Little Tough Guys" are as noisy as ever, but both groups are rapidly attaining maturity and, for this reason, are probably reaching the end of their vogue as rambunctious juveniles. Production by Ken Goldsmith, and Joe May's direction, are both up to par. Arthur T. Horman fashioned a workmanlike script from Maxwell Aley's original story.

From the same studio came "Framed," a mystery-comedy that boasts snappy dialogue, fast-paced action and a whirlwind climax, all keyed in the lighter vein. In its unassuming way, this should more than pass muster with audiences of all types. Producer Ben Pivar and Director Harold Schuster fulfilled their respective assignments with complete competency, while Roy Chanslor's original screenplay was well-contrived.

Burdened down with a feather-weight cast and complete unoriginality in its plot development, 20th Century-Fox's "Manhattan Heartbeat," a re-make of the famous "Bad Girl," suffers badly by comparison with its predecessor. As subsequent-run material it will get by, but that's all that can be said for it. Under Sol Wurtzel's production guidance, Director David Burton did the best he could with the material at hand. Harold Buchman, Clark Andrews, Jack Jungmeyer jr. and Edith Skouras manufactured the laborious script from the novel by Vina Delmar.

Commonplace sagebrush fodder that fails to take advantage of the possibilities inherent in its budget and cast, 20th Century-Fox's "Lucky Cisco Kid" is so stereotyped in motivation and treatment, and attempts to include so many horse-opera cliches, that at times it almost seems to be a burlesque of the time-honored western. With each succeeding chapter, the series seems to be veering further away from the splendid "Cisco Kid" pictures made with Warner Baxter as the star, whose boots and saddle Cesar Romero cannot quite fill. H. Bruce Humberstone demonstrated a lack of smoothness and timing in his direction. John Stone produced, with Robert Ellis and Helen Logan scripting from an original story by Julian Johnson.

* * *

Major flaw in Paramount's "The Way of All Flesh" is the almost complete lack of alleviating touches of humor, the incorporation of which would have widened the picture's appeal considerably. However, it stresses the tear-jerking technique too relentlessly to hit the mark for any but those who demand huge chunks of heartbreak and despair in their motion picture diet. Despite all this, there are several compellingly powerful scenes to the credit of Director Louis King and Scenarist Lenore Coffee, who used an original story by Lajos Biro and Jules Furthman as the basis for her script. Eugene Zukor functioned as associate producer.

Progress Despite War Gloom, Balaban Hope for Paramount

LOS ANGELES—Charting a course of continued progress for Paramount despite world economic conditions and expressing complete confidence in the ability of the sales force to put over the program outlined for the new year, Barney Balaban, president of the company, sounded the keynote for Paramount for the 1940-41 season in an address delivered to the 125 attending delegates to the annual convention here May 24-25-26. Balaban pointed out that the company's operating and financial policies have been shaped to a conservative pattern which enables the organization to "breathe more freely," and declared that, "instead of running to cover, Paramount is shooting the works." He cited a list of stars, plays, studio and sales executives which he declared, in his belief, "add up to the strongest group of box-office pictures this company has ever had."

Touching upon sales policies, Balaban asserted that "this cannot continue to be a buyer's market," although declaring that "that does not mean starting a war between distribution and exhibition." Pointing out that a year ago he told conventionites that the time was drawing near when films would be sold on a different basis than in the past, Balaban said:

"I believe that we are just a year closer to that time."

Paying tribute to Y. Frank Freeman, William LeBaron, other studio executives and homeoffice officials, Balaban also read a cable from David Rose, English production head, pledging renewed efforts to increase revenue in Great Britain.

Sales policies were discussed by Neil Agnew, distribution chief, in a closed session with the attending sales forces. It became known through a Paramount spokesman, however, that Agnew instructed the district and divisional managers to work out their own policies on an individual basis to meet their individual problems and territorial aspects, in each instance securing the highest possible returns from percentage and flat-rental bookings. Divisional groups met in separate sessions, also, under the leadership of J. J. Unger, Charles M. Reagan and Oscar Morgan, heads of the eastern, western and southern divisions respectively.

Sees End of Duals

With the prediction that dual billing is coming to an end because of a threatened shortage of product, Freeman, who is in charge of studio operations, told attending delegates world economic conditions are forcing all studios to make less films during the coming year. Declaring there will be "just as many good pictures, but not so many pictures," he asserted "they simply won't be available to exhibitors for double billing." Because of this condition, Freeman said, exhibitors must contribute to a greater degree to the job of selling forthcoming product. Admitting that during the years past the studio has "in some instances" failed to deliver the "smash top pictures that we should have delivered," Freeman told the delegates that the plant is now on the road to making more of the hit pictures the sales force needs.

"This is not the beginning merely of the 1940-41 convention," Freeman said, "but it is the beginning of a new deal for Paramount."

Freeman's references to improved quality in the 1940-41 lineup were expanded upon by Cecil B. DeMille, who recalled that it was his 25th appearance before a Paramount convention and announced that he will make three pictures, all in Technicolor, during the next two years, first of them to be "Reap the Wild Wind." William LeBaron, studio production head, and A. M. Botsford, his executive assistant, introduced Arthur Hornblow jr., who outlined the plots and casts of the four pictures he will supervise; Mark Sandrich, producer-director, who is to make two films; Anthony Veiller, who has three on his schedule; William A. Wellman, to produce and direct two; Harry Sherman, planning six "Hopalong Cassidy" westerns and two specials. Brief appearances were made by such stars as Jack Benny, Gary Cooper, Dorothy Lamour, Fredric March, Douglas Fairbanks jr., Betty Field, Mary Martin, Robert Preston and others. Thereafter Freeman explained the studio's efforts to build up new players and develop new stars, and asked the cooperation of the sales force in giving "every possible break" to the newcomers.

$2,000,000 Advertising Budget

A $2,000,000 advertising budget has been set aside for the new season, Robert M. Gillham, publicity-advertising chieftain, announced to the delegates. Of this the bulk will be spent in newspapers and in more extensive exploitation in the field, he said. Gillham declared magazines will be used only when pictures lend themselves especially to that type of national advertising. An exploitation man is to be assigned to each distribution district, Gillham said, working directly with the district managers to contact newspapers and exhibitors, handling premieres and special showings. Their work will be coordinated by Alec Moss, Gillham's New York assistant. Paramount will continue to utilize radio as a selling force, Gillham added. He was followed to the rostrum by Cliff Lewis, studio advertising-publicity director, and other departmental executives, including Al Wilkie, A. C. Dillenbeck of the Buchanan advertising agency and Charles Casanave, vice-president of National Screen Service.

The foreign situation was reviewed by John W. Hicks jr., vice-president in charge of foreign operations. He told conventioneers the Paramount organization abroad still is in operation, although under conditions imposing "a terrific burden." Hicks declared the organization is being maintained "so that when peace comes again, we will be ready to step in and rehabilitate our business." However, he said, world unrest precludes the possibility of accurately foretelling what revenue may come from abroad.



—Metropolitan Photos

At the RKO Sales Convention—

In New York. Left to right are district managers L. E. Goldhammer, Walter E. Branson and Harry Cohen with Perry Lieber, studio publicity chief; S. Barret McCormick, director of advertising and publicity, and Rutgers Neilson, eastern publicity chief.

SEATTLE

THE Northwest Film Club announces that Wednesday, June 26, will be the day for the annual picnic. The gang will gather this year at Gaffney's Grove at Lake Wilderness. Two highlights will be the baseball game and the egg tossing contest, which is staged annually by John Danz, president of Sterling Theatres. A dance in the evening will wind up the happy day . . . Word from Dawson in the Yukon territory that the Orpheum was destroyed by fire. It is just about a year ago that the same house had a blaze . . . Bucky Harris of the Park in Butte announces the opening of his new Montana in the same town. House was formerly the Broadway operated by Jack Gavin . . . Morris Segel, branch manager for Paramount, was selected as one of the three judges to select the "typical co-ed" attending the University of Washington, and other colleges in the Northwest. Winner was a lass from the University of Idaho.

Heavy balloting reported in the Hamrick-Evergreen Theatres' contest to determine the organization's most popular cashier, usherette, or doorman. Theatre patrons may cast one vote for their favorite each time they attend the six downtown houses, the Fifth Avenue, Paramount, Orpheum, Blue Mouse, Music Box or Coliseum. John Hamrick is offering prizes in form of added vacation periods for employes who tabulate greater votes . . . Rad Pratsch of Tacoma has been successful in sailing his boat across the Pacific from Honolulu to Puget Sound. Many had wondered if Rad, the popular exhibitor, would be able to make the trip in a boat the size he owns.

Al Bloom, back from the United Artists convention, announces A. J. Sullivan stopped off at Cincinnati to visit his mother, and Pete Higgins, branch manager, has gone to Los Angeles to visit his mother, recently injured in an auto accident . . . J. T. Sheffield, president of Republic Pictures of the Northwest, and Eddie Walton, local manager, off to San Francisco for a regional convention. They were joined in Portland by Harold Sheffield and in San Francisco by Sheff's other branch managers, Gene Gerbase of Denver and Pat Pinnell of Salt Lake . . . Charlie Grieme and family over from Wenatchee, and while Charlie attends to his booking, Mrs. Grieme and daughter Dorothy are spending a few days at Camano Beach.

Mark Corey, branch manager for RKO in Portland, joined Eddie Lamb, Seattle branch manager, along with Jack Burk and Louie Goldsmith, all of them on their way to the convention in New York. In Spokane they were joined by Sam McFadden and Eugene Engelman . . . Jack Anderson, back from the trip east, is resting a spell in the hospital. Jack was driving a new truck for the Northwest Film Service when he was taken ill at Miles City, Mont., and was operated on in that town. Coming along great now . . . Mr. and Mrs. Phillip Hendlin, parents of Beverly Parker, have arrived from New York for a two-month stay. Bill Parker is busy introducing the folks to the gang on the Row . . . The current issue of the Washington Purchasing and Manufacturer *spills the beans on Kenny Schultz' golf. It seems Kenny hung up a nifty* 135 *for high gross score in a British Columbia tournament last month and won a prize. Ken has said nothing about it because he didn't want it to affect his handicap in the next Film Club golf tourney.*

Richard Greenwood, president of the Heywood-Wakefield Co.; Henry Perry, treasurer, and Paul Posser, general sales manager, who have been guests of B. F. Shearer, have left for the east via Vancouver. They were Shearer's guests for a dinner at the Washington Athletic Club and later went to a ball game . . . Neal Walton, branch manager, and Ray Ackles, Keith Beckwith and Bill Kostenbader will all attend the Columbia gathering in Chicago . . . Eva Lukan back from a visit with the Bill Cunninghams in Portland . . . Art and Mrs. Slater back from the convention in New York.

The World's Finest

BURCH

Super Showman Popcorn

MACHINES

ALL OVER THE WORLD

POPCORN SMITH

BOX 284 — SEATTLE



On "Sentence" Set—

George Brent (right) plays host to W. B. McDonald, operator of the Avalon in Olympia, Wash., on the set of "The Sentence" at the Warner studio.

Merchant Byke Promotion Takes Hold on Coast

LOS ANGELES—The use of bicycle promotions for Saturday matinee giveaways has taken hold at boxoffices throughout the country, and is being adopted by west coast exhibitors, according to Cal Hermer, western district manager for International Enterprises.

International Enterprises, with home offices in Chicago, has dealt in theatre-merchant promotions for years, and for the past eight years has specialized in bicycle tieups. Hermer came out here recently to supervise West Coast operations through the company's Los Angeles branch, located at 2028 S. Vermont Ave.

They offer Speed-O-King bicycles and the new Hollywood Police Car free to theatres with merchant tieup. Merchant selling is done by their own bonded representatives under supervision of the Los Angeles branch.

Many of the major circuits throughout the country have been served by International, including Warner, Publix, Fox Midwest, Balaban & Katz, Crescent Amusement, Wilby & Kincey, Malco, Griffith, Interstate, Harris, and United Detroit, as well as independent houses.

"U" Has Crosby Short

Negotiations have been completed whereby Universal will release "Swing With Bing," a musical short subject filmed by Herbert Polesie during the recent Bing Crosby golf tournament. Short contains original song numbers written by Jimmie Monaco.

Paramounties

LOS ANGELES—Frank H. Smith, Salt Lake City branch manager, and J. M. Bettencourt, San Francisco sales manager, acted as an advance column, for the Paramount convention arriving four hours earlier on different trains ahead of the other delegates. They held down the Ambassador Hotel lobby as self-appointed information bureaus.

The west coast seems to have agreed with A. R. Anderson, Portland branch manager, who moved from Sioux Falls last year, and on whose cheeks a Technicolor glow now is noticeable . . . Frank Smith, branch manager from Salt Lake City, also is on the healthy side.

All keyed up about the San Francisco Fair, Neal East, San Francisco branch manager, acted as a lobbyist trying to persuade the conventioneers to make the Bay City exposition a stopover on their way home.

Harry David, Salt Lake City Paramount circuit executive, flew in to meet the salesmen, and lunched with Frank H. Smith, Salt Lake branch manager.

Morris Segel, Seattle manager, was so anxious to save time for the company that he planed in from his territory.

Few conventionites escaped Harry Sherman, producer of those "Hopalong Cassidy" and other westerns, who buttonholed everyone within reach to show them his armful of wires and letters from exhibitors, listing statistics claiming his "Light of Western Stars" is outgrossing virtually every other picture from Paramount for several seasons past. With Sherman was Myke Lewis, his sales contact, hobbling around on two canes as the result of an automobile accident some time ago.

A personalized touch was introduced when Kenneth Robinson, Buffalo manager, delivered a greeting from Vince McFaul, general manager of the Shea Theatres there, to Y. Frank Freeman.

Two unchallenged records were set by Alvaro Reyes, manager of the Colombia, South America, office. He traveled farthest—4,850 miles via New York—and set foot on American soil for the first time in ten years.

It was a case of pleasure before business when William H. Pine, assistant to Producer C. B. DeMille, ran across his old friend Alec Moss of the New York office. Pine forsook his task of editing "North West Mounted Police" to have lunch with the easterner.

Nobody can tell Judge Frawley, convention manager, much about handling these sales sessions. He's been in Hollywood once a year, every year, since 1920, staged his first convention for Paramount in 1922—and has plenty of gray hairs to prove it.

Lion of the luncheon table was Gary Cooper, introduced by Y. Frank Freeman as "one of our up-and-coming young stars." He dined with Barney Balaban, Freeman, Y. Frank Freeman jr., Jack Moss, Jacob Karp and Austin Keough.

While war talk was heard on every side, more concern was exhibited by Jack Roper, homeoffice statistician, than by most other delegates—and with good reason. He has relatives living in London and others fighting at the front.

Evidently hoping to get himself in trim for a strenuous bout with the adjectives in 1940-41, Bob Gillham, publicity-advertising chief, played a game of tennis with William T. Tilden, former champ, each morning before breakfast. Gillham's refusal to divulge the scores, and his claim that he had a hole in his racket, were met with raised eyebrows on the part of conventionites.

Clayton Eastman, Albany chief, proudly reported business at his office 30 per cent ahead of last year.







At the Paramount Sales Convention—

In Los Angeles. Top left: Barney Balaban (left), president, is welcomed by Y. Frank Freeman, head of studio operations. Top right: Robert M. Gillham, director of advertising and publicity, as he delivered his message to the assemblage. Below, top row: A. R. Anderson, Portland manager; A. Taylor, San Francisco salesman; G. Haviland, Seattle salesman; J. M. Bettencourt, San Francisco sales manager; I. G. White, Los Angeles sales manager; M. Segel, Seattle manager. Bottom row: G. A. Smith, district manager, Los Angeles; F. H. Smith, Salt Lake manager; C. J. Bell, Denver manager; H. N. East, San Francisco manager.

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Stars' homes—famous night spots—beautiful California scenes.

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MARTIN'S NATIONAL SERVICE

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Has "Human Beast"

Los Angeles—Pacific Coast distribution rights to "The Human Beast," co-starring Simone Simon and Jean Gabin, have been acquired by Max Laemmle, former European sales executive and now a local theatre operator. The film was produced in France.

PORTLAND

NEXT WEEK is the Rose Festival, which if it is not an event in which the entire community takes part, comes remarkably close to it for a city as large as Portland. This year's show promises to be as good as the best, if not better, and not the least of its marvels is how this guy Ted Gamble can general-manage it while operating a string of show houses and remain his usual jovial self—always willing to help out a reporter.

Oregon lost a leading spirit in civic enterprises with the death Sunday of Sam Slocum, publicist, who in recent years directed promotion of the Winter Sports Carnival, The Redhead Roundup at Taft, the Mount Angel flax festival, the Independence Hop fiesta, the Tillamook Beaches jubilee and the firemen's milk fund. The former newspaperman passed away at University state tuberculosis hospital at the age of 49.

Visiting the Row last week, Eddie Callahan of Seaside revealed his new 650-seat Times house will open June 29, probably with a single feature policy . . . Herb Sobottka ran off a pretty dance feature on the Paramount stage Saturday and Sunday, with some 300 pupils of the Billings dance studio going through their paces in an hour. It packed the house for one afternoon and one evening show each day.

Harold Hunt of the Journal *relays word that United Productions, a new theatrical producing firm with Orson Welles among the directors, plans five productions a year on the Pacific Coast, beginning in October . . . Al Anderson, Paramount branch manager, is back after attending the company convention in Los Angeles . . . Audrey Heelan of 20th Century-Fox is vacationing in Seattle . . . Belated congratulations to L. E. Bowen of Castle Rock on his recent marriage.*

Signing Filmrow guest books were Lee B. Ryan of Ashland, Weed and Yreka; Lawrence Spraker of Stayton, George Rose of Milton-Freewater; Bill McKevitt of Newport, Bob Marsdon and Denny Hull of Coos Bay and Dick Fisk of Bandon.

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LOS ANGELES

LOS ANGELES

LANE NICHOLAS, M-G-M shipper, is vacationing for two weeks in the High Sierras . . . Enid Kasten has resigned from M-G-M to take a job at the Lockheed airplane factory. Kathleen Gannon replaces Enid in the accounting department, shifting over from the clerical staff.

Booking visitors included Fred Siegel of the Palomar and Margo theatres, Oceanside, and Harvey Levinson of the Cozy . . . Astor's releases, "Hell's Angeles" and "Scarface" have been held for another week at the Filmarte in Hollywood.

Leon Glasser, new owner of the Bell in Bell, is learning about the city's transportation system first-hand via street car and bus. His automobile was stolen from in front of the theatre . . . Mike Levinson checked in from a trip through the northwest, supervising runs of his independent release, "White Zombie," which opened in Sacramento, Fresno and Stockton . . . A visitor at the Azteca exchange was Roberto A. Morales, Mexico City producer.

Marcella Daly, booker's secretary at RKO Radio, became Mrs. Dick Cantwell in a ceremony performed at Las Vegas, June 1. *She and her new husband will establish residence in Alhambra . . . A two-week vacation is being planned by May Cunningham, of RKO Radio's secretarial staff.*

Producers Releasing Corp. screened "I Take This Woman," its first release, for Fox West Coast executives . . . Oscar Rose and Sam Horowitz have purchased the Film Cafe, on Filmrow, from Milton Rose, who is thinking seriously of becoming an exhibitor and deserting the restaurant business for good.

More booking visitors: Harry Hoffman, Soboba, San Jacinto; Harvey Perrizo of the Dreamland; George Bromley, operator of the Campus . . . Frank Ullman, who owns the Azteca in Calexico, reports no damage was done to his house in the recent Imperial Valley earthquakes.

Hi Peskay of Majestic Pictures has set a booking deal with Fox West Coast for "Mill on the Floss," starring Geraldine Fitzgerald . . . The exchange has also acquired west coast distribution rights to "Murder Is News," English-made film starring John Gallaudet.

Edith Simmonds, who operates the switchboard at the Columbia exchange, is off on a two-week vacation. She intends to spend most of it right in town . . . C. A. B. Emanuel, father of Bess Emanuel, local independent distributor, checked in from San Francisco for a short visit . . . Jenne Dodge, Mission Theatre, Ventura, came in for bookings.

Sam Nathanson, general manager of Coast Pictures, received word from Detroit that his father, Simon Nathanson, had died there May 22 of a paralytic stroke at the age of 74 . . . Delegates from the local exchange attending the United Artists convention are back on the job after their trip to Chicago.

Ralph Carmichael, M-G-M office manager, and Howard Perretz are keeping in trim (they hope) by boxing a few rounds after office hours every night.

DENVER

ORSON DRAKE, operator at the Pueblo, Pueblo, was asphyxiated in his booth when a fire broke out back stage. Drake apparently tried to save the film from destruction. The 300 in the theatre at the time escaped injury. $20,000 damage was done to the house.

The Kiva at Las Animas, Colo., was destroyed at an estimated loss of $15,000 *in an early morning fire. The house was owned by E. M. Simon and operated by C. E. McGlothlin.*

The Pace at Gordon, Neb., destroyed a few months ago by fire, is being rebuilt by the Black Hills Amusement Co. The new house will be opened around July 1, and will seat 550.

Frank Young has changed the name of his Star at Otis, Colo., to the Sun . . . The Granada, Denver, one of the Civic group, is operating only on Friday, Saturday and Sunday for the summer.

Two prominent theatre families of the Denver area will be united some time this fall when the wedding of Miss Niriam Briggs, daughter of Mr. and Mrs. Earl P. (Buzz) Briggs, and Wm. H. Ostenberg III, son of Mr. and Mrs. Wm. H. Ostenberg II, takes place. Both are students at the University of Colorado.

The showroom of the Graham Bros. Theatre Equipment Co. is nearing the end of the remodeling, and will provide this firm an up-to-the-minute place to exhibit their stock. The showroom has been more than doubled in size.

More than 50 attended the final monthly luncheon of the Rocky Mountain Screen Club, at which time Rowland K. Goddard, secret service man, gave an instructive talk on money, and special stress was laid on how to detect counterfeit bills.

Miss Rose Agren, office manager and booker for the Monogram exchange, is enjoying a three-week's vacation in the east and Canada. Charlotte Priesen is filling the job while Miss Agren is away.

Leimbrock & McCallester are building a new theatre at Caddoa Dam, a government project. The house will seat about 300. While in Denver they bought sound equipment and projectors, along with a screen and miscellaneous equipment, at the National Theatre Supply . . . A. E. Meyers, sales manager of the International Projector Corp. of N. Y., was a visitor at the NTS branch.

Ticklish Situation Confronts Browne

NEW YORK—Although local observers believe IATSE President George I. Browne will poll a unanimous vote to give him his fourth successive term on the basis of his accomplishments over the past year, the organization's four-day convention in Louisville, starting June 3, is expected to provide fireworks when Browne attempts to "talk his way out of the Willie Bioff, case, the Westbrook Pegler situation and the John P. Nick scandal" in St. Louis.

Browne may use a "smoke screen" in the form of pointing up progress in the strengthening of the IATSE in major exchanges and the 30 locals recently chartered in the boxoffice treasurers' field, it is said, but "he has an account to settle in respect to the prestige of the organization in explaining the three other matters," as one source puts it. However, Browne's personal popularity is seen as overcoming any resentment "as it might be translated into action."

A topic that may flare into a major issue revolves about Altec, whose purported "inclusive service" is said to be aimed at "servicing everything in the house" and which is claimed to be "stepping on the toes of projectionists." Action also is expected to be taken toward consolidating IATSE's lines in the 16mm field, which is said to be decidedly on the upbeat. It is the organization's feeling, union observers say, that its members should be employed where 16mm showings are performed for large public groups, whether they be commercial or educational.

In fact, as one spokesman puts it, "wherever there is projection, the IATSE says 'me, too.'" This attitude may resolve itself into action in respect to jurisdiction in the television field and the recent influx of nickel-in-the-slot machines that employ amplifiers, which must be serviced.

Harland Holmden of Cleveland, presently a third vice-president, is seen as a logical election successor to Nick, who held the post of first international vice-president. If Browne is re-elected president it will be his first under the new four-year term amendment. His three previous administrations were two-year terms. About 1,000 delegates, including representatives from the Bahama Islands and Hawaii, are expected. There will be about 15 commercial equipment displays.

Suburban Chicago Houses Benefit by Rainy Weekend

CHICAGO—The rainy weekend was an aid to suburban theatre business, many of the houses reporting their best boxoffice takes in several weeks.

In the loop, however, there were no outstanding favorites, with all the houses reporting average business.

"Olympia," the motion picture of the German Olympic Games, despite all Nazi propaganda having been taken from it, had a miserable week at the Sonotone.

Racine Manager Branches Into Broadcasting

Racine, Wis.—Stanley Lambert, Hollywood air reporter! That's the latest monicker of the versatile manager of the Warner Rialto here.

Lambert recently sold the local radio station, WRJN, on a weekly 15-minute broadcast every Tuesday of Hollywood news. When a professional woman announcer wanted too much money for the job, Lambert tested for the job himself and passed with flying colors. And besides plugging his own Rialto on the program he also plugs the Warner Venetian and State theatres.

A 3% Admission Tax May Face Illinois

CHICAGO—A three per cent admission tax is expected to be introduced during the next session of the Illinois legislature as one means of replenishing the state treasury, which is reported badly depleted.

Should the proposal materialize, it is certain to meet concerted opposition from the United Theatre Owners of Illinois, according to President Eddie Zorn of Pontiac.

The UTOI confines its activity to combating legislation harmful to the trade. Its last campaign was waged against the Lund anti-double feature bill.

Protest Against Multiple Programs Seen Effective

ST. LOUIS—The recent protest by officers and members of the Better Film Council of Greater St. Louis against triple feature programs being used by some theatres in St. Louis and St. Louis county, has apparently obtained some results.

It has been learned that the management of the Fairy, a 500-seater at 5640 Easton Ave., and the Macklind, a 645-seater at 5415 Arsenal St., have announced they intend to eliminate such programs in the future. It is anticipated their lead will be followed by other houses, including some in the St. Louis Amusement Co. fleet.

The Fairy and Hi-Way are pioneers in the triple-feature program field.

Confine 'Waterloo Bridge'

CHICAGO—M-G-M's "Waterloo Bridge" has been given an adult-only permit by the local censor board. The film opens its loop run following "Edison, the Man" at the United Artists.

Greiver Into Antioch

ANTIOCH, ILL.—Si Greiver of Chicago has taken over operation of the old Crystal here. After remodeling the house, he has renamed it the Lake. The house was reopened Decoration Day.

Milwaukee Paper Hits Censorship Proposal

MILWAUKEE—Mayor Carl F. Zeidler's proposal to set up a censorship committee with power to act against objectionable pictures is opposed by the Milwaukee *Journal* in an editorial because "Censorship of films goes along with censorship of speech or of the press.

"Those who accept the ideas of totalitarian governments wouldn't object," the paper goes on. "But that is not yet the American idea. Most persons think there is already too much government interference in their lives. But at least they can still read about it in their newspapers, hear about it over their radios and see pictures of what is going on.

"Decency is vital to a community. Year in and year out we've been in a good many campaigns for decency. We've heard the outcries from one side that the law and the police interfere with 'personal liberty,' the demands from the other side that safeguards be thrown around children and young people. We stand for guarding the young people.

"But there never has been a time when it wasn't possible to shout down an indecent performance. There is authority enough in the present law and film commission to prevent a showing that classifies as indecent, without creating an arbitrary board to limit one of the freedoms we still enjoy."

Showing of "Primrose Path" here started the censorship agitation after the motion picture board had approved the picture despite a statement by Mayor Zeidler that he had received numerous protests from citizens as to the desirability of showing the film. Mayor Zeidler requested the commission to review its original approval of the picture, which it did, and again gave the film a clean bill of health.

Free Screen Bulwark of Liberty, Says Milliken

INDIANAPOLIS—"Freedom of the screen and freedom of the press stand as an eternal reiteration of the Bill of Rights," declared Carl E. Milliken, secretary of the Motion Picture Producers and Distributors of America, in a recent address before the Business and Professional Women's Club here. Great tribute was paid to Will Hays as a major influence in the development of films the past 18 years.

Milliken touched upon the role of the motion picture as the combiner of all the arts and its vast potentialities in education, and reminded his hearers that films are still in their first generation.

Plan Light Fare

CHICAGO—Comedy relief in films as an antidote to war news is planned by various major studios, Clarence Brown, M-G-M director, told BOXOFFICE during a brief stopover here between planes. He was en route to Hollywood after a stay in New York.

CHICAGO

BILL BRUMBERG, Warner assistant branch manager, still is making the "kerosene circuit" of smalltown and neighborhood civic clubs for luncheon speeches, and doing a swell public relations job. His latest was before the Niles Center Business Men's Club.

The all-star Filmrow softball team won its first game in the Trans-Loop League, defeating the Southern Limited outfit, 9 to 2. Bill Kassell of Columbia was the Filmrow pitcher, allowing just four hits.

Jake Wilk, Warner story editor, stopped in the local exchange, en route east on a regular jaunt . . . George West was through here, motoring to the west coast . . . B&K has remodeled its publicity department offices, and they even have venetian blinds now.

The M-G-M Employes' Club hosted a party to Evelyn Seman at Al Simon's. She is going back to her old job of housewife . . . Our sympathies to Frank Ishmael, whose mother died recently near Taylorville, Ill.

Florence Eddy Tucker, "hello" girl at 20th Century-Fox, is honeymooning in the Ozarks and postcards to the office gang that it is "heavenly" there . . . Mrs. William Weinshenker, wife of the Universal city salesman, is confined to University Hospital.

Florence Rosen, "hello" girl at Universal, has been promoted to contract clerk, succeeding Ruth Greenberg who has received a federal stenographic post at Rockford, Ill. Taking Florence's place is Ann Weiner.

CONVENTION ECHOES: Ben Elrod, Chicago member of the Paramount 100 Per Cent club, is considered one of the most enthusiastic salesmen, having run his zone from a hospital bed when he was injured in an accident recently . . . Jim Donohue, Chicago Paramount manager, went out ahead of the convention delegates because of his mother's illness in San Francisco. When she was reported improved by physicians, Donohue went on to Los Angeles.

Practically all of the office staffs of the Filmrow exchanges are on a summer schedules now. Which means, they close a half hour later daily, at 5:30 p. m., and remain closed on Saturdays, with only skeleton crews on duty a half day then.

Alaine Brandes, one of the most photographed girls in Chicago until about a year ago, is now Hollywood's "Movie Glamour Girl of 1940," according to word from the film capital. Alaine, who tried for RKO's "Gateway to Hollywood" last year without success, is now set for four forthcoming film roles, viz: In Hal Roach's "Turnabout" for UA; "The Boys From Syracuse," Universal; "A Night at Earl Carroll's," Paramount, and an untitled RKO picture.

Al Jolson's forthcoming musical, coming into the Grand Opera House, July 7, has been retitled "Silks and Saddles." Formerly it was "Keep Punchin'."

The annual summer season at Ravinia, swank north Chicago suburb, of the Chicago Symphony Orchestra, gets under way again this year on June 25.

Jack Osserman, RKO branch manager, and his sales force hopped aboard the RKO convention special at LaSalle Street Station here last Saturday. The special carried all the western boys to the New York confab and picked up a lot of them en route.

Some of the boys were trying to say

(Continued on page 43)





Women's Committee for Allied Convention —

When the national Allied convention opens in Chicago June 19, there will be no neglect of the visiting womenfolk. The ladies above are seeing to that. Top right: Mrs. Jack Kirsch, chairman of the general women's committee. Her co-chairmen are Mesdames Abe Feder, Jack Rose and Elmer Benesch. Below: The general women's committee. The ladies: Standing, left to right, Mesdames Herbert Ettelson, Harry Solomon, L. Sevin, Sol Best, M. Kaplan, Joseph J. Weiss, Al Goldson, Nate Joseph, Ludwig Sussman, M. B. Lang, John Semadalas, M. Waldman and M. Zimmerman. Seated, left to right, Mesdames Benjamin Lasker, Jack Rubin, Sam Trinz, Abe Feder, Jack Rose, Elmer Benesch, Nate Wolf, Harry Goldson, Miss Sydelle Katz and Mesdames Oscar Brotman and Seymour Skidell.

Many Sign for Allied Equipment Exhibit

CHICAGO—Companies already signed for exhibits in the Equipment Dealers' Exposition phase of the 11th annual Allied national convention at the Hotel Morrison here June 19 to 21 include:

Adler Sign, American Seating, American Ticket, American Vending, Arcus Ticket, Brenkert Light & Projector, Burch Manufacturing, Confection Cabinet Corp., Consolidated Book Publishers, Cretor's Popcorn Machine, De Vry Corp., Holmes Projectors, Heywood-Wakefield, Ideal Seating, International Seat, Kroehler Manufacturing, Motiograph Projectors, National Carbon, National Program & Printing, National Screen Service Corp., and its two subsidiaries, National Screen Service Corp., and its two subsidiaries, National Screen Accessories, Inc., and Advertising Accessories, Inc., National Theatre Supply, RCA Manufacturing and Universal Theatre Premiums.

The exhibits committee comprises Harry Reckas, chairman; Harold Gollos, Jerome Marks, Saul Meltzer and Basil Charuhas. With the convention still almost a month away, more than half the concession booths originally available, already have been contracted for, according to Reckas.

Gets Word-of-Mouth for "My Favorite Wife"

KENOSHA, WIS.—To talk up "My Favorite Wife," E. R. Brennan, manager of the Kenosha, invited some of the employes from the city's largest industrial firms to see the picture at a private preview showing. As a result of the word-of-mouth resulting from this stunt, it did a brisk business during its four-day run.



Call on RKO—

Mel Ginsberg, right, and Sam Chernoff, of the Pix at Chicago peruse BOXOFFICE *on their visit to the RKO Exhibitors Lounge in New York City.*

INDIANAPOLIS

VISITORS: Homer Schenck, Lyric, Waterloo; Harry Van Noy, Paramount, Anderson; John Micu, State, Fort Wayne; E. R. Crouch, Fairmount, Fairmount; Herb Sullivan, Arc and Roxy theatres, Logansport; Art Clark, Indiana, Bloomington; Abe Kaufman, Fountain, Terre Haute; J. B. Stine, Wabash, Terre Haute; John Boice, Strand, Warsaw; S. J. Gregory, Alliance Theatres, Chicago; Max Herrington, Circle, Hagerstown; Anthony Bokas, Lido, Argos; Nick Paikos, Diana, Tipton; Roy Harrold, Princess, Rushville; Bruce Kixmiller, Colonial, Bicknell; J. E. Whitley, Colonial, Kokomo; Dallas E. Cannon, Kent, Kentland; John Doerr, Gregory Theatres, Chicago; Robert Hudson, Tivoli, Richmond; Harold V. Neese, Beverly, Brazil.

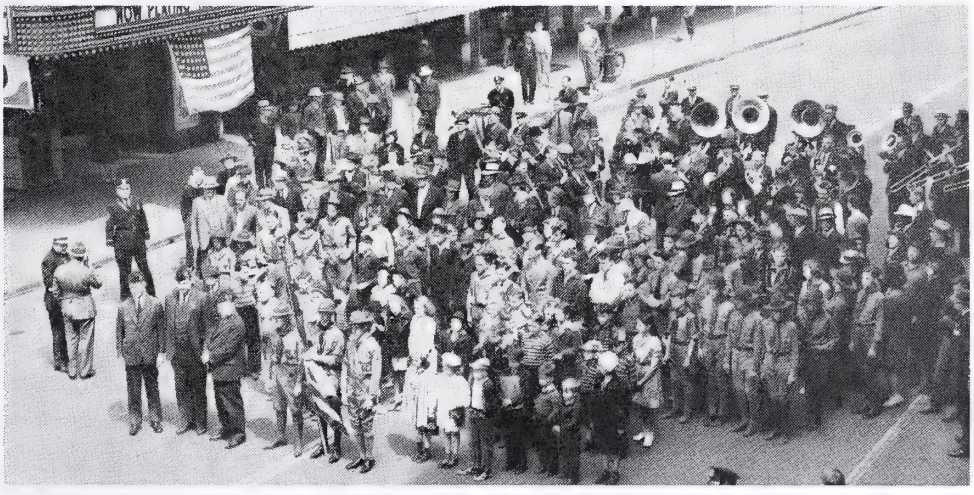
Corrine Marlatte, biller at Universal, is on her vacation . . . Gordon Craddock, Universal branch manager, and his sales staff consisting of Bill Sherman, Wilbur Grant and C. F. Mock, have returned from their company's sales convention in Chicago . . . Another vacationer is Mrs. Charlotte Lawhorn, of the RKO stenographic staff.

Herb Sullivan, manager of the Gregory theatres in Logansport, was in town this week announcing big plans for the opening of their new theatre there on June 8. This will be their third house in Logansport . . . United Artists exchange, which was just moved to Michigan St., will enjoy air conditioning this summer.

The extension division of the Indorsers of Photoplays arranged a special screening of "The Biscuit Eater" at the Paramount preview room for dog fanciers . . . Fred Dickley, district manager for Altec, was in town . . . William Trunick, RCA salesman, reports Harry Vonderschmitt, circuit operator, has purchased a special 100 watt power sound system for his Indiana in Bloomington.

Errol Flynn stopped off at the Municipal Airport between planes. He was Miami bound on a tuna fishing trip . . . Abe Kaufman, operator of the Fountain in Terre Haute, is celebrating 25 years of wedded bliss.

Mrs. H. S. Teitel (Teitel's Film Service) was doing her duty as district president of the American Legion auxiliary by selling poppies to all Filmrow . . . S. J. Gregory, head of Alliance Theatre Corp., of Chicago, was in town for the Republican get-together.



Parade for a Theatre—

An "Americanism Show Day" at the Great States Lincoln in Decatur, Ill., brought participation by various civic groups. On the street in front of the theatre are grouped the local WPA band, the Boy and Girl Scout units, the American Legion, school bands and the G. A. R. A series of Warner patriotic two-reelers were screened at the matinee.

MILWAUKEE

REPUBLIC PICTURES observed the opening of its exchange in new quarters here at 1131 N. Eighth St. Jack Frackman, branch manager, was host to the trade at a house warming May 28 with plenty of refreshments on tap.

Ray Tesch, former business manager of the ITPA of Wisconsin, lost his father, William H. Tesch, last week.

Harry Wright, operator of the first film theatre in Elkhorn, and a local resident for more than 25 years, paid his first return visit to the old town last week.

Miss Helen Hayes was in town last week for the "Cavalcade of America" broadcast from the auditorium in connection with the General Federation of Women's clubs convention.

Ross Baldwin has installed new sound in his Tosa Theatre . . . Saxe's Jeffris at Janesville released balloons containing 100 free passes to "Irene" to plug the flicker.

The Capitol at Madison has inaugurated a Saturday night "sneak" preview policy . . . At its last show Tuesday night, Fox's Palace presented an advance preview showing of "Typhoon."

The will of the late Walter J. Kohler bequeaths $250,000 for a memorial theatre to be erected in Kohler . . . Majestic in Sheboygan offered free ducats to kids finding a number of Errol Flynn's gold bricks lost on the city streets as a plug for "Virginia City."

The streets and alleys committee of the common council has refused the request of the Riverside Theatre for removal of the safety island in front of its building.

Record of Post-Dispatch Case to Supreme Court

JEFFERSON CITY, MO.—The return of Circuit Judge Thomas J. Rowe of St. Louis in his contempt proceedings against the Pulitzer Publishing Co., publishers of the St. Louis *Post-Dispatch*, and two editorial employes of that paper, was filed with the Missouri supreme court here on May 25.

It consists of the complete record in the proceedings against the paper, its editorial page cartoonist, Daniel R. Fitzpatrick, and Ralph Coghlan, editor of the editorial page. He fined the paper $2,000. Coghlan drew a $200 fine and 20 days in jail and Fitzpatrick a $100 fine and ten days in jail.

The request for a review by the high court automatically suspended the carrying out of the punishment inflicted by Judge Rowe. The jurist has indicated he will ask an investigation of the paper when the grand jury for the circuit court for criminal causes convenes, June 3.

Respond to Call

CHICAGO—More than $5,000 of the industry's $10,000 quota for the American Red Cross war relief fund has been raised. John Balaban, chairman, announced the total this week in making a plea for additional funds to reach the film industry's share of Chicago's $1,000,000 sought.



When Paramount Premiered "Those Were the Days"—

Among the thousands milling about the streets of Galesburg, Ill., when Paramount premiered its "Those Were the Days" (Good Old Siwash) at the Great States' Orpheum, were numerous Great States, B&K and independent exhibitors. The ever-present Paramount cameraman, Ed Sullivan, was responsible for this series of pictures which BOXOFFICE *presents:*

(1) *As the Paramount convention Hollywood-bound special stopped briefly to take part in the Galesburg festivities during a downpour of rain, left to right: John Balaban of B&K, Muriel Angelus, Paramount starlet; Bill Hollander of B&K, Mrs. Balaban, and Charles Reagan, western district sales manager, with Mrs. Hollander peeking over her husband's shoulder.* (2) *Judges of the All-American coed contest, sponsored by* Movie *and* Radio Guide, *pose with the winner, Miss Mary Lou Bullard, University of West Virginia. They are left to right: Tom Ronan, Great States central district manager, Danville; Ted Reed, producer-director of the film; Miss Bullard; Lynne Overman, and Vaughan Glaser, Paramount players.* (3) *In the lobby of the Orpheum the night of the premiere, and usual order: M. M. Rubens, John Balaban, Jules Rubens, Roy Rogan, northern district manager, Great States, and Henry Stickelmaier.* (4) *On the steps of the convention special*

after they had greeted the Paramount conventioneers, top to bottom: Miss Angelus, Gil Brown, Great States Bloomington city manager; and Mrs. Marjorie Kerasotes, wife of George Kerasotes of the Kerasotes circuit, Springfield. (5) *Welcomed to the festivities in an American Under-slung of the early* 1900's, *after the driver, and usual order again: Mrs. Kerasotes, Henry Stickelmaier, Dave Wallerstein, B&K; Gene Russell, Rialto, Champaign, between Wallerstein and Jules Rubens; and again Tom Ronan and Gil Brown.* (6) *"Whiskerville" Fire Chief Evans, left, was on hand to meet all newspaper writers. With him, Gordon Swarthout, film editor,* Movie *and* Radio Guide, *right, and Gene Rich,* Box-OFFICE, *center.* (7) *A group of Great States city managers. Standing, Tom Pierce, Kewanee, left, and Perry Hoeffler, Quincy, right. Seated, l. to r. again, W. F. Dagon, Illinois State* Journal, *Springfield; Mort Berman, Springfield; and Leonard Worley, Peoria.* (8) *And here are a few of the* 10,000 *who stormed the Orpheum the night of the premiere to see what was happening.* (9) *Covering for Paramount News were Bob Robertson, sound, left, and Chicago bureau manager, Red Felbinger.* (10) *P. B. Shaver, operator of the Henry, Henry, and Rialto, Kewanee, left, chats with Paramount outstate salesman, Lou Aurelio, center, and Chicago Paramount city salesman, Lou Goldberg.* (11) *John Balaban introduced to the crowd in front of the Orpheum.* (12) *S. R. Olmsted, manager Great States West, Galesburg, left, and Ed Toerpe, Galesburg city manager, right, with Jules Rubens and Tom Ronan.*



At the Paramount Sales Convention—

In Los Angeles. Bottom row, left to right: J. T. Howard, Detroit manager; J. J. Donohue, Chicago manager; J. H. Stevens, Indianapolis manager; F. C. Clark, Milwaukee manager. Top row, left to right: B. Elrod, Chicago salesman; H. R. Hamburg, Chicago sales manager; Allen Usher, district manager, Chicago; J. Ryder, Detroit sales manager; E. Stuckey, Detroit salesman.

Premierettes

GALESBURG, ILL.—This town of 28,800 was swelled to some 50,000 for the world premiere of Paramount's "Those Were the Days" at the Great States Orpheum. The film was also shown on a continuous run basis at the Great States West and Colonial.

Many Paramount home office officials in attendance, including Charlie Reagan, J. J. Unger, Oscar Morgan, district managers; G. B. J. Frawley, in charge of convention details; Alec Moss of the publicity department. Also John Balaban, Jules Rubens and Bill Hollander, of B&K; Gene Russell of the Rialto, Champaign, and Mrs. Marjorie Kerasotes, wife of George Kerasotes, of the Kerasotes circuit, Springfield.

Working on the premiere were Ed Churchill and Ralph Ravenscroft, of the Paramount studio publicity department. Helping them in Chicago was Ed Seguin of the B&K publicity department. And a lot of those local details were handled here by Tom Ronan, Great States central district manager, and Ed Toerpe, city manager.

A press party was given at the Hotel Custer the night before the premiere. Displaying dancing ability was Mrs. Marjorie Kerasotes, wife of the Kerasotes circuit executive, George. Mrs. Kerasotes was doing all right at the piano, too, until an "intruder" came and went her one better. The "intruder?" Merely the head of the music department of Knox College, Prof. Herbert Inskip.

Scotty Martin, B&K publicity head in South Bend and manager of the Colfax there, was here to get an idea on how to handle a premiere. Scotty hopes to have his own in South Bend next fall: Warner's "The Life of Knute Rockne."

Lou Aurelio and Lou Goldberg, Paramount Chicago salesmen, were going around with press badges all during the festivities . . . Other companies' salesmen here during regular sales stopovers were Irving Joseph, Columbia; Jack Schwartz, Republic, and Milt Simon, 20th Century-Fox.

Manny Greenhouse, 19-year-old New York photographer apprentice, helped Ed Sullivan, Paramount home office staff photographer, in mugging all the events of the premiere. They got nearly 300 shots on every phase of the premiere.

Thousands of local folks were down to the Santa Fe station to see the Paramount convention special during its stopover. The reason: Someone rumored some film stars were on board.

Charlie Dyas of the Lyric, Earlville, and P. B. Shaver of the Henry, Henry, were among the exhibitors present.

Tom Ronan promoted from the chief of the Illinois highway patrol, Walter Williams, some 50 uniformed state troopers to handle the crowds.

Besides J. Carrol Naish and Lynne Overman, Paramount sent Vaughan Glaser, who appeared in the picture, and Muriel Angelus, here for the premiere.

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SPR'GFIELD

GEORGE KERASOTES, general manager of the Kerasotes chain, and his wife went to Galesburg to see the premiere of Paramount's "Those Were the Days."

Miss Rose Marie Frisina, daughter of Dominic Frisina, Taylorville, president of the Frisina Amusement Co., a freshman at Taylorville High School, won first prize in the state finals at the national music contest held recently at Battle Creek, Mich.

Anthony Kerasotes, son of Gus Kerasotes, local theatre operator, is graduating this spring from the St. Louis University school of medicine.

Dave Jones, manager of the Senate Theatre, placed the first color ad ever used by an individual theatre in the Springfield papers, on Vivien Leigh's new picture, "21 Days Together."

Springfield went on daylight saving time May 26. Theatre operators reported various reactions from the movie-going public. Many out-of-town patrons arrived an hour too late for the evening shows. Most managers feel that the idea will be harmful to their business. A. R. Zimmer, manager of the Fox-Lincoln Theatre, however, reported that he did better business than usual the first few days under the new time.

M. E. Berman, manager of the Orpheum, arranged a display of a huge shotgun and boot in front of the theatre in preparation for the "Dr. Cyclops" picture . . . The troupe of "The Little Theatre off Times Square," which produces the radio First Nighter program, made a personal appearance at the Orpheum last Sunday.

More than 2,000 boys and girls attended a free All-American program at the Orpheum Theatre presented through the courtesy of the theatre and a local store . . . Miss Mary Brown, noted lecturer, is conducting cooking school at the theatre for three Mondays, ending June 3.

A Sellout on Opening of New Des Peres Drive-In

DES PERES, MO.—The first drive-in theatre in the St. Louis area opened here last Friday and was a sellout.

The admission is 35 cents for adults, with no charge for children. Two shows are given nightly, the first getting under way at 7 p. m.

Arnold Berger of Boston is manager of the 500-car affair, which is said to represent an investment of $75,000.

Asks $250 Weekly

ST. LOUIS—James A. McKeown, co-receiver for Local No. 143, since April 21, 1939, has applied to the circuit court for an allowance of $250 a week as compensation for his work. His compensation for the 13 months to date would aggregate $14,000.

A Checkup Checks A "Spy" Story

St. Louis—The other day a woman rushed into the office of Manager Harry Crawford at the Ambassador excitedly telling a story of a "spy" sitting near her and taking notes on a newsreel featuring tests of a new Army rifle.

A checkup revealed the "spy" to be Martin Davis, Crawford's assistant, who, as is customary at the Fanchon & Marco house, was timing the various films on the program.

Tells of Exhibitor's Paradise in Ceylon

CHICAGO—An exhibitor's paradise is the country of Ceylon, situated in the Indian Ocean southeast of the southern tip of India.

This is the good word of Abraham Gardiner, chairman of the board and managing director of Ceylon Theatres, Ltd., circuit operating the 14 leading theatres in Ceylon. Gardiner and his wife stopped off in Chicago two days as guests of M-G-M en route to Havana where he is a delegate to the international convention of Rotary as governor-elect for next year of Rotary in Ceylon and central and southern India.

That "paradise" is made possible through the fact that Ceylon is a land of single features, according to Gardiner. Only the short western pictures from the United States are double-featured in one or two small theatres, and those only occasionally, he added. He said that there are about 200 English-speaking pictures imported annually, including those from the mother country, England, and that some 35 to 40 of them each year are from the Metro lot. Close behind come 20th Century-Fox and Warner.

Admission prices are somewhat comparable to those in the United States. The chain's leading house is the Regal, seating 900, in the city of Colombo.

American film favorites of the Ceylonese are Clark Gable, Robert Taylor, Gary Cooper and Errol Flynn among the men, with the women favorites being Norma Shearer, Deanna Durbin and Greta Garbo.

But as to those double features, says Gardiner: "You can't get my patrons to sit through two features. They will just get up and leave after one is shown. Showing two features is just like giving your audience two stage productions of Shakespeare. It is just too much. Instead we offer a feature, newsreel, cartoon and comedy to round out a balanced program."

Flesh on Two Nights

INDIANAPOLIS—The Oriental, managed by Roy Perry, this week presented seven acts of vaudeville on its stage for two nights.

ST. LOUIS

LOU HOLTZ, noted comedian of stage and radio; Ethel Shutta, one of radio's top singers, and Betty Hutton, heralded as "America's No. 1 Jitterbug," opened at the St. Louis on May 31. The recent success of Ted Lewis on the stage of the St. Louis has caused Fanchon & Marco to arrange other stage attractions for the 4,000-seater. On June 14, Benny Meroff will bring his own show, "Fun's Afire," while George White's "Scandals" will likely open an engagement there on June 21.

The third Civic Theatre season will open July 2 and close on September 15 . . . "Lights Out in Europe" won a run at the Will Rogers.

The 1940 season of the Municipal Opera Ass'n opens in the Municipal Theatre at Forest Park, June 3, thus ushering in the customary 12 weeks of headaches for local theatres.

Miss Theodora Poulos, niece of Frank Speros, owner of the Marquette, here, will be married at St. Nicholas Greek Orthodox Church, June 2, to Bill Sanos, who is in the restaurant business in Arkansas . . . Earl Gillihan, who was head booker for the O. T. Crawford circuit of neighborhood theatres here some 25 or 30 years ago, is operating an automobile filling station at Independence, Kas.

George Bentley, veteran booking agent, is back in the game again after spending several seasons on the sidelines . . . The new home of the Little Theatre here will be styled the "Clark McAdams Memorial Theatre" in honor of the late editor of the St. Louis *Post-Dispatch* editorial page, and founder of the Little Theatre 13 years ago.

Bill Hollander Realigns B&K's Publicity Staff

CHICAGO—William Hollander, B&K publicity director, has realigned his publicity aides as follows:

Archie Herzoff still handles the Chicago, with Dorothy Deere handling special features and publicity in addition to the United Artists, and her five-day-a-week radio program over WJJD. Jimmy Savage and Eddie Seguin will handle the remaining loop houses, with Seguin, however, devoting most of his time with Jack Garber to outlying theatres. Jack Katz remains assignment man, with Herb Lyon rounding out the publicity staff.

Record to Hope

CHICAGO—Bob Hope broke all attendance records at the Chicago last week with his personal appearance. The house played to approximately 175,000 persons, more than at any time since the World's Fair here. Gross receipts passed the $60,000 mark the last day, but did not top the Amos 'n' Andy figure of nearly $75,000 because the present-day admission top is only 75 cents.

Anna Neagle and Wilcox Keep Busy in Chicago

CHICAGO—Anna Neagle, star of RKO's "Irene," and her producer-director, Herbert Wilcox, had a busy three days this week in Chicago.

Besides doing three personal appearances at the Oriental Friday, the opening day of "Irene," Miss Neagle was to star in a one-hour radio adaptation of the film over WGN and 130 Mutual network stations that night.

In addition, Bob Hickey, RKO exploiteer here, working with WGN's Frank Schreiber, outlined several radio appearances for both Miss Neagle and Wilcox. One was to be an interview with the star over WGN Thursday in an American Airline's plane over Chicago. Wilcox was to be on the radio Friday.

Film Magazine Features Former Indiana Adman

INDIANAPOLIS—The magazine *Screen Life*, in its June issue, pays tribute to Frank Ryan, former local advertising man and well known to Indiana showmen. The article, entitled "Hollywood's Strangest Writer," reveals Ryan does no writing at all when he works. His method is to draw tiny pictures illustrating bits of action which he thinks should be incorporated in the story. Some samples of these drawings for this latest production, "Our Town," are reproduced in the article.

"Confessions of Nazi Spy" Into All Warner Houses

CHICAGO—Warner's reissue of "Confessions of a Nazi Spy," which played this week at the B&K Garrick with the documentary "Lights Out in Europe," will be booked into every Warner house in the country, it is understood. It is said the Warner Bros. feel that the picture should be reshown now and are setting the example by setting it in, in all of their houses.

George O'Neil Rites

ST. LOUIS—Funeral services were held here May 28 for George O'Neil, former St. Louis poet and playwright. Burial was in Calvary cemetery. O'Neil for the past ten years had been a successful scenarist in Hollywood. He was 44 years old and a bachelor. He is survived by his father, Henry O'Neil; two brothers, Joseph O'Neil, president of the O'Neil Lumber Co., East St. Louis, Ill., and Henry O'Neil jr., of Hadlyme, Conn.

Revive War Films

INDIANAPOLIS—Local exhibitors are taking advantage of the European situation to revive two war pictures of other years, "The Road to Glory" and "All Quiet on the Western Front."

Plans June 15 Opening

TERRE HAUTE—Mrs. M. A. Wood has named her new theatre here the Best and plans to hold the formal opening, June 15.

CHICAGO

(Continued from page 38)

Henri Elman took a plane to New York on his last trip to Gotham. The "committee" included Jack Kirsch, Johnny Mednikow and Tippy Harrison. Said Henri, in rebuttal: "The only time I'd fly is when I could grow my own wings."

Among the film folk coming to and fro through the Windy City via Santa Fe's Chief and Super-Chief this week were Joan Crawford, Noel Coward, Jean Hersholt, all east-bound; and Alice Faye, west-bound, after an eastern vacation following the premiere of "Lillian Russell" in Pittsburgh . . . Gus Kostakis of the Yale, Maywood, is the latest to join the ranks of newlyweds . . . Half of the United Artists theatre lounge is boarded off to make room for subway constructions in the loop.

Phil Fischer of Hollywood Amusement has branched out into another field. He has organized the "76" Corporation, company which will manufacture a new soft-drink.

Dick Kahn and Louis Weiss of Hollywood Productions, west coast producers, were local visitors of Saul Goldman of Variety Pictures . . . Al Dezel was in St. Louis this week working on several of his roadshow film attractions.

Bill Bader, assistant at the B&K Southtown, has been transferred to the Chicago . . . Frank Beres, booker for RKO theatres here, is a father. It's a boy, Anthony; 8 pounds, 11 ounces; and all are doing well.

Mrs. Lou Abramson, wife of the Allied secretary, is recuperating from a fractured spine suffered in a fall from a ladder in her home . . . Emma Abplanalp, in the east, is due back next week.

Closed for Remodeling

ST. LOUIS—Through a sudden shift in plans, the Grand Theatre, which in recent weeks has been showing motion pictures in combination with burlesque, was closed May 26 for an extensive remodeling program. Manager Sam Reider said while originally it had been planned to continue the regular screen and stage policy while the remodeling work was in progress, it was found impracticable to do so.

Returns From Coast

LOWELL, IND.—Kurt Laemmle, owner of the Ritz here, has returned from the west coast for a stay of a few weeks.

Scripting "Show Business"

HOLLYWOOD — William Ullman jr. is scripting "Show Business" for RKO. Howard Benedict will produce.

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Sam Meyers at Helm of A. J. Balaban Circuit

CHICAGO—Sam Meyers this week became closely associated with the A. J. Balaban theatres and has been given the general managership of the AJB circuit. This group includes the Melrose, Melrose Park; Roxy, West Chicago; and Liberty, Libertyville. In addition, they will be associated in the new Glenwin, Glencoe, to be ready for opening about Thanksgiving Day. Meyers is retaining his own management of his Teatro del Lago and Wilmette in Wilmette, and the Villard, Villa Park. However, he gives up the lease on the Villard about September 1.

Frank Olsen in Louisville Working on IA Conclave

CHICAGO — Frank Olsen, head of the stagehands' union here, has been in Louisville for the past week as a member of the general arrangements committee on the IATSE national convention starting there Monday.

Leaving this week as delegates from the Chicago operators' union, were Pete Shayne, Johnny Smith, Neal Bishop, Frank Galuzzo, Jack Mulvaney and Bobbie Burns, with George Busch, RKO shipper, as representative of the local exchange workers' union.

"Gangs of Chicago" Gets In Trouble in Chicago

CHICAGO—Several cuts have been made in Republic's "Gangs of Chicago" by the police censor board. It is also understood a new title, omitting the Chicago reference, must be submitted to the board before final approval is given. This is merely general procedure of the board in eliminating references to Chicago's gangdom wherever possible in films.

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CHICAGO

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Exhibitor .....

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Town ..... State.....

Population.....

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Preview "Florian" For Nine Horses

Indianapolis—Something new in previews was the one of "Florian" held in the stable of Miss Audrey Pugh for nine of the thoroughbreds that will compete in the Spring Horse Show.

The "guests" were reported very responsive to the action on the screen, though a trifle startled when the introductory music blared forth. At one point a whinny from Florian brought a hearty response from the stalls, and when fate reduced the proud beauty to the lowly task of pulling a wagon, much stamping and snorting indicated what the "guests" thought of that trick.

Loew's Theatre is presenting a Florian trophy as one of the awards in the horse show.

Banansinga and Bryner Are Union Delegates

SPRINGFIELD, ILL.—Delegates from Springfield to the IATSE convention June 3 in Louisville, include Sam Banansinga, business representative of Local No. 138 of the stagehands' union, and Walter E. Bryner, of Local No. 323 of the operators' union.

Indianapolis Corporation Seeks Return of Tax

INDIANAPOLIS—The Indianapolis Coliseum Corp., which leases the new Coliseum at the Indiana State Fairgrounds, this week filed for the return of $1,335.62 in taxes paid under protest to the state gross income tax department.

Varsity in Carbondale

CARBONDALE, ILL.—This city, and not Cairo, as at first reported, boasts the new Varsity that was built by the I. W. Rodgers Theatres. The circuit headquarters in Cairo.

Lake Shore Formally Reopens

CHICAGO—Ray Goldstein, who recently took over operations of the Lake Shore from Ike Ettelson, held a formal reopening this week.

Install Air Conditioning

INDIANAPOLIS—Earl W. Bell, operator of the Howard, and Oscar Kuschner, operator of the Hollywood, have installed new air conditioning systems.

Height Would Be Penalized Here

Indianapolis—Because he has been having trouble collecting children's admissions on the basis of age, Claude Allison, manager of the Olson circuit's Strand here, announces he is considering making children pay according to height.

Halt Film Programs For Talk on Arms

DES MOINES—More than 100 theatres of the Tri-States and Central States circuits in Iowa and Nebraska interrupted their film programs last Sunday night to bring President Roosevelt's radio address on armaments to patrons over loud speakers. The action was taken under specific orders from A. H. Blank, president of both circuits, who feels the gravity of the current world situation deeply.

After ordering the President's speech into the Sunday night programs in his circuits, Blank wired President Roosevelt:

"On Sunday night, May 26, at 8:30 in every theatre under my direction in Iowa and Nebraska, the performance will be interrupted and the audience will listen to your fireside chat on arms as it is broadcast.

"Certainly every American man, woman and child should listen to your thoughts in this grave hour in the history of the world, hence our action in making it possible for our theatre audiences to hear what you have to say.

"We pray for your continued good health and we have the greatest confidence in your leadership."

Show Own Films in Raising Money for Scandinavia

DES MOINES—Two Des Moines women, who visited Europe a year ago with a movie camera, are raising money for Scandinavian relief through public showings of the pictures they brought back. The women—Alice J. Boyer, counselor of the Pathfinders of America, Inc., and Margaret Brick, social science teacher at West Junior High School—live together here.

Since Russia invaded Finland in November, they have shown their 2,500 feet of film, most of it in color, to more than 5,000 persons at 48 different places in Des Moines and Iowa. After each showing, which takes about two hours, a collection is taken by the sponsoring group.

Expanding Service

DES MOINES—Within 30 days the Film Transportation Co. will offer service to the extreme northwest corner of Iowa. The firm was granted a permit for a line extending from Omaha to Sioux Falls, S. Dak., recently, making this service possible.

Flash War News

MINNEAPOLIS—Lyric Theatre, Minnesota Amusement second-run loop house, has a bulletin board in front. Latest war dispatches from Europe are displayed. The dispatches are furnished by a local radio station and attract plenty of attention.

New Seats at Pierre

PIERRE, S. D.—American Seating is installing new seats in the Grand. House is owned and operated by Charles Lee Hyde.

U. S. Supreme Court Test of Anti-Ascap Law Is Foreseen

LINCOLN—Surface activity at the attorney general's office here indicates that before the expiration of the 90-day privilege period of filing an appeal from the federal court decision against the anti-Ascap Nebraska law, the case will be carried on up to the U. S. supreme court.

These things have happened:

Attorney General Walter Johnson has secured right to practice before the high bench.

He has studied thoroughly the decision recently by the high court in the matter of copyrights and patents as handed down in the Ethyl gasoline case in which he sees a parallel.

He has shown the Nebraska case, first test to be conducted on its merits, to the department of justice in Washington, and indicates that department is interested to the point of helping finance the test.

He has said, whether or not the Nebraska law passed against music combinations in 1937's legislature can stand the top constitutional test, he hopes the opinion will direct some light on how some of the music business practices can be better adjusted.

Nebraska's case was originally conducted by William Hotz, special prosecutor of Omaha, and the three district court judges—Gardiner, Donohoe and Munger, chose to interpret Nebraska's law as a menace to the rights of copyright owners and authors, saying the bill was so worded as to indicate the legislature would not have passed one portion, without passing it all—therefore, it was inoperative and unconstitutional. Hotz answered back, in attempting a new trial, saying monopoly was the only attack made by the solons, and offered 22 affidavits of legislators in which they declared innocent of other intent than to pop restraint of trade features of Ascap.

Whatever happens to the Nebraska law when it faces the high bench, it is thought in the trade it will have an important future effect on legislation. If the high court throws any illumination on the manner by which solons may safely nip at the heels of the music structure, it's a cinch it will be pounced upon nationwide for a new crop of test legislation.

Johnson's office, now busy mulling possibilities here, has said the appeal has an 80-20 chance of being made before the 90-day privilege expires.

Paramounties

LOS ANGELES—Ben Blotcky, Minneapolis manager, and Johnny Fitcher, 100 Per Cent Club booking manager from that exchange, had lunch during the Paramount convention here with Bob Blotcky, Ben's son, a mail clerk at the Paramount studio.

Veteran salesman at the convention was Chester A. Roder of St. Louis who joined Paramount May 5, 1921. He has qualified for the 100 Per Cent Club four times.

Maurice Schweitzer, St. Louis branch manager, was never without a telegram he received from Jess McBride, Columbia, Mo., salesman, telling of the endorsements he received after previewing 'Those Were the Days" for fraternity and sorority presidents of Missouri University.

After a year's separation, Ralph Li Beau, Kansas City district manager, and son Ralph jr., got together for luncheon at the Ambassador. Junior Li Beau is in the studio's precision machine shop office.



Midwesterners at a Convention—

In Los Angeles for the Paramount sales meeting. Bottom row, left to right: M. Schweitzer, St. Louis manager; R. C. LiBeau, district manager, Kansas City; A. H. Cole, special representative, Kansas City; G. W. Hinton, Kansas City sales manager. Top row, same order: Ben Blotcky, Minneapolis branch manager; A. Mendenhall, Omaha manager; R. M. Copeland, Des Moines manager; C. Roeder, St. Louis salesman, and J. T. Manfre, Kansas City manager.

Only 20 of 42 Suburban Units In Kaycee Have Free Parking

KANSAS CITY—Contrary to general belief, subsequent run theatres in suburban areas are not blessed with a lot of free parking space for patrons.

Less than half—20—of the 42 suburban subsequents here have any facilities for parking at all, and of that number at least four do not have enough. Of the 22 theatres without such facilities, only five do not believe lack of parking space hurts grosses, and some hold that opinion pretty largely on the basis of present business, which is considerably less than normal. Some of the five are located on wide streets where there is little, if any, evening business in their immediate neighborhood other than their own, so that they have all of their immediate and nearby streets available for parking of patrons.

Agree Parking Is Problem

That the problem is a real one 90 per cent of exhibitors agree. Take the case of the Aladdin, which is operated by Bill Parsons and G. L. Johnson. The theatre lost a 75-car parking station 18 months ago (the space has been developed for another type of business). Johnson estimates that lack of the lot costs the theatre as much as $25 or $30 on a good Sunday.

For many of those without parking (and for some of those with it) the matter of cost in securing or maintaining free parking lots close enough to the theatre to do any good, is an almost insurmountable difficulty. Without close-by free parking, the business of many suburban exhibitors suffers, but the expense of obtaining and maintaining a lot is in many instances prohibitive. One theatreman reported that it costs $50 a month to maintain a free station for his theatre, and that it is, of course, impossible to ease the situation by charging even a nickel for parking.

Here are some of the comments of exhibitors on parking:

Lack of it bothers if we have any business; doesn't bother on the basis of present business; we have space for 50 cars, but we could use a long more; lack of parking space hurts; it handicaps us; 30 cars, need more; none, considerable handicap, etc.

"If we have a good picture, people will walk quite a way; if not, a hundred yards is too far," one exhibitor commented.

How Downtowns Handle Problem

Downtown subsequents do not have parking facilities, of course. First runs downtown have, in several instances, made arrangements whereby the theatre pays part of the parking cost, or all of it. The Esquire (800 seats) has an arrangement with a garage so that the normal fee of 25 cents for three hours is reduced to 15 cents when stamped at the boxoffice. This is inside parking, and makes an especial appeal during winter months. Because the arrangement means money to the garage, no money changes hands. About five to ten per cent of the patrons take advantage of the plan.

At the Tower (2,200 seats) arrangements are in effect whereby the patron gets five cents off the parking fee at nearby lots. Here again no money changes hands.

For over three years the Newman has supplied free parking for patrons who have their parking tickets stamped at the boxoffice. This is more expensive, but it has meant business.

Downtown theatres have perhaps more parking space than those in the suburbs, though practically all of it close-in enough to be of value, is paid space.

Suburban theatres have approximately 38,298 seats and parking lots that will accommodate 1,810 cars, or one-car space for every 21 seats. In addition, many of them have some street parking available for customer use. Downtown first runs have 12,008 seats; downtown subsequents, 2,200. The Plaza, Fox suburban, is probably the only theatre in town with completely satisfactory parking arrangements. There is available within a block of the theatre, all the parking space needed.

Following is a list of theatres with capacity for free parking (in the case of suburbans) and number of seats:

	Capacity for Free Parking	Theatre Seating Capacity
Admiral	0	800
Aladdin	0	900
Apollo	50	1,114
Ashland	200	2,000
Baltis	0	700
Belmont	50	800
Benton	0	696
Bijou	65	700
Brookside	30	1,200
Carrol	0	1,000
Central	0	800
Circle	0	500
Colonial	45	660
Esquire	0	800
Giles	100	1,125
Gillham	0	962
Gladstone	0	988
Isis	0	1,439
Liberty	0	1,200
Lincoln	0	1,000
Lindbergh	0	1,128
Linwood	0	857
Madrid	50	1,197
Mary Lue	25	660
Midland	0	3,673
Murray	0	700
National	30	624
Newman	0	1,900
Oak Park	60	900
Orpheum	0	1,500
Palace	0	400
Paseo	0	700
Plaza	Adequate	1,940
Prospect	0	600
Regent	0	600
Ritz	100	900
Roanoke	0	500
Rockhill	0	1,466
Southtown	300	956
St. John	0	800
State	0	500
Strand	0	500
Summit	0	800
Sun	20	500
Tower	0	2,090
Tivoli	40	785
Uptown	250	2,045
Vista	0	908
Vogue	50	450
Waldo	250	720
Warwick	25	1,023
Westport	100	800



—Metropolitan Photo

RKO Is Their Host—

Left to right are Mrs. Levy, William Levy of the Heights Theatre at Minneapolis, and Phyllis Brooks, RKO featured player. Quarters are the exhibitors lounge in New York.

: No Teary Farewell :

DES MOINES—No teary farewell is the semi-retirement of Shirley Temple from the screen, in the editorial judgment of the Des Moines *Register*. The newspaper views this development of the 20th Century-Fox roster with the following editorial:

"The retirement of a famous actress is traditionally an occasion for teary farewell and fragrant reminiscences. Her career is discussed in the past tense, comparisons of her performances as Juliet (in her youth) and as Lady Macbeth (later in her career) are made, and the lady enjoys the privilege of reading her own obituary.

"Not so with the semi-retirement of Shirley Temple. For several years she was the world's top ranking movie star, as measured by that most reliable of barometers—the boxoffice. Her pictures were shown all over the world, and there was hardly a nation that didn't have a Shirley Temple club. She even attained a niche in 'Who's Who in America.' You will find her between 'Temple, Seth Justin, architect,' and 'Temple, Truman Roswell, librarian,' both of whom were old enough to be her grandfather when she was born in 1929.

"And now, full of honors (and $3,000,000 in her bank account), she is to go to school for a few more years and drop out of pictures for that period.

"This will tickle those crusty old misanthropes who hate child actresses on general principle. It will calm those other and more numerous souls who have been worrying about what 'is going to happen to Shirley Temple.' And it should give Shirley Temple a chance to catch up with herself."

LINCOLN

R W. "BOB" HUFFMAN is a bachelor now, the Mrs. and kids having taken off for Pueblo, Colo., the old home town, for a visit of six weeks. Bob, during the family absence, has closed up house and home and moved to the Purity Hotel (YMCA to you) . . . Howard Federer and Don Monroe were too lazy to clean the fish they caught in Canada, so they brought them home for people to cook, and invite them out to help eat 'em . . . Alvin Hendricks says he's going on a diet. During the past week, one vest and two coat buttons popped off. He's afraid one might hit a patron in the eye and bring about a suit on the theatre.

Lee Williams, the projectionist, takes more interest in Bing Crosby and the other screen singers and song pluggers lately, what with having a gob of those nickel-in-the-slot music boxes in the beer stubes . . . H. W. "Speed" Lambert was in town, and he, with Ed Vaughan, ganged up on the newspaper for a paragraph plugging "Edison, the Man" . . . All eyes are on the attorney general's office for the next month, where exhibs who have resented the "score charge" for years, see new hope . . . M. E. Lofgren is the picture of a man who gave a little, then went all the way. Amateur shows started paying off, and now he's playing Gene Autry.

Plaudit for John Peere Miles, way out in Hollywood: That picture of Cary Grant in the wooden bathtub, sent out as a preview of Grant in "Howards of Virginia," has caused an office feud among the gals. They all want it . . . Speaking of press agents, Otes Wiles, down in Tucson, Ariz., did the equivalent of a man biting a dog when he sent out those cactus plants as a gag to all columnists press agent stabs by-liners.

Photo of misery: Bob Livingston, standing in front of the Capitol listening to the roar of midget autos, which drew about 3,500 to the ball park and helped make his business bad. Livingston always preferred baseball, which never drew more than 500 people—the reason the midget autos are in the park, and baseball is not.

Ray Holtz of Fairbury has left the theatre business to join Electrical Products Consolidated, an advertising outfit, in Omaha. Ted Kempkes and the Fairburians, Jimmy Redmond, Bonnie Aumiller, etc., partied him to the wee hours on leaving . . . One of the best western series, the Hopalong Cassidys, can't be seen in downtown Lincoln, playing only at Slim Fraser's Joyo, in suburban Havelock . . . Mrs. Barney Oldfield and BOXOFFICE's Gene Rich helped manage the "Those Were the Days" premiere in Galesburg, Ill., taking over the selection of the gals who appeared on the "Battle of the Sexes" program with Julia Sanderson and Frank Crumit. Mrs. O. was chaperon for Nebraska's college queen entry, Bettie Cox.

To hear Bill Quinn at the Capitol tell it, one doesn't have to die to go to heaven, one gets married. His matrimonial experience is less than a month old, need you ask? . . . Bill Knight sat through "Flight Angels" five times, then decided he would fly everywhere from now on, even to Omaha, if anything like Virginia Bruce is aboard . . . Dolly Dawn, George Hall's singer, turned down an offer to go to Paramount in Hollywood for some picture work, saying she wasn't ready. Dolly weighs a chubby 135, explaining she was hired to sing, and she sings to eat.

Home town stuff: Rosita Royce was offered in New York for a television broadcast. A former Lincoln girl, her forte is a dove dance, sans too many encumbering clothes. Broadcast was stymied, however, it suddenly remembered that television lights are hot enough to almost roast a duck, let alone a dove.

Flack! Flack!

THAT'S A PRESS agent for ya:

Look closely! Artiste Connie Krebs does a bit of practicing on his dapper mustache . . . Milt Howe knows now that two Nevada beers and an airplane ride won't mix in Milt Howe . . . Rufus Blair is no wife beater. He takes it all out on a defenseless cigarette . . . If you want to know how a broken nose feels, Al Sellers can tell you. He told us how ours felt.

Plenty of midwestern newsrooms have been wondering why they haven't been seeing personable Teet Carle's signatures in the Culver City mail sack. Rumor puts his name in the upper left corner these days—on stories from the M-G-M lot. They tell us he's a unit man.

We found out what RKO's S. Barret McCormick enjoys most about his NY Athletic Club card when he showed us the lights of Central Park from the dining room window. Was that treason, McCormick? Those lights are a standing ad for M-G-M's "Edison, the Man," y'know.

UA's Art Catlin labels Paramount's Carl Krueger "a bold, reprehensible, brave, indispensible, sensible aid to the press."

Another Catlin cat-call: "The Bouncing, Bounding Barto;" This means you, Chicago's Fred Bartow.

But the echo misbehaves, Art. Eddie Solomon, who Balaban & Katzed Chi before being 20th Centurized, calls you "Wacky."

While Bob Taplinger relaxed on the sands of Waikiki with Bette Davis, Carlisle Jones felt right at home handling the Warner wheel . . . He used to hawk Packards in Lincoln, when tooling one of those long jobs around a corner was a chore requiring three surveyors and a block-and-tackle.

If you've missed the name of Louey Alleman the Elder on those brusk notes RKO's Terry Turner Uncle Sam's to his field men, it's because Louey's dabbling with the idea of freelancing on filmdom's ground floor. The Carnation Kid has plenty of rooters hoping he draws a whole bouquet in Hollywood.—K. & R. C.

DES MOINES

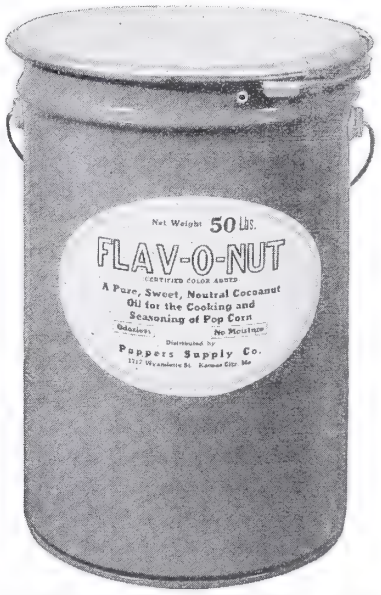
WE COVER THE ROW—even on Saturday night: Gilly Wells buying a dime's worth of cookies at the market on 17th and Grand . . . Madge Ward at the Casa Loma wondering why RKO's Danny left her his car to drive while he was in NY and took the three-fourths-full-gas-tank keys with him . . . Joes Smith and Ancher, Kennie Weldon and Bebianne, Lew Lepovitz, the Sil Vogels, and Universal's little Bill of the poster department making merry at the Casa Loma too. We arrive home and Bill Scholl rings the phone off the wall suggesting the 100 Club with the Emil Frankes . . . we long to go, but are worn to a frazzle and in serious need of one night's sleep.

DD's latest all-over curled hair-do is so nice . . . How'd you ever rate a swell lookin' Mrs. like that, Art Stolte? . . . Filmrowers all seem to have their midday sandwich and cuppa coffee at Wilson's Drug . . . at least we see DD gnawing and reading a paper there, Don West sipping his soup, Henry Peterson dunking his doughnut, and Lionel Wasson rushing out (No toothpick) Tuesday noon before that newsreel screening at Paramount.

The reason Frank Greenland was so irate when Grace Simons telephoned him at home the other day: Frank was giving himself one of his own famous shampoos and the soap was getting in his eyes while he was trying to tell Grace where she'd find that contract. We like that dress Clara Crawford wears with all the rick-

(Continued on page 50)

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MINNEAPOLIS

CONGRATULATIONS to Mr. and Mrs. Harold Kaplan—the parents of a 7¾-pound girl, their first. Harold is the manager and part owner of the successful St. Louis Park Theatre . . . Sol Lebedoff, veteran independent circuit operator, is afflicted with an eye ailment . . . Dave Gillman, independent exhibitor, had his auto stolen from in front of the Crystal where he holds forth. It was found the next day only a block away from the showhouse. The gasoline tank was empty, but there was no damage.

Half a dozen neighborhood houses are going in for a new book giveaway . . . "South of the Border" did so well for the Nile, Camden and several other leading neighborhood theatres that they played still another Gene Autry picture, "Rancho Grande" . . . Gladys Moore of the RKO office staff keeps the office beautified with flowers which she raises in her own garden.

F. T. Murray, Universal manager of branch operations, in town for a few days . . . Moe Levy, 20th-Fox district manager, visited the Omaha and Des Moines branches. He leaves in a fortnight for the west coast where he'll launch the annual S. R. Kent sales drive. He's head of the drive for the second successive year . . . Bill Flynn, RKO salesman, accidentally struck a deer with his auto while driving in Wisconsin. He damaged his fender and killed the animal which he turned over to the state game warden.

Marion Schwartz of the 20th-Fox booking department is vacationing in California . . . The girls at RKO gave a farewell party for Helen Storler, one of their number who is taking an extended leave of absence . . . W. A. Steffes, Northwest Allied, will do as his doctor ordered and remain for at least three months on his northern Minnesota farm . . . A broken oil line resulted in the burning out of the bearings and crank shaft in Bill Winters' auto and the RKO salesman had to have the engine replaced . . . Joe Podoloff, 20th-Fox branch manager, visited northern Minnesota accounts.

Back from their convention, the Universal boys are hard at work selling new-season contracts . . . The RKO gang is in New York currently for their sales convention . . . Bill Elson, operator of the RKO Seventh Street, spent a few days in Chicago . . . M-G-M will start active selling of out-of-town accounts within a few days. They're waiting for the new contract forms . . . Phil Dunas, Columbia district manager, a visitor.

Out-of-town exhibitors visiting Filmrow included John Piller, Valley City, N. D.; Royce Andrews, West Concord, Minn.; Jack Heywood, New Richmond, Wis.; Don Buckley, Redwood Falls, Minn.; Carl Sather, Annandale, Minn.; Andrew Severson, Osakis, Minn.; Tony Paulson, Amery, Wis., and Sheldon Grengs, Clouquet, Minn. . . . Beatrice Verterney, Warner contract clerk, vacationing in northern Minnesota.

Dorothy Blumberg Johnson, one-time member of the Warner office staff, is in town with her husband for a visit. The Johnsons live in Los Angeles . . . Cerna Martin of Columbia's office staff vacationing in western Canada . . . Ben Blotcky, Paramount branch manager, back with his head booker, John Fritcher, from the sales convention at Los Angeles, reports that approximately one-fourth of his accounts already have been sold 1940-41 contracts.

The triplets of Martie Lebedoff, independent neighborhood exhibitor, have been entered in a children's popularity contest and it looks as though they're going to win it . . . C. K. Olson, Warner branch manager, completing a trip around the territory . . . Helen Fimon of the United Artists staff keeping her vacation destination a secret.

Republic's "Dark Command" and "Women in War" will have their Twin City first-runs at the Esquire here and at the World, St. Paul . . . Eddie Ruben has bought "Beast of Berlin" for his entire circuit. It opened in Sioux Falls, S. D., this week. Picture did exceptionally well at the Granada, Duluth, and now is running at the Minneapolis and St. Paul Worlds.

Casper Choinard, United Artists' southern Minnesota salesman, is driving a new car . . . The mother-in-law of "Hy" Chapman, Columbia branch manager, died . . . Mrs. Charlie Weiner and her daughter,

(Continued on page 51)



....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

THE rest of the Des Moines Filmrow was as deserted as the southwest corner of Eleventh and High streets Tuesday, having been transported bag and baggage 150 miles northeast for the big event of the week—the grand opening of the renewed and remodeled Firemen's Theatre at New Hampton with Harry Herman at the helm and a new canopy over the door. Harry, who used to weary himself for Warner, offered golf and refreshments at the Country Club and an "old-fashioned" reunion. His invitation to BOXOFFICE & Co. had a slight error in the address (check the by-line, Harry), but had both grinding their teeth because they couldn't break away. Don't be surprised if we pop in at a later date and try to make a rain-check good, Harry.

If the street(s) of Danbury look dark to you, it's because the Roxy has closed.

Watch for the opening, about July 20, of Bob Bernau's New Iowa in Lake City. It's costing above the $40,000 figure and has 525 seats, installed in the currently popular stadium arrangement. After being burned out and while awaiting completion of his new theatre, the ambitious Mr. Bernau tried conducting a temporary house with portable equipment in a Lake City hall, but poor acoustics forced him to abandon the attempt.

Indianola's Bill Eddy visited Des Moines and found the Row between two Budweiser signs last week.

Just as predicted here when sister Mary trekked to the altar, Lew Lepovitz has installed a new ticket hawker in the box-office of the Iowa Theatre across the river. Two of 'em in fact. Opal Pierreck and Julia Starkweather are the gals dishing out smiles with the change now.

Columbia's transfer of Milt Goodman to the northern Iowa territory may broaden that salesman's contacts, but it's a blow to the exhibitors down south . . . From all we hear, he was one gent who sold himself as well as his product and has his clients rooting for him en masse.

While Harry Herman was busy remodeling that Firemen's Theatre in New Hampton, Mrs. Harry was digging divots at Hyperion Club in DM and getting her likeness on Page One of the Sunday *Register* society section by so doing.

George Frick of Graettinger, Ia., was traversing the Row last week in the interests of his Hawkeye. George didn't have a word to say about his town losing its "lucky seven" status with the new census. Its population used to be 777.

The newly-beardless "Doc" Twedt is due for a startling at his Lido in Manly, Ia. Des Moines pals have listened to his "c'm up 'n' eat chicken" often enough without taking him up on it in spite of the distance. They're planning to show "Doc" that 200 miles is no longer sufficient defense against a blitzkrieg on a chicken dinner invitation.

News that there's an extra Tompkins at the Winfield Theatre in Winfield, Ia., doesn't mean the stork's been busy. Estelle's brother's handling the projector these days.

KAYCEE

THE battle lines are drawn for the big golf match between Variety and Cinema clubs June 9 at Hillcrest. For Variety it will be Leon Abraham, RKO; William Benjamin, Monogram; Roy Dunnock, Atchison, Kas.; F. E. Ritter, Uptown; Charley Knickerbocker, 20th-Fox, and Bob Withers of Republic-Midwest or Tommy Thompson of RKO. For Cinema Club it is Martin Stone, Screenland; Joe Lysowski, Altec; Walt Kirkham, Commonwealth; John Long and Bob Conn of 20th-Fox, and Bill Kubitzki. Let her go!

Helen McLatchey, formerly on Filmrow at Monogram and Grand National, is working at Baker Enterprises, and will be there while George Baker is in West Yellowstone . . . Mary Lou Collins at Oklahoma Theatre Supply is on vacation.

District managers of Fox Midwest Theatres in town Monday for a meeting: Fred Souttar of St. Louis, H. E. Jameyson of Wichita, and Ed Haas, Harry McClure and Lon Cox of Kansas City . . . Nearly a thousand attended the preview of "Our Town" presented by UA at Edison Hall Monday night.

Columnist conversation from Tom Edwards, Ozark, Eldon, Mo.: "With the Kentucky Derby just passed, I finally figured out that the only man who is sure to make money following the horses is the street cleaner, and the only ones who get happiness and mirth in following entertainment are the ones who attend the OZARK . . . We collected $46.50 for the Will Rogers Memorial for which Thanks Kindly."

Lawrence Lehman, manager of the Orpheum, has recovered sufficiently from a recent illness to return to his home from the hospital.

Jerry Zigmond of the Newman plugged in President Roosevelt's address last Sunday night and cut off the show while the audience listened. Which is one way of expressing in action the old adage, "If you can't beat 'em, join 'em."

H. L. Hyde, who operates the Cozy at Geneseo, Kas., was in town Monday with Mrs. Hyde en route to Chicago to see their son married.

He is taking over the Casino, Boonville, Mo., from Mrs. Marion Miller, Elmer Bills reported while on Filmrow Monday. Bills operates the Lyric, Salisbury, Mo.; Electric, Glasgow, Mo., and Roxy, Brunswick, Mo.

H. J. Griffith Theatres, Inc., has shifted Jack Jeffries from assistant manager at Auburn, Neb., to manager of the Osage, Osage City, Kas.; and Turner Morrissett, formerly at the Dickinson, Paola, Kas., to manager of the Dickinson, Beloit, Kas.

Landon Laird, a bachelor, won the 35-piece cut glass set of dishes at Variety Club the night of the party recently . . . On the Row: M. B. Pressley, Globe, Savannah, Mo.; Morris V. Biesner, Dream, Glasco, Kas.

Mrs. R. C. Buxton

RANSOM, KAS.—Mrs. R. C. Buxton, who assisted her husband in the operation of the Strand here until she was invalided eight years ago, died recently at her home. Mrs. Buxton was well known to many trade people in the Kansas City area. Besides her husband, she is survived by a son, Mort, who operates the Garden at McCracken, Kas.

Install Cooling

MINNEAPOLIS — Recent installations by United States Air Conditioning Corp. of cooling systems have been made in the Griffith Amusement's Booth Theatre at Auburn, Neb., at the New Center in St. Paul; at the Traer in Traer, Iowa; Davis in West Plains, Mo., and the Sosna in Mexico, Mo.

Equip at Triumph

TRIUMPH, MINN.—The new theatre being constructed here by George Ehlers of Sherburne, Minn., is being equipped with Western Electric sound and American Seating chairs.

Bowling Alley for Widmer

BELLE PLAINE, MINN.—Cletus Widmer, owner of the State Theatre here, is opening a bowling alley in his theatre building. He also operates a cafe in the same building.

IOWA NOTES

FAYETTE—William G. Leefers of Cedar Rapids is manager of the completely redecorated Fayette here, formerly known as the Cozy.

NEW HAMPTON—E. C. Potter, former operator of the Firemen's Theatre, is planning to build a new theatre here.

TRAER—Mrs. Gene McLaughlin of Bancroft has bought the Tama Theatre Co., Inc., headed by Wesley Mansfield.

Up Jerry Shanahan

LINCOLN—Jerry Shanahan, formerly doorman at the Stuart, has been made assistant manager to Harvey Traylor by City Manager R. W. "Bob" Huffman. Traylor has had no aide since he moved from the Nebraska manager's office over to the Stuart.

To IATSE Convention

LINCOLN—Roy Warner, delegate to the IATSE convention, June 3, in Louisville, leaves this week.

Cooling at Rich Hill

RICH HILL, MO.—The Booth Theatre here is installing new cooling equipment.

New Pact to Director

HOLLYWOOD—Gordon Douglas has signed a new directorial pact with Hal Roach.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

(Continued from page 47)

rack on it (we haven't the faintest notion how to spell rick-rack, do you?)

Iles and McKinney have been back from that National Carriers convention in NY for over a week now, but they're still popeyed and glowing over those 60 *aquacade merimaids who did their stuff at the Fair to the "Blue Danube." Our little YMCA boys journeyed to Broadway via plane. Kennie Myers of Iowa Film is another of the amateur broadcasters with a license n'everything . . . but Sy Harlan has a new green Chevie beautifully equipped with those extra special Generals . . . fellows in NY were expecting to see DM's Ray Copeland out in California.*

We heard, did you? That our Elmer Tilton has sold his interest in Republic as of June 1 . . . That Madge Ward and Marie Frye were there when Gallahadion won by a tail at Churchill Downs . . . That Virginia Orr (G. Ralph's pretty secretary) left Thursday for a visit with her sister in California . . . That Madrinne Silkebaken is spending a week with her parents in Kansas . . . That Chuck Plows chatted with Wally Beery when the star was here recently . . . That Jerry Banta rocks little Gloria to sleep every Wednesday evening before rushing over to the midget races where he picks up a bit of spare change . . . That Editor Bill Formby in Kaycee is getting a little plump right here and here.

Style note sounded by Harry Gottlieb: Very green, very wide hat bands are the uff-sta this year . . . Loretta Dieling wants to know if anyone would like to have a nice runny summer cold. She has one she'll sell cheap . . . Jack Frost stopped in at Universal Friday eve to see how the gang was doing without him . . . We noticed a nice old lady living one door south of Metro filling an improvised bird-bath the other evening . . . it was an empty film can!

Art Anderson says we can write anything we want to about him just so's we don't mention his suntan this year . . . Art has challenged BOXOFFICE & Co. to a game of tennis, and it's about time we got it over with . . . Monroe Rubinger is to be teamed with Anderson the Great against the Claytons.

Didn't we see Bing Miller and the Missus daring the stork at Dave Fidler's Sixty-fifth Street bistro Satiddy? . . . Tri-States reports fewer complaints than had been expected as a result of shutting off the Sunday night program for the broadcast of President Roosevelt's armaments address . . . "The Biscuit Eater," which Y. Frank Freeman jr., sneak previewed here some weeks ago, was P.T.A. film committee fare at the Paramount screen room Tuesday night . . . Carl F. Mahnke, president of Vocational Guidance Films, Inc., was scheduled to talk to the Ad club Tuesday noon.

Sunday (June 2) is Pat Goodenough's weddin' day (and BOXOFFICE's birthday) . . . She (Pat) is marrying Don Wilson, who draws his paychecks from the Campbell Heating Co. . . . Pat hails from Livermore, Ia., and has been pounding one of the word machines in the National Screen plant of Chick (Romeo) Friedman here . . . Speed Lambert hove into town Monday and spent Tuesday morning on an early "Mortal Storm" buildup at the wartorn *R&T*.

Hands at the Metro office here are having to get acquainted all over again . . . The personnel has been changing faster than French generals . . . Frank Gaskill's gone, reported in Chicago, with Jerry Banta moving up into one of the booking berths . . . Bud Shumow and W. W. Sherill have swapped towns, Bud joining Metro in Kaycee while Sherill takes over direction of booking chores in DM . . . Betty Scace and Mary Jane Todd are new gals on Leo's payroll here, too . . . Leona Bair relinquished her post with Metro in order to head for California with Hubby Al, who abandoned his recently acquired spot with Republic to heed the westward call.

Valley at Valley, Neb., Acquired by Weisses

OMAHA—J. W. Weiss and wife of Montana have taken over the Valley at Valley, Neb., formerly operated by C. E. Byars. The Weisses remodeled and reopened the house as the Gem.

Quality Theatre Supply Co. of Omaha handled the remodel job, which included curtains, chairs, carpets, booth equipment and exterior improvements. The house seats 400.

For the Fishermen

MINNEAPOLIS—Some of the Minnesota Amusement Co.'s neighborhood theatres are offering timely fishermen's screen parties. The parties consist of 30 minutes of fishing thrills to be offered in addition to the regular show which features Wallace Beery in "Man From Dakota," "Fighting Sharks," "Fly Casting" and "Big Game Fishing" are included.

Short on Flesh

MINNEAPOLIS—The Minnesota Amusement Co. still wants stage shows for the Orpheum here, but they are unavailable, according to John J. Friedl, the circuit's general manager. There hasn't been a stage show here in several months and none is in prospect.

Honor Johnny Fritcher

MINNEAPOLIS—Johnny Fritcher, Paramount head booker, has been honored by being elected to the Paramount 100 Per Cent club. Membership is limited to those whose outstanding accomplishments entitle them to the distinction.

Contest Sells "Singapore"

PARSONS, KAS.—For "Road to Singapore," David Dallas, manager of the Kansan here, held a "sweet potato playing" contest on the stage a week before playdate. The music store furnished the ocarinas and ran announcements.

New Contract to Rivers

HOLLYWOOD—Paramount has handed W. L. Rivers a new writing contract. He is scripting "The City That Never Sleeps."

O M A H A

MARY FRANCIS of Monogram is in St. Joseph Hospital recovering nicely from an appendectomy . . . The Bingo games at the Omaha Variety Club have been so successful they will be a weekly affair from now on . . . Plans are being made for a Variety golf tourney some time in June.

Mr. and Mrs. Ira Adams, Rialto, Nelson, Neb., were rare visitors on Davenport St. this week. Their son, Bobby, is getting to be a good-sized young man and will soon be as big as Exhibitor Adams . . . A. D. St. Clair and wife were in town to buy some new carpet for the Grand at Wymore, Neb.

Dorothy Kirchner is the new steno at Warner's . . . Raideen Bowers at the same exchange is on vacation . . . Ted Mendenhall, Paramount boss, is back home after a trip to Los Angeles. We understand he attended some of the Paramount meetings while there . . . John McQuisten, Star, Bloomfield, Neb., on Filmrow.

George March has issued invitations to attend the opening of his new Co-Ed Theatre at Vermillion, S. D. The big affair will be June 5, *and according to the invitations will include golfing and a big dinner . . . Odes A. B. Hilton, Park, Sioux City, Ia., here to line up some cooling equipment.*

Summer weather brought a lot of visiting exhibitors to Filmrow this week . . . Among 'em were A. Burrus, Isis, Crete, Neb.; John Eding, Community, Aurelia, Ia.; the competitors at Ainsworth, Neb., R. R. Bailey, Royal, and Roy Syfert, Ainsworth Theatre; Lou Weiner, New West, Sioux City, Ia.; Roy Ehlers, Minden, Neb.

BOXOFFICE *received a lot of congrats along Filmrow for the story on Prosperity Club, the city's new giveaway plan. One exhibitor said he liked to read all the facts about such things. Incidentally, the first week's deal was a little slow but the plan has a lot of possibilities and Omaha exhibitors expect it to pick up rapidly, as did attendance on Bank Night.*

R. V. Fletcher, Lyric, Hartington, Neb., was on Davenport St. He bought a pair of conversion units from Frank Van Husan . . . A really rare visitor was J. D. Rankin, Tarkio, Tarkio, Mo. . . . Max Shoemaker, exhibitor at Tabor, Ia., was on Filmrow but we didn't get to ask him whether his house is the Isis or the Iris and we've been given both names. Please inform, Max.

Keith Wilson, World-Herald *critic, has shaved off his Golden Spike moustache and looks almost naked . . . C. N. Robinson, exhibitor and restaurant owner at Blair, Neb., was in town but we didn't get a chance to talk him out of a dinner invitation . . . Phil March, Wayne, Neb., and Carroll Lane, Carroll, Ia., also in town.*

Starts New House

HUNTINGBURG, IND.—The Huntingburg Lumber Co. has started erection of a $50,000 theatre here to seat 700.

Northwest Allied Will Hire Interim Leader

MINNEAPOLIS—Northwest Allied is preparing to fight more vigorously than ever for elimination of alleged trade evil practices, including percentage and unfair protection, and for lower film costs. In line with such a resolve it will employ an executive secretary at a substantial salary to lead it while President W. A. Steffes is absent on a leave of absence because of ill health and until he is fully capacitated again and able to devote his energies to the independent exhibitors' cause.

It is understood that a strong faction within the organization favors Ben Ashe, general manager of the Berger independent circuit, for the post, but his acceptance would necessitate his resignation from the Berger chain, inasmuch as the Northwest Allied position will be a full-time one and the man chosen must have no theatre affiliation. Whether Ashe would consider the appointment under such circumstances is problematical.

At the recent Northwest Allied convention and at recent local and directors' meetings, Ashe has filled President Steffes' shoes most creditably, presiding with the utmost skill and fairness and handling the sessions like a veteran. He is a graduate attorney, but has been associated with Bennie Berger for a number of years.

Northwest Allied hopes to enlist every independent exhibitor in the territory in the organization. At a dinner meeting of Twin City exhibitors this week even nonmembers were invited. The territory also is being divided into districts which will have their own units directed by the office of the main body here.

In addition to Ashe, two others have been named as possible choices for the executive secretary post. One is Charles Weiner, who recently stepped out as branch manager and part owner of the local Monogram exchange. The other is Harry Sherman of New York City who formerly was a Minnesota Amusement Company employe. Before joining the Minnesota Amusement Company, Sherman was head of one of the big theatre employes' unions in New York City. Recently he has handled state-right pictures and sent out vaudeville units. Both Weiner and Sherman have many friends among Northwest independent exhibitors and are favorably regarded.

The Twin City independents will have another meeting Monday night (June 3) to discuss the situation. Northwest Allied directors finally will decide upon a recommendation to submit to the main body at its convention scheduled for Minneapolis late this month or in early July.

Twin City Nabes in Line For "GWTW" in 1941

MINNEAPOLIS — Twin City independent neighborhood exhibitors will have to forego "Gone With the Wind" until 1941, according to present indications. There are no plans to make any deals for this year. It is expected that it will be shown next year at regular admission scales.

The picture has been going great guns in even the territory's smallest towns.

MINNEAPOLIS

(Continued from page 48)

Joan, leave for Boston where they'll visit Charlie's parents.

Max Facter will be married in Chicago on June 22. He recently left Great States Theatres there to join the Pioneer circuit as booker and supervisor for Harold Field . . . Mary Supak, the pretty girl in the pretty sports Buick, is secretary to Gordon Greene, manager of the Benz theatre properties . . . Joe L. Stern, owner of Majestic exchange, continues to "Kaltenborn" it for Twin City Variety Club members at noon luncheons, analyzing war developments in his scholarly manner.

Dorothy Lamour Crane, the cute Welworth girl, went fishing on Mille Lac Lake over Decoration Day. Sister Betty was kept off the water by sea sickness . . . Joan, married daughter of Ben Friedman, independent circuit operator, a visitor from Kansas City . . . Daughter of Nate Fisher, owner of the Varsity and Campus theatres, off to Texas for a vacation . . . Mike Manas, Twin City Variety Club steward, all spruced up in a flashy new suit, sponsored by Bruzz Rubel, the brokerage customers' man for the show bunch.

John Cliplef, manager of the Hollywood, Montevideo, Minn., busy these days as a young Republican campaigner. Is taking all bets on a GOP victory . . . Alexis "Kelly" Evidon, manager of Warner accessories and advertising department, is making a hobby of writing letters of encouragement to boys in the Canadian army abroad. "Kelly" served with the Canadian contingent in the last war and, incidentally, met and wooed his bride-to-be while stationed in London . . . Covering North Dakota for United Artists, Bill Crystal is back in his home state again.

Filmrow was a quite lane for a few days. The reason—"Nickey" Goldhammer, RKO district manager, was in New York for the sales convention . . . Ray Close, Pantages Theatre m. c., claims two knockout victories over Johnny Hanschaen, local heavyweight sensation. Efforts are being made to get Close back in the ring for a third encounter with Johnny . . . Jack LeMarce, Benson, Minn., exhibitor, dropped in.

Mannie Sgutt, Columbia salesman and political orator, back from South Dakota where he introduced his new campaign song for the Republicans there. It's titled, "Claire, I'll Be There" . . . Louie (Blumie) Blumberg, the Thoreau of Palm Springs, Cal., enjoys telling locals here how nervous Tommy Charack, former Warner salesman here and current screen find, was when he first appeared before the camera for a screen test. Tom now is playing a lead in the Warner production, "The Story of Francis Drake," heralded as a very spicy yarn. Louie use to sell films for Warner, ill health compelling his retirement.

Carl Engstrom, manager of the New Ulm, Minn., theatre, visited his fellow Welworthian circuit pal, Manager Eddie Swanson of the Metro, Red Wing, Minn. The pair spent the entire evening bragging about the greatness of their little daughters.

Curfew Cooperation Promised in Minny

MINNEAPOLIS—Meeting here this week, Minneapolis independent exhibitors went on record to do everything within their power to cooperate with police officials in enforcing the curfew law which prohibits the presence of children under 16 years of age in theatres after 9 p. m. unless accompanied by an adult. It was stated that no tickets would be sold after 7 p. m. to those whose age was in question and that trailers would be run on the screens explaining the law and asking patrons to aid in its enforcement.

Police Chief Frank Forrestal informed the exhibitors in a communication to them that he previously had asked for this cooperation in combating juvenile delinquency, but that a number of theatres had failed to respond and were admitting children to their midnight Saturday shows. Copies of the law accompanied his letter.

Benzes Permit Option on Minnesota to Expire

MINNEAPOLIS—The Benzes have permitted their option on the 4,000-seat Minnesota Theatre to expire and the de luxe $2,000,000 showhouse now is without a prospective tenant and more likely than ever to wind up being torn down for a parking lot or remodeled for business property, in the opinion of the film trade here.

At the same time, the Benzes, wealthy realtors and theatre owners, are negotiating with the Minnesota Amusement Company for the latter to take over the 1,800-seat lower loop Palace.

If the deal goes through, the Benzes will step completely out of the theatrical picture here and will not go through with their threatened anti-trust suit against the Minnesota Amusement Company and major film distributors.

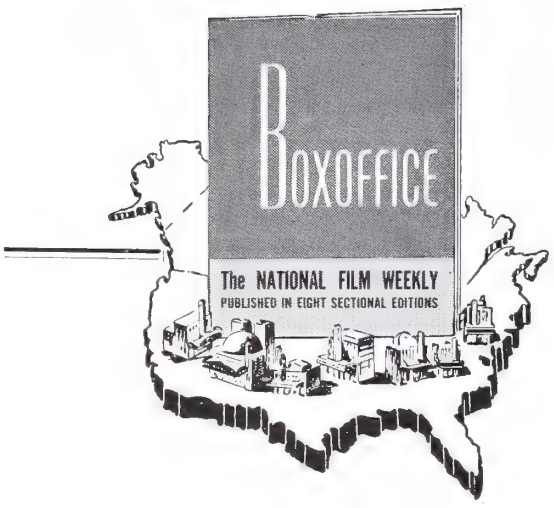
Both the Minnesota and Palace now are dark. The Benzes claimed that the main reason for the failure of the recent Minnesota Theatre operation was inability to obtain major screen product.

Minnesota Amusement Co. May Acquire Steffes' Duo

MINNEAPOLIS—Reports in local show circles are that the Minnesota Amusement Company will take over the operation of the sure-seater World Theatre and possibly the Alvin. Both houses are owned by W. A. Steffes who has been operating them himself. Because of illness, however, Steffes has been compelled to retire to his farm in northern Minnesota where he must remain inactive for at least six months.

The World has been highly successful, playing foreign, unusual and arty films along with holdovers moved to it from other loop houses for an extension of their first-runs. It has appealed mainly to the carriage trade and some of its offerings have run as long as three and six months.

Steffes has had a deal with Minnesota Amusement to keep pictures out of the Alvin.



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Factual Argument Aborts Fast Time

By ELSIE LOEB

CLEVELAND—If all proposed adverse legislation were disposed of as quickly and as effectively as the proposed daylight saving plan which was killed in the city council legislative committee, the motion picture industry wouldn't have a worry in the world.

For the benefit of other communities which may be threatened with such legislation, it might be well to set forth just how the plan was successfully attacked in Cleveland.

The greatest share of credit goes to Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n. Illustrating his talk before the legislative committee with maps and charts, he explained in simple language how time is computed and then showed that Cleveland normally operates on a partial daylight saving plan all the year round. This is because, by adopting eastern standard time many years ago, Cleveland advanced its time one half hour. To advance the clocks further to a point where they would be one and a half hours ahead of the sun would be ridiculous, Schwartz argued.

Statistics by Schwartz

Schwartz produced statistics proving on a twofold count that traffic accidents increased under a daylight saving plan, because what with more traffic on the road greater opportunity for accidents exist, and also that longer driving creates fatigue in the driver, reducing his caution and thereby increasing the traffic hazard.

M. J. Ulmer, attorney representing the downtown theatres, protested the proposed legislation as tending to jeopardize a $50,000,000 local investment. Harland Holmden, executive vice-president of the IATSE and business manager of Local 160, expressed the unanimous opposition of the members of his union and of affiliated unions. Tom Lenihan, head of the Cleveland Federation of Labor, too was an ardent opponent of the plan.

Only proponents of the plan, introduced by Councilman John Lewandowski, were representatives of the golf and garden associations.

In vetoing the plan, members of the legislative committee present also went on record as opposing Councilman Lewandowski's proposal that the issue be put up to the public in the November election.

Move to End Fast Time Bar in Louisville

LOUISVILLE—Asserting that amusement interests were instrumental in getting a 1922 Kentucky law passed, prohibiting employers in first class cities in the state from using daylight saving time, Mayor Joseph D. Scholtz agreed to put his city administration behind a movement to adopt fast time for Louisville.

Louisville's civic organizations, the Louisville board of trade and the retail merchants association has begun circulating 12,000 petitions to support the change among employers. The petitions are to be sent to Gov. Keen Johnson.

Daylight Saving Time Lasts But Three Days

SOMERSET, KY.—Daylight Saving Time, ordered by the Somerset city council to become effective last week, reigned only three days—and then many business firms and individuals turned their clocks back to plain old central standard time.

New South Lansing House For Butterfield Circuit

DETROIT—Another theatre expansion program for Lansing is announced by Edward C. Beatty, president of the Butterfield circuit, with construction soon to start on a new 900-seat house for south Lansing. Location of the house, which is as yet unnamed, is at South Cedar St. and Rockford Road. Opening is tentatively slated for October 1.

The new house marks another construction spurt for Lansing, where Butterfield erected three houses at one time about two years ago, indicating the rapid growth of the town.

Detroit M. P. Council Elects New Officers

DETROIT—New officers elected by the Greater Detroit Motion Picture Council are: Mrs. Arthur D. Kerwin, president; M. E. Shattuck, first vice-president; Mrs. Max Williams, second vice-president; Mrs. Robert Pond, recording secretary; Mrs. William Henry Caswell, corresponding secretary; Mrs. John M. Phillips, treasurer, and Miss Eleanore Hutzel, Rabbi Leo Fram, the Rev. Edward J. Hickey and Dr. Clarence Frank, advisory directors.

Get Lock From Tara

WASHINGTON, PA.—A brass lock from Tara, the homestead made famous by "Gone With the Wind," has been presented to Washington and Jefferson College for use in the library of a chemistry building now being erected on the campus. It was a present of David O. Selznick, producer of the epic photoplay.

Lapidus "U" Eastern District Manager

PITTSBURGH—Jules Lapidus, branch manager for Universal who was announced at the company's sales convention as winner of the national Bill Scully Drive, this week was appointed eastern district manager with headquarters in New York. Lapidus succeeds Al Herman, who has been transferred to Boston. The Pittsburgh film manager was in New York this week conferring with company executives regarding his new duties.

Members of the local branch divided $1,000 as a result of the recent sales contest and this week they presented to their branch manager a framed parchment testimonial signed by all members of the staff.

The popular film executive is a veteran in the local industry, having entered exhibition here a number of years ago with William Finkel. He later turned to distribution and was with M-G-M as a sales representative for a long period. For three seasons he handled Grand National here with outstanding results, joining Universal as local manager two seasons ago.

Lapidus set the pace in the recent business drive from the opening week and the local branch exchange maintained first position throughout the eastern division contest.

Succeeding Lapidus is Peter Dana, who arrived Wednesday.

Ed Lebby and Bob Lynch Are Leaving Industry

PITTSBURGH—Two of this city's veteran film sales representatives are withdrawing from activity in the industry.

Ed Lebby, who recently celebrated his 25th anniversary as a film salesman in the northwest Pennsylvania territory, did not attend the RKO sales convention, thus revealing he was "getting out" of the business.

Bob Lynch, with a sales record of 24 years here, had previously announced his withdrawing from duties at Vitagraph.

The veteran film men are entering a new business together at Erie, Pa.



Detroiters Are Guests—

Raymond Schreiber (left), of the Midwest Theatres, Detroit, learns about Hollywood from Ida Lupino in the "They Drive by Night" set on the Warner lot. With Schreiber and Miss Lupino are two of the theatreman's friends.

CLEVELAND

BIG news of the week is the election of I. J. Schmertz, 20th Century-Fox branch manager, to membership in the local Grandfathers' Club. The Schmertzes automatically became members of the group when a daughter, named Dianne, was born to Raymond, of the 20th-Fox ad sales department, and his wife, at Mt. Sinai Hospital last Thursday. Everyone, including the grandparents, are doing as well as can be expected.

Warner Club is in the throes of preparations for a spring dance. It will be held at club quarters June 7 . . . Saul Bragin, Warner theatre booker, out in the territory visiting theatres . . . Charlie Deardourff, M-G-M publicity ace, made his first airplane trip last week returning from the M-G-M convention . . . Stanley Kositsky, Vitagraph office manager, is back from his vacation. Now Harold Bein, city booker, is enjoying a visit with his folks in New York.

Sam Deutsch, Sun Theatre, is taking in a double feature show in New York. One is the wedding of his niece, the other is the World's Fair . . . Howard Roth, Paramount booker, and Mrs. Roth have returned from a trip to Texas, and now Louis Van Baalen, also of the booking department, and his wife will head for Houston, leaving here June 8.

Miss Laverne Resor of the Paramount front office department was married last week to Edgar Buesch of this city. The honeymoon trip will follow later in the summer . . . Lorenzo Bozelli has sold the Five Points Theatre, Akron, to a newcomer in the field, a John Smith . . . Jack Greenbaum has sold Wahoo to the Shoreway in Toledo. The game started there last Thursday.

Ted Teschner of the Loew organization has been appointed relief manager in the Great Lakes territory by District Manager Charles Raymond. Sylvester Pierce takes on Teschner's former duties as assistant manager at the State . . . When George Winters reopens the Hall in Strasburg, Ohio, on June 7, he will conduct a contest for a new name for the house.

After last Sunday's cyclonic wind and rain storm, Frank Belles of Republic dashed out to see if his new home off Lake Shore Blvd. had survived the blow. His young son, who accompanied him, shouted, "Look, Dad, all the doors and windows have been blown out," but he calmed down when Frank told him they had not yet been installed . . . Leonard Mishkind, Republic booker, is back at his job after three weeks of intensive cramming for his law exams.

Dan Stearns has inaugurated Questo Quiz, a new theatre game in which the entire audience participates, in his Willoby, Willoughby . . . It is reported that Schine has closed the Southern, Bucyrus, and the Strand, Delaware, for the summer . . . The Ohio, Galion, operated by Meyer Fine and P. E. Essick, will close for the summer, but the closing date has not yet been set . . . P. E. Essick of the Scoville, Essick & Reif circuit has returned from Atlantic City.

Charles Fogle of the M-G-M exchange maintenance department was in town the past week . . . "My Favorite Wife," playing to good business for two weeks at Warner's Hippodrome, won a third week's run at the Allen . . . Lou Walters, manager of National Theatre Supply Co., furnished the projection equipment, chairs, carpets and screen for the Hall, Strasburg, which opens June 7.

Story Properties Key A Library's Display

CLEVELAND—The Cleveland Public Library has opened a "Book Prevue of Motion Pictures" in the grand concourse of the Terminal Tower. The prevue will continue for ten days.

This exhibit shows many books purchased for filming by the various motion picture companies, together with stills of stars cast in these pictures.

Because of curtailed budgets, the library is unable to supply the demand for books simultaneous with the showing of a film version, so the library now offers Clevelanders an opportunity to read the book ahead of the picture version.

While this prevue is not the complete list of books that have been purchased for filming, it nevertheless shows the wide scope of story material soon to reach the screen. As new purchases are announced by the producers, the books will be added to the exhibit.

The motion picture companies are cooperating by lending pictures of the stars tentatively cast in the film versions of the novels. The exhibit also contains stills of scenes from forthcoming pictures now completed. A separate section of the exhibit is devoted to book versions of films already shown and now available at the library.

Book publishing houses are cooperating by sending new copies of books for the exhibit, thereby freeing the library copies for circulation.

All of the exhibit is not devoted to features. The increased interest in short subjects has led the library to set aside one section for short subjects under the heading "You Have Heard Their Voices." In this section are photographs of men whose voices are heard but who are never seen, including Pete Smith, Carey Wilson, John Nesbitt, James FitzPatrick and Bob Benchley.

Librarian Charles E. Rush, Dr. A. C. Young, curator of exhibits for the library, and Fred L. Myers, director of public relations, arranged the exhibit.

Alexander Hall Pact

HOLLYWOOD—Columbia has given Alexander Hall a new one-year directorial pact.

Browne Lets IATSE Actions Refute Pegler's Attack

LOUISVILLE—Columnist Westbrook Pegler's charge that the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators is a "racket union," dominated by undemocratic leadership, was called untrue here this week by George E. Browne, Chicago, president of the IATSE.

"The best reply we can make to Mr. Pegler is to let the people here in Louisville see our convention, how we run it, who its delegates are and the quality of its leadership," Browne said.

He arrived in Louisville last Monday for meetings of the union's executive board preceding the convention opening on June 3 at the Kentucky Hotel.

"After all, I'm not going to let Mr. Pegler run my business," he replied when asked if any action was planned against Willie Bioff, the union's international representative, now serving a term as a panderer. "The only interest I have in Bioff is how ably he serves the union," Mr. Browne said.

"The rank and file knows the charges are untrue" and they are "incensed" at Mr. Pegler's remarks, Browne added.

The IATSE president said he did not know exactly what issues would be brought up for consideration on the convention floor next week. All questions are presented by delegates in resolution form and in measures prepared in executive sessions, which have been held all during this week, he said.

Two Pitt Locals Choose Delegates to Louisville

PITTSBURGH—Film Exchange Employes Union (Local B-11) will be represented at the IATSE's 35th annual convention in Louisville on June 3, by Ted Tolley, veteran M-G-M shipper, while the local Theatre Employes Union (B-12) will send Charles Kennedy as its delegate. Tolley will represent the Philadelphia and Washington film exchange unions as well as the Pittsburgh local. L. J. Katz, IA representative of this city, was in Louisville a week in advance of the convention.

Queen City Delegation To IATSE Convention

CINCINNATI—Reservations for the IATSE convention at Louisville include a representative body from the Queen City headed by J. P. Hawthorne, president of Local 327, Arthur H. Fix, executive manager; Ben Bien, from the exchange allied with B-37; W. C. Elliott and Charley Goodwin, also members of B-37.

Many other members and their friends will also join the local delegation to the convention, which will be held at the Brown Hotel, June 3.

Cleveland Delegates

CLEVELAND—Local 160 delegates to the IATSE convention in Louisville, starting June 3, are Victor Wellman, E. J. Brock and Charles Bullock.

Detroit Ordinance To Bar Carnivals

DETROIT — Carnivals would be barred from the city under an ordinance introduced before the city council by Nathaniel H. Goldstick, assistant corporation counsel. The present ban, in effect nearly four years, prohibits games and similar concessions, but rides have been allowed to operate generally the past few seasons.

Checkup by the city showed opposition to the present policy, and Goldstick was asked to draft the ordinance which will ban rides as well.

Attractive Stage Units For Two in Auto City

DETROIT—The Fox and Michigan are both set with stage shows for the week starting June 7. The Michigan has set Bob Hope and his unit to go with the world premiere of Hope's "The Ghost Breakers." Faced with one of the biggest drawing cards of the season, the opposition Fox penciled in Betty Grable and "Rochester" Anderson to head their stage show the same week.

Next regular show at the Fox goes in June 21, with Glenn Miller to make his first Detroit appearance. The Michigan, as well, is relying heavily on bands, with Orrin Tucker in currently for a week.

At the Colonial, which was the only vaudeville house in town all fall and winter, stage shows were tentatively slated to drop out this week, following a successful climax with the Maxine Sullivan show, which drew some 40 per cent above average business. Final decision was being withheld, however, pending return of Raymond Schreiber from a California vacation.

New Theatre Company Is Formed by Joseph Stoia

DETROIT—The Circle and Midway Theatres Co. has been organized by Joseph Stoia, Detroit and Dearborn circuit owner, to operate these two houses. Stoia recently dissolved his partnership with Joseph Miskinis, who now operates the Alden.

In the new company, Victor Retty, who was a part owner in the older organizations, is joined by a new partner, Joseph Johann, but the bulk of the stock remains in Stoia's hands as hitherto.

Uptown in Highland Park Gets "Wind" for a Week

DETROIT—Second run of "Gone With the Wind" will start here June 7 at the RKO Uptown in the suburb of Highland Park. The film is booked for one week only.

Usual price scale for the film is being followed, and an extensive two-week campaign is being put on in advance under the direction of Warren A. Slee, M-G-M exploiteer.

Paramounties

LOS ANGELES—Harry Goldstein, Cleveland district manager, kept the Paramount convention in stitches with new joke repertoires for their future "openers."

Cincinnati's branch manager, Joe Oulahan, never goes to bed at night without his sandwich and milk, even though turning-in time comes as late as 2 a. m.

Robert Clark, son of Duke Clark, Cleveland's branch manager, is making good on the West Virginia sales staff. Six months ago the younger Clark was in Pittsburgh's ad sales division.

Conventionites brought back plenty of Hollywood mementoes to Mark Cummings, Cincinnati salesman, who was married recently and is honeymooning back east.

At the behest of Hilland "Eddie" Stuckey, Detroit 100 Per Cent Club salesmen, a lot of the delegates made merry at the Florentine Gardens after the studio screening of "I Want a Divorce."

Never without a black cigar, Duke Clark of the Cleveland office ran into real competition when Jack Benny appeared at the convention.

A Stag Outing June 20 by Detroit Bowling League

DETROIT—The Film Bowling League will stage an annual stag outing Thursday, June 20, at the Lakewood Golf Club, over in Canada, President Jack L. Saxe reports. Golf, baseball and other sports will be provided at the all-day affair, with a steak dinner at eight in the evening in the club house. Tickets are $2.50 for the day, or $1.50 for the dinner without golfing privileges.

The league will bowl in a new location next fall, the Bowl-O-Drome Alley. Bowlers who have not been league members in the past are invited to register now through BOXOFFICE.

Two Ordinances in Detroit Would Affect Sign Lights

DETROIT—Two different ordinances now proposed before the city council will basically affect all sign lighting in the city.

One would prohibit all red signs and all flickering signs of any color within 22 feet of a traffic signal, as proposed by M. W. Cochran, traffic engineer of Detroit.

The other proposal, by Joseph P. Wolff, commissioner of buildings and safety engineering, would prohibit all intermittent lighting of any type.

Two Summer Closings

ZANESVILLE, OHIO—The Grand and Quimby theatres were to close this weekend for the summer. The Imperial and Liberty will carry on through the season. All are Schine houses.

Say Public Is Hungry For Light Film Fare

CLEVELAND—Theatre owners in this territory are of the opinion that the public is unanimous in wanting their screen entertainment confined to light comedy.

Heavy drama appeals to the minority, they claim, a minority that attends the downtown first run houses. These dramas, however, do not draw attendance to the neighborhood theatres.

Comedies like "The Road to Singapore," "Too Many Husbands," "The Doctor Takes a Wife," "It's a Date" and novelties like "One Million B. C." are doing average and better than average business in this territory, a survey reveals.

Exhibitors say this condition exists as an antidote to the serious war condition. They say further that audiences do not even want to see newsreel shots of the war; they want to get as far away from the war as possible when they attend the theatre.

Taking cognizance of this condition, the exhibitors suggest producers concentrate their efforts on turning out lighter screen fare.

Over 500 Attend Variety Dance in Cincinnati

CINCINNATI—Approximately 500 attended the annual dinner dance for the charity drive fund, given by the Queen City Variety Club at their clubrooms in the Netherland Plaza Hotel. One of the finest shows ever produced, according to opinion, was the one produced by Col. Arthur Frudenfeld, general manager of RKO Theatres, and Allan Moritz, Columbia Pictures. J. J. Grady was in charge of the drive.

Longo From Boston to Loew's Ohio Circuit

CLEVELAND—Joseph Longo has been transferred here from Boston as director of publicity for the Loew circuit in this area to succeed Milton Harris.

Harris severed a six-year connection with the chain to become associated with a new producing company in Hollywood.

General Electric and Nela Park Heads See "Edison"

CLEVELAND—Vice-presidents of General Electric Co. and executives of Nela Park, comprising about 25 couples, were hosted at the gala opening here of "Edison, the Man" at Loew's State. A lobby exhibit of lighting methods was provided by General Electric for the opening.

Equip in Ohio

MINNEAPOLIS — Installation of cooling equipment furnished by U. S. Air Conditioning Corp., has been made by the Logan at Logan, Ohio, and the Cedar Lee at Cleveland.

DETROIT

HAL BURRISS, chief of Filmrow's bicycleers, was up at Fenton Sunday but didn't win a prize in the archery tournament . . . Dan W. Edmonds is busy on new accounts for Alexander Films . . . Pete Simon has a very systematic business routine . . . Al Jolson's return to the stage, slated for the Cass here, has been set back to June 30.

Louis E. Firsht, who had the Movie News on West Vernon, has closed his offices . . . Warren Slee was upstate for "Waterloo Bridge" . . . Harry Wismer sends back pictures of himself and wife in M-G-M studios on their wedding trip . . . Bernard V. Samuels of the Colonial is smiling again. His wife is home after a long vacation in New York.

Call board at the Great Lakes looks like the Funk Family Tree, with a space for G. W. Hazen, Thomas, etc. . . . Louis Stavale, manager of Jack Krass' Dix, says his neighborhood is like a little world all by itself . . . Thomas Picha, manager of the Carlton, thinks a manager's place is right on the floor of the house . . . Nice accident, that, in front of Filmrow Saturday p. m. Too bad the house was so small.

B. V. Unwin, working on a theatre giveaway, recollects when his Detroit Engine Works manufactured about 600 portable plants for itinerant film exhibitors—"way back when" a barrel of water was used for a rheostat . . . James McArthur keeps the shop open for his dad Saturday afternoons . . . Margaret McDonald of 20th-Fox, president of the Film Employes Local, has new offices on the fifth floor of the Film Building.

Howard Craven of Exhibitors Services, also has a brand new office on the fifth floor of the Film Building . . . Harlan Starr, Monogram manager, took over Jack Saxe's office while Jack moved into the adjoining space . . . Syd Bowman, UA salesman, says he doesn't like to worry . . . Harry Lotz, UA detective, couldn't be found Monday.

Ben Burns, partner with Bernard Hoyt, Book Night distributor, a visitor from Chicago . . . Jim Bennett has joined Amusement Booking Service. Bennett turned distribution of "The Great Train Robbery" over to Monogram, who is doing a special campaign on it . . . Lou Greenley, salesman, lost the keys to his car and had to borrow same from his wife.

Joseph Adelman, genial manager of the Norwood, has lost 20 pounds and is now down to 200 . . . Col. L. T. Lewis is busy booking his pictures through Ohio . . . Geo. W. Carr, International seat man, is proud of that pipe since it became newsworthy . . . Sam Merson, retiring secretary of the Film Bowlers, brought the first poppy onto Filmrow.

Cliff Perry, M-G-M booker, was sick Monday and Johnny Dembeck was out eating, so Herb Brown had the big desk alone . . . Bert Foster and Ralph Peckham, Excellent salesmen, are the first salesmen to hit for the road every Monday morning, a checkup reveals.

Freddie Bernard of the Harper and the Mrs. were very much in evidence at the Variety Club Saturday. Occasion was the final frolic of the season. Joe La Rose of the Eastown, etc., produced the show with Sol Berns booking. Jules Klein and Mr. Minsky of the National were among the interested spectators. Herschel Leib, director of the Fox orchestra, was on hand and played his violin.

George W. Stark has been devoting his "Old Timer" column in the Detroit News *to recollections of the old Whitney Theatre.*

George Davidson, former M-G-M salesman, is selling Graham Paige's new Hollywood . . . Roy Ruben, Fox operator, reports about 100 turned out for the Screencraft Club annual party at Saks Show Bar. Honored guests included Gil Light, president of the Nightingales; William (Pop) Stolz, incoming commander of the Theatrical Post, and Frank Kinsora, president, and others officers of Local 199, IATSE. M. Colton, retiring president, was presented with his past president's watch charm. Party lasted until 6:00 a. m.

"F. O. B. Detroit" will become "The City That Never Sleeps," Paramount discloses. Barbara Stanwyck and Joel McCrea are to be starred. World premiere is slated for the Michigan—the second in the history of Detroit—next season.

Mayor Jeffries secured the world premiere of "The Ghost Breakers" for Detroit, too. It'll be held June 7, the week Bob Hope opens at the Michigan in person . . . Mary Holoyad is the cooperative young lady up at the operators' union.



Solution: Publicity—

WHACK plus CRY minus HCR spells WACKY, which pose netted the Marxes a gratifying amount of space in the Detroit Times, *currently running a rebus contest. The stunt was engineered by Alice Gorham and Cliff Brown of United Detroit Theatres and Bob Corbin, manager of the Michigan, where the Marxes were appearing.*

Len G. Shaw, dramatic editor of the Free Press, *took his house trailer up to Lighthouse Park, Port Huron, where he'll spend the summer . . . The city council is considering a variety of proposals restricting colored Neon lighting near street intersections.*

William Kimmel of the West End thinks he's a busy man around check-up time . . . John Golden of the Irving is reminiscing over his Mexican voyage . . . Wade Allen of the Fine Arts and Arcade, and John Coveleskie of the Catherine and Russell, are equally hard to find at their houses . . . Hazen Funk of the Great Lakes is a firm believer in proper handling of public relations for exhibitors.

James P. Devine, formerly acoustical engineer with Erpi, is dead. His widow and two children survive . . . Edgar E. Kirchner, veteran manager of the Family, lost his sister, Miss Elizabeth Kirchner, 82, *last Friday.*

THEATRICAL POST DOINGS: William (Pop) Stolz, new commander, is already taking on added dignity . . . The Post was busy selling poppies, May 28-29 . . . Historian E. Leon Crowell reports his son, Leon jr., won the Legion award at Hampton School . . . Buddy Fields reports his wife is convalescing from pneumonia in Women's Hospital . . . Bob Seeley, an ace ticket seller . . . Sy Harris, we hear, seconds every motion.

Raymond E. Schreiber, circuit operator, driving back from Hollywood, picking up his wife in Arizona. Bernard Samuels was in charge in Ray's absence . . . Joe Mellon of the Chandler is the west-side night hawk at Boesky's now . . . Stanley Fisher, film salesman, says "propaganda has become the world's greatest industry."

Nat Haase, Metro Premium manager, was called to Boston by the death of his father. Helen Brown, Haase's secretary, is studying a book titled "Your Figure" . . . Charley Schneider wants to know, "What Dallas memory has Mac Krim ga ga?" So do we.

Donald Shields is going to St. Louis for a week to handle bookings of Al Dezel's films at the Lyric where they've been playing nine weeks straight . . . Duke Dufour, formerly of Jam Handy, pitched as the Film Softballers won, 6-3, *over Brightmoor Merchants, the league champs.*

Jack Hurford, Fox manager, has moved to Woodingham Drive, saying he's through with apartments . . . Charlie Collins, producer, is making plans to spend the summer at a lake or in Canada . . . Bill Flemion, head of Excellent Pictures, seen taking his noontime siesta at Amusement Supply.

Ralph Ruben and Saul Korman of the Grant on opposite sides of the desk reaching an agreement . . . Charlie Garner's "Maginot Line" is doing o. k. at the Cinema . . . Jim West was the young artist who snapped that photo of John Howard

and Ed Kirchner looking at Howard's golf trophy.

W. J. Turnbull and his National Theatre Supply cohorts have a pleasant habit of lunching together . . . Syd Taube of Automatic Confections is active in organizing Canadian Picture Pioneers, a new show business organization at Toronto.

Lewis M. Lash, who was planning a house at Berkeley, thinks exhibitors are a very friendly crowd . . . Eddie Pascoe of the Campau, Hamtramck, is spending his nights at Fair Haven on Lake St. Clair . . . Bob Hall went up to St. Joseph for the weekend . . . Emil Beck, independent booker, will need a new filing system if the summer winds keep up.

Joseph Allegretti, one of the twins and manager of the Midway in Dearborn, discloses he's going to marry a young lady who looks like a movie star . . . Joseph Stoia, owner of the Midway and Circle, Dearborn, brought his wife home from the hospital Wednesday—and his new son.

Jeff Williams of Roseville and East Detroit rated a swell writeup in The Independent, *Macomb county newspaper, on his remodeling at Roseville.*

WOLVERINE DOINGS:

A. Milo (Bring 'Em Back) DeHaven, manager of the Grand and Belmont in Highland Park, is back from Rochester, Minn. He will take a short vacation soon, probably in northern Michigan.

Frank Krueger of the Punch and Judy, Grosse Pointe, and Charlie Garner seen conferring in Filmrow Lobby.

Lee Carrow of the Lee, Carson City, is moving back to Crystal Lake for the summer . . . Lee and brother Ray Carrow of 20th-Fox are twilight racing fans.

George McCoy, Columbia salesman, was awaiting repairs on a broken set of teeth Monday . . . Harry Hobolth hasn't named that new house at Davison yet.

The Star at Elkton will become a bowling alley when O. G. Willett moves into the new spot that the Ackerman interests are building for him there.

Fulton and Casino in Pitt Dark for Summer

PITTSBURGH—The Fulton and Casino called it a season over the past weekend.

John Walsh, manager of the Fulton, who will manage a house in Cambridge, Ohio, during the summer, states the Fulton will be dark until late July.

George Jaffe reported the most successful season he has had in four years when his Casino closed a 40-week burlesque session. He will vacation in Atlantic City throughout the summer and will reopen the Diamond Street house early in September.

Columbia Holds Elliott

HOLLYWOOD—Columbia has extended Bill Elliott to star in eight more westerns for the company.

PITTSBURGH

ONLY blessing of the war so far, writes Kaspar Monahan, "Show Shops" editor of the *Press*, is the more frequent showing of single bills at many of the neighborhood theatres. He goes on to say that lack of product may be the answer. Also he suggests: "Just to be on the safe side—how about changing the name of Boulevard of the Allies to Unter den Linden?" . . . Maurice A. Wheeler, Esq., has removed his law offices to suite 924-929 Jones Law Bldg. . . . Marty Seed has a new Pontiac . . . Elmer Dattola has joined the sombrero wearers as has the two sons of Frank Thomas . . . Art Morrone was troubled for several days with a nose infection . . . Lew Lefton hasn't been attending to his diet lately, as you will notice . . . Lee Powell, the "Lone Ranger," appearing with the Wallace Bros. Circus, dresses as a "roustabout" on the circus grounds so that he may enjoy a little privacy . . . Local exhibitors are still burning at the poor sportsmanship of a Hollywood queen (in small letters) who gave them the brushoff several weeks ago.

We found only three of the old faithful at the funeral services conducted for Mrs. Emma Rowland, mother of Richard A. Rowland. They were Alex Parke, Russ Wehrle and James B. Clark . . . W. H. Trunick, former local RCA representative, has been transferred from the Chicago office of this company to the St. Louis branch as sales head for RCA Photophone . . . Mr. and Mrs. M. N. Shapiro will have charge of the June 7 Family Night party at the Variety Club; the B. F. "Dinty" Moores have the June 14 date . . . N. W. Fredericks of the Garden, Lock Haven, has taken the lease on the theatre at Lewisburg which had been operated for a long period by Oscar Stiefel, his opposition at Lock Haven. Now Stiefel is building his own house at Lewisburg . . . Johnny Harris, theatreman and sports entrepreneur, will spend most of his weekends this summer in Atlantic City sailing a new 38-foot yacht.

The Milton Braumans are parents of a daughter born last Saturday in Mercy Hospital. The M-G-M sales representative and Mrs. Brauman, also parents of a four-year-old son, have named the new arrival Judith Ann. Mother and daughter are doing well . . . Young Milton Golden is now assistant manager at the Schenley . . . Lou Miller, former Wilkinsburg theatre manager, is back in town from Cumberland, Md. . . . Anna Neagle, who stars with Ray Milland in RKO's "Irene," and Herbert Wilcox, producer and director, will make four personal appearances with the picture at the Stanley, Tuesday, June 4.

Mrs. I. T. Sweeney is on the road to recovery after a successful operation performed last Thursday. Ike wishes to thank Leo Wayne, blood donor, and Jerry Weschler and Duddy Lefton, who held themselves ready for transfusions . . . Mrs. Abe Weiner, wife of the local UA manager, returned to her home in Boston to await the arrival of the stork . . . With Republic's "Dark Command" in demand, this company's "Women in War" was previewed this week and was highly praised . . . We notice in Universal's Progress, *that Sol Hankin, at one time a Warner circuit executive here, is a sales representative for "U" at St. Louis . . . Ben Stahl, former Filmrowite and theatre manager, was in from Cleveland this week. He is a brother of Herman, Harry and Max Stahl.*

AMPTO directors this week stated that 25 delegates to the national Allied convention at Chicago, June 19-21, are assured from this area, and that probably a dozen or more additional names will be added before convention time. Fred J. Herrington is making all arrangements . . . Variety Club honored three G. A. R. veterans at a special dinner Monday evening . . . John H. Harris and James G. Balmer are departing for Oklahoma City to present a Variety Club charter June 3 . . . Niki Manos, daughter of Michael Manos, circuit operator, and Manny Deligiannis, who recently announced their engagement, have selected June 6 as the date and Chicago as the place of the event . . . Bert M. Stearn, UA district manager, was here for several days.

Saul Perilman, Monogram booker, has been vacationing for two weeks in Arizona. Others vacationing this week were John Zomnir, M-G-M; Vida Ferrerra, M-G-M; Kitty Olson, Universal; Jack Kohler and Nettie Engel, Columbia. Emma Jaravin, assistant booker at the Vitagraph exchange, had her appendix removed and will extend her vacation while completely recuperating . . . Marcia Cohen Kransberg of the UA office has withdrawn from duties due to illness . . . G. M. Gillespie, former Union, W. Va., exhibitor, is now operating the Amusement Center at White Sulphur Springs.

Many in the industry were grieved by the recent death of James Lyon Gilliland, projectionist of the Schenley, who was a veteran operator. He had been a member of the IATSE for a quarter-of-a-century . . . Mrs. Morris Tauber, wife of the Oakland district exhibitor of many years ago, is visiting here from California where her husband has continued his theatre enterprises . . . Ed Lebby's daughter, Lucille Ruth, who became Mrs. Gilbert Michael Prell last Sunday, will reside in Los Angeles . . . Ed Good was around the other day distributing new service timetables for delivery trucks of Exhibitors Service Co.

Local world premiere "Lillian Russell" broadcast fiasco has resulted in a radio ban on such programs in the future. Additionally, KDKA has discontinued all cooperation with the industry. The program in question reached a new low in ignorance and stupidity and the "stars" who were scheduled to speak didn't appear.

JOB WANTED

PROJECTIONIST — Long experience, non-union, wishes opportunity of employment. Communicate with: F. C., BOXOFFICE, 1701 Blvd. of the Allies, Pittsburgh, Pa.

CINCINNATI

ROY and Mary Letsinger, Amhurstdale, W. Va., visited last weekend, taking in a ball game and staying over for the Queen City Variety Club's annual charity dinner dance . . . Eddie Salzberg, Union, Anawalt, W. Va., also stopped off on his way home from the Springs to consult a veterinarian, Salzberg's prize Scottie having taken ill on the road.

Friends are extending a welcome to "Sugar" Bockelage, returned from a long rest on the western coast, during which she visited her sister Mildred "Honey" Bockelage, connected with Paramount. "Sugar" is now back at her desk at Universal . . . George Fetick, seen shaking hands at Warner's . . . Maurice Chase was in booking for his new Roselawn, which is set for a July 1 opening.

P. Smith, booker for the new drive-in opening on Montgomery Pike, was on the Row buying product for Cincy's first open-air venture . . . Phil Chakeres, Chakeres circuit, Springfield, brought down a party of 12 to attend the Variety Club charity frolic, their table being one of the merriest at the party.

Charley Aaron has broken ground for his new theatre in Charleston, W. Va. . . . RKO sales force, headed by Stanley Jacques, local manager, attended the company's annual sales convention at the Waldorf Astoria in New York . . . Jake Gelman, Midwest Theatre Supply, is receiving sincere condolences from many friends in the trade on the sudden death of his sister, Mrs. Bernard Cohen, who died from a heart attack at her home here.

The M-G-M Club, at a meeting at the exchange, elected Mike Berger president; Edna Hahn, vice-president; Clara Zeng, treasurer, and Katherine Mersch, secretary . . . Metro exchange is operating during the summer months with a skeleton force, giving employes Saturdays for recreation . . . Republic's "Women in War," featuring Elsie Janis among other stars, will be ready for release June 1.

James Roberts, who operates a theatre at Keen Mt., W. Va., is planning a new one for Oneana . . . Billy Bien of National Screen Accessories flew in from New York to attend the Variety dance . . . Mrs. Jim Partlow underwent a major operation.

Arthur Greenblatt, vice-president of Alliance Pictures, visited the local PDC offices, and while here closed a deal with George Lynch of the Schine circuit, Jack Shea of Shea's and with Warner's Nat Wolf and Sol Bragin for "The Outsider." The feature also has been sold to Loew's Victory, Evansville, Ind.

Lee Goldberg, PDC franchise holder, and Mrs. Goldberg and their daughter, Mrs. Mitchell Blackschlaeger, are leaving for Madison, Wis., to attend the graduation of Jay Goldberg . . . Warner's Chester Stacey is seriously ill with pneumonia.

Free Shows in Columbus

COLUMBUS—Zoo Park here, widely known central Ohio amusement center, has free talking pictures nightly, except Monday.

RCA Photophone Sales Are Reported by Pitt Branch

PITTSBURGH—RCA Photophone sales and service office, which has just been re-established on Filmrow at 86 Van Braam St., over the Monogram exchange, announces the following sales of "High Fidelity" sound systems for immediate installations:

State, Charleroi, Pa., Leon Reichblum; Star Junction, Pa., Butler Bros.; Ross, Carmichaels, Pa., John and Werner Lund; Rivoli, Ebensburg, Pa., Ray Allison; New, Library, Pa., Jerry Castelli; Pictureland, Glenville, W. Va., C. W. Marsh; Lee, Fairmont, W. Va., Harr-Carter-Nelson; Kimball, Kimball, W. Va., Grogan Bros.; Union Union, W. Va., Premier Amusement Co.; Roxy, Richeyville, Pa., Silay-Illar.

A new RCA equipment has been installed at Western Penitentiary, Bellefonte, Pa.

"Ghost Breakers" to Bow In Detroit on June 7

DETROIT—Plans for Paramount's world premiere of "The Ghost Breakers" swung into action speedily with decision on Wednesday to hold the event at the Michigan June 7, when Bob Hope, starred in the film, appears in person on the Michigan stage.

First break was a quest for a haunted house, which was sought by teaser classified ads in the newspapers, asking for anyone who was "host to a ghost." The plan calls for a party for Hope, to be held in the haunted house.

Site for Willoughby Theatre Is Picked

WILLOUGHBY, OHIO—The new theatre to be built here by the Modern Theatre Co., operators of the Willoby, will be located on Vine St. opposite St. Andrews Park. It will have 1,500 seats and will cost approximately $100,000.

Owners are Dan Stearns, P. E. Essick, Howard Reif and C. G. Deckman. Herman Matzinger, Cleveland, is preparing the plans.

To Remodel Cox

MT. PLEASANT, PA.—The Cox, operated by Mrs. Rose Leibovitz, will be closed within the next two weeks for extensive remodeling which will amount to practically rebuilding the structure.

Police Order Hits Gate-Crashers

Pittsburgh—Local gate-crashers are out of luck because of a new police order.

"Walk-ins" at theatres, prize fights, and other places on complimentary police badges are now being turned back after a theatre owner complained "there are more cops than cash customers in my place." The result is that police are now equipped with differently-shaped badges and there are no "comps."

LOUISVILLE

JOSEPH W. GOLDBERG, representative in this area for Producers Distributing Corp., which name recently replaced Big Feature Rights and Big Features branches became P. D. C.'s national organization officer, is back from a two weeks trip in southern Ohio and from a conference with Lee Goldberg, in Indianapolis. He reports that theatres at Ashland, Ky., Marietta, Ohio. Ironton, Ohio, and Catlettsburg, Ky., which were damaged by recent high waters, all have reopened.

M. A. Lightman, president of Malco Theatres, Memphis, was here and toured his houses at Owensboro, Fulton and Henderson, Ky., en route . . . Price Coomer, Harlan, Ky., operator of the New Harlan Theatre, flew in to town in his own plane from Lexington for a visit to the Falls City Theatre Equipment Co.

The Schine circuit has taken over the Viv at Corbin, Ky. . . . Recently opened here is the New Downs, next door to the old one, by Owner-Manager Leo Ciacio . . . Sam Switow is planning to rebuild the Kentucky Theatre here, and work already has started . . . L. O. Davis of the Virginia Amusement Co. at Hazard, Ky., is reported to have recovered from a streptococcic throat infection.

After almost 80 years as an example of theatre architecture of the 1860's, the New Albany, Ind., opera house emerged last week as a modernistic structure.

The newly formed Central Theatre Supply Co. of Louisville now is associated with the Indianapolis Theatre Equipment Corp. in distributing Motiograph projection and sound equipment in the Kentucky area . . . Mr. and Mrs. Louis Weithe of Cincinnati were visiting here this last weekend. Weithe operates the Derby and the Kentucky at Latonia and the Bond and Westwood at the Queen City . . . O. J. Minnix also came to town from London, Ky., last Friday . . . B. J. Curry of Horse Cave, Ky., was in town Saturday.

Found W. E. Carrell, head of Falls City Theatre Equipment Co., working on his two river speed boats the other day. Carrell and William M. Quinn, formerly partners in the equipment company, are no longer together, Carrell says . . . Quinn's interest in the firm was bought out by Carrell about a month ago.

George E. Browne, president of the International Alliance of Theatrical State Employes and Moving Picture Machine Operators arrived here Monday to meet with the IATSE's executive board to draft plans and resolutions for the biennial convention opening here next Monday at the Kentucky Hotel.

Distribute Filmsets

CLEVELAND—A. H. Golden and M. M. Deutsch have been appointed Ohio distributors of Filmsets, classroom aids to teachers in the form of silent films on 16mm stock.

Claims Standards of Legion Are Ignored

PITTSBURGH—A survey of motion pictures by the Pittsburgh *Catholic* contends that the offerings of a "considerable percentage of the theatres are objectionable, according to the moral classifications established by the National Legion of Decency, for both adults and children, and that only a few theatres schedule programs that are suitable for youthful patrons."

The official organ of the diocese of Pittsburgh continues: "In last Sunday's Pittsburgh dailies the billings of 60 film theatres were advertised. Of these, no less than 15 listed Class B or Class C pictures. It has been repeatedly explained that all persons, adults as well as children, who observe the Legion of Decency pledge are expected to avoid both these types of films.

"Only eight theatres—less than 12 per cent—presented Class A-1 films (suitable for children) exclusively. A large number of houses billed one Class A-1 picture but combined it with one of a lower classification. This arrangement, of course, marks the program objectionable for the patronage of the young. Some of the exhibitors claim that the practice of "block-booking" makes it impossible for free selection of subjects to be made and that this causes the unsatisfactory combinations.

"The Class C (Condemned) picture being most widely shown here at present is 'Strange Cargo.' Of this film the Legion of Decency says: 'This picture, in which religion is the prominent issue, presents a naturalistic concept of religion contrary to the teachings of Christ and the Catholic Church. Irreverent use of Sacred Scripture. Lustful implications in dialogue and situation.'

"The Class B (Objectionable) films which are included in current billings here are: 'Big Guy,' 'The Human Monster,' 'Johnny Apollo,' 'He Married His Wife,' 'The Light That Failed,' 'My Little Chickadee' and 'Cafe Hostess'."

Candy Vending Company Begun by Rosenberg

PITTSBURGH—A new candy vending company has been established here by M. A. Rosenberg, veteran exhibitor and president of the AMPTO of W. Pa. Associated with Rosenberg in the enterprise is Nate E. Landy of Filmrow.

Trade name of the company is Rossman Candy Service and a number of the new machines have been installed at local theatres. Rosenberg states the service will be standard candies of well-known manufacturers.

Stout in Wickliffe

WICKLIFFE, KY.—D. B. Stout, son of Earl Stout, who operates the Uptown at Cairo, Ill., has opened a new 350-seat theatre here.

Opens Beverage Store

CLEVELAND—Irving Lamm, eldest son of Julius Lamm, manager of the Uptown, has opened a beverage store at Kinsman and Lee Roads in Shaker Heights for the sale of package goods.

Into Ice-Cream Bar

PITTSBURGH—The old unoccupied Granada, Bridgeville, has been sold to M. J. Chabalie, who will remodel the building for an ice cream bar.

Free Shows in Burton

BURTON, OHIO—Outdoor motion pictures have been resumed on Saturday nights here. The free shows are sponsored by merchants.

Son-in-Law to Supervise Thompson Enterprises

CLEARFIELD, PA.—The theatre enterprises of H. J. Thompson, rapidly expanding, has a new general supervisor in the person of William Jackson, son-in-law of Thompson, who has assumed duties here. Jackson was formerly a sales representative of the American Rolling Mill Co. at Philadelphia. This is his initial theatre experience.

The new Watson at Watsontown is nearing completion for Thompson and will be opened within three weeks.

To Semelroth Rites

CINCINNATI—Nearly all local exchange heads, bookers and salesmen and other friends in the trade, journeyed to Dayton to attend last rites for Phil Semelroth, who died following a several years' illness resulting from an automobile accident. He operated the six-theatre Semelroth circuit.

Park Work During Summer

CANTON, OHIO—Art Leedam, for many years property man at the Grand here, will spend the summer months at Chippewa Lake Park, near Medina, starting Memorial Day. He will operate concessions on the midway.

Star, Director P. A. Set

LOUISVILLE—Anna Neagle and Herbert Wilcox are scheduled to make a personal appearance at the Rialto here on June 7, when RKO's "Irene" opens.

Advice

PITTSBURGH—"Don't convert theatres into recruiting stations," is the appeal of Kaspar Monahan, Pittsburgh *Press* drama critic.

He writes, in part:

"Movie companies are losing great profits because they've lost the European markets. So from the cold-blooded mercenary viewpoint, it is poor business to add fuel to the fires of international hatreds to endanger possible sources of trade over there when the conflict ends.

"Building 50,000 planes and increasing our armed strength in every branch of the military is one thing and a good thing—converting our theatres into recruiting stations is another and a bad thing. If we have to fight—why let's fight, but let's do it with bullets, or fists and teeth if necessary, not with celluloidic harrangues. Theatres are places of entertainment; those who disagree can always find halls to hire."

Mrs. Florence Fisher Parry, also a feature writer for the *Press*, advises:

"Certainly now is the exhibitors' big chance to put over the greatest campaign of *Preparedness* ever attempted! Supposing with each feature program they were to show a Then-and-Now geography lesson, in terms of war-torn Europe? It would be worth a dozen double features!"

Midnight Shows Are Routine in Detroit

DETROIT—Midnight shows have become a common occurrence along Detroit highways and by-ways, a survey of typical houses indicates. Confined originally almost entirely to the downtown theatres, the idea has spread until it now is a regular routine—particularly on change nights.

Result is, that neighborhoods have the choice of coming out at midnight on Tuesday, Thursday, and Saturday, to see a new show—or they can go to the 9:00 p. m. show, and see four features in most cases, as the new films for the next day's show are run after the regular late evening show.

"Guest features," or an extra third feature, have long been a fairly common occurrence among many types of houses for late Saturday shows, but the general change night four-feature idea is relatively new. It was adopted years ago by some downtown theatres, and has been the subject of discussion in recent studies of the competitive situation between the Loop and the Times Square, for example.

Spreading from the downtown or typically night houses it is fairly common along Woodward Ave., among the colored houses on Hastings St. and several other parts of the city.

Signs Cleveland Chains To Play "Pinocchio"

CLEVELAND—Before leaving to attend the RKO convention in New York, Branch Manager George Lefko announced he had signed a contract with the Associated and Community circuits, the two largest local independent chains, for city-wide showings of "Pinocchio." Arthur Goldsmith, Joe Lefko and George Becker accompanied Lefko to the convention.

Buys Carmichaels Park

WAYNESBURG, PA.—The historic Carmichaels Fair and scene of harness races for more than a half century, will soon become an amusement park. The property has been sold to David Trimble, Masontown theatre man.

Industrial Film Firm

CLEVELAND—Benson Shupe, formerly an official of Tri-State Motion Pictures, Dan Houck and Margo McMillan have formed Business Film Productions, Inc., to make industrial films.

George E. Hayward

MARIETTA, OHIO—George E. Hayward, 71, Midland Theatres Co. secretary, died at his home here, May 20. He had been identified with the circuit in an executive capacity for many yars.

Team Scott and Hazard

HOLLYWOOD—J. L. S. Scott and Lawrence Hazard are scripting Metro's "30,000 Horses" for J. Walter Ruben.

National Theatre Supply Reports Michigan Sales

DETROIT—National Theatre Supply has installed seating, sound, projector, carpeting, draperies, lighting, marquee and new front with frames in the Lincoln at Sebewaing for E. C. Chapman, replacing the house destroyed by fire.

National has also installed new sound in the Yale at Yale and new lamps in the Romeo at Romeo, both for Howard Paul.

Dickerson Screen Service has refinished screens in the Michigan, Cinderella, and Broadway-Capitol for United Detroit Theatres. Michigan job was the largest undertaken in the state in two years.

Altec Service Co. has installed one of the largest sound jobs in the middle west, according to Manager F. C. Dickely, at Purdue University, Lafayette, Ind.

George W. Carr, representative of International Seating Co., has installed new seats in the Beechwood for Clifford H. White; new house at Keego Harbor for Bud Harris; Dawn, Detroit, for Kilbride circuit; Catherine, Detroit, for John Coveleskie, and Oakland, Highland Park, for Chargot circuit.

"Film Fumbles" Available

DETROIT—"Film Fumbles," new screen giveaway produced by Lloyd Hammond, is ready for distribution, Hammond announced on his return here from the West Coast. Patrons picking out the largest number of "fumbles" in the reels receive awards.

Sees Film Showing Laws Extended to Television

COLUMBUS—P. J. Wood, ITOO secretary, says that the next session of the state legislature will see the laws covering the showing of motion pictures amended to cover television and coin-operated machines. Attention of the exhibitors is being called to the new Columbus ordinance putting both on the same footing as theatres, Wood advising the owners to take the necessary steps to amend local ordinances in a similar manner.

James Moore Directs

HOLLYWOOD—James Moore will direct Columbia's "March of Crime," from a story by Robert Tasker, which Gordon Kahn is scripting.

Republic Signs Landers

HOLLYWOOD—Lew Landers will direct "Sing, Dance, Plenty Hot" for Republic. Johnny Downs has the lead.

Michigan Notes

GLADSTONE—Extensive remodeling of the Rialto, undertaken by Manager John P. Vogt, is nearing completion.

MARLETTE—Manager J. M. Thomson has installed new screen and projection equipment in the Center.

NEGAUNEE—Jafet Rytkonen, manager of the Vista, has completed exterior remodeling on the house.

COLUMBUS

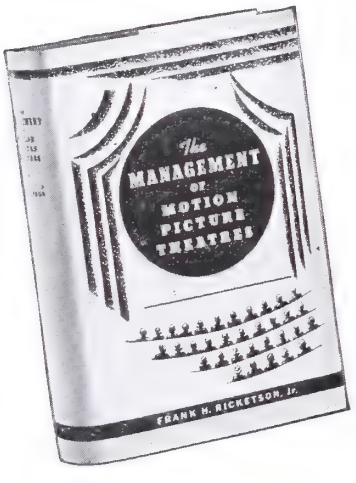
SPEAKING of complex situations: At least three of the smaller nabes are keeping open for the simple reason they have adjustments coming from the film companies—if it were necessary to pay for their product at this stage of the business slump they would have to close.

The RKO Grand is open on weekends only, policy to continue indefinitely . . . Bill Pullen of the Linden has been named to the city licensing board as representative of the exhibitor interests . . . Bob Pullen has been in Cincy on business.

George E. Hayward, secretary of the Midland Theatre Co., Marietta, is dead . . . Local Artist Benny Bloom is responsible for the murals in the new Sunset, Cincy, which opens this weekend. Murals are unusual in sense "dark light" is employed for illumination . . . Ruth Niswonger, niece of Max Stearn, marries the fifteenth . . . Harry Young admits the horses now have him exactly where they want him.

To stop the talk around town: Fred Rowlands advises us that he definitely will not build the much discussed university district theatre this year . . . UA's Jim Hendel is in the field again . . . Variety Club directors met at dinner Tuesday . . . The ITO has started a direct mail campaign boosting the Neely bill. Same office has advised its members to sign the Metro contract rider in order to get benefit from the cancellation privilege on 1939-40 *contracts.*

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Kennedy Will Represent Local 273 at Parley

NEW HAVEN—Projectionists' Local No. 273, embracing New Haven, Ansonia and Derby areas, will send Matthew Kennedy, its business agent for the past five years, to the IATSE convention June 3, in Louisville, as its only delegate. Kennedy will give his convention report to the local union at the regular meeting on Monday, June 17, at trades council hall.

The local reports the new Whitney in Hamden has been unionized.

O'Connell and Cummings Are IATSE Delegates

NEW HAVEN—Local No. 74 of IATSE, including the New Haven, Ansonia and Derby territories, will send John O'Connell, president, and Daniel Cummings, business agent, to the national convention as delegates.

Local B-41 of exchange employes, organized under IATSE, will hold its fourth annual nomination, election, and installation of officers at the Hotel Garde, on Wednesday, June 5, with Jack Mullen presiding.

Four From Providence to Head for Louisville

PROVIDENCE—Fred W. Newcomb and Thomas E. Gannon, representing IATSE Local No. 23, and Edwin Anthony and Herbert F. Slater, delegates from Operators Local No. 223, will leave here next week to attend the annual IATSE convention in Louisville, June 3.

Deposition Taking for Suits Occupies Ryan

BOSTON—George S. Ryan, anti-trust attorney, spent much of last week in taking depositions for use in forthcoming New England film litigations. Ross C. Cropper, RKO branch manager, gave testimony Tuesday for use in the Kenneth Gorham anti-trust suit, filed against the Kurson circuit interests and others in the U. S. district court for the district of Vermont.

Maurice N. Wolf, M-G-M district manager, was queried by Ryan on Wednesday and Thursday in connection with the Gorham suit and the respective anti-trust actions of C. F. Millett of the State in Bridgton, Me., and of the Millinocket Theatre, Inc., of Millinocket, Me.

These latter two cases have been brought in the U. S. district court for the district of Maine.

Ryan may conclude taking of depositions by the plaintiffs in these three monopoly actions by finishing this week with William Kelly, Universal branch manager, in the Gorham case and with Norman Ayers, Warner branch manager, in all three actions.

Call Morse to Testify

BOSTON—Charles Morse, New England circuit man, has been subpoenaed to testify at the government's equity suit which is scheduled to open on June 3, before Judge Henry W. Goddard, in New York.

M&R Arguments End; Hendrick Studying

By BRAD ANGIER

BOSTON—Arguments that consumed 212 days and covered a period of 17 months, beginning in 1938, have been closed in the Morse and Rothenberg anti-trust suits now under consideration by Philip Hendrick, master appointed by the U. S. district court. The case, not yet ended, has become the longest motion picture litigation ever to be tried in the United States.

George S. Ryan, plaintiffs' attorney, brought his summation to a close with a reiteration of his view that proof of conspiracy on the part of the major distributors was clear and that the plaintiffs had accordingly suffered damage. Said Ryan: "The cases are of extreme importance to the plaintiffs because of the conspiracies against them and because of the damage sustained by them. These defendants should not be permitted to continue these practices. If such practices were to be allowed to go unscathed it would mean that 10,000 independent theatre owners in the United States would live in fear and trembling. If the evidence in these cases does not establish conspiracy there can be no hope for any of them."

Charges "Misstatements"

Edward F. McClennen, attorney for the defendants, called the court's attention to what he termed "the positive misstatements of the facts which have been made from time to time with respect to those matters in evidence, both oral testimony and exhibits . . . Sometimes they are merely distortions. Sometimes they are specifically accurate but quite false when taken out of their contexts. Sometimes they are false because so incomplete."

McClennen rapped charges that papers were not readily or completely produced as "unwarranted," and pointed to the quantity of papers produced and not put in evidence. Also categorically denied was the allegedly implied claim by plaintiff counsel that the defense had argued that distributors may combine in restraint of trade if it is to meet competition. Said McClennen: "There is nothing of the sort in the contention made for the defendants. That can be attested only by reference to what was said in argument."

Charges Falsity Assumed

Further contending that plaintiffs' attorney operations proceeded on a premise that with "no evidence of conspiracy among distributors . . . the witnesses, at least most of them, called by the defendant testified falsely.

"With this as a foundation, it is asserted that these falsehoods must have been because of the existence of some fact which the witness thought to conceal. Then a wide hurdling jump is made that that fact was a conspiracy among the distributors; that there could have been no other reason for the desire to conceal the specific thing. This makes each one of these misstatements important far beyond its intrinsic value."

An accusation of perjury that McClennen recalled Ryan made against Mallard, was censured by him, and deemed refuted by testimony. Said the chief defense attorney: "Mallard at no time said anything inconsistent with Exhibit 593 (a document of April, 1930, taking up the matter of protection with the attorney general). There is no reason for intimating that he was a member of that law committee (the alleged drawers of the document) when the document was signed."

John V. Spalding, attorney for the Maine and New Hampshire Theatres Co., pointed out that what the law wants is competition, but that the tendency of the law is toward fair competition.

Frank W. Crocker, attorney for Columbia Pictures, in addressing the court pointed out the fact that continued sales of product were made to Mr. Ford and to the Maine and New Hampshire circuit even through Columbia was selling second run, and accordingly the charge of pressure wielded against a distributor by a circuit, was refuted.

Ryan, in closing all testimony, rested the hearing upon "the facts mentioned in the record."

Boston Friars Club Honors Maurice Wolf With Party

BOSTON—Maurice N. Wolf, retiring president of the Boston Friars Club, is to be presented with a scroll signed by fellow Friars at a Cocoanut Grove party of the club here Sunday.

Steve Broidy, Monogram director and New England sales manager, is to be seated in impressive installation services as president of the local fraternity.

The Boston Friars Club plans a golf tournament at Pine Brook in July. An outing has been tentatively set for August at Silver Beach in Falmouth. A theatre party is in the cards for September. Morris Goldstein, M-G-M city salesman, has been appointed chairman of the Friars entertainment committee by Broidy.

Joe Longo Is Named Loew Publicist in Cleveland

BOSTON—Joe Longo, for several years assistant to Joseph DiPesa, advertising manager for Loew's, Inc., and at one time special UA advance man, this week succeeded Milt Harris as Loew's Theatres Cleveland publicist. Al Longo, his brother, has been promoted to first assistant in Boston.

Shift Ascap Suit Against Lavietes to New Haven

NEW HAVEN—Hearing on the Ascap damage and injunction suit against Harry L. Lavietes, operator of the Pequot, set originally for Hartford on June 10, has been shifted to the New Haven federal court on the same date. Judge Carroll C. Hincks will hear the matter.

Censor Offices Will Close Saturdays for 4 Months

BOSTON—Major Patrick F. Healey, supervisor of the bureau of Sunday censorship, has notified Massachusetts exhibitors the 3 Hancock Street offices of the department will be closed Saturdays, from the last Saturday in May to and including the last Saturday in September.

"Any changes in programs or other additional information pertaining to amusements or entertainments held on the Lord's Day other than Sunday licenses," Major Healey said, "must reach this office not later than noon on the Friday preceding the Sunday on which said amusement or entertainment is to be held.

"It is necessary to have all Sunday licenses delivered or mailed in order to reach the offices of the commissioner of public safety, Commonwealth Pier, Boston, Mass., not later than the Wednesday morning preceding the Sunday on which the entertainment is to be held."

Healey said that there would be no entertainment or amusement opened for operation on the Lord's Day, under Massachusetts laws, until a Sunday license for same containing the approval of the commissioner has been received by the licensee and is posted in a conspicuous place near the main entrance.

Reduce Scene to Flash in "Island of Doomed Men"

BOSTON—"A scene showing the horsewhipping of slaves" was ordered cut to a flash in Columbia's feature, "The Island of Doomed Men." It was the only Massachusetts department of public safety elimination in last week's approved Sunday list which included 46 motion pictures. Among the films okayed without cuts were First National's "Torrid Zone," Paramount's "Way of All Flesh" and 20th-Fox's "Lillian Russell."

Vaudeville did not fare so well, with 12 out of 32 acts incurring difficulties. Five routines were denied Sunday licenses, while seven others were ordered to make modifications.

Arrighi and PeTrocy Drop Meriden Drive-In Plans

MERIDEN, CONN.—Larry Arrighi and G. R. PeTrocy, new operator of Hanover, Park, are said to have dropped the plan, tentatively discussed for a time, of converting the baseball field into a drive-in theatre.

Goldman Leaves Warner

BOSTON—Harold Goldman, president of Boston Motion Picture Salesmen's Club, resigned last week from the Warner sales force. Goldman has been a film sales veteran here for years, having worked for most of the larger companies.

Fined for Film Showing

SOUTHINGTON, CONN.—James Dummitt, Hartford, charged with exhibition of obscene motion pictures, pleaded guilty and was fined $75 and costs.

HARTFORD

MANAGER BERNARD M. LEVY, main stem Proven Pictures, was in Boston last Monday . . . Jack A. Simons, Loew-Poli, presented the Children's Museum of Hartford with a set of production stills from the film, "One Million B. C." to be used in connection with studies on prehistoric times . . . George E. Landers, manager of the E. M. Loew's, was in New Haven the other day . . . Theatre managers of Worcester attended a luncheon given by the publicity committee of the Worcester Community Chest to discuss a film to be made in behalf of the Chest.

Marquees at the Loew-Poli, Hartford, and Loew-Poli, Worcester, were repainted . . . Maxie Resnick was in Springfield for a few hours the other day . . . Manager Leo Ricci, Capitol, Meriden, was in New Haven attending the Barney Pitkin affair.

New Canaan Playhouse has been repainted . . . There are new fluorescent lights in all boxoffices of the Loew-Poli circuit . . . Morris Druker, assistant manager at the Loew-Poli, Worcester, arranged for 15-minute broadcasts during the appearance of the 20 Mule Team in that Bay State city . . . Sam Haddleman, Capitol, Bridgeport, was in Washington . . . Jimmy Lombardo, usher, M&P Allyn, returned from his vacation which was spent in New York.

According to present plans, that new theatre and store building will be built on New Britain Ave., West Hartford. Owner is Charlie Newmark . . . Construction is going ahead on the Schulmans' new Wethersfield, Wethersfield, with opening day reportedly set for Labor Day . . . Main stem Daly's newly repainted marquee looks nice.

William Sirica, Lido, Waterbury, and Bob Schwartz, Playhouse, Thomaston, were Waterbury area representatives at the New Haven affair given for Barney Pitkin . . . Morris Druker, Loew-Poli assistant manager, Worcester, was shifted to the Loew-Poli Plaza in that town to substitute for injured Bob Portle, manager. While Druker was at the Plaza, Joe Lakema filled in.

Manager Don Barhydt's radio bar, free giveaway at the E. M. Loew's Court Square, Springfield, did a nice business . . . With the summer season approaching, many new amusements have joined the festivities in Connecticut. Outdoor motion pictures and rollerskating are offered at Riverside Park; dancing, roller coasting and other amusements are on hand at Lake Compounce, and there are, it seems, a great number of other resorts open weekends at present, and scheduled to go into nightly operation within a few months.

Manager Huge Campbell, Warner's West Hartford Central, went fishing the other day, and didn't catch anything . . . Parts of the Lyric have been repainted . . . Martin Kelleher and Charlie Repass were in New Haven last Tuesday.

The Warner club held its annual spring get-together Sunday, May 26, at the Hilltop House, East Hartford. Several hundred people connected with the Warner organization were on hand at the affair. James McCarthy, Hartford Strand, and Huge Campbell, West Hartford Central, were on the committee in charge.

Lake Quassapaug Amusement Park, Inc., Waterbury, has filed a corporation certificate . . . Julian B. Tuthill, Hartford *Times*, went to New Jersey for the preview of "Edison, the Man" . . . Ditto Louise Mace, Springfield *Daily Republican* . . . Tommy Vaughan, Loew-Poli house policeman, was in Boston last Sunday attending a game of the Hub City's first-place team, the Red Sox.

Joseph Cappuccio, son of Oscar Cappuccio, maintenance man at the Asylum St. E. M. Loew's, will be appearing with Hank Keene's Hillbillies in New Britain starting June 4. Joseph is quite a tap dancer . . . The ushers' rooms at the Loew-Poli have been repainted by Jules Frank, Roger Uger and Elihu Brooks of the service staff . . . From Norwich comes word that the old Osgood barn in the rear of the Masonic temple in that town, has been transferred into a theatre by the Norwich Players to use for a summer play house.

As promised in this space a few weeks ago herewith is the newly organized baseball team at the E. M. Loew's: Captain, Oscar Cappuccio; 1st base, George E. Landers; 2nd base, Hilmer Robinson; short stop, Bob Carter; 3rd base, Harold Rosenberg; center field, Charlie Bradshaw; catcher, James Randazzo; left field, Eddie Hadden; right field, Eddie Boggs; pitchers, Oscar Cappuccio, George E. Landers, and Harold Rosenberg. Mascot is Stephanie Kalinswoski, while the position of scorekeeper has been allotted to Genevieve Richardson. Any theatre in the metropolitan Hartford area interested in playing the above team may arrange for a game by calling Hartford 5-6789.

Elihu Brooks is now relief doorman at the Loew-Poli, succeeding William Marsh, who is now working at the Pratt and Whitney aircraft . . . The annual Loew-Poli affair was held May 27 at the Woodland Casino . . . Manager Lou Cohen, Loew-Poli Palace, was in the biggest city some days ago to view the World's Fair . . . Mrs. Lewis J. Blanco, wife of the Loew-Poli Palace student assistant, was sick for a few weeks.

Milton Rome is a new usher at the main stem Loew-Poli Palace, succeeding George Rome, resigned . . . Flavia Sloat, cashier, M&P's Allyn, went down to New York during her vacation to see the Fair . . . Lewis J. Blanco, student assistant, Loew-Poli Palace, went on a picnic the other day with his father-in-law . . . Regards are in order for Olive Mendelsohn, cashier at the M&P's Allyn, who had a birthday last Friday . . . Charlie Kasavage, engineer, M&P's Allyn, has returned from a Florida vacation . . . Sidney H. Kleper, assistant manager, Loew-Poli Palace, visited Rock Island and thence to the New York World's Fair last fortnight.

New ushers' uniforms have been ordered for the Loew-Poli Palace . . . Jimmy Lombardo, usher, M&P Allyn, went on his vacation last week, the destination of which was not announced at the time of his departure.

BOSTON

MARIE REID of Keith's Memorial has resigned because of wedding plans . . . Mildred Cummings, formerly of the Modern, has rejoined that theatre's staff. She is the sister of Rene Cummings, formerly of the Metropolitan.

Frank LaMaire, formerly assistant manager at the State in Manchester, now is managing the Palace in the New Hampshire city . . . Sam Haase, theatre broker, is mourning the death of his father. Haase's daughter was hospitalized last week . . . Al Sulesky, projectionist at the State House, has been doing well with trout . . . Major Patrick F. Healey, state film head, has been ill with a cold.

Oscar A. Doob, Loew's publicity head, was in Boston . . . Sol Lesser was here for the world premiere of "Our Town" . . . Arthur Sawyer was here from New York . . . William Michaelson has resigned as manager of the Plaza in Stamford, Conn. Boston film men joined in giving him a farewell party Monday.

Ed Fahey, district manager for the Mort Shea circuit in this territory, has been given jurisdiction of the Manchester, N. H., holdings of the chain . . . Marie Nessikian resigned this week from the Loew's State staff. She is to be married Sunday in Worcester.

Gerald Wagner, manager for E. M. Loew in Newport, borrowed an anchor from a Rhode Island concern and used it as the nucleus of a weight-guessing stunt to exploit "Thunder Afloat" . . . Arnold Berger, formerly with the Phil Smith circuit in this territory, has been transferred to St. Louis where he will handle Smith's new drive-in.

Plans have been discarded, it is understood, to move the Film Exchange Transfer Co. from present Piedmont and Winchester Street headquarters to a Broadway location. The concern was formerly operated by the late Harry Decker.

Burt Van Doren is putting final touches on the new Tower in Waterbury, Conn. . . . William Brown has been booking flesh into the Park in Worcester . . . E. M. Loew has darkened the footlights in the nearby Plymouth, Worcester . . . Joe Mathieu has had renovations made on the Avon in Springfield, Vt.

William McCarthy now is managing the Princess in Berlin, N. H. He formerly managed the Majestic in Burlington, Vt. . . . Chris Buckley, operator of the General Stark in Bennington, Vt., owned the Harmanus Bleecker Hall in Albany which was destroyed by fire last week with an estimated loss of $40,000. *It was Albany's oldest theatre.*

Charles Wilcox, manager of the Orleans in Orleans, has tied in with a baking concern and is redeeming bread coupons with passes . . . Frank Lydon and Arthur K. Howard of the Independent Exhibitors, Inc., have been appointed members of the transportation committee for Allied's 11th

(Continued on page 65)



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NEW HAVEN

OVER the signature of Edward H. Kessler jr., retail secretary, invitations went out to New Haven exhibitors and exchange managers to be present at a closed Chamber of Commerce meeting last week to discuss pros and cons of the Neely bill.

Arthur Lockwood and Bernhart E. Hoffman finally held their debate on the theatre divorcement bill at the twice-postponed Connecticut MPTO meeting . . . Herman M. Levy, MPTO executive secretary, attended some of the hearings on the Neely bill in Washington as an impartial observer.

Report is that Peter Perakos, New Britain exhibitor, has signed a lease for occupation of the new East Hartford theatre scheduled to be started this summer by the Joseloff interests . . . New Bailey, 750-seat Westville theatre, is advancing at a rapid pace despite rainy weather . . . Broadbrook Theatre under foreclosure by mortgagee, and Henry Phaneuf has departed for parts unknown . . . Gilbert Josephson's 284-seat Lincoln set to close June 2, a few days earlier than last year.

Sympathy to Leo Schapiro, operator of the Guilford, on the loss of his father, Benjamin Schapiro of New York . . . Robert E. Pasho, son of Eugene Pasho of the Gem, Naugatuck, was honored with an appointment to West Point, as of July 1, through Congressman J. Joseph Smith of Waterbury . . . Vic Cusanelli and Marion Salwitz of the Warner exchange, left for a Miami Beach vacation June 1.

Congratulations to Jack Post of the Fishman circuit, who has moved into his own home . . . Milton Hyams and Morton Katz still talking about the French Pavilion at the Fair and Broadway shows attended after the recent M-G-M meet in New York at the Waldorf-Astoria . . . News that Zippy Goldman, well-known in the New Haven territory, had severed connections with Warner, Boston, surprised the boys on the street.

Harry Shaw and Lou Brown had another rush week with the Rita Johnson receptions and the "Our Town" premiere in Boston. Harry rode with Miss Johnson from N. Y. to Worcester, introducing her to the reception committees and public during train stops at Bridgeport, New Haven, Meriden, Hartford, and Springfield. In Worcester her homecoming occasioned a city-wide holiday by proclamation of the mayor.

College-WELI-Eskimo Pie weekly tieup is gaining momentum and promises to win Sam Badamo the Dollar Club award. Each week 30 school children, accompanied by teachers, are guests of the theatre and teachers act as judges of the quiz conducted and broadcast from the stage.

Loew-Poli ushers in New Haven ran their semi-annual dinner-dance at the Seven Gables Inn, Wednesday night, with Frank Manente in charge, and Harry F. Shaw, Lou Brown, Bob Russell, Nat Rubin, Jack Brassil, and Charlie Gaudino as invited guests. Assisting on the committee were Marshall Blevens, Art DeFrank, Martin King, John Bashta, John DiNicola, and Henry Bobinski.

Pete DeFazio, Warner salesman, and Rose Civitelli of New Haven were married at a church wedding on Friday. The couple left for a wedding trip to New York and Atlantic City . . . Alba Gionotti of Metro exchange staff is first to leave on her vacation . . . John Murphy, assistant to J. R. Vogel of Loew's, New York, visited Bridgeport to catch the new vaudeville policy at the Globe and inspect the theatres . . . Leo Cohen, head of the Marcus Loew booking agency, also was in town . . . Mrs. Mary Mullen, mother of Frank and Jack, is recuperating at St. Raphael's Hospital after a recent operation . . . Thomas Germaine, son of Sam, has been appointed counselor at a camp in Goshen . . . Paul Sampsell, Mort Tiley's partner at the Essex Square, is in Washington, on a Senate hearing . . . Joseph G. Samartano, manager of the Poli, Meriden, and vice-president of Kiwanis, received bouquets and a picture in the local press for his work with the central committee of the town on boys' and girls' week programs.

Albert Laurion, operator of the Union Hall in North Grosvenordale, village of 2,000, is celebrating his 28th anniversary in the film business in the same spot. Theatre operation is a sort of hobby with Laurion, who is a loom mechanic by trade. The house is open one day a week . . . Mr. and Mrs. C. D. Hess of Moosup and Mr. and Mrs. Russell Hess of Groton were a foursome on the Street . . . Steve Panora has opened his summer home, the Panora Villa, in Niantic . . . Lucy Falck of the Capitol, Milford, has returned from her southern cruise with a coat of tan and a Haiti accent.

Bill Hoyt of the Capitol, East Haven, had his fishing activities temporarily halted by a sore throat . . . The John F. Barnetts of the State, Jewett City, celebrated their fourth wedding anniversary . . . Hymie Schwartz, exhibitor of Taftville, is a Norwich sheriff in his spare time . . . He failed for the first time to collect a sheriff's fee last week when he served some papers on his own behalf. The debtor balked, even when Schwartz insisted "it cost me more myself" . . . Nat Rubin of the Poli, New Haven, scheduled for some minor surgery.

Bob Russell was invited to speak on the Bassett School Council film appreciation WELI program on the educational aspect of pictures, and took the opportunity to plug coming "Edison, the Man." He also obtained 200 group attendance reservations of employes of the Ediphone Co. and arranged an old phonograph display in the lobby of the Poli . . . Morris Keppner of Glastonbury and Leo Schapiro of Guilford are the district's official inspectors of all new theatres.

Warning to Mike Sirica: Henry Germaine is about to challenge his former bowling opponent to some golf and suggests a little brushing up and less temperament . . . Poli, Worcester is cooperating in the new WTAG daily quiz program with offer of free guest tickets . . . Joe Amstead and Max Novitsky crashed the Worcester dailies with a story on the historical site of the present Elm Street theatre.

Bob Russell left large mailing envelopes addressed to Lillian Russell, 23 Church, on top of mail boxes in the center of the city . . . Also imprinted 5,000 hosiery bags for Beck's, inserting 25 lucky guest tickets.

Exhibitors continue their quest for new special inducements. Adolph Johnson has installed his encyclopedia and dictionary deal in the Colonial, Southington; State, New Haven; Rialto, Windsor Locks; Community, Oakville; Somerville, Broadway, Somerville; Field Square, Somerville; Orient Palace, East Boston. Harold Rubin of Metro Premium has signed up the Rivoli, Hartford, for glassware and the Park Playhouse, Thomaston, for enamelware . . . Charlie Lazarus and the other Metro-ites are working hard in the summer championship contest in which they now hold eighth place, expecting to wind up with money for the whole force.

A New England Tour for Rita Johnson's Visit

NEW HAVEN—Learning that Rita Johnson, featured in "Edison, the Man," would visit with her parents in Worcester for a few days, Division Manager Harry F. Shaw, of the Loew-Poli New Haven office, and Lou Brown, publicity chief, arranged to escort the star from New York, with train platform appearances at Bridgeport, New Haven, Meriden, Hartford and Springfield.

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SPRINGFIELD

MANAGER GEORGE E. FREEMAN, Loew-Poli, after having the mayor select two local school students on the basis of scholarship, etc., sent a boy and a girl to Boston last Thursday to attend the world premiere of the film, "Our Town," in the Hub City.

Springfieldites who went to Hartford last Sunday to attend the annual Warner Club affair in that town were Al Streeter and his Mrs., Alice Bartlett, Eve Sanefini, Eddie Carberry, Jack Knightly, and Andy Sette and his Mrs., all connected with the local Warner's Capitol.

To New York City last Wednesday went Don Barhydt, manager of the E. M. Loew's Court Square . . . Eddie Whittle, projectionist at the E. M. Loew's Court Sq., is riding around in a new Oldsmobile nowadays . . . The Ringling Bros.-Barnum & Bailey circus is reportedly due in town on June 28.

Mr. and Mrs. Earl W. Whitford were in Boston last Sunday and Monday. He's the assistant manager at the E. M. Loew's Court Square . . . Golf: Andy Sette, manager, Capitol, went out on the greens last week and ended with a total of 110, *the same result as Jack Knightly, assistant manager at the same theatre, rolled up when he took out his clubs one afternoon.*

Manager Al Anders, Bijou, was in Boston last Wednesday . . . Edith Roger Dahl, the woman who saved her husband from General Franco's firing squad in Spain, made a p. a. on the boards of the local E. M. Loew's Court Square . . . Ditto Erik Rhodes, Hollywood actor . . . Joe Niel, electrician at the E. M. Loew's Court Square, is just about the top man on the links at the Franconio Golf Course.

Emil Morrisseau, projectionist at the E. M. Loew's Court Square, is building a trailer at present in which he hopes to spend a month's vacation in the summertime. He's sound equipping the trailer . . . Main stem Garden brought in the much-discussed "Ten Nights in a Barroom," the film that was the cause of that bickering in several Bay State towns recently . . . Horace Heidt and his band put in an appearance at the Riverside Park-In Theatre's new ballroom.

Golf enthusiasm seems to have invaded Springfield a bit early this season. Jack Foxe, assistant manager of Loew-Poli, is out on the links again, as is John Knightly, assistant manager of the Capitol. Andy Sette, manager of the Capitol, also is a links devotee.

Four Have Wells

BOSTON—A. B. Robinson of the Robinson Artesian Well Co. in Lynnfield Center, Mass., has recently installed wells for air-conditioning purposes for Richard B. Rubin of the State in Saugus, Frank Perry of the Orpheum in Foxboro, Al McEvoy of the Union in Attleboro, and Frank Boscketti of the Star in Lawrence.

Massachusetts Factories Employ Less in April

SPRINGFIELD, MASS.—The total number of employes in 1,787 representative manufacturing plants, covered by reports filed with the state department of labor and industries, in connection with its monthly survey, was 266,123 for the midweek of April, a decrease of 5,064 from the March midweek total of 272,187. The amount of weekly payrolls during the same week of April was $5,999,284, a decrease of $251,868, or four per cent, from the March week aggregate of $6,251,152.

The number of employes in April was 1.6 per cent greater than in April of last year, while total wages paid was higher by 5.2 per cent. Approximately 55 per cent of the total number of wage earners employed in manufacturies in Massachusetts are covered by this annual survey.

Rochester in P. A.

NORTH ATTLEBORO, MASS. — Eddie (Rochester) Anderson, stopped off at the local Community at the request of Manager Walter Stuart.

BOSTON

(Continued from page 63)

annual convention which is to be held at the Morrison Hotel in Chicago.

Ed Peskay, New England theatre owner, has become Hal Roach's general representative with headquarters in New York.

Floyd Bell, formerly advertising manager of the Metropolitan and now Boston's leading free-lance publicist, has been appointed New England correspondent for the New York *Press*, the turf sheet.

Harry Zeitz, New Bedford circuit owner, was in Washington for the Neely bill hearings . . . Lucy Flack, operator of the Capitol in Milford, is back in the Nutmeg state, following a South American trip . . . Peter Perakos has darkened the Franklin in Thompsonville, Conn. . . . Renovations are set for the Central in Lawrence.

Fenton Scriber has been appointed Manchester, N. H., city manager for the M. A. Shea circuit. Formerly manager of the Crown and Strand there, he is now centering at the State . . . Al Borrelli of Specialty Pictures, Inc., bowled an odd string last week when he hit 9's for 10 consecutive boxes.

BRIDGEPORT

MATT L. SAUNDERS, Fred H. Russell and Edward Dennehy motored to East Orange, N. J., for the "Edison, the Man" premiere.

John Connor, projectionist at the Globe, is back in the booth after illness . . . John Murphy, J. R. Vogel's assistant, was in from New York to look over the stage show at the Globe.

The painters have completed their work on the exterior of the Playhouse at New Canaan . . . Illness kept Fred Russell from the "Our Town" premiere in Boston.

George Taylor, assistant manager at the Empress, Norwalk, is back from a honeymoon in Virginia.

The Morris Rosenthals were the guests at the Seven Gables Inn at a surprise dinner marking their 20th wedding anniversary. They were presented with a bridge set by the 15 couples present. Harry F. Shaw was in for the occasion.

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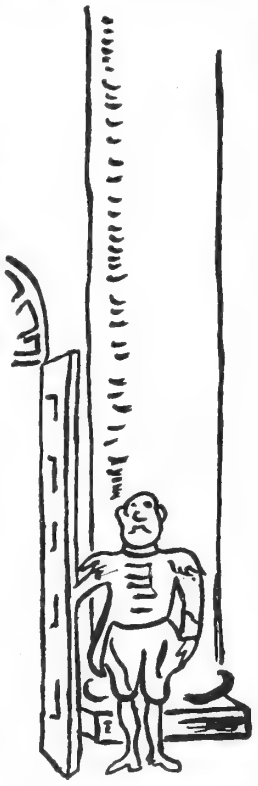
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A Success Story of Combining Mutual Interests and Ideas

By LEROY WEYMOUTH

LYNDONVILLE, VT.—Mutual interests, mutual ideas, combine them, and therein lies the tale behind the tale of the successful feature wowing the patrons of the Gem Theatre, product of the fertile imagination of a couple of enterprising, up-and-coming young chaps.

This novelty of the silver screen, at least in this section, a takeoff on the home movie idea, is a local newsreel revealing candid action shots of the local gentry as they pursue their varied and sundry ways in and about this rural Vermont village.

The title, appropriately dubbed "Lyndonville on Parade," gives a clue to what the newsreel endeavors to furnish in the line of entertainment and gives the patron a fair hint to expect he will be included in the parade.

But probably this is getting ahead of the story. So, back to the opening sentence, that concerning the mutual ideas and interests wording.

It was this selfsame mutuality that glowed in the mind of two contrasting looking lads; on the one hand Lloyd Goulding, a mere broth of a lad tipping the scales nigh onto 250 pounds, who steers the managerial fortunes of the Gem, owned and operated by Andrew Tegu of St. Johnsbury, in a most capable manner; on the other hand, Slim Adrian Hebert, who makes you look twice to see if he isn't Goulding's shadow, a master wielder of the monkey wrench along the plumbing line.

Despite their physical and occupational differences, they both are right in the same alley when it comes to discussing the pros and cons of the art of photography. Goulding had the theatre, Hebert the art of making better than better pictures, but what both lacked was sufficient kale to put the idea across.

Now you know it's an old "Yankee" trait to answer a question by asking one. So the two lads began to do plenty of "Yankee" questioning. It finally was deducted that the feature would attract patrons. This candid deduction was arrived at in three ways. First, they knew the inborn love in each individual's soul of seeing himself or his name either in the form of pictures or print.

This is borne out by the fact that there are innumerable home movies, where the individual can see himself pictured, on his living room wall screen, in all his glory. Then they were cognizant of the fact the column in the local daily paper of the greatest reader interest was . . . you guessed it, the "Local News Columns" . . . telling where soandso had been, and when he had been there. Thirdly, which is really closely tied in with the first factor: At some time in his or her life, each and every individual has nourished a secret desire to have himself flashed on the screen.

Of course, being seen in the local newsreel, the boy knew, was a far cry from the real thing, but it did get the person or persons on it, the screen, just the same, and they felt sure the theatre patrons would go for it in a big way.

However, before the lads could get started on their venture, it was necessary to talk it over with Mr. Tegu. His approval of the feature exceeded their fondest expectations. In fact, so enthusiastic was he that he told the boys to hop to it, and he would foot the bill on the film and advertising costs.

Encouraged by Mr. Tegu's hearty approval, the boys immediately lined up their advertising, simply by sending in the words they wanted on the newsreel trailer to National Screen Service. And it's a knockout. But more about that later.

The next step was to line up things of interest to feature in the newsreel. It was in the middle of winter, but the newsreelists couldn't have chosen a better time to gather material. They opened up by "shooting" the 32nd annual Lyndonville Winter Driving Club's Washington Birthday races; then took shots of the skiers on the local outing club slopes, and of the skaters on the two local skating rinks, for the sporting angle; intimate views of the natives on the street, and for a background, a swing around the town's interesting places.

While all this was being done the trailer was flashed on the screen in ample time to attract the attention of the patrons.

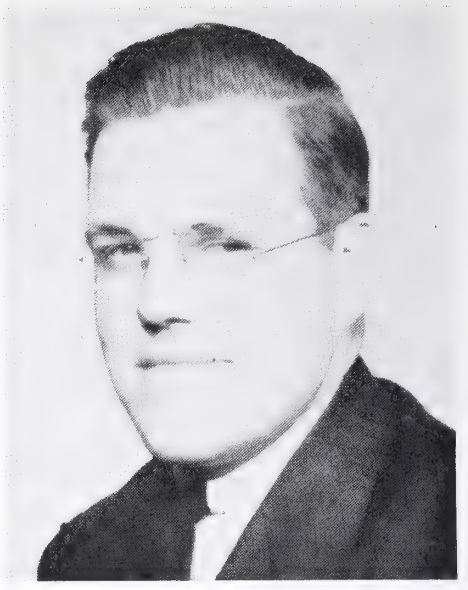
Using Hebert's 16mm Keystone projector set up in the projection booth, the showing was remarkably clear, and with records for a musical background, scored a big hit with the patrons who saw it in its two-day run.

Thus encouraged, the boys prepared their second film with an eye to adding several improvement. They arranged two turntables thus dispelling any interruption in the music and included novel sound ef-



Ready for Action—

Adrian Hebert, photographer, left, and Lloyd Goulding, manager of the Gem at Lyndonville, Vt., ready for filming of "Lyndonville on Parade," local newsreel.



"How We Do It"—

LYNDONVILLE, VT.—"In preparing our local newsreel, 'Lyndonville on Parade,' " reports Lloyd Goulding (pictured above), manager of the Gem, "I am aided by Adrian Hebert, a plumber, whose hobby is photography. He develops pictures every evening, and sometime after 11:00 at night I go over and help him.

"He takes the shots with the 16mm camera and I take the still pictures and snapshots and take down notes for my narration.

"We edit the reel in the evening after the show, and on Sunday, running it through quite a few times in order to get everything timed and my comments planned.

"We use a long-range focal lens on the projector in order to show the pictures from the projection booth. As we have only a 750 watt bulb, the light is none too good, so we are experimenting with a carbon arc. We hope to have it perfected by our next showing.

"For the films, we use a 16mm Victor camera and a Keystone projector. For the stills, we use a Graflex and a Robot camera. We have a Western Master exposure meter for judging the light.

"For the narration, we have an Amperite microphone hooked through a preamplifier and then into the theatre's RCA sound system. One turntable is an RCA; the other one is made over from a radio-phonograph combination. Mr. Hebert made his tripods and carrying cases himself, and also set up his own laboratory.

"We take pictures of anything that we think is interesting. For example: Water going over the municipal power plant dam during flood time, inundated fields and roads, children in juvenile track meets, kindergarten track meets, etc.

"We are vitally interested in this hobby of ours and are spending all the minutes we can take from other jobs to develop the newsreel."

fects with breezy commentations by Goulding. Each issue ran to between 400 and 500 feet.

The second run of the feature included such shots as pigs being raised in an old Dodge sedan by a neighboring farmer, playground antics of the school children, their progress to school, people going and coming from church on Easter Sunday, and came to a smashing finish with grand sound effects of the Lyndonville fire department in action at a fire.

It can readily be gathered that it takes plenty of time and patience to take the shots, develop them and get them ready for the feature. And to the boys' credit, they get it out on just what odd moments they can find. Hebert does have a few evenings now and then to do a little of the developing work in his fine home cellar laboratory.

It is their plan to cover anything of interest from sports to Aunt Emma hobbling along to her weekly sewing circle meeting, and get in any spot action shots they can.

In general, they plan to make their screen the mirror of this rural village's life. To date they have been successful, if boxoffice returns are any criterion.

: NEW HAMPSHIRE :

SOMETHING new in a drive-in theatre may be introduced in the small town of Milton, where the Teneriffe Sports Club is considering outdoor films for autoists at the town beach.

Arthur Borden, a deaf motion picture operator from Portland, Me., showed films of the Missouri School of the Deaf, at the semi-annual meeting of the New Hampshire Association of the Deaf in Manchester.

Newspapers in Manchester published column-long dispatches from Boston covering the world premiere of the film version of Thornton Wilder's play, "Our Town," depicting everyday life of Granite State folks. Gov. Francis P. Murphy and his staff attended, and a real New Hampshire cast of characters from the Monadnock region was entertained.

Junior Film Councils Hold 5th Symposium

NEW HAVEN—The Junior Motion Picture Councils of the New Haven schools held their fifth annual symposium at Troup Junior High, where Donald A. Eldridge, director of audio-visual education, gave the history and pointed out the progress of the Council work. Membership embraces over 500 students, who are encouraged to attend good films regularly.

Representatives of the various councils gave reviews of current pictures and spoke on motion picture appreciation methods here and in other schools. The Troup council demonstrated the use of a scientific film in the classroom. The symposium was drawn to a close with the screening of "Servant of the People," an educational film recently acquired by the board of education.

PORTLAND

SEVEN days and nights of drizzly, foggy weather, with periodic showers, have blessed boxoffices of local film theatres. The untimely weather and empty coal bins sent chilly customers to the theatres in droves seeking comfort as well as diversion.

George Gould, president of Local 458, MPMO, will attend the national IATSE convention to be held in Louisville, Ky., June 1 . . . Al Russell, State Theatre projectionist, has been selected as the Local's only delegate at the Maine State Federation convention which will be held in Portland beginning June 11.

The first of the summer theatres opened May 25—the Lakewood Playhouse at Skowhegan—with S. N. Behrman's comedy, "End of Summer." This is the Playhouse's 40th season. The play featured film actress Louise Campbell, who made a personal appearance in Portland last summer with Ray Milland.

"Recess Time" went off the air Saturday, May 25, with a special program including all the usual features plus a cartoon show and a skating specialty by one of its juvenile members—Lenore Peterson, 12-year-old daughter of Birge, the State Theatre's organist.

: Recalls a Friend :

HARTFORD — When "Lillian Russell" opened at the Loew-Poli, Manager Jack A. Simons recalled his early days as a theatre manager and his experiences, prior to that, as police court reporter on the now defunct Pittsburgh *Leader*.

The paper was owned at that time by Alexander P. Moore, the character that is played by Henry Fonda in the new film. Moore was Lillian Russell's fifth husband and the famous actress was a frequent visitor to the editorial rooms. "There was nothing high-hat about her," Simons now recalls. "She knew us all by our first names, and we spent many pleasant hours together."

When Simons joined the army in 1917, Lillian Russell gave him a wrist watch which he still has, a slip-on sweater and a comfort kit with razor and toilet articles. Later, when her husband was appointed ambassador to Spain, Jack Simons was offered a position with him. He declined, to join the staff of Loew's Aldine, Pittsburgh, where Moore often visited him on his return to the United States. Simons was a pallbearer when Moore died. He also attended Lillian Russell's funeral.

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Al Russell of Local 458, MPMO, is sporting a new Packard . . . Chelsea Waldron, the local's business agent, has chosen a new Chris Craft for use at his Big Sebago Lake camp. Chelsea revealed a domestic streak this week by painting the cabin's screens and other sundries. Although he doesn't plan to open "Waldron's Lodge" until June, weekend excursions already are being made . . . Frank Vennett, manager of the Opera House, Bath, is the proud owner of a new Olds.

Filmrow visitors: Harry Kirchgessner, district manager for NS, and Fred Stoloff, NS representative for Maine.

Two local young people, Laura Littlefield and Richard J. Mulkern, students at Portland Junior College here, chosen recently as typical replicas of the George and Emily of Thornton Wilder's play, "Our Town," were the guests of Leo Young, manager of the Strand and Empire theatres, at the play's world premiere held in Boston, May 23.

Our sympathy to Frank X. Smith, swing operator in Portland theatres, whose father died at Gardiner last week . . . Proud fathers are George Francis and Al Russell as their daughters appear in the Spring Three-Arts Recital (dancing) here, May 27.

The State Theatre introduced printed theatre programs last week. The two-sheet leaflet carries copy on the next week's bill with interesting bits of film gossip about the players and pictures which have been dated to play at the house.

Members of Local 458, MPMO, held their annual spring camping trip at White's Bridge, Sebago Lake, May 18 and 19 . . . The local's bowling league has disbanded until fall.

A Hand by O'Toole

BOSTON—Larry O'Toole, formerly with the Metropolitan here, was instrumental in the signing of a seven-year acting contract by Sterling Hayden, who recently skippered a brigantine from Gloucester to Tahiti with an amateur crew which included O'Toole and Arthur Hansen, Boston *Post* photographer.

D'Arcy Replaces Roberts

HOLLYWOOD—Harry D'Arcy has replaced Charles Roberts, who is ill, as director on RKO's Leon Errol comedy, "Bested by a Beard."

Here's Something You Can't Beat



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Projectionists Shape Up Plans for Annual Dance

HARTFORD—Plans for the tenth annual supper and dance of the New England Projectionists' Ass'n, which is slated to be held in the Westminister Hotel, Boston, Wednesday evening, June 5, rapidly are rounding into shape, and a gala evening has been assured for those attending the event.

Orrin R. McGuley, president of the association, has appointed Robert Meade of Hartford as general chairman, to be assisted by Don McGourty, Modern Theatre, Marlboro, Mass., treasurer; Morris Swartz, Beverly; Henry McElvey, and Charles Wayshak, Boston.

Six Beano Licenses Are Suspended in Boston

BOSTON—Six Beano licenses were suspended in Boston last week as city officials continued to move against the cash giveaway. City Censor John J. Spencer declared that other Beano games were under police surveillance. Five of the licenses suspended were for games operating on Huntington Avenue in the Back Bay.

New RCA Appointee

BOSTON—J. F. O'Brien has been appointed manager of Photophone sales in the New England territory. O'Brien, long an RCA executive, succeeds Herb Elwes who has been transferred to the home office at Camden, N. J., in the capacity of special traveling representative, covering all parts of the country.

Close Stage Season

BOSTON—Ben Domingo, city manager for the RKO theatres, has moved to put the RKO Boston on an all-film policy for the summer. Domingo has booked Horace Heidt into the house for a week, beginning May 30, to close the stage show season.

Sound View May Open

HARTFORD—Among theatres slated to open again this season is the Cinema City, Sound View, Conn., probably to be operated by the local team of Conrose (Conn and Rosenthal). The manager again this year is slated to be Julian B. Tuthill, film critic and columnist of the Hartford *Times*.

Wins by a Smile

STORRS, CONN.—Grace Chapman of the University of Connecticut won a rating as having "the best natural smile" in the all-American college queen contest conducted by Paramount at Galesburg, Ill., it has been learned here.

Reseating at Taftville

TAFTVILLE, CONN.—H. Schwartz is planning reseating of the 400-seat Hillcrest, which has recently been renovated.

Singles at Whitney Extolled by Phelps

HAMDEN, CONN.—The new 900-seat Whitney, de luxe neighborhood house, inaugurated its experimental Wednesday-Thursday single feature policy with a talk by Dr. William Lyon Phelps, popular Yale man of letters and lecturer, from the stage of the theatre.

The talk, which congratulated the management on the beauty and comfort of the new house, plugged several coming attractions and the single feature idea generally, was broadcast over WELI. Franklin E. Ferguson, manager, through whose efforts the distinguished speaker's appearance was arranged, gave an introductory talk.

"Every part of a city should have access to good motion pictures," Dr. Phelps said in commenting on the new location. "I don't know of any art which has developed more rapidly, more wonderfully than the motion picture," he pointed out in speaking of the early developments of the industry and in giving informal sidelights on his friendship with Edison. "Even now," he remarked, "there are some snooty, superior people who say they never go to the movies . . . they might just as well say, 'I never read a good book' . . . It's a far greater sin not to go to a good picture than to go to a bad one."

With regard to double features, Dr. Phelps drew gales of laughter with his statement, "Some people will prefer two bad features to one bad feature. They think they are getting more for their money."

The single feature nights at the theatre will be augmented by the presentation of the "Whitney Hour," of a selected shorts program.

Pawtucket Imposes Ban on Metro's "Strange Cargo"

BOSTON—The black-listing of "Strange Cargo" in Rhode Island has continued with the banning of the Gable-Crawford feature in Pawtucket, necessitating the pulling of the film by M&P Theatres Corp. at the Strand. Providence started the move by clamping down on "Strange Cargo" after it had already played first-run there.

O'Connell to Lisbon

BOSTON—Edward J. O'Connell has been appointed manager of the new Lisbon Playhouse in Lisbon, N. H., by Judge Pike. O'Connell, who succeeds Clark Stinson, was formerly with the Western Massachusetts Theatres, Inc., at Brattleboro, Vt.

E. R. Hutchinson Dies

BURLINGTON, VT.—E. R. Hutchinson, operator of the Strong here for many years, is dead.

Seasonal Shutdown

TAUNTON, MASS.—M&P is darkening the Strand here Saturday for the summer.

Stars P. A. for "Our Town" World Premiere in Hub

BOSTON—Boston had a world premiere last week Thursday with the opening of Sol Lesser's "Our Town" at Loew's State and Orpheum. Fay Bainter, Frank Craven, and Beulah Bondi appeared in person on the stage of both houses. The stars were given a dinner at the Ritz-Carlton to bolster them for the affair. Charles Kurtzman, Fred Greenway, Howard Burkhardt, Joseph A. DiPesa, Joseph Longo, and Al Longo added the publicity momentum. Hub film critics were deputized by Oscar Doob as special members of the "Editorial Board of Boosters for 'Our Town.'"

Cannon Jr. Heads New Grand Theatre Corp.

NEW HAVEN—The Grand Theatre Corp., operator of the Cannon's Theatre, has filed its certificate of organization, which shows J. Lewis Cannon jr., son of the former operator, as president and treasurer; secretary is Edward J. Brennan, also of New Haven; directors are the officers and N. L. Blake of West Haven.

The amount of stock subscribed for is $3,000; representing 60 shares of $50 par value; $1,500 is paid in cash and $1,500 in property. It is reported the theatre will be remodeled and modernized.

Blaze Damages NSS

BOSTON—The screen accessories department of National Screen Service was damaged by fire last week when a blaze swept through the Brown Derby, film district night club in whose second story the NSS branch has been quartered. The conflagration damage forced the National Screen Service paint shop to move to another part of the building. Main offices of the National Screen Service are some 150 yards away on Melrose Street.

Food Stamps Boost

HARTFORD—The FSCC food stamp plan in Hartford in its first seven weeks of operation added $36,675 new business to the Hartford food industry, it was announced to this publication here last week. The participation in the plan by assistance clients is increasing, it was stated, with $9,569 in blue stamps issued during the first two weeks and $11,041 in the last two weeks.

Theatres Boost Safety

HARTFORD—Connecticut's more than 200 motion picture houses are aiding the state in a campaign to reduce highway accidents by displaying safety trailers each week.

To Again Choose Beauty

NASHUA, N. H.—The contest to select New Hampshire's beauty for the "Miss America" pageant in Atlantic City this summer again will be held at the Colonial here, it is announced by Manager Ben Gold.

Something New in "Differential"

Houston—The "world's most honest film patron" is what Robert Wygant, operator of the Heights here, considers the unknown person who mailed him $5.00 with the explanation that he felt it was due the theatre since he learned that his children, over 12, had been attending at the juvenile admission rate.

Variety Ceremony May Attract 500

OKLAHOMA CITY—From three to five hundred theatre men are expected to be present in the Silver Glade room of the Skirvin Hotel annex here the night of June 3 when Tent 22, the newest Variety Club in the country, will hold charter presentation ceremonies and local members will be inducted into the national organization.

James Burge, manager of the Plaza; Morris Loewenstein, Majestic, and Brownie Akers, division manager for Griffith Amusement Co., are in charge of arrangements, with Akers chairman.

There will be speakers, although they will be kept at a minimum. Gov. Leon C. Phillips, Oklahoma congressmen and senators and Oklahoma City officials have been invited to attend in order to acquaint them with the work of Variety.

National Chief Barker John Harris of Pittsburgh will present the charter to Oklahoma City club members and National Dough Guy James Balmer, also from Pittsburgh, will induct Tent 22 members into the national organization.

Bill Quinn, city manager of Oklahoma City, will give the address of welcome to the visiting national variety officers and will present them with gold visitor cards.

New Suburban Theatre in Oklahoma City to Open

OKLAHOMA CITY—Oklahoma City's newest suburban theatre on N. Pennsylvania Ave., just off of 12th St., will be opened formally early next month, Nelson N. Clabaugh, announces. Clabaugh, with James Boyle, has a ten-year lease on the new theatre.

The $25,000 house will seat approximately 430 persons. It has the new type floor which slants downward from the rear and rises slightly in front.

Meanwhile, Sam Caporal, suburban operator who recently announced plans for two new houses, said excavation for his theatre on Northeast 23rd St. between Kate and Lottie Aves., would begin this week. Construction on his second new theatre on Northwestern Ave. and 43rd St., will begin within a few weeks, he said. He plans to have store spaces in each of the buildings. Caporal now operates the Mayflower and Yale here.

Louis Barton, Stroud, Okla., exhibitor, who has plans all ready for a new theatre to cost $50,000 at Southwest 29th and Western here, has not yet begun any construction. It is understood clearing of the title to the lots on which the theatre is to be built, is holding up construction.

U. S. Charges Crescent Used Competition as a Threat

NASHVILLE, TENN.—A detailed examination of the bill of particulars filed May 22 in U. S. district court here in the suit of the United States Government vs. Crescent Amusement Co., et al., shows that defendants are charged with closing an indeterminate number of theatres by "threats of competition by competing theatres" and causing others to lose money by causing "distributors to withhold product," etc.

The papers filed are in answer to separate orders granted Feb. 23, 1940, in behalf of one group composed of Crescent Amusement Co., Lyric Amusement Co., New Strand Corp., Cumberland Amusement Co., Strand Entertainment Corp., Rockwood Amusement Co., Inc., Cherokee Amusement Co., Inc., Kentucky Amusement Co., Anthony Sudekum, R. E. Baulch, and Kermit C. Stengel; another composed of Loew's, Inc., Vitagraph, Inc., Paramount Pictures, Inc., Paramount Film Distributing Corp., and 20th Century-Fox Film Corp., and a third group composed of Columbia Pictures Corp., United Artists Corp., Universal Pictures Co., Inc., and Universal Film Exchange, Inc. In the case of the third group, the plaintiff admits inability to name person or persons, time or place of act or acts enabling defendants to take over theatres in Crescent towns.

Theatre Closings Cited

The government's bill cites the following theatre closings and the "distress manner or method" used against it:

Piedmont, Spruce Pine, N. C., 1938; J. A. Taylor; Crescent Amusement Co.; competing theatre constructed.

Winston Theatre, Newport, Tenn., 1937; J. W. Baird; Newport Amusement Co.; forced to sell 50 per cent interest under threat of competing theatre.

Palace, Rogersville, Tenn., 1938; W. P. Miller; Rockwood Amusement Co.; defendant built competing theatre, cut admission prices, used double features.

..... Theatre, Coal Creek, Tenn.; Sam Key; unknown; threat of opening competing theatre.

..... Theatre, Oneida, Tenn., 1937; Ed Zumstein; Cherokee Amusement Co.; leased theatre from independent exhibitor and forced him out of business.

Roxy, Union City, Tenn., 1939; John D. Henry; opened second competing theatre and cut admission prices.

Roxy, Earlington, Ky., 1939; E. W. Dozier; Rockwood Amusement Co.; opened a second competing theatre and cut prices.

Empress, Central City, Ky., 1937; F. M. Piltna; Rockwood Amusement Co.; opened competing theatre.

Kentucky, Hopkinsville, Ky., 1938; V. R. Anderson; Anthony Sudekum; engaged in price cutting, had bank nights, family nights, stage shows, and the like.

Lido, Providence, Ky., 1938; Walter Beymer; Crescent Amusement Co.; threat of opening competing theatre caused local bank to call loan on independent theatre.

Palace, Greenville, Ky., 1938; William G. Head; unknown; threat to construct competing theatre and withhold first-run product.

Cherokee, Copperhill, Tenn., 1939; Cherokee Theatres, Inc.; threat of opening competing theatre.

Hundren & Parrott Group—theatres in Erwing, Mountain City, Sweetwater, Lenoir City, LaFollette, Oneida and Greeneville, all Tennessee; June 1936; Hundren and Parrott Amusement Co.; forced to sell 50 per cent interest on threat of competition in every town.

Lyric, Guthrie, Ky., 1936; John N. Allison; Rockwood Amusement Co.; threat of opening competing theatres.

Princess, Lawrenceburg, Tenn., 1938; Mrs. H. Rhulander, Lewis and Helen Rhulander, and Mrs. Cowan Oldham; Cumberland Amusement Co.; 50 per cent interest sold to defendant under threat of opening competing theatres.

McKenzie, McKenzie, Tenn., 1939; unknown; Rockwood Amusement Co.; defendant leased building and threatened to open competing theatre.

Lists Product Blocks

The bill lists instances of independent exhibitors claiming hindrance in getting pictures from producer or distributor as follows:

William Roth, Gallatin, charges Paramount Pictures, Inc., Paramount Film Distributors Corp. and Loew's, Inc., with refusing first-run films. Ray Smith, Murfreesboro, says Paramount, Loew's, Fox and Warner refused pictures if defendant wanted them. Tim W. Smith, Peerless Enterprises, Inc., Newport, says he could secure only such pictures from Paramount, 20th Century-Fox, and RKO as defendant refused, and none from Warner. E. A. Dozier, Earlington, Ky., says Paramount refused to sell first-run pictures to him and that all producers raised prices.

W. O. Taylor, Dresden; E. W. Dozier, Roy Smith and Ruble N. Page, Mt. Pleasant, all Tennessee, reported that all contracts with Paramount contained 30 to 60 days clearance clauses. These are alleged to have been in favor of defendant's theatres as far as 20 miles away.

M. M. Buchanan, Athen, Ala., claimed he was forced to close because he was unable to obtain sufficient first-run pictures. V. R. Anderson, Hopkinsville, Ky., said he couldn't get Paramount pictures.

"GWTW" Enriches State of Texas

Austin—The state of Texas is richer by $68,700 in taxes, thanks to "Gone With the Wind," George H. Sheppard, comptroller, announces.

Sheppard says the theatre admission tax of one cent for each 10 cents admission applied only on admission costing 51 cents or more. Three-fourths of the tax is allocated to old-age pensions and the remainder to public schools.

South Texas Pushes Ahead With Building, Despite War Gloom

PORT ARTHUR, TEX.—Despite a seeming depression that has gripped most sections, South Texas is forging ahead rapidly, what with five new theatres in this area now open, or preparing to open within a short time.

On Thursday, Al Johnston was to have opened his swanky new $50,000 Sabine on the main street of Port Arthur. This will be one of Port Arthur's largest houses, and much speculation is being indulged in as to the outcome, since the owner, Sam Hyman of Lufkin, is invading a Jefferson Amusement stronghold of years standing. Hyman owns the Jackson at Jacksonville, another Jefferson town, and is interested with other persons in several additional spots in East Texas.

Jefferson Opens New One

Coincident with the opening of The Sabine, Jefferson Amusement on June 6 plans the opening of its sixth house in Port Arthur proper, The Port, a $40,000 community theatre at Ninth Ave. and Eighth St. In addition, the company operates another recently opened house, The Grove, named for that community, a subdivision of Port Arthur.

With the two new Port Arthur houses, adding thereto The Dixie and Lincoln, devoted to colored patronage, the town will have a total of ten theatres, an interesting product situation in a community of some 62,000 population.

The new Sabine will be committed to a policy of first and second runs, Johnston says. Its opening feature was "Paradise Isle."

F. W. McManus, who hails from Long Beach, Calif., will open, on July 15, his Isle, a 300-seat subsequent run house, on the main street of Galveston, an Interstate town partnered by A. Martini, veteran Texas exhibitor. McManus will be the lone independent on the island, unique in that the local Interstate houses are managed by three generations, A. Martini, grandfather; Mrs. Anita Martini his daughter, and Sonnie Martini, a grandson.

A second Galveston house will be The Carver, for colored patronage, and named for the Negro scientist at Tuskegee University. It will be opened by the Martini interests at 2521 Market St. about September 1 and will seat 650.

Opening of a new theatre at LaMarque, some six miles from Galveston, by M. R. McDaniel, is expected within the coming week. This house will compete not only with Galveston but Texas City, a Long-Griffith town, nearby.

Southern Texas Personals

Rufus Honeycutt, whom we contact in Port Neches, and who manages the Lyric there and The Rio in Nederland while Dan Fagan is vacationing, on June 1 became manager of the Port in LaPorte. Fagan on his return then will take charge of the Nederland-Port Neches setup. The latter two are Jefferson towns, while LaPorte is a Jefferson partnership with H. E. Brunson . . . Emil George, of the Dixie and Lincoln in Port Arthur, discovered in Tritico's Cafe digesting a midnight snack with 20th-Fox's Salesman Gribble from Dallas . . . We called on R. W. Barrow and his brother Claude of the Vida at High Island.

Late reports indicate A. Martini, 73-year-old Galveston veteran, is convalescing nicely after an illness that kept him confined to his quarters since April 21 . . . We are indebted to Morris C. Clemmons at Port Arthur and Tom R. Clemmons at Beaumont for their courtesies while we were making those two lively cities.

AUSTIN

BILL HELLUMS, skipper of the Capitol, paired "The Glamour Parade," seven acts of vaudeville backed by a stage band, and "The Man From Dakota" (M-G-M) for a tidy Friday-Saturday gross.

All seven local Interstate houses carried the President's Sunday evening broadcast . . . Stanley (Young Tom Edison) Fisher, the Varsity's chief of service with inventive interludes, will spend the first two weeks of June vacationing in Philadelphia.

The Texas brought back two Englishers starring Robert Donat, "The 39 Steps" and "The Ghost Goes West" . . . Final examination jitters (worse than war jitters) being experienced by the University of Texas' 11,000 potential picture customers.

Rumor has it a certain cashier at a downtown theatre is pining for Bobby Clark, 14-year-old cowboy screen player, after a beautiful friendship developed between them during his recent personal appearance at the Capitol.

Locals Contribute for a Proposed National Park

FORT WORTH—Nine locals affiliated with the International Alliance of Theatrical Stage Employes and Motion Picture Operators turned in contributions totaling $49.75 to the Texas Big Bend Park committee, which is gathering funds with which to purchase land for the proposed national park.

Checks were mailed from locals in Houston, Dallas, Gatesville, Amarillo, Port Arthur, Fort Worth and El Paso in response to an appeal by the State Federation of Labor.

Webb Buys Second

DEMOPOLIS, ALA.—M. C. Webb of Demopolis has purchased the Marengo here from the Wilby interests. A. O. Dainswood remains as manager.

Experience is PROGRESS!

EDISON SAID—

"The 9,000 failures I made mean that I know there are 9,000 things which WON'T work. Thus we progress thru EXPERIENCE."

• •

Your National representative will cheerfully explain how SIMPLEX experiments are carried on in SIMPLEX RESEARCH LABORATORIES . . . not in your booth.

NATIONAL THEATRE SUPPLY COMPANY

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Ends The Quest Now For a Big Money-Getter

HITLER BEAST OF BERLIN



Front of Elm Street's Exploitation Theatre, the CAPITOL in Dallas.

This New Hold-Over Production booked by the Interstate and Jefferson Circuits, and by scores of Independents.

LINES CONTINUALLY FORMED AT THE CAPITOL
THEY WILL DO THE SAME AT YOUR THEATRE.

Wire, Write, Phone Immediately!

HURRY FOR EARLY DATES!

NOW BOOKING IN TEXAS, OKLA. & ARK.

LOUIS CHARNINSKY

Mgr. of the Capitol, says—

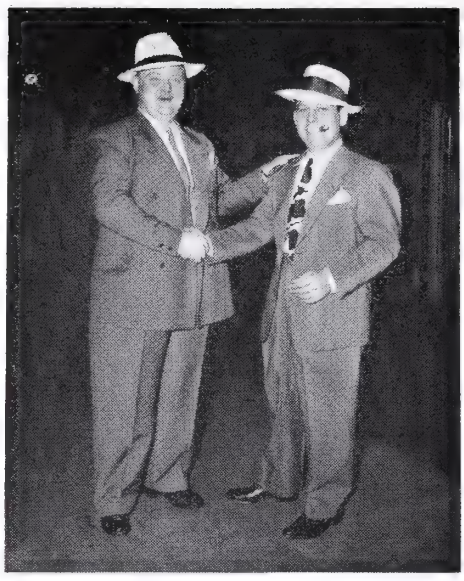


"This picture doubled recent grosses and got more good comments than any road show. Would have been held over again except for set bookings."

ADAMS FILM EXCHANGES

308½ S. Harwood DALLAS, TEXAS Phone 7-1393







At the RKO Sales Convention—

—Metropolitan Photos

In New York—Top left: The Charlotte crew, left to right: Roy F. Branson, Joe Brecheen, Fred Dyer (manager) and Roger Mitchell. Top right: Page M. Baker, manager, and Roy E. Pfeiffer of New Orleans. Below, the Atlanta force: N. J. Colquhoun, Frank W. Salley, John B. Wangberg (home office representative), R. Cameron Price and Paul Harrison.

R. I. (Rip) Condron in Gubernatorial Race

DALLAS—In a telegram received Wednesday by Col. H. A. Cole, R. I. (Rip) Condron, at LaFeria, Tex., said he had filed with the secretary of state to get on the ticket in the race for Governor of Texas. Condron said his platform is "Against chain theatres and to stop film contracts forced on independents and also to stop blind selling and block booking of pictures."

Condron was first connected with this business as a mechanic, or technician, in the repair and servicing of pipe organs and automatic instruments. When this phase ended with sound pictures, Condron bought and operated the Bijou at LaFeria for a number of years. Later he owned and operated the Star at Forney. After selling Forney, he returned to the Valley where he expected to open a new theatre in a spot which he did not announce.

Reopen in San Marcos

SAN MARCOS—Frank W. Zimmerman has reopened his Palace recently damaged by fire. Texas-Consolidated Theatres are operators of both the Palace and Plaza here.

Adams Is Releasing "Beast of Berlin"

DALLAS—Immediately following a double-gross holdover run at Interstate's and Louie Charninsky's Capitol on Elm St., Adams Film Exchanges has announced the release of "Hitler, Beast of Berlin," to Texas, Oklahoma and Arkansas theatres.

The Capitol booking was for a normal three days, this theatre playing three-a-week. The holdover was for two days.

Lines forming were a common sight during the five days, Charninsky said, adding that many exhibitors came to the theatre for a checkup and others wrote in for a check on boxoffice values.

In the Adams Exchange all hands were on deck to take care of an increased activity in bookings. Jack Adams, who gave the office its name and who has been taking things leisurely of late at his home on Eagle Mountain Lake, has been at the office all this week watching bookings and supervising the spurt in distribution. L. F. (Chick) Turner, office manager, checked the Capitol business and then made request for a number of extra prints, which was granted. Turner said on Tuesday that deals had already been closed with the Interstate and Jefferson circuits in Texas, besides a large number of independent theatres.

DALLAS

HAROLD E. PICKETT, Paramount branch manager and representative for many years, has severed his connection with that distributing company.

Billy Duckett, checker in Texas for "Gone With the Wind," arrived in Dallas this week after a number of weeks in many places.

Ed Blumenthal jr., the latest recruit in the Monogram sales staff, is back from the Houston territory with a batch of contracts. Young Ed joined the Monogram sales force during the company's national convention held here last month.

For some unknown reason, but a good omen, this Filmrow received an unusual number of visiting exhibitors during the midweek. Usually they come on Monday, but later than that were seen H. S. Usry, Decatur; R. Q. Coleman, Mabank; Ernest Rockett, Itasca; A. C. Moore, Bartlett; Willard Barnes, Alvarado; George Smith, Center; S. G. Fry, Tyler; Joe Bailey and Clinton Bailey of Nocona; Gene Lacy, now of Houston; Mitchell Lewis of Houston; J. N. Stewart, Kaufman; his brother, M. D. Stewart, DeLeon; Hugo Plath, Houston, and others.

W. G. Underwood, Claude Ezell and Lloyd Rust, left on the weekend for the Republic regional convention at Memphis, June 4 and 5. Herbert J. Yates and James R. Grainger, ranking heads of this distributing company, will be there, it was learned at the Dallas exchange.

Newspapers wrote a long story the other day about a waif from the north without relatives and friends running amuck with federal court with the judge offering immunity if some kind soul would offer the boy a suitable home and chances for education. Many offers came in, among which was one from an exhibitor at Childress, Tex. Rufus Layton, the only exhibitor there happened to be in Dallas at the time. By deduction, friends claimed the offer to befriend and look after this boy did come from Layton.

M. B. Moran, partner in the former company of Southwestern Theatres of Oklahoma which sold out recently to Griffith, was here mingling with friends for a stop on a two-week trip through south Texas and a point or two in Mexico. He took in Galveston, Houston and San Antonio in the itinerary. Mrs. Moran was with her husband on the trip "just to look the country over." Incidentally, the Morans have two sons, Bob and Pat, graduating next year from Notre Dame.

Speaking of the Morans, Dallas friends commented that the other member of the former Oklahoma team of Moran & Isley, Phil Isley and Mrs. Isley have been in New York attending the arrival of a new granddaughter, born to the former Phyllis Isley.

M. K. McDaniel, a chemist and new to this business, who is opening a new theatre at LaMarque, between Galveston and Texas City, was here attempting to buy and book for the new venture. Being a newcomer, it is said he learned something about protection and clearance and expressed his indignation.

CONGRATULATIONS TO

HERBER BROTHERS

On Their Modern Equipment Store

Tri-State Theatres, Inc.
B. R. McLendon, Gen. Mgr.
Headquarters: Atlanta, Texas
operating theatres in
Atlanta, Texas
DeKalb, Texas
Winnsboro, Texas
Pittsburg, Texas
Honey Grove, Texas
Idabel, Okla.
Springhill, La.
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FILMROW CAFE
Where Filmrow Meets

Dave and Jake LUTZER
DALLAS

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VICTOR—Van
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HENRY KRUMM
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LESLIE WILKES
Now with COLUMBIA

M. S. White
WHITE THEATRE
FORT WORTH

J. E. Luckett
with INTERSTATE

C. H. (Buck) Weaver
Your Next Door Neighbor

Betty Lou's
FLOWER SHOP
DALLAS

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HARLEM THEATRE
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Liberty Film Lines, Inc.
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Film Transfer, Inc.
Rex McCulloh

Film Forwarding Agency, Inc.
Jo Jack

THEO. MILLER
GEM—Quitman
RAINS—Emory
TALCO—Talco

THANK YOU ALL!

WE are grateful for the encouragement through the manner in which our Exhibitor customers and friends have warmed up to our new equipment store which we made every effort to modernize and locate conveniently.

We thank the manufacturers who participated in this special section and feel that more Exhibitors realize these manufacturers have been in business a long time and are qualified to produce theatre equipment in keeping with the most modern advances of showmanship.

We again put in our claim that this store, through its many manufacturer connections of long standing, is able satisfactorily to fully equip and service the finest theatre, or the most unpretentious theatre venture, which of course carries a saving in either case.

Come To See Us NOW!

Make yourself at home here while in town. See our displays of NEW and USED equipment, accessories, parts and a complete and modern repair shop.

Everything Essential in Modern

COOLING---PROJECTION---SOUND

Will Be Found Here

Thank You All!

HERBER BROTHERS

Fair Treatment and Adequate Service Always

Phone 7-3553 **408 S. Harwood** **DALLAS**

MEMPHIS

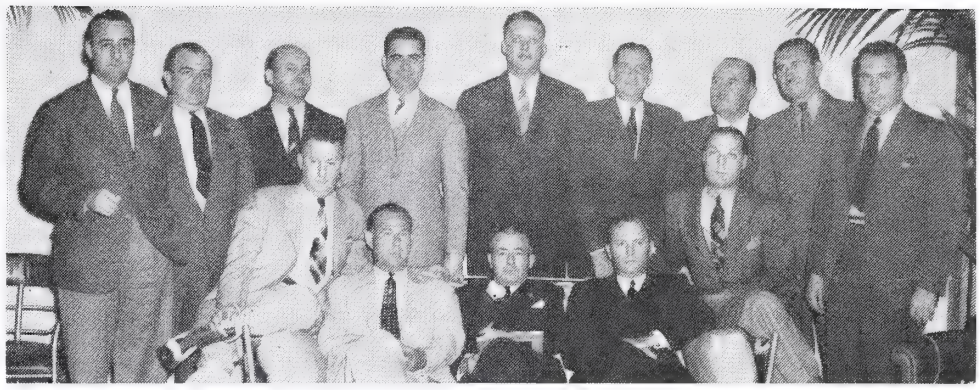
EXHIBITORS along the Row this week: John Shannon, Shannon, Portageville, Mo.; W. T. Ellis, Ellis and Regent, Cleveland, Miss.; Mrs. J. C. Noble, Temple and Rex at Leland, and Harlem, Greenville, Miss.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; C. N. Eudy, Ackerman, Ackerman, Miss.; Otis Taylor, Uptown, Dresden, Tenn.; M. Stephens, Stephens, Sherman, Miss.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; B. Haberfeld, Varsity, Amory, Miss.; Jack Marshall, Frances and Capitol, Dyersburg, Tenn.; Joe Jones, Ritz, Aberdeen, Miss.; Norman Fair, Fair, Somerville, Tenn.

Also Mrs. M. B. Stegar, Palace, Tunica, Miss.; G. H. Goff, Bruceton, Tenn.; Clyde Browning, Ecru, Miss.; Charles Collier, Shaw, Miss.; R. L. Osborne, Harlem, Belzoni, Miss.; Paul Schaffer, Star, Marked Tree, Ark.; Gordon Lee Hutchins, Corning, Corning, Ark.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; Jack H. Harmon, Baldwyn, Baldwyn, Miss.; Whyte Bedford, New, Hamilton, Ala.; Miss Louise Mask, Luez, Bolivar, Tenn; B. F. Liddon, Corinth, Miss.; S. T. Lyles jr., Ritz, Oxford, Miss.; W. E. Malin, Lura, Augusta, Ark.; C. H. Collier and George Hale, Drew, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; R. H. Fisher, Crescent, Belzoni, Miss.; R. C. Gentry, Lyric, Baldwyn, Miss.

Word that Sidney Wharton of the Pastime and Avalon in Warren, Ark., who has been ill for the past ten days, is at St. Vincent's Hospital in Little Rock. Joe Griffin is carrying on for him during his illness . . . The newly organized Variety softball team is scheduled to play its first game of the season this week . . . R. X. Williams of the Lyric, Oxford, Miss., and his wife were Memphis visitors as guests at the mayor's luncheon at the Cotton Carnival . . . Tommie Smith, assistant shipper at Vitagraph, surrendered his bachelor title a couple of weeks ago when he and Miss Jean Meredith were married.

H. E. Ruh of the Ozark at Berryville, Ark., is off for Wisconsin for a two-week vacation with his family . . . Mildred Nabors is the new secretary at Vitagraph . . . Clell Jay, who was with NTS in Indianapolis prior to being transferred here, postcards from Fargo, N. D., his best wishes to the Memphis territory. He is now connected with the McCarthy Theatre Supply Co. in Fargo.

Al Avery, RKO's branch manager, and Salesmen R. V. Reagin and Grover Wray attended the company's sales convention at the Waldorf Astoria in New York . . . Fred Heard, Metro's head booker, is off on a two-week vacation . . . Harold Lloyd is scheduled to come to Memphis, June 11, to serve as one of the judges in the selection of "Miss Mid-South" in the Hollywood Electrical Motion Picture Pageant, which will feature 11 floats sponsored by the major motion picture producers in conjunction with the National Shrine convention. Lloyd, who is a Shriner, is sponsoring one of the floats.



At the Paramount Sales Convention—

In Los Angeles—Left to right, seated: E. B. Price, New Orleans manager; H. W. Braly, district manager, Dallas; Oscar Morgan, manager of the southern division; H. F. Wilkes, district manager, Atlanta, and M. R. Goodman, assistant to Morgan. Standing: F. W. McClintock, Dallas manager; J. F. Kirby, Atlanta manager; C. H. Weaver, Dallas sales manager; A. Duren, Atlanta booking manager; Clyde Goodson, Atlanta salesman; C. F. Dees, Oklahoma City acting manager; S. Lett, New Orleans manager; W. F. Bugie, Memphis manager, and F. Larned, Dallas salesman.

Paramounties

LOS ANGELES—Harold Wilkes, who has been ill, pulled himself together to make the Paramount convention trip from Atlanta, where he is district manager. Jack Kirby, branch manager there, gave him support in place of the weight he lost. Scott Lett, who, since his appointment as Charlotte branch manager, has taken on weight, said he is trying to catch up with Kirby, who is champion of all the delegates on the scales.

Card champ of the convention was Jack Kirby, who was given the title by both the northern and southern conventionites and regretted having to return to his Atlanta office.

The inside dope on Diesel engines was given Hugh Braly, Dallas district manager, when he lunched with his son Jack, a five-year man in a Los Angeles motor firm.

Jack Curry, Oklahoma City branch manager, who went to San Diego recently to recuperate from an illness, was replaced at the convention by Charles L. Dees, acting branch manager, who was formerly sales manager in the office.

Houston Operators Send Six to IATSE Parley

HOUSTON—Members of the Houston local No. 279 of the IATSE are sending the entire executive board to the national convention at Louisville. The delegation will be E. J. Miller, southwestern representative, and the executive board as follows: "Bumps" Coogler from the Delman booth, W. J. Kuntz of the Metropolitan, I. Rubin of the Iris, Jess Hogue from the Kirby and Charles Smith from the Uptown.

In addition to the above members, several from other Houston houses will represent locals from out of the state, of which they were members before coming to Houston. Among them L. C. Hall who will represent his old local from Norman, Okla.; Al Garrard as representative of the local in Salisbury, N. C.; Dick Pully as a delegate from Lufkin, Tex., and Al Hunt will represent the local at Goose Creek, Tex. All are working in Houston at present.

Jack Krum from the San Diego local will stop off in Houston on the way to the convention to be the guest of Clarence Nelson for a few days.

SANTONE

JACK KARMI, general manager of Karmi Roadshow Pictures, spending a week in San Antonio to have some work done on his truck, dropped in at the Prince to visit his friends, Edward Sonney and Leon Silverman, managers of the "Sex Slaves" roadshow film which recently broke a five-day engagement at that house.

Recent change in the floor staff at the Majestic finds Lee Chitwood as the newly appointed assistant chief of service with Bill Corler and George Darnell as sound checker and doorman respectively. "Cavalcade of Mexico," Bill Wells' special 11,000-footer on the country below the Rio Grande, had a private screening at the Empire. Incidentally, it is an Azteca Film.

Injured in an attack blamed on union troubles, Roy Cogdill, Aztec projectionist, was in a serious condition in Santa Rosa Hospital where he was re-admitted after being discharged following treatment several weeks ago. He is local business agent of the motion picture operators' union.

Benno Kusenberger, the golfing projectionist, turned in a 74 last week to qualify for the local Sweepstakes Tourney . . . Elena Cadena was recently added to the Latin-American Film Exchange office staff as clerk . . . Buster Bryan of KTSA has returned from Hollywood where he acted as narrator for the forthcoming picture, "Crossroads of the Nation" . . . C. H. Moss, Interstate exploitation director here, won a $75 cash prize for campaign on "Pinocchio."

Concerning Corpus Christi

By A. JULES BENEDIC

CORPUS CHRISTI, TEX.—Following a clinical examination, this is about Corpus Christi. Also about Johnny Long's boys, the same as to the Henry Hall circuit, and about some other exhibitors whose cinemas clutter the contours of the coastal plains of southern Texas.

The clinic was not on cines, but on the Auburn, which, heretofore reposing in an Austin garage, now hums hilariously over highways long familiar to this reviewer.

Two schools of thought pondered on the fate of this jagged Juggernaut. Agreed that the trouble was in the radiator, opposing operators offered conflicting remedial courses. One, an expensive clique of radiator rajahs, (habitat Waco, Hillsboro and other towns northward); insisted the honeycombed aluminum should be baked, at about $4 per bake. (This treatment caused only backfire; a boiling far above the 212 Fahrenheit allowed on the dashboard. Further, the speed limit was reduced to 15 mph.)

Racuous Radiator Raving

At Austin, it will be recalled, the gasoline jallopy went to the shop with a blown out gasket, and this integral gadget finally was obtained from a town in New England. There was an additional hiatus when geysers sprung from Old Faithful as we drove around the block. Here enters the second school of thought.

Austin radiator men, consulting charts and diagrams, opined that a program of oxy-acetelyne welding, plus a rust-exuding experiment, followed by lactealization, might turn the trick. The radiator, which has a zipper installed to facilitate removal, was then placed alternately in three fearsome-looking Rube Goldberg objects, one of which chugged; each chug a tug at our heart.

In the final analysis, it was the lacteal fluid that did the work. This milky substance, which local Mexicans call leche, caused not only a breakdown of the stultifying exudation, but, conversely, it's adherance to the lining prevents further disintegration of the clogging factors.

Six-Month Guarantee

"The job's guaranteed for six months," smilingly announced an Austin spokesman at the consultation. (The smile was occasioned by the presentation of a bill, the sum total of which easily would pay for the plumbing fixtures in R. and R.'s swanky new Beach Theatre in Corpus Christi).

At any rate, the Auburn now clicks consistently at 60, so we clip into Corpus and interview Bruce Collins, city manager, and his aide, H. T. Hightower. Both are enthusiastic over prospects for a fine summer season, what with war keeping folks from abroad. On May 10 the R. and R. people opened their eighth Corpus Christi theatre, The Beach, out on North Beach. The town is growing fast and the circuit is keeping apace.

We push into Palacios and palaver with J. G. Davis . . . We pull into Pasadena and discover an old-timer, J. J. Brown, at the helm of the Pasadena . . . We pass to Port Lavaca and it's Jimmy Denham all the way at Long's . . . We angle to Angleton for a talk with Taylor, then bail out for Boling, for a ditto with Jack Duff . . . We consult H. A. Kramp, new pilot at the Ritz, in Columbus, and find he's just arrived from Miami, Fla. . . . Another new Long manager is Lance Williams, satrap at The Studio in Ingleside . . . Speaking of Johnny Long recalls to mind a visit to our former Galveston school crony, at his Bay City headquarters, where we also meet Circuit Manager L. O. Wallace, Ken Prickett, Theo. Routt, and Hayden Curtis. Thumbnailing Johnny, we'd say that he has parlayed a Texas City store show of 25 years ago into a South Texas theatrical empire, and today, with his Griffith tiein, has one of the fastest-growing circuits in the country.

We bump into Bastrop and meet the veteran Jack Wright at the Strand . . . We slip into Smithville for a melange with Joe Mazola, then cleave to Cleveland for a ditto with T. A. Booth . . . We dash to Dayton and sling some slang with Manager Slusher, then get towed around Texas City under the hospitable auspices of Emil Heinen, son of our old friend, Emil, at New Braunfels . . . Mangling to Madisonville, we renew acquaintance with smiling Herb Smith, then get engaged in Edna conversation with Pete Stoker . . . We elevate to El Campo for a fling at Floyd's with D. B. Nance . . . We wobble to Wharton for a Sunday call on Mr. Larza and there bump into George Belcher, competitor, who is building a ten-unit, air-conditioned tourist court in addition to running The Rio.

Emerling in Memphis to Plan Palace Reopening

MEMPHIS—Ernest Emerling, home office publicity-advertising executive for Loew's, is here from New York to assist with plans for the reopening by the circuit of the Palace. Emerling, himself a Memphis theatre manager for Loew until his promotion some years ago, will remain here several days.

Arthur Groom, assistant to Manager Cecil Vogel at the State, will be transferred to the Palace as assistant to the new manager, Robert Kilgore. Groom's spot at the State will be filled by Henry Fox, who comes here from Loew's Penn in Pittsburgh.

Cianciolo to Build New 1,000-Seater in Memphis

MEMPHIS—Work was expected to start this week on a new theatre here to be known as the Lucia-Ann. Builder is Michael "Uncle Mike" Cianciolo, who is naming the theatre for his oldest and youngest daughters. An August 1 opening is the tentative plan for the 1,000-seater.

Cianciolo also operates the Rosemary here, which is named for another daughter.

ATLANTA

A C. BROMBERG, president of Republic of the Southeast, and his five branch managers, are leaving this week for Memphis where they will attend the regional convention to be headed by Herbert Yates and James R. Grainger . . . Mrs. Gene Tanner, formerly stenographer for Warner, is the mother of a girl, born May 18. She has been named Jean . . . Vacationists at Paramount are Martha Nash and Louise Coleman . . . William H. Murphy jr., booker for Warner, is also enjoying his vacation.

Friends of Mrs. John H. Daniel, wife of the late John Daniel, well known Atlanta projectionist, will be glad to learn she is reported much improved although still confined to the hospital . . . Congratulations are in order for Mike Alterman, booker for Wilby-Kincey, who has just announced his engagement to Evelyn Carol Blate. The marriage will take place September 1 at Tallahassee, Fla. . . . Mrs. M. M. Osman, Strand, Covington, Ga., paid Filmrow a visit for the first time in several months . . . Pearl Moose, telephone operator for Columbia, is vacationing.

William Specht has been added to the personnel of Monogram Southern Exchange as salesman . . . Johnny Cummins, office manager for Monogram Southern Exchange, has taken up golf and challenges all Filmrow golfers to a game just as soon as he has a little more practice . . . O. O. Ray office manager for Paramount, and his salesmen are in Memphis attending a regional meeting.

M. E. Wyman jr. of Monogram Southern Exchange is very proud of the fact that his daughter Anna is graduating from Fulton High . . . Albert Jones, pressman at Theatrical Printing Co. for the past ten years, has resigned to accept a job with Foote & Davies . . . John Hackney, manager of the advertising department at 20th Century-Fox, is recuperating from a recent appendectomy at St. Joseph's Infirmary.

Filmrow Visitors: Mr. and Mrs. J. Jarrell, Roxy, Commerce, Ga.; R. D. Word, Ritz, Scottsboro, Ala.; Hugh Manning, Gem, Etowah, Tenn.; Col. Thomas E. Orr; Hammond Green, booker, All Amusements, Inc., Albertville, Ala.; R. E. Martin; A. E. Adams, Martin Theatres, Columbus, Ga.; H. J. Woodward, Strand, Winder, Ga.; W. H. Bowers, Warrior, Warrior, Ala.; L. J. Brown, Dixie, Jackson, Ga., and W. J. Karrh, Dixie Amusement Co., Swainsboro, Ga. . . . George Potter of the shipping department at 20th Century-Fox, left on his vacation this week for Ohio.

W. P. "Fred" Raoul, international representative of IATSE with headquarters in Atlanta, will attend the annual convention in Louisville, June 3, as a delegate from Local 225 . . . Local 225 sent W. M. Schneider as delegate to the seventh district convention, which met prior to the IATSE convention.

Buys "Man of the Year"

HOLLYWOOD—Republic has purchased "Man of the Year," a story by Richard English and Thomas Monroe.

HERBER BROS. INTO THEIR NEW DALLAS STORE

Old Established Equipment Firm Makes Modern Bow To Theatre Trade

DALLAS—Beyond the ordinary in the formal opening of the new and modernized Herber Bros. equipment establishment is the fact that all phases of showmanship are now demonstrated before the eyes of the inquisitive showman.

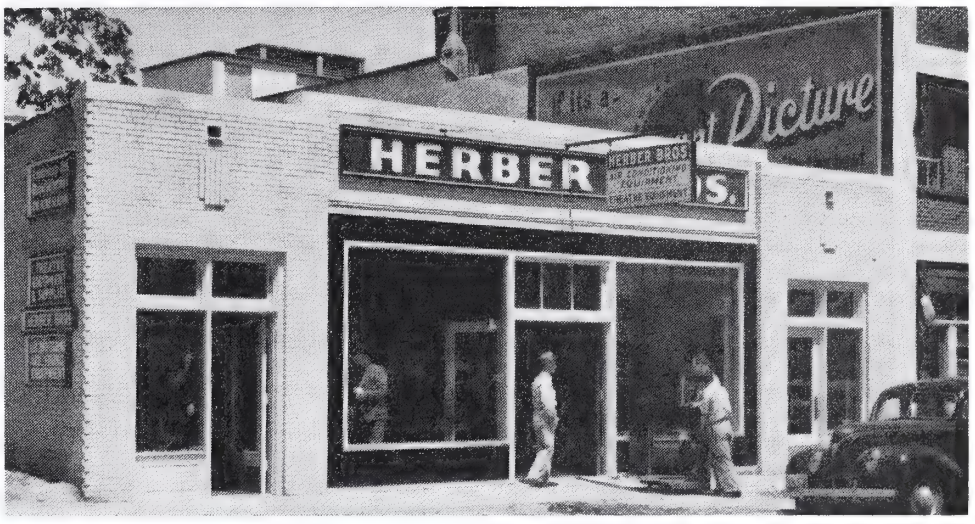
Entering the front door to the left the exhibitor sees only cooling equipment, whether it be for his own theatre home or that of a friend, or a complete house in any part of the country.

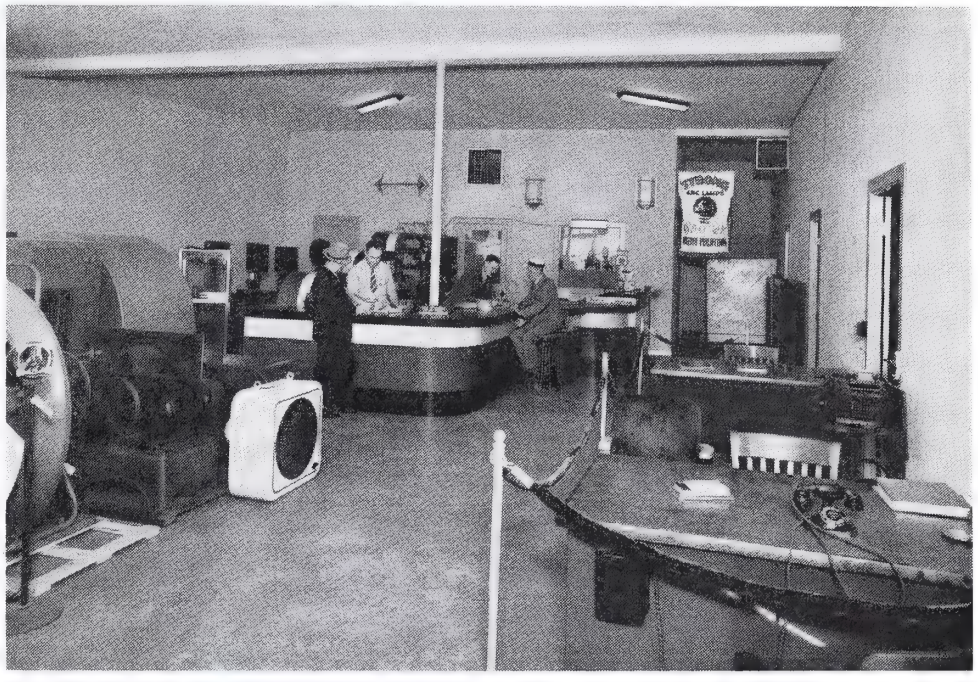
The visitor should stop there at the counter where colors of almost every country are in evidence in a streamlined effort which so far has met exhibitor approval. At the counter he looks into a modernized repair shop with all equipment necessary to the repair of a part or the manufacture of one in an emergency.

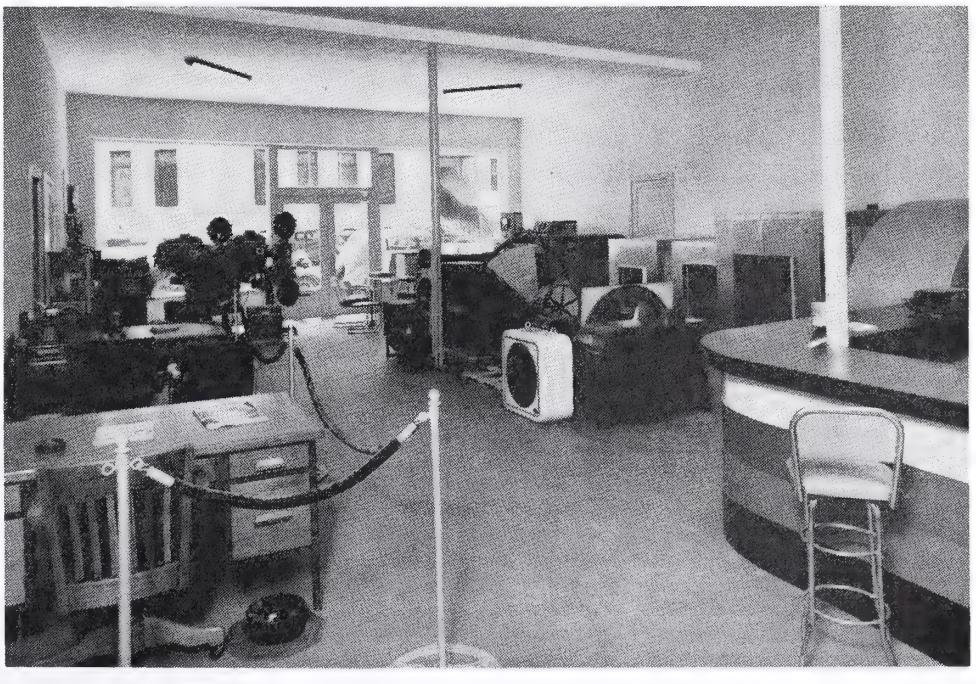
Swinging on around you see a large quarter for storage of various kinds of equipment until it is put in stock. From there to the front is a stock room, a private office for each of the Herber Bros. and a private sales room for salesmen engaged in the commercial end.

Further to the front at the left will be seen the latest in Wenzel models of pro-

(Continued on next page)







The New Home—

DALLAS—*The top photo at the right shows front of the new building for Herber Bros. with the Paramount exchange adjoining at the right. At the extreme left is a display and sales office for American Desk Manufacturing Co., makers of theatre seats.*

Second photo shows a center view to the rear of the new Herber Store with its large streamlined counter and accessory department. In this photo, left to right, are Hans Schmidt, owner of the Irving Theatre at Irving being waited on by Dan Hulse, one of the Herber technicians and service men. Next behind counter is E. P. Herber, one of the partners, taking an order from Walter McNatt, owner of the Inez at Naples, Village at Hughes Springs and Morris at Daingerfield.

Behind the solid door at extreme left is a well furnished rest room for women. The entire building, including private offices, is cooled with washed air coming in through deflectors high in center of back wall and at extreme right, with equipment for the job mounted on the roof.

Lower photo is taken from rear of store with a department for new modern equipment, showing reflector arc lamps, projection heads, sound heads, amplifiers, rectifiers, popcorn and ticket machines, etc. In front of the center double doors is a chrome-leather set of chairs, table and divan, with trade and other magazines handy. At the right are new models of small cooling units for commercial or auxiliary theatre use.

Herber Bros. Open New Dallas Equipment Home

(Continued from preceding page)

jections and accessories, which includes light, projection and sound. Various models in booth lamps and projection displayed in this new quarter.

Further around is a sample or more of new chairs manufactured by American Desk Mfg. Co. at Temple, Tex., which company shares a part of the new building which Herber Bros. occupies.

In the new store are provided rest rooms for both men and women.

Evading the private offices, the exhibitor will see at his left an imposing display of entirely new merchandise in projection and sound.

Herber Brothers were first connected with the industry in the sale of pipe organs and automatic musical instruments to theatres. They developed the Kue-Graph, a dual turnable amplified phonograph which they installed in hundreds of theatres for cueing silent pictures. When sound came, they were among the first to develop disc equipment, making many installations under the name, Photo-Talker. They later became distributors for sound-on-film equipment and branched out into the cooling business.

Moving into their old location in 1936, the Herbers opened a theatre supply store featuring cooling, projection and sound. Both are graduates of the University of Texas, School of Business Administration.



E. P. HERBER



B. G. HERBER



Operadio Model 350 Dual Channel Theatre Amplifier

Congratulations to

HERBER BROTHERS

on their new building. Herber Brothers have been Operadio Distributors in Dallas, Texas for the past ten years.

OPERADIO

MANUFACTURING COMPANY

ST. CHARLES - - - - - - - - ILLINOIS

Say Popcorn Sales Now Average 2c Per Ticket

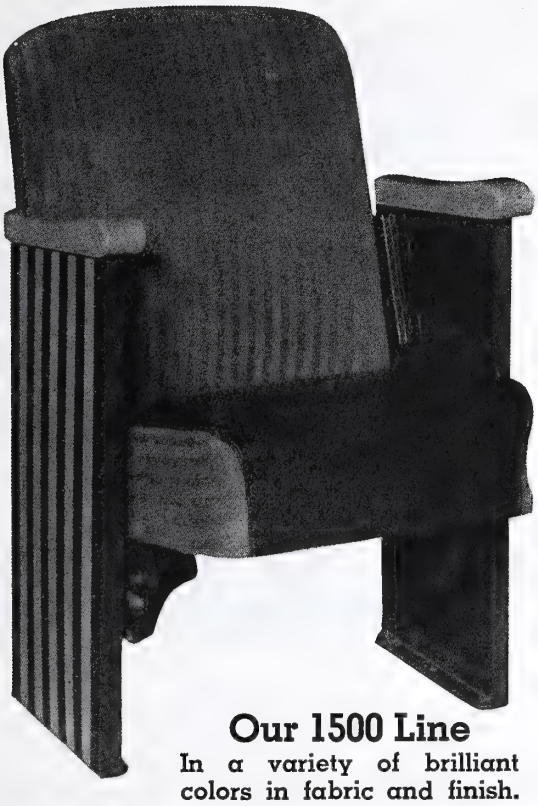
ST. LOUIS—Officials of the Advance Mfg. Co. here, makers of popcorn machines, declare that most exhibitors average two cents in popcorn sales for every ticket sold, and point out that this means $20 for every 1,000 patrons. Many theatres are making from $20 to $100 per week in popcorn sales, they say.

Advance's new popcorn machines, handled by Herber Bros. in that equipment firm's new location at Dallas, are streamlined and finished in colored porcelain enamel, with lights, color and motion for added attractiveness. The New York World's Fair, after using Advance machine for the first year, ordered 14 of the new models for this season.

J. R. Burch, president of the Advance company, is a native Texan who has spent nearly all of his business life in building popcorn machines for exhibitors, for fairs and for other large concessions.

Buys Damon Runyon Story

HOLLYWOOD — Republic has bought a Damon Runyon story.



Our 1500 Line
In a variety of brilliant colors in fabric and finish.

Join the Happy Parade of Southern Showmen

who are pepping up their boxoffices with streamlined seats from Temple, Texas.

NOW, Southwestern Exhibitors can see the complete line of American Desk theatre chairs in our new sales office at

408 S. Harwood

BETWEEN PARAMOUNT AND RKO

See Them!

AMERICAN DESK MFG. CO.

Factory: Temple, Texas

SALES OFFICES IN

DALLAS	NEW ORLEANS	MEMPHIS	KANSAS CITY
Forrest Dunlap	W. A. Prewitt	Floyd Shaffer	Forrest Dunlap

Congratulations to HERBER BROS.

On their new and modern theatre supply house

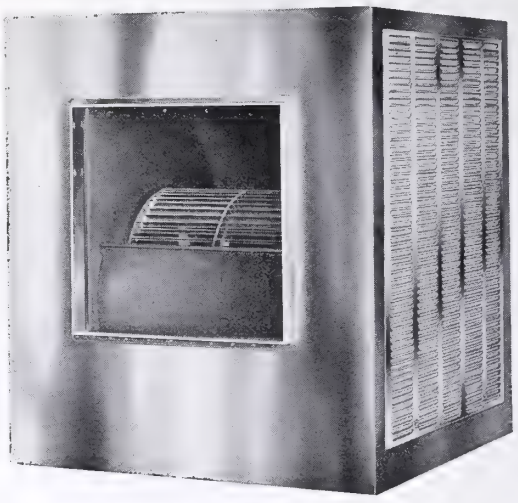
We are proud to announce that our Dallas office and display room is now located in this same new building—408 S. Harwood.

—FROM—

AMERICAN DESK MFG. CO.

(Theatre Seating)

BEAT THE HEAT WITH UTILITY *air* KOOLING



Features of
UTILITY air KOOLERS

★
More Cooling Capacity
★
Quiet Operation
★
Low Operating Cost
★
"No-Sag" Cooling Pads
★
Uni-flowmeter
for uniform water
distribution
★
Water Recirculating
System
★
Streamline Pad Grilles
★
Long Life
★
Factory Guarantee

. . Cool comfort for your patrons is just as important as the picture. Keep your theatre filled all summer long. Install UTILITY air Kooling—the last word in modern, low-cost comfort cooling.

UTILITY is the original factory-built cooler . . . proven successful in over fifteen thousand installations.

Congratulations to
HERBER BROTHERS
on their new store, where you will find a complete stock of UTILITY air KOOLERS and men experienced in theatre installations.

A Product of

UTILITY FAN CORP.

2528 SANTA FE AVE. LOS ANGELES, CALIF.

First Trade Showing In the Southwest at HERBER BROS. New Equipment Store

CONGRATULATIONS

and every good wish for

HERBER BROTHERS

on the opening of their most modern equipment supply house.

★ ★ ★

We are happy to have our new models in equipment available to the theatre trade simultaneously with the opening of the new Herber Bros. store.

See the New WENZEL

ACE PRO-4, Rear Shutter Projector — and the New WENZEL ACE PRO-6, New Style Projector — and the WENZEL ACE WSR-2 New Sound Head.

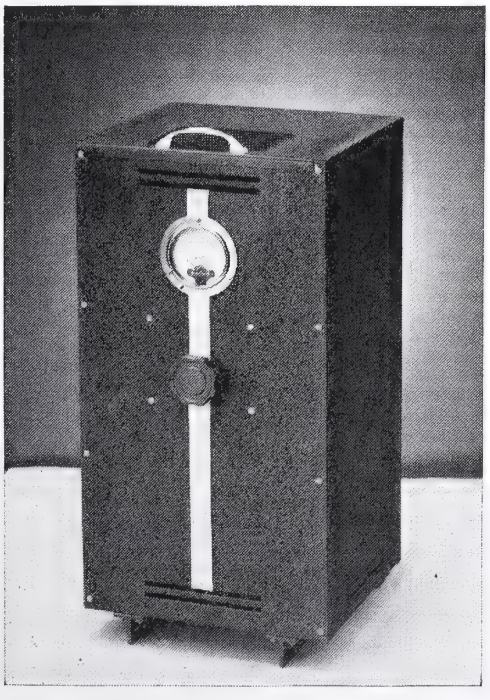
See The Newest Revelations In Projection and Sound.

WENZEL COMPANY

CHICAGO, U. S. A.

When You Visit the New Home of

HERBER BROTHERS



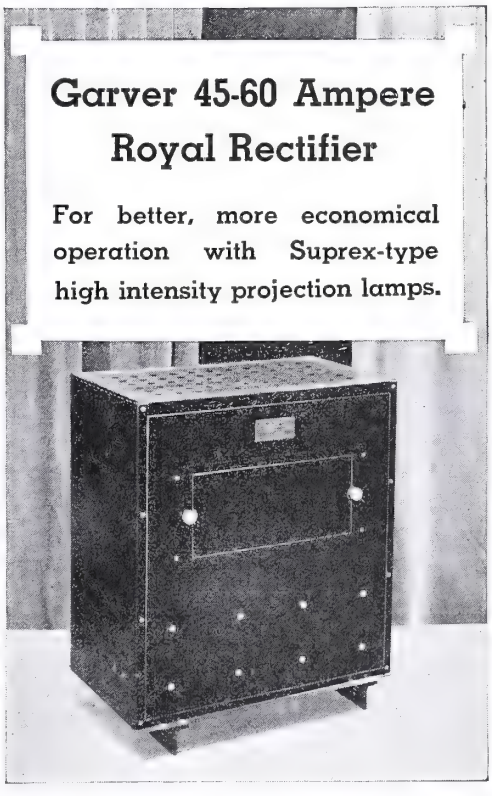
Be Sure to See

THE NEW GARVER KURRENT CHANGER

Carefully designed and built to give greater efficiency, smoother performance and longer bulb life. An improved winding, higher grade steel and unique natural draft cooling make this new 15 to 30 ampere rectifier most ideal for low intensity operation.

Garver 45-60 Ampere Royal Rectifier

For better, more economical operation with Suprex-type high intensity projection lamps.



THEATRE SCREEN CORPORATION

Congratulates Herber Brothers On Their New Equipment House

HERBER BROS. have distributed VOCALITE and CHROMOLITE SCREENS for the past eleven years, during which period they have given the Exhibitors unexcelled screen service and we are proud to have them as our distributor.

Our latest screens represent the utmost in perfection and are the best screens we have ever manufactured in our long history of screen manufacture.

VOCALITE and CHROMOLITE SCREENS save the eyes in preventing eye strain. They show better results in reflecting color pictures. They are used in de luxe theatres all over the world, yet their prices fit the smallest theatre.

Our screens are porous and do not have perforations, thus affording better sound transmission and less light loss.

Install a new VOCALITE or CHROMOLITE and see the improvement.

THEATRE SCREEN CORPORATION
ROOSEVELT, N. Y.

Congratulations and Best Wishes

— To —

HERBER BROTHERS

who have been distributors to theatres of our electrical merchandise and accessories for the past 12 years.

We wish them every success in their modern new equipment building.

DALLAS ELECTRIC SUPPLY CO., Inc.
2015 Young St.—DALLAS

SUPER-LITE

always

DEPENDABLE

EFFICIENT

▼

Projection Optics Co., Inc.

ROCHESTER, N. Y.

American Desk Mfg. Co. Into Herber Building

DALLAS—Affording a better display of its manufactured line of theatre seating and a more convenient service for exhibitors, American Desk Manufacturing Co. has moved its Dallas sales and display offices to 408 S. Harwood St. in the same building with the new Herber Bros. store. This office is in charge of Forrest Dunlap, general sales manager for the company. The sales display is occupied by three rows of sample seats along with an arrangement of fabrics which go into them. In back of the display is an office which Dunlap occupies.

The company was organized 13 years ago in Temple, Tex., where an enlarged factory now employing 200 people still is located. At first only school furniture and equipment was turned out, but during the past seven years theatre chairs have been manufactured along with the school work. During this time 800,000 theatre chairs have been sold to theatres, an official of the company said, with the area of sales covering 15 south, midwest and southwestern states and the exporting of chairs to Porto Rico, South America and Mexico.

The officials are A. P. Brashear, general manager; C. V. Griggs, assistant manager, and Forrest Dunlap, general sales manager, who headquarters in Dallas.

The company reports sales during the past few days of 800 upholstered seats to P. G. Cameron for the new Airway in Dallas, 800 upholstered seats to the O. K. Circuit for the new house at Lisbon on the southern outskirts of Dallas; closing of a deal with D. C. McCord of the Malco circuit for theatres in Pine Bluff and McGehee, Ark., with the Martin-Thompson circuit for full upholstered chairs going to Canton, Ga., and the installation of 800 upholstered seats for the Griffith circuit in Enid.

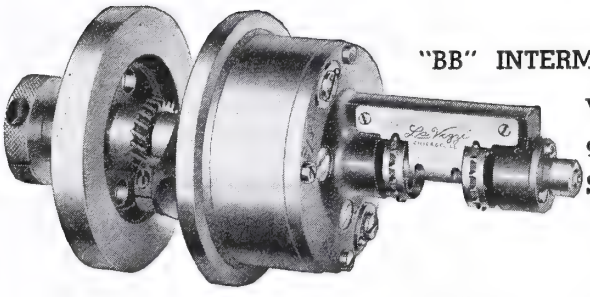
Dunlap points out that practically all chair orders are shipped direct to theatres in company trucks and that the installation crews ride these sleeper trucks and are ready to go to work when the chairs are backed up to the curb in front of a theatre.

Rockett First Exhibitor Deal in New Store

DALLAS—The first piece of business done at the new equipment house of Herber Bros. was with P. Q. Rockett who started his career as a Texas exhibitor during 1912, according to B. G. Herber. Before the Herber move to the new building at 408 S. Harwood was completed, Rockett came in and purchased a new cooling unit for his home in Waxahachie and accessories for the small unit he bought last year.

Twenty-eight years ago, Rockett operated the Dixie and Empire at Waxahachie and, with his two sons, Ernest and the late Willis Rockett, had theatres in Italy, Midlothian, Ferris and Itasca. He sold the Waxahachie houses in 1927 to Robb & Rowley. He now operates the Queen at Ferris, where he owns the big opera house. Ernest Rockett runs the Pastime in Itasca.

Congratulations
TO
HERBER BROTHERS
on the opening of their new equipment headquarters in Dallas.



"BB" INTERMITTENT MOVEMENTS with hardened and ground Star, Cam and Sprocket for longer life.

Genuine SUPER La Vezzi SERVICE REG.U.S.PAT.OFF. *Parts*

and assemblies are recognized as the finest in the world and are carried in stock by all leading independent dealers.

*SPROCKETS *STAR WHEELS
*CAMS *GEARS
*INTERMITTENT MOVEMENTS

• *Unconditionally Guaranteed* •

DEMAND *Genuine* SUPER La Vezzi SERVICE *Parts* PRODUCT OF
THE TRADE-MARK IDENTIFYING THE WORLD'S FINEST PROJECTOR PARTS REG.U.S.PAT.OFF.
LA VEZZI MACHINE WORKS
180 N. WACKER DRIVE • CHICAGO, ILLINOIS
SOLD ONLY THROUGH THEATRE SUPPLY DEALERS

Congratulations

HERBER BROTHERS

V. W. Crisp

Southwestern BOXOFFICE The Pulse of the Motion Picture Industry EDITOR

Operadio a Herber Line For Many Years

ST. CHARLES, ILL.—An association of a number of years was celebrated when the Herber Bros. equipment company moved into new quarters in Dallas, Tex., with continued contracts for the product of the Operadio Manufacturing Co., of this city.

In congratulating the Dallas firm on its move, an official of Operadio said: "Such a move means only one thing, and that is that due to diligent work and close study of the needs of their customers, Herber Brothers have built up their organization and their business to a point where more space and better surroundings are not only desirable but absolutely necessary.

"The Operadio company wishes to extend to Herber Brothers, in addition to their congratulations on this move, a word of appreciation of their long and pleasant association with the Herber boys and the wish that the future will bring them a continuance of ever-increasing business that made their present move necessary."

Pipe Roosevelt Chat

WACO, TEX.—The Orpheum, Waco, Rivoli, and Strand piped in President Roosevelt's fireside chat Sunday.

CONTINENTAL ELECTRIC CO.



Congratulates

HERBER BROTHERS

May we wish you success on your new venture.

It's been a pleasure to have been able to supply your photo cell requirements for the past ten years with

CETRON PHOTO CELLS

Congratulations

HERBER BROTHERS

ADVANCE *is proud to have such a progressive concern as its representative!*

We are happy to add that Herber Brothers will be able to give you full information on this brand new "World's Fair" Model No. 5 Popcorn Machine. And ADVANCE is again in front—15 of these new Models have just been ordered for use at the New York World's Fair.



ADVANCE MFG. CO.

6324 St. Louis Ave. St. Louis, Mo.

Two Garver Products Handled by Herber

UNION CITY, IND.—Two of the Garver Electric Co. products to be emphasized in the new Herber Bros. equipment store in Dallas are the new Garver Kurrent Changer and the Garver 45-60 Ampere Royal Rectifier.

Company claims for its product are that the Kurrent Changer has been designed to give greater efficiency, smoother performance and longer bulb life. It features an improved winding, higher grade steel and natural draft cooling. The rectifier has been designed for better, more economical operation with Suprex-type high intensity projection arc lamps.

Herber Into 10th Year With Cetron Cells

GENEVA, ILL.—Cetron photo cells have been sold by Herber Bros. for the past ten years, and will continue through that distributor in the new home recently opened in Dallas.

Continental Electric Co. claims for Cetron photo cells include uniform output, non-microphonic quality and careful inspection and testing.

Louisianians Must Pay Film Rental Sales Tax

WASHINGTON—Application of the Louisiana "use" tax to motion pictures is in effect validated by the supreme court in the rejection of a petition of the Saenger Realty Corp. for review of a state supreme court decision, on the ground that no substantial federal question was presented.

The case was brought to Washington to test the collection of the one per cent tax on film rentals demanded by the state under the statute imposing a levy upon the "proceeds from the rental of tangible personal property."

In the district court, the company secured a favorable decision on the ground that the copyright, rather than the physical property, was the subject of license, but the state supreme court reversed the decision, holding that the right to exhibit was not of greater value than the use of the film.

Bringing the case to Washington, the company contended that the motion pictures involved were moving in interstate commerce and that the copyright situation was a factor, but the supreme court held that nothing presented had shown a federal question was involved.

The Palace in McAllen Features Shorts Show

MCALLEN, TEX.—The Palace featured an all-short subject screen show composed of ten units, as follows: "Know Your Money" (Crime Does Not Pay series), "Calling on Colombia" (FitzPatrick Traveltalk), "100 Pygmies and Andy Panda" (Color Cartoon), "The Domineering Male" (Pete Smith Specialty), "You Nazty Spy" (Three Stooges), a Screen Snapshots, "When a Nag Was Only a Horse" (Stone Age Cartoon), "Moments of Charm of 1940" (Phil Spitalny and his all-girl orchestra), "Bows and Arrows," and "Double or Nothing."

Education Lags Behind Films

Ottawa—According to a statistical report of the Canadian government, the people of the Dominion spend twice as much on film entertainment as they do on higher education, which includes universities, colleges and high schools.

The statement shows an expenditure of $17,000,000 for such training during the past academic year while theatre receipts for the year are estimated at $35,000,000. In another comparison, it is pointed out the expenditure for newspapers and magazines in Canada is three times that for higher education.

Canada Rejected Only 17 Films in 1939

TORONTO—According to a statistical survey, only 17 features were involved in the 19 rejections by all of the provincial censor boards in Canada during the calendar year 1939. The report shows that one feature was condemned by five boards in succession but no other picture received more than two condemnations.

The Quebec Board of Moving Picture Censors headed the list with a total of nine features rejected during the past calendar year while there were two condemnations in four provinces, these being New Brunswick, Manitoba, Alberta and British Columbia. Only one feature was turned back by the censors in Nova Scotia and Saskatchewan while Ontario stood at the bottom, or top, of the list with a record of all features approved.

In the 1938 calendar year, there were 26 features condemned by the various boards but, actually, only 23 different pictures were involved. The number of condemnations in 1937 was 19 while back in 1932 the boards in Canada rejected features in 101 instances, thus indicating the improvement in the tone of films and perhaps more generous acceptance on the part of the censors.

One reason for the comparatively high total of refusals in 1938 was that the Quebec board rejected 17 features in that year out of a total of 26, compared with Quebec's total of nine last year. In 1938, British Columbia rejected three features, as compared with two in 1939.

Satisfaction Expressed Over Industry Accord in Canada

TORONTO—General satisfaction has been expressed over the reaching of an accord in the industry in Canada, providing for a reorganization of clearance and priority regulations in all parts of the Dominion. One of the surprises in the development was that, after all the arguing of the past year or two, the pill seemed to be so easy to take when the remedy was applied—and the aforesaid pill had not been coated with sugar either. A portion of the resolution of the National Clearance Committee, proposed by Louis Rosenfeld, covers the situation very neatly in the following:

"Whereas this body and all members thereof recognize that great benefits are to be obtained for all by the attainment of goodwill, harmony and uniform conditions for the carrying on of the motion picture industry in Canada;

"Be it therefore resolved that a National Clearance Board be set up for the purpose of establishing a fair deal for all parties in the matter of priority and clearance, and according to the rules hereunder set out;

"Be it further resolved that all parties hereinbefore mentioned agree to uphold faithfully and impartially the aims and purposes of the National Clearance Board."

The body referred to is the Motion Picture Section of the Toronto Board of Trade, the members of which are as follows: N. A. Taylor, representing the Independent Theatres Ass'n of Ontario, president; E. H. Wells, secretary, Canadian Film Boards of Trade; N. L. Nathanson, president, and J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp.; J. J. Allen, Jules Allen, Herb Allen and Louis Rosenfeld, Columbia Pictures and Premier Theatres; Col. John A. Cooper, president, Motion Picture Distributors of Canada; Frank O'Bryne, Associated Screen News; Henry L. Nathanson, Regal Films; Sam Bloom and Sam Fine and B&F Theatres; M. A. Milligan, Paramount Film Service; Wolfe Cohen, Warner Bros.; R. W. Bolstad, T. J. Bragg, Ben Geldsaler and Clarence Robson of Famous Players Canadian Corp.; H. Freedman, independent exhibitor; A. W. Perry, Empire-Universal Films; Harry Firestone, independent exhibitor; O. Hanson, Hanson Theatres Corp.; L. M. Devaney, RKO Distributing Corp., and Harry Alexander, president of the Independent Theatres Association of Ontario. This roster covers all branches of the industry and their support of the resolution was unanimous.

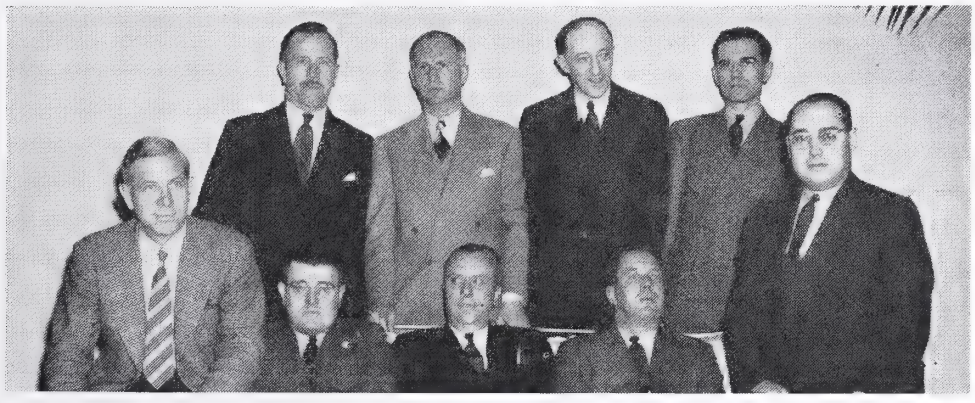
To Frame Clearance

The regulations provide that the National Clearance Board may by unanimous consent establish local boards in each of the six distributing centers in Canada and general clearance rules for the guidance of all boards are to be framed without delay by the National Board which is authorized to submit the code to each of the organizations and groups represented on the national commission for approval. Any amendments are to be submitted in the same way.

The national board is not empowered to draw up specific schedules of clearance and these are to be prepared and maintained under the direction of the respective local boards. Any request for a change in a schedule by an individual distributor or theatre owner must be made in writing to the district clearance board with an accompanying fee of $5 for each application, which is to be dealt with by a majority vote of the district members present at a hearing. In the event of a tie vote, an umpire is to be appointed under the rules of arbitration as specified in the Canadian License Agreement. A copy of all decisions is to be filed with the National clearance board, whose decision will be final in the case of a written appeal.

The final clause of the adopted agreement depicts the spirit of the new deal:

"The parties to this agreement recognize that the chief objects to be attained are good will, harmony and uniform conditions for the carrying on of the motion picture business and they all pledge their cooperation to make these boards of permanent value to all exhibitors and distributors, and that all individuals pledge themselves to cooperate with the National Clearance Board to the fullest extent and, under no circumstances, to enter into any side agreements or understandings, written or verbal, which will contravene the rules or rulings of the National Clearance Board, or the spirit of the rulings made thereby."



Canadians in Los Angeles—

Attending the Paramount convention, are, first row, seated, left to right: J. L. Hunter, branch manager, Toronto; P. J. Hogan, branch manager, St. John; M. A. Milligan, general manager, Toronto; T. Dowbiggin, salesman, Toronto; D. M. Brickman, branch manager, Winnipeg. Back row, left to right: W. J. O'Neill, treasurer, Toronto; M. A. Brown, branch manager, Montreal; W. Hansher, district manager, Vancouver; W. O. Kelly, branch manager, Calgary.

Loan Out Hayward

HOLLYWOOD—Louis Hayward has been loaned by Edward Small to RKO Radio to appear in two films.

TORONTO

EXECUTIVES of Canadian film distributing companies and chains, many of whom have personally known him over a period of years, extend to Maurice D. "Red" Kann, editor-in-chief of BOXOFFICE, their best wishes on the occasion of his recent marriage, coupled with the sincere desire that Mr. and Mrs. Kann will enjoy complete happiness in all the days to come.

Some concern was felt in Toronto theatre circles over the safety of Fred Trebilcock, manager of the Uptown, when news was received of the severe earthquake at Lima, Peru, where he has been having a holiday visit . . . Paul Martin, member of the Canadian House of Commons, officiated at the opening of the Park Theatre, a new house of Paramount Windsor Theatres, Ltd., at Windsor, of which Simon Meretsky is managing director. A number of film exchange officials in Toronto made the trip for the event which included a sumptuous party at Hotel Norton Palmer following the presentation of "Little Old New York" and "Two Thoroughbreds." Art Ducharme is manager of the theatre.

Frank Meyers, former Ontario branch manager of RKO Distributing Corp. of Canada, has been appointed chief booker of the Exhibitors Booking Ass'n by N. A. Taylor, general manager. The EBA is a cooperative booking and buying organization of independent exhibitors in Ontario.

Wedding Bells: Sam Collis, proprietor of the Regent at Caledonia, Ont., has taken unto himself a wife, as announced on posters which friends devised in connection with a rousing stag party at Hamilton. Guston Allen of Premier Theatres, Toronto, was married on Sunday, May 26, the bride being a Detroit girl.

Theatre changes: Lou Rosefield, recently with Colonial Pictures, Ltd., Toronto, has leased the Queen's at Hespeler, Ont., which has 503 seats, the former owner, John Wigle, having retired. W. G. Fraser has resigned as manager of the Holland at Bradford, Ont., which seats 357 persons, the management having been taken over by J. S. Smith, owner. Incidentally, the wife of Rosefield operates a theatre at Galt, not far from Hespeler.

Charlie Mavety's film delivery trucks, which operate over a wide expanse in Ontario on daily schedules, have been fitted with large signs of circus type which advertise the Circle M Ranch at Kleinburg, Ont., Mavety's dude farm which has a distinctive western atmosphere with its cowboys, horses and corral.

Manager Bill Brady was host at the Madison, Toronto, for a cooking school at the theatre under the auspices of the Toronto Community Newspapers, through which considerable display advertising was secured in a special tieup.

Among trade visitors: Gary Hogarth, proprietor of the Roxy at Kingsville, had not been in town for some weeks; Abe Rappaport made the rounds quickly for his Hollywood at Campbellford because he was preparing for the big rush at his summer hotel; Ambrose Nolan made his second trip this year from Aylmer, on the Quebec side of the Ottawa River, where he has the Pic and also engages in politics; Mrs. H. J. Sutherland was doing the booking for the five theatres in western Ontario comprising the Sutherland group and then returned to St. Marys, while Bob Stevens was down from northern Ontario where he has several houses. Miss Jane Edmonds made the trip from Lindsay where she owns the Kent and where the summer business has started to pick up nicely.

Al Sedgwick, manager of the Belsize, Toronto, beat the gun with his beauty contest, other features of this type for the summer not having been announced, and the result has been a rush of entries and oceans of publicity in daily and weekly papers. The preliminary heat of the contest was conducted on the Belsize stage, May 27; further eliminations are taking place June 3 and the finals June 10, the winner to be entered in the beauty parade at the Police Games in July.

A visitor in Toronto from Hollywood, where he has worked since 1925, was G. Ernest Palmer, director of photography for 20th Century-Fox, accompanied by his wife. They spent some days with their daughter, Mrs. James McFarlane. Before going to the coast, Palmer was a cameraman in England and that was where he met Mrs. Palmer.

The death has occurred at Toronto of Dr. G. B. Smith, once physician and a "second father" to Mary Pickford. The screen actress wired a message of sympathy from Hollywood. Although her real name was Gladys Smith, Mary was not related to the doctor.

Tom Daley, manager of the big Imperial has revived his weekly revivals, playing an old feature late on the opening night of a new picture. The revival the other night was "Second Fiddle."

A Rainy Victoria Day Helps Out Theatres

TORONTO—One of the wettest holidays on record in the Toronto district was Victoria Day, May 24, when rain persisted throughout practically the whole 24 hours. Normally, the day is the first big occasion of the picnic season and there is plenteous use of fireworks in honor of Queen Victoria but outdoor activities were cancelled by the wholesale. The theatres reaped the benefit, thus upsetting the tradition that patronage is just so-so on "the 24th."

Employes of chain headoffices and film exchanges who had counted on a big day of golf, tennis, and outings were doomed to disappointment but the managers of theatres, who had to work anyway, were delighted with the break. Many of the office employes had the opportunity for an extended trip from the night of May 23 until the following Monday morning, May 27, because of the policy of closing the offices all day Saturday during the summer months.

New High for 16mm Films in Ontario

TORONTO—The number of 16mm films released in Ontario during the 12 months ending March 31 rose to a new high of 526.

Included in the number approved during the latest period were 58 which had French dialogue and other foreign language films comprised five Hungarian, one Polish, one Russian and one Chinese. All of these, with the exception of the prints from France, were released prior to the outbreak of hostilities and no more from Europe wil be passed for showing in Ontario until further notice because of possible subversive propaganda, excepting the French pictures.

Expansion in the use of 16mm films is shown in the fact that only 111 of the narrow pictures were released in Ontario four years ago, compared with 526 in the last year.

Recognition to Plottels In Drive for Depinet

NEW YORK—Winning branches and their managers in the short subject division of the Ned Depinet Drive are listed in order of their standing by Drive Captain Herb MacIntyre.

Disney Cartoons: James F. Sharkey, Detroit; Jack C. Osserman, Chicago; Frank L. McNamee, Philadelphia; H. M. Lyons, Atlanta; H. H. Greenblatt, Pittsburgh, and G. William Wolf, San Francisco. Leslie L. Plottel, St. John, and Mark Plottel, Toronto, led the Canadian division.

One and two-reelers, including Pathe News: Charles Boasberg, Buffalo; H. H. Greenblatt, Pittsburgh; Sol M. Sachs, Dallas; G. William Wolf, San Francisco; R. J. Folliard, Washington, and Bob S. Wolff, New York.

Five managers and 15 salesmen shared in cash prizes for "Information Please" division: Charles Boasberg, Frank L. McNamee, R. J. Folliard, and Harry E. Kahn, Washington; P. M. Baker, New Orleans, and Sol Sachs. The salesmen are: Francis C. Ross, Boston; L. S. Gruenberg, St. Louis; Ely J. Epstein and Samuel Lefko, Philadelphia; M. J. Kassel, Joe Cozzi and Sam Gorelick, Chicago; Albert L. Kolitz, Cincinnati; J. P. Rubenstein and J. F. Samuels, Los Angeles; John G. Chinell, Buffalo; Arthur Goldsmith, Cleveland, and J. E. Loeffler and W. C. Winters, Minneapolis.

Greyhound Racing Twice Weekly Set in Toronto

TORONTO—Greyhound racing has been revived in Ontario for the season under the auspices of an incorporated association. Commencing this week, meets are scheduled for every Monday and Friday evenings at the Ulster Stadium, the races being held under floodlights. The dog sport is gradually taking hold in Ontario to form another type of competition for the theatres.

Retitle "Privates' Lives" "Letter From Aldershot"

TORONTO—The National Film Board excised the glamour from the second of the war film series by changing the title just before its release to theatres across Canada. Originally, the picture was known as "Privates' Lives" but, apparently, there was too much oomph to this caption because it became "A Letter From Aldershot"—which almost put it into the mystery class.

The film, which is a part of the "Canada Carries On" series, has been released through Columbia. It deals with the training of Canadian troops in England. The first release was "Atlantic Patrol" which gave an insight into the naval service.

"Beast of Berlin" Ready For Release in Canada

TORONTO—"Hitler—Beast of Berlin" has at last been announced for release in Canada—with the Second Great War a matter of history for the past nine months. The film, based on the story "The Goose Step," is ready for immediate release, according to Harry J. Allen, general manager of Grand National Films, Ltd., which has the exclusive distributing rights for the Dominion.

Allen is also releasing "Song of the Road," a British feature featuring Sir Harry Lauder, Scottish comedian who is once more entertaining the troops in the British Isles.

Exports to U. K. Dive

MONTREAL—Exports of films from Canada to the United Kingdom fell from $218,000 in April, 1939, to $58,000 in April this year, Hon. J. G. Gardiner, minister of agriculture, announced.

: PARAMOUNTIES :

LOS ANGELES—When Morris Milligan, Canada's general manager, for Paramount, was interviewed over the air during the convention by Nils T. Granlund at the Florentine Gardens, no one was more surprised than Harry Feldman, owner of Toronto's Cartier, Canada and Victoria, visiting Hollywood, who happened to hear Milligan over the hotel radio.

Montreal's branch manager, Manny Brown, told the story about his early days in vaudeville, when he lectured as "Professor Emanuel A. Brown, world traveler."

Thomas F. Dowbiggin, Montreal salesman, joined Paramount in 1922 and has been a 100 Per Cent member five times. He is known throughout the company as the oka cheese specialist, knowing just where to get the choice stuff in his territory.

Jack Hunter's wisecracks rated him along with Manny Brown as the convention's leading wits.

"Cut-throat" Tactics Reach a Serious Stage in Toronto

TORONTO—"Cut-throat" competition has reached a serious stage among the theatres in a section of Toronto and the situation has aroused the attention of leaders of the industry with the result that drastic action has been threatened unless the exhibitors show an inclination to pursue a normal policy.

Giveaways are being offered without the requirement of a service charge, admission prices have been slashed, there has been a generous use of passes while other inducements for patronage have been extended to the point that everybody concerned is facing a losing game.

Upwards of 15 theatres are involved in the "free-for-all" in a district that takes in Dundas Street, Spadina Avenue and College Street. Units of minor chains and both organized and unaffiliated independent houses have been divulging in the price war.

It is understood a conference has been called for a heart-to-heart discussion with a view to the setting of reasonable limits for concessions; otherwise it is believed serious losses will be encountered. There has been no suggestion of cancellation of film rental contracts, it is understood, but a number of exchanges are taking a serious view of the situation because of a possibility that the price war may spread.

MONTREAL

FILMROW Bowling League banquet at the Tio Toc cabaret was marked by an unusual feature—the presentation to Mark Plottel, local manager of RKO, of a club bag from his confreres in other Filmrow offices and a cigarette lighter and cigarette case from his staff. The occasion was Plottel's departure for Toronto where he now is manager in succession to J. F. Meyers, who resigned. Tom Dowbiggin acted as M. C.

Hatton F. Taylor has arrived at Filmrow from Calgary to take over the management of the Montreal office of RKO in succession to Plottel . . . New York attracted two local theatre managers who are now on holiday and who met there. They are Morris Davis of the Belmont and Eugene Lefebvre of the Francais. William Hodgson, assistant manager of the Belmont, is pinch-hitting for Davis, and Maurice Phaneuf, assistant manager of the Francais is filling the managerial role for Lefebvre.

Premier Angus MacDonald of Nova Scotia has turned down a petition of the Allied Exhibitors of the province seeking repeal of the film regulatory measure known as Bill 92 which was passed a year ago on their request but never made operative. The Premier described the exhibitors' change of front as "frivolous."

An Associated Screen News camera crew headed by Norman Hull, is shooting Niagara Peninsula in color in preparation for a forthcoming picture—Britain's exhibit at New York World's Fair will include a film replica of the fight on the River Plata which preceded the sinking of the German battleship, Graf Spee.

Frank Warnicker, manager of the Strand, underwent a minor operation at the Royal Victoria Hospital . . . Montreal children are being admitted to see "Pinocchio" at the Imperial . . . Sir Harry Lauder staged a series of concerts at Aldershot for the Canadian First Division. The show was given free to soldiers as a result of the purchase of all seats by the Canadian Legion Auxiliary Services.

"A Letter From Aldershot" is the second of a series of films produced by the department of public information in conjunction with the national film board, showing activities of Canada's war forces. It is being shown at the Palace.

Projectionists in local theatres frequently have nervous moments when one copy of a picture has to be divided between two theatres in opposite ends of the city. The responsibility is on the projectionist to keep the show going if the film arrives late, and as he has sometimes made cuts in a short in order to keep the time schedule, an embarrasing situation is produced if the main film arrives late. In one such case the projectionist had to run at the end of a picture a reel he had originally omitted.

Captain Douglas Dowling, who for some years sold motion picture apparatus here for a Chicago firm, is now a cable censor in Montreal . . . Captain Ernest H. Bradley, author of "The Understudy," a film scenario, now is running it serially in The Rally, *organ of the Canadian troops overseas which he edits.*

"The Warning," a British film made under government supervision, now showing at Loew's, pictures an attack by Nazi raiders and its repulse. The scene is laid in Nottingham, and is an impressive lesson in the need of air defenses. For the Canadian presentation, Hon. Norman McL. Rogers, Minister of Defense, is pictured delivering a short address at the end of the film.

Exciting war news brought hourly on the radio is blamed by theatre managers for recent falling off in attendance. Weather is also a factor, particularly since daylight saving gives long pleasant evenings that invite to the outdoors.

Mr. and Mrs. B. E. Norrish acted as hosts at the annual staff party held in Associated Screen News studios in Montreal. Members of the staff enacted an old-time melodrama, evoking vociferous applause as the curtain fell on "another successful ASN production."

WINNIPEG

WHILE eastern showmen have been having their hands full with complications of one kind or another, bans on juvenile admission or cut-rate encyclopedia selling, the situation here is a very quiet one. Nevertheless, while they have escaped these scourges of the industry, exhibitors here are none too happy about the outlook. They are face to face with a bugbear of another kind and one far more difficult to combat—a sharp falling off at boxoffices, generally attributed to the war situation and the depressing news coming in from the front. With tension at a high peak, the public, it seems, can not be interested in motion pictures. With this there is also the fact that unsettled conditions are not making for a tendency to fork out for amusements; the trend, rather, is to conserve money for the future.

Residents of the prairies who were not able to see the King and Queen a year ago are now to get the opportunity to see a complete motion picture of the royal tour across Canada. The film will be shown at a number of Manitoba and Saskatchewan points in the next few weeks, with more showings scheduled through the coming months. The film will be distributed by Columbia Pictures of Canada, who will donate their share of the take to the Red Cross.

Among the downtown shows the Capitol and Lyceum ran midnight shows on Thursday preceding the holiday. A number of second run houses instituted the same practice.

The Shrine Circus, which was here a full week, and a two-day stand by Mart Kenney and his band, did not help show business at all during the past week.

E. A. Zorn, FP district supervisor, and Don Gauld, formerly manager of the Metropolitan, left for Toronto to attend the district managers' meeting.

Dividend on Preferred By Hamilton United

TORONTO—Hamilton United Theatres, Ltd., a subsidiary of Famous Players Canadian Corp., has announced a dividend of 1½ per cent on the preferred shares payable at the end of June, the statement being issued by N. G. Barrow, secretary-treasurer.

This disbursement follows the declaration of a dividend on the preferred stock of Confederation Amusements, Ltd., and on the common of United Amusement Corp., indicating a business-as-usual spirit.

"Shepherd" to Hathaway

HOLLYWOOD—Henry Hathaway will direct "The Shepherd of the Hills" for Paramount. The Technicolor production will co-star Betty Field and Robert Preston. Stuart Walker will produce.

: *How They Sell 'Em* :

For his current showing of "Buck Benny Rides Again" at the Capitol, Harold Bishop was able to secure a tieup which included every grocery in the city. Tying in with the makers of Jello, Bishop got streamers up all over town.

VANCOUVER

THE TIME is now definitely set for the closing of the Dominion to refloor it, reseat and recarpet. At the conclusion of the show on Saturday, June 1, all the seats will be removed, and the existing floor torn out; from then on until June 15 three shifts of workmen will carry the work through. Charlie Doctor, manager, looks forward to having the most comfortable and best equipped house in the West.

Several projectionists went down to White Rock last Sunday to see how the theatre being built for Guy Graham is coming along, and they all congratulated him on its plan and exterior appearance. Guy was the union's secretary for quite some time.

W. P. Nichols (Nick) is back in charge of his Royal . . . Quagliotti Romano now daily visits his Colonial and each visit is longer than the last as his health steadily improves.

With Bill Henscher, Paramount, and Bill Jones, RKO, away in the east attending conventions, and Larry Bearg and Frank Gow at the F-P meeting in Toronto, there appears to be a gap in the gallery of familiars, accentuated by the frequent short absences of Charles Ramage who is covering his territory on the promotion detail of "Gone With the Wind" for Regal.

The latest old time theatre to be surrendered to the wreckers is the Empress which will be replaced by a chain store. While never a competitor in motion-pictures, the Empress has for many years been used by stock companies and traveling stars for stage presentation.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE** ..... **LOCATION** .....

"LILLIAN RUSSELL" IS "WIND'S" NEWEST RIVAL

AVERAGE IS 100%

BOSTON

Fenway—**Buck Benny Rides Again** (Para't); **Charlie Chan's Murder Cruise** (20th-Fox)...130
Keith Memorial—**Primrose Path** (RKO); **Alias the Deacon** (Univ) 145
Loew's Orpheum—**House Across the Bay** (UA); **Over the Moon** (UA) 85
Loew's State—Same as Orpheum..... 80
Metropolitan—**Typhoon** (Para't); **Opened by Mistake** (Para't) 70
Paramount—Same as Fenway 130

CHARLOTTE

Broadway—**Nick Carter, Master Detective** (M-G-M), 1st half 95
Broadway—**Millionaire Playboy** (RKO), 2nd half 90
Carolina—**Edison, the Man** (M-G-M) 100
Imperial—**Of Mice and Men** (UA) 90
State—**Outside the Three Mile Limit** (Col), 1st part 100
State—**Women Without Names** (Col), 2nd part. 95
State—**Ghost Valley Raiders** (Rep), 3rd part..100

CHICAGO

Apollo—**Rebecca** (UA), 7th wk. 90
Chicago—**The Doctor Takes a Wife** (Col), plus **Bob Hope** on stage 210
Garrick—**Primrose Path** (RKO), 3rd wk..... 85
Oriental—**If I Had My Way** (Univ), plus stage show 140
Roosevelt—**20 Mule Team** (M-G-M) 80
State-Lake—**The Ghost Comes Home** (M-G-M), plus stage show 90
United Artists—**Strange Cargo** (M-G-M), 3rd wk. 80
Woods—**Gone With the Wind** (M-G-M), 18th wk. 250

CINCINNATI

Albee—**My Favorite Wife** (RKO) 130
Capitol—**Irene** (RKO), 2nd wk.....120
Keith's—**20 Mule Team** (M-G-M) 130
Lyric—**Buck Benny Rides Again** (Para't), 2nd wk. 110
Palace—**If I Had My Way** (Univ).....100
Shubert—**A Bill of Divorcement** (RKO).....100

CLEVELAND

Allen—**Island of Doomed Men** (Col), 4 days... 70
Allen—**Tear Gas Squad** (WB), 3 days..... 70
Hippodrome—**My Favorite Wife** (RKO), 2nd wk. 100
Palace—**I Was an Adventuress** (20th-Fox).... 50
State—**Typhoon** (Para't) 80
Stillman—**One Million B. C.** (UA) 150

DALLAS

Capitol—**Hitler, Beast of Berlin** (SR), 1st half 125
Capitol—**Island of Doomed Men** (Col), 2nd half. 90
Majestic—**Typhoon** (Para't) 115
Palace—**My Son, My Son** (UA) 110
Rialto—**House of Seven Gables** (Univ), 1st half 95
Rialto—**Two Girls on Broadway** (M-G-M), 2nd half 100
Tower—**Vigil in the Night** (RKO), 2nd wk....100

DENVER

Aladdin—**Johnny Apollo** (20th-Fox); **Free, Blonde and 21** (20th-Fox), after wk. at Denver 100
Broadway—**Irene** (RKO); **Beyond Tomorrow** (RKO), after wk. at Orpheum 90
Denham—**Buck Benny Rides Again** (Para't), 2nd wk. 115
Denver—**If I Had My Way** (Univ); **Alias the Deacon** (Univ) 110
Orpheum—**My Favorite Wife** (RKO); **Saint Takes Over** (RKO) 135
Paramount—**It All Came True** (WB); **King of the Lumberjacks** (WB) 120
Rialto—**One Million B. C.** (UA), after wk. at the Paramount; **Danger on Wheels** (Univ)..100

DETROIT

Adams—**If I Had My Way** (Univ), after wk. at Fox; **Charlie Chan's Murder Cruise** (20th-Fox) 80
Cinema—**Life of Guiseppi Verdi** (SR)..... 70
Fox—**21 Days Together** (Col), plus stage show.150
Michigan—**Typhoon** (Para't); **Dr. Kildare's Strange Case** (M-G-M) 105
Palms-State—**Buck Benny Rides Again** (Para't), after wk. at Michigan; **20 Mule Team** (M-G-M), after 2 wks. at United Artists.... 90
United Artists—**40 Little Mothers** (M-G-M)... 90

Top Hits of the Week

GONE WITH THE WIND—
Chicago 250

LILLIAN RUSSELL—
New York City.....160

IT ALL CAME TRUE—
New Orleans 150

ONE MILLION B. C.—
Cleveland 150

21 DAYS TOGETHER—
Detroit 150

EXTENDED RUNS

Gone With the Wind, 23rd wk., New York City; 18th wk., Chicago.

Rebecca, 8th wk., Los Angeles; 7th wk., Chicago.

Buck Benny Rides Again, 4th wk., New York City, Seattle.

My Favorite Wife, 3rd wk., Seattle.

Primrose Path, 3rd wk., Chicago.

Strange Cargo, 3rd wk., Chicago.

INDIANAPOLIS

Alamo—**Hidden Gold** (Para't); **Mysterious Mr. Reeder** (Mono) 65
Circle—**Typhoon** (Para't); **Beyond Tomorrow** (RKO) 100
Indiana—**Irene** (RKO); **You Can't Fool Your Wife** (RKO) 80
Loew's—**40 Little Mothers** (M-G-M); **20 Mule Team** (M-G-M) 125
Lyric—**Saps at Sea** (UA), plus stage show.... 90

KANSAS CITY

Esquire—**Black Friday** (Univ); **House of Seven Gables** (Univ) 65
Midland—**20 Mule Team** (M-G-M); **40 Little Mothers** (M-G-M) 70
Newman—**Typhoon** (Para't) 85
Orpheum—**My Favorite Wife** (RKO); **British Intelligence** (WB), 2nd wk. 125
Tower—**In Old Missouri** (Rep), plus stage show.100
Uptown—Same as Esquire 70

LOS ANGELES

Chinese—**Waterloo Bridge** (M-G-M); **On Their Own** (20th-Fox) 125
Downtown—**One Million B. C.** (UA); **I Can't Give You Anything But Love** (Univ).....100
Four Star—**Rebecca** (UA), 8th wk. 90
Hillstreet—**Primrose Path** (RKO); **Half a Sinner** (Univ) 125
Hollywood—Same as Downtown 100
Pantages—**Primrose Path** (RKO); **La Conga Nights** (Univ) 125
Paramount—**The Farmer's Daughter** (Para't); **George White's Scandals** on stage.....300
State—Same as Chinese 100

MILWAUKEE

Palace—**Buck Benny Rides Again** (Para't); **Adventure in Diamonds** (Para't) 135
Riverside—**Grandpa Goes to Town** (Rep), plus Hal Kemp on stage 115
Strand—**Primrose Path** (RKO); **Dr. Cyclops** (Para't) 85
Warner—**My Favorite Wife** (RKO); **Beyond Tomorrow** (RKO) 110
Wisconsin—**Waterloo Bridge** (M-G-M); **On Their Own** (20th-Fox) 115

MINNEAPOLIS

Aster—**An Angel From Texas** (FN); **Tear Gas Squad** (WB) 90
Century—**My Favorite Wife** (RKO), 2nd wk....100
Esquire—**Saps at Sea** (UA), 2nd wk..... 90
Gopher—**Dr. Cyclops** (Para't) 125
Orpheum—**Torrid Zone** (WB) 80
State—**Edison, the Man** (M-G-M) 75
World—**Hitler—Beast of Berlin** (SR)..... 90

NEW HAVEN

College—**I Was an Adventuress** (20th-Fox); **The Ghost Comes Home** (M-G-M) 60
Loew-Poli—**Waterloo Bridge** (M-G-M); **Blondie on a Budget** (Col) 105
Paramount—**Buck Benny Rides Aga'n** (Para't); **Framed** (Univ), 5 days, 2nd wk... 50
Roger Sherman—**Irene** (RKO); **Courageous Dr. Christian** (RKO), 6 days.....105

NEW ORLEANS

Center—**French Without Tears** (Para't)..... 85
Globe—**Virginia City** (WB), 2nd run..... 90
Lafayette—**Tumbling Tumbleweeds** (Rep), plus stage show 150
Liberty—**A Bill of Divorcement** (RKO).....100
Orpheum—**My Favorite Wife** (RKO) 100
Saenger—**It All Came True** (WB) 150
State—**20 Mule Team** (M-G-M).....145

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 23rd roadshow wk. 100
Capitol—**Waterloo Bridge** (M-G-M) 125
Criterion—**Hell Below** (M-G-M), reissue.....120
Globe—**I Was an Adventuress** (20th-Fox)..... 90
Paramount—**Buck Benny Rides Again** (Para't), 4th wk., plus stage show 95
Radio City Music Hall—**My Son, My Son** (UA), 2nd wk., plus stage show 90
Roxy—**Lillian Russell** (20th-Fox), plus stage show 160
Strand—**Torrid Zone** (FN), plus stage show....115

OMAHA

Brandeis—**Torrid Zone** (FN); **Babies for Sale** (Col) 120
Omaha—**Typhoon** (Para't); **Night of Nights** (Para't) 110
Orpheum—**Raffles** (UA); **Stardust** (20th-Fox)..100

PITTSBURGH

Alvin—**Dark Command** (Rep) 90
Barry—**Saint's Double Trouble** (RKO); **East Side Kids** (Mono) 70
Fulton—**Alias the Deacon** (Univ); **Zanzibar** (Univ) 60
Penn—**Primrose Path** (RKO) 80
Ritz—**French Without Tears** (Para't); **Adventure in Diamonds** (Para't) 40
Senator—**If I Had My Way** (Univ), 2nd d. t. wk. 75
Stanley—**Dr. Cyclops** (Para't), plus stage show. 60
Warner—**Buck Benny Rides Again** (Para't), 2nd d. t. wk. 85

PORTLAND, ORE.

Broadway—**If I Had My Way** (Univ); **Over the Moon** (UA) 90
Liberty—**Doctor Takes a Wife** (Col); **Outside the Three Mile Limit** (Col), 2nd wk..... 85
Mayfair—**20 Mule Team** (M-G-M); **Two Girls on Broadway** (M-G-M) 100
Orpheum—**Isle of Destiny** (RKO); **Enemy Agent** (Univ) 85
Paramount—**Dr. Cyclops** (Para't); **Viva Cisco Kid** (20th-Fox) 85
United Artists—**Edison, the Man** (M-G-M); **La Conga Nights** (Univ) 90

SALT LAKE CITY

Capitol—**Saps at Sea** (UA); **Remember the Night** (Para't) 105
Centre—**Typhoon** (Para't) 105
Studio—**Edison, the Man** (M-G-M), 2nd wk...125
Utah—**Dr. Cyclops** (Para't); **Those Were the Days** (Para't) 105

SEATTLE

Blue Mouse—**My Favorite Wife** (RKO), 3rd wk.. 90
Fifth Avenue—**Edison, the Man** (M-G-M); **Curtain Call** (RKO) 90
Liberty—**Man With Nine Lives** (Col); **Island of Doomed Men** (Col) 90
Music Box—**Buck Benny Rides Again** (Para't); **Honeymoon Deferred** (Para't); 4th wk..... 85
Orpheum—**Typhoon** (Para't); **Marines Fly High** (RKO), 2nd wk. 90
Palomar—**An Angel From Texas** (FN); **In Old Missouri** (Rep) 85
Paramount—**20 Mule Team** (M-G-M); **Opened by Mistake** (Para't) 90

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Columbia

Mr. Smith Goes to Washington

Played this one too late. Good picture. Nothing but comments, why don't Capra give us more like this? Business good. We have to give Columbia credit for producing a good one. Sun., Mon. Weather: Fair, warm. Admission: 25-10. Town and rural patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

Man They Could Not Hang, The

Here is one exhibitor who wished he had been hung. Absolute flop with us. Mon., Tues. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

U-Boat 29

I can say nothing good for this picture, poor story, acting below par, it got nothing but complaints. Leave this picture off your date book. Picture was as empty as the house, a swell money loser. Fri., Sat. Weather: Fair. Admission: 25-10. Town and rural patronage. Population: 670. Capacity: 408.—Jack Story, Mary Agnes, Jamestown, Ky.

First National

Fighting 69th

The best yet in war pictures. Put Cagney and O'Brien in them and they click in these parts. Best weekend business since "Roaring Twenties." Everybody enjoyed it. Sun., Mon. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Metro-Goldwyn-Mayer

Balalaika

Excellent musical, but doesn't seem to go over in a small town. Nelson Eddy best yet and a pleasing and beautiful Ilona Massey. Frank Morgan and Charlie Ruggles well liked. Good story, beautiful settings, but too much singing in foreign tongue. Business: Zero, partly due to this being our first Sun.-Mon. show since January 1. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Congo Maisie

Played on Bank Night. Fair business. Fair picture. Not as good as "Maisie." Could be played on weekend fairly well. Wednesday. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Congo Maisie

A nice program picture. Pleasing but very light. Sun., Mon. Weather: Fair. Admission: 15-10. Rural and general patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ariz.

Judge Hardy and Son

Mickey is still my favorite drawing star. Good picture. That southern lass sure tried to smear the drawl of the south. Good business, that's what counts. Sun., Mon. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Northwest Passage

An excellent Technicolor picture that didn't do as well at the boxoffice as I had anticipated. The head-eating sequence was rather gruesome and would have been much better omitted. Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Secret of Dr. Kildare

We believe this to be the best of the "Kildare" series, thus far. Our patrons talked much about it and they like Lionel Barrymore and Lew Ayres. Business was fair. Thurs., Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Shining Hour, The

Not good fan fare for small town. The only thing that saved it for us was our beauty fashion parade. Wed., Thurs. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Shop Around the Corner

This is one of those far fetched "Lonely Hearts Club" stories. The customers took it with a pinch of salt and let it go at that. Sun., Mon. Weather: Fair. Admission: 15-10. Rural and general patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ariz.

Strange Cargo

A good action picture with enough of the sinister and the unusual to give it appeal. Devil's Island has a certain negative glamour in the popular imagination anyway and a well selected cast helps to make the turnstiles click. Some of the scenes lack reality, but let that pass. Sun., Mon., Tues. Population: 1,250. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Young Tom Edison

This was a very fine picture which was well received by the people and did above average business at the boxoffice. Virginia Weidler added decidedly to the picture. More shows like this and we could discontinue double bills. Sun., Mon., Tues. Population: 1,250. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Paramount

Law of the Pampas

I have seen worse pictures, but at the present I can't remember where. Saturday. Weather: Fair. Admission: 15-10. Rural and general patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ariz.

Light That Failed, The

Paramount sure fell down on this one. It's a shame that such sure-fire story material should be so wasted in its transition to the screen. Audience: Just sat there and acted bored. Went out yawning. Boxoffice: No good.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Remember the Night

A nice little show that held to our usual gross for preferred playing time. The allocation was too high, but they don't make enough good ones, so they use some of the small ones to fill out Sun., Mon. Weather: Clear. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Remember the Night

Here is one that is pure entertainment. Hope Paramount keeps up the good work. It's full of subtle stuff. Audience: Enjoyed it tremendously. Boxoffice: About average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Road to Singapore

Here is another one of those pure entertainment hits. Not much sense to the story and you couldn't believe a bit of it but good entertainment just the same. Audience: Liked it. Boxoffice: Considerably above average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Sidewalks of London

Quite a few came to see Vivien Leigh the first night but they didn't think much of the picture and business was off next night. Only the intelligentsia really appreciate Laughton and there's only a handful of them. Fri., Sat. Population: 1,250. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Union Pacific

Although old, we enjoyed good biz. Mon., Tues. Weather: Rain. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Republic

Forged Passport

Suitable for double bills on weekend. We did well with a western. Fri., Sat. Weather: Cool. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Main Street Lawyer

A rather colorless production that was really not a bad show; just one that no one got very excited about either way. Very few came to see it, although many patrons have a good opinion of Ellis as an actor. Wed., Thurs. Population: 1,250. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Rovin' Tumbleweeds

Frog has as many fans as Gene here. They say Gene is too "polished." As long as they're together everything is dandy. Good business, good picture. Fri., Sat. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

RKO Radio

Marshal of Mesa City

This is without a doubt the best western George O'Brien has ever made. Saturday. Weather: Fair. Admission: 15-10. Rural and general patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ariz.

United Artists

Cowboy and the Lady

This was too old and I was afraid. It really hit the spot. Drew the western fans with its name and they all liked it. Good comedy all the way. Wednesday. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Lion Has Wings

The worst fraud that has been perpetrated on the exhibitor in many a year. The picture is pure propaganda and has no entertainment or interest value. Only the most genteel and lady-like failed to mention their displeasure as they left. Frankly it was awful. Thurs., Fri., Sat. Population: 1,250. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Universal

It's a Date

A picture that will please any type of audience 100 per cent. It deserves your best playdate. Thurs., Fri. Weather: Cloudy and cool. Admission: 15-10. Rural and general patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ariz.

My Little Chickadee

A nice little comedy with average attendance. Thursday. Weather: Fair. Admission: 15-10. Rural and general patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ariz.

Warner Bros.

Pride of the Blue Grass

Swell little picture. Played on Bank Night. Fair business. Wednesday. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

20th Century-Fox (——) 127 Minutes Rel. ————

As glittering and glamorous as the period in which she reigned is the celluloid story of the colorful woman who dominated the American theatre during the closing decades of the last century. Reflecting in every detail the meticulous care and unstinting budget which were invested in its making, this is a stimulating, impressive, dramatic and tuneful feature, whose myriad entertainment assets completely overshadow the liberties taken with biographical accuracies. Producer Gene Markey hand-picked his cast with an eye to talent and boxoffice magnitude, with particularly outstanding performances registered by Alice Faye, in the title role, Henry Fonda, Edward Arnold and Helen Westley. Irving Cummings' direction is a flawless example of this reliable pilot's steady-handed work, bringing forth the utmost in dramatic power from every situation.

Alice Faye, Henry Fonda, Edward Arnold, Don Ameche, Helen Westley, Warren William, Leo Carrillo.

Lillian Russell F Biographical Drama

M-G-M (40) 70 Minutes Rel. June 7, '40

Nick Carter has developed into quite a smoothie since the dim, distant days when he was wont to hide behind a million geographies. But in the transition he has lost nothing of the universal appeal he possesses for thrill seekers of all ages. Thus his second film adventure in the current series can be catalogued as a very worthwhile adventure melodrama. There is nothing of the nickel paper-back atmosphere in the production qualities of the feature. It is substantially mounted, delineated by a group of established players, written and directed with an experienced and practical eye toward the boxoffice. Walter Pidgeon is breezily convincing as the fictional super sleuth, who, in this chapter, devotes his attentions to breaking up a Central American sabotage and insurance racket. Directed by Jacques Tourneur.

Walter Pidgeon, Donald Meek, Joseph Schildkraut, Florence Rice, Nat Pendleton, John Carroll, Steffi Duna.

Phantom Raiders F Melodrama

Universal (——) 72 Minutes Rel. ————

Whatever else may be said for this, there is certainly no lack of action or dearth of those tried and true elements which have always drawn in the kid trade before; and, consequently, may be expected to exert the same appeal again and again. It is noisy, not too original, but is frequently funny in an obvious manner and can be relied upon to stand up for its own rights in the program division. Some of the original "Dead End Kids" have been blended in with the "Little Tough Guys," but both groups are rapidly attaining maturity and for this reason probably are reaching the end of their vogue as rambunctious juveniles. Wasted in an inconsequential role that could easily have been handled by the most unassuming stock player, Nan Grey shows up well in the faint romantic element. Joe May directed.

Billy Halop, Huntz Hall, Gabriel Dell, Rosina Galli, Nan Grey, Henry Armetta, Bobby Jordan, Joe King.

You're Not So Tough F Comedy Melodrama

Warner Bros. (405) 91 Minutes Rel. June 15, '40

"Brother Orchid" is the kind of entertainment that will leave audiences with an inner feeling of having seen a great artist in a great role in a great production. Edward G. Robinson is back in the rackets. But before he is through he has taken the robes of a religious order that grows flowers. It is mostly on the light side but at times travels in reverse from the ridiculous to the sublime. It is the story of a racketeer who is looking for "class." He fails to find it in Europe. Only after he is taken for a ride by his successor does he find what he has been looking for, much simpler and not immediately apparent. The tale is well rounded, written with clever imagination. The ticket dispenser is due for a workout. Lloyd Bacon directed.

Edward G. Robinson, Ann Sothern, Humphrey Bogart, Donald Crisp, Allen Jenkins, Ralph Bellamy.

Brother Orchid F Comedy Drama

Paramount (——) 81 Minutes Rel. June 14, '40

When "Safari" is in the field it is an interesting departure from the average production, due to its African locale. When it attempts to be drama it is too talkative, a little false and not quite up to snuff. Performances are first rate from such worthies as Madeleine Carroll, Douglas Fairbanks jr. and Lynne Overman. The latter has the humorous role of a Scotsman given to trading and philosophizing. Miss Carroll pops into M'pala on Tullio Carminati's yacht. She falls for Fairbanks on a game hunting trip into the interior. Carminati does not like it at all and sets out to prove it. Following a mishap with a lion, Miss Carroll thinks she has the real thing in Fairbanks who, in his recuperative state, is brought around to give up his single blessedness for domesticity. At best it is fair. Edward H. Griffith directed.

Madeleine Carroll, Tullio Carminati, Muriel Angelus, Lynne Overman, Billy Gilbert.

Safari F Drama

Republic (——) 70 Minutes Rel. June 6, '40

At any time and under any circumstances this story of the indomitable bravery of nurses behind the front-line trenches, their hopes, fears and romantic entanglements, would command attention as a strong contender for substantial patronage and enthusiastic audience reception. Given the additional impetus of current world affairs, it is highly improbable that the picture can miss the hit class, particularly if treated to the intensive merchandising indicated by its inherent entertainment qualities. The story is wisely constructed and phenomenally prophetic in its timeliness; the cast—with Elsie Janis, Wendy Barrie and Patric Knowles very impressive in the top lines—is excellent; and production and direction, contributed by Sol C. Siegel and John H. Auer respectively, are definitely of big league calibre.

Elsie Janis, Wendy Barrie, Patric Knowles, Mae Clarke, Dennie Moore, Dorothy Peterson, Billy Gilbert.

Women in War F Melodrama

Paramount (3940) 82 Minutes Rel. July 5, '40

A soundly conceived and executed example of the tear-jerking technique, this should score solidly in those situations where audiences demand huge chunks of heartbreak and despair in their entertainment diet. Perhaps its most noticeable weakness is the almost complete lack of alleviating touches of humor which would have widened its appeal for every type of theatregoer. Akim Tamiroff, dominating the cast, presents a superlative character study in the role of a man whom the fates battered about unrelentingly, while Gladys George, as his wife, also turns in a well-shaded performance. Considering the minor key in which he was forced to work, Director Louis King managed his assignment well. The picture is, of course, a re-make of one of the later silents in which Emil Jannings was starred.

Akim Tamiroff, Gladys George, Berton Churchill, Muriel Angelus, William Henry, Douglas Kennedy.

The Way of All Flesh F Melodrama

20th Century-Fox (049) 67 Minutes Rel. June 28, '40

Another chapter in the adventures of the mythical border-Robin Hood, this fails to take advantage of the possibilities afforded by its budget and cast, summing up as a very ordinary western which can hope for enthusiasm from only the more rabid action fans. The story is, definitely on the stereotyped side and attempts to incorporate so many sagebrush cliches that at times it approaches burlesquing the time-honored hoss opera. Indeed, with each succeeding picture since Cesar Romero was handed the title role, the series is veering further away from the splendid entertainment the "Cisco Kid" films yielded with Warner Baxter as the bandit. This time Romero exposes a corrupt judge, who has designs on a widow's ranch because it controls the water supply. H. Bruce Humberstone's direction lacks smoothness and timing.

Cesar Romero, Mary Beth Hughes, Dana Andrews, Evelyn Venable, Chris-Pin Martin, Willard Robertson.

Lucky Cisco Kid F Western

Columbia (1112) 73 Minutes Rel. June 3, '40

Dealing as it does with the Fifth Column, as employed by the Germans in the current European fracas, this one is red hot for the live exhibitor who will push it. Made in England, there is a patina of authenticity in the backgrounds, and the work of Edmund Gwenn, Paul von Hernried, Mary Maguire and Geoffrey Toone adds much to the reality of the incidents. Von Hernried employs the brother of Miss Maguire in order to be around her. She falls in love with him and, despite his foreign background, he edges his way into the home. Later he installs a high-powered radio there under the pretense he is doing it for the boy's sake. Contact with German headquarters are made, and the parachutists and bombers get to work in a drive on England. The last two reels are full of excitement. Albert De Courville directed.

Edmund Gwenn, Mary Maguire, Paul von Hernried, Geoffrey Toone, Richard Ainley, Desmond Tester.

Mad Men of Europe A Espionage Drama

SELLING ANGLES: **"You're Not So Tough"**

The "Dead End Kids" should rate marquee attention. Point out in advertising and exploitation that the picture somewhat resembles "The Grapes of Wrath" in theme. The regeneration motif in which the kids are brought around to a respect for law and justice suggests special showings for civic leaders, jurists, the mayor and other civic notables. Make over lobby and theatre front to resemble a shanty-town. Stage a contest to find the "toughest kid in town."

CATCHLINES:

Wise in the Ways of the Hobo Trail . . . These Kids Thought the World Owed Them a Living . . . And Tried to Collect the Easy Way.

The "Dead End Kids" Are Here Again . . . Hard-Boiled . . . With Hearts as Soft as Mush.

SELLING ANGLES: **"Women in War"**

Don't fail to cash in on the timeliness of this offering in view of current widespread interest in developments abroad. Elsie Janis, well-known entertainer during the last war, should be given the marquee credits along with Wendy Barrie and Patric Knowles. Dress usherettes as Red Cross nurses and impart a "front-lines" atmosphere to the lobby by piling up sand bags, guns, etc. Build up eye-catching lobby easels and mailing pieces through the use of newspaper headline blowups reporting current war developments.

CATCHLINES:

Unsung Heroines in a World Gone Mad . . . They Turn Cowardice Into Courage . . . Despair Into Hope.

Torn From the World's Searing Headlines . . . The Story of Women Who Stand Shoulder to Shoulder with Their Men . . . In a Battle Against Despair.

SELLING ANGLES: **"Mad Men of Europe"**

The rightful title for the picture should have been "The Fifth Column," but because of a play by the same name that could not be done. However, the exhibitor who boasts about his showmanship now has a chance to show his wares. The headlines daily scream about some of the incidents which are shown in this picture. Tie-ups with local radio stations after news broadcasts on the international situation, ballyhoo trucks blaring the headlines and plugging the playdate, cards at newsstands and recruiting offices should be arranged.

CATCHLINES:

See the Fifth Column in Operation . . . This Will Open the Eyes of Every American.

Should America Prepare for War? See This Picture and Decide for Yourself.

SELLING ANGLES: **"Phantom Raiders"**

Prepare a large compo-board facsimile of one of the early "Nick Carter" pulp thrillers to be mounted above the marquee or as the lobby center-piece. Conduct a search for old "Nick Carter" novels and offer prizes and free admission to patrons who lend you one or more for lobby display. Give the marquee credits to Walter Pidgeon, and have the house artist design a layout of famous screen sleuths—Charlie Chan, Philo Vance and the like—with Nick Carter dominating the display.

CATCHLINES:

A Hidden Menace Endangering America . . . Uncovered by Nick Carter . . . The Greatest Man-Hunter of 'Em All.

Nerveless Nick Carter . . . Favorite of American Thrill Fiction . . . In Another Spine-Tingling Adventure.

SELLING ANGLES: **"Safari"**

A film set in an African locale calls for dressing the theatre attendants in khaki shorts, with helmets and the like. It will be easy to tie in with stores handling women's wear. Miss Carroll wears a half dozen different fashions in slack suits that will carry on where they left off last summer. There are effective stills from the story to attract interest. Exploitation of the leads is important. There is special art for Overman in the nature of caricatures. The women's angle should be played up thoroughly. A little effort should do the trick adequately.

CATCHLINES:

In the Heart of the Jungle She Found Her Heart's Desire.

A Thrilling Love Team in the Year's Great Jungle Thriller.

SELLING ANGLES: **"Lucky Cisco Kid"**

Plug the "lucky" phrase in the title by announcing that "The 'Lucky Cisco Kid' will bring you luck" on the outside of mailing pieces, with astrological horoscopes on the inside. Send a "Cisco Kid" in colorful caballero costume around town on horseback. Stills of Cesar Romero with his guitar can be planted in display windows of music stores. Tack up posters proclaiming that the "Lucky Cisco Kid" is "wanted."

CATCHLINES:

It's Bad News for Bad Men . . . As the Rogue of the Rio Grande Sweeps Recklessly Into Danger.

Friend of the Friendless . . . Whom Women Adored and Bad Men Feared . . . That's the Rollicking Rogue of the Rio Grande.

SELLING ANGLES: **"Lillian Russell"**

Sell Alice Faye, Don Ameche, Henry Fonda and Edward Arnold as the cast headliners. For street ballyhoo, dress a boy and girl in "Gay Nineties" attire and parade them around town on a tandem bicycle. Strive for the 1890 atmosphere in lobby decorations. Many "then and now" displays are suggested, with furniture, male and female fashions, hats, automobiles, etc., with various local dealers. Dress usherettes in big, plumed hats and gowns of the Lillian Russell period. See exchange for commercial tieups available.

CATCHLINES:

Lillian Russell . . . Loved by All Men . . . Envied by All Women . . . The American Theatre's Most Fascinating Figure.

The Stirring Story of the Fabulous Beauty Who Had Broadway at Her Feet for Three Generations.

SELLING ANGLES: **"Brother Orchid"**

Coming closely after "Dr. Ehrlich" this one will be quite an agreeable surprise. Audiences will have to be led up to it gradually, or they may fall right into the "Little Caesar" mood. It is Robinson's picture, but much credit goes to the backfield performers. The yarn is based on a "Collier's" short story by William Connell. The flower angle is worth looking into. Go to town with it in any event; it's big time entertainment for big time money.

CATCHLINES:

He Laughed, Loved and Searched His Way Across the World . . . Only to Find What He Wanted Was Nearby.

You've Had "Little Caesar" Now You'll Have "Little Johnny" Sarto, Class Hunter Extraordinary . . . He's Edward G. Robinson in an Outstanding Performance.

SELLING ANGLES: **"The Way of All Flesh"**

Give Akim Tamiroff an exploitation buildup in the starring role, hailing him in advertising and lobby easels as the screen's greatest character player. Hold a special matinee performance at special rates for the feminine trade for whom the picture will probably exert a greater appeal than for the men. Conduct a contest in which patrons review the picture, with prizes going to the best amateur criticism, which might be used in the newspaper advertising campaign.

CATCHLINES:

A Dramatic Thunderbolt . . . This Story of a Man Who Meant No Harm . . . And Paid All His Life for One Mistake.

A Lifetime of Torture and Despair . . . Torn From His Family and Friends . . . For One Small Error.

Universal (4062) **55 Minutes** **Rel. Apr. 5, '40**

"Riders of Pasco Basin," for the most part, is too talky. This is probably due to the ramifications of the story which tells of the attempted swindle of the ranchers of the locality by a loan shark. It seems he has an irrigation project which he is promoting among the gullible folk. That is, until Johnny Mack Brown begins to interfere with his scheming. Peaceful argument on the part of Brown fails to convince the settlers of the dirty deal they are heading into so he organizes a vigilante group to forestall activity on the part of the crooks. Much happens along murder, shooting and fighting lines, together with plenty of riding before Brown catches up to and corrals the escaping master minds responsible for the trouble. It's adequate western fare, but not quite true to tradition. Directed by Ray Taylor.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Frances Robinson, Arthur Loft.

Riders of Pasco Basin F Western

Monogram (3964) **52 Minutes** **Rel. May 2, '40**

Jack Randall barges in and buys a piece of ranch land backed up against a mountain range on the border, a piece of property nobody seems to want and which is the gateway to flooding of Mexican cattle duty free into the U. S. His presence not being wanted by the illegal traffickers, thus sets the stage for this short story. It's not too active for a western, and could have done with more goings-on at the hands of Tom Gibson, the author, and Raymond K. Johnson, the director. Louise Stanley, real life frau of Randall, is his leading lady, with Frank La Rue and Glenn Strange most active sideman. Mistake to let Strange sing with his hawg-calling baritone, but it's supposed to be funny anyway. Fate seems fixed at moderation, both as kid and adult action pleaser.

Jack Randall, Louise Stanley, Frank LaRue, Glenn Strange, Bud Osborne, George Chesebro, Steve Clark.

Land of Six Guns F Western

Syndicate Exchange (SR) **67 Minutes** **Rel. June, 1940**

Here is a satisfactory bundle of action entertainment that also has to its credit a good production background. Although none of the performances rise above the necessary level of conviction to put the story over with some semblance of realism, they do fill the bill. In this police drama, the audience will learn much of what goes on behind the closed doors of law and order from training school to uniform. Basically it concerns a young man, son of an inspector who is killed after he unearths evidence that will convict a gang of racketeers. The young man, seeking his father's murderers, gets into hot water with the authorities, his girl and his friends. But eventually he gets around to his purpose. It all works out in good style. Sherman Scott directed.

Gordon Jones, Joyce Compton, J. Farrell MacDonald, Craig Reynolds.

I Take This Oath F Drama

Columbia (1213) **59 Minutes** **Rel. May 2, '40**

Bill Elliott, up to now only a fair action house draw, should by this picture become more important as a box-office personality. The picture will take selling, because Elliott has amassed only fair popularity so far, hence it is to the interest of the exhibitor, Elliott, and both their futures, to get as many people in to see his latest effort with an eye to establishing him. He's a two-gun slinger, drafted by his state's governor, and he establishes an arm of the law by setting up a staff of rangers recruited from the gunmen in the state prison, payoff for their services to be their complete pardon. Possibilities of such a script were good, and both Director Joseph H. Lewis and Writer Charles Francis Royal made the most of it. Action is maintained throughout the picture, and it appears to have possibilities for better than average business if worked on.

Bill Elliott, Iris Meredith, Deb Taylor, Raphael Bennett, Francis Walker, Ernie Adams, Stanley Brown, Al Hill.

Man From Tumbleweeds F Western

Monogram (3928) **56 Minutes** **Rel. Apr. 15, '40**

James Newill, screen hero of the Laurie Yorke Erskine stories about Renfrew, the mountie, takes another northwest adventure in stride and streamlined crooks into the bastille in this picture. A scientist has perfected a power radio beam, which is able to nullify the mechanics of an airplane engine, and he's grabbed by an organized crime ring to prey on shipments of gold by air. Newill, with his mountie pal, Dave O'Brien, indulge in a fairly thrilling hunt, which is climaxed by Newill risking himself as a target to spot the destroying beam. Louise Stanley, the girl; Ted Adams, one of the principal crooks, and Dwight Frye, handler of the beam, make most of the things happen. Choice spotting will be the weekends, aim being for youthful consumption. Music is incidental, although Newill has fair pipes. Directed by Ralph Staub.

James Newill, Dave O'Brien, Louise Stanley, Ted Adams, Snub Pollard, Dwight Frye.

Sky Bandits F Outdoor Action

Alliance Films (SR) **58 Minutes** **Rel. ————**

The talents of a Hitchcock would make "Hidden Menace" show up in black in the account books. As it is a fairly good story idea is treated with little imagination, is poorly performed by rather well-known players and the photography evidences need of an exposure meter. This is a story of love, hate and drama occurring among people who make up in Europe what is called variety. Here it is vaudeville and its requiem has been sung. The general trend of the story deals with the love of a magician, Otto Kruger, for a dancer, Gertrude Michael. The dancer loves an acrobat, John Clements. To thwart their love, Kruger uses a machine that renders a tightrope invisible just when the acrobat is about to risk his neck. Eventually, he is found out and the tangled romance is culminated.

Otto Kruger, Gertrude Michael, John Clements, Patrick Barr, Barbara Blair.

Hidden Menace F Drama

Monogram (3925) **59 Minutes** **Rel. Feb. 28, '40**

Five years ago Gaumont British produced and released this film as "Born for Glory." It details the personnel and ships of the English Navy and has for a story one which follows the usual service-patriotism pattern. The alert exhibitor will see it as an opportunity to draw patrons in by pointing up current news. The scenario offers a seaman who, single-handedly, brings about the demise of a German warship after he has been taken prisoner. There is plenty of seagoing action, but the one note that strikes the loudest, and with most effect, is that of man's inhumanity to man—clearly indicated when the hero shoots down a German sailor who had befriended him on shore. Obviously intended as propaganda, the production seems to defeat its purpose.

Betty Balfour, John Mills, Barry Mackay, Jimmy Hanley, Howard Marion-Crawford.

Torpedo Raider F Propaganda Drama

Columbia (1035) **65 Minutes** **Rel. May 14, '40**

Apparently there is a dearth of new angles to prison film plots, so the producers of this item have rehashed a standard set of events and dished them out under the title of "Men Without Souls." For story it has John Litel, a new chaplain who comes to the prison to find conditions there quite justifiable for Barton MacLane's actions along riot lines. Then comes Glenn Ford who is jailed on a scheme of his own. He wants to avenge the killing of his father, a renegade banker, by a cruel guard. Ford is framed for the murder of the guard in question. He is tried and duly sentenced. Awaiting execution, Ford is saved by another attempted break by MacLane who confesses to the murder as he lies dying. All in all it's familiar, poorly acted and just a programmer.

John Litel, Barton MacLane, Rochelle Hudson, Don Beddoe, Cy Kendall.

Men Without Souls F Prison Drama

Film Alliance (SR) **54 Minutes** **Rel. ————**

This is early vintage Herbert Wilcox. Its chief players are Tullio Carminati and Lilli Palmer. The story is set in 1914 and concerns an Italian officer who marries an Austrian girl. Comes war, and the girl is outlawed by the people in her husband's town. Her brother appears as a spy and is killed. She runs away. Years later the officer, singing in night spots, meets his estranged wife and they reconciliate. At its best, it is pretty meagre stuff, poorly performed and seldom capable of holding interest. The supporting cast makes the action outlandish due to the prevalence of English diction from theatrical Austrians, Italians and Africans. The musical content is chiefly made up of Strauss waltzes and continental ditties d'amour.

Tullio Carminati, Lilli Palmer, John Garrick, Alice O'Day.

Suicide Legion F War Drama

SELLING ANGLES: **"I Take This Oath"**

A lively campaign on police work and methods should accompany this one. Contact local authorities for their opinions on the general theme of the film. Plug the Irish sentimentality of the story in prepared releases to newspapers. Arrange to have handbills inserted in detective story magazines at the newsstands. A good arrangement of posters and stills in the lobby and in various neighborhood stores should prove attractive. Tie in with a shooting gallery—the film has a marksmanship angle.

CATCHLINES:

They Killed His Father . . . And He Had to Join the Force to Catch Them.

He Lost His Father, His Girl and Almost His Life When He Started to Get a Line on a Gang of Racketeers.

SELLING ANGLES: **"Hidden Menace"**

Where this one is played, the exhibitor might concentrate on garnering the first day business and then using his own judgment dependent upon audience reaction. For exploitation gags he could promote an amateur sleight-of-hand and magician contest. Emphasize in publicity the apparatus that causes the tightrope to disappear at the psychological moment. It's a phoney, of course, but will probably make good pseudo scientific copy. The film is an English production.

CATCHLINES:

He Couldn't Have Her So He Decided Nobody Else Would Get Her.

Life and Love in the Theatre World . . . With Death the Reward for Love.

SELLING ANGLES: **"Suicide Legion"**

If he has to play this one the exhibitor should employ the opportunity offered by the present state of international affairs. It is an airplane film for a brief period. Dig up that dummy plane from the cellar and tie it on the roof of the marquee. Have the propeller spinning. Blow up the attractive stills of Miss Palmer and an unidentified dancer, who gives out rather well. Get the music stores to plug Carminati records along with posters. Dress the doorman as an aviator. Made in England.

CATCHLINES:

Two Hearts in International Time . . . They Beat Happily Until War Tears Them Asunder.

He Married Into the Enemy Camp . . . And Lost His Love When His Country Won.

Reunion in the Ashes of War.

SELLING ANGLES: **"Land of Six Guns"**

Jack Randall is the best for marquee and ad faith as the lure for boxoffice, and outside of his record, the film has no hope of magnetism. Dusting off the usual western picture whoop-te-do for the lobby, offering a candy prize for early arrivals, and otherwise giving the flicker a shot in the arm, will bring the gate out average or better. By no means book it at any other time than the weekend, even if summer is coming on. Saturday spenders are best bets for it.

CATCHLINES:

Smugglers and Jack Randall, Unlike Oil and Water, Mix—and Plenty!

SELLING ANGLES: **"Sky Bandits"**

Renfrew series is pretty well established now, this being around the dozen mark for the mountie scampers in the north woods, so selling on the marquee and in the ads should emphasize Renfrew rather than any of the principals to generate most money effect at the boxoffice. Anything which may be dreamed up in the way of lobby novelties to attract youngsters will be found important to this film's success. Ads should recall to memory of potential patronage, the previous interesting adventures of Renfrew, planting the idea that a miss is a loss.

CATCHLINES:

Renfrew, Target and Bait in the Trap for Scientifically Armed Crime Ring, Has His Toughest Case!

Gold and a Girl . . . And Renfrew, the Mountie, Goes Into One of His Wildest Adventures!

SELLING ANGLES: **"Men Without Souls"**

The exhibitor will have to utilize the tried and tested methods of exploitation along penal film lines to put this one over with his patrons. Attempt to plant the prepared pressbook stories along with the theatre's advertising. Plug it as an expose of prison life, conditions and inmates. Post the lobby with action stills. Where there is unlimited telephone service have the operator call a list of patrons and deliver a spiel on the film. Get the local paper to assign a man to ask questions along Inquiring Reporter lines about the social acceptance of ex-convicts.

CATCHLINES:

Men Without Hope Battling a Man Without Fear.

Thrills Thunder Across the Screen as Terror Flares in the Big House.

SELLING ANGLES: **"Riders of Pasco Basin"**

For this one, look into the Johnny Mack Brown file and dig up the various exploitation aids which include a cartoon coloring contest for one shot insertion in newspapers; an action display showing Brown on a rearing horse, lifesize; stagecoach street ballyhoo; the reliable membership among youngsters in the Johnny Mack Brown Club; a letter throwaway. Also feature Bob Baker. Autographed photos of Baker and Brown will help.

CATCHLINES:

Battling Buddies . . . They Love the Same Girl . . . But They Unite When Trouble Comes.

With Fist, Fire and Leather They Drive the Crooks and Their Phoney Scheme Out of Pasco Basin.

SELLING ANGLES: **"Man From Tumbleweeds"**

Elliott, after lackadaisical start in westerns, finally appears to have the makings of a frontier hero for series pictures. He brings an unusual personality to the screen, having been formerly on some of the major lots in sophisticated roles. His histrionic knowledge, polished manner, and general delivery make him different in western ranks. Besides making much of him as a suddenly blooming western hope in ads and on marquee, every trick of the crowd-luring game should be tried to get him a major audience. He appeals to both kids and grown-ups, so one should not be passed up at the expense of the other.

CATCHLINES:

Wild Bill Saunders . . . He Blazed a Trail of Safety on the Frontier, Marked by Outlaw Dead.

SELLING ANGLES: **"Torpedo Raider"**

There is a wealth of material on the British Navy in newspaper files and magazines that could profitably be dug up to aid in putting this one over. The title has little relation to the content. John Mills appeared in "Goodbye, Mr. Chips." That has potentialities. Consult the "Life" magazine story on the British Navy for exploitation tips, blowups and the like. Also bring up from the cellar the standard props that usually go with a maritime production but this time emphasize the martial note.

CATCHLINES:

A Salty Saga of the Battle-Churned Deep . . . Of the Boys Who Man the Fortresses of the Sea.

The Ships and Sailors That Ever Guard an Empire.

Destruction Prowls the Deep . . . And Men Sail to Halt It.

Advises Keeping Cool For Summer Business

CHICAGO—Exhibitors planning summer campaigns to attract patrons into cool theatres might listen to what Charles H. Ryan, who edits the Warner *Exploitation Bulletin,* has to say about it.

"Don't sell yourself the idea that the public does not want pictures in the summer . . . that's all bosh! Big business is done by the movies at summer resorts and generally these resorts are in small towns where theatres are usually small and stuffy.

"Keep your cashier cool. Use a small electric fan in the boxoffice to have her appear comfortable, for she is the first person your patrons meet. If she is cool she will help sell your cool theatre. Keep a few cut flowers in a vase in the cashier's booth and about the foyer and mezzanine. These can be promoted free of charge.

"Promote ferns, etc., to be used as hanging pieces from your canopy if this is at all feasible. They should be watered daily.

"Don't use 'hot' colors on your lobby cards. Avoid red shades, orange, etc. Don't forget green is the coolest of all colors, with blue the runnerup."

Co-op Ads for "Path"

HARTFORD—Co-op ads featured the campaign to sell "Primrose Path" here and in Meriden. Here Assistant Manager Sidney Kleper of the Palace tied up with a hairdresser on an ad, and in Meriden, William Scanlon, assistant manager, promoted a beauty shop co-op ad and a four-day classified contest in the *Journal.*

Display Scenes From New Films

HARTFORD—Manager Jack A. Simons, Loew-Poli, has installed a new lobby display at the theatre which shows scenes from forthcoming films.

Imprints Ads to Tell of Color

Des Moines—A suggestion exhibitors in small towns may find profitable to duplicate in marketing color pictures is made by Frank Rubel, formerly vice-president of Pioneer Theatre Corp., in the current issue of "News and Views," Technicolor publication.

Says Rubel: "In our regular newspaper ad we leave a space for the words 'In Technicolor.' As the papers come off the press, these words are stamped in by hand in red or any other color. This is a very simple operation for newspapers of less than 10,000 circulation."

Rubel reveals that advertising the color in so embellished films, always has enabled the theatres to "cash in."

NUGGETS

A RECENT charity ball held at the YWCA in Lexington, Ky., promoted by Wally Allen at Schine's Kentucky Theatre for the "Gone With the Wind" showing, and an impersonation contest of stars of the film aroused unusual interest, getting page one space in the daily papers. Confederate uniforms borrowed from the University of Kentucky were worn by the ushers.

•

To promote "Strange Cargo," Harold Sachse, manager of the Kiva at Slater, Mo., put out a Santa Claus on the street carrying a sign, "I have returned to Slater to see 'Strange Cargo' at the Kiva Theatre, Sunday and Monday."

•

Warner's Sheboygan in Sheboygan, Wis., promoted a full page cooperative newspaper advertisement to advertise "My Favorite Wife." Each of the eight merchants' advertisements contained one or more words with letters omitted. When found, they spelled the title of the flicker and the best 25 answers received free ducats to the Sheboygan.

•

For "It's a Date," William Wagner of the Booth at Independence, Kas., distributed 500 mimeographed throwaways inviting local high school girls to bring dates to see the picture after 8:30 the last night of the engagement. If the girl bought the tickets, her date was admitted free. The throwaways noted that it was Leap Year.

Civic, Patriotic Groups Aid 'Florian' in Reading

READING, PA.—Leading civic and patriotic organizations and school authorities cooperated with George Peters, manager of Loew's Colonial, in an effective campaign on "Florian."

A special screening was arranged for the review committee of the Reading motion picture forum, representing 85 affiliated women's clubs. The committee later sent out cards to the membership recommending the picture. Also attending were representatives of the American Legion and Veterans of Foreign Wars, as well as heads of local camera clubs. The latter made pictures during the showing and the best shots were used in a lobby display.

Copies of the novel on which the picture is based were offered as prizes in an essay contest on the reign of Emperor Franz Joseph. A giant walking book, seven feet high, using two ushers inside, was sent through the main streets. Two different three-sheets were used as front and back covers of the book.

A classified ad contest offering prizes to readers of a local paper who could write the word "Florian" the most times on a postcard drew a surprising response. The winner wrote "Florian" more than 2,400 times on one side of a regular U. S. postcard.

Dog Revue Draws

PARSONS, KAS.—David Dallas presented a Canine Sports Revue in connection with a Tiny Tot Revue, with exceptional results. Knowing how highly most people regard their dogs, Dallas secured ten ladies who wore evening gowns to lead their dogs across the stage.

WHEN MINUTES MEAN MONEY

SEND IMPORTANT MESSAGES VIA POSTAL TELEGRAPH!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan. 20	26 Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** Feyya (93) Yiddish with English titles. **Maurice** Schwartz **R—Jan. 27**
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3.	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4055** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **4004** **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB42** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form. Years Without Days)**	15 Drama **Al'anc** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		23 Drama **25** ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill R—Apr. 27 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ◐◎**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel	15 Drama **28** ◐**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'anc** **Little Miss Molly** (67) **Maureen** O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 5 Western **4062** **Riders of Pasco Basin** (57)	6 Com. Dr. **WB407** **It All Came True** (97) **Jeffrey** Lynn **Ann** Sheridan R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
APR. 13		12 **Drama** 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 **Western** 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 **M'drama** 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 **Western** 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 **Western** 083 **Bullet Code** (59) R—Apr. 13	12 **O'dr Drama** 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 **Drama** **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 **M'drama** 4018 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 **O'dr Md.** WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 **M'drama** 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 **Com. Drama** 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 **Action Dr.** 3928 **Sky Bandits** (56) R—May 25 20 **Com. Drama** 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 **Western** 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 **Drama** 901 **Dark Command** (94) R—Apr. 13 19 **Comedy** 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 **Drama** 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 **Drama** 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 **M'drama** 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 **Drama** FN456 **'Til We Meet Again** (98) **Merle Oberon** George Brent Pat O'Brien R—Apr. 13	15 **M'drama Al'anc** **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 **Drama** 1007 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 **Com. Drama** 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 **Melodrama** **Mysterious Mr. Reeder** (77) R-May 11 20 **Western** 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 **Farce Com.** 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 **Musical** 921 **In Old Missouri** (67) Weavers & Elviry 22 **Western** 965 **Covered Wagon Days** (56) Three Mesquiteers	26 **Drama** 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 **Comedy** 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 **M'drama** 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 **Com. Dr.** FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 **Western** 1213 **Man From Tumbleweeds** (59) Bill Elliott R—June 1	3 **Action Drama** 35 **20 Mule Team** (85) Wallace Beery Leo Carrillo R—May 4	2 **Western** 3964 **Land of Six Guns** (54) Jack Randall	3 **Comedy** 3932 **Buck Benny Rides Again** (80) Jack Benny Ellen Drew R—Apr. 20	10 **Drama** 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe Irene Hervey	3 **Mus. Com.** 024 **Irene** (101) Anna Neagle R—Apr. 27	3 **Comedy** 043 **So This Is London** (84) Geo. Sanders R—Apr. 27	3 **Comedy** **Saps at Sea** (57) **Laurel & Hardy** R—May 4	3 **Musical** **If I Had My Way** (94) B. Crosby-G. Jean R—May 4	4 **M'drama** WB423 **Tear Gas Squad** (55) Dennis Morgan Gloria Dickson R—Apr. 27	**M'drama Astor** **Hell's Angels** (..) Jean Harlow
MAY 11	16 **Drama** 1029 **Babies for Sale** (66) Rochelle **Hudson** Glenn Ford R—May 25	10 **Drama** 36 **Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	9 **Western** 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 **Comedy** 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 **Western** 943 **Gaucho Serenade** (66) Gene Autry R—May 18	10 **Drama** 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 **M'drama** 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 **Action Dr.** 4031 **Ski Patrol** (64) Luli Deste R—May 11	11 **Drama** WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 **M'drama** 1023 **Island of Doomed Men** (70) Peter Lorre 16 **Drama** 1111 **21 Days Together** (72) Olivier; R-May 4	17 **Drama** 37 **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 **Drama** 3934 **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 **Melodrama** 924 **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 **Com. Drama** 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 **Comedy** 044 **On Their Own** (65) Jones Family R—Apr. 13	17 **Drama** **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 **Comedy** 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 **M'drama** FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 **Drama Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	30 **M'drama** 1016 **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 1	31 **Mys. Drama** 40 **Phantom Raiders** (70) Walter Pidgeon Florence Rice R—June 1	23 **Western** 3965 **Kid From Santa Fe** (50) Jack Randall	24 **Drama** 3931 **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13	24 **Western** 966 **Rocky Mountain Rangers** (..) Three Mesquiteers	24 **Com. Drama** 032 **You Can't Fool Your Wife** (65) Lucille Ball James Ellison R—May 25	24 **Drama** 045 **Lillian Russell** (141) Alice Faye Henry Fonda Don Ameche	24 **Drama** **Our Town** (90) William Holden Martha Scott R—May 18	24 **Western** 4056 **Hot Steel** (..) Richard Arlen Andy Devine	25 **Drama** FN455 **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	
JUNE 1	3 **Drama** 1112 **Mad Men of Europe** (73) Edmund Gwenn Mary Maguire R—June 1		30 **Western** 3966 **Riders From Nowhere** (..) Jack Randall	31 **Comedy** 3936 **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 **Drama** 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 **Drama** 046 **Manhattan Heartbeat** (..) Virginia Gilmore Robt. Sterling		31 **Musical** 4029 **La Conga Nights** (61) R—May 18 31 **Western** 4063 **Bad Man From Butte** (..)	1 **M'drama** FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	**M'drama Astor** **Girls of the Underworld** (..)
JUNE 8	6 **Western** 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	7 **Drama** 39 **Susan and God** (..) Joan Crawford Fredric March	11 **Com. Drama** **On the Spot** (..) Frankie Darro	7 **Western** 3958 **Hidden Gold** (61) William Boyd Russell Hayden R—May 25	6 **Drama** **Women in War** (70) Elsie Janis Wendy Barrie R—June 1	7 **Melodrama** 033 **Saint Takes Over** (68) George Sanders R—Apr. 27	7 **Drama** 034 **Earthbound** (67) Warner Baxter Andrea Leeds R—May 18		7 **Drama** **Love, Honor and Oh Baby** (..) Wallace Ford Kathryn Adams	8 **Com. Dr.** WB405 **Brother Orchid** (91) Edw. G. Robinson Ann Sothern R—June 1	15 **Mystery Alliance** **Mystery of Room 13** (..) Gibb McLaughlin Peter Murray Hill
JUNE 15	6 **Melodrama** **Passport to Alcatraz** Jack Holt	14 **Drama** 41 **Mortal Storm, The** (..) Margaret Sullavan James Stewart	18 **Western** **Wild Horse Range** (..) Jack Randall	14 **Drama** 3937 **Safari** (83) Doug. Fairbanks jr. Madeleine Carroll R—June 1		7 **Western** 084 **Prairie Law** (60) George O'Brien	14 **Drama** 047 **Four Sons** (..) Don Ameche Mary Beth Hughes		14 **Com. Drama** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 **Melodrama** **Fugitive From Justice** (..) Roger Pryor Lucille Fairbanks	
JUNE 22	30 **Comedy** **Out West With the Peppers** (..) Edith Fellows Dorothy Peterson	21 **Com. Drama** 42 **Captain Is a Lady** (..) Virginia Grey Billie Burke Charles Coburn	25 **Melodrama** **Last Alarm** (..) Polly Ann Young Warren Hull	21 **Com. Drama** 3938 **Ghost Breakers** (..) Bob Hope Paulette Goddard		21 **Com. Drama** 070 **Thousand Dollar Marriage** (..) Leon Errol	21 **Mystery** 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 **Comedy** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 **Melodrama** **Gambling on the High Seas** (..) Wayne Morris Jane Wyman	
JUNE 29	27 **Western** 1214 **Return of Wild Bill** Bill Elliott	28 **Musical** 31 **New Moon** (..) Jeanette MacDonald Nelson Eddy	27 **Western** **Ridin' the Trail** (..) Fred Scott	28 **Drama** 3939 **Queen of the Mob** (..) Ralph Bellamy Blanche Yurka Jean Cagney		28 **Drama** **Anne of Windy Poplars** (..) Anne Shirley	28 **Outd'r Dr.** 049 **Lucky Cisco Kid** (67) Cesar Romero Mary Beth Hughes R—June 1			29 **Drama** **All This and Heaven, Too** (..) Bette Davis Charles Boyer	
JULY 6	7 **Drama** **Girls of the Road** Ann Dvorak Lola Lane			5 **Drama** 3940 **Way of All Flesh** (82) R—June 1 Akim Tamiroff Gladys George		5 **Drama** **Dr. Christian Meets the Women** (..) Jean Hersholt	5 **Drama** 050 **Maryland** (..) Walter Brennan Fay Bainter Brenda Joyce		5 **Com. Drama** **Private Affairs** (..) Nancy Kelly Roland Young Hugh Herbert	6 **Drama** **The Sentence** (..) George Brent Virginia Bruce	
JULY 13	11 **Western** **West of Abilene** (..) Charles Starrett					12 **Com. Drama** **Millionaires in Prison** (..) Lee Tracy Linda Hayes	12 **Drama** 051 **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		12 **Western** **Black Diamond** (..) Richard Arlen Andy Devine	12 **Drama** **Episode** (..) Olivia de Havilland Jeffrey Lynn	

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Ⓢ Indicates short of the week.

Ⓒ Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Curs (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS
(In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Valiant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
Ⓒ Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS
(New Series)

Home on the Range (9).....Mar. 23
Ⓒ One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Ⓒ The Blue Danube (7).....Dec. 16
Ⓒ The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia)..Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

Ⓒ Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
Ⓒ Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9
A Kick in Time (7).....May 17

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22

POPULAR SCIENCE
(In Cinecolor)

No. 6 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9
Granite Hotel (7).....Apr. 26

SYMPHONIC SERIES
Philharmonic Orchestra of U. S. A.

The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29

RKO Radio

DISNEY CARTOONS
(In Technicolor)

Ⓒ Autograph Hound, The (8)..Sept. 1
Billposters (8).....May 17
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.
No. 9 (19).....Apr. 12
America's Youth—1940

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11).....Feb. 23
No. 8 (10).....Mar. 22
No. 9 (11).....Apr. 19

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Court Favorites (8).....Apr. 12
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Silent Wings (9).....May 10
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24
Flycasting (9).....May 15

RAY WHITLEY WESTERNS
(New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
Air Army (9).....Apr. 26
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sanctuary of the Seals (..)..June 7
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..).....July 19
Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11)....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
©Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29
Fashion Forecast No. 8 (..)..June 21

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..).....July 5
Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
Isles of the East (9).....May 24
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Catnip Capers (..).....May 31
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
©Harvest Time (7).....Feb. 9
©Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (7).....Apr. 5
Just a Little Bull (7).....Apr. 19
Love in a Cottage (..).....July 28
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Professor Offkeyski (..)....June 14
Rover's Rescue (..).....June 28
Rupert the Runt (..).....July 12
Sheep in the Meadow (7)....Sept. 22
Swiss Ski Yodelers (7).....May 17
©The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
©The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
©Two Headed Giant (7).....Aug. 11
©Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

©A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
©Life Begins for Andy Panda (8).....Oct. 9
100 Pigmies and Andy Panda (7).....Apr. 22
©Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
©Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13
No. 77 (9).....May 27

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6
No. 77 (9).....May 20
No. 78 (..).....June 10

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18).....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18).....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20).....Oct. 28
One for the Book (20).....Feb. 3
Public Jitterbug No. 1 (..)....May 4
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15).....Nov. 25
Seeing Red (20).....Aug. 26
Seeing Spots (20).....Apr. 29
Slapsie Maxie (17).....Sept. 10
World's Fair jr. (20).....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Gun Dog's Life (..).....May 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7).....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7).....Sept. 2
Porky's Last Stand (7).....Jan. 6
Porky's Poor Fish (..).....May 18
Wise Quack (7).....Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10).....Aug. 12
Larry Clinton and His Orchestra (..).....May 25
Rubinoff and His Orchestra (10).....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10).....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7).....Feb. 10
Curious Puppy (8).....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7).....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7).....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7).....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7).....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sniffles Takes a Trip (..)...May 11
Sioux Me (7).....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17).....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
©The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10).....Aug. 19
Radio and Relatives (..).....May 25
Sword Fishing (10).....Oct. 21
Vote Trouble (10).....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32).....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow.....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men.....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion.....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers.....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe.....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet.....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps.....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, MAY 21

Movietone News, No. 73

Roosevelt addresses Congress; fighting in Belgium; refugees in France; Gen. Weygand takes over; battle in North Sea; Dutch rulers in England; Landon supports F. D. R. defense plan; liner "America" nears completion; "Squalus" recommissioned; golf; Yale-Cornell crew race; Seabiscuit on farm.

News of the Day, No. 271

Belgium invaded; Dutch refugees in Britain; North Sea battle; Flushing golf.

Paramount News, No. 76

Belgium invasion; refugees in France; North Sea battle; Roosevelt asks 50,000 airplanes.

RKO Pathe News, No. 88

North Sea battle; Belgians in France; Roosevelt plea for defense; officials and plane makers confer; "Squalus" recommissioned; new citizens greeted in New York; coast earthquake; golf.

Universal Newsreel, No. 877

Refugees in France; Dutch rulers in London; battle in North Sea; California quake; plane builders confer in capital; golf.

THURSDAY, MAY 23

Movietone News, No. 74

Military action; scenes on western front; new sub, "Trout," launched; train flyers in Texas; test new Sikorsky aircraft; Scoutorama at Garden; "Lillian Russell" opening in Pittsburgh, Pa. and Clinton, Iowa, "Russell" publicity; fashions in furs; Australian diving.

News of the Day, No. 272

Latest western front scenes; Mrs. Roosevelt speaks for Red Cross drive; test new Sikorsky aircraft; Scoutorama at Garden; steeplechase racing at Berwyn, Pa.

Paramount News, No. 77

Pershing made army consultant; new Sikorsky craft tested; typical family sees New York Fair; latest western front scenes; Mrs. Roosevelt in Red Cross plea.

RKO Pathe News, No. 89

Transports bombed in North Sea; invasion and war in Belgium; First Lady in Red Cross appeal; test "windmill plane; Germans clinch Norway gains.

Universal Newsreel, No. 878

Invasion of Belgium; French convoy raided at sea; Mrs. Roosevelt in Red Cross appeal; launch two new destroyers; test new Sikorsky plane; tulip festival in Michigan; New York fire; fur fashions; Bimelech beaten; water skiers.

In the Making

COLUMBIA

He Stayed for Breakfast—Melvyn Douglas, Loreta Young, Eugene Pallette, Fritz Feld, Leonid Kinsky, Alan Marshal. Director: Al Hall. Producer: B. P. Schulberg. Original: Sidney Howard. **(Starting)**

Blondie Has Servant Trouble—Penny Singleton, Arthur Lake, Larry Simms, Daisy, Jonathan Hale. Director: Frank R. Strayer. Producer: Robert Sparks. Screenplay: Richard Flournoy. **(Completed)**

METRO

Dulcy—Ann Sothern, Roland Young, Lynne Carver, Dan Dailey jr. Director: S. Sylvan Simon. Producer: Edgar Selwyn. **(Starting)**

MONOGRAM

Untitled—Tex Ritter. Director: Al Herman. Producer: Ed Finney. **(Completed)**

PARAMOUNT

New Yorkers, The—Dick Powell, Ellen Drew. Director: Preston Sturges. Producer: Paul Jones. Original Screenplay: Preston Sturges. **(Starting)**

Dancing on a Dime—Grace MacDonald, Robert Paige, Virginia Dale, Lillian Cornell, Eddie Quillan, Frank Jenks, William Frawley. Director: Joseph Santley. Producer: Joseph Santley. **(Completed)**

RKO RADIO

Stage to Chino—George O'Brien, Virginia Vale, Glenn Strange. Director: Edward Killy. Producer: Bert Gilroy. Original: Norton S. Parker. Screenplay: Morton Grant, Arthur V. Jones. **(Completed)**

UNIVERSAL

Spring Parade—Deanna Durbin, Robert Cummings, Mischa Auer, Andy Devine, Henry Stephenson, Anne Gwynne. Director: Henry Koster. Producer: Joe Pasternak. Original: Ernst Marishka. Screenplay: Bruce Manning, Felix Jackson. **(Starting)**

Modern Monte Cristo, A—Victor McLaglen, John Loder, Anne Nagel, Philip Dorn. Director: Harold Schuster. Producer: Marshall Grant. Original Screenplay: Edmund L. Hartmann, Stanley Rubin. **(Completed)**

I'm Nobody's Sweetheart Now—Dennis O'Keefe, Constance Moore, Helen Parrish, Lewis Howard, Berton Churchill. Director: Arthur Lubin. Producer: Joseph Sanford. Original Screenplay: Erna Lazarus, Scott Darling. **(Completed)**

UNITED ARTISTS

Long Voyage Home, The—John Wayne, Thomas Mitchell, Ian Hunter, J. M. Kerrigan, Ward Bond, Carmen Morales. Producer: Argosy Productions. Director: John Ford. Original: Eugene O'Neill. Screenplay: Dudley Nichols. **(Completed)**

WARNER-FN

City for Conquest—James Cagney, Ann Sheridan, George Tobias, Anthony Quinn. Director: Anatole Litvak. Producer: William Cagney. Original: Abem Kandel. Screenplay: Robert Rossen. **(Starting)**

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BOXOFFICE
The Pulse of the Motion Picture Industry

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

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005 Adv. of Sher'k Holmes.20th-Fox
4015 Alias the Deacon.....Univ
.... All This and Heaven, Too .....WB-FN
.... Anne of Windy Poplars....RKO
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.... Episode .....WB-FN
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001 Nurse Edith Cavell.....RKO

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.... Passport to Alcatraz.....Col
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Y

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032 Young as You Feel...20th-Fox
954 Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

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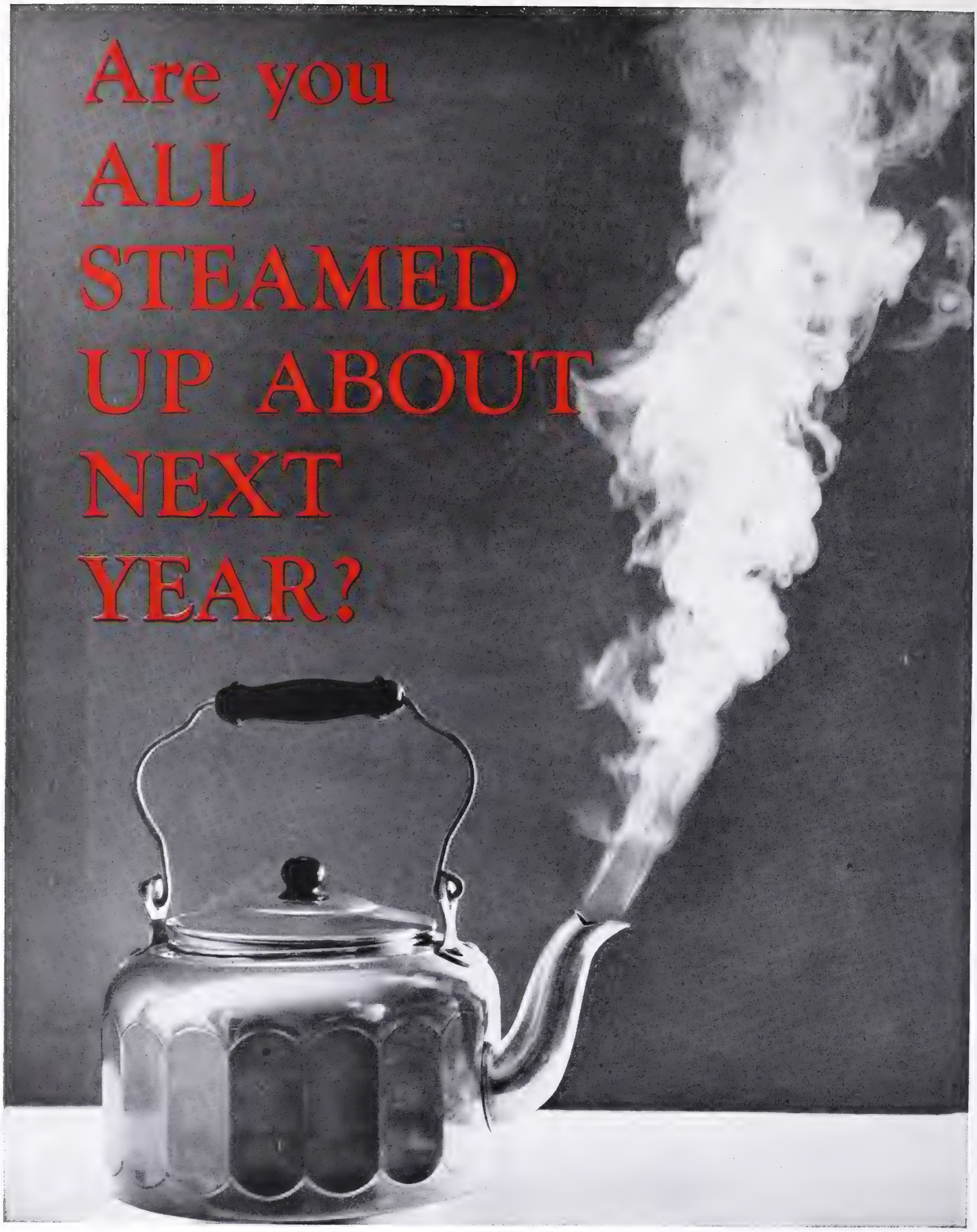
The Pulse of the Motion Picture Industry

BOXOFFICE

JUNE 8, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION



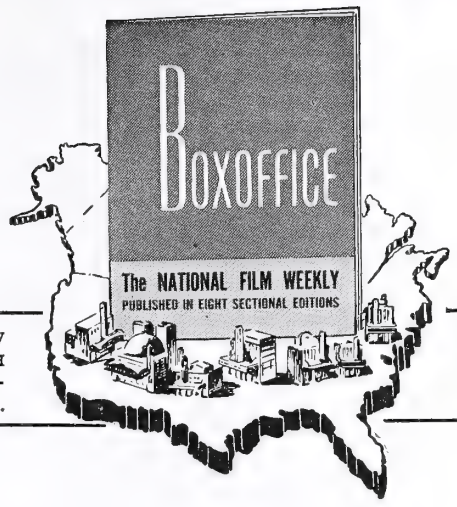
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PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 3
June 8, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

PRELUDE TO OVERSEATING?

JOHN LASTRUN takes his typewriter in hand again. This time, it's the Neely bill, by its own or any other name, that poses a problem. He has the floor now:

"While my own concern is primarily with the effect on me of a government victory in the anti-trust suit, a friend of mine who operates all three theatres in a suburban town, seems more concerned with the effects of the Neely bill, or bills like it on his operation.

"He seems to be satisfied with his present situation, which he is running profitably. To operate his three theatres, he requires almost all the major product produced and a good deal of the independent product. He recently asked me my opinion on what the Neely bill would do to his situation. He was concerned with the possibility of competition coming into his town if a Neely bill made product available to all comers.

"Right now, his three theatres have a ratio of one seat to eight people. He claims that this ratio is pretty close to the border line of overseating, according to the national average. Now, if a Neely bill permits other exhibitors to come into his town to compete with him for product, he contends that a situation of overseating will result, in consequence of which no one could possibly run the theatres profitably.

"I told him that I did not believe that it was the purpose of the Neely bill to encourage undisciplined competition, but it is his contention that, while the bill may not contemplate that, it would appear to be an inevitable result. I transmit this point of view to you because it is a new one on me and I am sure that there is more than one exhibitor in this country in this same position who would like an answer. Perhaps, there is some one among your readers who can put my friend's worries to rest, or perhaps his contention is a sound one and has probably pointed up a glaring hole in this impending legislation, or future bills like it."

Calling Abram F. Myers. And all other comers, for that matter.

Kann

INDUSTRY'S HISTORICAL BACKGROUND BARED AS ANTI-TRUST TRIAL ENTERS SECOND WEEK

Elmer Pearson, Former Pathe President, Is Initial Witness

By BILL ORNSTEIN

NEW YORK—As the all-industry suit enters its second week Monday, following opening statements by Thurman Arnold and Paul Williams, for the government, and Thomas D. Thacher, John W. Davis, Ralph S. Harris, William J. Donovan, Edward C. Raftery, Monroe Goldwater, Louis D. Frohlich and Joseph M. Proskauer, for the defense, Elmer Pearson, former president of Pathe prior to Joseph P. Kennedy's entrance into the picture, appeared as first government witness.

Pearson's testimony, along with that of George K. Spoor of Chicago, W. W. Hodkinson, I. E. Chadwick and T. L. Tally, the latter three from the coast, is for the purpose of giving Judge H. W. Goddard a general picture of the historical background of the industry. After these, and other witnesses who may be called on the same subject, conclude their testimony, the government intends to use the depositions of Adolph Zukor, Barney Balaban and several other leaders who have appeared for pre-trial examinations. Richard A. Rowland will not be called, it is learned.

Three Way Examinations

The examinations will be split three ways with Williams, Robert L. Wright and James V. Hayes handling interrogations for the government. Cross examination will be conducted by principal defense counsel, particularly where testimony bears on individual companies.

Among first exhibitor witnesses will be the Philadelphia-Pittsburgh group subpoenaed. According to government sources no lineup has yet been set. Meanwhile James Malloy of the department of justice has taken over the bulk of William P. Farnsworth's former duties, the latter having returned to private practice.

Abram F. Myers, Allied general counsel, may be called by the government to discuss hearings several years ago before the federal trade commission which he headed. While Williams intimidated this may be done, he has not given definite assurance of such a move. It is a foregone conclusion Col. H. A. Cole will be brought on from Dallas since he is one of the important complainants.

Declaring the Sherman Act was intended to prevent domination of any industry to such an extent that precluded competition and free enterprise among buyer and seller, Arnold charged the majors with exercising their "enormous power" but whether the power is exercised with humanitarian purpose or not, the power is there. If exercised, he added, it con-

(Continued on next page)

Re-Birth of Anti-Trust Laws Here

New York—"The anti-trust law today is having a rebirth, a regeneration," Thurman Arnold stated in his opening remarks. "There is, for the first time in the history of the United States, a consistent public prosecution policy rather than 50 years of scattered precedents under a private prosecution policy.

"In those 50 years of scattered precedents, vacillating from one type of prosecution to another, they have created a certain thought around a purpose and intent of the anti-trust law, which I think justifies me in re-examining the general purpose of this suit.

"Everybody is asking why is the government prosecuting the movies at this point, and the impression might be gathered we had selected the movies out of some mere whim or caprice as a part of a general movement to free the channels of trade between the states. In addition to that, I think at the beginning of every case there is required a re-examination of the Sherman Act itself, because the Sherman Act is a different type of legislation than almost any law which we have on our books. It is not subject to narrow rules of construction. Indeed, as Justice Hughes has pointed out, it is subject to the type of interpretation that the constitutional provision is subject to and Justice Brandeis has referred to the act as a charter of economic freedom and the important attitude to take in the interpreting of the Sherman Act is to have clearly its purpose in mind.

"I think it may be aptly referred to as our economic common law—a general principle of industrial democracy which was passed to prevent the growing organization of the machine age from destroying industrial democracy and it was passed on the theory that political democracies die when industrial democracy dies."





—Photos by Cosmo-Sileo

After the First Round—

Time out for lunch as attorneys for both sides take advantage of the short recess. The top picture shows a group of defense counsel strolling through the park which runs through Foley Square. Left to right, Alvin J. Van Bergh of Proskauer, Rose & Paskus; Louis Phillips of Paramount's home office staff; John F. Caskey of Dwight, Harris, Koegel & Caskey, and Robert W. Perkins, general counsel for Warner.

The bottom picture shows a government trio, namely James V. Hayes, Thurman Arnold and Paul Williams, as they exited from the federal court building.

LAST-MINUTE ATTEMPT TO SETTLE INDUSTRY SUIT FAILS IN CONFERENCE AT WASHINGTON

Arnold Divorcement Stand Dashes Accord Hopes On Eve of Trial

WASHINGTON—A last minute attempt by Nicholas M. Schenck, president of Loew's; George J. Schaefer, head of RKO, and Joseph Hazen, aide of Harry M. Warner, to effect a settlement of the all-industry suit failed four days before it started in New York.

The three industry leaders spent Decoration Day here conferring with Thurman Arnold, assistant to the attorney general, having been invited by a mutual friend.

It is understood from authoritative sources that Arnold insisted on going ahead with the suit and trying the issue of divorcement, although he is said to have informed the visiting group the trade practice plan developed by the department of commerce is "good and probably more than the government would get in a consent decree."

Griffith Counsel at the Industry Trial Opening

NEW YORK—Among first out-of-town counsel to visit the local anti-trust court proceedings were former Judge J. B. Dudley and his associate, Henry Griffin. Both are retained by the Griffith Brothers to defend the government anti-trust proceedings pending in Oklahoma City against the independent circuit.

Incidentally, major counsel has taken offices on the fourth floor at 346 Broadway, the old New York Life Insurance Bldg. This is a few blocks from the court house and serves as headquarters during the litigation.

"It's All Wet," Say Defendant Counsel

New York—Before trial got under way, Robert W. Perkins, Warner's chief counsel, sauntered over to the large map prepared by the justice department indicating the locations of producer-exhibitor defendants' theatre interests. Although the map measures something like five by seven feet, the thick concentration of defendants' theatres in certain areas apparently made it necessary to indicate holdings where there was more open space on the map.

Hence, the entire Philadelphia area where Warner is predominant is sketched slightly off the edge of the land area. In fact, it is well out into the Atlantic Ocean. When Perkins saw this he observed: "That's all right with us. Look at B&K. They're out in the middle of Lake Michigan."

Power Held by Majors Creates Supply Control, Says Arnold

(Continued from preceding page)

stitutes a vertical type of control, the result of which is "enormous waste."

The mere existence of the power, Arnold continued, creates a control of supply so that a theatre is not free to buy from an alternative source.

Two points of view will probably be set forth during the trial, the assistant to the attorney general stated; that is the industry will say it is being disturbed in "perilous times," thereby curtailing profits, and that trade associations will be more concerned with seeing the industry receive the major share of the consumer dollar.

The government "is naturally opposed to the interests of any particular group," he went on to say. "The chief concern, as exemplified in the provisions of the anti-trust laws is the freedom of new enterprise coming in, the distribution to the consumer and the opportunity for an elastic form of business enterprise" that would act as "the great balance for an entire economy" representative of industry and consumer interests.

Continuing, "I would be the last to say the anti-trust laws fill the whole picture, but this much has come out, I think: In the last eight years the broad delegation of power authorizing the industry to act in general and according to its best interests in determining what is necessary" for its own benefits has been "completely unconstitutional."

Cites Congressional Power

The legislature alone has the power to raise groups to such levels on which they may compete, he said. "The legislature has the power to depart from the Sherman Act on the theory the Act continues to be our economic law," he said.

Combinations can be justified, he went on, if they will rehabilitate an industry and are necessary for financial ease, or even solace, of the particular groups within the industry. But the Madison oil case is the "best example," he said, that there was no justification for a combination on the ground the industry had been rehabilitated.

The legislature, in a particular sense, could step in and relieve any particular industry from the imposition of the effects of our broad common law—the anti-trust law. "In other words," Arnold declared, "I wish the court would look at the anti-trust law in this way: as a law which prevents private seizure of industrial power.

"The danger in this country is the private seizure of industrial power; it is subject to no checks and balances, subject to no election every four years. It is subject to no criticism and no attack because no one even knows about it. It is the private seizure of industrial power that we have in the motion picture case."

He then talked about the depression and the admitted laxity for enforcing anti-trust laws then. He added the Sherman Act is "the only guarantee for industrial democracy." That the government is charged with the responsibility of freeing the market in all industries, particularly where low income groups are affected, concluded his 60-minute talk.

Williams took three and a half hours for a review of the industry from peep shows to present day operations by major circuits. He charged defendants with controlling the channels which reach the markets, and controlling these the majors have the power to keep out competitors, which he claimed they do.

Block booking, priority and preferences, clearance and zoning, selectivity of product and major circuit acquisitions which he held afforded a division of the country into several groups highlighted his opening. He also touched on the development of First National and its franchise holders as a forerunner to Paramount's theatre invasion in the south, New England, Detroit and Ohio.

Entire circuits were allegedly gobbled up in the acquisition process, Williams intimated, Paramount not being satisfied to take individual theatres.

Pointing to a huge map in the court room, the prosecutor said according to the defendants' answers to the government interrogatories, Paramount was interested in 1,239 theatres in 41 states which amounted to 44.1 per cent of all affiliated theatres; Loew's had 139 theatres or 4.9 per cent; RKO, 122 theatres or 7.7 per cent; War-

(Continued on page 20)

Proskauer Gets In A Little By-Play

New York—In his opening statement for the government, Thurman Arnold got into the cartel system as practiced in Germany which, he said, was responsible for the rise of Hitler. Former Judge Thomas D. Thacher became annoyed with the analogy being made and asked the court to stop it.

Whereupon, former Judge Joseph M. Proskauer, who is known for his quick wit, arose to the occasion, to remark:

"I don't think Judge Thacher should take away the only strength the government has in its case."

Even presiding Judge Goddard joined in the laughter.

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
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NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
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VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

JACK TARVER, editor of the "Democrat," a perfectly sound name for a paper published in Toombs County, Ga., must have a sense of humor. He demonstrates it, insofar as this department is concerned, with and by his view of a film answering to the title of "Gone With the Wind."

Fun in this:

"There was a land of cotton fields and cavaliers called The Old South. A land of Lords and their Ladies, of Master and of Slaves. Look not for them hereabouts for they are no longer to be found. Male and Female, Black and White, Youth and Aged, they are all down to the picture show, seeing 'Gone With the Wind.'

"Katherine Scarlett O'Hara was our Shero. A winsome wench with a figger like a marble statue and a head as hard.

"Paw Was Thar"

"Gerald O'Hara was her pa. By nature, he was most animal like. Proud as a peacock, he roared like a lion and rode like a dog and pony show. After Sherman came he was crazy as a bedbug.

"Anyhow, Scarlett was in love with Ashley Wilkes, who was in love with his cousin, Melanie, who was in love with Ashley, and so they were married. (Ashley and Melanie, in case you're getting confused).

"This irritated Scarlett no end and so, in quick succession she married for spite and cash respectively, a couple of fellers whose names we didn't get. But then, neither did Scarlett for long.

"The other major characters were Rhett Butler, Belle Watling and a colored lady exactly like the one on the flapjack box. Rhett, who was somehow strangely reminiscent of Clark Gable, was a cross between Jesse James and Little Boy Blue.

"Uncle Lum considered playing Rhett, but turned it down when he found there wasn't anything but mint in the mint juleps.

"If Rhett had joined the Lost Cause in the second reel instead of after intermission, the Confederacy would have won the war.

"Belle Great Gal"

"And Belle. You'd have loved Belle. Everybody did. During the siege of Atlanta, only three places were running—Belle's place, Prissy's nose and the laundry that kept Rhett's white suits snow white.

"Melanie's baby arrived about the same time Sherman did. Both were equally welcome to Scarlett. It was, so far as our painstaking research has revealed, the first baby ever born in Technicolor.

"Anyway the South lost the war again in the picture. (What would yo' expect with a lot of Yankee producers?) and Scarlett married Rhett to get even with him. Their married life was just like setting in hell's fire and listening to the heavenly choir.

"Finally, after Melanie died, Scarlett realized that she didn't love Ashley, but Rhett. Scarlett was as changeable as a baby's underwear.

"However, Rhett had enough of her foolishness and when she told him, he says, 'Frankly, my dear, I don't give a damn.'

"Neither, by this time, did the audience. They were glad to see the end, their own having become numbed and somewhat harder than a landlady's stare."

Always Something

One reason why production costs continue to soar toward the clouds, if they haven't entered the stratosphere by this time:

Wigs cost more. An RKO studio expert says so. Toupees once cost $90. Now it's $150. That, he supplies, is because most wigs used to be made in Czechoslovakia, currently an outpost for Hitler, and because professional hair growers are scarce since war broke out.

In other words, Hollywood continues to find all the answers.

Q. and A.

From Doris Blake's Love Answers in the New York "Daily News:"

"Dear Miss Blake: Should I allow a boy whom I like very much and have known quite a long time to put his arm around me in the movies? E.F.L."

The only objection we have is that it is considered bad form, as is any public exhibition of affection.

It's bad form all right, but it keeps those back seats in theatres around the country pretty well filled.

Come Again, Please?

Cleffer note from the Hollywood news columns in BOXOFFICE:

"Daniele Amfitheatrof scoring and recording music for 'Servant of Mankind,' a short produced by Frank Whitbeck and dealing with the life and work of Thomas A. Edison."

TWO OF 50 WARNER FEATURES FOR 1940-41 ON SEPARATE CONTRACTS; LIST 40 TITLES

17 Biographies and Best Sellers, 12 Stage Hits And 11 Originals

PITTSBURGH—Gradwell L. Sears, Warner general sales manager, will announce 50 features, two of which will be sold on separate contracts, and 18 two-reel and 68 single reel subjects to the first of two sales meetings Monday at the William Penn. About 100 will be in attendance, including Harry M., Jack L. and Albert Warner.

The two specials are "The Life of John Doe" and "The Man Who Came to Dinner." The lineup, 40 titles of which are announced, includes 17 best sellers and biographies, 12 stage successes and 11 original stories.

Among the speakers scheduled are the Warner freres, Carl Leserman, assistant to Sears; Charles Einfield, director of advertising and publicity; Roy H. Haines, eastern sales manager; Ben Kalmenson, western sales head; Norman H. Moray, short subjects sales head, and Mort Blumenstock.

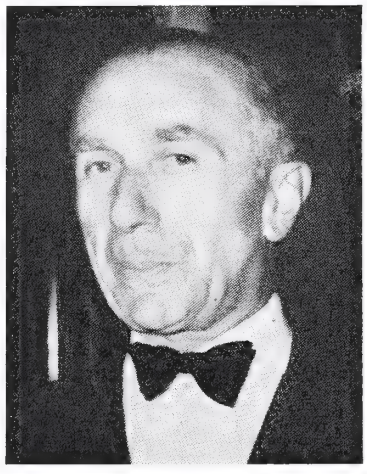
The list of 40 titles, as announced, are:

"The Life of John Doe" to be produced by Frank Capra and Robert Riskin with Gary Cooper and Barbara Stanwyck starred.

"The Man Who Came to Dinner" from the theatrical hit by George S. Kaufman and Moss Hart.

"The Story of Knute Rockne," starring

(Continued on next page)



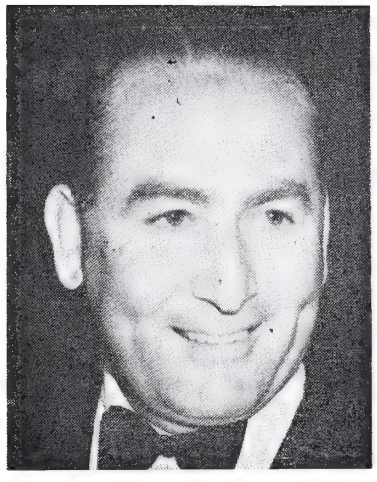
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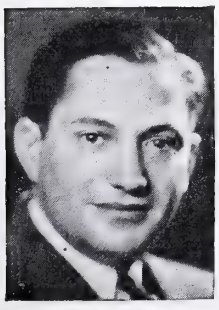
S. CHARLES EINFELD



CARL LESERMAN



ROY H. HAINES



BEN KALMENSON



NORMAN MORAY

Fifty From Warner; Two Are Specials

(Continued from preceding page)

Pat O'Brien, under the direction of Lloyd Bacon. Robert Buckner did the script.

"City for Conquest," starring James Cagney and Ann Sheridan, based on the novel by Aben Kandel. Anatole Litvak will direct.

"The Story of John Paul Jones," by Clements Ripley is another Cagney vehicle.

"No Time for Comedy," based on the N. S. Behrman play with James Stewart, Rosalind Russell and Charles Ruggles heading the cast. William Keighley is to direct.

"The Amazing Story of Sergeant York," the story of the Tennessee mountaineer who became a world war hero. Sergeant York himself will be technical adviser.

"The Lost Battalion," another story of the First World War. Based on the book by Thomas M. Jackson and Fletcher Pratt.

"Captain Horatio Hornblower" by C. S. Forester, starring Errol Flynn.

"Honeymoon for Three" based on the comedy by Allan Scott and George Haight. To star Fred MacMurray and Olivia de Havilland.

"Mr. Skeffington," based on current best seller by "Elizabeth" which will star Bette Davis.

"Santa Fe Trail," an original about the old west with Errol Flynn heading cast.

"High Sierra," based on the thriller novel by W. R. Burnett, to star Paul Muni.

"Calamity Jane," a second Bette Davis vehicle.

Margaret Kennedy's "The Constant Nymph" with Errol Flynn and Merle Oberon heading the cast.

Another of the "Fours"

"Four Mothers," a sequel to Fannie Hurst's "Four Daughters" and "Four Wives" with the same cast—Priscilla, Rosemary and Lola Lane, Gale Page, Jeffrey Lynn, Claude Rains, Frank McHugh and May Robson.

"King's Row," based on the novel by Henry Bellamann about a small American town.

"The Fabulous Thirties," from an original by Mark Hellinger.

"Danger Signal," based on the novel by Phyllis Bottome.

"Juniper Laughs," by A. J. Cronin with Errol Flynn as the star.

"The Man From Fleet Street," a dramatization of the career of Julius Reuter, founder of the world-wide news service which bears his name. This will star Edward G. Robinson with Edna Best, Otto Kruger, Eddie Albert, Dickie Moore in support. William Dieterle will direct.

"The House on the Hill," Somerset Maugham's latest work of fiction.

"The Male Animal," adapted from the play by Elliott Nugent and James Thurber.

"January Heights," based on Polan Bank's novel of present-day New York.

"Quietly My Captain Waits," based on Evelyn Eaton's novel of old and new France.

"They Died With Their Boots On," starring James Cagney and based on Thomas Ripley's story of Wes Hardin.

"Montana," based on C. B. Glasscock's story "The War of the Copper Kings."

"Stuff of Heroes," from the story by Harold Titus.

"Shanghai" by Somerset Maugham and starring Errol Flynn.

"Fiesta in Manhattan" starring John Garfield and based on Charles Kaufman's novel of the same title.

"The Full Life" from Katalin Gero's Hungarian novel.

"The Woman Brown," from the play by Dorothy Cumming McNeb.

"Footsteps in the Dark," a thriller based on the London stage success which Jeffrey Dell and Bernard Merivale adapted from a Hungarian play by Ladislaus Fodor.

"The Weak Link" from Allen Wood's comedy play.

"The Frontier Doctor," based on Urling C. Coen's autobiography, starring Paul Muni.

"Thieves Fall Out" from the play by Alice MacKenzie and John Hayden.

"Tugboat Annie Sails Again" by Norman Reilly Raine with Mariorie Rambeau starred and Alan Hale. Ronald Reagan and Jane Wyman featured.

"The Dealer's Name Was George" from Ketti Frings' story of the gambling world of New Orleans and which will star George Raft.

"Happiness" by Mildred Cram.

"Sam Colt, Trigger Man," an original by Michael Simmons, dealing with the career of the man who founded the famous arms company.

Over 100 Delegates

Among the 100 delegates from the home office, studio, field and foreign department who will attend the three-day session are:

Home office delegates: Albert Warner, Gradwell L. Sears, Carl Leserman, Joseph Bernhard, Roy H. Haines, Ben H. Kalmenson, Norman H. Moray, A. Sachson, A. W. Schwalberg, I. F. Dolid, S. Hatch, C. Kemnke, C. Bailey, S. Charles Einfeld, Mort Blumenstock, M. Rawson, Lee Blumberg, Sidney Rechetnik, G. Golden and Paul Lazarus.

Foreign: J. S. Hummel, Robert Schless, Karl Macdonald and G. R. Keyser.

Studio: Harry M. Warner, president; Jack L. Warner, vice-president in charge of production; Hal B. Wallis, executive producer.

Theatre zone managers: Herb Copelan, Atlantic City; I. J. Hoffman, New Haven; Don Jacocks, New Haven; Harry Kalmine, Pittsburgh; John J. Payette, Washington; Ted Schlanger, Philadelphia; Moe Silver, Albany; Nat Wolf, Cleveland.

From the field:

Albany: P. S. Krumenacker, manager; George Goldberg and R. Struwe, salesmen.

Boston: N. J. Ayers, manager; B. Abrams, Carl Coe, William Horan, R. S. Smith and F. R. Meadow, salesmen.

Buffalo: Charles Rich, manager; L. Astrachan, H. G. Minsky, and J. Zurich, salesmen.

Cincinnati: R. Kinsler, manager; R. Burns, J. P. Eifert, J. Partlow and R. Salyer, salesmen.

Cleveland: T. L. Mendelssohn, manager; W. J. Brandt, Edward Catlin and Joe Minsky, salesmen.

Detroit: F. E. North, manager; S. D. Chapman, W. B. Collins and S. L. Gilbert, salesmen.

New Haven: R. J. Mahan, manager; Peter De Fazio, salesman.

New York: Edward M. Schnitzer, district manager; S. Lefkowitz, manager; L. Jacobi, I. Rothenberg, H. P. Decker, G. Solomon and J. C. Vergesslich, salesmen; Phil Engel, publicity.

Philadelphia: W. G. Mansell, manager; Charles Beilan, D. M. Cooper and H. Bachman, salesmen.

Pittsburgh: H. Seed, manager; Charles Dortic, R. H. Dunbar, R. M. Lynch and F. D. Moore, salesmen.

Washington: R. Smeltzer, district manager; F. W. Beiersdorf, manager; G. F. Contee, Gerald F. Price and Sterling Wilson, salesmen; Dick Hyland, publicity.

From Canada:

Calgary: S. Pearlman, manager; Harry Kohn, salesman.

Montreal: P. Sherman, manager; I. Sourkes, salesman.

St. John: L. McKenzie, manager.

Toronto: W. Cohen, district manager; Joseph Plottel, manager; H. Law and R. W. Smith, salesmen.

Vancouver: I. Coval, manager.

Winnipeg: Lou Geller, manager; Frank Davis, salesman.

"Gone With the Wind" Policy for Warner Acer

NEW YORK—Gradwell L. Sears, sales manager for Warner, has set a "Gone With the Wind" policy for "All This and Heaven, Too." The first roadshow engagement at $2.20 top will open June 13 at Carthay Circle, Hollywood. Two special dates have been slated for the Earle, Philadelphia, opening June 14, and the Strand, Hartford, June 18.

The film will play a maximum of four and minimum of two performances a day with admissions scaled from 55 cents to 75 cents matinees and $1.10 evenings. W. G. Van Schmus has booked it into the Music Hall, the date undecided. Approximately $250,000 will be spent for advertising, it is stated.

Eastern Meet First Of Two for Warner

Contends He Overpaid Federal Income Tax

HOLLYWOOD—In a statement issued following his indictment by a New York federal grand jury on income tax charges, Joseph M. Schenck, chairman of the board of 20th Century-Fox, asserted he was confident that "when all the facts are finally determined full vindication will result."

His complete statement reads:

"Income tax problems are always complex and subject to dispute. The charges made against me are grossly unfair.

"Two of the best auditing firms in New York, Boyce, Hughes and Farrell, and Webster, Horne and Blanchard, after a recent audit, have advised me that for the years in question I have overpaid rather than underpaid my taxes. Mr. Hughes is the former president of the American Society of Certified Public Accountants and Mr. Webster is the chairman of the board of examiners of the New York state certified public accountants.

"The claim that I made a false statement to a government agent about another person's tax is not true.

"I am confident that when all the facts are finally determined full vindication will result."

Owen UA District Head; Dave Prince to RKO

NEW YORK — Harry L. Gold, UA vice-president and eastern sales manager, has appointed Hugh Owen district manager for the southern district to succeed Dave Prince, who resigned to become southeastern district manager for RKO. Owen has been Dallas branch manager.

"The way in which audiences receive 'Four Sons' is something I have never seen in 23 years of show business. It wrings their hearts with the force of its drama—men and women alike! Particularly the women . . . it's a picture they'll virtually rush their men to see!"

Irving M. Lesser
ROXY THEATRE



AND WALTER WINCHELL SAYS "ORCHIDS!"

Twentieth Century-Fox presents with pride one of the truly great pictures of our era!

FOUR SONS

with

DON AMECHE · EUGENIE LEONTOVICH
MARY BETH HUGHES · ALAN CURTIS
GEORGE ERNEST · ROBERT LOWERY
LIONEL ROYCE · SIG RUMANN

Produced by Darryl F. Zanuck
Associate Producer Harry Joe Brown
Directed by Archie Mayo
Original Screen Play by John Howard Lawson · Suggested by a story by I. A. R. Wylie · Additional dialogue by Milton Sperling

20th CENTURY FOX

18 COLUMBIA TOP BRACKETERS AT PERCENTAGE DEALS TO BE DICTATED BY LOCAL SITUATIONS

In Groups of Two, Six And Ten, Montague Tells Meeting

CHICAGO—Columbia will have 18 top-bracket pictures to be offered in groups of two, six and ten at three different percentage arrangements, each to be worked out individually in local situations, Abe Montague, general sales manager, told the first of two regional sales meetings here at the Blackstone Hotel. The western field force attended the current meeting. Eastern branches convene Tuesday in Atlantic City.

The usual division formula applies to the other product, with one group of 12 and another group of 14, in addition to the 16 westerns and the short subjects announced in this issue.

Keynote by Jack Cohn

Jack Cohn, vice-president, opened the convention with a "heart-to-heart" talk with the sales representatives, telling them that the "film industry must remain sane in the face of the world's madness. We must learn to face the facts. We cannot ignore the events abroad. We must all learn that in these trying times we must stick to our job—that of making, selling, and exhibiting motion pictures—because that helps keep us sane in a world gone mad.

"Blondie" Continues

The "Blondie" series will continue on a more elaborate scale and the studio will offer in addition two other series built around popular characters, such as "Tillie the Toiler," adapted from the cartoon strip, and "Ellery Queen," based on the radio, book and magazine stories.

Among stars and featured players who will appear are Cary Grant, Jean Arthur, Irene Dunne, Loretta Young, Brian Aherne, Joan Bennett, Constance Bennett, Melvyn Douglas, Virginia Bruce, William Holden, Joe E. Brown, Rita Hayworth, Warren William, Boris Karloff, Peter Lorre, Joan Blondell, Randolph Scott, Jack Holt, Penny Singleton, Arthur Lake, Larry Simms, Danny Mummert, Edith Fellows, Rochelle Hudson, Iris Meredith, Don Beddoe, Bruce Bennett, Stanley Brown, Richard Fiske, Glenn Ford, Eddie Laughton, Evelyn Young, John Tyrrell, Evelyn Keyes, Charles Starrett, Bill Elliott, Buck Jones, Sons of the Pioneers, Three Stooges, Charley Chase, Buster Keaton and Andy Clyde.

Among the producer-directors, associate producers and directors are Wesley Ruggles, George Stevens, John Stahl, Alexander Hall, Charles Vidor, John Brahm, Frank R. Strayer, Sidney Salkow, Nick Grinde, Del Lord, Jules White, William Perlberg, Samuel Bischoff, B. B. Kahane, Charles R. Rogers, Larry Darmour, B. P. Schulberg, Robert Sparks, Irving Briskin, Irving Starr, Ralph Cohn, Wallace MacDonald, Jack Pier, Leon Barsha, Hugh McCollum and Ralph Staub.

The 26 two-reelers consist of eight "Three Stooges" comedies and 18 All-Star Comedies featuring Charley Chase, Andy Clyde and Buster Keaton. The one-reelers are: 16 Color Rhapsodies in Technicolor; eight Columbia Phantasies cartoons; 12 Screen Snapshots; six "How's Your I. Q.?;" six Washington Parades; 12 World of Sports; six The New York Parade; 10 Columbia Tours; 10 Cinescopes and 10 Community Sings. In addition the company will continue to offer "Columbia Happy Hour Entertainments," a juvenile film service. The four serials are "White Eagle," "The Iron Claw," "The Return of the Spider" and "The Adventures of Daniel Boone."

The Lineup

Titles, casts and directors, as announced, are:

A Wesley Ruggles production.

"Royal Mail," starring Cary Grant.

"The First Woman Doctor," a John M. Stahl production, starring Loretta Young. Adapted to the screen by Lloyd C. Douglas and will be directed by Stahl.

"A Story of Old New Orleans," starring Jean Arthur. Louis Bromfield is writing the story. George Stevens will produce and direct.

"The Valorous Years," from the novel by A. J. Cronin. To be produced and directed by Wesley Ruggles.

"There They Go Again," presenting Cary Grant and Rosalind Russell.

"Jane Addams of Hull House," starring Irene Dunne.

"Legacy," from the novel by Charles Bonner, a story of a father's hopes and dreams for his five sons in a changing world.

"Our Wife," from the play by Lillian Day and Lyon Mearson, starring Jean Arthur and Melvyn Douglas. To be adapted by Sidney Buchman.

"The Vigilantes," with an all-star cast headed by William Holden, Virginia Bruce, Rita Hayworth and Warren William.

"This Thing Called Love," starring Loretta Young.

"And Now Goodbye," from the novel by James Hilton. To star Brian Aherne. Charles Vidor will direct.

"Three Girls About Town," starring Joan Bennett, Virginia Bruce and Constance Bennett.

"Senate Page Boys," by Lewis R. Foster.

"Bedtime Story," starring Melvyn Douglas and Constance Bennett and directed by Alexander Hall.

"We Dare Not Love," starring Brian Aherne and Joan Bennett and directed by Charles Vidor.

"Canal Zone," a drama of the Panama Canal.

New Cartoon Strip Series

"Tillie the Toiler," a new series of two pictures based on the famous cartoon strip.

"Ellery Queens," a new series of four pictures based on mystery adventures.

Three "Blondies" with Penny Singleton, Arthur Lake and Larry Simms.

Two starring Boris Karloff, one of which is "The Devil Said No."

"I Joined the Bund," an expose of a subversive organization.

"Chain Gang," a drama of a hunted man who battled a living death.

"The New Frontier," a drama of Amercia's empire in the north.

"Women Under 21," a story of youth in search of romance.

"Ocean Gold," a story of romance and adventure.

Two Jack Holt productions, as yet unnamed.

Eight Charles Starrett westerns—"West to Oregon," "Tombstone Trail," "Montana Pioneers," "Over the Great Divide," "The Cimarron Trail," "Carson City Bandit," "Westward Ho for Idaho," and "Outlaws of the Panhandle."

Eight Bill Elliott westerns—"Bad Man From Bisbee," "Beyond the Sacramento," "Wild Bill Hits the Trail," "Frontier Trouble Shooter," "North From the Lone Star," "The Tucson Wildcat," "Prairie Schooners" and "Across the Sierras."

Columbia Resources Into New Lineup to Offset War Loss

CHICAGO—All the company's resources are going into its new season's lineup in order to offset loss in volume caused by the war, Abe Montague, general sales manager, told the Columbia sales delegates meeting at the annual convention at the Hotel Blackstone.

Columbia intends to play a dominant role in the distribution world still available, Montague said. The future of the industry depends as much on the exhibitor as on the producer, the Columbia executive stated. He then added:

"With Columbia determined to put all its resources into its 1940-41 program, exhibitors in the United States must be made to realize the problem of production and distribution really is an exhibitor's problem as well. Without cooperation of the exhibitors, today representing 65 per cent of available distribution world, the battle for this needed increase in revenue would be a losing cause, regardless of resources and efforts of the producer.

JACK WARNER
WARNER BROS. STUDIOS

DEAR JACK: THANKS VERY MUCH FOR THE PRIVILEGE OF SEEING "ALL THIS AND HEAVEN TOO". WITHOUT MINCING WORDS I WANT TO GO ON RECORD THAT IT IS WITHOUT QUESTION ONE OF THE FINEST PICTURES I HAVE EVER SEEN. I HAVE NEVER BEEN MORE DEEPLY MOVED THAN BY THIS ALL-ABSORBING AND BEAUTIFUL LOVE STORY WHICH IS ENACTED SUPERBLY BY BETTE DAVIS AND CHARLES BOYER. IT IS A STORY THAT IN MY OPINION WILL APPEAL TO EVERY MAN AND WOMAN IN EVERY WALK OF LIFE AND IN THE LANGUAGE OF SHOWMEN IT IS A NATURAL, NOT ONLY BECAUSE IT IS BASED ON RACHEL FIELD'S BEST-SELLER, BUT BECAUSE YOU HAVE GIVEN IT SUCH BEAUTIFUL PRODUCTION. AN ATTRACTION OF THIS SORT CERTAINLY DESERVES SPECIAL TREATMENT AND DEFINITELY SHOULD BE ROAD-SHOWED EVERYWHERE. I AM VERY HAPPY TO HAVE THE PRIVILEGE OF THE WORLD PREMIERE AT OUR CARTHAY CIRCLE THEATRE. KINDEST REGARDS.

CHARLES P. SKOURAS



It is important to note that, with full exhibitor approbation, Warner Bros. will release

"ALL THIS, AND HEAVEN TOO"

for special engagements only in selected situations.

BETTE DAVIS and CHARLES BOYER in 'ALL THIS, AND HEAVEN TOO'

By RACHEL FIELD with JEFFREY LYNN • BARBARA O'NEIL • Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris

An ANATOLE LITVAK Production • Screen Play by Casey Robinson • Music by Max Steiner • A Warner Bros.-First National Picture

Industry Background Occupies Trial Start

(Continued from page 5)

ner, 507 theatres or 18 per cent; National Theatres had 517 units or 18.4 per cent.

Williams named most of the circuits acquired by the majors in recent years and stressed two New York individual theatre situations, one on Broadway and one in Brooklyn. He pointed to the Criterion on Broadway as being unable to secure first run major product until B. S. Moss made an operating deal with Loew's. Then, without naming the Patio in Brooklyn, he discussed the trouble which has been related in detail in the government's answers to the consolidated distributor interrogatories.

In his opening, Thacher declared the whole system and development of the industry has been the result of competition and not of conspiracy or monopoly. He referred to the U. S. Steel case where the Supreme Court held the company obtained a dominant position by competitive conditions, which was a natural result, and which was not a violation of the anti-trust laws.

Cites Competitive Efforts

"The competitive efforts of each distributor," he said, "is to supply the demand of licensing its pictures to each of the 17,000 theatres which has a weekly audience of 85,000,000 and for what prices each theatre will pay." He added grosses in foreign theatres annually totaled $100,000,000.

Each distributor is confronted with strenuous competition from other distributors, he contended. He said the average cost for exhibition is approximately $25 a day, and in many theatres this figure is as low as $10. In larger cities, first run fees range from $5,000 a week to $25,000, and more where the picture is unusual.

"The government is under a complete misconception on what this business is about," Thacher asserted. It is purely theatrical. It depends on public taste and fancy. It is a fancy business. Taste changes more rapidly than ladies' hats. There is no more speculative business than the motion picture.

Into Production

He then went into production, the copyright situation and competitive circumstances surrounding purchases of literary material. After which he narrowed the subject down to Paramount's own statistics on production, the cost of prints, black and white and color, and the open market for independent producers with ability and finances.

He cited David O. Selznick as an example of an independent producer who made the two outstanding hits of the year, "Gone With the Wind," which is being released through M-G-M, and "Rebecca," which UA is handling currently.

On talent loans, Thacher said "The government has alleged we have formulated a system of lending stars, sets and properties. This is entirely without foundation."

He and other defense counsel spent the balance of the week outlining what they intended to prove after the government completes its case. Each and every one denied a conspiracy or monopoly exists among them and generally touched upon the same highlights given by Thacher. With the exception of Columbia, United Artists and Universal, whose counsel held they could not be put in the same category with the theatre owning defendants, the lawyers stressed the competitive situations in the purchase and operation of theatres as well as other phases of the industry.

Integration Not Unlawful, Is Defense Theory of Majors

NEW YORK—The theory which defendants in the government suit expect to support by proof in seeking vindication is that integration is not unlawful, per se, and disintegration will tend directly to monopolization of exhibition by restoring conditions which existed before the process of inter-relations of production, distribution and exhibition began.

That such an approach will form the first line of defense was tipped off by former Judge Thomas D. Thacher, counsel for Paramount, in the opening presentation of his client's position in respect to the government's charges.

Contrary to the justice department's allegations of monopoly and restraint of trade, Thacher took the view existing methods of integration have brought into the market superior product, healthy and highly competitive units and to exclude such competition "on the complaint of other exhibitors would in itself restrain trade and violate" the Sherman Act.

In denying there are any agreements, combinations or conspiracies in restraint of trade, as charged, Thacher observed: "The decree sought in this case would greatly prejudice public interest, for certainly in no case which has ever been presented under this (Sherman) act could it be said that the public has been so well served by such highly competitive efforts of those engaged in it."

Rivalry Breeds "Excellence"

In the course of his remarks, which consumed more than four and a half hours, Thacher strove to establish that individual initiative and intense competition on part of the defendants were responsible for the high state of excellence attained in all industry branches. He traced Paramount's history from the days of the peep show to the present. He went out of his way to do this for the court's benefit, he said, because in the presentation of the government's case the previous day, prosecutor Paul Williams displayed a "complete misconception of what the business is all about."

Thacher took exception to constant "characterizations" by government counsel of the defendants as "they," as if "they acted as a unit or group." Nothing could be "more false," he said. "The effort in the government suit is to restrain freedom of trade and this itself is restraint."

In expressing the belief the very basis of the suit was "concocted to solve all individual situations" where discrimination is alleged "at one time," Thacher declared: "The very purpose and effort of this litigation is wrong. Here is where we have a fundamental disagreement with the government. You cannot generalize. There are so many elements, indeed, that business judgment, at best" is difficult.

"We submit," he continued, "that in the absence of agreement or conspiracy, the existence of which we deny, it is not the function of the court under any law in these United States to determine whether or not any exhibition contract discriminates fairly or unfairly in granting exclusive exhibition rights to one exhibitor as against another."

Paramount has $72,000,000 invested in 1,233 theatres in about 40 states, he said. Of these, there are only 400 where the company's interest exceeds 50 per cent control. "Paramount's revenue in the operation of theatres in which it is interested is quite as important, and I dare say, much more important in certain years than its net revenue from production and distribution. This is a dynamic business fact of more significance than any other inference that can be drawn from charts and government speculation."

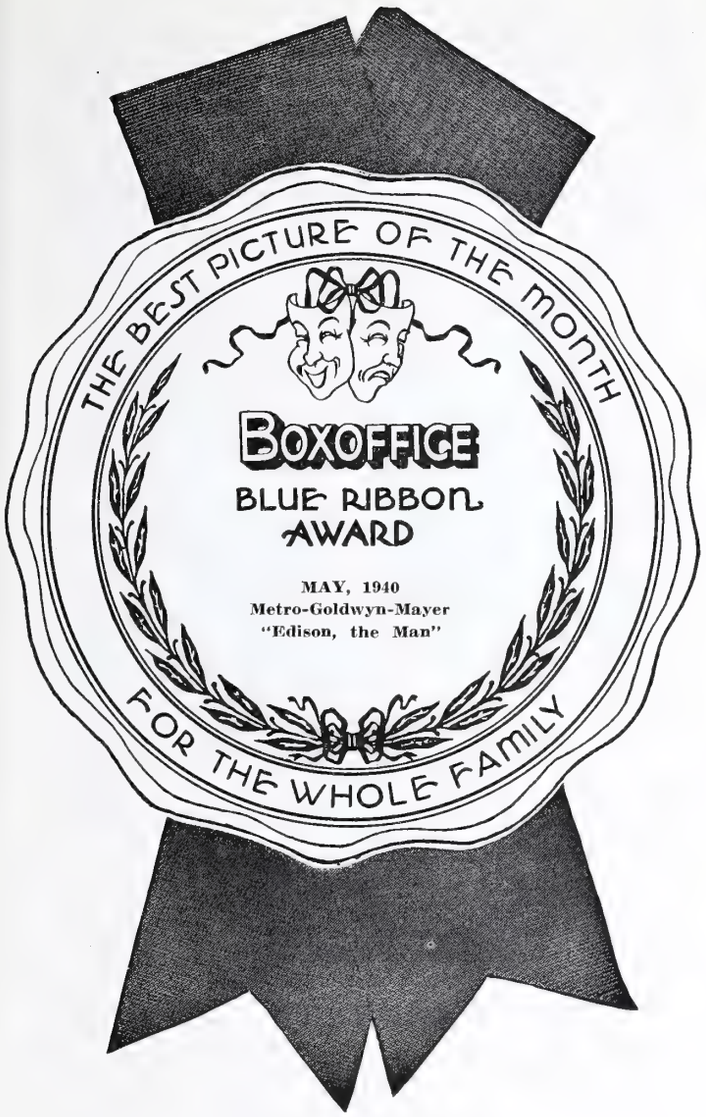
"Chain no Stepchild"

The company's theatre organization, he said, is not "to be viewed as a stepchild, or as the government views it, as an instrument of monopoly. It is an honest-to-goodness business responsibility of tremendous importance . . . and is the concern of those responsible to so operate and manage these theatres they will render in their individual communities the highest form of public entertainment in competition with other theatres. Here again, in this suit, the government has never mentioned the public interest. It predicates this litigation upon theatres that meet that competition and upon that interest alone."

Thacher spent considerable time tracing the part Adolph Zukor played in formation of the company and its predecessors. From the beginning of the industry, based on Zukor's experience, "the tendency to develop chain theatres" was prevalent. And despite what Thacher termed the monopolies of the Motion Picture Patents Co. and First National, Zukor "broke" them through personal initiative and enterprise. This came about largely through theatre acquisitions, which the attorney asserted were "vitally and essentially necessary . . . not to monopolize the business but to prevent monopolies by others."

Thacher denied circuits divide the country between them in acquisition of theatres and in agreement not to build against each other. He conceded certain areas are primarily served by one of the defendant producer-exhibitors, but this came about as a result of competition for chains under prior ownership and unsuccessful bidders among the majors looked elsewhere for theatre outlets.

He made it plain to the court the findings of fact in actions brought by the Federal Trade Commission against Famous Players in 1926 and the Quittner case against the MPPDA and eight majors in 1939, both of which were dismissed, would play a vital part in defense of the current litigation.



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.



"Edison, the Man" Is May Blue Ribbon Award Winner

"Edison, the Man," Metro-Goldwyn-Mayer's sequel to the film, "Young Tom Edison," has been selected by the National Screen Council as the outstanding picture released in May and winner of the BOXOFFICE Blue Ribbon Award for that month.

"Edison, the Man" was produced by John W. Considine jr., who also produced "Young Tom Edison," which film won the Blue Ribbon Award badge of merit for March. Clarence Brown directed "Edison, the Man," while Spencer Tracy, cast in the starring role of Thomas Alva Edison, is supported by Rita Johnson, who plays the part of his wife and heads the supporting cast including Lynne Overman, Charles Coburn and Gene Lockhart. Spencer Tracy has won previous Awards for his performance in "San Francisco," which won the June, 1936, Award; "Captains Courageous" (June, 1937); "Boys Town" (Sept., 1938), and "Stanley and Livingstone" (Aug., 1939). Lynne Overman received a previous Blue Ribbon plaque for his performance in "Union Pacific" (May, 1939), and likewise Charles Coburn for his role as Lord Tyce in "Stanley and Livingstone."

Cast of Characters

Thomas A. Edison..SPENCER TRACY
Mary Stilwell.....RITA JOHNSON
Bunt Cavatt.....LYNNE OVERMAN
General Powell....CHARLES COBURN
Mr. Taggart.....GENE LOCKHART
Ben Els .....HENRY TRAVERS
Michael Simon.....FELIX BRESSART
Ashton.....PETER GODFREY
Lundstrom.....GUY D'ENNERY
Edwin Hall.....BYRON FOULGER
"Acid" Graham....MILTON PARSONS
Bigelow.....ARTHUR AYLESWORTH
Jimmy Price.....GENE REYNOLDS
Mr. Johnson.....ADDISON RICHARDS
Snade.....GRANT MITCHELL
Sheriff.....IRVING BACON
Toastmaster.....GEORGE LESSEY
John Schofield.....JAY WARD
Nancy Grey.....ANN GILLIS

Production Staff

Executive Producer
.....LOUIS B. MAYER
Producer.....JOHN W. CONSIDINE JR.
Director.....CLARENCE BROWN
Associate Producer
.....ORVILLE O. DULL
Screenplay.....TALBOT JENNINGS, BRADBURY FOOTE
Original Story.....DORE SCHARY, HUGO BUTLER
Musical Score....HERBERT STOTHART
Recording Director
.....DOUGLAS SHEARER
Art Director.....CEDRIC GIBBONS
Associate.....JOHN S. DETLIE
Set Decorations by
.....EDWIN B. WILLIS
Women's Costumes by
.....DOLLY TREE
Men's Costumes by....GILE STEELE
Make-up Created by....JACK DAWN
Director of Photography
.....HAROLD ROSSON, A.S.C.
Film Editor—FREDERICK Y. SMITH
Technical Advisers
WILLIAM A. SIMONDS, The Edison Institute, Dearborn, Michigan, and NORMAN R. SPEIDEN, Director of Historical Research, Thomas A. Edison, Inc., West Orange, N. J.

A New Strategy in Theatre Formation



H. F. Pettigrew (left) and John A. Worley, of Pettigrew & Worley, theatre architects of Dallas, Texas, members of the Architectural Advisory Board of The Modern Theatre Planning Institute.

Time was when first-run picture theatres were planned largely, if not entirely, for a show-off and smaller houses weren't planned at all; but merely thrown together as a common shelter for the less demanding patrons of their day, when nothing seemed to matter much except a picture on the screen. Between these two persistent extremes and barely before it was too late came a new kind of theatre, a friendly, sociable, serviceable type of house in which people could relax completely and comfortably enjoy a reasonable amount of entertainment . . . For this new strategy in theatre construction and furnishing, the industry should be grateful to its architects. Their handiwork is helping to restore the movie-going habit by recruiting new patronage to the boxoffices of both new and modernized moving picture theatres. Their motive is House Appeal . . . . Theirs is a technique of thoroughness in theatre planning and thrift in the application of modern materials . . . . The Modern Theatre Planning Institute was formed to act in collaboration with leading theatre architects as a clearing house for ideas, inspiration and information on thoroughness and thrift in theatre construction and outfitting . . . . Among the major appointments of the new strategy is Decorative Arts, a simpler and more satisfying form of theatre embellishment that serves to set and sustain the mood for entertainment in the modern theatre. Our editors and collaborators are now at work preparing another interesting issue on modern theatre planning and appointments in which modern decorative arts and appliances will constitute the predominant theme. Again we can promise you ample reward for your reading time. Remember

The MODERN THEATRE

. . . Issue of June 22, 1940 will feature "Decorative Arts"

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

A MERCHANDISER'S ADVERTISING MEDIUM

HOUSE COMMITTEE RE-DRAFTING NEELY BILL; MAY ELIMINATE BLOCK BOOKING PROHIBITION

Synopsis Clause Seen Due for Revamping; No Time Limit

WASHINGTON—Determined to end, if possible, the many-year controversy over the selling practices of the major film companies, the House committee on interstate and foreign commerce will turn the Neely bill over to a subcommittee for redrafting in an effort to reach a compromise which will satisfy the public groups and independent exhibitors with a minimum of disturbance to the industry.

The action of the committee was authorized the day following the conclusion of the 17-day hearing, at a meeting at which the problem was briefly reviewed.

Suggestions that the measure be tabled did not meet with general acceptance because of the fear that if the bill was killed the committee next year would have again to go through the same grueling procedure, and the conclusion was reached that, if possible, the issue should be finally decided at this session.

At the same time, committee members are said to have been convinced that the bill, as passed by the Senate, was an unworkable piece of legislation.

Present Bill "Unworkable"

As a result of the discussion, the committee authorized Chairman Clarence F. Lea of California to appoint a subcommittee to make "such further study as may be necessary" and to report to the full committee at an "early date," but no time limit was set on its deliberations.

While the committee formally announced only that a subcommittee would study the measure, it was learned that the group will seek to rewrite the bill in such a way as to meet the main demands of all interests and that an effort will be made to pass the amended measure before adjournment.

It is understood the redrafted bill will eliminate the Neely prohibition against block booking on the ground, first, that that matter is now before the courts and will be judicially determined and, secondly, that the remainder of the bill will be so written as to make it unnecessary.

The major feature of the new measure, it was said, will be a provision that any exhibitor may cancel any picture because of moral, racial or religious undesirability, which also may provide for a general cancellation privilege.

The synopsis provision will either be dropped or replaced by a more flexible requirement under which producers will be required to identify the films they offer and, possibly, to furnish a general outline of the story.

Members of the committee believe that a cancellation-for-cause provision will meet the desires of the public groups.

Independent exhibitors are said to have evinced their satisfaction with any sort of legislation which will give them a cancellation privilege, and to have suggested a 10-15-20 per cent provision, on the ground that with adequate cancellation there can be no compulsory block booking.

The companies, it is hoped, will find the new bill no impediment to the continued operation along present lines.

The major drawback to final adoption of the measure this year was said to lie in the Senate, which might be unwilling to accept any great departure from the drastic provisions of the bill.

Proponents of the bill lost ground rapidly at the final session of the hearings through their failure to answer satisfactorily questions designed to explore the possibilities of solving the problems of the film industry by less drastic methods.

Neither Miss Katherine Lyford of the Motion Picture Research Council nor Abram F. Myers, Allied general counsel, who, with Mrs. Mary T. Bannerman of the National PTA, proffered rebuttal testimony, were able to convince members of the committee of the adequacy or responsiveness of their answers to questions.

The necessity for all members of the committee except Chairman Lea to be on the floor of the House prevented extensive examination of Myers, but Miss Lyford was grilled at length, her evasiveness alienating

(Continued on next page)

Four-Way Slap at Neely Bill In Schaefer Memorandum

WASHINGTON—The memorandum filed by George J. Schaefer, president of RKO, against the Neely bill in its 16th day of hearings before the House committee on interstate and foreign commerce opposed the measure on four points. He contended it is:

1. Untimely, "because it would add vastly to the burdens of an industry gravely affected by the war and reeling from terrific blows received in the loss of important foreign markets."

2. Unnecessary, "because the public interest would not be affected by this bill. Whatever trade grievances are still to be settled in the industry—and there is much to be done—the record proves from the standpoint of public interest that more and more good pictures, fine pictures and even great pictures, are being produced and exhibited year after year, and that the moral tone of the screen has never been higher."

3. Unworkable, "in the sense that various sections of this bill would bring about chaos in the industry and substitute litigation for any possible arbitration or conciliation in the trade relation between buyer and seller."

4. Un-American in principle, "for it is clear that it would bring about pressure group censorship against the screen and give unfair advantage to the buyer as against the seller of film entertainment."

Supporting data for each of the four points constructed a memorandum of 34 pages, considerable detail on industry practices designed to bolster the arguments and citations of individual records apparently intended to impeach the testimony of certain Neely bill proponents.

"I have sought the best legal advice I could obtain but I found none that could guide me through the mazes of this bill," Schaefer's statement read. "They are as obscure as a black cat in a dark room on a dark night, when the cat isn't there. For the fact is that wholesale selling would be destroyed in the industry, unless the distributor desired to remain in constant jeopardy. The ambiguity, the vagueness, the uncertainty of these provisions (relating to single and group selling terms) would make it impossible for any distributor to know definitely whether any sort of discount or special price for quantity purchases would be in violation of the law."

On the un-American count, Schaefer indicted the bill "because censorship smells no better when it is called 'community selection.' At best, I hold, this bill would lead to a vicious and irresponsible form of local censorship—irresponsible because it would have no legal basis. This would stop in its tracks the artistic progress of the screen.

"At worst, it would lead to a plague of local censorship bills, because of the impracticability of community selection, which would work directly into the hands of the pressure group interests. In these days of Fifth Columns and Sixth Columns not all groups might be as honest or disinterested as I am willing to grant are some of those who have testified in favor of this bill. Honest but misled."

The RKO head contended further that "the whole idea of community selection, in which self-constituted groups apparently would do the selecting, would reverse the philosophy of unity and freedom by which our country has become great. It would substitute private pressure for public good."

Schaefer argued that the bill would create "little fuehrers in every community in the United States to tell the public what it could or could not see on the screen."

Neely Proponents Lose Ground Under Barrage of Questions

(Continued from preceding page)

much of the sympathy which previous testimony had aroused and finally goading Representative Brown of Ohio into vocal exhibition of his exasperation.

"I am just as much interested in clean pictures as you are," he reminded the witness, "but I am trying to find some sensible, practical way of solving this problem."

Even the usually mild tempered Representative Patrick of Alabama, whose habit of propounding lengthy, involved and wandering questions, in which he and everybody else got lost, had aroused considerable amusement during the hearings, lost patience when Miss Lyford started looking over a magazine while he was asking a question and his "If you please, Ma'am" pleas for an answer got him no satisfaction.

With the witnesses refusing to give a "yes or no" answer, members of the committee got no definite response to questions such as those asked by Representative Brown as to whether passage of the bill would eliminate immoral pictures, Representative Youngdahl's suggestion that closer cooperation between the community and the exhibitor might bring about reform or Representative Hinshaw's request for specific information as to whether an exhibitor had ever been denied the right to cancel under the moral clause.

Miss Lyford told Congressman Brown that the bill would "eliminate the necessity of people seeing immoral pictures that do not want to see them," eliciting from the Congressman the observation that "I would like to believe that," and informed Youngdahl that cooperation would be good if the exhibitor were freed from block booking and could respond to community suggestions. She begged off from Representative Hinshaw's question on the ground that Myers would answer it in his testimony.

Not Civic Group Aim

She told Congressman Brown that a law providing for cancellation of pictures on moral, religious or racial grounds would not meet the aims of the public groups without the synopsis provision, but Myers, answering the same question, admitted it would help, although he contended the exhibitor should still have the right of selection.

Myers told Hinshaw that there had been no cases of refusal of rejections on moral grounds in the past five or six years simply because the majors had produced no pictures raising that question. However, he said, the current season has seen the release of several objectionable films, making the bill more necessary than ever before in case the companies refuse to accept rejections.

Myers approached the witness table armed with a 55-page statement and 18 exhibits. He had hardly started on the reading of his statement, however, when all except the chairman left for the House and after reading on a few minutes longer expressed pity for the patient but interested committee head and said he would put the full statement in the record so that the hearing might be concluded.

In his statement, the Allied official summarized the arguments for and against the bill and endeavored to show how all objections of opponents were unfounded or raised as a screen for their unwillingness to forego any of their present advantages.

He went over the testimony of practically every opposition witness, charging most of the exhibitors with more or less tenuous relations with the distributors and attacking the credibility of company officials.

He pointed out that this is the fourth hearing on block booking legislation, at all of which the same arguments have been made by substantially the same witnesses.

"After so many rehearsals by the same cast, and after so much propagandizing, it is not remarkable that so many of the arguments have degenerated into slogans to be uttered and repeated without much regard for their underlying significance," he commented.

Terms Cancellation Valueless

Myers contended that the cancellation privilege is valueless to the independent exhibitor and was adopted by the companies merely for use as an argument that with it there could be no compulsory block booking.

He declared that the arguments of company officials that they could not comply with the synopsis requirements was fallacious and that there were no unbearable burdens in the synopsis provision, the penalties of which, he contended, would be invoked only if a producer refused to furnish a synopsis or knowingly made any false statement therein.

Discussing objectionable pictures, he asserted that the films that have caused the most trouble are those "that have been derived from unwholesome books or plays," and held that "the public groups are best qualified to say of what advantage the bill will be to them in adapting film

(Continued on next page)

Rental Hike Pleas An Allied Topic

Chicago—Organization of opposition to demands by distributors for additional domestic rentals to offset losses in the European market is expected to be a major Allied topic when the Allied national convenes at the Morrison Hotel here June 19.

Allied leaders have protested statements by producer and distributor executives asking longer runs and additional film rental money on the ground that film company income has been decreased sharply by the war.

It is learned that present plans anticipate this subject will occupy the opening day of the convention as a closed session.



Again Head IATSE—

President George E. Browne, standing, Harland Holmden, first vice-president (left), and Louis Krouse, secretary-treasurer, re-elected by the IATSE convention in Louisville. All other officers also were returned to power.

IA Re-elects Browne And Other Officers

LOUISVILLE — Unanimous re-election of George E. Browne as head of the International Alliance of Theatrical Stage Employes, and with him the slate of incumbent officers was voted by the assembled delegates at the 35th biennial IA convention at its Thursday session.

Returned to office with Browne are Harland Holmden of Cleveland, who from third vice-president becomes first, replacing the resigned John P. Nick of St. Louis; William Covert, Toronto, second vice-president; Richard F. Walsh, third; Floyd M. Billingsley, fourth; James J. Brennan, fifth; Roger M. Kennedy, sixth; and Felix Snow of Kansas City, seventh. Louis Krouse of Philadelphia was returned as general secretary-treasurer.

The convention closed Thursday after turning down, at least temporarily, a proposal that the organization take on a group insurance plan presented by the Union Labor Life Insurance Co. This provoked the liveliest session of the convention.

Thurman Arnold Lashed At Louisville Conclave

LOUISVILLE—Thurman Arnold, administration trust-buster who currently is prosecuting the all-industry suit in New York, came in for attack at the IATSE convention here as "a college professor who never tried an anti-trust case in his life" and "who came along in 1939 and tried to destroy organized labor."

The attack was launched by Joseph A. Padway, AFL general counsel, who said Arnold had held that jurisdictional strikes were illegal, adding that "the ignorance of the anti-trust division is colossal."

Myers in Rebuttal As Hearings Close

(Continued from preceding page)

entertainment to community needs."

Although he contended that none of the grave disadvantages outlined by opponents would be suffered by independent exhibitors, Myers admitted that one of the witnesses opposing the bill was an Allied member operating under a franchise. Such witnesses, he said, are trying to perpetuate their local monopolies and, he conceded, might be adversely affected by the legislation.

"The policy of the association I represent is free and open competition," he explained. "That policy has been endorsed by the members at every board meeting and convention. But exhibitors cannot eat their cake and have it too. If free and open competition is desirable in production and distribution, it also is sound policy for exhibition. On this the overwhelming majority of Allied members have spoken."

Defends Constitutionality

Acting on a suggestion by Representative Wolverton of New Jersey last week that he would like to hear argument on the constitutionality of the proposed law, Myers devoted considerable attention to that phase of the question, contending that the Neely measure does not go beyond the point reached in other regulatory acts and expressing confidence that the courts would sustain it.

"I entertain no doubt concerning the constitutionality of the measure as a civil statute," he said. The only doubt raised concerns its validity as a penal statute and, he held, if its penal provisions are annulled, the act would not be impaired as a civil law.

Under any circumstances, he added, "I am confident that the attorney general will invoke the civil rather than the criminal remedy provided by the bill."

Austin Keough Testifies

At the final session for the opposition, Austin C. Keough, vice-president and general counsel of Paramount Pictures, impugning the testimony of proponent witnesses, suggested that the committee would have received more accurate information and a better picture of the situation had witnesses been sworn, and asserted that those who spoke for the independent exhibitors on questions of production would not have been accepted as "competent" witnesses in the New York trial which opened that day.

Keough attacked the attempted use by the proponents of the allegations in the all-industry suit as "proof" of the distributors' malpractices, charged that the department of justice had tried its case "in the newspapers" by releasing statements, sometimes inaccurate, about the suit, and expressed the hope that the New York trial "will put an end to the gossip and misrepresentation that has so long been indulged in."

Flatly contradicting many of the charges made by Allied and public group witnesses, he denied that chains, whether affiliated or not, are relieved of any of the requirements imposed upon independent exhibitors and asserted that in many instances the latter have a greater right of selectivity than do the affiliated houses.

Asserting there is nothing illegal or morally wrong with block booking, he declared that if an exhibitor is asked to take a high percentage of a company's output it is because if he doesn't a competitor will. "It all depends on local conditions," he contended.

The witness testified that the distributors who fix the minimum admission to be charged by exhibitors do so to protect their goodwill, and pointed out that Congress, in adopting the Miller-Tydings act, permitted a producer or distributor to fix resale prices on his commodities in states having fair-trade laws.

Comparing the minimum admissions

(Continued on next page)

388 to 414 Films Promised by 10 Companies for 1940-41

NEW YORK—With Warner, last of the companies to hold its annual sales sessions and announce its new lineup, promises by the eight majors and two independents for 1940-41 indicate from 388 to 414 features, 98 westerns, 580 shorts and 12 serials. This compares with announcements by the same companies for the 1939-40 season of 398 to 418 features, 90 westerns, 589 shorts and the same amount of serials.

Although the new programs show from six to 12 features less than the current season, there are eight more westerns in view and nine less in the shorts division.

There is some question of all companies going through with releases contemplated for the current season. It is stated Paramount will deliver six less than originally announced. Some other distributors are said to be considering carrying over several pictures to next season's lineup.

Some sales executives, discussing new lineups announced, are inclined to believe the threat of the Neely Bill being passed by Congress, the all-industry suit and the loss of 30 to 40 per cent of foreign revenue because of the European crisis is bound to be reflected in the delivery of new pictures.

The tendency, according to one source, is to concentrate on as many "A" films as possible in the hope of getting all of the negative costs out of domestic sales. There is no room for "B" pictures, the sales executive states, because the drop in foreign returns does not make this type of film profitable any longer. Only the bigger pictures from which larger returns can result from this market are the answer to the present-day problem, the source believes.

Each of the companies in convention has stressed this angle, but whether their hopes will be manifested by production departments is something the next 12 months will tell. The indication is to make fewer and more expensive pictures.

If the various studios fulfill promises of increasing budgets and turning out less "B" pictures double features will vanish in due time, it is held.

There are executives who assert it is more likely all of the 98 westerns will be produced and delivered as promised, but insofar as the total number of other features are concerned considerable doubt is expressed whether the minimum of 388 will be made.

In addition to the status quo on serials, M-G-M, RKO, 20th-Fox and Universal will continue newsreels at the rate of two issues a week.

For 1940-41 Season

Company—	Features	Westerns	Shorts	Serials
Columbia	44	16	130	4
M-G-M	44-52	....	78	....
Monogram	26	24	....	....
Paramount	38-46	6	86	....
Republic	26	32	....	4
RKO	47	6	85	....
20th-Fox	42-52	....	52	....
UA	26	....	....	....
Universal	45	14	63	4
Warner	50	....	86	....
Total	388-414	98	580	12
For 1939-40 Season				
Columbia	40	16	130	4
M-G-M	44-52	....	79	....
Monogram	30	24	....	....
Paramount	52-54	6	85	....
Republic	26	24	....	4
RKO	46	6	94	....
20th-Fox	42-52	....	52	....
UA	26	....	6	....
Universal	44	14	57	4
Warner	48	....	86	....
Total	398-418	90	589	12

Sees "Blackmail" Club In Neely Measure

(Continued from preceding page)

with such prices, he argued that "the right of the producer or distributor of a copyrighted article not sold but merely licensed, to fix the price at which the sublicensee may permit the public to enjoy the use of the copyrighted article, has never come under the condemnation of the Sherman Act."

Making a final analysis of the bill, Keough admitted there is nothing in it to forbid a distributor to sell blocks, but contended that the synopsis provision would make the selling of pictures other than singly too highly hazardous for the producers to take a chance of incurring the penalties of the measure.

He told the committee no synopsis could be provided before the picture was ready for distribution, and declared that even then the writing of one would be risky. He cited the synopsis of "Primrose Path," which Abram F. Myers, Allied general counsel, wrote after seeing the picture. Keough said he did not agree with Myers' synopsis, and pointed out that if the Allied representative had been a distributor and he an exhibitor such a disagreement might lead to a lawsuit under the bill.

Attacking the motives of the proponents, the Paramount official characterized the legislation as a possible opportunity for blackmail. He referred in this connection to the testimony of Henry R. Atkinson of Boston, one of the writers of the measure, who predicted that there would be few suits on "borderline" cases, because the companies would make adjustments rather than fight such cases.

Scores "Expense" Angle

"That tells the story," Keough declared. "The distributor will not get his contract performed and will not sue because it is too much trouble or too expensive, but will make adjustments. These, of course, will be dollars and cents adjustments. What an instrument for polite blackmail.

"So, as Mr. Freeman told you, if we have to make pictures under this bill, in self-defense we will have to complete them before we sell them. That is not impossible but it is highly impracticable.

"The cost of producing and marketing will go up and the exhibitor will not know from week to week what merchandise he will have in his theatre. Perhaps small, irresponsible producers and distributors will take this risk. I cannot imagine the responsible ones doing so. Under my advice my company would not."

Similarly, he said, the differential provisions of the pricing section would be impossible of conformity. No matter what discount was made for the purchase of pictures in blocks, an exhibitor failing to get as great a return as he expected would cry that he had been "coerced" into taking films he did not want.

Although he has been practicing law since 1914 and has had much experience with contracts, he told the committee "I could not tell the Paramount sales managers what they could do and could not do to avoid violating this session."

No Dull Moments in "Ghost Breakers"

Hollywood—There is never a dull moment in Paramount's "The Ghost Breakers."

When the customers aren't shivering, they'll be roaring, and between chills and laughs they are sure to have the time of their lives seeing this smart-cracking, fast moving, interest commanding comedy-mystery.

The screenplay is a masterpiece of brittle dialogue and priceless gag situations. The production is solidly mounted and it is played with a delightful tongue-in-cheek interpretation by an excellent cast topped by Bob Hope and Paulette Goddard. And George Marshall's able direction knits the various threads of the Arthur Hornblow jr. production into a piece of topnotch entertainment.—SPEAR.

Trendle Sues in a Move To Operate in Detroit

NEW YORK—George W. Trendle has filed suit in federal court against Paramount and John H. King, known as John Kunsky, seeking elimination of an agreement he signed with Kunsky in 1929 when their theatre interests in Detroit were sold to Paramount. At the time he and Kunsky agreed not to re-enter the theatre business for 50 years, within a 150 mile radius of Detroit.

Trendle now seeks to open theatres in Detroit, and Paramount is holding him to the agreement. He seeks two things: Either nullification of the agreement on the ground it imposes an unreasonable restraint on interstate trade, or for the court to set non-competitive territorial limits as to each Paramount theatre, so that he can operate, but not in competition with Paramount. Kunsky is named as a defendant, although no relief is sought against him because he refuses to join as a plaintiff.

$25,000 to Red Cross

HOLLYWOOD—It is announced that Harry M. Warner has contributed $25,000 to the American Red Cross.

Columbia European Staff Holding On

NEW YORK—Columbia's European staff, although under great handicaps, continues to function, according to Jack Segal, assistant to Foreign Manager J. A. McConville. Segal recently returned from a six-month trip abroad.

He reports some revenue is coming from the Balkans, that Turkey and Syria are reflecting a healthy business at the box-office, and business has started again in Finland. A reason for the betterment in Turkey and Syria is the presence of French troops, Segal said.

Columbia, by purchasing a Spanish-made picture for Latin American distribution, has received a permit to distribute ten pictures in Spain, Segal revealed. He said Spain is another situation where business is good in local currency but the companies are prohibited from withdrawing any of the revenue.

While in France, Segal opened branches in Lyon and Bordeaux. The French picture, "Untel Pere et Fils," which Columbia produced jointly with Transcontinental Films, will arrive here shortly. It is a story of three generations of a French family at war and features Raimu, Louis Jouvet and Michel Morgan. Julien Duvivier directed.

He said until he left three weeks ago there were still about eight French studios in production. Columbia has another picture in production in England, Segal stated, and from latest advices work is going on.

Baxter and Ratoff Signed For Columbia's "Legacy"

HOLLYWOOD—Warner Baxter will star in and Gregory Ratoff will direct "Legacy" for Columbia under an arrangement completed by Robert Sherwood, who will produce. Financing and releasing contracts between Sherwood and Columbia were handled for Sherwood by William B. Jaffe, New York attorney, who is a pioneer in independent production.



—Metropolitan Photos

To the First of Two Conventions—

Columbia home office executives board the train for the company's Chicago sales meeting, the first of two to be held this year. Left to right, they are: Bill Brennan, Al Sherman, George Josephs, Al Seligman, Maurice Grad, Vincent Borrelli, Louis Astor, Irving Sherman, Seth Raisler, Jack Cohn, Joe Freiberg, A. Montague, Rube Jackter, Louis Weinberg and Max Weisfeldt.

INDUSTRY SUIT HALTED; CONSENT DECREE CONFERENCE IN PROGRESS

New York—A halt to the industry suit came Friday just as the government prepared to examine its first witness with counsel for both sides conferring with commerce department representatives here from Washington to draft a consent decree based on proposals submitted by the commerce department to the department of justice several weeks ago and rejected by the latter.

The elimination of block booking provided in the proposals and the theatre divorcement issue maintain their status quo, it is reported, while the decree will be given a test trial.

The sessions to fully formulate the decree continued over the weekend with court hearings postponed until Wednesday. The understanding is that week-to-week adjournments will be made until the final decree is agreed upon. Allied, it is reported, will be given the opportunity of expressing its stand upon the settlement plan. The decree is expected to be signed in the next 30 days.

A dissonant note in the proceedings was struck when counsel for United Artists, Universal and Columbia—companies not called into the sudden conference as heretofore—expressed irritation over the discourtesy.

If the theatre-owning majors sign, the three other companies named will demand going ahead unless the government dismisses the suit against them as non-parties to the decree.

The swift eventuality has still left vague which side started the latest negotiations, each claiming the other did. One major attorney stated, "You can be sure that if the decree is signed it will be equivalent to victory for the defendants."

Loew May Cut Its Own Clearance

NEW YORK—Talk, purely informal in nature so far, has been going on between interests involved to the effect Loew's may cut down the amount of clearance between runs in its own theatres in an effort to speed up availabilities for subsequent independent theatres.

The circuit's stagger system has been a source of complaint from independents for years, but the contention of Loew executives is that the circuit pays enormous prices for film which entitles it to the clearance it enjoys. In comparison, it is pointed out, subsequents following RKO get availabilities seven days after this circuit is through with pictures. A day-and-date policy prevails in the majority of the RKO houses.

Hence, it is explained, where Loew and RKO have splits, the independent exhibitor following these circuits will get a quicker release after RKO than after Loew.

Although some interests who have heard of the talks going on are pessimistic over the outcome, any change in Loew clearances between its own theatres would be welcome, it is stated.

"U" Sees Self-Sufficiency Achieved by September

NEW YORK—By September, 1940, Universal will have achieved self sufficiency, it is stated in a second quarterly report which shows a net profit of $920,370 comparing with $581,587 for the similar quarter last year. The difference between the two quarters is $348,783 to the good this year.

Earnings for the first half of the current fiscal year amounted to $1,381,002 compared to $581,587 for the indentical period last year. The company's financial position continues to improve with a net reduction of $1,381,745 in bank loans and an increase of $1,163,257 in net working capital. As a result of uncertainties caused by foreign developments, the management has increased the amortization reserve of $5,000 to $8,000 a week retroactive to the beginning of the current fiscal year.

Joelson Negotiations for Snaper Circuit Are Off

NEW YORK—Negotiations between Julius Joelson, former local and New England circuit operator, and David Snaper for the latter's four-unit chain in New Jersey, are off.

Skouras Warns Industry to Snap Out of Its "Lethargy"

By DAVE GOLDING

NEW YORK—In a sharp warning addressed to the industry, Spyros Skouras, head of National Theatres, urged that something be done about the state of "lethargy and apathy" into which it has fallen or "in a year about half of us will be out of jobs."

Speaking at an AMPA luncheon, Skouras stated every company faces the prospect of going into the red in another year with 75 per cent of the foreign markets gone.

As a remedy to make this market self-sustaining, Skouras advocated increased admission rentals. He pointed out in 1925 to 1927 approximately 2,500 theatres charged over 50 cents admission. Today, said Skouras, approximately 140 theatres charge over 40 cents.

"If those 2,500 first-run theatres which, according to L. Jack Schlaifer (UA's western sales manager) represent about 70 per cent of the film rentals, would raise admissions 25 per cent we would make up losses suffered abroad," he claimed.

Skouras also said he thought a committee composed of advertising and publicity heads could get together once monthly to discuss jointly the industry's problems and suggest means of combating them.

"Cutting budgets, reducing salaries and discharging employes is not the solution," Skouras maintained. "Let us be an industry and not small people."

Criticizing "fifth columnists" within the industry, Skouras declared what "we suffer from most today is lack of confidence." He urged closer cooperation among all branches and less destructive criticism.

"Let us not behave like members of the English parliament during the Chamberlain regime," was the way he described the present muddling of some critics.

In describing another industry ailment, the double bill, Skouras said he abhorred the present system of double bills and giveaways. Yet the exhibitor is forced to resort to giveaways in addition to presenting two features. "What can he do?" Skouras asked, "when the studios do not supply enough meritorious attractions to keep the place filled with patrons. That is why the exhibitor looks for other inducements."

New York has not furnished any encouragement to Hollywood because of European losses and litigation, he added. Continuing, Skouras declared stage shows would eliminate duals and giveaways and described how headliners in 1925 asked $2,500; today top talent asks about $7,500. "Stage shows have eliminated themselves by high expenditures," he explained.

BROADWAY

CHARLES SKOURAS, FWC head, is due in for product conferences around June 24 . . . Irving H. Ludwig has resigned as manager of the Eighth Street Playhouse and will announce his plans shortly . . . Joe Rosenbloom, who operates the Art, Bronx, is at Hunts Point Hospital for a checkup . . . E. W. Hammons is mighty proud of the trophy he received for sailing his *Four Winds* to a first place in the Larchmont regatta . . . Eugenie Leontovich, who makes her debut in "Four Sons," gets in during the week for an appearance on an air show . . . A. M. Noye, Columbia's Brazilian manager, arrived Saturday for home office talks . . . AMPA will hold its last meeting June 20 . . . Lee Tracy has returned to the coast.

Exchange note: Summer's here. Bookers and salesmen shed their jackets for the first time this year and operate in their shirtsleeves . . . Jules Lapidus, Universal's new eastern district manager, moves in today at the Big U Exchange . . . Exhibitor Pete Beckeros of Highland Falls, N. Y., was seen chatting with Dave Levy . . . Phil Hurwitz is the new booker at Alliance replacing Louis Solkoff who has gone into business for himself . . . Carl Wiener is now operating the Parkway, Bronx . . . Matty Radin says his picture "Song of the Road" has been booked for an indefinite run at the Lyric, Newark . . . Jack Ellis of RKO seen drinking milk to cool off.

Alexander Korda is due on the Clipper around June 28 . . . What does the president of a motion picture company do to relax after a hectic day? Well, Murray Silverstone took the missus to see "My Favorite Wife" at the Music Hall . . . Sam Rinzler, in search of laughs, took time off at noon to see the picture . . . Julian Fromer, formerly with the defunct Buffalo *Times* and graduate of the University of Wisconsin, has joined Columbia's press-book department . . . Bob White of the Bob White theatre, Portland, Ore., a visitor at the RKO lounge . . . Jean Lenauer beat the heat wave by moving to Port Washington for the summer.



—Photo by Cosmo-Sileo

At Hellinger Party —

Warnerites with Toots Shor at his restaurant in honor of Mark Hellinger, now a Warner producer. Above are Ed Schnitzer, eastern district manager (left), Shor and Roy Haines, eastern and Canadian sales manager.

Joe Seider was ill for a couple of days last week but is now back on the job . . . Milt Kusell visited the Albany exchange where he and Clayt Eastman went over the new Paramount lineup with the local sales force . . . Barney Balaban on Wednesday had his breakfast in the drug store in the Paramount building . . . George Brandt, son of Billy, and manager of the Flatbush, Brooklyn, is engaged to Vivienne Mandelbaum and will probably tie the knot the end of the month . . . Bill Rodgers paid a visit to the federal court building while former judge Thacher was making his opening speech in the all-industry suit. Accompanying him was Tyree Dillard jr. From the Loew legal side were Leopold Friedman, Jay Eisenberg and Irving Greenfield.

Bob Rubin has been at Le Roy Sanitarium for a general checkup, but now is back at his desk at Loew headquarters . . . Joseph Bernhard left over the weekend for Pittsburgh to attend the Warner eastern and Canadian sales convention. He said one of the reasons for the trip was to make a speech . . . Sidney R. Kent, introducing David Bernstein, treasurer and vice-president of Loew's, to a friend the other day said he represented one of the few companies making money. Retorted Bernstein, "thanks for those kind words" . . . Hal LeRoy has gone to the coast for a role in "Too Many Girls" . . . Jean Hersholt was one of the principal speakers Wednesday when the World's Fair held Denmark Day . . . There are a lot of exhibitors who are willing to wager the government suit will be settled by a consent decree, after all.

Irving Dollinger, New Jersey exhibitor, tells about the day he was passing the Paramount's stage entrance. Autograph hounds were out in droves. A young man, evidently a personality from the stage show, emerged from the stage door thick in makeup. Two young signature savers pounced on him, got what they wanted, and walked triumphantly off. Said one to the other: "Gee, that was a quick one. He's a regular guy. What's his name?" Said the other: "Gee, I don't know. Don't you?" . . . Joseph R. Vogel made an air tour of southern Loew cities and the reopening of the Palace, Memphis, under the circuit's management . . . John Manheimer's health is slightly under par these days . . . Selma Klein, secretary to Leonard Picker, Columbia attorney, is in the market for attractive punchboard offers. On account of she is now sporting a beautiful weekend bag which cost her 30 cents . . . Johnny Murphy has a new sponge rubber chair seat that is the envy of every 200-pounder in the theatre department . . . It's a gift from Harry Moskowitz, who knows the importance of comfortable seating . . . Rose Mirell, secretary to Leon Netter, is mourning the loss of her father . . . Bob Weitman, Paramount manager, plans an August vacation with wife and son, while daughter goes to summer camp.

Representatives of American companies abroad are sending their families back to the United States. On the *Manhattan*, which departed from Genoa, it is reported the mother of Laudy Lawrence, M-G-M's continental manager, is aboard as are Mrs. Arthur Fields, wife of the assistant to Lawrence, and the family of Robert Schless, Warner's manager of England, who is now in this country. Unofficial reports have Ben Goetz, Mrs. Robert Montgomery, Mrs. Francis L. Harley, wife of 20th-Fox's British manager, and the family of Joseph Friedman, Columbia's general manager of England, on the *Roosevelt* . . . Nick Ermolieff, RKO's studio foreign publicity director, is staying on for another week . . . W. S. Tower jr., Erpi's special representa-

(Continued on page 26-A)



—Photo by Cosmo-Sileo

Director Meets the Boys—

Universal tendered Edward Sutherland, director of "The Boys From Syracuse," an informal luncheon where he met trade paper representatives and Universal executives. Jules Levey, the producer, was there, but not included in the picture which shows Dave Levy, local Universal branch manager; William A. Scully, general sales manager, and Sutherland.

Burden of Proof on Gov't, Says Defense

By LEONARD WEISBERG

NEW YORK—As major attorneys completed the first phase in the trial of the government suit it became increasingly apparent with the conclusion of their opening statements on the issues involved that the department of justice will have a difficult time proving its case against Columbia, UA and Universal, at least.

As a result of a direct question put to Paul Williams, prosecutor, by Judge Goddard opinion among defense attorneys veers to the belief that theatre divorcement will be the principal issue. And as long as the three smaller defendants do not operate or hold interests in theatres it may be their anticipated moves for dismissal may be successful.

Defines a Limit

After Louis D. Frohlich, representing Columbia, concluded his remarks Judge Goddard asked Williams if the government takes the position it is right for the defendants to produce and distribute but are to be denied the privilege of acquiring theatres. Williams said the government takes the position "the very limit would be to exhibit solely his own product," because the exhibition of other majors' product tends to monopoly.

The court repeated the question and added, "Does it violate the law if he allows others to exhibit?" Williams answered saying that as soon as producers go into competition with their own customers without equal bargaining rights to independents, thus establishing a system of preferential rights, it is tantamount to inequality.

Nothing more was said about this in court, but in private discussion defense counsel displayed confidence Judge Goddard has, in a short time, hit upon the complexity of what the government is aiming at in its action.

Cites "Independence"

John W. Davis, representing Loew's, based his opening almost solely on what he termed the "independence" his client has shown in all branches of industry activity from a "humble" beginning to the present. As did his colleagues, Davis stressed the competition that exists and has always existed between the defendants in refutation of the government's charges of combinations and monopolies. In fact, he said, as contrasted to other defendants who were originally producers and then integrated with exhibition, Loew's "sole conduct" in 1919 was exhibition, and that it started production "for purely defensive reasons." In fact, he added, the acquisition of Metro Pictures Corp. was not a success until it later merged with Samuel Goldwyn. And the subsequent acquisition of about 150 theatres, of which 73 are in the metropolitan area, was motivated by a purely commercial consideration.

In the course of his historical recitation, Davis took exception to the government's charges of waste that attend integration by citing the fact that although it cost Loew's an average of $146,000 to produce a picture in 1924, and this rose to an average of $865,000 in 1939, it is "not wasteful" from a corporation point of view in consideration of an average net profit of $9,000,000 over the past few years.

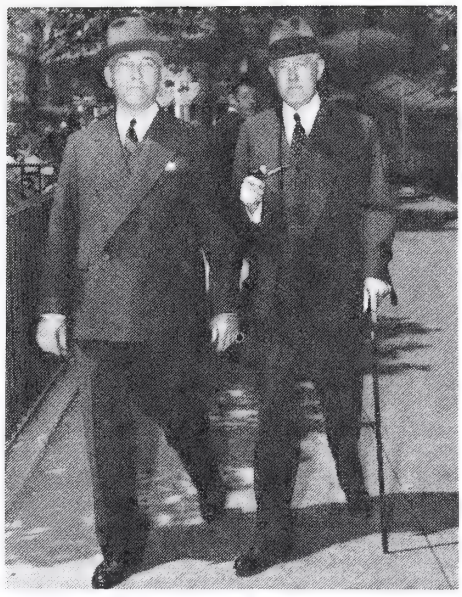
The noted attorney took a swipe at the government's contention that to break up the companies would insure the return of equality when he cited an increase in M-G-M's accounts from 7,142 in the 1931-32 season to 11,193 for the current year. "It is a curious conspiracy," was his icy observation, "that should find one defendant an unquestioned success and an alleged co-conspirator finds the road rough and rocky."

Davis issued flat denials of exclusion, priority and preferential treatment to defendants, monopolization of star talents and asserted that in every situation out-of-town, 16 altogether, where Loew has theatres, other defendants also operate. The latter remark was to refute allegations the majors divided the country among them.

Cannot Assume "Conspiracy"

He asked the court not to assume there is a false and foul conspiracy afoot because of complaints over trade practices, which he termed a "natural growth of the industry—many are an economic necessity." Many trade practices, he added, are in existence because "experience proved it was the way to carry on the business . . . The mere coincidence of conduct is not enough . . . Monopolies cannot be proven by totaling each individual company's business for an artificial aggregate; by the addition of independent enterprise . . . The integration of business enterprise cannot be a violation of art.

"The Sherman act does not say 'so much business, no more; such and such a business, no other," he said. "The responsibility of each defendant for its own actions is separate, not joined."



—Photo by Cosmo-Sileo

Time Off—

As they stroll back from lunch through Foley Square Park, Ralph S. Harris of Dwight, Harris, Koegel & Caskey and John W. Davis of Davis, Polk, Wardwell, Gardiner & Reed are caught by BOXOFFICE *cameraman. This was between the opening day sessions.*

Capacity to Produce Held Not a Monopoly

NEW YORK—The fact that eight separate and distinct companies may have the capacity to monopolize production does not condemn them of violating the anti-trust laws, in the opinion of Ralph S. Harris, representing 20th Century-Fox and National Theatres in the government suit.

From the outset of his opening, Harris sought to establish the government could not prove monopoly in the shoe industry, for example, by the simple expedient of naming as defendants in an anti-trust suit enough shoe manufacturing companies whose production would constitute a large percentage of the country's output, and alleging simply that they had the capacity to monopolize and thus must be held guilty.

Denies Circuit "Accord"

Harris stressed the fact the original Fox company has been an integrated organization from its inception, although the government seeks to charge the present management with alleged abuses antedating by many years the time when they took office. "Certainly," he observed, "there can be no contention this so-called integration came about as the result of any combination, conspiracy or confederation. Rather, it resulted from that essential and normal relationship which existed and still exists between the three branches of the industry."

Insofar as 20th-Fox is concerned, he expressed surprise that the government "insists" in naming National, in which the former owns but 42 per cent stock. Of the government charge that producer-exhibitor defendants, as part of the conspiracy, do not invade the territory which another operates, Harris said: "This charge is as untrue as it is naive." Theatre acquisitions, he added, "came about not by agreement, not by division of territory, but because in the first instance, in a period of unlimited, untrammeled, open competition, one or another of these defendants happened to be a successful bidder against his competitors for the particular circuit."

94 Per Cent From Majors

Harris saw nothing "strange or unusual or illegal" about the government charge that about 94 per cent of films shown in National's first run houses from 1934 to 1937 came from the majors. "The government itself alleges these eight companies produce the best pictures and are in a position to furnish a constant supply of product." He characterized as "absurd and fantastic" the allegation inferred by Paul Williams the majors limit, by agreement, the number of outstanding pictures produced each year.

Answering the allegation film rentals charged exhibitors are "unconscionable and discriminatory," Harris observed: "Those harsh adjectives involve a presumption that there is some standard of fairness in film rental. This does not exist in fact or in law. Film rental is purely a matter of negotiation. It just happens in this case that the government has adopted the buyer complex."

Frohlich Claims Government Seeks to Create a Monopoly

NEW YORK—Columbia is "the little fellow that has come along over the years, held its head up and survived," declared Louis D. Frohlich, its counsel in the government suit. Expanding on this premise, he added: "Success should not be held a violation of the Sherman Act. It would be a calamity to the country at large to throw the industry back to the old days."

The attorney castigated government efforts to abolish block booking. By so doing, large companies with ample financial resources would have no difficulty in following such a course, if it became law, "and do it profitably," but Columbia "and all other small and independent producers and distributors would go out of business. The government wants to create a monopoly and help those on top. Block booking is a healthy and necessary thing; it was demanded by exhibitors from the very first days."

Frohlich told of hardships encountered by the Cohn Brothers in building up their business. During every phase of operations, he said, their efforts were illustrative of independent ability, ingenuity and enterprise and was without taint of combination or conspiracy with other defendants. That the company maintains a spirit of independence is reflected, he argued, in the 90 films of independent producers released in the past ten years. He denied Columbia is a major producer "in any sense of the word." If it is a defendant on the theory it is a major, is Columbia to be penalized by the government for its production or distribution? he asked. The company has no theatres.

If, as the government alleges, there is conspiracy among the defendants to control production facilities—such as exchanging talent and technicians—he was at a loss to reconcile the incident here related:

Two years ago the company paid $200,000 for the rights of "You Can't Take It With You." There was "fierce and ruinous competition" for the property. "Imagine," he said sharply, "eight conspirators, tied together, permitting a playwright to obtain from them $200,000. That was a condition of art—not monopoly." He also cited the fact that in the five years before the suit was filed Columbia loaned 35 players and eight technicians to major producers, but loaned 52 players and eight technicians to independent producers.

Frohlich scored another point when he declared Columbia, in many instances, sells away from affiliated exhibitors, in denying there is a monopoly in exhibition between the defendants. "If such a monopoly existed," he asserted, "Columbia, as a party to that monopoly, would never have been permitted to sell away from affiliated theatres."

2 Lawyers Waive Opening Talks

New York—Of all defense counsel, only two waived openings in the all-industry suit. They are Col. William (Wild Bill) Donovan, representing RKO, who told the court he could add little to what other attorneys had said, and Jerome Strumpf, representing KAO, who made a short statement to the effect the company is a separate entity from RKO.

Waive Disqualification Rights Against Goddard

NEW YORK—Although Judge Goddard's wife owns the real estate on which the Trenton, Lynchburg, Va., stands, both the government and all distributors waived their rights to disqualify the judge. J. B. Trent, who opened the 1,100-seat theatre in 1911 and operated until 1930, had complained about Paramount coming into the town and allegedly taking all major product except Warner, a letter from the former exhibitor and introduced into the record, said in part "if ever there was a holdup game it exists in the film business."

After entering the town with a new theatre, Paramount subsequently took over the four other theatres, according to the Trent letter. The exhibitor made a deal with Warner to operate the house and Warner later turned it over to Paramount, Trent stated.

Attorneys for both sides had waived disqualification in chambers some weeks ago, but the new development of Trent being a complainant to the government came up after the private session and had to be disposed of before the all-industry suit started.

Harry Hummel to "U"

NEW YORK—Harry Hummel, former New Jersey manager for Warner, has joined the Big U Exchange as salesman for that territory. Phil Winnick, New Jersey salesman, is now a booker, and Sam (Bob) Finkel, booker, has resigned.

Raftery Raps Myers As Clique Leader

NEW YORK—Abram F. Myers "has been the active head of the cliques against the best interests of this industry," declared Edward C. Raftery, counsel for UA and Universal, in laying the government's antitrust suit against the majors on the doorstep of the Allied leader. In his opening before Judge Goddard, Raftery sought to prove his point when he declared Myers had been in the employ of the government and in charge of the Federal Trade Commission hearings seeking to alleviate trade practice complaints in 1927 and immediately stepped over to the other side by taking a post as general counsel for Allied. The FTC post paid $7,500 a year, Raftery asserted, whereas Allied is reputedly paying $52,000 annually.

Speaking for Universal, the attorney declared it has no theatres and no affiliation with other defendants in production or distribution. The company is mentioned so infrequently in the government's petition, he said, he debated making an opening or asking a dismissal. As to the charge Universal is a "reluctant participant" in alleged conspiracy, Raftery declared the company has more selective contracts with independent exhibitors than with affiliated theatres.

In respect to UA, the company's history disproves every government charge of independence in production, he said. As for distribution, UA does not engage in block booking, seeks the highest terms and when these are not forthcoming it has repeatedly hired high school auditoriums and rented vacant lots to show its product solely to maintain its independence. The period referred to was before sound. In selling its product, to refute conspiracy with the other defendants, UA "sells where we can get the most money."

The same minority groups that have incited the government suit, he said, are the same ones that were never willing to assume risks in exhibition, fought UA's selling methods and are responsible for the present methods of block booking and percentage deals.

Sherman Couldn't Pass on This Act

New York—John W. Davis, representing Loew, was reciting for the court's benefit the early beginnings of the late Marcus Loew. At all times he sought to stress the independent endeavor of Loew as contrasted to charges of combinations and conspiracies. During his recital, however, he admitted Loew and Adolph Zukor were partners for a short time.

Less the court get an impression this affiliation had any bearing on the present status of the two companies—Loew and Paramount—Davis observed: "They parted to take separate paths after a short time. However, the son of Loew married the daughter of Zukor, but this is not a circumstance of which the Sherman Act takes any note."

The Name Sounded Familiar to Judge

New York—The Cohn brothers had a tough time getting where they are, Louis D. Frohlich, representing the company, was telling Judge Henry W. Goddard. With the advent of sound in 1928, which "changed the industry from a business to art in mass production," the brothers were faced with "sink or swim," he said. So they sought a large sum of cash to open a system of exchanges.

In magnificent tones of understatement, Frohlich looked up at the bench and said: "They secured $1,500,000 to open these exchanges. They got the money from Goddard & Co. They were reputable bankers." The judge led the largest round of laughs heard in the court since the trial opened.

Proskauer Challenges Charge of Monopoly

NEW YORK—With all the court generalship at his command, Joseph M. Proskauer, representing Warner in the government suit, tossed challenges left and right at the prosecution in defiance of its allegations of monopoly, combinations and conspiracy in this "highfalutin' term the government calls vertical integration."

The former judge lost no time getting on the record his opinion Warner theatre acquisitions were "born in trade warfare, having no more to do with carving up the country than with the composition of the moon." His client either "had to enter the theatre business or retire to a subordinate position." This, he contended, was due to the advent of sound, which the Warners themselves pioneered, because they were forced with getting back, through exhibition of sound pictures, the money they expended in its experimentation.

He scoffed at the charge Warner is part of a monopoly in production, stating it produced but 60 of the 554 pictures released in 1936-37. "And it must be a shock to the court," he boomed, "that the five majors released only 274 of the 604 pictures produced that year, 51 of which were made for them by independent producers." The potential competition in the industry "prevents a monopoly in production—there is no such power—it could not be."

"Not Based on Others"

Offering a maze of statistics, Proskauer put on the record respective percentages of business done between the Warner distributing arm and affiliated circuits, as well as their product bought by the Warner circuit to demonstrate "there is no backscratching." His client's selling, he said, "is on a basis of prices and conditions wholly irrespective of what we buy from other producers."

He challenged the government to show the "slightest relationship through which conspiracy could be inferred through purchases, sales or any variations in our business dealings with any one company. You cannot spell out of purchase and sale any pattern which gives basis for suggestion that there is an agreement we buy or sell depending on what the other defendants buy from or sell to us."

The "chief sufferers," should the government prevail in its suit, "would not only be the defendants but the complainants," Proskauer said. This is his theory: Producers, if divested of their theatres with at least a partial rental guarantee of their production investment gone, could not afford to produce $2,000,000 pictures. They would be up against a monopoly when they went into small situations to sell their product because, for example, the two exhibitors in those situations would "stand together" and say: "'We won't pay your price'." The only defense to this, Proskauer added, is for the producer to have the "potential power—not an aggregation—to say: 'If you won't pay me a reasonable price for my product I'll build a theatre.' If you take this power away," he told the court, "you will find a deterioration of product."

Harry Warner Warns Of Internal Foes

Hollywood—Emphasizing "the necessity for loyalty to the United States," Harry M. Warner delivered at an all-industry mass meeting of 6,000 here, a spirited plea for the organization of industry forces to battle subversive internal elements.

He told his listeners they must drop religious prejudices and unite for America's security, warning that such action must be taken "before the United States goes the way of Norway, Denmark," etc. He declared his studio wants no Nazis or Communists in its employ and urged his workers to watch for and report all "enemies" to him or the federal bureau of investigation.

BROADWAY

(Continued from page 24)

tive, has returned from a six-month tour of Latin America.

Clarence A. Hill jr., son of the assistant to William Sussman at 20th-Fox, has won an appointment to the U. S. Naval Academy at Annapolis . . . Over at Lindy's (the larger one), Jack Segal of Columbia and Morris Goodman of Republic discussing their respective trips. At another table, Aubrey Schenck regaling George Baldson, Milt Hossfeld and Irv Barry with choice tales. Joe Moskowitz, Martin Moskowitz, Jake Milstein and Joe Pincus made another foursome . . . Walter Gould, UA's Latin American supervisor, is looking over airline time-tables for a trip south.

Big doings over at the Newark Athletic Club the other night where local film men gathered at a bachelor dinner for Tony Williams, Warner district manager, who will marry Sue Mutnick, secretary to Don Jacox, Warner's New Jersey zone manager . . . Frances Weil of the Eddie Small office, has married Irving Berger, an accountant . . . Another nuptial is that of Jerome A. Siegel, son of Henry Siegel of the Little Carnegie Playhouse, and Jeanne Y. Siegel, daughter of Mr. and Mrs. Benjamin Siegel, a prominent New York attorney.

Eddie Schnitzer of Warner played host to members of local exchanges at a luncheon at the Pennsylvania Hotel on behalf of the B'nai B'rith Cinema Lodge . . . Budd Rogers, general manager of Alliance Films, has returned after a ten-day visit to franchise holders on "The Outsider" . . . Andy Smith, newly appointed RKO sales manager, has moved to new quarters on the 14th floor. Bob Mochrie, who succeeds Smith as eastern division manager, takes up home office quarters Monday. In town for conferences were Charles Boasberg, newly appointed central district manager, and Elmer Lux, Buffalo branch manager . . . Walter C. Cokell, Paramount treasurer, who has been stationed at the studios for two and a half years, is moving back to New York . . . Charles Coburn, currently appearing in "Edison, the Man" and "Florian," on Broadway, has gone to Schenectady to conduct the Union College Drama Festival.

Grad Sears' daughter, Patricia—19 to be—graduated from the Spence School on May 29, which was a big thrill for the Warner general sales manager . . . Leo Justin will become a father for the second time in October . . . Si Fabian's son, Edward, will be 20 next month—and a strapping youngster he is . . . Salvadore Stevens Sparado, son of James, upstate resort exhibitor, will be married June 15 to Helen Teresa Church at St. Mary's Church, Ellenville, N. Y. . . . Morris Jacks will spend his summer weekends at Red Bank and Asbury Park . . . Marvin Schenck has a miniature gym at his Century Apartments penthouse, which accounts for the poundage he has lost since he returned from his vacation recently . . . Martin Moskowitz, Mike Rosen and Ben Joel are back from Miami where they did a lot of fishing during their vacation.

Chase Agent Denies Knowing Conspiracy

NEW YORK—Bertram Shipman, representing Chase National Bank, a defendant in the government suit "because it owns 52 per cent stock in National Theatres," told Judge Henry W. Goddard in his opening statement that neither he nor his client knew of any alleged conspiracy by which Chase could be connected with the action and therefore denies any knowledge of conspiracy, combination or agreement with other defendants.

Louis D. Frohlich, representing Columbia, made an informal motion for dismissal of his client as a defendant on the ground allegations in the suit infer they are a "continuing conspiracy." He referred to the government action against Interstate in Texas, which resulted in a victory for the plaintiff. Frohlich made the point that the same charges in the Interstate case are present in this suit and "they cannot be split up." Judge Goddard denied the motion but said he would entertain another if presented in a formal manner.

Joseph M. Proskauer, for Warner, joined in similar motions made by attorneys for 20th Century-Fox, to dismiss as defendants Harry, Jack and Albert Warner, Herman Starr, Sam Morris, Stanleigh Friedman, Robert L. Perkins, Joseph L. Bernhard, Gradwell Sears, Waddell Catchings, Charles Guggenheim, Morris Wolf, S. Charles Einfeld and W. Sewart McDonald on the ground the petition fails to state a cause of action. Counsel for UA, Universal and Columbia also asked like dismissals. Decision was reserved.

The Industry to Support Nation's Defense Plan

NEW YORK—Executives of the industry met Wednesday at the Union League Club with representatives of the war department and pledged cooperation with the government's plans for national defense.



Congressional "Mule Skinners" —

Oklahoma's Congressman Jack Nichols (atop the steed) takes over the reins of Metro's "20 Mule Team" ballyhoo wagon as the vehicle arrives in downtown Washington. In the receiving line are Senators D. Worth Clark of Idaho, and Pat McCarran of Nevada and Representatives Leland Ford, Richard Welsh, James G. Scrugman, Frank O. Horton and Harry L. Englebright.

WASHINGTON

FRANK BOUCHER, Schine zone manager, is scheduled to return to Gloversville in the near future to assume an executive position, with Bill Fischer, formerly of the Lichtman circuit and more recently of Schine's Cleveland office returning here as booker . . . Charlie Stofberg, local *Exhibitor* scribe, became the daddy of an 8 pound 5½ ounce baby girl at Sinai Hospital, Baltimore, on June 3 . . . John Hopkins of the Royal, Parksley, and wife have embarked on a month's honeymoon trip to the coast via motor.

Variety Club's board of governors has authorized the expenditure of $10,000 *for the expansion, renovation, and beautification of the club rooms, with air-conditioning and a* 60 *foot lounge as the features . . . "Doc" Herbst, pioneer exhibitor in Washington, will be guest of honor at Variety's next luncheon to be held on "Doc's" birthday, June* 17. *Rudy Berger will be King for the Day . . . The film salesmen from the Row were guests of the club June* 7 *at a stag smoker in the club rooms. "Vince" Daugherty, president of the Motion Picture Salesman's Club, was King for the Night, and was ably assisted by Warner's Jerry Price, RKO's Olmstead Knox and Al Folliard, and Monogram's Harry Crull . . . Sam Galanty and Harry Brown are formulating plans for the annual golf tournament and summer dance . . . Sidney Lust, Rudy Berger, Carter Barron, Hardie Meakin, and Abe Lichtman were voted posts in the national council of Variety Clubs at the recent Dallas convention . . . The Jerry Prices are residing in Silver Springs . . . Andy Kelley, former* Times-Herald *drama critic, is writing a newspaper yarn.*

John J. Payette, zone manager, entrained to Pittsburgh for the Warner convention . . . Mary Lou Swenarton of the publicity department was confined with illness for a few days . . . Jake Wilk, Warner story editor, was a visitor . . . Harry Anger has been elevated from production manager to managing director of the Earle with Earle Thomas remaining as house manager . . . Frances McCormick, telephone greeter, added another candle to that cake June 3 . . . Rodney Collier, manager of Warner's Stanley in Baltimore, was a visitor . . . Fred Thomas, Earle manager, finally shook that air-cooled cold.

Metro's Frank Scully and Mrs. Scully are vacationing in New England . . . June 3rd marked the seventh wedding anniversary for Mr. and Mrs. Carlton Duffus . . . Thelma Zoltrow of M-G-M is vacationing . . . Alice Gagnon has returned from hers . . . Charles Aaron, home office auditor, is making the usual check . . . Rudy Berger gave the rod and reel a workout last Sunday and returned with an aquarium, the catch was that assorted . . . At Paramount: Ollie Glaspell has returned from her extended stay in New Mexico . . . Mrs. Harley Davidson journeyed in from the plantation for a bit of shopping . . . District Manager Milt Kusell is on the expected list.

Twentieth Century-Fox's Edith Silverberg celebrated a birthday June 8 . . . Mona Glass, her co-worker, is confined to her home with a sprained ankle . . . Ida Schooler Sherman, for a number of years associated with the Row, and now a Pittsburgh housewife, visited . . . Sam Flax entertained Mr. Loewenstein, Republic franchise holder in Oklahoma City, over the weekend. Loewenstein was here to testify at the Neely hearings . . . The Roth Brothers of Harrisonburg have acquired property in Martinsburg, W. Va. for a recreation center, with bowling alleys as the main attraction . . . Gene Dyer, a familiar personality along the Row for many years, and at present an RKO salesman in Charlotte, visited while homeward bound from the convention.

Ground was broken Monday morning for the new Avon, located at 48*th and Massachusetts Avenue. This is another link in the growing Fred Kogod-Max Burka chain under the supervision of Charlie Olive. A roundup at the Variety Club's "wishing well" followed . . . Roy Watters of the Royal, Princeton, W. Va. is nursing a leg injury resulting from an auto accident . . . "Doc" Newbold of Bramwell, W. Va. hopped to Cincinnati for a bit of booking . . . Vernon Carpenter of Haysi, Va. has revised his weekly program from four changes to three per week . . . Earl Atkins of Clintwood motored to Blufield, W. Va. to book a stage show . . . The New Norton, Norton, Va., a link in the Lincoln Theatre Corp., and under the supervision of Spud Query, has been renovated . . . Don Reda of Bonny Blue wasn't foolin' when he stated he was to be married April* 1. *Now, after two months of wedded bliss Don opines that "It's a wonderful world" . . . Johnnie Darst of the Dante, Dante, Va. is nursing a siege of rheumatism.*

Deepest sympathy is extended to Jim Goebel of Bristol, Va., on the death of his mother . . . It is reported Paul McDaniel has resigned from the Dalke circuit . . . The week of June 27 has been set aside at UA as "Alexander Korda Testimonial Week" as announced by Branch Manager Fred Rohrs . . . Charles Perry, UA exploiteer, has been making the local exchange his headquarters while covering the Washington and Philadelphia territories . . . Harry Thomas, Monogram franchise holder, is on the expected list at the local exchange . . . RKO's Al Folliard was presented with a silver medal at the convention for his outstanding 95 per cent selling record . . . RKO's Lawrence Ady is vacationing . . . Ralph Frank, son of Universal's Barney Frank, and a Columbia pigskin toter, visited while en route to Norfolk . . . Hazel Flint, Monogram cashier, resigned to take a post with Uncle Sam. Marge Stinette joins the staff as secretary with Mrs. Pat Smith, secretary, moving up to the cashier spot.

K. A. Parish, son-in-law of H. O. Thrush of Liberty, Keyser, W. Va., will open a new house in Cressuptown, Md., the midway point between Keyser and Cumberland . . . The staff at the Monogram exchange celebrated its success in the recent playdate drive with a get-together at Maryland Club Gardens. Those demi-tassing included Harry Brown, branch manager, Harry Crull, Doris Price, Buddy Hansen, Mrs. "Pat" Smith, Marge Stinette, Hazel Flint, and Estelle Tabb.

Kuykendall Quits Capital For Carolina Conclave

NEW YORK—Happy over the Neely hearings in Washington, Ed Kuykendall, president of the MPTOA, on his arrival from the capital stated the hearings were the most comprehensive ever held. He left Saturday for Myrtle Beach, N. C., to attend the annual convention of the TOA of North and South Carolina.

H. A. Blum Leaving Helm Of Baltimore Little

BALTIMORE—H. A. Blum, operator of the Little Theatre the past six years, will retire from that management upon transfer of the house June 15 to the new owners, A. M. Tolkins and Louise Noonan Miller who also operate the Little in Washington. Maxwell Weinberg will retain his post as managing director.

RKO Stockholders Approve Protection for Officials

DOVER, DEL. — Stockholders of RKO meeting here Wednesday approved an amendment to the company's by-laws which would permit officers and directors to be indemnified by the corporation against all costs, including legal expenses, incurred as a result of a law suit in which the individual was made a defendant because of his position with the company. The stockholders also continued the firm of Price, Waterhouse & Co., New York, as auditors for 1940.

More than 2,000,000 shares out of 2,650,000 were represented at the meeting presided over by Ned E. Depinet, vice-president and also a proxy holder.

The meeting was not scheduled to elect directors. The corporation's board was approved for a two-year term by the federal court last year.

RICHMOND

LOCAL THEATRES got a break in the weather on Memorial Day when it drizzled all day, keeping the outdoor attractions idle and postponing the motorcycle races at the Fair Grounds . . . WRVA again put on the Barn Dance at the Mosque last Saturday, matinee and night, with the night show being broadcast as usual. This attraction has been attracting thousands all season . . . Vacation days are on us again and some of the theatre folks have already started going places. This week Luther Jones of the Grand, and George Hester of the State are spending their vacations in parts unknown.

The censor board is reportedly planning to censor 16mm pictures. These pictures have been shown in schools and halls without the official seal . . . Mrs. Elizabeth Chalkley, member of the censor board, recently visited in Charlottesville and Pulaski . . . There has been some talk of organizing a summer bowling league but no definite plans have been made . . . Frances Stenchfield, former cashier at Loew's, is now with the telephone company and her place was filled by Leith Cardona.

Tripple Caldwell, projectionist at the Colonial, went fishing last Sunday with Officer Tripp and they caught about a hundred big ones . . . Harry Jarvis and Pat Leary, local operators, have returned from Louisville where they attended the national convention of the IATSE and MPMO. Frank Wood, Byrd projectionist, and delegate from Petersburg, took them in his car . . . Kenneth Sickinger is the new maintenance engineer at the State, succeeding Jim Evans. "Jit's" place at the National was taken by Earl Clator . . . Doris Davenport, leading lady for Gary Cooper in "The Westerner," has been visiting relatives here.

Leon Nelson jr., head checker for Warner out of Washington, has been visiting his home here . . . Herman Nowitsky was a visitor from Norfolk . . . Also Ben Caplon, Columbia salesman from Washington.

PHILADELPHIA

THE British and French war relief committees have taken over the premiere of "All This and Heaven, Too" at the Earle, June 13, for the benefit of Allied war victims . . . Allen Goodkin, assistant at the Aldine, moves to the Astor when the Aldine closes for the summer, scheduled June 9 . . . Aldine Manager Harry Tarrante will go on a swing shift, filling in for S-W managers during their vacations . . . Blanche Sherman, secretary of Max Gillis, Republic, was feted by her office colleagues at a farewell party. She's leaving to get married, June 16 . . . Charlie Harris, theatre checker, is back on the street after an illness.

Convention days: Off to Pittsburgh are the Warnerites, headed by William G. Mansell. The other travelers are Charles Beilan, D. M. Cooper and Harry Bachman . . . The Columbia men leaving for the Atlantic City pow-wow Monday are Harry Weiner, Dave Korson, Joe Engel, Joe Schaeffer, Mort Goldstein and Lester Wurtele . . . Lew Krouse, Will Friedman, Harry Blumberg et al., went off to the IATSE meeting in Louisville . . . Nancy Fraser, Paramount contract department, found a birthday cake on her desk the other day when she got back from lunch.

The Merry Metroites turned out to the Club Bali the other day to honor Blanche Friedman, S. E. Applegate's secretary, who's leaving after long and honorable service. Florence Weitzmann entertained by snapping everybody's picture when they weren't looking, and Dot Burrison entertained by doing the la Conga when everybody was looking . . . Frank Sculli, Metro booker who moved to Hammonton, is now complaining about the life of a commuter . . . Regina Gillis Granov is out, battling illness.

George P. Aarons, UMPTO secretary, back from the wars in Washington, says the capital is hotter than Philadelphia any day . . . Frank McNamee, RKO'er in charge of the Will Rogers campaign here, says the total collected and the number of theatres participating exceeded last year, but exact figures won't be available until the New York campaign headquarters finishes its reckoning . . . The Warner Club recognized the coming of the hot season, by starting a closed-at-nights policy.

Jack Blumberg, president, marked a birthday on the 1st; Allen Lewis, Dante, on the 4th; Norman Beckett and Joe Sapsis, commercial leaders of the area, on the 6th . . . Phillip Hirsh, Hirsh Amusement Co., marked his first wedding anniversary on the 4th. Jimmy Dormond and Bill Kanefsky, brains team at the Warner publicity office, chalk up the first year of marriage on June 10 and 11, respectively. Incidentally, Billy has a birthday scheduled for the 18th. Presents can be left with his secretary.

Duplicate keys to the city were awarded during the week to the following visiting notables: George Kurlansik, Allentown; Tom Elliott, Frackville; M. Garfinkel, of the up-State Chertcoff circuit; Willis Peterson, Salem, N. J.; Will Rovner, Laurel Springs, N. J.; Ed Rovner, Runneymede, N. J. . . . Sam D. Schwartz, John Turner and Jack Brodsky are back from their jaunt to Cuba. The boys were given a royal welcome by the Warner officials on the scene . . . Charles Fayko, Warner artist, dropped around to visit with his arm in a sling, expects his broken wrist to mend soon. Sam Reskins, formerly with Paramount, is filling in for him.

Bob De Fino, former "chief of service" at the Boyd, is now assistant at the Earle, replacing Harold Brason, who was graduated to manager of the Lindley . . . William D. Beck changed his 16mm house at East Maunch Chunk to a 35mm house, christened it the Midway . . . Jules Kern, local representative for Premium Promotion Distributors, encyclopedia house, will be in Chicago for a couple of months, spreading erudition there . . . Anna Jacobs, Horlacher telephone girl, is honeymooning at Virginia Beach.

Herb O'Hara, Horlacher, expects to get married June 15 . . . Mary Burns, head inspectress at Clark Film, has set the date for August 1. Her friends are giving her a party at Palumbo's June 12 . . . Variety Clubbers saw "Our Town" last Sunday; will screen "Four Sons" this Sunday . . . The chilly Decoration Day meant bigger business for theatres during the matinee, but the advantage was killed by rain at night.

Charlie Moyer, State, Hanover, ran a special benefit show for the Kiwanis fund for underprivileged children . . . Bill Wolf, Allegheny, has a new idea in tieups. He combined with a barber who hands out tickets providing for a special discount for kiddie patrons at the theatre . . . Harry Orlow, Levoy, Millville, has 700 kids in his Mickey Rooney Club . . . Marty Goldenberg, State, got behind the local campaign for a housing program.

Roland Haynes, Keystone, sent an airplane around town—on a truck—to advertise "Wings of the Navy" . . . Sid Poppay, Majestic, Gettysburg, had the chamber of commerce in for a special screening of "Our Town," and the members came across with a "Boost Our Town" campaign . . . Many theatres, independents and circuit houses, broadcast President Roosevelt's fireside chat.

Directors Are Renamed by DuPont Film Mfg. Corp.

WILMINGTON—Directors of the DuPont Film Mfg. Corp. were re-elected here for E. I. DuPont de Nemours & Co. as follows: A. B. Echols, H. C. Haskell, J. J. Moosman, G. A. Scanlan and N. I. Steers. Pathe Film Co., which owns a substantial interest in DuPont Film, re-elected T. C. Davis and Robert R. Young.

Into Music Hall

NEW YORK—"Our Town" will open at the Music Hall, Thursday. It is Sol Lesser's first release for UA.

ALBANY

EXHIBITORS ankling Filmrow: Mitchell Conery, Conery circuit, Ravena; Mr. and Mrs. Jerry La Rocque, Fairyland, Warrensburg; R. D. Gallup, Adirondack, Speculator (now open for summer); Henry Frieder and Henry Grossman, operators of theatres in Hudson; Morris Shulman, Vernon and Clark Mills; Clarence Dopp, Dopp circuit, Johnstown; Mrs. Inez Ferguson, Copake, Copake; Mr. and Mrs. Phil Straus, Pine Plains; Sam Slotnik (booking for his brother Morris), of Waterville and Oriskany Falls; Lynn Hays, Thousand Island Park, Thousand Islands, St. Lawrence River (this situation will open July 1); Harry Newland, Windham; Sid Dwore, Cameo and Lincoln, Schenectady; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville.

Barbara Silver, four and a half year old daughter of M. A. Silver, zone manager for Warner Theatres upstate, made her debut as a violinist. Her mother is a talented musician, being a member of the Albany Symphony Orchestra . . . Ann Hawkins, sister of Mary Hawkins, Republic cashier and a former employe of old Grand National exchange, is now Mrs. John Moran . . . Nate Sodikman, Monogram manager, and Harry Berkson, Monogram franchise holder upstate, visited George Lynch, chief Schine buyer, and Bill Kraemer, Albany territory booker, at Gloversville.

Twenty-two boys and girls of Movie Club of Knickerbocker Junior High School, Lansingburg, visited the Bijou, where Bill Wilson explained operation of a projection machine . . . Bernard Mills, former Republic franchise holder here, shuttling between New York, Albany and other points, in interest of B&M Pictures, Inc. Phil Cooper, cashier for Mills when the latter operated the Republic exchange, and for a time after Republic took it over, is back with Mills, in New York.

Arthur Greenblatt of Alliance Films was in Albany on business. Ben Smith, Pamo salesman, huddled with him . . . Edgar S. Van Olinda, critic of Albany Times Union, *devoted a Sunday column to praise of Alliance's "The Outsider" . . . Stanley Goldberg, Columbia booker, vacationed in New York. Manager Joe Miller, Salesmen Jack Armm, Morris Cohn and Ed Hochstim, and Goldberg have cleared the decks to attend company convention in New York. Incidentally, Armm's daughter, Irma, was married to Benjamin N. Silberg. Doug Klein, Columbia ad sales manager, was best man. Couple honeymooned in Atlantic City.*

Dr. Francis B. Maguire, Albany county commander of American Legion, proclaimed an Elsie Janis Week as Republic's "Women in War," starring the "Sweetheart of the A. E. F." opened a week's run at Grand. Dr. Maguire urged all veterans to see the picture . . . Andy Roy, manager of Warner's Strand, is vacationing with his brother in Cleveland . . . Empire Theatre Supply installed new booth apparatus in Charles Wilson's remodeled Lansing, Lansingburg . . . Mike Boumansour, Plaza, Malone, visited Montreal.

Farewell Luncheon for Joe Engel in Albany

ALBANY—Joe Engel, former Universal manager here, was tendered a farewell luncheon at De Witt Clinton Hotel. Circuit executives, Filmrow men and exhibitors attended. Their gift was a wrist watch, the presentation being made by George Tucker, RKO salesman. Speakers were Engel, Bernard G. Kranze, RKO manager and chairman of the arrangements committee; M. A. Silver, zone manager of Warner Theatres upstate; Lou H. Golding, Fabian division manager. Moe Grassgreen, 20th Century-Fox manager, also was at the speakers' table. Telegrams were read from Myer Schine and the Schine organization, Gloversville; Max Friedman, Warner Theatres zone booker, and others. The Universal exchange was represented by Manager J. J. Spandau, salesmen Charles G. Weil and Irving Schiffman, and booker Alfred J. Marchetti.

Engel now is a city salesman for Columbia in Philadelphia.

Suit Involving Sound Recording Is Filed

NEW YORK—Most important court news of the week was a federal action by Photometric Product Co. against Warner Bros., Albert A. Radtke, Radtke Patents Corp., and Leonard Day. It involves a patent called "Method for and Means of Optically Recording and Reproducing Sound," and the entire sound recording of the industry is involved.

The plaintiff is an assignee of American Development and Operating Co., for whom Radtke worked in 1916, after agreeing to turn over any developments to his employer. When American went into receivership, Radtke formed his own company, patented his improvements, and, according to the complaint, conspired with Warner and Day, an attorney, to deprive the plaintiff of the patent. It is stated Erpi, Western Electric, United Research Corp., International Projector Corp., De Vry Corp., Douglas Leigh Corp., and RCA are all paying royalties for the use of the patents. An injunction, accounting, damages, and turning back of the patents are sought.

William Mancuso, distributor, filed an action against Harry Schlitt, Sam Bram, Herman Robbins, Charles Casanave, Advertising Accessories, American Display Corp., Exhibitors Poster and Supply Co., National Screen, National Screen Accessories, National Screen Announcements, and National Screen Co., charging breach of contract and monopoly.

Mancuso, who was in the employ of Exhibitors from 1933 to March, 1940, claims it sold out to the defendants without giving him a chance to purchase, as his contract provided. Secondly, he claims the other defendants, by virtue of allegedly controlling RKO, Paramount, Columbia, Universal, and M-G-M trailers, prevented him from going into business, as exhibitors were forced to purchase from the defendants, rather than lose the majors' product. Damages of $250,000 are sought.

BALTIMORE

BUDDY SILVERBURG, Park, underwent an operation at the Union Memorial hospital and now is doing very well . . . Joe Fields, Rivoli, has put on a beautiful tan working on his estate . . . The Electria, in Essex will be opened within the next few weeks by Lou and Abe Cohen. Weekend operation will be the policy for the summer. Lawrence Schanberger, Keith's, pulled a neat publicity stunt last week on the opening of "Florian." Ads were placed in local papers saying, "The first person to ride a white horse to Keith's and buy a ticket to see "Florian" will receive $5.00; the next five will receive $1.00; and anyone riding to Keith's on any color horse will be our guests.

Leonard Carmanetti, State manager, invited members of the religious sisterhoods to attend a special performance last Saturday morning to see "The Blue Bird" . . . Bob Ashcroft, Apollo manager, is on the sick list . . . Jean Rome, relief manager for the Rome theatres, has just come off from doing three weeks jury duty . . . August Nolte, manager Patterson, had a silent house last Saturday for nearly an hour due to electrical trouble . . . Jimmy Dixon, assistant manager at Loew's Century, is back on the job with a good coat of tan after vacationing last week in Norfolk. Wilbur Brizendine, Rialto, took a trip to New York over the weekend and visited relatives there . . . Report that Harry Meyerberger, Lexway is going to take over the Lord Calvert very shortly.

Manager Murphy of George Jacobs' Goldfield, has gone vacationing in the west . . . Bill Hick's new Westport is now having the finishing touches put on it and opening date will be announced shortly . . . Mr. Flax, is very busy these days rushing back and forth from Washington . . . Opening date for the new Highland has been set for June 15.

William Holthans, operator at the Grand, cut his new Plymouth off the road too quickly and met up with two tree's . . . Morris Mechanic, New, Center, announced that the world premiere of 20th Century-Fox's "Maryland" would be held at one or both of his houses starting the week of July 9. Acceptances have been received from Maryland's Governor O'Conor and Mayor Howard Jackson.

Ted Routson, Hippodrome publicity chief, is kept mighty busy these days getting the "Stardust Revue" in shape for the week of July 19. "Sheriff", Al Kahn, Pennington, has just got out of a sick bed . . . More reminiscents of a showman will be published in the next issue of Variety Club's *Barker* by Leonard Mclaughlin, Maryland, and J. M. Shellman, National Penn Printing Co.

Schenck, Moskowitz Will Be Arraigned June 12

NEW YORK—Joseph M. Schenck and Joseph H. Moskowitz will be arraigned June 12 before Judge William Bondy in federal court on income tax charges.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

IA Tackles Sound Technicians Issue

LOUISVILLE—A move to clarify jurisdictional classifications for sound technicians by constitutional amendment led a list of resolutions adopted by the IATSE at its 35th biennial convention here this week. Other resolutions called for the chartering of the locals of motion picture cameramen, for the issuance of a full charter to costumers, grips and affiliated craftsmen such as property men, drapers and shift riggers, studio laborers, makeup artists, hair stylists and makeup women.

A unanimous action that followed one endorsing President George I. Browne and the present slate of officers, expressed belief in the honesty and integrity of William Bioff and reiterated a contention that he was the victim of persecution. J. W. Buzzell of the Los Angeles central labor council gave credit to Bioff not only for improving conditions among IA members, but among all other unions on the coast. Buzzell, incidentally, was unanimously nominated to succeed himself as executive secretary of the council. Election of new officers is scheduled for June 17.

White-Collar Jurisdictional Battle Lines Closer

The lines of battle between the Screen Office Employes Guild and the American Federation of Office Employes for jurisdiction over studio white-collar workers have been drawn closer with the SOEG's decision to affiliate with the Hollywood Guild Council, thus gaining the support of the Screen Writers Guild, publicists, readers and set designers. It has already filed a National Labor Relations Board petition claiming a majority with 1,700 members. In a recent meeting at which Donald Ogden Stewart was chief speaker, the SOEG decided to cut its minimum monthly dues to 50 cents. Meantime, the AFOE, which is seeking a closed shop at Central Casting, received a reply from producers declaring they will open negotiations when the organization has established that it has been designated as sole bargaining agent—indicating a long battle is in prospect.

Date for the first meeting between negotiators for the SWG and producers is expected to be set shortly as the result of a huddle between Leonard Janofsky, SWG counsel, and M. B. Silberberg, producer representative. SWG is seeking a closed-shop agreement.

The war and its possible effects on Hollywood labor were discussed at a Hollywood Guild Council meeting over which Dore Schary, of the SWG, presided. Herbert Sorrell of the painters and Attorney George Bodle were the chief speakers.

Report on Extras

The new board of directors of the Screen Directors Guild met to readjust the personnel of several committees. Directorate also heard a report by George Stevens and Edward Sutherland, its delegates to the Congressional hearings on the Neely bill.

A complete report of problems confronting extras has been compiled by the Screen Actors Guild's standing committee and submitted to SAG executives for scrutiny. It is expected the report will be turned over to producers early in July, at which time negotiations for general reclassification of extra players will be launched.

SMPFE Meets June 6

Society of Motion Picture Film Editors was scheduled to hold its annual election of officers June 6. The organization recently decided to drop negotiations for a new contract with producers temporarily owing to generally unsettled conditions because of the war.

To contemplate expansion of its organization into a national body, the Screen Publicists Guild planned a general meeting. It has already secured a tentative pledge of affiliation from the Screen Publicists Advertising Guild in New York.

Believe Law and Collins May Go East for Big Trade Suit

All data, records and correspondence relative to the government's pending criminal conspiracy suit against Fox West Coast and nine major distributors have been turned over to Thomas L. Clark, new head of the department of justice's west coast probing staff, by Albert Law and Harold Collins, veteran deputies here, they have disclosed. By this action they indicated, but refused to confirm, that they may be called to New York on a moment's notice to participate in the anti-trust suit against the major companies which opened there June 3, and on which case Law and Collins have been compiling data relevant to production for the past several months.

It was Law, joined later by Collins, who conducted an exhaustive probe into the books and records of FWC and nearly every major distributor, garnering data which was used by the government when it filed its criminal contempt action.

Operatives here have intimated, however, that no further action on the FWC front may be expected until the eastern anti-trust suit has been disposed of—which may be a matter of two to three years. Spokesmen for Clark declared, on his arrival from Washington, that his stay may be only a temporary one.

Major Production Makes Comeback; 49 in Work

Production has stepped up again after one setback, the total in work now standing at 49.

Columbia is filming seven, including "The March of Crime" and "The Pinto Kid," new starts. Metro unleashed a barrage by gunning four—"The Bad Man From Wyoming," "Dulcy," "Flight Command" and "Golden Fleecing." It has seven in production. Monogram broke a period of inactivity by launching "Kid Reporters."

Two Have Six Each

Paramount boosted its total to six with the start of "Cherokee Strip." Filming an equal number is RKO Radio, where "Laddie" and "Stranger on the Third Floor" got under way. Republic rolled "Sing, Dance, Plenty Hot" and "The Ranger and the Lady," at the same time completing "Scatterbrain" to emerge with a four-picture total.

Twentieth Century-Fox held to a six-picture pace, starting "The Great Profile" and sending "The Bride Wore Crutches" into the cutting room. "Margie" went into work at Universal, where four are being filmed. United Artists' total dropped to two with completion of Walter Wanger's "Foreign Correspondent."

New "Tugboat Annie"

Warner has signed Marjorie Rambeau for the title role in "Tugboat Annie Sails Again," based on the stories by Norman Reilly Raine. Production starts June 17.

Loosening of Economy Grip Brings Relief

Temporarily, the epidemic of jitters which hit Hollywood when the increasingly grave foreign situation ushered in a wave of retrenchment and personnel pruning such as has not been seen since war was declared last September, seems to have subsided, with the sheathing of the head-chopping axes—at least for the time being.

Official stand to be taken by one studio in view of current conditions both domestically and abroad was expected to be outlined in detail at a mass meeting of Warner studio personnel scheduled for June 5 at 8:30 p. m., at which Harry Warner was to be chief speaker. It was anticipated he would outline the necessity for general curtailment of operating expense and would disclose the company's attitude toward personnel reduction. Meeting was to be open to the press.

Wholesale payroll purges so far have been confined to Metro and 20th Century-Fox, where a total of more than 400 workers—several in higher executive brackets—have been released. Coincident with the Westwood studio order, which cut deepest into white-collar and technical ranks, Gene Markey, associate producer; Henry Duffy and Henry Lehrman, production aides to Darryl Zanuck; and Phillip Moore of the casting office, all checked off the lot. Quitting the publicity department, Phil Gersdorf joined the Lou Irwin agency.

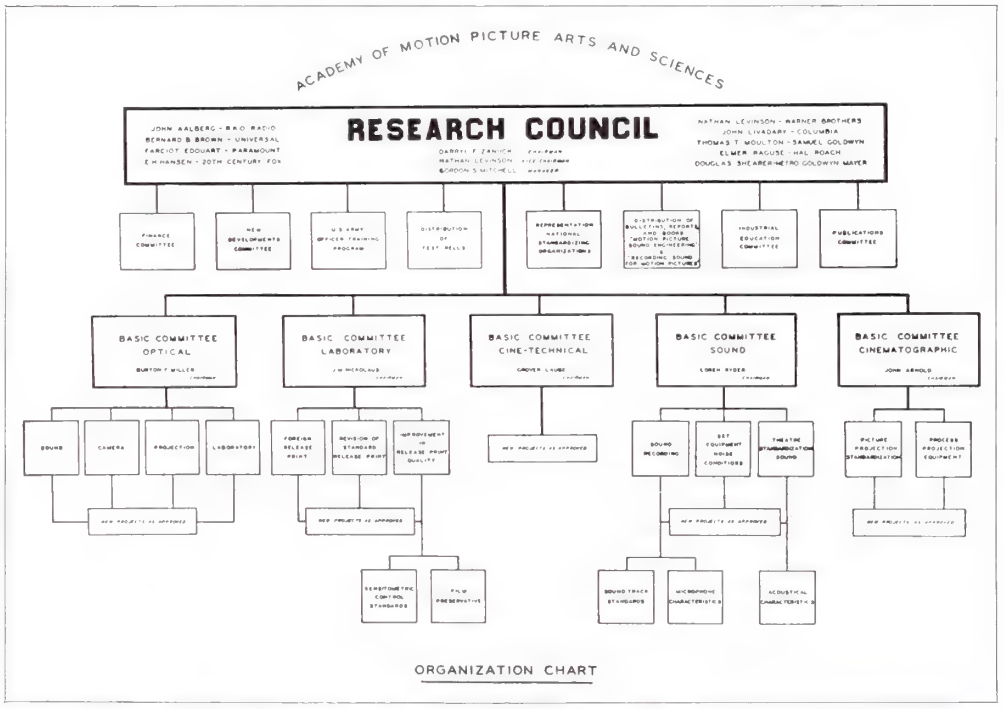
Other routine personnel changes centered at Paramount. Roy Burns, business manager of Harold Hurley's production unit, left with the official dissolution of Hurley's organization. Les Nettenstrom, assistant to John Zinn, casting department business manager, resigned. Walter B. Cokell, company treasurer, transferred back to the New York office after more than two years at the studio. A. C. Martin and Charles Boren will function as his local representatives.

In the studio exploitation department, permanent posts in the field have been assigned Bill Landsburg, going to Kansas City; Jack Dailey, to Denver, and Carl Krueger, to Chicago, in line with Robert Gillham's convention announcement that direct plugging in contact with district managers and exhibitors is to be emphasized during the 1940-41 season. Handling the Pacific Coast territory, and working out of the studio, will be Ralph Ravenscroft.



Award Interlude—

Bobs Watson proudly exhibits his BOXOFFICE *Blue Ribbon Award to Lum and Abner, with whom he plays in their first starring picture, "Dreaming Out Loud," for RKO release. Bobs won the Award for his work last year in "On Borrowed Time."*



ORGANIZATION CHART

Research Council Organization Chart—

How the expanded program of the Research Council of the Academy of Motion Picture Arts and Sciences aligns the various committees and parts under the chairmanship of Darryl F. Zanuck. Members of the five basic committees have been appointed by Zanuck following his earlier designation of the individual chairmen.

UA Product Parleys Occupy Greenthal

Planning to spend about three weeks conferring with various United Artists producers, looking at completed product and parleying with them concerning their film-making plans for the future, Monroe Greenthal, UA exploitation director, has checked in from New York. Preliminary plans for advertising-publicity campaigns on Walter Wanger's "Foreign Correspondent," Argosy's "The Long Voyage Home," Edward Small's "Pago Pago" and Hal Roach's "Turnabout" will occupy most of his time.

Samuel Goldwyn has returned to Hollywood after a month's stay in the east, during which he attended the UA convention and discussed release plans for "The Westerner" with UA homeoffice executives. While in New York he also opened a new barrage against double-features by successfully urging Dr. George Gallup to conduct a nation-wide poll. Also checking in was Sol Lesser, who appeared at the UA sales huddle and attended the "Our Town" world premiere in Boston. Lesser immediately went into conference with Ernst Lubitsch to select the vehicle which Lubitsch will make as his initialer for Lesser's company.

Expected in was David O. Selznick, who has been in the east for several weeks, and who has indicated his production setup will remain in idleness until fall.

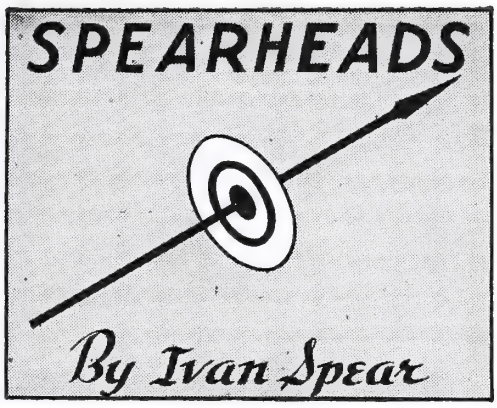
President Nate Blumberg of Universal has returned here to headquarter at the Universal City plant for the summer. He was accompanied by Matty Fox, his executive assistant, who plans to return to New York shortly for an extended stay, and by Jules Levey, of Mayflower Productions, which has a Universal release for its output.

Paramount washed up the last vestiges of its recent national sales gathering here with the departure of Neil Agnew, C. M. Reagan, Robert Gillham, Al Wilkie, Alec Moss, Arthur L. Pratchett and George Fraser, homeoffice and sales executives, for New York. Y. Frank Freeman has returned to the studio after appearing before a Congressional committee holding hearings on the Neely Bill in Washington, D. C. Harold Hurley, who left Paramount after 17 years with the studio, has checked out for New York to line up an independent production deal.

William Sistrom, RKO Radio producer and former head of the company's English production unit, left for New York to discuss new developments abroad with homeoffice officials. Jack Votion, partner of Sam Coslow in Voco Productions, returned from the RKO Radio sales meeting in New York, where he discussed future plans for his independent unit with President George Schaefer of RKO Radio.

Assigns Ketti Frings

Producer Jack Moss has assigned Ketti Frings to script "The End of the World," from a story by Vina Delmar, to fulfill her one-picture writing commitment at Paramount.



WAS IT all a part of the publicity stunt or did Carole Landis really stamp her size 4-B and abort Frank Seltzer's plan to sloganize her?

Western billboards assail the touring eye with a message on behalf of Tilton Oil., to wit: "Changes Ping to Purr." Which made the Seltzer invitation a bit confusing—and certainly unoriginal—in the first place; that invitation which stated, "You are cordially invited to attend a reception to Miss Carole Landis (star of Hal Roach's 'Turnabout'), America's selection for the title of 'The Ping Girl—Because She Makes You Purr'."

Next step in the publicity comedy of errors was an advertisement in local tradepapers, addressed to "the working press of Los Angeles," ostensibly inserted and paid for by Miss Landis, which blazoned the ultimatum that she "was never consulted about the scheme, nor do I approve, merit or desire the appellation they would like to inflict upon me. For these reasons I feel this explanation is due you because I will not be present at my own reception to ping, purr or even coo."

And so the "working press"—alias the hungry press—is divided in its opinion as to who double-crossed whom and who gets the rap for the loss of the free cocktails and groceries which developed into a mirage when the party was cancelled.

➞

Let it be hoped that one benefit—in addition to the publicity for "Turnabout"—will be a termination, for the time being at least, of publicists' urge toward sloganizing motion picture personalities, especially through the application to them of established commercial catchlines, and vice versa, as typified by the Ann Sheridan-Signal Gasoline "Oomph" tieup.

But, if it must continue, here are a few which might fit:

"Eventually, Why Not Now?"—Orson Welles.

"The Ham What Am."—Victor McLaglen.

"No Squat, No Squint, No Stoop."—Oliver Hardy.

"Hasn't Scratched Yet."—Charles R. Rogers.

"Ask the Man Who Owns One."—Gene Markey.

"99.44% Pure."—Joseph I. Breen.

"Good 'Til the Last Drop."—Howard Hughes.

➞

Confesses Hedda Hopper, with a gesture of unaccustomed self-abnegation, and referring to a Tennessee ham, purportedly sent her by Y. Frank Freeman:

"Now there are two hams in the Hopper household—and I assure you, Mr. Freeman's is better."

It couldn't be worse and get by the food inspectors.

➞

Universal discloses it is negotiating with one Leslie Kardos, foreign megger, on a one-picture deal. Kardos hails from Budapest.

In the face of restricted production and aside from the neutrality and refugee question, Hollywood must doubt the wisdom of the continued importation of foreign directors when there are plenty of competent American pilots unemployed and available.

➞

Hollywood culture note:

Anna Neagle joins the experts on the "Information Please" broadcast.

➞

Celluloid Communiques:

Yes men on the Paramount lot are practicing standing at attention and saying "Yes, Colonel *DeMille." It develops that C. B. is Hollywood's ranking reserve officer, a lieutenant-colonel in the signal corps . . . For the Holland sequence in Walter Wanger's "Foreign Correspondent," Director Alfred Hitchcock used 83 Dutch bicycles. Which might have been a factor in slowing up the Allies' evacuation of Flanders.*

Coals to Newcastle Department:

Boris Morros has engaged Al Jennings, famous outlaw of the late nineties, as technical advisor on the forthcoming production, "The Life of O. Henry."

➞

BALLYHOODLUMS: The moss-covered crack about the world beating a path to the door of the man who builds a better mousetrap than his neighbor is strangely illustrated in the current experience of an ex-publicity man, which at the same time projects a characteristic commentary on Hollywood biggies. Jerry Olenick was a freelance press agent. None too brilliant in the gentle art of blurb, as practiced by the catch-as-catch-can connivers into whose midsts he had precipitated himself, he was nonetheless a plugger. But for all his willingness and hard work, the going was very tough, largely because he found it virtually impossible to offer his services to anyone on studio payrolls for more than a paltry pittance. He had as much chance of interviewing the topnotch producers, directors, writers and others whom he wanted to serve, as a Bronx fish-peddler trying to sell his wares to Hitler. Finally succumbing to the closed-door policy and with a disgusted "Ah, nuts," he quit the publicity business. Assuming "Robert Brent" as a nom de plume, he became a publisher, his literary efforts taking form in a race tip sheet, alluringly and atmospherically called *The Bluegrass News*. Regardless of his source of information or inspiration, Olenick started picking 'em—but good. Fourteen out of 16 winners in one day brought him quick fame; a ten-out-of-twelve day was accepted as a matter of course. And now the brass hats who wouldn't give him the remotest tumble as a press agent are subscribing to his "publication," paying for it with alacrity and cheer, and are keeping his telephone working overtime with fraternal calls seeking his last-minute dope. A list of his subscribers would startle even blase Hollywood . . . Lou (Silent) Smith finally wakes up and sends out a publicity release from his sequestered lair on the Columbia lot, which is something of a step forward, even though the offering is a verbatim reproduction of a story broadcast by John Peere Miles two weeks earlier.

Rambling, Raucous, Rankling and Reissue

Only because of the impressiveness of its budget, cast and productional staff—and certainly not for its entertainment qualities—Metro's "Susan and God" demands first attention among the six rather unimportant features comprising the week's preview program. This screen version of Rachel Crothers' stage play will probably account for itself with reasonable satisfaction in its big-city first-runs because of the patronage that may be expected from among real and pseudo sophisticates. Thereafter, however, its fate is problematical. True, it has an important cast; but the screenplay by Anita Loos is tedious, lethargic in movement and considerably over-dialogued. Another possible hurdle which may block its acclaim by the rank-and-file, particularly among the devout, is the flippancy with which religion, and the subject of faith in the Deity, is treated. It is entirely conceivable that this factor may be rather widely resented, with a resultant dearth of ticket-buyers. Hunt Stromberg produced it opulently, of course, and George Cukor's direction is in tune with the subject matter.

Thus Paramount's "Safari" wins a somewhat hollow victory as the best of the aggregation. The studio-created African backgrounds are impressively authentic, the cast is strong and the direction by Edward H. Griffith is as restrained as the melodramatic story line permitted. In the action sequences Delmer Daves' script is first-rate, bogging down only when it attempts to go dramatic; probably because the original by Paul Hervey Fox was largely on the hokum side. Regardless of its faults, Producer Anthony Veiller can take credit for a piece of entertainment that will add up as satisfactory for the main offering on any program.

* * *

In the unadultered programmer class were "Earthbound" and "On the Spot." The former, a 20th Century-Fox offering, is a venture into the spiritual, competently enacted but probably a bit too sombre for wide-spread enjoyment. Considering its

(Continued on page 33)

Block Lashes Neely Synopsis Clause

WASHINGTON—Screen writers in Hollywood are opposed to monopolistic practices in the film industry but consider the synopsis provisions of the Neely bill a species of censorship, Ralph Block of the Screen Writers Guild told the Neely bill committee at the hearing here.

Exhibiting resentment over the "holier than thou" attitude of some of the organization representatives, Block told the committee, "I must confess I am a little exhausted by these repeated intimations that virtue and lofty standards of morality are held sacred only within the homes of the persons who wish this legislation and in the placid cloisters of the exhibitors who are asking for this bill."

"Underlying this bill is the argument that a kind of organized public pressure can be set up by interested or prejudiced groups to which the exhibitor will be responsible," he said.

Seen as Censorial

"I know a considerable number of exhibitors—I number them among my friends and I have respect for them. But as a class they are no better and no worse than any other general class of purveyors to the public, and I see nothing in the national picture which warrants holding up their taste, education and general critical level as superior to that of the unorganized public as a whole."

Denominating the synopsis provision as the "offspring of every outmoded blue law," Block told the committee it would be impossible to conform to it because no two people view the same occurrence or picture in exactly the same way.

Questioned by Representatives Patrick, McGranery and Wolverton as to the possibility of writing a synopsis, he admitted one might be prepared after a picture was completed, but contended that, while the companies might seek to employ the best writers available to make them, they "won't stay employed" because they will not be willing to place themselves in jeopardy.

Holds Synopsis Workable

He told the committee that a synopsis of a Deanna Durbin picture with a final script of 140 to 150 pages would require "around 70, 80 or 90 pages." One might possibly be written in 50 pages, he added, but there would be a grave chance that something had been omitted which would subject it to attack as not being true and accurate.

Representative Wolverton contended that a synopsis is workable, pointing out the majority of court decisions are preceded by a syllabus of their contents, but Block pointed out that the courts are dealing with matters of logic and not with such intangible things as attitudes and expressions, which are important in pictures.

Failing in his effort to convince the witness, Wolverton said that, in any event, the synopsis and the moral standard were not the most important facets of the bill, but that block booking was and that the whole measure undoubtedly involved questions of constitutionality which, he commented, had not been touched upon by either side in the controversy.

Representative Bulwinkle of North Carolina also minimized the possibilities of legislating morals, and told his fellow members that he had received letters from various organizations holding that passage of the measure would "absolutely clean up the morals of the country." So far as propaganda went, he added, one side was as bad as the other.



Cromwell Accepts an Honor—

Fingering the golden key emblematic of the honor, Director John Cromwell accepts the congratulations of Donald Duke, president of the University of Southern California chapter of Delta Kappa Alpha, national honorary cinema fraternity, upon Cromwell's election to the organization. He is the first film director to be initiated, having been chosen as the result of a lecture and film-making demonstration which he presented for U. S. C. motion picture students, following which he was appointed a special lecturer.

Don Ameche Represents Screen Actors Guild

With the appearance of Don Ameche to voice the opposition of the Screen Actors Guild to the synopsis provision, members of the committee took advantage of an opportunity to probe Hollywood propaganda.

Under intensive questioning, Ameche admitted that he did not know whether he had written a letter against the bill, sent to Representative Brown of Ohio over his signature, or whether it had been handed to him merely for signature by somebody else.

"Sometime ago I received a letter about the bill over your signature," the Congressman opened. "Did you write that letter?"

"I can't remember."

"Who gave you my name? I have heard of you but you never heard of me."

"I still do not know."

Congressman Brown pointed out that he also had received letters opposing the bill, signed by Mickey Rooney and Shirley Temple.

"How did it happen that all these letters came in at the same time?" he asked. "I noticed in these letters a number of you movie stars had exactly the same thought and expressed it many times in exactly the same words."

Questioned by Representative McGranery of Pennsylvania, Ameche admitted that he was not an officer of the guild and explained he had been instructed to come to Washington by an officer whose title he could not remember. He said also that no general meeting of the membership had been held on the subject but that the opposition appearance had been planned by the executive committee.

Apparently uncoached and unfamiliar with the bill, the star said that the actors believed it would be impossible to provide the synopsis demanded but admitted that they have very little connection with the measure.

Releasing the actor, the committee heard representatives of the Screen Directors Guild, also opposed to the synopsis provision. Albert E. Sutherland and George Stevens, the latter a director in the association, explained that the bill would tie directors down to continuities and make impossible the free development of the story. The best pictures, they said, are those where the director is not tied down to a script but left free to develop the yarn as appears best during the filming.

Independent exhibitors began their opposition to the bill with the appearance of R. H. Poole of Los Angeles, executive secretary of the Pacific Coast Conference of Independent Theatre Owners. Not himself engaged in exhibition, Poole's statement was a more or less general discussion of the possible effects of the bill, one of which, he feared, would be "carpetbaggers" stepping into important situations with new theatres when pictures went on the auction block as a result of the restrictions.

Under the bill, he said, his people fear they will lose their run positions, which he explained are considered very valuable.

Denying that block booking is a handicap upon the independent exhibitor, Henry Reeve of Menard, Tex., told the committee that, as the owner of the only theatre in the county seat of a county 1,600 square miles in area, he has never been forced to play any picture unsuitable for his community.

Reeve declared that relations between exhibitors and distributors are improving steadily and explained that the difficulty of the former is not so much the "bad" pictures as "too many small ones which are not good boxoffice attractions."

"Big Bonanza" Wayne's Next

Next starring vehicle at Republic for John Wayne will be "Big Bonanza," a story of the Comstock lode by Peter B. Kyne. Sol C. Siegel will handle production reins.

Harry Warner Warns Of Internal Foes

Emphasizing "the necessity for loyalty to the United States," Harry M. Warner delivered at an all-industry mass meeting of 6,000 here, a spirited plea for the organization of industry forces to battle subversive internal elements.

He told his listeners they must drop religious prejudices and unite for America's security, warning that such action must be taken "before the United States goes the way of Norway, Denmark," etc. He declared his studio wants no Nazis or Communists in its employ and urged his workers to watch for and report all "enemies" to him or the federal bureau of investigation.

Studios Brace for A Tourist Horde

With Southern California expecting one of the biggest tourist seasons in history, largely because of the European War, the deluge of visiting firemen which every summer gives studio publicity staffs their biggest annual headache, this year threatens to develop into the most gargantuan pain in the neck of all time, as far as Hollywood's film factories are concerned. The southland is preparing for an onslaught of literally thousands more vacationers who, in more peaceful times, would hit the high seas to disport themselves in foreign playgrounds now either barred or highly dangerous.

This heavy influx naturally means a substantial increase in the percentage of requests and demands for trips through motion picture plants—usually considered the high spot of the entire holiday. How to cope with these sightseers—always a weighty problem because of the enormous loss of time and money their entertainment entails—thus is assuming an even more serious aspect as the summer season approaches.

Some studios—notably M-G-M—are arbitrarily dodging the issue with strict "no visitors under any circumstances" regulations. RKO Radio and Columbia will entertain exhibitors, but turn thumbs down on tourists bearing "letters of introduction" from their hometown showmen and the common variety of would-be gate crashers. M-G-M will allow no one inside its portals except those of the most extreme importance in business and civic fields. These rules have been in force for several seasons past, and there is no indication a change is contemplated.

Twentieth Century-Fox and Paramount, which for some time have been operating daily rubberneck tours, intend to continue the practice. On the Fox lot the idea of running two tours each day is now under consideration as a means of partially absorbing the expected increase in visitors. Paramount, however, does not plan to increase its accommodations and both studios will cut the list of "must" visitors to the bone.

Warner will endeavor to maintain an "open door" policy for bonafide exhibitors and civic notables, which spokesmen declare has been extremely successful as a good-will builder in the past. However, the Burbank plant, in keeping with plans now being laid at other studios, will not countenance the issuing of passes and courtesies to those whom it considers have no valid claim thereto—which means that the great mass of sightseers will remain outside the studio's gates.

Rush Production on Pictures Dealing With European War

With several such vehicles either already in release or due to be distributed shortly, the major studios are rushing camera and preparatory work on a number of features which are based, either directly or through inference, on the current European War, with present indications that such titles will swell to more than a dozen during the course of the summer.

Already hitting the nation's screens are Warner's reissue of "Confessions of a Nazi Spy," boasting a new ending bringing the story up through Hitler's invasion of the Low Countries; Universal's "Ski Patrol," obviously based upon the Russo-Finnish conflict, and Republic's "Women in War," which names no names, but obliquely concerns the present conflict. Twentieth Century-Fox's "Four Sons" will be given national distribution June 14.

Presently being rushed through the production mill are Warner's "Secret Army," dealing with Fifth Column activities in Holland, directed by Kurt Bernhardt; M-G-M's "Escape" and "The Mortal Storm," both anti-Nazi subjects, and 20th Century-Fox's "I Married a Nazi."

Added to Republic's 1940-41 lineup is "Golden Wings," a biography of the late Gen. William Mitchell, who advocated a strong aviation corps as a factor in this country's defense and was courtmartialed for his utterances. Columbia is preparing "Blitzkrieg." Twentieth Century-Fox recently purchased "We Who Gave," by Esther Washburn, a story of a woman whose husband is a war casualty. Warner is preparing two subjects based upon the first World War—"The Amazing Story of Sergeant York" and "The Lost Battalion." On Paramount's schedule is "The Polonaise," dealing with the siege and capture of Poland.

In the general production vein, most studios are keeping up the rapid pace which has characterized them during the past two months. Republic will have completed its 1939-40 slate of 52 features and four serials by the end of June, with only three more to be made. Of these, "Sing, Dance, Plenty Hot" and "The Ranger and the Lady" are now in work, with "Everybody's Happy" to roll June 10. On that date, the first of the 1940-41 quota, "Oklahoma Outlaws," also gets the gun.

For Columbia, Producer Charles R. Rogers has revamped his schedule and will launch "Senate Page Boys" within a few days, ahead of "Jane Addams and Hull House." The studio will roll "The First Woman Doctor," with John M. Stahl directing, in July. Metro lists three to start before July 1—"Philadelphia Story," "I Married an Angel" and "The Yearling." For United Artists, Edward Small is scheduled to launch "Son of Monte Cristo" about June 10. It will be his fourth on a seven-picture program. Frank Capra will gun "The Life of John Doe," with Gary Cooper and Barbara Stanwyck, July 8 for Warner release.

Monogram Puts Nineteen On Production Slate

Emphasizing his belief that the domestic market is headed for boom time business, W. Ray Johnston, Monogram president, points out that his company, far from considering production curtailment, is swinging into full action.

Seven features have been given starting dates in June; five in July; four in August, and three in September and October, not including two Tex Ritters and the Fred Scott series of westerns.

Majors Begin Shooting Football Sagas Early

As per the yearly custom, Hollywood's picture-makers have set the calendar ahead fully four months and the shadows of spiralling footballs are already in evidence at a number of the major studios—where, under summery skies, preparations are being made to film the annual crop of do-or-die-for-dear-old-Rutgers sagas of the gridiron for release during the height of the pigskin season.

From present aspects, exhibitors and the public may expect somewhat of an increase in the number of football epics over the 1939-40 season, with schedules already listing five of them. Taking no chances of a slipup, Warner now has one safely tucked under its belt and awaiting release as one of the specials on its new program —"The Story of Knute Rockne," with Pat O'Brien in the title role. Now in preparation at the Burbank plant is "For the Rich, They Sing," a collegiate musical in which football plays an important part.

Paramount's entry has been yclept "Touchdown!" and will be produced by Anthony Veiller from an original screenplay by Robert Pirosh. Wayne Morris has been borrowed from Warner for the leading role. In the forefront on RKO Radio's 1940-41 schedule is "Too Many Girls," from the Broadway musical hit, to be produced and directed by George Abbott, with cameras rolling about June 15. Gridiron antics comprise an important adjunct to the motivation.

"Yesterday's Heroes" is listed for early production at 20th Century-Fox. It was written by William Brent, studio sound man, and published in a national magazine, whereupon Brent was promoted to the scenario staff to adapt it to the screen.

Hollywood—
—Personnelities

Barnstormers

—Paramount

MURIEL ANGELUS leaves for New York to make personal appearances in connection with the opening of "Safari."

PETER HAYES checks out for a month of personal appearances, including two weeks at the New York Paramount and another fortnight in Chicago.

Cleffers

—Metro

GUS KAHN adapting lyrics for "Bittersweet," starring Jeanette MacDonald in the Noel Coward operetta, and doing songs for "Go West," next Marx Brothers comedy.

HERBERT STOTHART completes scoring "Pride and Prejudice."

—Paramount

FRANK LOESSER doing lyrics for "Touchdown!" a football feature to be produced by Anthony Veiller for release this fall.

Meggers

—Republic

NATE WATT to "Oklahoma Outlaws," a "Three Mesquiteers" western.

—RKO Radio

RAY MCCAREY to "Show Business," featuring Alan Mowbray and Donald MacBride. Howard Benedict will produce.

RICHARD WALLACE to "Three Girls and a Gob," forthcoming Harold Lloyd production, for which Grover Jones is writing the script.

—20th Century-Fox

SHEPARD TRAUBE to "For Beauty's Sake," a Lucien Hubbard production.

—Universal

OTIS GARRETT and PAUL GERARD SMITH, writers, to make directorial debuts as co-pilots on "Margie." Joseph Sanford produces. Script is by Scott Darling and Erna Lazarus.

—Warner

KURT BERNHARDT to "The Secret Army," story of fifth column activities in Holland, which rolls June 7.

Options

—Columbia

VIRGINIA BRUCE given two-picture acting commitment.

—Edward Small

GEORGE BRUCE, writer and associate producer, given new contract.

—Metro

PHILIP DORN, Dutch actor, transfers from Universal, his long-term contract with that studio having been purchased. He has been set for an important role in "Escape."

—RKO Radio

HARRY D'ARCY and CHARLES ROBERTS given new contracts as short subject directors.

VIRGINIA VALE, featured player, held for another year.

FAY WRAY signs term acting contract, going into the Cliff Reid production, "Wildcat Bus," as her first assignment. Lou Lusty is scripting.

—Hal Roach

CAROLE LANDIS given new acting contract.

—Stephens-Lang

ALAN HERSHOLT, production associate, given new contract.

—20th Century-Fox

WILLIAM BRENT, writer, held for another term. He is working on "Studio Club" for Producer Lucien Hubbard.

SOL WURTZEL given new contract calling for his services as executive producer for the next six years.

—Warner

JACK SCHOLL joins writing staff in short subjects department on a term basis.

Percenteers

LOU IRWIN expands agency organization, adding ELSE VON KOCZIAN, former European story editor and literary scout for Universal, as story head; TED WILK to the talent department, and PHIL GERSDORF, formerly of 20th Century-Fox, as publicity representative.

DAVID MATTHEWS joins the Stanley Bergerman agency as a member of the story and writers unit.

Scripters

—Columbia

LEE KATZ to "Seven Must Die," from James Warner Bellah's novel.

QUINN MARTIN to "Blondie Goes Latin."

—Paramount

EDWARD T. LOWE and BELLAMY PARTRIDGE teamed on "Country Lawyer," based on Partridge's best-seller of that name.

—Republic

VAL BURTON completes "Everybody's Happy," next in the "Higgins Family" series.

BENNETT COHEN to "Two-Gun Sheriff," next Don (Red) Barry western to be produced and directed by George Sherman.

ANTHONY COLDEWAY to "The Tulsa Kid."

STAN DAVIS and CARL HERZINGER writing special material for Vera Vague in "Sing, Dance, Plenty Hot," which Lew Landers will pilot.

JACK MOFFITT to "Down Mexico Way," forthcoming Gene Autry starrer.

STUART PALMER to "Belle of Atlanta."

DORIS SCHROEDER to "Frontier Vengeance" for Producer-Director George Sherman.

GEORGE YATES to "Honeymoon Island."

—RKO Radio

JERRY CADY to "They Met in Argentina."

ROBERT HARRIS to "How to Meet a Man," a Gene Towne-Graham Baker production.

STEPHEN SHADEGG to "Valley of the Sun," from the Clarence Budington Kelland story, teaming with BARTLETT CORMACK.

WILLIAM C. THOMAS to "How to Meet a Man."

—20th Century-Fox

JULES FURTHMAN to "Rogue Male," from a novel by Geoffrey Household.

SAM HELLMAN to "Wild Geese Calling," from the Steward Edward White novel.

ETHEL HILL to "Uncensored," from a story by John Balderston and William Drake, in which George Sanders will feature. Lucien Hubbard produces.

BEN GRAUMAN KOHN to "Owners Up," a racehorse story by Roy Chanslor and Thomas Langan. Ralph Dietrich and Walter Morosco will co-produce.

JOHN LARKIN to "The Man With a Shovel." Dalton Trumbo wrote the original.

RAYMOND SCHROCK to "Charlie Chan in Washington," which Harry Lachman will direct.

MILTON SPERLING to "Left at the Altar," the feature-length slapstick comedy for which Mack Sennett wrote the original.

WANDA TUCHOCK to "Youth Will Be Served," a Jane Withers starrer. Hilda Vincent and Ruth Taskin did the original.

—Universal

EVERETT FREEMAN completes "When the Daltons Rode," which George Marshall directs.

FREDERICK KOHNER teamed with RALPH BLOCK on "Nice Girl," a forthcoming Deanna Durbin starrer.

—Warner

STEPHEN MOREHOUSE AVERY to "Stuff of Heroes," from a story by Harold Titus.

ROBERT BUCKNER completes first draft of "Santa Fe Trail," Errol Flynn starrer, which Robert Fellows will produce. Michael Curtiz is tentatively set to direct.

JULIUS and PHIL EPSTEIN to "Honeymoon for Three."

ABEM FINKEL to "The Sea Wolf," from the Jack London starrer, which will be next on Edward G. Robinson's schedule following his current "The Man From Fleet Street."

NOEL LANGLEY polishing "The Constant Nymph," from the Margaret Kennedy novel.

JACK LUCAS and LEONARD HOFFMAN to "The Dealer's Name Was George."

JOHN WEXLEY joins LESTER COLE on "The Secret Army," dealing with Fifth Column activities in Hitler's invasion of Holland.

Story Buys

—Monogram

An untitled original by Ralph Bettinson, to be used as a "James Lee Wong" mystery feature starring Boris Karloff. Paul Malvern will produce.

—Republic

"The Roaring Forties," by John J. Stein and Grace Hayward.

"Golden Wings," by William Van Last. It is a biography of General William Mitchell, U. S. army officer who was court-martialed because he favored aviation as a prime force in the nation's national defense.

"Young Bill Hickok," by Sidney Sanders, as a Roy Rogers starrer.

Technically

—Metro

WILLIAM CANNON set as unit manager on "Ziegfeld Girl," forthcoming Pandro S. Berman production.

DAVID FRIEDMAN set as unit manager on "Golden Fleecing," the Edgar Selwyn production which Leslie Fenton will direct.

COMMANDER HARVEY HAISLIP returns from Washington, D. C., and Pensacola, Florida, where he arranged with navy department officials for cooperation in filming "Flight Command." CHARLES HUNT is set as unit manager.

ED LARKIN directing dance sequences in "Strike Up the Band."

CHARLES LAWTON photographing "Dulcy."

A. SLOAN NIBLEY signed as technical advisor on "The Man on America's Conscience," biography of President Andrew Johnson. Nibley is a research expert on Johnson's life.

JACKSON ROSE photographing "Kiddie Kure," an "Our Gang" comedy short which EDWARD CAHN is directing.

SID WAGNER to photograph "Golden Fleecing."

SID WAGNER to photograph "Flight Command," the J. Walter Ruben production.

KEITH WEEKS named unit production manager on the Katharine Hepburn starrer, "Philadelphia Story," which George Cukor will pilot.

KEITH WEEKS named unit manager on "I Married an Angel," forthcoming Jeanette MacDonald-Nelson Eddy co-starrer.

DOLPH ZIMMER, assistant director, heads crew of 25 technicians leaving for Jackson Hole, Wyoming, to aid RICHARD THORPE in directing "Bad Man of Wyoming."

—Paramount

JAMES HOGAN, directing "Texas!" heads for the Lone Star state to pick up background scenes, including the state capitol at Austin and the Rangers headquarters at Camp Mabry.

WILLIAM MELLOR to photograph "Moon Over Burma."

CURTIS MICK set as business manager on "There's Magic in Music," the Allan Jones starrer which Andrew Stone will direct.

VICTOR MILNER to photograph "The New Yorkers," Dick Powell-Ellen Drew feature, which Preston Sturges will direct.

—RKO Radio

CARROLL CLARK designing sets for "Too Many Girls."

LEROY PRINZ borrowed from Paramount as dance director on "Too Many Girls."

HARRY WILD to photograph "Laddie."

—20th Century-Fox

SOL HALPRIN, head of process department, held for another year, beginning his 22nd year with the company.

ERNEST PALMER to photograph "The Great Profile."

GENEVA SAWYER and NICK CASTLE to direct dance sequences in "Down Argentine Way."

—Warner

GORDON HOLLINGSHEAD to gun "Songs of America," historical short subject in Technicolor, July 5 from a script by Charles Tedford.

CHARLES ROSHER replaces TONY GAUDIO as photographer on "The Letter" due to the latter's illness.

EDDIE SELZER producing special merchandising reel for "Men on Her Mind," Olivia de Havilland starrer.

RAOUL WALSH, director, and LOU BAUM, unit manager, head camera crew going to Red Canyon to pick up atmosphere shots for "They Drive by Night."

"All This" Premiere Now Set for Carthay Circle

Cancelling previous plans to debut the feature in the Warner Beverly Hills Theatre, June 11, arrangements have been made whereby Warner's "All This and Heaven, Too," starring Bette Davis and Charles Boyer, will be given its world premiere at the Carthay Circle, June 13. It begins a two-a-day run the following day, supplanting "Gone With the Wind" as the Los Angeles area's sole roadshow attraction. Premiere is being planned on a lavish, top hats and ermine scale, for which the usual coterie of floodlights, celebrities and autograph-seekers will be on hand.

An unbroken string of premieres of forthcoming product throughout the country is on schedule throughout the summer. Paramount will debut "Untamed," featuring Dorothy Lamour, in Seattle, June 13, to be followed the next day by showings in Portland and Spokane. In either July or August, 20th Century-Fox will premiere "Maryland" in Baltimore, with state and civic officials cooperating. September will see the Frank Lloyd production for Columbia, "The Howards of Virginia," making its bow in Richmond. Present plans are for Cecil B. DeMille's Paramount production, "North West Mounted Police," debuting in Ottawa, Canada, on Thanksgiving Day.

The Marathon Street studio's Bob Hope-Paulette Goddard comedy, "The Ghost Breakers," was given its world premiere at the Michigan in Detroit, June 7, with Hope and his radio troupe—including Jerry Colonna and Brenda and Cobina—making stage appearances. The screening was preceded by a press party in a "haunted" house located in Detroit after a city-wide "search" by Paramount exploiteers.

A Routine Session Held By Producers' Ass'n

Highlighted by the announcement a date for resumption of negotiations with the Conference of Studio Unions would be set by the end of the week, a routine meeting was held by members of the Producers' Ass'n, June 4, with President Y. Frank Freeman as chairman. Members also disclosed they had dispatched a reply to the American Federation of Office Employes, which is seeking a closed shop at Central Casting, and discussed the rapidly-shifting foreign outlook, as well as other current industry problems.

Tom Pettey, who resigned June 1 as public relations director for the Hays office, planed to New York to confer with executives of *PM*, new newspaper, concerning his post as Hollywood film-radio correspondent. Also heading east was Pat Casey, Hays office labor contact, who planned to stop off in Louisville for the IATSE international convention.

Howard Philbrick, Central Casting general manager, scheduled meetings with studio comptrollers to work out an accurate method of determining extras' yearly earnings. He also announced he will rigidly enforce the "no relatives" rule at Central, under which any employes who are found to have relatives working as extras will be summarily dismissed.

Spearheads

(Continued from page 29)

theme, the story carries surprisingly little emotional lift. The Sol Wurtzel production was directed by Irving Pichel. John Howard Lawson and Samuel G. Engel did the screenplay from a story by Basil King.

Above the ordinary classification, belying its budget, Monogram's "On the Spot," is a gangster murder mystery yarn that packs a goodly quota of laughs, a brisk screenplay and a thoroughly acceptable cast. Joseph West and Dorothy Reid tailored the script from West's original. Howard Bretherton held to a steady pace in his direction, working under the supervision of Associate Producer Grant Withers.

* * *

The undisputed weakie of the sextet, Universal's "Love, Honor and Oh Baby," fails to achieve any degree of success as either comedy or melodrama—which elements it feebly attempts to combine. It is woefully unfunny and laden with enough cliches for three pictures. Given lackadaisical direction by Charles Lamont, and a feeble screenplay by Clarence Upson Young, its boxoffice potentialities hover somewhere around zero. Elizabeth Troy wrote what was alleged to be the original story.

* * *

The sixth member—showing of which can hardly be considered a preview—was Warner's "Confessions of a Nazi Spy," currently being intensively ballyhooed as a timely reissue, with considerable of the exploitation concentrating on its new ending. The new ending, which boils down to a few sequences of flag-waving and the insertion of recent newsreel clips, is secondary to the timeliness with which the feature has been endowed through widespread interest in the activities of subversive elements in America. Always an engrossing, substantially produced, directed and enacted feature, "Nazi Spy," when seen for the second time, stirs a better-than-ever reaction which mingles with the feeling that it was made and released a year too soon. As a reissue, it should be a profitable exhibition bet.

No Dull Moments in "Ghost Breakers"

Hollywood—There is never a dull moment in Paramount's "The Ghost Breakers."

When the customers aren't shivering, they'll be roaring, and between chills and laughs they are sure to have the time of their lives seeing this smart-cracking, fast moving, interest commanding comedy-mystery.

The screenplay is a masterpiece of brittle dialogue and priceless gag situations. The production is solidly mounted and it is played with a delightful tongue-in-cheek interpretation by an excellent cast topped by Bob Hope and Paulette Goddard. And George Marshall's able direction knits the various threads of the Arthur Hornblow jr. production into a piece of topnotch entertainment.—SPEAR.

Allied States on West Coast To Drive for New Members

LOS ANGELES—Despite rapid strides taken in recent months by the ITO of So. Calif. and Ariz., particularly since its affiliation with the Pacific Coast Conference of Independent Theatre Owners—in the foundation of which it was instrumental—the organization's dominance in this territory seems slated to be challenged by the local chapter of Allied States. Dormant for the past several months, Allied has swung into action again with the declaration it will soon launch an active campaign to augment its membership.

In the initial barrage in this membership drive, Allied used the ITO and the PCCITO as targets in a broadside appearing in a local trade publication, attacking the operations, policies and accomplishments of the two organizations. Addressing its message to "real independents," it assaulted the ITO for its campaign against the Neely bill, declaring those working against the measure are members of the "movie fifth column" sabotaging independent exhibitor interests. It charged the PCCITO is a "so-called 'independent' exhibitor association which handles its affairs via steam-roller tactics and star-chamber sessions" and obliquely hinted the ITO is one of a number of "stooge exhibitor organizations" set up by producers throughout the country.

The indictment, prepared by James C. Quinn, Allied secretary, asserted the recent PCCITO convention here was a "producers' sales meeting" and ridiculed the statement of William F. Rodgers, Metro sales manager, at the convention, that the principal source of support for the Neely Bill comes from those with no stake in the industry. Quinn declared local Allied members "would welcome the opportunity of matching their investment in this business against his (Rodgers') before any unbiased group."

Quinn also attacked the ITO and the PCCITO for its "conciliation" program, asserting that independents are not organized sufficiently to match the power of producers and distributors; indicated that such organization could come only through Allied, and said he hoped to bring the national Allied convention to Hollywood in 1941.

Beyond declaring the PCCITO "stands on its own merits and accomplishments," Robert H. Poole, executive director, has made no formal reply to the Allied assault. He indicated, however, that a retaliatory action is in the wind when he has received detailed instructions from the PCCITO trustees as to how to proceed.

The local Allied chapter constitutes an outgrowth of Quinn's American Federation of Theatre Owners. At the time the Allied charter was secured more than a year ago, Quinn unleashed his initial barrage against the ITO, asserting he would seek only "real independent showmen" for membership and indicting the ITO for its program of conciliation and harmony among unaffiliated showmen, circuit operators and distributors. Members at that time, in addition to Quinn, included Seth Perkins, Jules Wolf, Fred Hershorn, Lou Bard and B. J. Leavitt. Since then no information as to the growth of Allied membership has been released.

Coast Well Represented At IATSE Convention

SAN FRANCISCO — This section of the country is well represented at the IATSE convention in Louisville. The delegates from local 162 are Tony L. Noriega and A. B. Cohn. Floyd Billingsley, fourth vice-president of IATSE, accompanied Noriega and Cohn.

Local B-18 of the theatrical employes union is represented by Al Maass of San Francisco and Bill Ring of Los Angeles. B-16 of the theatrical stagehands sent George Ward and Elmer Langmaid. Others from this territory are: J. Turturici, San Mateo; Ray Cayla, Santa Rosa; Al Daul, Oakland; Paul Artigues, Eureka; Charles Zielinski, Richmond; and Fred Mozart, Watsonville.



—Metropolitan Photos

At the RKO Sales Convention—

In New York, the Los Angeles staff faced the camera in this left-to-right order: N. P. Jacobs (manager); S. W. Whitehead, J. F. Samuels, Joe Rubenstein and Lou Fink.

S' FRANCISCO

FANS wandering about the 1940 Exposition are showing much interest in the old films being shown in the Palace of Fine Arts. There is no admission charge, and the films are rare and scarce. Veteran film goers who remember when Bernhardt and Duse played for the screen, or who remember when Mary Pickford was "America's Sweetheart" and played in "The New York Hat" with Lionel Barrymore, are getting a nostalgic thrill from the ancient screen manners. The younger generation finds the films amusing in the great difference there is between the modern day pictures and the old favorites. There are several complete programs being offered on a two-a-day basis.

This was one of those quiet weeks on the Row with vacations and conventions taking many of the personnel from their desks. An out of town exhibitor was a rarity and as one person put it, "Everything is just too quiet on this western front" . . . Monogram is leading the coast in the "Spirit of Independence" playdate drive . . . Luise Rainer was an inconspicuous visitor doing the town and the Fair . . . The first annual Light Opera Festival resumed this week with "The Red Mill" after a week layoff . . . F. Herrick Herrick, who is doing quite well with his "Hollywood Stage 9," announced screen tests to anyone wishing them will be conducted at the Fair and anything showing promise will be forwarded to Hollywood for expert scrutiny.

Two houses had their premiere this week. Charlie Holtz opened his new Colonial in Sacramento with many Row luminaries in attendance and Leo Reese played host to approximately the same crowd at the opening of his Rio in Merced . . . The RKO gang arrived safely from their Chicago jaunt and all report a grand time . . . "Gone With the Wind" did not do the business anticipated and lasted only one week on its return to Market Street. The roadshow prices seem to be a bit steep for those who failed to see it when it ran here before . . . "Susan and God" was previewed for circuit heads by M-G-M.

Columbia gets credit for the neatest gag of the month. Doubling as a circulating library, the exchange is lending "I Married Adventure" (in book form) to any exhibitor who wishes to read it. The novel, a forthcoming Columbia release, is given out free of charge on a seven-day loan. The boys are reading it, too . . . Jack Ericson and Floyd Bernard, 20th-Fox salesmen, are back in town after a selling trip in the north . . . Pacific Premium has a nice new red truck for the purpose of handling all their premium orders. The Coliseum, class suburban theatre, is the latest to use Pacific's Book Night.

The air attendance for the first weekend in June surpassed the attendance for the same weekend of last year by nearly 100,000. Last June's first weekend drew 90,488 for the three days. This year, May 31, June 1-2, 190,186 clicked through the Island toll gates. The auto parking at the Fair more than doubled last year's first week figure and in other respects this

year's version of the Fair is ahead of the one handed the public in 1939.

Joan Blondell makes her first stage appearance in over ten years when she opens at the Geary on June 10 in "Goodbye to Love." The play is billed as the first stop on a nation wide tour to end on Broadway . . . The Blumfeld Theatres announced a new house for Sacramento this week. It will be a 600 seater . . . Billy Hill is the new manager at the Orland in Orland . . . "My Son, My Son" appears on its way to equalling the run of "Rebecca." The former is in its third week and drawing capacity crowds . . . Edna Schefer, Warner contract clerk, is back from a trip to San Diego and Sequoia National Park.

Gerald Hardy flew into town from Fresno early this week and left many an envious person doing some wishful thinking. Hardy leaves this weekend for Chicago and Detroit. In the latter city he will pick up a new car and continue on to Washington and New York. At this point he will decide whether to go on to Miami or not but the return trip will be made through the Canadian Rockies. The boys all wished him a swell trip with plenty of longing in their voices.

Dan McLean is getting to be quite a sailor. The Embassy impresario finished sixth in the San Francisco to Stockton race . . . Susan Atkins is the new stenographer at 20th-Fox . . . "Lillian Russell" opened at the Fox on the sixth and is attracting much attention . . . Maurice Evans has extended his "Richard II" for an extra week in response to the public demand . . . Grace Moore, in "Louise," is playing a third week at the Clay. Miss Moore was to have appeared with the S. F. Symphony at the Fair this week but did not because of a cold. John Charles Thomas filled in at the opening concert of the symphony series.

On vacation: Les Smith, booker, and Irene Kerr, stenographer from M-G-M; Jean Compagno, RKO inspectress; Rita Berldo, contract clerk at Universal; Lorraine Coleman, 20th-Fox inspectress, and Maureen Stillian, Columbia inspectress . . . Lou Marks of the Rialto, Sacramento, was a booking visitor.

Plenty of activity at the Paramount exchange. Moving week with the entire staff picking up and moving three doors west into temporary quarters.

Fox West Coast Transfers Baetz to a New District

LOS ANGELES — Transferring from Fox West Coast's citrus district, where he was district manager for houses in Ontario, Pomona, Riverside, Redlands and San Bernardino, Hall Baetz has been named district manager for Montana, Idaho and Utah, headquartering in Salt Lake City. Switch is effective immediately.

No successor to Baetz in the citrus district will be named, the houses formerly under his supervision having been transferred to B. V. Sturdivant's district. As a result, three houses in the Highland Park territory, the Arroyo, Starland and Highland, have been taken from Sturdivant and handed over to Dick Dickson's No. 1 district.

DENVER

THE Rocky Mountain Screen Club held two parties at their club rooms the past week. The first was a "Gay 90's" affair, the second was a stag. The rooms were packed for the first with all in costume. At the stag, arrangements were completed for the Calcutta golf tournament to be held June 11 at Green Gables Country Club. The golfers were auctioned off with Lon T. Fidler bringing high money. Second and third places were copped by Rick Ricketson and William Agren. About $250 was realized in this manner. The tourney is being restricted to members.

Because of the drop in business the past three weeks, Gibralter Enterprises has closed three houses, and according to Fred Knill, if business continues to take a drop, more will be shuttered. Those closed include Oto, Scottsbluff, Neb.; Burro Alley, Santa Fe, N. M., and the Riviera, Gering, Neb. . . . Charles Gilmour, president of Gibralter Enterprises, is expected back soon from a vacation in California, part of which was spent undergoing treatment at Scripps Memorial Hospital at LaJolla.

Henry Le Clair, employed at the State, Denver, has accepted a position with Gibralter houses in New Mexico, and will work in Clayton and Springer as assistant manager in charge of advertising and exploitation . . . Tommy Tompkins, theatre man of Colorado Springs, has returned from a five-week vacation in Mineral Wells, Tex. . . . Connie Rose, Monogram salesman, left on a sales trip through New Mexico . . . R. D. Ervin of Kremmling was in town booking film and buying supplies . . . Gene Gerbase, manager of the Sheffield-Republic exchange, is back from San Francisco after attending the annual sales convention and conferring with J. T. Sheffield, owner of the Republic franchise in Denver, Salt Lake City, Portland and Seattle territories.

J. B. Melton, owner of the two Victory theatres, is back in Denver for an indefinite stay from his Florida plantation. He has taken his theatres out of the operating arrangement with Westland Theatres and will operate them himself . . . Ralph Hamilton is now managing the Santa Fe, having swapped jobs with Richard Dekker, who goes to the Gothic. The changes were made by C. U. Yaeger, owner of the houses . . . Herschell Wheeler, manager of the Black Hills Amusement Co. Pace at Gordon prior to its burning, has been sent to manage the Hot Springs at Hot Springs, S. D., where he succeeds Clinton Robbins, resigned . . . M. J. Yeoman, Universal auditor, is checking local accounts.

SALT LAKE

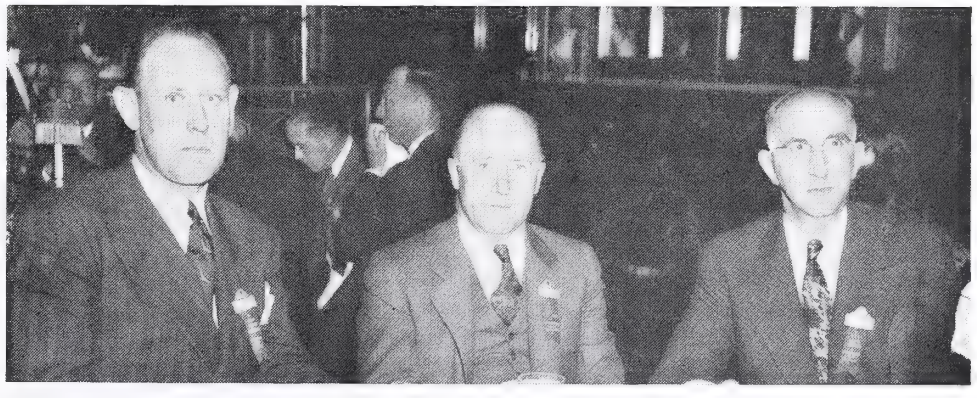
LOCAL THEATRE operators will now have the competition of out-of-door resorts in this territory, Memorial Day having marked the opening of such places of amusement . . . George White and his latest edition of the "Scandals" will appear at the local Utah, managed by Norman Sprowl. Several film personalities have been recruited for the stage show including Ben Blue, Ella Logan, Ann Miller and Collette Lyons . . . Joe Lawrence's Rialto has reverted to a first run policy.

Granted a week's permit to install a temporary platform for stage shows, the Star reopened after completion also of projection booth alterations and other safety work . . . The Roxy is still closed as a result of its recent fire.

E. M. Saunders, Metro western sales manager, and George Hickey, district manager, were visitors . . . Frank Murphy, in Salt Lake for several weeks as branch manager of Mercury, has been transferred to Denver. He is replaced here by A. G. Edwards, who comes on from Denver.

Herschel Stewart's office force at the local Fox West Coast branch is moving into the newly constructed Paramount exchange on Filmrow here. Which is also the case with Paramount's personnel, of course.

W. W. McKendrick, in charge of Monogram here, reports District Manager Lon T. Fidler underwent a tonsillotomy and had to postpone his trip here for a few days.



—Metropolitan Photo

Denver at a Convention—

The scene at the Waldorf Astoria in New York during the RKO Radio regional sales convention. Left to right: Fenton J. Lee, Joseph Ashby (manager), and Fred P. Brown.

SEATTLE

BUSINESS in this territory was way off this week, not only in theatres but in all lines. Maybe it's the war scare . . . Memorial Day found a great many people traveling to Vancouver. Live-wire stores in that town are advertising their sales and bargains on Seattle radio stations . . . Bill Cooley, Venetian, took advantage of the holiday by having signs made and placed in all the stores in his neighborhood. They read, "This store closed all day Memorial Day. Going to the Venetian to see 'Little Old New York'" . . . General Film Attractions of Seattle and Feature Film exchange of Portland have changed hands. Jesse Jones and Eddie Hudson have sold their interests in the business to Ted Parker and associates. Parker announces all product on hand will be discarded and new productions will be the order of things. Jack Allender will still maintain the Seattle branch.

Bill Forman, general manager for Sterling Theatres, announces that Jack Shallow jr. is now managing the Winter Garden . . . Heaton Randall and his gang at National Theatre Supply now busy moving from First to Second Ave. . . . Harry Stern of Film Alliance is here from Los Angeles and busy setting his cosmetic giveaway . . . Jack Rosenberg rounding up all the champions at water skiing and getting them to do their stuff for Earl Nelson of Universal Newsreel . . . Adelaide Cooper won a telephone grant at the San Francisco Fair and used it up telephoning here to Sylvia O'Neal . . . Mariko Mukai, prima donna of the Lyric Theatre's "Barber of Seville," is the daughter of S. Mukai, the exhibitor . . . A goodly number of the show gang attended funeral services for Ed Groesbeck, brother of Gene, who died suddenly after a heart attack in the waiting room of a hospital while a waiting word from a sick friend he had just brought in from Enumclaw. Ed for many years was an exhibitor, being a partner of his brothers. He had many friends in the business.

Clarence Wicks here from Los Angeles handling a roadshow picture . . . Charley and Mrs. Code have departed for their home and theatre in Nome, Alaska, after spending the past few months here . . . C. C. Farmer, operator of Shearer's Jewel Box preview room, is back on the job after an illness of several weeks caused by a heart attack . . . Don Condon has resigned as assistant booker for Sterling Theatres . . . Joe Lewis is spending a few days with Lloyd Nelson on the latter's ranch in Nespelem . . . Alice Truckey and Helen Nolan saying goodbye to the Row, but expecting to return before the summer is over. The girls had to vacate their business to make room for National Theatre Supply . . . Pete Higgins, home from Los Angeles, reports his mother slowly improving after serious injuries sustained in an auto accident.

Eldon Pollock down from Mount Vernon and taking a plane from here and flying it to San Francisco . . . Louis and Mrs. Perunko in from Tacoma and celebrating Mrs. Perunko's birthday . . . Roy Peacock to Vancouver to pick up his wife Frankie, who has been visiting with her folks . . . Marion Sobottka visiting from Portland and taking time out to attend a preview. Herb, her hubby, is manager of the Paramount in Portland . . . Pete Constanti and his wife Grace in from Aberdeen and showing photographs of the new Roxy . . . John F. O'Donnell, traveling auditor from the Monogram New York office, visiting the local exchange . . . Bill Thomas, assistant to W. B. McDonald of the Avalon in Olympia, is the proud father of a son. The boy has been named Michael.

A visitor to the Northwest and one of its favorite sons, is Jimmy DePuys, who spent some time with his folks in Tacoma. Jimmy now works under the name of Norman Paige and handles the short wave broadcast over KGEI from Treasure Island in San Francisco . . . George Endert sr. is confined to his home by illness . . . Visiting exhibitors included: George Conrad, Montesano; A. R. Trimble, Toppenish; Gus Graff, Shelton; A. G. Borden jr., Blaine; Fred Mercy sr., Yakima . . . Charlie Beale of Juneau, Alaska, at the ball game as guest of Ben and Florence Shearer . . . Mrs. Selyna Pollard here from Los Angeles visiting her sister, Mrs. Les Theuerkauf . . . Mrs. Nan Donald of Washington, D. C., visiting her sister, Mrs. Jessie Blair . . . John Hamrick and Frank Newman off to Portland . . . Katherine and Alice Jean Higgins spending a weekend with the George Blairs on Vashion.

The World's Finest

BURCH

Super Showman Popcorn

MACHINES

ALL OVER THE WORLD

POPCORN SMITH

BOX 284 — SEATTLE



Guests at the Warner Studio—

Bob Dunagan (left), operator of the Liberty and Rio theatres in Blythe, Cal., and Fred McKinney (right), a newspaper publisher in Bisbee, Ariz., are entertained by Dennis Morgan on the "River's End" set at the Warner studio.

Metro Buys War Story

HOLLYWOOD—Metro has bought "30,000 Horses," by Robert Carson and Bartlett Cormack. Story deals with the purchase of airplanes by the Allies from the United States.

Poole, Bruen Return From Neely Hearings

LOS ANGELES—Both Robert Poole, executive secretary of the Pacific Coast Conference of Independent Theatre Owners, and Hugh Bruen, PCCITO trustee and member of the board of directors, of the ITO of So. Calif. and Ariz., have returned from Washington where they were sent as delegates by the two organizations to attend Congressional hearings anent the Neely bill. Both groups have adopted resolutions in opposition to its passage.

Bruen is expected to present a report on what occurred to the ITO directorate within a few days. Poole has already filed his report with the PCCITO's trustees and declared that he will make an announcement in regard to the trip in accordance with instructions which he momentarily expects to receive from the board of trustees. The two delegates were gone for nearly two weeks.

RKO Awards Gold Badges To Samuels, Whitehead

NEW YORK—J. F. Samuels and S. W. Whitehead, both of Los Angeles, were awarded gold badges at the annual RKO convention here for selling 100 per cent of their possibilities this past season.

Ned Depinet, RKO vice-president in charge of sales, also awarded sterling silver badges for selling 90 per cent or more of their possibilities, to Louis L. Goldsmith, Seattle; Joseph P. Rubenstein, Los Angeles, and Gene M. Engleman and S. S. McFadden, Portland, Ore.

With Seattle Bid

SEATTLE — Carbon Webber and O. R. McLain, delegates to the musicians' international convention in Indianapolis, have left for the east with Seattle's bid to hold the conclave here during June, 1941. Webber is business agent and McLain is president of the local union.

LOS ANGELES

GENE GERBASE, manager of Republic's Denver exchange, stopped in at the local office for a visit en route home after attending the company's regional meeting in San Francisco recently . . . Charles Emanuel, former independent distributor, and Lew Goldstein, of Astor Pictures, took their minds off the war situation by means of a friendly—more or less—game of pinochle.

To negotiate distribution contracts here, John Jenkins sr., distributor of Negro pictures in Atlanta and Dallas, is spending several days along the Row. He plans to visit San Francisco before returning to his southern headquarters. Jenkins is the father of the Johnny Jenkins, who whipped Lou Ambers to win the lightweight boxing crown . . . Booking visitors: Wade Loudermilk, who operates theatres in Buckeye and Glendale, Arizona; A. E. Rice, Admiral, Hollywood; Ben Aranda, Eureka, Brawley.

John Sonnenshine, son of Henry Sonnenshine of Premier Pictures, celebrated his 17th birthday June 1. His father, incidentally, has been horseback-riding to lose weight, with no noticeable results as yet . . . Republic booked its "Gangs of Chicago," featuring Lloyd Nolan, for a first-run in the Orpheum, downtown, opening June 5.

Henry Sonnenshine of Premier Pictures has checked out for New York on a business trip . . . Sam Milner and Foster Blake, Universal salesmen, pulled out for trips through their respective territories . . . Louis Huntington, brother of Tommy Huntington of the Seville, Chula Vista, in for bookings, pinch-hitting for his brother . . . Astor Pictures has changed the title of "Our Daily Bread," made by King Vidor several years ago and now being reissued, to "Hell's Crossroads."

Al O'Keefe, Universal's western district manager, pulled out for a jaunt around his Pacific Coast exchanges . . . George Alderman, general manager of Constance Bennett, Inc., the cosmetics giveaway firm, has returned from a trip to San Francisco, where he conferred with Howard Butler, his Bay City representative. Butler was formerly Monogram's branch manager there. Alderman reported that Harry Taylor, his sales manager and formerly a National Screen Service executive, has closed 47 deals for the company in Dallas —ten of them with the Griffith circuit, the balance with Interstate.

Eddie Collins, M-G-M clerk, is pinch-hitting for Gordon Wilson, booker, who is vacationing . . . E. C. Shriver, district manager, and Stan M. Periseau, district service supervisor at Altec, were in the territory . . . In New York for a ten-day business trip was Sam Blowitz of the Congress film exchange . . . Eddie Cooke, Universal office manager, is ill at home . . . Harry Stern, general manager of Film Alliance exchange, returned from a business trip which took him to San Francisco and other northern cities.

George Harter, who operates the Arvin here, came in to do some booking . . . Jack Berman, Eastland Theatres, was another visitor; ditto Mason Siler, Lido, Newport Beach; Fred Siegel, Palomar and Margo theatres, Oceanside, and Earl Strebe of Palm Springs . . . The RKO office and sales personnel has returned from the company's annual sales convention in New York . . . Attracting plenty of attention along the Row was Billy Sobelman, operator of the Victor, who appeared in rube costume and entertained—roughly speaking—his friends with his one-man band contraption.

Jack Jacobs and William Callahan, M-G-M salesmen, checked in from their respective vacations . . . Bulk of the exchanges observed the Memorial Day holiday . . . The Monogram exchange is being remodeled and renovated . . . Adele Walter, Monogram secretary, is back on the job after a two-week holiday in Portland.

Harry M. Humbert, manager of Filmrow's Bank of America branch, is expected to return to work in a week or so. He has been away for several months recuperating from a serious operation.

D. B. Lederman, general manager in the Philippines for 20th Century-Fox, here briefly, is continuing on to New York for conferences with homeoffice sales executives . . . Astor Pictures has acquired distribution rights in this territory to "Double Crime on the Maginot Line."

Under the supervision of Bill Kohler of Astor Pictures, "Vivere," Italian-language feature starring Tita Schipa, operatic tenor, is running at the Criterion . . . Mike Levinson, independent distributor now handling "White Zombie," pulled out for San Francisco on business.

Hi Peskay is handling key-center openings for Majestic's "Mill on the Floss" throughout the state . . . Harry Denny, Majestic salesman, meantime is covering the San Diego territory plugging the exchange's other releases.

The Paramount exchange was closed one day last week when funeral services were held for Carroll Peacock, branch manager . . . A dinner-dance has been scheduled by the Los Angeles Motion Picture Club for June 10 at Topsy's. Guy Gunderson is in charge of arrangements.

Booking visitors: Dave Rector, Ebell, Long Beach; Art La Shelle, Riviera and Avalon, Catalina Island; Al Galston, of the Marcal, Hawaii and Center; Irwin Kanowitz of the Union . . . Bessie Booth, of M-G-M's contract department, and Gordon Wilson, Metro booker, are both off on two-week vacations. Bessie has headed for Boulder City and Las Vegas, while Gordon has no definite plans.

In for a short stay at the local exchange is John Ash, auditor from the M-G-M homeoffice. His last stop was in Salt Lake City . . . Another Metro exchange visitor was Etta Sabaty of the contract department in the Cleveland office, who is on vacation. She formerly worked in the local office . . . Coast Pictures is reissuing the Producers Pictures release, "Goose Step," as "Hitler—Beast of Berlin."



RCA Exhibitor Convention Exhibit—

The RCA Photophone booth at the Pacific Coast Conference of Independent Theatre Owners in Los Angeles. Shown here are a Brenkert projector with Photophone soundhead, a new RCA 16mm sound projector, amplifiers, turntables, inter-communicating systems, public address systems, etc. In charge of the booth were A. E. Jackson of Los Angeles, Ed Miller of Seattle and Fred Normand of San Francisco.

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LOS ANGELES

PORTLAND

LIBERTY patrons participated Tuesday night in a "what'sarong with this sarong" quiz, choosing with their applause the winner of a homemade sarong contest in which local maids competed. Winner of the contest, conducted in connection with the showing of the film "Typhoon," received an autographed sarong from the wardrobe of Dorothy Lamour and 15 bucks in cash . . . Bob White testified last week before the house interstate and foreign commerce committee in Washington in opposition to the Neely bill. He appeared at the hearing as a representative of the Independent Theatre Owners of Oregon.

"Lillian Russell" got a play in the press during its Paramount run when Dr. Emil Enna recalled details of the real Lillian's appearance at the Heilig in April, 1909, *when the star asked Doc to play a special piano program for her and rode to his studio in a horse-drawn carriage with her entourage . . . Legit addicts are agog at the approaching visit of Maurice Evans, the boxoffice sale for his "King Richard II" opening Monday.*

The new M-G-M building is rising rapidly on Filmrow . . . Harold Le Duc is readying his new house in Nehalem . . . Edgar Bramwell, poster clerk, and Nell Hageman, cashier of the Universal branch, are on the vacation list . . . Art Adamson dropped around to book for his houses at Corvallis and Albany.

Resident Manager Al Finke of Hamrick-Evergreen had a meeting scheduled this week in Seattle, with Charlie Skouras expected up from Los Angeles . . . Herb Sobottka, Paramount manager, is trying to outwit a recalcitrant lawn at his new residence while the missus is visiting in Seattle . . . Frank L. Newman sr. and John Hamrick flew in and out the same day on a visit from Seattle.



On a Paramount Set—

Bob Dunagan (left), operator of the Rio in Blythe, and F. A. McKinney (right), publisher of the Brewery Gulch Gazette *in Bisbee, Ariz., pose with Una Merkel and Bob Burns, who are costumed for roles in "Comin' Round the Mountain."*

Charles Skouras on Tour Of NT Operating Units

LOS ANGELES—After delaying his departure for a week, Charles P. Skouras, president of Fox West Coast and field marshal of the current National Theatres' Spyros Skouras showmanship drive, planed out for a month's tour of NT's operating units. Stopovers are scheduled in San Francisco, Seattle, Denver, Minneapolis and Kansas City, after which he will continue on to the home office.

Skouras is accompanied by Andy Krappman.

Col. Promotes Cramer to Denver Sales Post

CHICAGO—Promotion of Sam Cramer of the Denver Columbia exchange from accessories manager to salesman, was announced at the convention here by Rube Jackter, assistant sales manager. Norman Newman has been added to the Los Angeles staff.

RCA for Three

LOS ANGELES—RCA Photophone sound has been ordered for the new Tower, 1,000-seater going up in Roseville, Cal.; the viewing room of Hollywood Color Corp., Burbank, Cal.; and for the new theatre George Tyler is building at Beiber, Cal.

Lucas and Hoffman Teamed

HOLLYWOOD—Jack Lucas and Leonard Hoffman are scripting "The Dealer's Name Was George" for Warner.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

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NAME ..... THEATRE..... LOCATION.....

Contract-Signing Time Troublous in Chicago

By B. O. TELLER

CHICAGO—While it is still much too early for the Chicago buying on a major scale, rumblings along Filmrow nevertheless presage a real tug-of-war when dickering between the exhibitors and the exchange men does get under way.

Of course, in many of the out-state spots the salesmen are making deals with the exhibitors, with percentage contracts by far in the majority. Most country deals usually are percentage deals and they are leaning more that way for the 1940-41 season than in the past.

In the Windy City itself, it is another proposition. Chicago has long been noted as one of the bulwarks of flat-percentage contracts, with only occasionally single-picture deals being for percentages. Metro broke this down, however, in its favor a few seasons back and since then generally has been getting four percentage pictures every year, with the result on flat figures.

For the 1940-41 season, all the branch managers are armed with home office instructions for upping deals wherever possible. This is due, of course, mainly to the loss of the foreign revenue of the companies, which they feel must be made up in the domestic market; and also because of the higher production costs on the west coast. And one way the branch managers have figured out for their salesmen to get more revenue is to seek at least a certain number of top-bracket pictures at percentages.

However, feelers in this direction have met with utter disregard from local exhibitors thus far. Many of them, questioned by BOXOFFICE but declining to be quoted, have said they will stick by their guns for flat-rental again in 1940-41.

Thus stands the picture; and again it is expected that both sides will make overtures and reject them until the last minute late in October or early November when general-release will make the first of the 1940-41 product available to the majority of Chicago houses.

To Entertain Allied Men

CHICAGO—Anticipating a large crowd of visiting Allied exhibitors during their convention here, Irving Mack of Filmack Trailer Co., announces extensive plans are being made to entertain and receive visitors and show them "what makes the wheels of Filmack go 'round."

Arbitration Proposal Will Get Attention at Allied Meet

CHICAGO—Open forum discussions on an Allied arbitration proposal to be presented to the distributors is expected to highlight the 11th annual Allied national convention, June 19 to 21, at the Morrison Hotel here, according to Jack Kirsch, president of Illinois Allied and general convention chairman.

"I am definitely in favor of arbitration and will bring this matter up before the convention for general open discussion," Kirsch said this week. His plan of arbitration would be for a five-man board in each exchange center, the members to be composed of one from an affiliated circuit, one representing the exchanges, two representing independent exhibitors, and one neutral member that would be satisfactory to both independents and affiliated circuits and exchanges.

Duals a Topic

Double features also will be up for considerable discussion at the convention. Kirsch has consistently opposed duals and he said that he expected the convention to pass a resolution attacking duals, and requesting the producers to do something about it.

The Neely bills on block-booking and divorcement will be among the other topics to be discussed.

About 1,000 Allied members, representing the 22 units of the national association are expected to be in attendance, headed by H. A. Cole, president, and Abram F. Myers, general counsel. Daily open sessions will be held every afternoon, from 2 to 5 o'clock, with directors' meetings scheduled in the mornings. A pre-convention directors' board meeting will be held Tuesday, June 18, also at the Morrison.

The registration fee of $10 per person will include dinner parties Wednesday night, June 19, at the Colony Club; Thursday night, June 20, at the Chez Paree, where Harry Richman is the headliner; and the annual banquet, Friday night, June 21, in the Terrace Room of the Morrison, preceded by a cocktail party Friday afternoon in the hotel. Dress will be informal or formal at all of the evening affairs.

Majors' Representatives

Special consideration is being given wives of delegates to the convention. They are invited to attend all evening functions, which will be covered by their registration fee, in addition to a tour of the city, and a luncheon and Keno party Friday afternoon, June 21, at the Palmer House. Souvenir gifts will be provided for all, as will admission badges for all the loop theatres.

Among the major company representatives expected to attend are Ned E. Depinet and H. M. Richey, RKO; Al Lichtman, William F. Rodgers and Jack Flynn, M-G-M; Jack Schlaifer, United Artists; William Gehring, 20th Century-Fox, and James R. Grainger, Republic. Numerous others have indicated they will attend if the all-industry suit in New York does not detain them.

ITPA Move to Clarify Clearance Questions

MILWAUKEE—To clarify clearance questions which have arisen from time to time recently in several state situations, the ITPA has mailed to its members a general zoning and protection sheet based on a schedule adopted in 1933.

Information contained in this schedule is expected to assist in ironing out situations where exhibitors in some instances have played product not in adherence to the schedule, according to Harry Perlewitz, business manager for the association.

Exhibitors are also being urged to see to it that their new contracts contain clauses giving the admission prices charged by houses running the pictures ahead of them, so that they may have some recourse should such prior run theatres reduce their admissions after the subsequents had based their running policy on the prior run's policy.

Perlewitz reports the association has made excellent progress in its membership drive in the state, particularly in southern Wisconsin, where membership in the association among independents is practically 100 per cent.

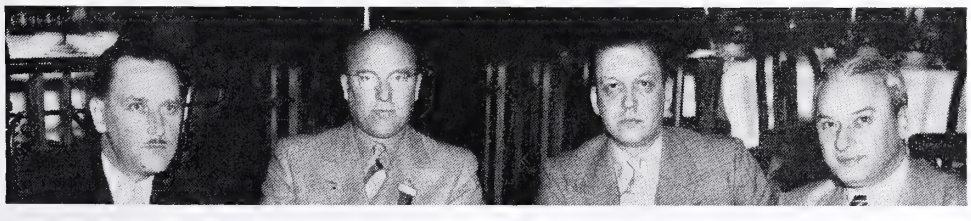
Gruenberg and Spiers Get Gold Badges From Depinet

NEW YORK—L. S. Gruenberg of St. Louis and E. E. Spiers, Milwaukee, were awarded gold badges at the annual RKO convention here by Ned Depinet, vice-president in charge of sales, for selling 100 per cent of their possibilities this past season.

Receiving sterling silver badges for selling 90 per cent or more of their possibilities were Sam Gorelick of Chicago and M. A. Raymon, St. Louis.

Sign Kay Francis

HOLLYWOOD—Kay Francis has signed a two-picture acting deal with RKO Radio. "Debutante, Inc.," is her first assignment.



—Photo by Metropolitan

Milwaukee at a Convention—

In New York for the RKO regional sales meeting are members of the Milwaukee staff, left to right: William Foley, Arthur N. Schmitz (manager), Morris A. Anderson and Edward E. Spiers.

Steel Employment Rise Aids Theatres Little

CHICAGO—Despite a war-boom in the steel district of Calumet, in nearby northern Indiana, theatre admissions have not gone up as expected, it is learned from the various circuits operating there, including Warner, B&K and Indiana-Illinois theatres.

Business is holding up well in those towns, including Hammond, East Chicago, Whiting, Gary, Indiana Harbor and Calumet City, but it has not come up to what had been expected. It is estimated that nearly $2,000,000 worth of construction work is in progress there and that numerous of the steel mills are operating to between 70 and 80 per cent of capacity, and with about 40,000 men employed. Despite this, many of them are seeking entertainment other than motion pictures, such as softball, bowling, golf, and other competitive sports.

Warner, however, has found that the introduction of name band acts on Sundays at their Paramount, Hammond, is resulting in SRO business. The inaugural band, Dick Jergens, broke the house attendance record with 8,365 paid admissions in the 1,900-seat theatre. Subsequent Sundays will find Henry Busse, Lawrence Welk, Mickey Isley with Eddie Chase of the local "Make-believe Ballroom" radio program, and Clyde McCoy doing one-day stands.

Employment, Payrolls Slide in Indiana

INDIANAPOLIS—Comparison of April employment and payroll estimates in Indiana with those for March show mixed trends among the various industry groups, while figures for all manufacturing groups combined, reveal net losses for the fourth consecutive month. Both payrolls and employment, however, continue to show to good advantage when compared with conditions a year ago.

Estimates for April showed almost 22,500 more wage earners employed in manufacturing industries, and weekly payrolls more than $910,000 higher than at the same period in 1939. These amounts represent respective gains of 8.8 per cent and 14.2 per cent. Non-manufacturing groups showed increases of 3,000 wage earners and $141,000 in payrolls for percentage gains of 2 and 4.6, respectively, over a year ago.

Estimates showed 278,481 wage earners in Indiana manufacturing plants at mid-April with a weekly payroll of $7,322,541. These estimates were each 1.3 per cent under March figures. The net loss in factory employment for the month ending April 15 was approximately 3,700, and payrolls receded $93,000 per week during the same period.

Losses and gains were fairly evenly distributed among the 44 individual manufacturing industries studied. There were 21 employment and 20 payroll gains from March to April against 23 employment and 24 payroll losses. Greater part of the losses was concentrated in the durable goods manufacturing group. Employment decreases in automobiles, steel mills, railroad repair shops, and furniture plants when combined, accounted for 98 per cent of the total April loss in factory employment.

Combined estimates for the seven groups of non-manufacturing industries studied showed a loss of .2 per cent in employment and no change in payrolls from March to April. Employment in these groups at mid-April was estimated at 153,197, and payrolls at $3,202,936 weekly. Coal mining was the only non-manufacturing group studied which decreased both employment and payrolls from March to April.

Jolson Has Trouble Naming His Comedy

Chicago—For the fourth consecutive week, Al Jolson has changed the name of his new musical comedy coming into the Grand Opera House here July 7. This week's title was "Hold On to Your Hats."

Previous titles were "Silks and Satins," "Keep Punchin'," and "Silks and Saddles.

Hit Heffernan for Airing Problems of Industry

CHICAGO—Exhibitors and many distributor executives this week were deploring the utter frankness with which Harold Heffernan, Hollywood writer, discussed the industry's problems in one of his columns.

"What Heffernan wrote may be true," said one distributor head, "but that type of story belongs—if anywhere—in a trade paper and certainly not in the daily newspapers. Such inner problems of the steel or automotive industries would certainly not be similarly written.

"Its overseas market completely wiped out and so-called 'foreign' business returning a mere nine per cent (this from Latin nations), Hollywood was trembling today on the eve of a giant reorganization," wrote Heffernan.

"Industry leaders," he continued, "emerging from daily conferences, admit that shifts in the entire motion picture setup must be made as thoroughly and as quickly as possible.

"The shakeup, which will be felt not alone in Hollywood studios but in New York home offices, film exchanges and even in the 15,000 or more theatres now operating throughout the nation, must effect a general savings of approximately 35 per cent. And in actuality—not on paper."

There was more in a similar vein, but in brutal detail.

Near Red Cross Quota

CHICAGO—The amusement industry was expected to go over the top this week in its Red Cross war fund drive. Its quota was $10,000.

Niblo Finishes Script

HOLLYWOOD—Fred Niblo jr. has completed the script of "The Amazing Story of Sergeant York" for Producer Jesse Lasky. Warner will release.

Nice Weather Ruins Takes in Chicago

CHICAGO—With the first exceptionally nice weekend of the summer coming over Decoration Day, exhibitors suffered the biggest drop in attendance this season thus far. Even the loop houses were off considerably.

One house, however, going along at a steady pace in the loop is the Telenews, managed by Sylvan Goldfinger. Where patrons in most other theatres complain about too much war copy in newsreels, etc., there are enough patrons from Chicago's millions and regular transients in the loop to keep the house well occupied most of the time. The house features latest war films from all of the reels, with short subjects.

Anniversary Celebration Lined Up by Turrell

CHICAGO—Ted Turrell, manager of the Warner Beverly, has arranged several special events for the celebration of the fifth anniversary of the opening of the house this week. Among them:

Flowers to the first 100 women patrons attending on June 4, the actual anniversary date.

A large cake in the lobby, to be surrounded by star stills and wires from the stars appearing in the anniversary week pictures.

A congratulatory trailer to the Beverly from Bob Hope to be run the current week.

A parade of new cars from local neighborhood dealers is planned during the week.

All restaurants in the neighborhood will feature an "Anniversary Dinner a la Beverly."

Several Chicago Houses Sign for Broadcast

CHICAGO—The Mont Clare Theatre Corp. has renewed its radio advertising contract with Marian Whitney, commentator for "Whitney's Whispers on Hollywood" Tuesdays and Fridays regularly over WEDC.

George Gehring of the Rosewood began his first term with this program June 4.

In addition to regular "commercials," special contests and other publicity stunts will be aired. An exclusive Judy Garland contest conducted by Marian Whitney is in progress this week. Awards, which will consist of autographed inscribed portraits and a purse worn by Judy in "Babes in Arms," will be sent by the star to the winning contestants. Contest-arrangements were made by Bill Bishop, Metro's midwestern publicity man.

Retitled for Chicago

CHICAGO—Republic's "Gangs of Chicago," retitled for the Chicago exchange area to "Gangs of Cities," has received an adult-only permit from the police censor board.

Let's Go, Boys and Girls!



COMBINE BUSINESS WITH A GRAND WEEK IN

CHICAGO

The Midwest's Summer Vacation Playground

ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS

ALLIED 11th ANNUAL CONVENTION

AND EQUIPMENT DEALERS' EXPOSITION



Morrison Hotel

JUNE 19-20-21

Make your Reservations NOW!

Columbia Gems

By GENE RICH

CHICAGO—With the temperature hovering between 80 and 90 in summer's first Chicago blast, the Columbia conventioneers were certainly grateful to Bernie Zeeman, arrangements committee-in-one, for having the convention room at the Blackstone air-conditioned.

Bill Kahl, formerly with Warner, was among the new salesmen at the convention. He is now with the Chicago office handling Indiana and eastern Illinois.

Clarence Hill, St. Louis manager, with a new set of glasses he habitually forgot, always needed an interpreter for the menus at lunch and dinner . . . Jim Bradford, St. Louis' pride of the Ozarks, trying out a new set of "store-teeth," was continually being fed candy bars by his fellow-salesmen . . . Russell Mortensen, office manager, St. Louis, had a list of "do's" and "don'ts" presented to him by the missus before he left for the convention. So when everybody wanted lobster for dinner, Russ was different and wanted night clubs . . . Charlie Ferris was sporting that four-in-one suit of his. Right after Art LaPlante heard Jack Cohn's speech, he was for going back to St. Louis and getting those three unsold accounts "set straight" so they could take advantage of all "the wonderful things Columbia has for next season."

Jack Thomas, Chicago exploiteer, did a swell job of getting pictures for the trade papers, while Al Sherman was right on hand with every bit of information needed.

Every salesman received a complete packet on next season's lineup which included a product brochure, a pressbook on "Fight for Life" which Columbia will distribute, and special literature on "Royal Mail," "I Married Adventure," and "The Howards of Virginia."

Two trailers on forthcoming product were run off for the salesmen, including "Arizona" and "The Howards of Virginia."

Among Chicago exhibitors at the beefsteak party Tuesday night were: Sam Schoenstadt, Walter Immerman, John and Dave Balaban, Joe Stern, Julius Goodman, Jim Booth, Dave Wallerstein, Henry Stickelmaier, John Dromy, Abe and Joe Kaufman, Lou Reinheimer, Jack Rose, Al Raymer, Bill Hollander, Jack Kirsch, Jules Rubens, Nate Platt, Ed Mager, Alex Halperin, Frank Williams, Benny Lasker, Joe Koppel, Mort Goldman, Joe Weiss and Stanley Butte; George Kerasotes, Springfield; Sam Traynor, Princeton, Ill.; Roland Viner, Anderson circuit; Harold Fitzgerald and Eddie Alperson, Fox-Wisconsin, Milwaukee; and Henri Elman.

Max Weisfeldt, short subjects sales manager, stood up for every one of the state songs played.

Dick Sachsel did his usual "Nick Depopulos" stunt, which got a big laugh from the conventioneers.

Special Newspaper Edition Promotes "Movie Season"

KENOSHA, WIS.—E. R. Brennan, manager of Standard's Kenosha Theatre, promoted a "Greater Wisconsin Movie Season" special eight-page newspaper edition here which included personally autographed pictures from stars used in advertisements of merchants which appeared in the section.

The movement was given the endorsement of City Manager H. C. Laughlin and Harold Woodlief, secretary of the chamber of commerce, and the special section, in addition to carrying the stars pictures, had statements from Don Ameche, Pat O'Brien, Spencer Tracy, Fredric March, Dennis Morgan and John Litel, all of whom lived in Wisconsin at one time or another, and from Miriam Hopkins, who attended Kemper Hall in Kenosha at one time.

American Flag Displayed By Wisconsin Theatres

MILWAUKEE—Wisconsin theatres are cooperating in the widespread appeal to patriotism by display of the American flag and special ceremonies.

Acting on instructions from James E. Coston, Chicago, zone manager for Harry M. Warner, the Warner Bros., Warner-Saxe, Saxe, Standard and Rio-Appleton circuits, numbering some 40 houses in the state, are displaying the flag daily.

The Fox circuit, with 51 houses in Wisconsin and upper Michigan, will continue display of the flag, a practice initiated last year. In each of the theatres in these chains, the flag is displayed prominently in the lobby and is usually one of the first things which the theatregoer sees as he enters the house.

ST. LOUIS

HERMAN D. OLIAN, senior assistant to Circuit Attorney Franklin Miller, announces he will seek nomination for the circuit court subject to the Democratic primaries. He has many friends in the local film colony. Charley Goldman of the Rivoli is his campaign manager.

Marcus Steinberg, 12-year-old son of Nat Steinberg of Republic Pictures, will swim this summer as a member of the Shaw team of Clayton, Mo. For the past two years he has been the junior champion in YMCA circles and second in the senior class, which embraces boys from 16 to 20 years of age.

Remodeling of the building housing Exhibitors Supply Co. will be completed in about two or three weeks . . . Sol J. Hankin, who has returned to St. Louis as a salesman for Universal under Harry Hynes, has been renewing his many acquaintances among exhibitors in St. Louis and in the nearby territory. Hankin at one time operated his own exchange here, Fine Arts Pictures.

'Smiley' Burnette Due for Series of Personal Turns

ST. LOUIS—"Smiley" Burnette, popular Republic western star, was due here June 7 for a week of personal appearances in this territory.

He has been booked for the Longwood and Shenandoah theatres here, the Ritz, Farmington, Mo.; Valley Park, Mo.; Plaza, Potosi, Mo.; Effingham, Effingham, Ill., and the Roxy, Shelbyville, Ill.

Burnette will be accompanied by the "Hillbilly Trio" who appear with him in the Gene Autrys for Republic.

From Shoe-Dog to Showman

ST. LOUIS—An ex-shoe-dog from Peoria, Ill., who turned his sales talents to show business with remarkable results, is currently presenting his "Hollywood Preview" promotion at various units of the St. Louis Amusement Co.

Already he has covered four of the company's string of 31 houses, and tentative plans call for the coverage of the entire circuit at the rate of six houses a month, after which he goes to Chicago to fill a contract with a circuit there.

Roger Gibbons, 27, who has put on over 300 of these "Hollywood Previews," mostly at neighborhood houses, has never been west of Keokuk.

His stunt is to go into the areas of a neighborhood theatre with six girls, his permanent staff, and solicit merchants for cooperation on the plan that calls for the discovery of doubles of big names in films and radio. When those most closely resembling Kay Kyser, Groucho Marx, Mae West, Hedy Lamarr, Ann Sheridan, Bing Crosby, etc., are contacted, they are quizzed on their singing and dancing talent.

Gibbons then begins rehearsals that last two weeks. In the meantime merchants have agreed to land evening gowns, soup and fish, jewelry, furs, etc., for participants in the preview. The theatre uses trailers in which the merchants' names are used, ups its advertising budget, and further ballys the big night with sound trucks, Neon lights, etc.

When the big night arrives, those who have survived the weeding out process are driven in shiny autos, promoted from a dealer, to the theatre which is dressed up with lights for the occasion. The neighborhood Mae West is escorted from a patrol wagon by phony cops, and the "Marx Bros." leap nimbly from a hook and ladder truck which comes clanging up to the theatre. Each is given a chance to thank the management over a mike. With a band furnished by the theatre management, the principals give two 40-minute stage shows with the flickers sandwiched between. The stunt usually fills the house for each of the two shows.

At the Washington in Granite City, Ill., Gibbons' glorified gimmick attracted 4,000, or five times the normal draw. Gibbons' contract requires the management of the theatre not to hike the price scale for the occasion.

CHICAGO

FREDDIE MINDLIN, publicity director for International Enterprises, has been named to the Allied convention publicity committee by Duke Hickey, chairman.

Clarence Hill, St. Louis Columbia branch manager, here for his company's convention, was telling everyone about the graduation from St. Louis University medical school this week of Anthony Kerasotes, son of Gus Kerasotes of the Kerasotes circuit, Springfield. He is now a full-fledged physician and surgeon.

A Chicago film leader whose name is among the 1940-41 "Who's Who in America" is Leo Spitz . . . B&K's Archie Herzoff was vacationing this week in the north.

Several B&K "graduates" were recent visitors at the offices, including Louis Lipstone, now Paramount musical director; Saul Bragin, formerly short subjects booker and now with Warner Theatres in Cleveland; Max Facter, now with Pioneer Theatres, Minneapolis, who returned to be engaged to Dorothy Pappaf; and Kenneth Fitzpatrick, now with Paramount on the west coast, who was a member of the circuit of Fitzpatrick & McElroy, later taken over by Great States.

Pence James is the new critic on the Chicago *Daily News* . . . Barney Balaban is one Chicagoan from the film industry listed among those in the 1940-41 edition of "Who's Who in America."

Sophie Tucker, currently at the Oriental, is working on her life story, "The Life of a Red Hot Mamma" . . . Al Dezel's "Fools of Desire" is currently at the Gem. Dezel returned this week from Detroit and St. Louis, where he set up several dates on this picture.

Sally Rand, who was at the B&K State-Lake this week, hosted a party for newspaper folk at the Sherman last week, with girls from her show as hostesses . . . Bill Bishop, M-G-M exploiteer, was vacationing this week in his home town of Oklahoma City. With him was Mrs. Bishop.

When Anna Neagle made that trip in an American Airlines plane over Chicago for the WGN broadcast tieup on "Irene," among those on the trip were Bob Hickey, RKO exploiteer here; Lou Alleman II, RKO New York publicist; Buel Patterson, American Airlines publicity director; Herbert Wilcox, Frank Schreiber of WGN, and Gene Rich of BOXOFFICE.

Pat O'Brien, Warner star, was here to take part in one of the weekly WGN "Pageant of America" broadcasts." He came in and went back on the Santa Fe Super-Chief.

In an effort to strengthen advance sales B&K is advertising its three-house subsequent run of "Gone With the Wind" for four-days instead of a week. Should sales perk up, the film will go a full week.

Deerfield Company Formed

DEERFIELD, ILL.—A charter to conduct theatrical enterprises has been issued by Secretary of State Edward J. Hughes to Schaaf and Schur, Inc., 200 Ravine Drive, Deerfield.

Want No Grimness in Film Fare—Wilcox

CHICAGO—American film fans, harried enough by world events that are actually happening without looking for more realism in a make-believe world, are seeking light, musical entertainment. Thus, musical comedies will top all other forms of film production during 1940-41, in the opinion of English Producer Herbert Wilcox.

Wilcox was here with his protege and star, Anna Neagle, who made a two-day personal appearance at the Oriental, in connection with the Chicago opening there of RKO's "Irene," in which she is starred. She also appeared in a radio adaptation of the musical over WGN and 130 affiliated Mutual network radio stations, plugging the picture.

"I am certain that the country is looking for light, frothy film-fare," said Wilcox. "It has been proved to us in the personal appearance Miss Neagle has made everywhere with 'Irene.' Thus far we have hit 11 cities in our cross-country tour, and in every spot she has broken house records. We can tell by this effect around the country that people who pay to see their film entertainment are not in the market for serious subjects these days."

However, now that Miss Neagle is being established in this tour as a young, capable actress, RKO is going to release after "Irene," a film they have had in the cans here for over a year, "Queen of Destiny," in which the star appears as England's Queen Elizabeth, and which was the last film Wilcox produced in England.

"The way things are now back in Britain," said Wilcox, "it appears certain that we will not attempt production there for some time to come. So, the next two pictures scheduled for Miss Neagle—"No, No, Nanette" and "Sunny"—will both be made in Hollywood for RKO release."

Touring with Wilcox and Miss Neagle is Terry Turner of S. Barret McCormick's exploitation staff.

B&K Subsequent Runs Are Ready to Test "GWTW"

CHICAGO—Should the test runs of "Gone With the Wind" in three B&K suburban houses prove successful this weekend, a second batch of subsequents will run the picture starting June 21.

The runs this week began Friday at the Riviera, Tower and State, with B&K ad copy stressing that "you will see this great picture now near your home, exactly as presented in the loop!" All of the runs, of course, will keep the same price as the loop, 75 cents and $1.10.

Renew Keighley Pact

HOLLYWOOD—Warner has given William Keighley a new directorial pact. His current chore is "No Time for Comedy."

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MILWAUKEE

IN A tieup with station WEMP, Fox is broadcasting war news in the lobbies of its Strand, Wisconsin and Palace theatres in downtown Milwaukee . . . Alterations are underway at the Paramount exchange here at a cost of about $5,000 . . . Guan Mun-Tsing and Miss Tso Yie-Mien, Chinese motion picture director and actress, respectively, were local visitors.

Lawrence Kelly, manager of the Majestic, cooperated with the Cudahy junior chamber of commerce in its fingerprinting work in connection with Crime Prevention week . . . Lincoln at Kenosha is now offering patrons a choice between dinnerware or kitchenware giveaways on Thursdays and Fridays.

E. J. Weisfeldt's Riverside, which has had an admission policy of 25 cents to 1 p. m., 30 cents to 6 p. m. and 35 cents thereafter, except for name attractions when the ante was raised, has announced a summer policy of 25 cents until 5:30 p. m. and after that 30 cents for the balcony and 40 cents for the lower floor.

Life size pictures of Spencer Tracy dressed in academic cap and gown will decorate the mid-town section of Ripon June 10 when Tracy returns to his alma mater to receive the honorary degree of doctor of dramatic arts at Ripon College . . . Charles W. Trampe, local exhibitor and exchange man, is on a combination business and pleasure trip to the west coast.

Harry McDonald, manager of the Warner, was host at a midnight preview of "Our Town" to the national convention of Women's Clubs here. Among those attending was Mrs. A. L. Murray of Eau Claire, Wis., state motion picture chairman of the Federation of Women's Clubs. She is a member of the National Screen Council, which each month selects for BOXOFFICE the outstanding release to receive the Blue Ribbon Award.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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Discussions on Police Circus Reported Held

ST. LOUIS—Although there has been no official announcements as yet, it is reported along Filmrow that the Board of Police Commissioners discussed with officials of the Police Relief Ass'n the complaints from rival motion picture theatre owners that the Fanchon & Marco-managed theatres were played too prominently in connection with the recent annual Police Circus at the Arena.

Principal cause for the "beefing" was the coupon arrangement through which persons providing the Fanchon & Marco interests with certain information about the Police Circus acts, etc., were given the opportunity to obtain a reduction in admission charges at Fanchon & Marco first run houses. Those reputedly informed say the commissioners have given assurances that "it won't happen again."

Fanchon & Marco provided the acts and managed the details of the successful circus, which set a new record for attendance and receipts, although the net dropped some $25,000 from last year.

Lovata Doubles Up

ST. LOUIS—Following the resignation of Tom Canavan, President Louis Lovata of Local B-1 (film exchange workers) is also acting business manager of the union. A permanent successor to Canavan, who resigned because of press of personal business affairs, will be elected at the next meeting of the union scheduled for June 22.

B&K Meets Situation

CHICAGO—Crack crowd-handling ushers of the B&K circuit have been shifted to the company's loop houses to remain there during the rest of the blasting beneath the loop streets for the Chicago subway.

The reason: To keep audiences from stampeding exits when subway dynamiting blasts go off during the day. The blasts resound through the houses and some patrons are given to rush for the nearest exits when this occurs.

A Father-and-Son Night To Promote "My Son"

ST. LOUIS—A special father-and-son night for members of the Rotary and Kiwanis clubs was promoted by Jimmy Harris, publicity and advertising director of Loew's, for "My Son, My Son." He also "planted" the story, in serial form, in the *Post-Dispatch*, a week before the film's run began.

Harris and Manager Harold D. "Chick" Evens snared swell picture layouts in the *Globe-Democrat* and *Star-Times* and obtained window space in department stores. Orchestrations from the film were distributed to radio stations and bands in prominent niteries. Street bally consisted of a husky youth toting a 6 by 4-foot replica of the book through the downtown business district two days before opening and one day after the run began.

Figure in Post-Dispatch Case Forsaking Politics

ST. LOUIS—Circuit Attorney Franklin Miller, a central figure in the fight of Circuit Judge George Rowe in his contempt of court proceedings against the St. Louis *Post-Dispatch*, has eliminated himself as a candidate for the Democratic nomination for re-election. In his statement, he said he plans to resume his private law practice at the conclusion of his present tenure in office. This is his third term of four years. Prior to that he was on the circuit bench.

The *Post-Dispatch* severely criticized Judge Rowe and Miller for their handling of the case charging conspiracy to extort $10,000 from certain theatre owners in the fall of 1936 against John P. Nick, former international vice-president of the IATSE, and State Representative Edward M. (Putty Nose) Brady.

Attend IA Conclave

ST. LOUIS—The St. Louis delegates to the annual IATSE convention, in Louisville, were: Harry Barco, president of Local 143; William Robinson, vice-president, and George Rafferty, past president.

Gem Opens in Villa Grove

VILLA GROVE, ILL.—The new Gem has been opened by M. R. Barber. Opening attraction was Warner's "It All Came True."

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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Republic Exchange Buys To Not Affect Mandel

CHICAGO—While it is understood that Republic is acquiring several exchanges now distributing its product throughout the country, Irving Mandel, franchise holder in Chicago, Indianapolis and Milwaukee, says that such a change would not affect his exchanges. Mandel said he has completed a deal with Republic whereby he will continue to operate the three exchanges himself.

Ten Best May Films Are Listed by Mae Tinee

CHICAGO—Mae Tinee, Chicago *Tribune* critic, listed her best pictures of May as:

"Primrose Path," RKO; "Edison, the Man" and "The Ghost Comes Home," M-G-M; "The Biscuit Eater," Para't; "It All Came True" and "'Til We Meet Again," WB; "If I Had My Way," Universal, and the foreign-made "The First-Film Concert."

Andrew Karzas Dies After Brief Illness in Chicago

CHICAGO—Andrew Karzas, 58, a pioneer Chicago exhibitor and later builder and managing director of the Aragon and Trianon ballrooms, died here last week after a brief illness.

Karzas and a partner, Nicholas Nomikos, built and sold four south side theatres —the Monogram, Deluxe, Drexel and Woodlawn.

B&K Purchases Howard From Lester Retchin

CHICAGO—B&K purchased the Howard this week from Lester Retchin, who has operated the house for many years. It is one of the most important subsequents on the north side and just a few doors from the B&K Norshore. Retchin will be retained, it is understood, as manager of the theatre.

Whiteway Installs 80-Foot Sign on the B&K Tivoli

CHICAGO—Whiteway Sign has completed installation of the new 80-foot vertical sign on the B&K Tivoli on the south side, the largest outlying house sign in the midwest. The letters are seven feet high, and contain almost 5,000 lamps. It has a complicated, animated flashing system.

Ban "Fight for Life"

CHICAGO—Columbia's "Fight for Life" has been banned by the Chicago censor board, and will be permitted only for specific educational showings.

Bioff's Appeal Struck

CHICAGO—The Illinois supreme court Wednesday struck off its docket the pending appeal of William Bioff against the six-months jail sentence for pandering.

INDIANAPOLIS

SEEN along Filmrow: Frank Reimer, Quimby Theatres, Fort Wayne; E. R. Crouch and son, Fairmount, Fairmount; Mrs. Ethel Luckett, Luckett Theatres, Scottsburg; Joe Schilling, Connersville; Trueman Rembusch, Artcraft, Franklin; A. McCarty, Roxy, Pendleton; Harry Vonderschmitt, Indiana, Bloomington; L. T. Moore, Orpheum, Mitchell; Roy E. Harrold, Princess, Rushville; Walter Easley, Tree, Greensburg; Karl Gast, Madrid, Akron; D. D. Lee, Princess, Cayuga; Dick Vlastos, Fowler, Fowler; Robert Hudson, Tivoli, Richmond; W. L. Passen, Amuse-U, Jasonville; Max Paige, State, Greenfield; Ferd Nessel, State, Anderson; Harry Van Noy, Paramount, Anderson.

Also Sam Neall, Indiana, Kokomo; William Studebaker, Logan, Logansport; H. C. Sullivan, Roxy, Logansport; Mrs. Janet Prewitt, Prewitt, Fairfield; Leonard Sowar, Rivoli, Muncie; Nick Paikos, Diana, Tipton; John M. Morris, Tokoyo, Veedersburg; C. C. Wallace, Brown, Thorntown; John Boice, Strand, Warsaw; Homer Schenck, Lyric, Waterloo; Gail Lancaster, Jefferson, Huntington; H. H. Johnson, Madison, Madison; Roy Kalver, Adams, Decatur; Mannie Marcus, Eastern, Fort Wayne; J. B. Sconce, Playhouse, Edinburg; Joe Finneran, Elwood, Elwood; Art Clark, Indiana, Bloomington; Frank Walters, Orpheum, Hartford City; A. E. Campbell, Williston, Louisville, Ky.

John Lavelle, cashier, and Rosetta Nelson, inspectress at the Warner exchange, are vacationing . . . Miss Eldean Thompson, secretary to Fred Greenberg, has resigned to become booker for Affiliated Theatres . . . The ATOI office is being redecorated . . . The new drive-in on Road 67 north of 38th Street has opened. Shorty Phillips is manager.

The Variety Club charity show held at the Lyric was a big success. Souvenir program contained 62 pages and ads were given by numerous national and local manufacturers and concerns. Local newspapers were especially lauded for their splendid publicity on the affair.

Roy Churchill, RKO manager, and his salesmen, Pete Fortune, Roy Brentlinger and Guy Hancock, have returned from their company's sales convention in New York . . . Larry Shubnell, booker at Columbia, was host to the Indianapolis Bookers' Club . . . H. E. McCarrell, manager of the Indiana and Lawrence theatres in Bedford, is a patient in an Indianapolis sanitarium . . . Roger Scherer, former booker for Quimby Theatres in Fort Wayne, is managing a new drive-in there this summer.

J. H. Stevens, Paramount exchange manager, was in Los Angeles attending his company's sales convention . . . William Esch of the Paramount staff has returned from his vacation spent at his country home where he has many prized beagle hounds . . . The Palms at Culver, Ind., recently acquired by C. A. Henkle of Chicago, will undergo a complete renovation and redecorating program. Also, new equipment will be installed.

Pauline Rockey, head inspectress at RKO, and Mrs. Helen Coghlan, biller in the same exchange, are vacationing . . . Marguerite Commons, stenographer at United Artists, is another vacationer . . . Bob Schrader, Warner salesman, is truly a proud father. His son Jack is graduating from Indiana University medical school with highest honors, having been the top ranking student of his class.

Louana Baker, clerk at Warner Bros., was married last Wednesday to James Applewaite in Southern Presbyterian Church in Indianapolis. The couple spent a few days honeymooning in Cincinnati.

Chicago July Releases

WEEK OF JULY 7

1016—Lone Wolf Meets a Lady (Col)—71.
039—Viva Cisco Kid (20th-Fox)—69.
353—Confessions of a Nazi Spy (FN) reissue—102.
.....—Rebecca (UA)—128.
.....—House Across the Bay (UA)—87.
4031—Ski Patrol (Univ)—64.
009—Abe Lincoln in Illinois (RKO)—110.
021—Saint's Double Trouble (RKO)—67.
.....—Grand Old Opry (Rep)—68.
.....—Suicide Legion (Mono)—62.
.....—Last Alarm (Mono)—61.

WEEK OF JULY 14

1029—Babies for Sale (Col)—64.
3932—Buck Benny Rides Again (Para't)—83.
3929—Dr. Cyclops (Para't)—76.
32—And One Was Beautiful (M-G-M)—69.
036—Star Dust (20th-Fox)—84.
466—Flight Angels (FN)—72.
4029—La Conga Nights (Univ)—59.
027—Curtain Call (RKO)—61.
.....—Tumbling Tumbleweeds (Rep) reissue—56.
.....—The Bat Whispers (Mono) reissue—85.
3965—Kid From Santa Fe (Mono)—50.

WEEK OF JULY 21

1206—Texas Stagecoach (Col)—59.
3933—Opened by Mistake (Para't)—65.
33—Two Girls on Broadway (M-G-M)—72.
043—So This Is London (20th-Fox)—83.
407—It All Came True (WB)—97.
4056—Hot Steel (Univ)
023—Primrose Path (RKO)—91.
901—Dark Command (Rep)—92.
.....—Hidden Menace, The (Mono)—70.
3955—Cowboy From Sundown (Mono)—58.

WEEK OF JULY 28

1005—Doctor Takes a Wife (Col)—87.
3957—Showdown (Para't)—63.
23—Strange Cargo (M-G-M)—112.
041—Shooting High (20th-Fox)—63.
472—Murder in the Air (FN)—54.
4005—If I Had My Way (Univ)—92.
966—Rocky Mountain Rangers (Rep)—58.
.....—Kid Reporters (Mono)—69.

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MT109 Poster Projectors
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MT111 Signs, Electric
MT112 Signs, Neon, Zeon

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MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
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MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

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MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

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MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
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MT206 Switchboards
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MT230 Popcorn & Confection Supplies
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MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

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MT244 Condensing Lenses
MT245 Dowsers
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MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
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MT321 Speakers

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MT331 Curtain Controls
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Variety's National Leaders in Kaycee

KANSAS CITY—A special dinner meeting of the Variety Club was held Tuesday at which Chief Barker John Harris, Assistant Chief Barker, R. J. O'Donnell and Dough Guy Jim Balmer were guests of honor. The meeting was devoted to a discussion of club activities here and in other cities with suggestions made by Harris and O'Donnell as to how to extend the scope and service of Variety Club charities.

The local chapter determined upon a membership drive, plans to be worked out at a committee meeting next Monday. Tentatively it was decided to make a drive for more exhibitor members and to enlist exhibitor activity, in keeping with the example set by Commonwealth Theatres, headed by Clarence Schultz.

Harris, O'Donnell and Balmer came here from Oklahoma City where they presented that new chapter with its charter at inaugural ceremonies in the club's new quarters in the Black Hotel. From here the trio went to Detroit to make presentation of the 1939 Award for outstanding humanitarian work in which the Variety Club there excelled last year.

Attending the local meeting were the following: R. R. Biechele, George Harttmann, C. A. Schultz, Bob Withers, Harry A. McClure, O. K. Mason, Ward Scott, Finton Jones, Jay Means, Sam Abend, Morrill Moore, Charlie Gregory, Max Barwin, J. H. States, A. H. Cole, Jerry Zigmond, Robert Haley, Frank Hensler, Joe Manfre, "Peck" Baker, Tom Wilhoit, Leon Abraham, Beverly Miller, Gus Kubitzki, Paul Hanna, Don Woods, George Fuller, Frank Ritter, Tommy Thompson, Carl Howe, Jack Renfro, Jimmy Lewis, Earl Dysing, Earl Jameson, Homer Blackwell, Landon Laird and Ben Shlyen.

Tents Spend $365,000 On Charity in 1939

KANSAS CITY—Reaffirmation of Variety Club's first purpose, charity, was made at Variety Clubrooms here June 4 by John Harris, national president, Pittsburgh. Following a dinner attended by more than 50 members of the club, Harris spoke feelingly of the charitable work and plans of national Variety. He pointed out that in 1939, 21 clubs spent $365,000 for a wide variety of charitable purposes, and presented free performances to 200,000 children. In this work Kansas City's tent participated creditably, and will do more as time goes on, Harris predicted.

John Moffitt Will Script Autry Film for Republic

KANSAS CITY—John C. Moffitt, motion picture editor of the Kansas City *Star*, is on a two-months' leave of absence to do a writing chore for Republic Pictures. Moffitt has been engaged to do a script for a Gene Autry production. Bill Vaughn is handling Moffitt's work at the *Star* during his absence.

Nebraska's Attorney General Cracks Down on Cash Games

LINCOLN—Atty.-Gen. Walter Johnson is making a concerted drive "to give the show business back to showmen in Nebraska"—slapping court attack on any and all schemes, or games, "which have invaded theatres as a dodge to gain admissions by the appeal of chance, rather than the appeal of films."

In the last two weeks, Johnson has done three things:

1. Declared screeno-quiz a lottery and illegal, saying it presumes to arrive at the same goal as Bank Night through most of the processes, but by a more devious route.

2. Arrested Don Allen, Omaha theatre manager, and brought action to stop the use of Prosperity Clubs, as used by all Omaha theatres and others in the state.

3. Issued instructions to county attorneys to institute immediate action, when and if any game, or idea, is used, which seems to conflict with Nebraska's lottery laws.

Through four straight attorney general administrations in Nebraska now—C. A. Sorensen, Bill Wright, Dick Hunter, and now Johnson—theatre games have had an unhappy time.

Judicial Approval for Prosperity Club

OMAHA—Prosperity Club, giveaway plan sponsored by Omaha theatres, has been given judicial approval by Municipal Judge Lester Palmer.

Palmer refused to accept the contention of city attorneys that the weekly drawings as they are conducted constitute a violation of the lottery laws. He upheld the contention of the theatres' attorney that one element of a lottery, "consideration," is not a part of the plan.

The plan is as follows:

1. A person must register at any one of Omaha's 23 theatres on Wednesday, the day of the giveaway. No admission ticket is necessary in order to register.

2. The prize is $500, increasing $250 per week when not awarded.

3. The winner's name is drawn from a master list of all registrations. If he has not registered that Wednesday, he does not get the award and it is passed a week.

4. The winner need not be in the theatre to win.

City attorneys argued that under the Nebraska supreme court's ruling outlawing Bank Night in the state, increased business is a consideration enough to provide the necessary lottery element.

Judge Palmer said in his ruling, "Things in and of themselves must be real. To hold that the mere signing of a card would constitute consideration would be too great a stretch of the imagination."

In order to bring about a test case of the Prosperity Club in the local courts, Manager Don Allen of the Omaha Theatre, Tri-States house, submitted to arrest on a lottery charge. The complaint was dismissed, thereby giving the plan the green light.

Judge Palmer added that, in reality, Omaha theatres are merely making a donation to some person chosen by lot. He pointed out, without mentioning specific programs, that "similar donations are being made on national radio programs."

Proponents of the giveaway plan hope it will "catch on" soon to boost attendance receipts.





At the RKO Sales Meeting—

—Metropolitan Photos

In New York. Top row, left to right, is the Minneapolis staff: William Flynn, C. J. Dressell (manager), E. Loeffler, W. C. Winters and L. P. Klein. In the bottom row, the Omaha staff: Joseph Smith, E. C. Stengel and C. W. Allen, manager.

Northwest Indes Again Oppose % Films, Ask Lower Rentals

MINNEAPOLIS—Independent exhibitors of the territory have gone on record again against percentage pictures. At the same time they are demanding a 25 to 33 1/3 per cent reduction in film rentals.

Meeting here this week at Northwest Allied's call 72 of the independents, representing more than 100 theatres agreed to support a Northwest Allied buying organization, if necessary, in order to force the reduction which, it was declared, is essential if they are to remain in business.

Present and prospective boxoffice conditions make lower film costs imperative, according to the sense of the meeting.

Support for Allied

Expressing "absolute opposition" to percentage pictures, a resolution unanimously adopted asserted that "under no circumstances" will any percentage deals be made on the basis demanded by the various distributors. Northwest Allied board of directors was instructed to notify all independent theatre owners in the territory of the action.

The exhibitors emphatically made it plain that they will continue to support the Allied organization. They agreed they will do everything within their power to build it into the strongest body the territory ever has had. The hope was expressed every independent theatre owner in the territory will be enrolled by the end of the current season.

Prior to the meeting, there was some fear the organization would break up. A comparatively few of the leaders, who have been bearing the major share of the financial burden, were in a rebellious mood. They expressed themselves as tired of paying the costs while non-paying independents reaped the benefits. They also complained that proper support and cooperation have not been forthcoming in too many instances and that in numerous cases members would not abide by the organization's decrees. However, harmony was restored at the meeting this week.

Propose "Coalition"

One of the proposals was for a "coalition" government to represent the various "factions" among the independents. It is expected President W. A. Steffes, now on a sick leave, will step out on account of his ill health and that E. L. Peaslee, Stillwater, Minn., exhibitor, now vice-president, will be chosen in his place.

The Northwest board meeting this week, is expected to decide on an executive secretary who will be in active charge of the organization's activities. The name will be submitted to a convention to be called late this month or in early July for ratification. At the present time Charlie Weiner, former local Monogram branch manager and part owner, is believed to have the inside track for the position. Eph Rosen, long a film salesman in the territory, also has thrown his hat in the ring.

Stuart Palmer Scripting

HOLLYWOOD—Stuart Palmer is scripting "Belle of Atlanta" for Republic.

How Tom Edwards Sold The Two "Edisons"

Eldon, Mo.—Here's an idea that really worked for Tom Edwards of the Ozark here. He held back "Young Tom Edison" for seven weeks so he could play it just a week before he played "Edison, the Man." He advertised the pair as the "World's First Feature Serial," creating a lot of talk on both pictures. The same crowd that attended the first picture came back for the second. Word-of-mouth brought plenty more to the second. Other exhibitors can still use the idea.

Rebuilding the Liberty In Tune With Times

LINCOLN—Foresight of L. L. Dent in rebuilding the Liberty here is being saluted in the light of the alarming war developments.

The Liberty is being given a $70,000 fixing up, but only the theatre auditorium proper. The new theatre, fireproofed by a heavy firewall and completely modern, is being constructed within the old office building which is still standing and will be untouched.

Theatrerow onlookers figure it's the cleverest camouflage stunt in picture house building anywhere in the United States. Nobody would suspect from the antique exterior that the building housed the newest theatre on the street.

A Note for Theatremen in Better Business Bulletin

KANSAS CITY—Theatremen in this area will be interested in the following report contained in the Better Business Bulletin, Kansas City, published May 27:

"A man giving the name Gillett, driving a car with a California license, is reported to have taken $15 apiece from several merchants in a Kansas town who were to participate with the local theatre in a lottery stimulation plan.

"Merchants were to give numbered coupons to customers, and drawings would be held at the theatre awarding prizes to lucky coupon holders. Gillett did not return after he got the money, and the prizes and coupons were not delivered to the merchants. Please report to the bureau if this man comes to your attention."

Honor James Lewis

NEW YORK—For selling 90 per cent or more of his possibilities this past season, James Lewis, Kansas City, was awarded a sterling silver badge by Ned Depinet, RKO vice-president in charge of sales, at the company's annual convention here.

Avery on "Stuff of Heroes"

HOLLYWOOD—Warner has assigned Stephen Morehouse Avery to "Stuff of Heroes," from a story by Harold Titus.

Chain to Operate Two for Steffes

MINNEAPOLIS—As a result of a deal made with W. A. Steffes, who is compelled by illness to forego activities for the present, the Minnesota Amusement Co. will operate both the sure-seater World and the Alvin, owned by Steffes, for the next three years at least. In consequence of the deal, Steffes, who as Northwest Allied president and one-time national Allied States head, has fought producer-distributor ownership and operation of theatres bitterly hitherto, virtually becomes a partner of a producer-owned circuit in this situation, inasmuch as the Minnesota Amusement Co. is a Paramount subsidiary.

It was Steffes who virtually was instrumental in obtaining passage in North Dakota of the theatre divorcement law (later repealed), prohibiting producer-distributor ownership and operation of theatres. He also has battled hard for enactment of the Neely bill.

John J. Friedl, Minnesota Amusement president, announces the World will continue with its present policy of foreign and unusual films of the arty type. It also is expected the house will be used more than ever for extended first-runs downtown.

Hirsch Seeks One

Harry Hirsch, who long has operated stock and roadshow burlesque at the Gayety, is angling for the Alvin which has been dark much of the time during recent years. He would install a musical comedy revue-picture policy with continuous performances and a low admission scale.

The deal for the Minnesota Amusement Co. to take over the Palace in the loop from the Benz brothers still is hanging fire. If the deal goes through the Benzes would abandon their threatened law suit against Minnesota Amusement and major distributors, alleging a conspiracy in restraint of trade to deprive them of film product for their Palace and for the Minnesota Theatre which they operated recently.

The 4,000-seat Minnesota continues without a prospective tenant and the outlook for the big de luxe house is more uncertain than ever.

Improvements on Theatres Ahead in Kaycee Sector

KANSAS CITY—Remodeling and re-equipping of theatres continues in this area. L. J. Kimbriel of Oklahoma Theatre Supply Co. reports the sale of 408 new seats to J. S. Garrett for his new Garrett at West Plains, Mo., along with air conditioning equipment. The Marsh brothers installed new seats in the Coyote at Vermillion, S. D., which was scheduled for opening, June 5. The house seats 500. Kimbriel also sold 622 new seats, carpet, booth equipment, including projectors and sound, and lobby and office furniture, to Charles Gregg for his new Gregg at Caney, Kas. Gregg is using the Liberty during construction of the new de luxe house by Larry Larsen.

KAYCEE

F L. NORRIS of Warner Bros. is one of those who will play for the Cinema Club in their bloody battle, June 9 . . . O. K. Mason, who is plenty good with the fishing tackle as well as with a camera, spent the Memorial holiday weekend in the North Woods fishing . . . Miss Naomi Good, that good looking gal at Universal, has returned from a three-week vacation on the west coast. What a time, what a time!

On the Row were Louis Griefe, Windsor, Windsor, Mo. and James B. Russell, Strand, Lancaster, Mo. . . . The lads from Columbia left Monday for the midwestern sales convention in Chicago, June 4-8. Included in the list from here were Ben Marcus, branch manager; Charley Reynolds, Tom Baldwin, Herb Stulz, Bill Bradfield, and M. G. Shackelford, salesmen, and Zack Beiser, officer manager . . . Howard R. Wolfe jr. is the name of the assistant manager at the Benton, where Jimmy Chapman is head man.

The Plaza, Commonwealth house at Great Bend, Kas., is installing new RCA sound, as is the Fox Orpheum at Atchison, Kas. Don "Hifi" Davis made the sales. He also sold new sound to Victor Stark, who recently took over the Gossett at Colwater, Kas., from Paul Gossett. It has been renamed the Comanche . . . F. T. Murray, manager of branch operations for Universal, was in town . . . Lee Jones, ex-officio exhibitor, has taken to the woods along the Lake of the Ozarks.

Mildred O'Toole, sister of Margaret O'Toole at RKO, and Charlie Crawford, ad sales, 20th-Fox, were married June 8 and left for a two weeks' honeymoon to Mexico. The office presented the couple a toastmaster.

Tom Collins of the Kansas City *Journal*, after dinner (or after luncheon) speaker of renown—and a good friend of Variety Club—spoke at the Monday luncheon which was attended by over 90, including over 50 from Metro and 25 or 30 from Universal. Frank Hensler of Metro acted as emcee, while Jay Means gave, in his usual fine style, the "meaning of Variety."

Bob Withers, branch manager; C. M. Parkhurst and Bud Riley, salesmen, and John Scott, booker, left for the Republic convention in Chicago on Wednesday.

Visitors: Mrs. J. T. Ghosen, Sedalia, Mo.; F. L. Lisbona, Maitland, Mo.; Glen Newbold, Yates Center, Kas., and E. A. Peterson, Greenfield, Mo. . . . Cynthia Wildman, 9-year-old daughter of Truly Wildman, salesman for Metro, participated in the Conservatory of Music's dancing recital at Community Center, June 7.

BIG NEWS. Ed Young, who operates the Central, entered the Hall of Fame when, on the Stayton Meadows course, he did a hole-in-one—the 180-yard 16th. Which is a fine way to start off the second half of the year, it seems.

There were reports of a bear in the neighborhood up north where O. K. Mason of Commonwealth was fishing last week. Stepping out of his cabin one evening, Mason's foot struck something furry and alive. It was a bad moment, but the animal turned out to be a porcupine. Even so, the encounter was bad enough.

Sammy Sosna jr., son of Sam Sosna, who operates the Sosna, Manhattan, Kas., was one of the hits of the show at Variety Club luncheon last Monday when he presented a recitation. In town with Sam and Sam jr. was Louis Sosna of the Sosna, Moberly, Mo.

On the Row: Leland G. Lay, Ritz, Trenton, Mo.; Frank Anderson, Family, Kirksville, Mo.; Jerry Cushman, Rivoli, St. Joseph, Mo., F. L. Lowe, Sterling, Hays and other towns in Kansas . . . Vacations have set in at 20th-Fox: Reba Withers and Marge Redheffer, front office, have gone.

Minnesota Mayors Behind Dramatic Stock Project

MINNEAPOLIS—Mayors of 17 Minnesota towns are getting behind the project of Henry Adrian of Minneapolis for a statewide dramatic stock theatre. They will try to work up local interest and obtain subscribers in their communities. Mayor George E. Leach of Minneapolis brought the other 16 mayors together to cooperate in the project.



"Score" for Metro—

Eddie Green, salesman, Olive Bond and Mary Fitzpatrick, inspectresses, who have each completed 20 years of service for Metro-Goldwyn-Mayer. All are of the Kansas City branch, under the management of Frank Hensler.

Ben Achtenberg Dies

KANSAS CITY—Benjamin M. Achtenberg, 56, associated in the ownership of the Regent here, died May 31 of a heart attack. Achtenberg was an attorney.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
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221 W. 18th St. — Harrison 4825
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SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

A SPECIAL news bulletin with black curly hair and very blue eyes for Harry Holdsberg: Constantia (Connie) Richards, formerly of the Tri-States accounting department, has sent an "Iowa Here I Come" warning from California . . . Connie will spend her vacation here, and if you're not in on the ground floor, Harry, we'll speak to Connie ourselves about it.

More him'n her stuff: Dropped in at Monogram and found Walt (late of the Monogram staff) doing the hunt-and-peck for O. P. Judd, who was off to Kaycee and Topeka for business, pleasure and a college reunion . . . We swiped three Monogram drinking cups for note-taking purposes and continued on our way, discovering that Universal's Joe Rogatnick gave up his search for a gal like Nan Grey when he met Evelyn Rosen, raven-haired beatitude working next door at Columbia.

If BOXOFFICE items seem scant this week, it's because we're all worn down with that three-day celebration of our birthday which started Friday when & Co. presented us with an extraspecial dictionary we'd been needing and an ultra-taylored slack suit we'd been wanting . . . we received everything from gardenias and roses to champagne and a singing (off-key) birthday greeting. It was all very lovely except that we now have to admit to being one year older.

Georgia Bricker and Hazel Dunn went to the dogs about a month ago, and we've just heard about it . . . Georgia has a new scottie, Mr. Binky, and Hazel went for a wire-haired whose name has been described to us as "sorta cute" but we can't find anybody who remembers what it is . . . but no matter how cute a purp is, Hazel, it won't do that fancy shrubbery Howard's putting out any good.

First they say Frank Gaskill went to Chicago, then they say he headed west with the Al Bairs. All we can say is that he's gone . . . Taking Al Bair's spot over at Republic is Bob from Film Transportation . . . Joe Foley, who used to check in and out of Universal, visited old pals along the Row last week . . . Another guest was Bill Mick who does business for the Jam Handy outfit out of Detroit.



Joe Garrison, Universal's district manager from New York, and Manager Seigel of Nebraska's Omaha were around to find out why Smilin' Lou Levy always is . . . News of A. Don Allen's arrest at the Omaha has the local talkie tycoons guessing that Don must no longer be the fast talker he was at the Des Moines here . . . Art Stolte and others in the Tri-States organization are maintaining a close watch on Allen's court test of the "Prosperity Club," which faces the label of just another "Bank Night" in some quarters.

Heading for Chicago's Blackstone Hotel and Columbia's convention Monday was a good share of the local exchange force including Mel Evidon, Bing Miller, Art Leak, Milt Goodman and Bert Thomas . . . Bert fooled us Friday and did some night work . . . We fooled him and got there before he got the lights turned out . . . Jack Frost, who's been covering a circuit for J. D. Peck, is back on the Row again. He's selling for Al Schuyler's National Theatre Supply since last Monday.

R. E. Hacker of Film Transportation was opening doors at Tenth and High to holler a hello to his pals . . . Sy Harlan observed the Row with Mrs. Sy . . . and the Row ever since has been observing Mrs. Sy is better looking than Sy has any right to . . . Chick (Romeo) Friedman's Advertising Accessories is now without the services of Glen Folsom, and vice versa, with Glen deciding to go back to the tea company.

Kennie Weldon and his Bibianne have a tougher time getting together since Kennie moved from Universal clear down to the Metro shipping room at Twelfth and Woodland . . . Collegiate Chuck Elder slipped downstairs from Advertising Accessories to land in Universal . . . Billy Olive, who used to show customers their way around the aisles of the Paramount is now learning his own way around at Advertising Accessories.

After looking for Jack Kennedy's Metro-Goldwyn-Mayer in the telephone book and being referred to "Loew's, Inc.," and discovering Art Anderson's Warner Bros. listed as "Vitagraph," we'd given up any idea that Filmrow was phone-wise. But now comes Burton B. Jerrel's Iowa News Flashes. It's listed in the "I" section, of course . . . We weren't even surprised to find it under "Motion Picture Exchanges." But just in case you wouldn't look in one of those two spots, it's listed under "Motion Picture Libraries" and under "Motion Picture Producers," too. Naturally, just because it's the easiest number in the book to find, it'd be the one we'd learn (4-8433) and not have to look up.

Jerrel saved BOXOFFICE & Co. some conscience stricken moments by informing them via Uncle Sam (2c) and with true Harvard dignity that their over-proboscized profiles are not frightening little children in Iowa theatres . . . The Iowa News Flash shots at the Clinton country club were out of focus, a mishap which doesn't surprise us in the least, considering the rain and our unconsciously uncooperative maneuvering . . . And now we too can always say we landed on the cutting room floor.

Fella named Peitz in town from Kaycee checking on film publicity sources and talking about publishing a motion picture supplement for small papers in Mizzou . . . Filmrow must be hiding out in bomb shelters . . . Nary a one visible at Dave Fidler's Club 100 Friday night or Sunday night and Whataman McKeachney the only member spotted at Michael's Monday noon. . . . Emil Franke's confusing the public with such conflicting signs as "Torrid Zone" and "It's Cool Inside" at his Orpheum . . . Make up your mind, Emil.

Joe Deitch took the rap while secretary Dora Sanquist took a vacation just resting at home . . . Jimmy Grainger, Republic's biggie, was in town over last weekend . . . Evert Cummings of Omaha left last Saturday for a vacation and this reminds us that those weekly too-dos the Tri-States district managers Cummings, Stolte and Kinsky were to have had began and ended the same week . . . The S. A. Vogels went to Omaha over Memorial Day for the Ak-Sar-Ben races.

Doris Koeppel is just back from a week's vacation which she spent in the hospital with her husband, who was so inconsiderate as to break a leg at just that time . . . Tri-States is having rain trouble on the dates they set for the annual picnic . . . Frank Greenland is giving odds that Roosevelt didn't include his blue airplane in his estimate on the national defense . . . it's a very clever little job which sets on Frank's desk and never figures in any lighting but those involving the Greenland pipe (whew!).

Bill Dippert has been spring housecleaning the Universal poster room so don't misplace anything when you stop in there.

Weather Adds to Woes

MINNEAPOLIS — Extremely hot weather and much rainfall throughout the territory have been hurting theatre business during the past 10 days. The weather is aggravating a situation which has been made adverse by war developments, keeping many patrons away from the showhouses.

NEWS BRIEFS

IOWA

CRESCO—Jack Tuchek is remodeling a building next to a cafe he owns, for a theatre. The house will seat about 400 and is expected to be ready by July 1.

MISSOURI

BLAND—The Bland here has reopened.

CAPE GIRARDEAU—Ralph F. Popp and wife have acquired a lease on a building here which will be remodeled into a theatre.

JOPLIN—The New Joplin has been sold and may be converted into an apartment house.

WHEATON—Eldon Washeck and Donald Barnett, operators of the Cozy, have installed a new sound system.

OMAHA

MORRIS COHN, chief barker of the Omaha Variety Club, says the club's annual golf tourney will be held the last part of June. Glenn Rogers of Film Transport is the one-man committee handling arrangements . . . Ruth Kruger, Warner inspectress, is vacationing.

Flash! By the time this column becomes ink on paper, Bill Wink will be married and on his honeymoon. The wedding was to take place in Lincoln . . . Alice Neal, Warner's No. 1 booker, was to have a tooth pulled about the same time Bill got married . . . S. A. Madsen, the other Warner booker, had nothing to report.

Ted Mendenhall, Paramount boss, back from a business trip to the west coast. He says Kay Stewart, daughter of Exhibitor Toby Stewart of Shenandoah, Ia., has a swell big part in one of the new Paramount pictures . . . Frank Hannon's wife won the daily double at the local track for $86 and then collected a Bingo prize the same night for $300. What a day, says Mrs. Hannon!

Howard Jackson, operator at the Omaha and business agent for Local 343 IATSE, represented the local boys at the national convention in Louisville. Clyde Cooley, Fox screen room operator, represented the Council Bluffs stagehands . . . Lou Weiner has constructed a 40-foot addition to his theatre at Sioux City, Ia.

BOXOFFICE moved from one street, where Fred Miller, Fox ad sales manager, lived across the street, to another address, where Frank Pavelac, Brandeis operator, lives two doors away . . . Frank Van Husan is having the Western Theatre Supply repainted bright green and cream. It really hits you in the eyes.

Shep Owens, Benson operator, went to Waterloo, Ia., to represent Local 343, IATSE, at the Iowa Federation of Labor convention . . . R. L. McIntyre, Omaha operator, also went to Waterloo to represent the local at the Iowa state IATSE meeting . . . G. I. Barber and wife, new exhibitors at Homer, Neb., were in town one day and their town was flooded with six feet of water the next day.

O. W. Flint is the new owner and operator of the Vinton, suburban theatre in Omaha. He took over from Bill Jean . . . Oky Goodman, exhibitor at Villisca and Rockwell City, Ia., was a Filmrow visitor for the first time in many weeks . . . Also in town were Mr. and Mrs. C. A. Craig, Pierce, Neb.

Morris Cohn also says Variety Club plans Film Nights every Saturday night during the summer. One exchange and its employes will be hosts to the rest of the club at a party and entertainment. June 22 will be Fox night, and June 29 will be Warner night, Morrie says. The affairs will be along the "open house" lines.

The RKO lads are back from their trip to New York. The lucky trippers were Manager Allen and Salesmen Smith and Stengel . . . Jack Riggs, Central City, Neb., on Davenport street.

LINCOLN

TOPIC of the week: The War! People it concerns most are Bill and Ed Matchullat, projectionists and first lieutenant and captain respectively, in the reserve; Don Monroe, who had enough military academy training to make him a possibility; and any, or all the ushers and front-of-the-house employes who are attending school and are registered in ROTC, either as basic, or advanced students. Most of them give odds on mobilization before another year.

Note to Elmer Tilton: That picture of yours, "Women in War," gives BOXOFFICE *an idea. Maybe the army would fight harder to gain objectives if gals like Wendy Barrie and Mae Clarke were on the other side, rather than behind them . . . Wally Johnson is finding so many new customers in Exeter, and he had so few in Friend before his theatre there burned, he's thinking less and less about rebuilding for the few, and more and more about going after the new . . . Ed Vaughan hung one of those diamonds, the size of funeral tear, on his girl friend. If she gets away un-married, it'll be a wonder.*

What marriage does to men: Mike Roth and Joe Jacobs, for instance. Neither one has been in Lincoln more than four hours since they were hitched . . . America is worried about the "fifth column," Winchell about the "filch columnists," and BOXOFFICE editors about "filth columns" which sometimes capsule near-dirties . . . Stanley Blackburn, just because Gracie Allen went through his town and he couldn't think of anything better, made her an honorary usherette. He never gave it a thought that Gracie might give the patron the flashlight and have him show her to his seat.

Humble opinion: That Academy Award short is a knockout, and Hattie McDaniel's acceptance speech could wring lacrymal response from a Sahara stone . . . G. L. Hooper, whose memory of experiences theatrically in Lincoln is none to pleasant, was up for a visit . . . First anybody thought about Mancel Lofgren being Scandinavian was when he started hissing the Nazis at Narvik in the newsreels.

Vinnie DiFiore, hearing of the Chicago girl who won $4,400 on an Omaha daily double, accountant-like, wondered if she kept books. Maybe not, but with luck like that, she could keep bookies in hot water.

War and rumors of war has done things on Theatrerow besides crimping business . . . For instance, Bob Huffman, hearing an army moves on its stomach, is preparing his for a lot of moving. Howard Federer aged four years, starting at 35 with an early morning news broadcast, and was telling everybody he was 39 by nightfall and four broadcasts later. Bob Livingston walks up and down the street carrying his false teeth in his hand.

Theatre Liability Claims Are Down

By AL WRAY

KANSAS CITY—According to exhibitors, fewer public liability claims are being made than during the depression. This they term natural, since bad times always increase the number of persons who will use a slight injury as the basis of obtaining substantial settlements, and of course always increase the number of doubtful claims or suits. In good times, damage suits for personal injuries fall off. Which means that insurance protection against such liability is needed most at a time when exhibitors can least afford it.

The number of claims and suits has declined pretty steadily since the depression because exhibitors and insurance companies have been fighting such claims and suits, as well as because economic conditions have improved. It has been pretty clearly demonstrated by the experience of insurance companies and theatres that the quickest way to stem such claims and suits is to resist them. Otherwise the theatre becomes payee for a lot of malingering and plain dishonesty on the part of persons who make a living out of having "accidents."

Insurance an Essential

Experience of circuits in this respect is typical, and since they have so much more exposure than the single theatre, their experience is also rather indicative of the general situation as far as theatres are concerned. One large circuit reports liability claims have been reduced partly because it is fighting them. Such claims are more than three times as frequent in city operation as in outside metropolitan areas because there are always more lawyers in large centers who will "develop" such business.

Even though the frequency of such claims has been reduced somewhat since the depression, the most successful theatre operators regard public liability protection through insurance an absolute essential due to the ever-present hazard of catastrophic loss. This always exists wherever large crowds come together under one roof. The roof itself might fall (it has happened in this area); in case of a fire followed by a panic in which many persons are injured, the theatre would be faced with suits that would, unless it had adequate insurance protection, throw it into bankruptcy. In the modern theatre the catastrophic hazard is fairly remote, but it is never absent entirely.

Theatres with or without insurance should check claims immediately; this is the best defense against illegitimate claims. Where the theatre is insured, claims should be reported immediately; this enables the insurance companies to avoid excessive claims and those made by "professional claimants," which, in turn, makes for better insurance rates. Prompt attention to claims has done a good deal to stop spurious claimants.

One for the Epsteins

HOLLYWOOD—Julius and Phil Epstein are scripting "Honeymoon for Three" for Warner.

MINNEAPOLIS

FILMROW learned with regret Ben Martin, popular Ross Federal assistant branch manager, is leaving the local office. They're wishing him all the luck in the world in his new assignment and predicting that he'll continue forging to the front inasmuch as he apparently possesses those qualities which spell success . . . After 12 years in the M-G-M contract department, Dorothy Anderson is retiring to become a bride. She'll be Mrs. George Keppel.

The deepest sympathy of everybody connected with the industry is extended to Mr. and Mrs. Harold Kaplan, whose recently born baby girl passed away. It was their first child. Harold is the friendly, capable manager and part owner of the St. Louis Park Theatre . . . George Granstrom spent the weekend with President W. A. Steffes of Northwest Allied at the latter's northern Minnesota country estate. He reports Al is getting along nicely and is in good spirits.

Out-of-town exhibitors visiting Filmrow included: E. H. Malone, Alma., Wis.; Jack Heywood, New Richmond, Wis.; Don Buckley, Redwood Falls, Minn.; Louis Handy, Preston, Minn.; Ray Hiller, Marshall, Minn.; Al Inman, Fairfax, Minn., and Tony Paulson, Clear Lake, Minn. . . . Charlie Weiner, who has taken leave of Monogram and is being considered for the post of executive manager of Northwest Allied, is visiting his parents in Boston.

Now that the "Days of 49" celebration is over at Norwood, Minn., Leo Molitor, the exhibitor there, has shaved off his Van Dyck and sideburns and looks like his own self . . . There's a reason why most of those northern Minnesota exhibitors are sticking close to home—the fishing season's on . . . The father of Morris Moorman, Monogram booker, passed away at his home at Glenwood, Minn. . . . Gene Thorpe, Warner booker, vacationing in northern Minnesota.

The result of the Memorial Day fishing trip of Kenny Adams, RKO head booker, was two strikes and no fish . . . C. K. Olson, Warner branch manager, calls attention to the fact his company is rereleasing "Confessions of a Nazi Spy" with the inclusion of some punch sequences which were omitted before "fifth column" activities became so much the topic of the day . . . While the gang's in New York attending the sales convention, the RKO office is being given a housecleaning.

While Warner Bros.' "All This, and Heaven Too" is being withdrawn from general release, it is not being pulled out of contracts, Branch Manager C. K. Olson points out. The uncut version, running two hours and 20 minutes, will be shown in first-run theatres for special engagements, he says . . . Moe Levy, 20th-Fox district manager, visited the Omaha and Des Moines branches . . . Arthur Zuelch, M-G-M booker, paid a visit to his home in Detroit to attend a wedding.

Joe Podoloff, 20th-Fox branch manager, toured North Dakota situations . . . Those who might be interested in a film exchange golf tournament are requested to call on or write to Olivere LeMere, M-G-M booker . . . Helen Pauly, branch manager's secretary at Warner Bros., honeymooning. Her husband is Frank Adams, a school teacher. They were married last Monday . . . Sam Berger, Esquire manager, and Harry Dickerman, independent circuit owner, among those who donated blood for transfusions for Irving Gillman, Esquire and Crystal owner, who underwent an emergency major operation. Gillman was in a serious condition, but now is on the road to recovery.

Abe Kaplan, Twin City independent theatre owner, is redecorating and refurnishing his Oak Grove Hotel apartment . . . Doug Pratt, Columbia homeoffice auditor, a visitor . . . Jules Ruben of Great States' theatres, Chicago, spent the weekend here . . . Jack Kelley on hand to take over the northern Minnesota sales assignment for M-G-M. He was transferred here from Chicago . . . Frank Fisher here from Milwaukee to confer with Eddie Burke regarding the opening of an independent poster exchange . . . Eddie Ruben in Chicago to attend a friend's funeral.

Helen Johnson, the Welworth circuit gal, giving her services every Wednesday night to the Red Cross . . . The Pantages gang feted Viola Zilka and Virgil Ritchie, cashier and usher, who got married the other day. Talk about a theatrical romance! Phyllis Dulack, cute popcorn girl, steps up to the cashier spot at that house.

Nadine Rifkin, Ralph Green circuit office manager, winning prominence as Filmrow's champion girl swimmer. And what a pretty mermaid she is . . . Ted Gallenter reports many bookings of "Hell's Angeles." The Minnesota Amusement Co. has booked the film in several spots . . . "Nick" Goldhammer, RKO district manager, in Des Moines on a swing around his territory . . . Barry Burke deserts his vigilance over Minnesota Amusement Co. theatres long enough to take in an occasional baseball game.

Ben Spewak, theatrical financier, flew to Hollywood to visit his cousins, Sam and Bella Spewak, film writers. Ben was so enthusiastic over the air ride that he bought the plane and immediately started taking flying lessons . . . William (Bud) McInerney, press agent in charge of Welworth's central showhouses, looks pretty nifty in his new straw lid. Must have been listening to the fight broadcasts . . . Who are those two charming young ladies, well known to film folks, who are taking golf lessons and promise to be in the Patty Berg class before long? . . . Sam Berger, Esquire manager, has tied up with the Red Cross to sell "Women in War."

Friends of Bill Shartin, formerly here—his home town—and now Warner branch manager in Seattle, will entertain him when he steps off en route to the Warner confab in Chicago . . . Helen Hillman, the Edna Wallace Hopper of the local theatrical colony, has left the Harry Dickerman circuit to make her annual pilgrimage to California. Good luck, Helen . . . What local exhibitor who closely resembles Clark Gable in looks is getting up early these June mornings to practice golf? . . . Harold Lyons, 20th-Fox salesman, threatens to enjoin Warner Bros. from showing "The Story of Francis Drake," now in production. Lyons contends that the film's subject matter is damaging to him and other residents of the hotel of the same name here—home of many film folks.

George Johnson, old-time Red Wing, Minn., showman, is back from his Texas ranch for a summer at his Willmar, Minn., lake home . . . Ray Hurwitz, National Screen hustler, spent the weekend fishing —at the Recreation pond . . . Alexis "Kelly" Evidon, Warner advertising accessories manager, celebrated his 22nd wedding anniversary by getting "pixilated" three days before the event . . . Dorothy Paige, the young woman whom Max Facter, booker for the Pioneer circuit, will wed in Chicago June 22, has been prominent on the stage and numbers many acquaintances in show circles.

Durland Will Cover South Missouri for Universal

KANSAS CITY — Les Durland has been made a salesman at the local Universal exchange to cover south Missouri. Durland, a booker at the exchange for some months, formerly was branch manager for Monogram.

Isadore Daynosky, formerly manager of the Rivoli, St. Joseph, Mo., is new second booker at Universal under Ed Solig.

Summer Concert Season Is Cut in Minneapolis

MINNEAPOLIS—Because of poor patronage, the summer season of pop concerts by the Minneapolis Symphony orchestra has been cut short. The orchestra association withdrew from the project after the second week and the last three concerts were given by the musicians on a cooperative basis.

This was the third season of the pop concerts. They were a financial success in their other two seasons.

Orville Miller Selling For Columbia in DM

CHICAGO—Orville Miller, booker and office manager for Columbia in Des Moines, has been upped to salesman in that exchange, announced Rube Jackter, assistant sales manager.

New salesmen added include Fred Horn and Jack Tigue, Omaha; and M. Shackelford, Kansas City.

Scripting for Towne-Baker

HOLLYWOOD—William C. Thomas, formerly an associate producer at Paramount, is scripting "How to Meet a Man," a Gene Towne-Graham Baker production.

Buys Interest in Arcadia

ARCADIA, WIS.—Tony Paulson of Clear Lake, Minn., and Amery, Wis., has bought a partnership in the Vogue Theatre here.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

BOXOFFICE is wearing shoes again. The brogans were a surprise package on Memorial day, just two weeks after they were left in the corner of Room 202 . . . Equally surprising was the cardboard in which they were wrapped . . . Bold lettering announced vocational guidance classes under the chairmanship of Harold Barnes . . . If that isn't the fuehrer at the Capitol Theatre, Clinton has more H-Barneses than we know about.

News that Wes Mansfield of Tama has been along the Row reminds us that we forgot to tell you that we liked oatmeal cookies at his King's Tower so well on the way to Clinton that we stopped and got some more of them on the way back . . . which is the proof of the pudding (all right then, the cookie).

A busy week it was for Johnny Dostal and Bob Fulton in the Waterloo sector. The three-day convention of Iowa's Elks (including Johnny) was followed by a band festival and the state bar (law) association's meeting, bringing out-of-towners with biz to bid for.

It's easier for the customers to get into the Iris at Postville since Boss L. Palmer remodeled the entrance. And harder to get by without going in.

Elmer Burch, the Beaconsfield professor, has been doing a little research along the DM Row.

Ticket buyers can sit through more for their money at George Thacker's West Bend picture palace since he bolted in some new seats.

If the citizens congregate in front of R. F. Kehrberg's Iowa at Sheldon on a rainy day, it's to take advantage of that new canopy.

Northeastern Nebraska exhibitors were guests of the Norfolk, Neb., Chamber of Commerce at a screening session and luncheon there Thursday. They saw new Metro product at the Grand.

The luminous carpets in George Marsh's new Co-ed Theatre are the talk of the campus in college-town Vermillion, S. D.

It took the opening of the Horowitz-Kerr-Roskopf Odeon at Marshalltown, Ia., to reveal that Charlie Lorenz, the Omaha shipper, doesn't know whether he's coming or going. Charlie left Marshalltown in a rain and fog, after the Odeon celebration, allegedly bound for Omaha and duty. Not until he ran out of gas did he discover he was 50 miles closer to Illinois than when he left Marshalltown.

J. D. Peck was talking a bushel of business for his carload of circuits along the Row last week.

Circuit Operators Delbert and G. A. Sharpe of Algona were moseying along High street lining up a torch or two for their lamplight film league.

Unsolicited testimonial: "You certainly get your 16 cents worth there," commented the lady in the gingham dress to the world at large in front of Harry Hirchsteiner's Family Theatre last week. Said the marquee: "You're in the Army Now," "New Cockeyed World," "Also Jesse James."

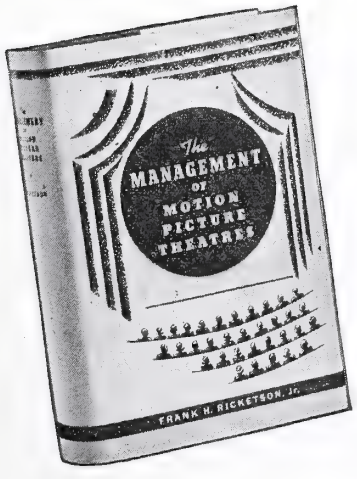
If Don Olson's crystal ball was right, he should start picking the gum off the seats of Marshalltown's new Odeon about now.

Vaudeville fans who want a touch of nostalgia won't go wrong by contacting Lyle Talbot at the Iowa in Cedar Rapids. Talbot was a booker when vaudeville was in flower.

A Novel Lighting Touch

GARNER, IA.—When D. F. Gran redecorated his Avery Theatre here recently, among other improvements he had installed two 100-watt black light bulbs in the ceiling which are used as spotlights to illuminate painted scenic effects on the walls.

How to operate motion picture theatres *profitably*



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Liberty, Nebraska
March 5, 1940

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Sirs:

Enclosed find my subscription to BOXOFFICE for another two years.

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Leo A. Smith,

Liberty Theatre

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—And Still More!

THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry

BOXOFFICE

District Secretaries Returned to Office

LOUISVILLE—Meeting Friday, Saturday and ending Sunday night, June 2, district gatherings of the IATSE and MPMO of the United States and Canada, re-elected secretary-treasurers in all 14 districts, with the single exception of No. 9, where Roy M. Brewer replaces Clyde A. Weston. In the report below, districts are numbered from 1 to 15, the "unlucky 13" being non-existent:

District No. 1—Montana, Idaho, Oregon, Washington, British Columbia. Re-elected O. M. Jacobson.

District No. 2—California, Nevada, Arizona, New Mexico, Utah: A. L. Norriega.

District No. 3—New England States: F. W. Newcomb.

District No. 4—Pennsylvania, Delaware, Maryland, Virginia, West Virginia, District of Columbia: Lawrence J. Katz.

District No. 5—Wyoming, Colorado: Jess G. Dauterman.

District No. 6—Texas: Eddie J. Miller.

District No. 7—Tennessee, Alabama, Georgia, Florida, North and South Carolina, Mississippi, Louisiana: R. E. Morris.

District No. 8—Michigan, Indiana, Ohio, Kentucky: Arthur W. Lyday.

District No. 9—Wisconsin, Iowa, Illinois, Missouri, Nebraska, Minnesota, North and South Dakota, Kansas: Roy M. Brewer replaces Clyde A. Weston.

District No. 10—State of New York: Glenn H. Humphrey.

District No. 11—Ontario, Quebec, Prince Edward Island, Nova Scotia, New Brunswick: Arthur Milligan.

District No. 12—Manitoba, Saskatchewan, Alberta: J. Wright.

District No. 14—State of New Jersey: Thomas V. Green.

District No. 15—Oklahoma, Arkansas: William Rea.

Pittsburgh's Allied Men To Convention June 18

PITTSBURGH—Local delegates to the 11th annual Allied convention plan to leave by train on Tuesday, June 18. Fred J. Herrington, secretary of the AMPTO of W. Pa., stated this week several dozen independents have signified their intentions of attending and that the organization planned for a special car so that local area theatremen would be together. The convention will be held at the Morrison Hotel, Chicago, June 19-21.

Railroad fare as planned is $14.10 per person for the round trip and the return ticket is good for 20 days.

Two Close for Repairs

ZANESVILLE, OHIO — Two local theatres, operated by Zanesville Theatres, have closed for repairs and improvements. The Grand will be redecorated and new sound equipment and appointments will be made throughout. The Quimby will get new sound, seats and screen and also a general renovation.

IATSE Convention Delegates Return Browne to Helm

By A. JULES BENEDIC

LOUISVILLE — Unanimous re-election of George E. Browne as head of the International Alliance of Theatrical Stage Employes, and with him the slate of incumbent officers was voted by the assembled delegates at the 35th biennial IA convention at its Thursday session. Returned to office with Browne are Harland Holmden of Cleveland, who from third vice-president becomes first, replacing the resigned John P. Nick of St. Louis; William Covert, Toronto, second vice-president; Richard F. Walsh, third; Floyd M. Billingsley, fourth; James J. Brennan, fifth; Roger M. Kennedy, sixth, and Felix Snow of Kansas City, seventh. Louis Krouse of Philadelphia was returned as general secretary-treasurer.

A unanimous action also expressed belief in the honesty and integrity of William Bioff, former west coast representative now under a six-month sentence in Chicago on an 18-year-old misdemeanor charge.

Attendance broke all records—900 delegates compared to a little more than 600 when the IA met here in 1934. In addition, a large number of member-visitors, their wives and families, are on hand. These, with tradesmen, put the attendance at between 1,500 and 2,000, although no active registration list is being kept, other than for the delegates.

Tuesday's session was devoted almost entirely to the reading of President Browne's report. Highlights of Browne's message follow:

An unequivocal defense of William Bioff, former West Coast representative:

> "It needs no great mental ability to discern what was back of all this persecution of this one man. When they have to go back 18 years to dig up an unsettled misdemeanor case in order to keep this leader of our studio members out of circulation . . . Again, Brother Bioff did the honorable thing (referring to his resignation as chairman of the studio committee) but it's gratifying to know the unions refused to accept, stating to the world that they wanted William Bioff to continue to represent them, even if he had to do it from his jail cell."

Browne barely touched upon the John P. Nick case in St. Louis. He told of Nick's resignation, Nick's illness, and said the withdrawal was accepted with extreme reluctance, and that "the vice-president had served on the general executive board since 1924, throughout that period having rendered faithful and capable service to the organization."

Browne hit back at Westbrook Pegler, IA critic, by inference only, when he said: "The victory (on the West Coast) had no sooner been announced than the unfriendly press and certain columnists started their work. One columnist went so far . . . to dig into ancient archives to publicly scandalize your representative."

Briefly he presented a statistical summary of the years between 1934 and 1940:

> In 1934, 698 local unions; 1940, 831.
>
> In 1934, 23,000 members; today, 43,437.
>
> Finances of $106,000 in 1934; increasing to nearly $350,000.

Matthew Woll, third vice-president of the AFL, featured speaker on Tuesday's program, pleaded for favorable consideration of the group insurance plan presented by the Union Labor Life Insurance Company. He struck at CIO with the statement that eventually the two big unions will merge, but "only when the rank and file of CIO realizes that its leaders are not sincere."

Additional greetings to the convention

(Continued on next page)

IATSE Interludes

LOUISVILLE—Capitol City Supply Co., from Atlanta, held open house at The Kentucky, with Paul A. King and Oscar J. Howell in attendance.

Local No. 1, New York City, as usual, drew front seats, next to the rostrum.

News folk in attendance at the reporters' desk on opening day were Jack Gould, New York *Times;* Bill Moody and H. T. Hotopp, Louisville *Times;* Edgar Simon, UP, and Jules Benedic, Cleo Baker and Esther Adkins of BOXOFFICE.

Real strength of the convention was felt Sunday. By that time, hotel lobbies were full of milling delegates and visitors.

An interesting sidelight from the meeting of District No. 10: Sal J. Scoppa, business agent of Local 52, studio mechanics, New York City, said: "Mayor LaGuardia still is working to bring part of Hollywood to New York. Incidentally, Nelson Rockefeller is very much interested in the mayor's plans. The mayor accuses the newspapers of saying that he wants all of Hollywood, which isn't so; he only wants a slice. As a matter of fact, the unions would be satisfied to get only two per cent, which would give everybody a job."

That BOXOFFICE flash extra, giving sidelights on the first day's session, attracted big attention Tuesday morning in the convention hall.

W. E. Carrell of the Falls City Equipment Co., Louisville, milling among the delegates, opened his new four-story headquarters early in 1937. Then came the flood. Says Bill: "I'm prepared now. There are two boats ready for the waters right in my establishment at this moment." (We checked the story. It's true).

Highlighting early sessions were these undercurrents: Browne boosters by the hundreds. Pegler as popular as a German parachutist in the Lowlands.

IATSE Convention Partial to Browne

(Continued from preceding page)

were brought by J. E. Scaff, of Local 18, Tobacco Workers' Union.

George M. Breslin, general counsel on the West Coast, amplified the president's report on the Bioff and other cases. He said that undisclosed factors on the West Coast, including some actors, are behind the IA opposition "with, of course, CIO in the background." He said Bioff's extradition on a common misdemeanor charge "is the most amazing thing in jurisprudence, and not a single other case parallels."

Keeping in tune with the times, William Green, president of the American Federation of Labor, highlighted Monday's opening session with an address bristling with patriotism and praise of the IATSE as "the greatest union in the constellation of 106 under the AFL banner."

Green, in fine fettle, rapped CIO and its chief organizer and said the million members lost to that organization had more than been made up in the ranks of AFL. He said centralized power and dictatorship were synonymous, and that the "rule of dictators is worse than the beasts of the jungle." Getting back to CIO, Green declared every effort had been made to bring about peace and harmony in a merger, but that CIO and its backers had refused every mediation proposal.

Stand Behind Roosevelt

With war shadows lengthening, the AFL prexy said labor stands behind Roosevelt's proposal to prepare America for defense against invasion, and delegates literally came to their feet when he ringingly declared that "next-door Canada, with thousands of our members, will be aided in event of invasion."

The 35th biennial international convention was opened by R. L. Hulett, secretary of Local 163, convention chairman, who introduced Canon L. W. Clarke of the Christ Church Cathedral for the invocation. Welcomes to Louisville were extended by Mayor Joseph D. Scholtz; J. T. Woodward, AFL; Alexander Jeffries, secretary, Kentucky Federation of Labor; H. F. Petty, president, Louisville Central Labor Union; Sam Friedman, manager of the Kentucky Hotel; J. M. Edmonson, president of the Tobacco Workers' Union, and Congressman William T. Schulte. Father Raymond Treece, of Cathedral of the Assumption, gave the benediction.

Congressman Schulte early rang the tocsin for Browne when he declared "your president has accomplished in the six years of his incumbency more than all other presidents together." The solon warned of activities of "'fifth columnists' in the ranks," particularly, he added, "on the west coast" and ended on the note of purging this element from IA's ranks.

Virtually every other welcoming speaker had a fling at Westbrook Pegler, whose attacks against IA have been particularly strenuous recently. Jeffries said he "had a carbon copy of his remarks for forwarding to the gentleman," while President Browne later cracked at the columnist with the statement: "We have been in Louisville three days now and nobody has had to evacuate the city."

One thousand delegates and visitors milled about the State Armory and were seated, impatiently awaiting the opening. At zero hour Green was escorted by Browne to the rostrum, the color scheme being further enhanced when a gigantic Neon sign of yellow, blue and green burst forth into "Locals 17 and 163 (the hosts) of IATSE welcome you all." The Louisville Musicians' Union played "Dixie" frequently, while Green was introduced to the strains of "My Old Kentucky Home."

There were entertainment features galore, while the grand ball was held Wednesday night. Boat rides, fish fries and two taxicab tours for the ladies in attendance were features. Virtually every business house had welcoming cards in windows. The program was reminiscent of that Variety affair in Dallas. It included a water color of Kentucky-bred horses, a pastoral ready for framing.

Metro Contract Rider Draws Wood Comment

COLUMBUS—P. J. Wood, secretary of the Independent Theatre Owners of Ohio, in a recent bulletin issued to members, comments as follows upon the rider to the 1939-40 M-G-M contract sent to exhibitors having signed these contracts providing for (1) eliminations as a matter of right, (2) exclusion for cause, and (3) preferred playing time:

"Last week, when Mr. William F. Rodgers, general sales manager of Metro, was testifying against the Neely bill, he was asked by the committee why he sent the rider out at this time and if his purpose was not to influence the committee in its consideration of the Neely bill. Mr. Rodgers denied this, but the fact that he sent it out at this time, after delaying so long, is significant.

"Whatever may be the reason for issuing it, we feel that it will be necessary for an exhibitor to execute the rider in order to get the benefit of the cancellation privilege and enjoy the other benefits announced by Metro at the beginning of the 1939-40 selling season."

Urged to Withhold Signing Contracts for New Season

COLUMBUS—Independent theatre owners are urged not to sign any contracts for the 1940-41 season until it is known what turn the European war will take. P. J. Wood, ITO secretary, in offering this advice to members of ITO of Ohio, explains his stand on the ground that contracts signed at this time, when distributors "seek to replace the loss of foreign revenue by increased rentals to American exhibitors," may prove ruinous if the situation abroad does not improve.

National Allied, Wood states, is making a comprehensive study of the situation and will release a report of its findings at the Chicago convention, June 19-21.

McGuire Asks Neely Bill Amendments

WASHINGTON—The House committee on interstate and foreign commerce, which is holding hearings on the Neely bill, has before it amendments suggested by Thomas McGuire, director of public relations for Co-Operative Theatres of Michigan, Detroit, that he believes will solve industry problems.

Contending that the Neely bill in its present form would ruin the independent exhibitor and tend to create a monopoly in the hands of the chains, McGuire proposed that Section 3 be eliminated in favor of a provision for "fair arbitration" of all disputes; that Section R be changed to provide for a mandatory 20 or 25 per cent cancellation, prohibition against forcing of shorts, newsreels, trailers and reissues, and prohibition against selective playing time on percentage films, score charges. He suggested a provision for identification of pictures by the naming of stars, featured players and names of popular or famous books rather than by a synopsis.

Analyzing the bill, McGuire testified it would bar producers from forcing blocks, but would not prevent an exhibitor's competitor from bidding his pictures away by buying the whole output at high prices. He pointed out that where the competitor was not successful in the bidding, neither would benefit and both would pay higher prices.

Adoption of the bill would throw the industry into confusion for three or four years, McGuire argued, contending this confusion would be confined to the independents because the affiliated theatres would not be affected by the measure.

The bill also would open the way for "racketeering" by promoters threatening to build new theatres and buy product away if they were not "bought out" or conversely, building theatres and forcing other exhibitors out of business.

McGuire admitted the companies would not willingly accept his proposals, but contended they would involve less government regulation than would the Neely statute. Under questioning, he asserted no exhibitor has to take a picture repugnant to his community, and defended block booking, holding that the producers should have a right to know in advance that they are going to have a certain amount of money coming in to allow them to lay out programs that will assure a continuous flow of product for the exhibitor.

Delegate From Massillon

MASSILLON, OHIO—Ira J. Deetz, secretary of Massillon Local 79, was the body's lone delegate to the annual IATSE convention held in Louisville.

Delegate From Canton

CANTON, OHIO—Charles (Chuck) Schumaker, business agent of Local 61, represented the group at the annual IATSE convention in Louisville. He is in charge back stage at the Palace here.

PITTSBURGH

THE two-minute Red Cross war relief trailer is being distributed here by the AMPTO of W. Pa. Titled "They Shall Not Perish," this subject is available gratis . . . Harris Silverberg, Detroit NSS manager, visited here over the weekend . . . Official census report shows that the little mining community of Export, where Mario Battiston operates the Ritz, has exactly the same population total in 1940 as it did in 1930—2,184 persons . . . Stage shows at the Stanley termed "vulgar" are being criticized in "letters to the editor" of the daily papers and by the reviewers themselves as well as by the Pittsburgh *Catholic* . . . Jack Rosenfeld was presented with a traveling bag at a dinner in his honor which marked his resignation from NSS-AA. He has joined Uncle Dave Rosenfeld's cleaning plant staff.

Gene Basle, young Washington, Pa., exhibitor, has joined the AMPTO . . . Thousands of people flocked to the East Liberty circus grounds Sunday for the setting up of the "greatest show on earth" and found Warner circuit representatives on hand passing out heralds advertising the attractions at the four East Liberty circuit houses . . . Lou Hanna, Republic booker, spent the holiday weekend at Milwaukee and was a visitor at the new exchange quarters of Republic there.

Dave Silverman, RKO exchange office manager for many years, was all set this week to assume duties as company sales representative, succeeding Ed Lebby. Nine out of ten Filmrowites had figured this promotion for Dave. Dave's manager, Herb Greenblatt, who copped several prizes for Disney cartoon and short subjects sales at the RKO convention, had a busy day Tuesday with Herbert Wilcox, producer and director of "Irene," and Anna Neagle, star of the photoplay, who made four appearances on the Stanley stage. Terry Turner, RKO exploitation manager, directed the personal appearances.

Mr. and Mrs. Theodore Mikolowsky of Masontown will go to New York for the June 16 wedding of their son, George A. Mikolowsky, and Emma Parnell. Mrs. Mikolowsky recently returned from California where she visited another son who is an aviation mechanic . . . Irving Hanover, Columbia auditor, is on duty at the local branch exchange . . . Dorothy Jaravin of the Vitagraph exchange was vacationing this week . . . Harris circuit is observing its 35th anniversary . . . Some time ago we extended congratulations to a theatre manager who arranged for the sale of tickets and dismissal of high school for an afternoon when "GWTW" was on view, and we asked who could top the excellent promotion. Now comes the answer: Edgar E. Shaffer at Slippery Rock not only worked this stunt with the high school there but with the college as well.

AMPTO headquarters was busy with preparations for the national Allied convention, which will be held at Chicago June 19-21. Several dozen local delegates will attend . . . Jimmy Stewart, native of Indiana, Pa., is included in the 1940 roll of America's "Who's Who" . . . Al Selig, veteran exploitation man, set the stage here for the appearance of Anna Neagle and Herbert Wilcox . . . The M. N. Shapiros will entertain friends at their home in Melvin street Sunday evening, June 16, in honor of their daughters, Elaine Sybil, who will be confirmed that day, and Ruth Flora, who is graduating from Carnegie Tech. This is the Shapiros' biggest double feature.

Herb Shearer and his tonsils have parted . . . Columbia exchange is operating a free circulating library where you may borrow a copy of Osa Johnson's "I Married Adventure." (The book, not the film print) . . . Edward Pelger, former assistant manager at the Warner and at one time connected with Monarch exchange, died suddenly. He was a brother-in-law of George Tice, Columbia sales representative . . . Charles Mergen and Francis Seubert, Paramount bookers, joined with Dave Kimelman, manager, and Ed Stuve, Bob Caskey, Guy Peterson and George Elmo, salesmen, at a company regional meeting held Wednesday at the Neil House, Columbus, Ohio . . . Harry Seed was busy this week on plans for an eastern sales meeting of Warner Bros.

Licensed Nazi Films Arouse Citizenry in Pennsylvania

PITTSBURGH—Public protest regarding exhibition of foreign propaganda films and the vigilance of an aroused citizenship may spur the Pennsylvania board of censors into a tightening of requirements for issuance of approval seals, according to word from Harrisburg and Philadelphia.

Several weeks ago attempts to show Nazi films here at Moose Temple were blocked when veterans' groups complained such exhibitions were "inimical to American interests." A German group had contracted for this auditorium for ten meetings at which Nazi films were to be shown, but the management of Moose Temple was pressured into calling a halt. A Nazi propaganda film was booed loudly by a Clairton audience, and there have been reports of exhibitions of other German films in various parts of the local district.

Members of the state censor board admit at least five German films have censor seals and are being used at "private showings." Official reports on these subjects describe them as definite propaganda.

Mrs. Edna R. Carroll, chairman of the board, has stated at different times that the censors do not refuse seals to films because of military or political reasons. The Nazi films being exhibited in Pennsylvania and having the approval of the censors do not contain material dangerous to the United States, Mrs. Carroll states. With the pressure on, however, she says steps may be taken to scan films more closely for propaganda content. Major General Edward Martin, commander of the Pennsylvania National Guard, will be consulted for advice regarding such films in the future, it is understood.

Mrs. Carroll believes anti-Nazi pictures, most of which come from Hollywood, are much more propagandistic than the German films. Of the censor-approved Nazi pictures, she says:

"None contains any reference to Hitler or to any form of government as contrasted with any other form of government. They do not show any desire to change a form of government or to conquer the world. They show the people in their own armies as being happy and well fed and a comradeship between officers and men that we in this country have been led to believe does not exist."

Photoplays with war and military stories and dealing with "fifth column" activities, now current or announced for early showings at Pittsburgh theatres, include 20th-Fox's "Four Sons," which deals with the Nazi conquest of Czecho-Slovakia (Harris Alvin, starting June 13); reissue of Warner's "Confessions of a Nazi Spy," re-edited and brought up to date (at Warner's Ritz); Republic's "Women in War," drama of British nurses now on duty in France, to be released soon; "Bombs Over London," an English film, now at the Barry; "Mad Men of Europe," an English production released by Columbia (at the Senator); "That They May Live," a French production which has received one of the best critical reports in years (at the Art Cinema). "Lights Out in Europe," a documentary, is awaiting local release.

Farewell to Trade Made By Lebby and Lynch

PITTSBURGH—Farewell to the trade was said this week by Bob Lynch and Ed Lebby, veteran film sales representatives, who resigned to enter a private business. Both Lebby and Lynch have been named vice-presidents of the Keystone Crankshaft & Machine Tool Co., Erie, Pa. A. E. Andrews, Emporium, Pa., exhibitor, is treasurer of the crankshaft manufacturing company.

Lebby, who resigned his RKO sales post, had been a film salesman covering northwestern Pennsylvania for more than 25 years. Lynch had rounded out two dozen years at similar duties for Vitagraph.

BOB LYNCH
ED LEBBY
extend
appreciation
to all
exhibitors
for their fine cooperation over a
period of a
quarter-of-a-century

Adapts Stromberg Production

HOLLYWOOD—John Lee Mahin is adapting "Tropical Hurricane," co-starring Lana Turner and Robert Taylor, for Producer Hunt Stromberg at Metro.

400 Attend Variety Club Housewarming

CLEVELAND—More than 400 attended the formal housewarming of the newly enlarged and redecorated Variety Club last Saturday night. The arrival of each guest was announced by the playing of "God Bless America," a stunt instigated by Bert Stearn, United Artists, district manager and chairman for the evening.

Chief Barker Nat L. Lefton and Frank Drew were kept busy receiving congratulations upon their achievement.

Mrs. Frank Belles saw to it that the party didn't cost Frank a cent . . . Benton Lefton, son of the chief barker and his partner, made a thrilling dancing team . . . Bert Stearn, chairman of the evening, was the busiest man around . . . Duke Clark was consciously quiet all evening—probably remembering this was his last Cleveland Variety party before moving out to Los Angeles to become Paramount branch manager there . . . Frank Drew, the only man present in correct summer formal . . . I. J. and Mrs. Schmertz were busy accepting congratulations upon the recent arrival of their first grandchild . . . Did the huddle that the Lester Zuckers and the Meyer Fines were in have anything to do with a new Columbia contract for the Fine circuit?

Eddie Miller Walks In

Eddie Miller came in after the late Hippodrome show looking as fresh as if it were the start of the day . . . Nat Wolf, Charlie Albert and Lou Milder formed a group to applaud Bert Stearn for arranging everything so well . . . Mrs. Pat Stearn helped pass the appetizers . . . Flowers were sent by Mr. and Mrs. Dave Spizel and also by Sterling & Welsh Co., who also furnished the decorations.

Georgia Moffett was the second busiest person at the affair . . . M. B. Horwitz, Martin Printz and Henry Greenberger inspected the new card rooms and approved the arrangements . . . Frank Belles, Les Irwin and Al Gregg were official greeters for the visiting actors and actresses.

Mrs. Nat Lefton and Mrs. Frank Drew made a charming picture in the cocktail lounge . . . Eddie Bergman settling up with Georgia Moffett for the book of tickets he sold . . . Leroy Kendis and his bride making their social premiere after their recent wedding trip . . . Nan Blackstone of the Hollenden Vogue Room came to entertain, but remained until the wee small hours to be entertained.

The newly enlarged Variety Club has double its former space. The lounge has been entirely redecorated and card rooms are now separated from the lounge. The new cocktail bar has accommodations for 25 people. Indirect fluorescent lighting is used.

Cut Adult Price

AKRON—The Liberty here, de luxe second run, has slashed admission prices to 15 cents for adults anytime. Children's admission will remain at 10 cents for the summer. Previously adult admission was 25 cents.

Change Money Stolen From Police Cabinet

Zanesville, Ohio—Chief J. H. Kimberley reports the theft of $180 from a filing cabinet on the second floor of the police station. The money was the property of Zanesville Theatres, Inc., and was to have been used for change when the Weller Theatre opened for business the following morning.

Red, Flashing Signs Under Detroit Ban

DETROIT—All red signs and all flashing signs of any type must be removed if they are within 22 feet in height above the sidewalk level, according to a new city ordinance. The ordinance gives present owners two years to remove the flashing signs and three years to remove the red signs. The order was adopted in the interests of traffic safety, to avoid confusion with traffic signals.

The new order will apparently apply directly to theatre marquees, which have used a considerable amount of red, particularly in newer installations and neon tubing.

Berney Celebrates 36th Year as an Exhibitor

LEWISTOWN, PA.—Ike Berney celebrated his 36th anniversary as an exhibitor here last week and he will long remember the occasion. The anniversary attraction was Republic's "Dark Command," which was recorded as the 10,000th feature length film to be exhibited at the Pastime.

Originally a penny arcade, the Pastime was opened in 1904 by Berney in partnership with the Silverman Brothers, veteran Altoona exhibitors. Shortly thereafter, Berney acquired the business for himself and entered the film field as a nickelodeon operator. He has remained the proprietor-manager of the Pastime since.

Berney and his assistant manager, Percy Niemond, took advantage of the "Dark Command" playdates to stage a pretentious publicity campaign for the anniversary offering. A particularly fine promotion was a public endorsement of the policies of the Pastime by Lewistown business men who contributed two pages of advertising in the *Sentinel*. Among 31 advertisers were congratulations from Mary Check and Paul O. Klingler of the Rialto and Harold D. Cohen of the Embassy. Others included Outdoor Advertising Co., IATSE Local No. 636, and the Lewistown Musical Ass'n, Local No. 363, AFM.

Staying Open This Summer

ALLIANCE, OHIO—The Columbia, a Tri-Theatres house here, will not close during the summer months as has been the policy in recent years, according to Ray S. Wallace, managing director.

Shift Clark to L. A. As Paramount Head

CLEVELAND—M. R. (Duke) Clark, Paramount branch manager here for the past two years, leaves here the end of June to become Paramount branch manager in Los Angeles. His successor in Cleveland is George Elmo, promoted from the sales field in the Pittsburgh territory.

Elmo joined Paramount in June, 1929, as a traveling auditor and soon thereafter was added to the local branch's booking staff. For the past six years he has served as a sales representative, covering the main line, the Monongahela and Beaver Valleys. He is a three-time winner of the company's highest award, membership in the 100 Per Cent Club.

Clark came to Cleveland two years ago when Paramount closed its Columbus exchange where he had been branch manager since its opening in 1928. He was born in Orange, N. J., and was educated at the City College of New York and Columbia University. One of his earliest excursions into the business field was as buyer for the National Cloak and Suit Co. and the Montgomery Ward Co. For a short time he became affiliated with CCNY as instructor and athletic coach, but resigned to become one of the first exhibitors in New Jersey as owner of the Lyceum in Franklin Furnace in 1907-8.

In War Intelligence Service

The following year he was initiated into activities on the other side of the footlights as a member of the Thanhauser Studios in New Rochelle. Then followed an interlude with the war department, where he was a member of the intelligence service working in Russia, Siberia and other far eastern spots with the American and Czechoslovakian expeditionary forces. The Czechoslovakian government presented him with a plaque for services rendered the country.

Returning in 1921, he joined Paramount as film salesman in Columbus. With the exception of short excursions for Paramount as division campaign manager and special representative for Western Canada, he has been continuously with Paramount in the Ohio territory.

Two of his three sons are also members of the Paramount family, one as salesman out of Cincinnati, another as cashier in the Cleveland office.

Managerial Personnel Shifted by Nat Wolf

CLEVELAND—Nat Wolf, Warner zone manager, has made a shift of his managerial personnel in the territory.

Bunny Somers has resigned as manager of the Ohio, Sidney, and is succeeded by Clarence Sletz who moves over from the State, Lima. Don Reilly, assistant manager at the Hippodrome, Cleveland, is now manager of the State, Lima. Guy Ellis moves up from assistant manager at the Variety, Cleveland, to assistant manager at the Hippodrome. He is succeeded at the Variety by Tony Laurie.

DETROIT

CHARLIE PERRY, manager of the Adams, was in Chicago over the week-end. Mrs. Perry is returning home after several weeks visiting her folks in Joplin, Mo. . . . Irving Belinsky has two infected fingers following severe burns . . . Bonnie Baker, singing at the Michigan, received the score of Mickey Rooney's latest song from the star himself.

Joseph Rennie of Oliver Theatre Supply reports Charlie Garner has shifted to summer shoes . . . Julius Spill, a druggist, has bought the Delray from Saul Korman. Harry Danzig stays on as manager.

S. C. Waldron, National Theatre Supply salesman, broke 100 at golf for the first time Sunday . . . Joseph O'Neil, formerly with National, now reported with Associated Theatre Service of Chicago.

Sylvia Kozak of Film Drugs has booked her wedding for June 26. Lucky man is unknown . . . Lew Arozian reporting looking "that way" after a certain Filmrow blonde.

Mrs. Edmond C. Fleming, 49, granddaughter of Francis Palms of the estate owning the Palms-State Theatre, died June 1. Her husband and three children survive.

Eugene F. Welling, auditor for UDT, was married Saturday at the Church of the Immaculate Conception, Windsor, to Flora McLeod. They're honeymooning in the south.

Harry Lotz, UA booker, reports his baby needs shoes . . . Phil Kaplan of Theatrical Advertising is proud of that new offset and lithographing plant he's putting in.

Clifford Perry, M-G-M booker, has been in Mt. Carmel Mercy Hospital for an emergency appendectomy . . . M-G-M's 'tother booker, Johnny Dembeck, is buying his new spring clothes.

Jack Morgan, M-G-M salesman, says he's just an "old married man" . . . Harold Robinson of Film Truck Service was taken ill Monday.

Carl Shalit leading his gang—Ray Cloud, Claire Townsend, and George McCoy—off to the convention, all heavily laden with baggage. Shalit and Mac stopped in the drug store to say farewell.

Ralph Peckham, ex-salesman for Excellent, is reported in New York . . . Variety held a quick get-together luncheon Wednesday to greet John Harris of Pittsburgh and Bob O'Donnell of Dallas, who presented the National Humanitarian Award.

Howard Craven, Exhibitors Service, says he's getting lazy since there's less work to do . . . Charles Merrill, new RKO treasurer, turns out to be an old co-worker of W. R. Stebbins, Film Building manager.

Lew Wisper got his new Ace open ahead of time last Saturday . . . Hal Burriss is getting a display of his paintings ready for the lobby of W&W's Tower.

Bert Foster of Excellent, the Row's most elusive salesman, was around late Monday. He had a date with an exhibitor.

Harrison Beach, roadshow operator, is spending the summer on the road in a trailer . . . Beach and Bill Flemion, head of Excellent Pictures, renewed acquaintances Monday at the drug store for first time in five years—and they're close neighbors, they found.

Fred DeLodder sr., who has been taking a rest, is expected back at the circuit soon . . . Al Pascoe is managing the Campau in Hamtramck for his brother, Ed, who's commuting to the lakes daily.

Mrs. Ralph (Clara) Holmes, whose late husband was dramatic editor of the Detroit *Times* for many years, is with the sales tax office . . . Alban J. Norris of Michigan Film Library was in Chicago examining the possibilities of the new nickel projection machines.

Carl Buermele and Tom McGuire of Co-op were both away the past week . . . Charles W. Sanford, formerly a national film library operator at Chicago and for years Holmes projector representative and non-theatrical operator here, died in Herman Kiefer Hospital after a prolonged illness. Interment was in Chicago.

Eugene Welling, auditor for UDT, was guest at a bachelor dinner by managers and office staff of the circuit Monday at the Ivory Room in the Statler Hotel. He's to step off soon . . . Cassius Smith, manager of UDT's Norwest, is also to be married in the fall to Arlene Peebles, formerly with the Cleveland Group Theatre.

George Kapps of Decorative Metal Products is starting a local campaign . . . Paul E. Field, lately of Artist Service Bureau, is selling Buicks to local Filmrow now . . . Field and Anne Andre, who used to play roles in his theatre units, will be married June 12 at her home on Drexel Ave.

Thelma Watson, secretary to George W. Trendle, returned Monday by air from a vacation in Mexico, stopping en route at Dallas and Chicago . . . Walter Connolly, who died the other day, played in stock at the Majestic here about 15 years ago.

Herbert K. Minsky has renamed his house the New National . . . Jim Sharkey, RKO chief, off to New York, trailed by Salesmen Fred Bonnem, Milt Cohen, Harry Levinson, D. McCarthy and R. T. Renz. Nat Holt, of the theatre division, another ex-Detroit contribution to the convention, not to mention Hen Richey, now of the home office.

Mrs. Evelyn Record, 57, former stage manager of the Temple and other RKO theatres here, died at her home in Puce, Ont. . . . Bill Szypulski of the Conant enjoys a friendly game of pinochle between shows.

J. B. Krul of the New Home and Fredro is still in serious condition following a tooth extraction some months ago. Son Eddie is losing weight, running around in running the circuit . . . Louis Goldberg, circuit operator, likes to be out at his newly decorated Echo in the evenings. Marshall Adams, previously with the Schreiber circuit, is house manager.

Ernie Forbes reports the Ford at the World's Fair, for which he supplied equipment, is functioning . . . C. E. O'Brien, manager of the Michigan, just over a sick spell, is pitching his tent right in the lobby for a couple of weeks with these big stage shows keeping him working three shifts a day.

Brenton G. Herman, 33, for many years cashier for M-G-M, died after a prolonged illness. His widow and two children survive. Interment was at Glennie, Mich. . . . William G. (Bill) Morrell, lately of WWJ and for the past two months production manager for Business Film Products Co., died in Cleveland, where he was working, as the result of an auto accident. His widow and one child survive. Burial was at Mount Olivet Cemetery here.

Al Munroe's magicians' committee for the "Haunted House" selection in connection with "The Ghost Breakers" premiere was Dr. John Buell, Charles Lewis, Harold Sterling and Alfred Caroselli, most of whom were guests at Variety last month on Magic Night.

Les Sturm's gang at 20th-Fox certainly rush out to lunch promptly on Friday. Reason: It's pay day . . . John Dobbins of Film Drugs, galloping around there filling orders.

Henry Ford's Rotunda Theatre—where you see a show while waiting to see the plant—is being renovated . . . Royal A. Baker, retired police censor, gave an interview in the Detroit *Free Press*, saying his experience with show people taught him how to anticipate Hitler's moves—on the "bluff" principle.

Budd Rogers of Alliance Films, New York, and Sam Cummins of Jewel Productions, both dropped in the same day to see Bill Flemion of Excellent . . . Azel has some customers to start a riding academy.

Roy Ruben, operator at the Fox, hasn't got time for anything but the war and work these days . . . Ralph Ruben of

(Continued on next page)

Report New Censorship Ordinance for Detroit

Detroit—A new censorship ordinance whereby adult picture classification permits may be granted, is understood being planned for the auto city this fall. The new plan would enable the police censors to pass many pictures which would ordinarily be rejected, with an adult-only rating.

Said Sergt. Charles Snyder, police film censor, regarding the plan: "It would be welcomed, for there are many pictures suitable for adults that we would pass that are not now suitable under our present censorship ordinance."

Film-Flesh Programs Prove Paying Policy

DETROIT—Vaudeville, plus double bills, proved a paying policy at the Colonial, which dropped stage shows for the summer this week. Competition of outdoor engagements, making suitable talent hard to find, is said to be responsible for the discontinuance of vaudeville, which will be resumed on the same policy in the fall.

Faced with the perennial problem of finding suitable bookings for the house, in the center of a heavily competitive film booking situation, Ray Schreiber, operator, turned to stage shows last fall, using some of the biggest names in show business. Average talent bill has run from $2,500 to $3,000. Average weekly gross is reported around $6,000, running as high as $14,000 with a top attraction like Duke Ellington. With a quarter admission, this has meant a heavy attendance running as high as 9,000 a day in this 1,455-seat house.

Great Lakes Specializes In Neighborhood Tieups

DETROIT—Neighborhood tieups are being taken seriously by the Great Lakes Theatre, under the management of Hazen Funk, who is, incidentally, president of the Strathmoor Business Ass'n, a community organization. Through the association, a Beauty Contest now is being held.

Entries are invited to appear on specified nights on the stage of the theatre, which is a regular community center. About 75 girls of the neighborhood are entered in the event. The theatre is donating a prize in the form of a tour to the New York Fair. Other prizes also are listed. Publicity received in the community newspapers is generous.

Three Excellent Pictures Play Detroit First Runs

DETROIT—A sudden spurt of bookings has Excellent Pictures with films in three local first runs: "The Outsider" at the Fox, "Sky Devils" at the Adams, and "Ecstasy," back for a third engagement at the Cinema.

"Sky Devils" has also been booked for the entire Butterfield circuit of around 100 theatres, William Flemion, president of Excellent, said.

Butterfield Adds in Lansing

LANSING, MICH.—Construction on a new 700 seat house for the Butterfield interests is under way here. Operations are expected to begin October 1.

Sacrifice Sale of
MY BEAUTIFUL SUMMER HOME
near Lake, at Tecumseh, Ont.,
Nine Miles from Windsor.
SAM ACKERMAN
FItzroy 4606 2717 Gratiot Ave., Detroit

DETROIT

(Continued from preceding page)

Amusement Supply, we think, has a neatly organized business routine.

Bill Flemion played 27 holes of golf Decoration Day . . . Max Blumenthal of Film Projection Room doesn't like his sideline . . . Irving Belinsky is glad he doesn't have to do any more carving Saturday nights.

Charley Snyder says he hasn't seen his name in print lately . . . Sam Merson, ex-bowling league secretary, spends his noon hour reading the newspapers in Film Drugs.

Sidney M. Schoen, 625 Film Bldg., Cleveland, has been appointed Detroit sales representative for Questo-Quiz, a new theatre game with cash awards claimed to be lottery-proof.

WOLVERINE DOINGS:

Diana Barrymore got a ducking in the Huron River at Ann Arbor when her canoe tipped . . . Also seen at Ann Arbor, in "The World We Make"—Madge Evans, the star and wife of the playwright, Sidney Kingsley; Hubert Rudley, who was in "Abe Lincoln in Illinois," and Louis Calhern, of "Zola" and "Monte Cristo."

Emil Beck was off for the long weekend to visit his mother in Pennsylvania who has been ill . . . Linda Ware, a Detroit-born star, toured the state for Dairy Day, stopping at Muskegon, Grand Rapids, Lansing, Flint and Detroit.

Mike Chargot's Esquire has dropped prices for Friday and Saturday from 25 to 15 cents . . . Al Grasgrin of the Flatroc, Flat Rock, is out of the hospital and on the job again . . . Eddie Pascoe has moved circuit offices to the White Star in Hamtramck.

F. W. Veith has completed remodeling his house at Laingsburg.

Jim Olson has ordered murals for his new house at Houghton Lake. Russ Legge, the Variety Club artist, is to do one. Hal Burriss, the archer-drummer boy, is to do the other . . . Mr. and Mrs. Ray Francis are back at the Lakeview, St. Clair Shores, following a vacation in California.

Edwin P. Dalton, the flying exhibitor from Flushing, took a five-foot fall while erecting a new marquee on the State at Lake Orion . . . Dennis Morgan of the Broadway, Port Austin, proudly reports his son is now a lieutenant in the air corps at Pensacola, Fla.

William Orth is remodeling the Griswold, Port Huron suburban house . . . Bruce Freeman has the New at Roscommon about set for opening.

E. J. Pennell of the Coliseum, Bronson, in town Monday, tells us he has been remodeling the spot.

Shapiro and Fineman Have Seven Units

PITTSBURGH—The M. N. Shapiro-Archie Fineman circuit expanded to seven units as one theatre was acquired and another new unit was announced for immediate construction.

Acquired was the New Sheraden on Chartiers Ave., operated for a number of years by Charles Philbrook. The Shapiro-Fineman circuit stated that Philbrook would continue as manager during the summer.

Shapiro reported a lease had been taken on the Sherrod Temple, 2843 Chartiers Ave., and that plans have been prepared for converting the auditorium into a modern theatre. Some months ago the Alpine circuit had announced similar plans, which were dropped.

The new unnamed theatre in Sheraden will have a seating capacity of upwards of 1,000. The building will undergo extensive remodeling and it is expected that opening will be around the first of September.

Beaver County Rules Out Bank Night as Lottery

BEAVER, PA.—Bank Night has been banned in Beaver county on lottery charges by Judge Frank E. Reader. Although the State and Strand in Aliquippa didn't advertise it, J. C. Lund, manager, testified that free proxy cards could be obtained at the theatres which entitled the holder to participate in Bank Night drawings.

Prior to operating Bank Night, the two theatres were $17,000 in the red but profitable business followed the introduction of the stimulator, Lund testified.

The Beaver judge, in banning Bank Night, indicated the penalty to be imposed on Lund would be light, the ruling stating that "we are satisfied the attitude of the defendant throughout the trial merits favorable consideration."

Dana Spends Two Weeks In Pitt Getting Acquainted

PITTSBURGH — Peter Dana, former Kansas City district manager and more recently a special representative for Universal, who assumes duties as local branch manager for this company, has been here for about two weeks familiarizing himself with the territory and getting acquainted with exhibitors and members of the exchange staff. He succeeds Jules Lapidus, who has been promoted to eastern district manager with New York headquarters.

Lapidus takes over his new duties June 10, his territory covering New York, Boston, New Haven, Philadelphia and Washington.

Joe Lefko Critically Ill

CLEVELAND—Joe Lefko, RKO salesman, is critically ill at Charity Hospital.

CINCINNATI

THE many friends of Mrs. E. L. Shakespeare, and especially the Bookers' Club, are sorry to learn she is in Good Samaritan Hospital undergoing treatment. Mrs. Shakespeare operates the National Theatre here . . . Mark Meadows is reported to have taken over the Gem at Warsaw, Ky., from A. W. Plues. Plues, a former branch manager for Pathe in Indianapolis, is now back in the equipment business.

J. C. Patterson of Lebanon has sold his Grand in that town to Ray Law, who also operates the Town Hall . . . Frank Weitzel of the Alpine circuit was here. Also, J. C. Carnahan, Manchester, McKee and Beattyville, Ky.; Fred May, Carrolton, Ky.; Mrs. Fon Sexton, Ashland, and Mr. and Mrs. Crist of Ripley.

Word comes that Warner's Chester Stacey is well on the road to recovery from his recent illness . . . Florence Schomaker of Universal threw a shower and house party at her home for Miss Adelaide Dyer, who will marry George McDonald, June 12. All the office force turned out, the affair ending up with a dinner.

Warner's Connie Owens left for a vacation at Smoky Mts. . . . R. Gorbold is reported recovering from a slight eye operation . . . Orville Wood, Dover and Majestic, Camden, is a short wave enthusiast and has one of the finest sets in the state. Wood hopes to go into local commercials, according to report.

Lon Weaver, Plaza, Miamisburg, is very proud these days. His young son is graduating from Ohio State at Columbus, and his daughter, just graduating from high school, is considering enrollment at Dennison . . . Several West Virginia exhibitors and their wives attended the recent dinner dance at the Variety Club, including Mr. and Mrs. Roy Letsinger, Amherstdale; Mr. and Mrs. Arch Clemons, Black Diamond circuit, and Mr. and Mrs. Ed Salzberg, Union Theatre, Anawalt.

Miss Pauline Leptke and her sister of the Westland, Portsmouth, were seen at the Row . . . Mrs. Paul Saunders, Alhambra, Campbellsville, Ky., is taking a rest and vacation in the south, leaving husband Paul doing double duty during her absence.

A. H. Robertson, one of Paul Derringer's regular fans, and a personal friend of the Red ball player, was here . . . Foster Lane, Dixie, Williamsburg, and Fred May and son of Springfield, Ky., also visited . . . Variety is sponsoring a "Pep Golden Review" at Taft's, June 16. All proceeds go to the charity fund.

T. R. McBrayer is booking for his new theatre in Cumberland, W. Va., which is rapidly nearing completion. This will give Cumberland two houses . . . Peter Rosian, Universal branch manager, is now an accredited admiral . . . Republic's regional convention is set for June 11-12 at New York City . . . C. Fogle of M-G-M's home office maintenance department, is here.

PROJECTIONIST NOTES:

E. K. Miller, projectionist at the State, Middletown, was winner of the grand award in the Variety Club charity drive, given at the Queen City Tent's annual dinner-dance. The prize was a Buick and Exhibitor George Turlukis sold the winning ticket to Miller, who is the recipient of much congratulations.

Ben Bien and Charley Goodwin of Local B-37 were in Louisville attending the national convention of IATSE. Both represented exchanges of Cincinnati. Goodwin is with Universal.

Projectionist Duffy of the State, Clendenning, is vacationing. Duffy attended the speed race in Indianapolis, then the IA convention, after which he planned to go to Wisconsin on a fishing jaunt.

COLUMBUS

SOL LESSER, producer of "Our Town," stopped over Friday en route to the coast. Production, set for a Loew's run, was previewed for the press last week at the Grand.

Three promotions have been announced by the J. Real Neth nabe circuit: Bob Glick, from the Eastern to the Markham; Darley Thompson, from the Cameo to the Eastern, and Dave Pence, summer relief manager (and Hartman treasurer) to the Cameo. Earl Pepper, former Markham manager, has resigned.

Local newspapermen met with Anna Neagle and Herbert Wilcox, Monday night, when the star and producer made a brief stopover. Tie-in with "Irene," now current at Palace, was perfect. Bill Blum was in advancing the showing . . . Harry Leid of Loew's engineering staff in NYC has been in town . . . Bob Greer, IATSE prexy, attended the Louisville convention.

Final event of the Variety Club social season was moved up to the eighth due to conflicting dates, party being a "Red Cross Canteen Night" . . . The Lincoln, colored Neth house, was first nabe to get "GWTW" . . . The Drexel is featuring a book night . . . Pete Wood again is going to Washington for the Neely bill hearings.

The Row was pleased to hear of Duke Clark's promotion by Paramount. He is well known here from the days when Paramount's exchange was in Columbus . . . Johnny Frye, RKO treasurer, is on vacation, with City Manager C. Harry Schreiber due to leave for the east June 14.

William Drake Davis Dies After Illness

PITTSBURGH—William Drake Davis, former president of the AMPTO of W. Pa. and for nearly 30 years an exhibitor in this section, died Sunday, June 3, at Veterans Hospital, Aspinwall. He was 43 years old.

He was hospitalized not long ago for what was reported as a "rest," and more recently he suffered a stroke from which he never fully recovered.

While the late manager of the Triangle Theatre was born in Lock Haven, Pa., he had resided in Pittsburgh since the age of ten. He began his industry career as an usher at the Embassy at 14 and for many years he was recognized as the outstanding independent exhibitor in the East Liberty area.

Davis had been listed among the first witnesses to be called in the government's monopoly suit against the industry which got under way in New York the day following his death.

Davis is survived by his widow, Trena Heffner Warman Davis, and two daughters, Gloria and Lois Davis; his parents, Mr. and Mrs. Sherwood Davis of Newark, N. J., and a sister, Mrs. Maude Delaney.

Funeral services were conducted Wednesday from the chapel of Herbert V. Sperling. Burial was in Allegheny Cemetery.

Plans Nearly Ready for WB's Regional in Pitt

PITTSBURGH—Preparations were nearly ready this week for the Warner convention which opens here in the William Penn Hotel, Monday, June 10.

From the east and Canada, branch managers and salesmen will convene for the three-day convention. Roy H. Haines will preside and sales chiefs, Sears and Leserman, will be active in the conclave. Warner circuit executives and zone managers will be in attendance.

Ben Kalmenson, western and southern sales manager, who will also be here, will preside at the Warner regional convention in the Blackstone Hotel, Chicago, June 17-19. Production lineup and sales policies for the 1940-41 season will be announced at the Pittsburgh conclave.

Close Canton Auditorium; New One Being Planned

CANTON, OHIO—The Municipal Auditorium, built 36 years ago and the only available downtown building for film roadshows, theatricals, concerts and indoor circuses and sporting events, has been permanently closed by order of Fire Chief George Jacob, who branded it a "fire trap." Its closing will temporarily remove one major source of opposition for theatres here.

Plans already are under way for the construction of a new auditorium, which will be adapted to roadshow theatricals, with all stage facilities, dressing rooms and provision for hanging scenery.

George Nelson May Open Theatre in Morgantown

PITTSBURGH—Reports from Morgantown, W. Va., indicate a new theatre will be opened there in the near future by George W. Nelson and associates. The new theatre site adjoins the Comuntzis Restaurant, operated by George P. Comuntzis, partner with George Sallows in the operation of the Morgantown Theatre Co. Nelson, a veteran exhibitor at Fairmont who retired from the industry a year ago, is booking manager for the new Lee at Fairmont which will be opened within the next several weeks.

Rainy Memorial Day Fills Theatres in Cleveland

CLEVELAND—A rainy Memorial Day turned out to be a field day for theatres in this territory. With outdoor entertainment ruled out, the public turned to theatres for their holiday entertainment. Theatres, playing outstanding product, reported business was exceptionally good for this time of year. Downtown first runs were especially well attended. They did better than average weekend business, it is stated.

Extra Prints to Care for Bookings of 'Command'

CLEVELAND—Nat L. Lefton, Republic franchise owner, reports bookings on "Dark Command" are so far ahead of any previous Republic pictures in the territory that five extra prints had to be acquired for the northern Ohio territory, with a similar condition prevailing in southern Ohio. "Dark Command" received the unanimous acclaim of all Cleveland film critics.

Echo to the Fore

DETROIT—Remodeling of the Echo on Oakland Ave. by W. B. Schram and Louis Goldberg, who took it over about six months ago from M. Robbins, has given Detroit its finest addition to colored houses in recent seasons. Design and construction were supervised by Bennett & Straight, theatrical architects, and Morris Pelavin, general contractor.

File Stock Issue

DETROIT—Plans for issuing new stock have been filed with the state corporation and securities commission by Wilding Picture Productions, Inc., makers of industrial films. Plan is for "issuance of 250 shares of unissued A stock, $100 par, and 250 shares of unissued B stock, $100 par," to employes at $100 per share.

Converted Hall to Open

STRASBURG, OHIO—Township Hall here, being converted into a motion picture theatre, was to be opened June 7 by Charles Argentine of Weirton, W. Va. House will operate four nights a week. It will seat 275, and a contest is under way to select a name.

CLEVELAND

SAUL BRAGIN, in charge of Warner's Theatre booking department, filled up the old gas tank and drove to Chicago for the Memorial Day weekend . . . Bill Onie, Monogram franchise owner in Cincinnati, brought his family to Cleveland for the holidays . . . Joe Loeffler, formerly of Cleveland and now with RKO in Minneapolis, stopped off for a day on his way west from the RKO convention in New York to see his folks and also to shake hands with the boys along Filmrow. He asked us to say "howdy" for him to those he missed.

Nat Lefton, Republic franchise owner; S. P. Gorrel, manager of the Cleveland office, and George Kirby, manager of the Cincinnati branch, will attend the Republic convention in New York, June 11-12. And then Lefton will pass on the good news to his sales and booking staff at a combined meeting of the staffs of his two offices.

RKO's "My Favorite Wife" is being held a second week at the Allen where it moved after playing two weeks at the Hippodrome. This is the only picture released locally since the first of the year (except, of course, "GWTW") which has played a four-week first-run downtown . . . Al Gregg, in charge of Republic publicity and exploitation, has an assortment of campaigns on hand for "Dark Command" which are available to exhibitors upon request.

Louis Gross, of the Johnson & Gross Film Delivery, is pulling out of here shortly for that postponed rendezvous with the big fish which inhabit the waters of Miami Beach. He and his family will be gone about a month . . . Ted Mendelssohn, Vitagraph branch manager, spent Memorial Day most pleasurably guessing the right horses out Randall way, coming out some 20 simoleons to the good . . . Eddie Fontaine, now Paramount branch manager in the nation's capital, stopped off between trains on his way home from the convention.

Sidney Schoen has been named Ohio and Michigan representative for Questo-Quiz, a new theatre game in which all patrons participate in the hope of winning a free stipend . . . The Empress, Whitehouse, has succumbed to the season and has closed for the summer . . . Joe Kauffman, Universal branch manager, is enjoying the luxury of a new home, with garden included, in University Heights.

Al Sunshine, local representative for Hollywood Advertising Co., is out in the territory displaying a line of "cool" valances . . . L. H. Walters, local manager for National Theatre Supply Co., has installed lamps and a generator set in the Uniontown Drive-In . . . Warner is reissuing "Confessions of a Nazi Spy," "Wings of the Navy" and "Dawn Patrol."

Milton Mooney of Co-operative Theatres of Ohio announces he has signed up the three Seitz houses in Sandusky for booking service. This is in addition to their Wadsworth houses, leaving Earl Seitz the sole job of counting profits . . . Donald Myers, assistant manager at the Uptown, and Miss Sophie Yurkovic will be married June 15. They will honeymoon in New York. Myers will be guest of honor at a bachelor party June 14 now being arranged by the Uptown manager, Julius Lamm.

Irving Lamm's Beverage Drinks, Inc., will have a regular Hollywood opening at its location, 15615 Lee Road, June 15 . . . Sig Schweitzer, one of the Yacht Club boys and now interested in the theatre game, Questo-Quiz, was in town calling on prospective customers.

Sorry to report the death of Sam Gorrel's mother who died suddenly while visiting her daughter in Los Angeles. Burial was in Cleveland. Three sons and a daughter survive . . . "Our Town," screened the other day by United Artists' A. M. Goodman for newspaper critics, was given a big hand as having that rarest of attributes—novelty. Also it is grand entertainment . . . Another picture the localites went overboard for is "Four Sons," a 20th-Fox product.

William G. Morell, 38, production manager for the recently formed Business Film Production Co., Inc., was killed when his automobile struck a traffic light standard at West Blvd. and Lake Ave. A former announcer for Radio Station WJR in Detroit, Morell came to Cleveland last March to become affiliated with General Broadcasting and Motion Pictures, Inc., formerly Tri-State Pictures.

16mm Operator Acquires The Rex in Slickville

SLICKVILLE, PA.—The Rex here has been acquired by Clyde S. Waugaman and opening is scheduled for June 12. Waugaman, who resides at Vandergrift, has been exhibiting 16mm films for five years. At the present time he has 35 shows weekly on his schedule in that area, having five crews operating seven situations each.

Clark Brown to Supervise Three Cities for Shea

CLEVELAND—Clark Brown, succeeded recently as city manager for Shea in Ashtabula by Dan Gilhula, will supervise the circuit's houses in Ashtabula, Conneaut and Geneva, according to E. C. Grainger, general manager of the theatre chain.

Get Silver Badges

NEW YORK—Milton E. Cohen of Detroit and Arthur Goldsmith, Cleveland, were awarded sterling silver badges at RKO's annual sales convention here for having sold 90 per cent or more of their possibilities this past season. The awards were made by Ned Depinet, vice-president in charge of sales.

Takes Strand in Carey

UPPER SANDUSKY, OHIO—Leo Jones, owner of the Star, has taken over the Strand at Carey from D. A. Capell.

Allied Unit Figures Distributor Losses

BOSTON—Alluding to a "Big Eight" fifth column, Arthur K. Howard of the Independent Exhibitors, Inc., this week told New England members of Allied that: "A distributor blitzkrieg will descend on exhibitors shortly, as more than a thousand salesmen, fresh from convention, will attempt to strong-arm their way to higher rentals in order to offset European losses.

"Exhibitors will be threatened with fewer and shoddier pictures if they won't go for an upping," declared the Independent Exhibitors, business manager. "They will be told that they must bear their share of the European drop-off and that share will be the amount of the lost revenue in Europe. You can bank on that.

"Before going any further, exhibitors should get wise to the fact that the film revenue from Europe in normal times was about 25 per cent of the total. The foreign market has fallen off to date approximately 10 per cent, according to the Department of Commerce figures as furnished them by the industry. Thus, to date, they have lost about 2½ per cent of their total revenue and have made some of it up in South America. All they need to do now is to lop off some of the screwball salaries they are paying right now to some so-called top executives in order to break even. There is no need to saddle the already overburdened exhibitors with more onerous terms."

Howard said further that increasing film rentals, which he declared already are at the breaking point, "will result in bankruptcy for the exhibitors and destruction for the industry."

Hollywood with its top heavy production costs and its unwarranted salaries for the almighty few should read the handwriting on the wall and wake up before it is too late.

"Let these facts be a warning to every member not to rush into signing contracts now," Howard said. "Wait until our product surveys and product meetings start. The last few years have proved that this is a sound approach to film buying."

Silver Badges to Four RKO N. E. Salesmen

NEW YORK—Sterling silver badges for selling 90 per cent or more of their possibilities this past season were awarded to the following New England salesmen by Ned Depinet, RKO vice-president in charge of sales, at the company's annual convention here: William H. Gardiner, Carmen L. DeVizia and Francis C. Ross, Boston, and William Canelli, New Haven.

Lydon Calls for June 11

BOSTON—Frank Lydon, president of the Independent Exhibitors, Inc., has scheduled the next business meeting of the local Allied unit for the film district headquarters on Tuesday, June 11, at 1:45 p. m.

Athol Selectmen "Sell" Garbose Right to Run Bank Night

ATHOL, MASS.—Abe Garbose will be allowed by local selectmen to operate Bank Night at the York, providing Garbose lives up to an agreement to pay for the privilege. Selectmen have okayed an agreement whereby Garbose will reimburse the Athol treasury to the tune of $535.30 which the city expended to defend a litigation brought by Garbose when the selectmen declined to permit Bank Night to continue in the York.

The selectmen have further provided in agreement with Garbose that the York pay a weekly license fee of $40.

In other words, it will cost Garbose approximately $2,600 per year in virtual license fees alone to operate the giveaway at the York. This figure, of course, does not include weekly cash handouts, operating expenses, etc.

Garbose formerly paid about $30 per year to license the York.

Concludes Depositions For Gorham Suit

Boston—George S. Ryan, anti-trust attorney, last week concluded the taking of depositions of distributor representatives for use in the separate anti-trust actions of Kenneth Gorham of Middlebury, Vt.; C. F. Millett of Bridgton, Me.; and Frank LePage of Millinocket Theatres, Inc. of Millinocket, Me. William Kelly, Universal assistant branch manager in Boston, and Norman Ayers, local Warner branch manager, testified.

New Haven C. of C. Opposes Neely Bill

NEW HAVEN—As a result of a meeting held by the legislative committee of the New Haven chamber of commerce, at which exchange managers and a few exhibitors were present, it was decided that the chamber oppose the Neely bill in Washington. Professor Ray Westerfield, chairman of the legislative committee, presided at the meeting. Oscar Monrad represents the chamber at the Capitol. Present at the meeting were several of the exchange managers, Lou Schaefer, Paramount Theatre manager, and John Hesse, Roger Sherman manager.

C. of C. Decision on Neely Is Rebuked

NEW HAVEN—Protesting against the decision of the local chamber of commerce decision to oppose the Neely Bill in Washington, after what it terms a "one-sided meeting" on the subject, Allied Theatre Owners of Connecticut at its regular semi-monthly luncheon-meeting, instructed its executive secretary, Lawrence C. Caplan, to address a letter to Professor Ray B. Westerfield, chairman of the chamber legislative committee. Aside from voicing the protest against the committee meeting attendance, which included no New Haven or other independent exhibitors, the letter urged suspension of judgment on the bill until proponents also are heard.

Judgment Against Milford Drive-In for $4,483.60

NEW HAVEN—Default judgment of $4,483.60 damages was entered in the superior court here against the Milford Drive-In Theatre Corp. of Connecticut, in favor of Theatre Service & Supply Co. Milford Drive-In Corp. was operator of the 550-car Milford Drive-In, only such venture in the state, last year. The corporation has since been evicted. The service firm claimed the amount was due for supplies delivered and on a note for $4,010 given last year. Franklin Coeller represented the plaintiff and Herman M. Levy the defendant. Judge Edward J. Quinlan presided.

Conn. MPTO Golf Meet Will Be Held Aug. 6

NEW HAVEN—Connecticut MPTO has set the date for its annual film golf tournament, one of the major industry sports events of the east, for August 6, at Racebrook Country Club. Herman M. Levy, executive secretary, was appointed chairman of the event at the meeting on Monday, with Harry F. Shaw, Loew-Poli division manager, as entertainment chairman, and George Wilkinson jr., of the Wilkinson, Wallingford, as treasurer. Admission to the event is $5.00, including luncheon, dinner and green fees.

Assisting the chairman, the following committee has been appointed: Edwin S. Raffile, Samuel Rosen, Max Tabackman, B. E. Hoffman, Lou Schaefer. It is expected that 50 valuable prizes will be awarded to players and non-golfers.

The next meeting of the organization has been scheduled for Monday, June 17, at Ceriani's Cafe, with Arthur H. Lockwood presiding.

Urge Witnesses to Report "Abuses" by Salesmen

BOSTON—Independent exhibitors to be witnesses in the government anti-trust suits have been urged by Independent Exhibitors, Inc., to inform that office immediately if "intimidated by any salesmen or subjected to any other abuses by any of the distributors."

The special notice followed an outlining by the local Allied branch of the statement to 20th-Fox sales representative by Felix A. Jenkins, general counsel for that company. Jenkins told the salesmen to deal with prospective witnesses on a strictly fair basis and not to attempt to castigate or punish them in a business way.





When "Our Town" Premiered in Boston—

Upper left: Mayor Tobin of Boston (seated) proclaims an "Our Town" day in the city to mark the premiere of the Sol Lesser UA production at the Orpheum and State. Charles Kurtzman of Loew's circuit (left) and Howard Burkhardt, Orpheum manager, watch the signature to the proclamation. Upper center: Sol Lesser, the producer. Upper right: Fay Bainter obliges some young fans with her autograph. The center scene is a gala supper dance held at the Ritz-Carlton with the dais occupied by Gov. Francis P. Murphy of New Hampshire, Mayor Tobin, Fay Bainter, Comm. Venable of the U. S. Navy, Mr. and Mrs. Lesser, Thornton Wilder (author of the book from which the film was made), Gov. Leverett Saltonstall of Massachusetts, Mr. and Mrs. Frank Craven, Beulah Bondi, and Mrs. Edward MacDowal of Peterboro, N. H., a descendant of the founders of that city where the action of the story is laid. At the bottom is the lineup of civic and film dignitaries. Left to right they are: Mr. Craven, Governor Saltonstall, Mr. Wilder, Miss Bainter, Governor Murphy, Miss Bondi and Mr. Lesser.

Monogram Story Buy

HOLLYWOOD—Monogram has purchased an untitled original by Ralph Bettinson to be used as a "James Lee Wong" mystery feature starring Boris Karloff.

Teamed on "Country Lawyer"

HOLLYWOOD—Edward T. Lowe and Bellamy Partridge are teamed on "Country Lawyer," Patridge's best seller, for Paramount.

"Our Town" Talk of The Town in Debut

BOSTON—"Our Town" became the talk of the town in its debut to an assemblage of civic and film luminaries seldom exceeded in this hub of cultural and social activity. The Sol Lesser production for United Artists release took a double bow in the State and Orpheum theatres.

The world premiere that brought out visiting governors of the New England states, who were hosted by Gov. Francis P. Murphy of New Hampshire and Gov. Leverett Saltonstall of Massachusetts, was heralded for a period of four weeks before it occurred and throughout New England by billboard, tack card and radio. Billboards still announce the Sol Lesser production over a 50-mile radius around Boston, and some 25,000 arrows, over a 200-mile area point in the direction of Boston, saying "This Is the Way to 'Our Town.'"

The gala event, which brought throngs of persons from roundabout to the premiere on Thursday, which day, incidentally, Mayor Maurice Tobin of Boston proclaimed "Our Town Day," was graced by the author, Thornton Wilder; by a Hollywood contingent consisting of Beulah Bondi and Fay Bainter, who have important roles in the film; by Aaron Copland, noted composer who wrote the musical score; by Frank Craven, one of the stars of the film, and of course by the pairs of boys and girls, chosen by newspaper contests in 31 surrounding localities, as representative of the "Emily and George" group depicted in the picture. These latter were chaperoned by the mayors of their respective towns.

Others who attended the premiere were UA executives from New York, including the producer Sol Lesser and Mrs. Lesser, Murray Silverstone, Harry L. Gold, Lynn Farnol, Monroe W. Greenthal, Albert Margolies, Louis Hyman and Ed Goodnow. From Loew's came Oscar Doob and Charles Kurtzman. Theatre managers from surrounding towns also attended.

Social activities in connection with the world premiere included a reception in the Ritz-Carlton suite of Governor Murphy; a formal dinner and a dinner dance at which the governors of Massachusetts and New Hampshire were hosts.

Careful Preparation of "Our Town" Campaign

BOSTON—An analysis of "Our Town" by Sol Lesser, producer of the United Artists release, points up the value of careful planning in the preparation of merchandising campaigns for outstanding pictures. Lesser was here for the world premiere of the adaptation of the Thornton Wilder novel at the State and Orpheum. Said he:

"Someone has said that the better a motion picture is the harder it is to sell. To some extent this is really true. A bad film, with a routine plot, uninteresting characters and a treatment that exhibits little or no imagination, does not offer a fraction of the advertising and exploitation problems that a good picture does. Its campaign needs merely to follow those of hundreds of other bad films with routine plots, uninteresting characters and un-

imaginative treatments. But an unusual motion picture, one that follows no formula but its own, requires an unusual campaign. And 'Our Town' is an unusual motion picture.

"I am not trying to suggest that it is therefore automatically a great one; American audiences will have to decide that for themselves. I want only to describe the difficulties that confront a producer of a picture for which there is no precedent. 'Our Town' was a very famous and a very popular play; it won for Thornton Wilder a Pulitzer Prize. But the motion picture that we made from it is intended for an audience of over 40 millions, only a small percentage of whom are acquainted with the original play, or even so much as its title. The movie audience, moreover, differs from the audiences of other arts in that filmgoers resolutely refuse to have their minds made up for them by anyone but themselves. In literature, art, the theatre, something new can be successfully presented to the public through the medium of a few discriminating men and women (the critics) whose office it is to inform others of important developments in their respective fields. But, except in metropolitan areas, the film public relies on its own curiously intuitive judgment, and perhaps that of the family next door.

"We realized, therefore, that the problem we faced was to inform this vast public of 'Our Town' in terms that would be communicable to them. We needed the small-town approach. To obtain this we might have employed a research bureau or an institute of public opinion; but we chose a simpler and, I think, a more direct method. We went to a small town.

First-Hand Research

"Inglewood, Cal., a community of less than 20,000 inhabitants, was chosen as the object of our experiment. My publicity man and I drove up there one morning in time for lunch. We discarded what traces of Hollywood still clung to us, and put ourselves in the position of strangers seeking help. Our first stop was the office of the local newspaper. The editor told us frankly that probably not a half-dozen of his readers were familiar with Thornton Wilder's play or knew anything about it. This meant that we would have to sell the picture on other grounds. With his help we eventually developed a skeleton campaign by which 'Our Town' could be best conveyed to a public of which the citizens of Inglewood were representative.

"Then we went to see the exhibitor. With his help we devised exploitation and advertising campaigns directed toward the small-town audience. We learned from him the relative boxoffice importance of the various stars in the picture, and what elements of the film itself were most likely to appeal to his patrons. We learned too something of his own attitude toward such things, and have since designed much of our tradepaper advertising accordingly.

"A few townsfolk who were good enough to give us a few minutes of their time and advice completed our private survey. When we returned to Hollywood it was with a better comprehension of how to put across our picture to the people of a nation."

Renew Two at RKO

HOLLYWOOD—Harry D'Arcy and Charles Roberts have been given new contracts as short subject directors at RKO.

BOSTON

SID KRIVITSKY, 20th-Fox accessories manager, and Dorothy Fogel of the Boston *Post* are now one . . . Helen Sahl, formerly of Specialty Pictures and now artist for a local advertising concern, has made marriage plans for this month.

James Mitchell of the Film Exchange Transfer Co. and Mrs. Mitchell have nine pounds, four ounces of new feminine citizen in their home . . . Name flesh shows at the Auditorium in Lowell have been discontinued for the summer.

Adolph Johnson, Connecticut film man, was to have left this week to attend the graduation services at Ohio State where his son, Robert, is to take the sheepskin. Mrs. Johnson and a second son, Harvey, were to have accompanied Johnson. The latter a Yale undergraduate, has already broken two world's swimming records this year and abetted a number of standing marks during practice sessions.

Ed Cuddy, M&P Theatres Corp. division manager, announces the opening of the Bayside in Hull. The house was formerly owned by Dan Murphy, operator of Loring Hall in Hingham . . . Phil Smith, New England circuit owner, has been in St. Louis and elsewhere in the midwest, opening his chain of drive-ins . . . Ed Comi of the Theatre Service and Supply has been accompanying Smith, handling sound projection installations.

Anthony Zinn, house manager of the RKO Boston, returned to work Monday after a lengthy illness and convalescence . . . Newell Kurson, Graphic circuit executive, is hypoing spring and summer biz along the chain via the competition route, with prizes to the winning manager.

Thad C. Barrows, president of the Moving Picture Operators Union, Local 182, left last week for the IATSE convention in Louisville . . . Harry Horgan of the Opera House in Newport, R. I., paid one of his infrequent visits to the Boston film district . . . Roy E. Heffner of Specialty Pictures, Inc., was out of town on business.

Frank Lydon, head of the Catholic Motion Picture Guild, and Mrs. Lydon visited Campion Hall in Andover over Decoration Day . . . Al McEvoy of the Bates in Attleboro has been successfully tying in with local women's clubs . . . Doris Vatcher, who resigned from Keith's Memorial following marriage, is a mother.

Julian Rifkin is having five recently acquired Rifkin theatres in Springfield rejuvenated . . . Latest indications from M&P are that the circuit's new Cleveland Circle house, construction of which is being rushed, will be unveiled by early fall . . . Eileen Murphy of Keith's Memorial returned to Boston from New York last week . . . Boston attendants at the New York RKO sales convention included Ross Cropper, Bill Gardiner, Harry Goldstein, F. G. Ross, C. L. DeVizia, and Mel Ames.

Skip Dunn, former Salem theatreman now managing the Olympia in Lynn, handled a recent show for Lynn newspaper men . . . Martin Mullin and Sam Pinanski have darkened the Strand in Taunton.

Roy E. Heffner jr., manager of the Key in Middleboro, personally rejuvenated the house with a two-tone green paint job with white trimmings . . . Louis Gordon has had the Capitol Theatre Supply Co. install new lamps at the State in Waterville, Me.

Ralph Snider, circuit operator with offices in the Metropolitan Theatre Building in Boston, has taken over the Metropolitan in Providence together with Abe Spitz and Judge James Dooley. The house, long regarded as a dud for films, is the subject of a $100,000 anti-trust suit tried along with the recently concluded Morse and Rothenberg actions.

George French, manager of the Keith's Memorial in Boston for years and now manager of the Albee in Providence, plans to spend the summer boating, professionally, following the summer closing of the house.

Norman Rowell, operator of the Avon in Hartland, Me., has had the house, the former Opera House, rejuvenated with drapes and sound projectors . . . Robert Portle, manager of the Plaza in Worcester, has gone in for seasonal flesh with the old bathing beauty standby.

Charles Repec is tentatively working on plans for a proposed M-G-M exchange picnic . . . Peter DeFazio, Warner salesman in New Haven, became a benedict last week.

Lucien Descoteau has contracted with the Capitol Theatre Supply Co. for projectors at the Globe in Manchester, N. H. Ken Douglass and Leon Foster have also supplied the Manchester exhibitor with a marquee, drapes, and stage equipment for the Rex, new house which is to open soon in Manchester.

Harry Zeitz is going ahead with exploitation for the world premiere of "Down to the Sea in Ships" in New Bedford. The Zeitz brothers operate the State, New Bedford and Empire there.

William Michaelson, who recently re-

(Continued on page 67)

AIR CONDITIONING?
Nothing Better — Nothing Cheaper Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Here's Something You Can't Beat



THEATRE ENGINEERING
AIR CONDITIONING
HARD-OF-HEARING AIDS

RICHARD B. RUBIN
40 Church Street BOSTON

Hub Salesmen's Club Has Swift Growth

BOSTON—A group of 13 motion picture salesmen met in the Hub on Dec. 13, 1936. The Motion Picture Salesmen's Club was the result.

"The aim and purpose of this organization," according to Harry I. Goldman of Warner who is the 1940 president of the fraternity, "is primarily to foster a spirit of good fellowship and mutual help and around this nucleus the present association is formed. The principal aim of this organization is to render aid to its members in sickness and distress and to assist their dependents in the hour of bereavement.

Film men sponsoring the organization's recent fifth annual charitable affair included Martin J. Mullin and Sam Pinanski of the M&P Theatres Corp.; E. J. Carroll of the Stuart in Boston, Herman Rifkin of Rifkin Theatre circuit, E. Oliver Ramsdell, G. A. Ramsdell, Fred Green and Abner Eilenberg of the Middlesex Amusement Co.; Leon Foster and Kenneth Douglass of Capitol Theatre Supply Co.; Arthur Sharby of the Roxy in Island Pond, Vt.; Allard Graves of the Graves circuit.

Fred Sharby of the Scenic in Keene, N. H.; John Loftus and Saul Hayes of the Strand in Boothbay Harbor, Me.; A. Marcoux jr., of the Bayliss Square in New Bedford; Les Bendslev of the Community Playhouse in Wellesley Hills; William Dietch of the Palace in Arctic, R. I.

Daniel J. Shea of Turners Falls; A. C. Chadwick of the Coniston Theatre in Newport, N. H.; Ken Forkey of the Hudson in Hudson and Strand in Boston; Art Stewart of Durham, N. H.; Vincent Mollica of the Opera House in Lebanon, N. H.; Nat Hochburg of the Jason in East Weymouth; George and Fred Husson of the Empire in Whitman.

Charles Morse of the Morse & Rothenberg circuit in Boston; Steve Broidy of Monogram Pictures; Joe and Max Levenson of the Levenson circuit; Lila Izen and David Shapiro of Wholesome Film Service, Inc.; Herbert Higgins of the Higgins Booking Service; John Dervin, district manager for the United Artists exchange in Boston; Harry Kirchgessner of National Screen; Phil Smith of the Phil Smith circuit.

Al McEvoy of the Union in Attleboro; Walter Young of the Star in Farmington, N. H.; Samuel Bomes of Providence, R. I.; William H. McLaughlin of the Stoneham in Stoneham; Ed Morey of Republic Pictures; Sam Seletsky of Republic; Tom Donaldson of M-G-M in New Haven, Conn.; Ansel Sanborn of Sanbornville, N. H.; Otis Page of the Lincoln in Damariscotta, Me.; Fred Green of the Park and Bijou in Woonsocket, R. I.

E. R. Hutchinson of the Strong Theatre in Burlington, Vt.; Sam and Newell Kurson of the Graphic Theatre circuit; S. H. Bunce, Boston premium man; Meyer Stanzler of Wakefield, R. L. Nathan and Samuel Goldstein of Western Massachusetts Theatres; Irving Green of the Coolidge in Watertown; Ralph Snider and Larry Herman of the Snider circuit; Larry Gardiner of RKO; Roy E. Heffner, operator of the Key in Middleboro and the Tower in Lowell; Harry Alexander of 20th Century-Fox.

Lloyd Bridgham of the Broadway in Dover, N. H.; Jack Saranga of the Royal in Fall River; Al Somerby of the Old Howard in Boston; Edward Reed of the Strand Theatre in Providence, R. I.; Thomas A. McNulty of the Warwick in Marblehead; Frank Boscketti of the Premier and Star in Lawrence; Clinton F. Payne and Martin R. Toohey of the Leroy in Pawtucket, R. I.; E. Harold Stoneman, Edward Ansin, Ed Fain and Ted Fleisher of Interstate Theatre Corp.

William Kelly of Universal, Jack Mey-

Specialists in Showmen's Sanitation

Our Pine Needle Scrub Soap does triple duty . . . cleans, disinfects, deodorizes.



MANCO SERVICE & SUPPLY CO.
40 Church St. DEVonshire 6895 Boston

HARTFORD

MANAGER BERNARD M. LEVY, Proven Pictures, was in Boston last Monday . . . George DeLissio is now assistant chief of service at the Harris Bros.' State, replacing Bennie Klepnick, who left for Newark, N. J. . . . To New Haven went Mike Daly of the main stem Daly . . . A swell time was had by all who attended the annual Loew-Poli and Loew-Poli Palace get-together . . . Manager Jack A. Simons' office at the Loew-Poli has been redecorated.

Eddie Byrnga is now the new head usher at the Harris Bros.' State, succeeding Robert Crovitz, who resigned to attend a business school in Providence . . . Tommy Vaughan, house policeman at the Loew-Poli, says that that long-awaited auto trip to Baltimore, Md., is slated to take place sometime in July . . . Manager Charlie Repass, main stem Crown, was a New Haven visitor last Monday . . . Marquee and front of the Loew-Poli have been repainted.

Robert Pasternak, member of the service staff at the Loew-Poli, has resigned . . . Ringling-Barnum & Bailey's combined circus is scheduled to hit Hartford on June 19 . . . Mrs. M. Oakley Christoph, motion picture critic and columnist, Hartford *Courant*, was in New York last week . . . Ditto Julian B. Tuthill, Hartford *Times* . . . Manager George E. Landers, E. M. Loew's, was in Boston . . . Lewis Viccoritta is the new house policeman at the Harris Bros.' State, succeeding Harry Bjorklama.

Boxoffice at the Loew-Poli was repainted . . . Several hundred people were in attendance at the annual Warner Club gathering in the Hilltop House, East Hartford, last Sunday . . . Strand, Sound View, is slated to reopen for the summer trade on June 24.

Manager George E. Landers of the Asylum St. E. M. Loew's was in New Haven the other day . . . The new summer theatre at Clinton will be manned by several workers from Yale University, New Haven . . . Lucky Flack of the Capitol, Milford, went on an 11-day cruise to South America . . . Harry Bernstein, member of the Loew real estate department, was in Hartford and Springfield.

Congratulations are in order for Allan Stuart, who has been re-elected president of the Hartford Little Theatre . . . Rudy Frank, publicity director of the Harris Bros.' State, was in New York . . . The 1940 census in Hartford county is slated to be completed by June 30, according to present reports . . . Jean Warschaw, secretary to Samuel Weiss, managing director of the Stamford and Avon theatres, Stamford, is, at present, viewing the sights in Hollywood. Ruth Nelson of the house staff is subbing.

Bushnell's Memorial presented "Overture to Glory," with a p. a. of Michael Rosenberg, famed Yiddish singer . . . Both Manager George E. Freeman, Loew-Poli, Springfield, and Manager Jack A. Simons, Loew-Poli, Hartford, had nice tieups for "The 20 Mule Team" . . . Hilmer Robinson, assistant manager, E. M. Loew's, was in New Haven.

Manager Frank Morin, State St., Regal, a Warner unit, reported swell business with "Torid Zone," which played two weeks . . . Joe Gallagher, usher at the M&P's Allyn, hopes to get in some tuna fishing this summer . . . William Anderson, a student at the Burdick Junior High School, Stamford, has a cartoon in the June issue of Flying Aces. *He is the son of Carl Anderson, artist for the Stamford Theatre, Stamford . . . Manager Walter B. Lloyd, M&P's Allyn, brought back "Hell's Angels" . . . Jerry Cowan, formerly of Hartford, has the role of the plantation owner in "Torrid Zone."*

Maria Adorno, whose open air theatre is under construction on College St., Middletown, arrived to make some structural changes at a hearing before Police Commissioner Edward J. Hickey at Hartford.

Manager Huge Campbell, Central, West Hartford, has tied up with the Metropolitan Shopping News *to have names of Greater Hartford people placed between the ads in that newspaper. Two passes have been awarded weekly to those whose names are found between the items . . . The tenth annual supper and dance of the New England Projectionists' Ass'n was held Wednesday evening, June 5, in the Westminister Hotel, Boston. General chairman for the event was Bob Meade of Hartford . . . Manager Lou Cohen, Palace, is back from a vacation which was spent in New York.*

Persons prominently identified with safety and temperance work in the state were invited to attend the premiere showing in Connecticut of the amateur-made motion picture, "Dangerous Crossings," at the local Hilltop House.

ers of the Hub Film Exchange; Mary and John Anthony of the Modern in Manchester, N. H.; Andrew Tegu, Vermont and New Hampshire theatre operator; Arthur Lockwood and Louis Gordon of Lockwood and Gordon theatres; Bert Lazarus, Boston premium man, John Kamuda of the Grand in Indian Orchard, Mass.; Chris Buckley of the General Stark Theatre in Bennington, Vt.; Arthur Gerome and Irving Zussman of Metro Premium Co.; Harry Zeitz of the Zeitz circuit.

Maurice L. London of the Gem in East Boston; Maurice Wineapple of the Mattapan in Mattapan; Fred Markey of the Ioka in Exeter, N. H.; Victor M. and I. Bernard Lewis of the Provincetown in Provincetown; Jack Byrne, M-G-M exchange manager; Morris Safner, Woonsocket, R. I. exhibitor; Joe Dondis of the Strand in Skowhegan, Me.; Maurice N. Wolf, M-G-M district manager.

Stanley Sumner of the University in Cambridge; Phil Marget of the Strand in Chelsea; Maurice Master of the Master Motion Picture Co.; Adolph Burroughs; Ross C. Cropper, RKO exchange manager; John Cooney of the Union Square in Pittsfield; Oze Tessier jr., of the Royal and Rialto in New Bedford.

Glenn Woodbury of the Bethel in Bethel, Vt.; Harry Asher of Producers Pictures, Inc., in Boston. Morris Pouzzner, circuit operator; A. C. Barwood of the Film Transportation Co. in Hanover, N. H.; Sam Davidson and Walter Gillis of Cameo Screen Attractions; P. S. Dimodica of the Cape Theatres, Inc.; Theodore Rosenblatt of the Community in Centerdale, R. I.; Joseph Mathieu of the Capitol in Winchendon; Harry Horgan of the Opera House in Newport, R. I.

Alonzo Hacking, Erpi representative for this territory; Lucien Descoteaux of the Globe and Empire in Manchester, N. H.; F. E. Lieberman of the Lieberman circuit; Henry Sperling of the Central in Manville, R. I.; E. M. Loew, circuit owner; Harry Segal, Imperial Pictures distributor; Abe Garbose of the York and Capitol in Athol; Harry Stone of the Kenmore, Morse & Rothenberg Boston house.

John Sherwin of the Colonial in Bristol, Vt.; Joe M. Druker of the Grand in Taunton; Joe Cohen of the Morris Pouzzner circuit; George Valley of the Strand in Winooski, Vt.; Harry Rogovan of Columbia Pictures; Howard Bailey of the Methuen in Methuen; Arthur Viano of the Teele, Broadway and Somerville in Somerville; William A. Scully, Universal executive.

A New Massachusetts Dog Track Virtually Assured

BOSTON—Establishment of a new Massachusetts pari-mutuel dog track was virtually assured last week when the state racing commission granted a 75-day racing license to the Massasoit Greyhound Ass'n, Inc., for a track whose construction has been planned at Wrayham. The allotment of racing time to the Massasoit group practically puts a 1940 deathknell on the Dighton track which ran into too much notoriety following the Chicago gangdom murder of Edward G. O'Hare who had been prominently connected with it.

Comparative Qualities Of Cartoons Discussed

NEW LONDON, CONN.—Discussing editorially the question of what delights children and what frightens them, the New London *Evening Day* declares, "There are parents who will tell you, for instance, that their youngsters were more frightened of the characters in such films as 'Alice in Wonderland,' 'The Wizard of Oz,' etc., than they were amused."

Continuing, the newspaper says, "And, when one stops to think of it, isn't it a fact that some of the strange looking creatures displayed are bound to be rather terrifying for the impressionable small child?

"The logical observation thereafter is that Walt Disney, with his animated versions of famous children's stories, etc., has done more to provide the vehicles of imagery and imagination for children than any other force in the movies. Few of his animated characters are terrifying and it is pretty difficult for the most timid youngster to become frightened of a ferocious animal that takes time out from his depredations to skip rope, swing on the garden gate or do something else that registers without difficulty in youthful minds as perfectly logical for anyone who wants to 'have fun.'"

Russell Burke Operates Capitol in Lowell

BOSTON—Russell Burke has taken over the Capitol in Lowell.

Burke was manager of the Tremont in Boston for Frederick E. Lieberman since a few months after the circuit owner took over the house. He recently has been handling publicity for the chain.

BOSTON

(Continued from page 65)

signed as manager of the Plaza in Stamford, was given a farewell banquet there last week. David Weinstock owns the Plaza . . . James O'Laughlin has had renovations done on the Strand in Amesbury . . . The Roxy in Madawaska, Me., has become the State. The location was recently renovated to the tune of a new marquee and modern lighting fixtures.

Marietta Baer of the M&P booking office is engaged . . . Harry Reiners, RKO publicist, returned to Boston from New York last week . . . Al Poulton, "Honey" distributor, left this week for Columbus and Chicago . . . Claire Singer of the M&P has returned from a one-week vacation in Yonkers, N. Y.

Eldean Johnson of Specialty Pictures, Inc., moved last week Friday from Cambridge to Newbury St. in the Back Bay . . . Fred Fahlbusch of M&P has been convalescing. Pneumonia set in following a tonsillotomy.

A suburban exhibitor this week brought up a new phase of sales resistance to book premiums. "My customers know too much already," he complained.

Enrich Understanding Of Motion Pictures

NEW HAVEN—"The more one understands about a thing, the more one gets out of it, and the movies being about the most popular form of entertainment, we feel our motion picture councils are of great value in promoting better understanding and discrimination in selection and enjoyment of motion pictures," Donald A. Eldridge, director of visual education in New Haven schools, stated in addressing the fifth annual symposium of the Junior Motion Picture Councils held at Troup Junior High.

The director also brought out that "lessons of living and social values" are to be found in the films. He praised New Haven theatre and exchange managers for their cooperation in this relatively new work of the schools, which now embraces over 500 junior high and high school pupils.

Several members of the council spoke on the value of study guides, stills and *Theatre News* reviews in helping students make their choice of current films and obtain a better appreciation of them, and Eldridge awarded the prizes in the recent "Abe Lincoln in Illinois" essay contests, held in cooperation with John Hesse, manager of the Roger Sherman.

Students told of the new radio work on motion picture appreciation, and the programs in which Robert Russell, manager of the Loew-Poli, and other managers had participated.

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NEW HAVEN

WEATHER and Hitler notwithstanding, the air around Meadow St. is beginning to stir with talk of vacations . . . Pete DeFazio, Warner salesman, is spending his honeymoon in Atlantic City, after which he will join Roger Mahan, Warner manager, at the convention in Pittsburgh, DeFazio's home town . . . Sidney Swirsky, Columbia booker, will take a week's vacation June 24 . . . Evelyn Benavento, inspectress in the same exchange, left June 3 for two weeks . . . Harold Rudnick and Frank Reynolds of the Bijou staff off for an annual spree . . . George Harvey, manager of Warner's Palace, South Norwalk, took to the open road June 1 . . . Paramount's cashier, Helen Dolan, will spend some time in Indian Neck beginning June 26 . . . A boat trip to Florida for Lee Alderman of the Warner exchange on June 22 . . . Shirley Gerell of the RKO exchange leaves June 16.

Cooler weather gave the downtowns and neighborhoods best Memorial Day business in several years, but business generally still reported poor . . . Over 100 *Warner employes in the Hartford district, including Bristol, New Britain, Manchester, Willimantic and Springfield, gathered at the Hilltop House for an annual spring party. Henry Needles, district manager, made a speech . . . Nat Rubin, Loew-Poli assistant, recuperating after a recent operation at Grace Hospital Charlie Gaudino assisted Bob Russell in the meantime . . . Dr. J. B. Fishman, Fishman Theatres, reappointed research fellow in physiological chemistry at Yale Medical School . . . Frankin E. Ferguson, Whitney manager, received special mention in the New York* Times *for his "Grapes of Wrath" trailer and new ending . . . Also commendation from a film circuit on the coast . . . Adolph J. Johnson, Al Robbins of the Strand. Hamden, and Herbert Emanuelson spent a day in Washington calling on various senators, etc., and flew back. It was Johnson's maiden flight and a stormy one.*

Peter Perakos of New Britain is completing arrangements for leasing and operating a 1,000-seat house in East Hartford, construction to be started late in June . . . Joseph Reed celebrating the fifth anniversary of the Bryan Memorial, Washington Depot, June 16 . . . Week's presentations will be "Lillian Russell," "Waterloo Bridge" and "My Favorite Wife." The house has gone into its single feature summer policy . . . Warner's has closed the 700-seat Globe, Clinton, Mass., for the summer. House was opened only a few months ago after being dark for several years.

Sal Adorno has petitioned the city council for a permit to run his open-air theatre as a 900*-seater, instead of a* 300*-seat venture, which a recent legal decision gave him permission to operate . . . Samuel Seletsky will be off to the Republic convention at the Park Central, New York, June* 11-12 *. . . "Hell's Angels" returned to the Paramount last week "by request" . . . Dan Cummings is back at the Paramount after attending the IATSE convention at Louisville as local delegate . . . Warner's completed the new Bristol Theatre foundation, and opening is predicted for end of August. E&F Construction Co., Bridgeport, is contractor.*

Jack Findlay, Westerly and Mystic exhibitor, is active member of the Chamber of Commerce in its project to attract new industries . . . Special inducement program for every night in the week goes into effect at the Plaza, Worcester, this week . . . Poli, Waterbury, regular Wednesday night vaudeville will be discontinued for the summer, with an "Uproar Hour" of variety contests, local talent, surprises, etc. substituted. House will also have a bathing beauty contest on another night . . . Decision expected soon on the E. M. Loew, Hartford, picketing . . . Strand, Hamden, has a new 500-car parking space, with entrances on Dixwell Ave. and Putnam St. House now has six-a-week giveaways . . . Second weeks: "Dark Command" and "Bill of Divorcement" at Regal, Hartford; "The Doctor Takes a Wife" at E. M. Loew, Hartford.

New Bonita burgundy 22*-week ovenware sold by N. C. Wrisley to the Colonial, Bridgeport, started this week on two-a-week schedule . . . Sam Davidson, Wrisley Boston representative, sold E. M. Loew's, Dorchester, Priscilla ovenware . . . Dick Cohen has sold his "University of Knowledge,"* 24*-volume series, to Astor, East Hartford, beginning June* 5 *. . . Adolph Johnson has placed his encyclopedia deal in Rifkin's Jefferson and Strand theatres, Springfield . . . Harry Speigel, special Columbia exploitation man, in Hartford before "Madmen of Europe," opening at E. M. Loew's. An extensive campaign included radio, street car advertising, window card tieups . . . Whitney, Hamden, made a goodwill gesture to the church with a Saturday morning children's show, featuring "Treasure Island" on regular "Strange Cargo" playdate . . . John Glackin, a rare visitor in town, reports he will open his Sound View summer house as soon as weather permits.*

Judge Edward Daly has denied motion of Receiver William B. Hall in Arnold Gordon, Trustee, vs. Forest Theatre Corp. case, that court determine a reasonable rental for the Forest Theatre to be paid by the defendant corporation to the receiver. Westville Electric Co. was recently joined as party defendant in this matter, along with 26 others . . . Jack Simons, Hartford Poli manager, reminisces in the Hartford *Times* (coincidentally with "Lillian Russell" engagement) that he was a reporter on the Pittsburgh *Leader* when it was owned by Alexander P. Moore, Lillian Russell's fifth husband and that Lillian herself gave Simons a wrist watch, scarf and kit when he joined the army in 1917. Later, when Moore became ambassador to Spain, he offered Jack a post with him which the latter declined, to become manager of Loew's Aldine, Pittsburgh . . . Matt Saunders of the Poli, Bridgeport, gets Parker Morrell, Greenwich author of "Diamond Jim Brady and His Times," to reminisce in the Bridgeport *Post* that Brady once worked in Manning, Maxwell & Moore's, Bridgeport, and Lillian Russell often played in Bridgeport . . . Grace Chapman of University of Connecticut wins award for best smile in Paramount's all-American college queen contest.

Sport editor in Bridgeport Times-Star *gives "Grandpa Goes to Town" a plug for its buffoon boxers, Maxie Rosenbloom and Arturo Godoy . . . Mrs. Susan Westford, sister of Lillian Russell, says in the Hartford* Times *that "Lillian Russell" is good entertainment, but a completely distorted picture of her famous sister . . . Bob Russell landed a* $4,000 *ediphone display with a replica of the original and Edison's picture for his "Edison, the Man" lobby . . . Also cards and stills, United Illuminating window, book marks, and giant Western Union telegrams . . . Sal Demano of the Bijou made a tieup for* 50,000 *imprinted laundry bands with a set line about Bijou's best shows and the laundry's best shirts . . . Michael Piccirillo, Bijou doorman, is the original "wonder" at planting window cards.*

Al Brown, manager of the Lyric and Winchester, is an expectant daddy . . . Jim Casey of the Colonial, Canaan, was a Meadow Street caller . . . Dave Kaufman, Loew-Poli artist, has a new Plymouth coach . . . Sam Germaine, 20th-Fox booking manager, took the boys down to see the double-header at the Yankee Stadium Memorial Day . . . Al Bookspan, of the Fishman office, is studying up on the fine points of golf which he will demonstrate, come the sun . . . Bill Reisinger, Bijou manager, injured his knee in a fall.

: Clam Diggers Eager :

BOSTON—Bids from New England clam diggers, anxious to serve the forthcoming Boston Cinema Clambake, poured into the offices of the local film fraternity this week.

William Cuddy of RKO, John Glazier of Western Massachusetts Theatres, and Harry Schlar of Paramount did not rush consideration, however, as the Saxonville festivities will not be held until June 22.

Also, in addition to New England clam chowder, steamed clams, clam bouillon, the menu will include celery, olives, radishes, pickles, cheese, pretzels, mackerels stuffed with sausage meat, cold chicken, mashed potatoes, sweet potatoes, corn-on-the-cob, cold chicken lobster, saratoga chips, ice cream and coffee.

Little Theatre Re-elects

HARTFORD—Allan Stuart has been re-elected president of the Hartford Little Theatre. Other officers include: Carol Smith, vice-president; Paula May, secretary; Webster Culver, treasurer, and William Anderson, executive member.

Adds Mankiewicz

HOLLYWOOD—Herman Mankiewicz has joined the scripting team of Walter Reisch and John McClain on Metro's "Comrade X."

SPR'GFIELD

INCLUDED in the tax bill on which the House ways and means committee started hearings in Washington was a drop from 40 to 30 cents in exemption allowed from the tax on theatre admissions.

Frances Bookman is a new member of the service staff at the Loew-Poli . . . Manager Don Barhytd, E. M. Loew's Court Sq., expects to go to Boston on business in the near future.

Miss Louise Mace, motion picture critic and columnist, Springfield *Daily Republican,* gave Manager George E. Freeman, Loew-Poli, a swell two-column writeup when Rita Johnson, who stars opposite Spencer Tracy in the film, "Edison, the Man," stopped off at Union Station, on her trip from Worcester to New York, to meet the two local youngsters who were sent by Freeman to attend the world premiere of "Our Town" in Boston.

Milton Hale, Hollywood commentator for Station WMAS, visited Julian B. Tuthill, motion picture critic, Hartford Times, *in Hartford the other day . . . Jack Foxe, Loew-Poli assistant manager, expects to travel down to Maryland during his vacation this summer. Yes, suh, Mr. F. was born on Maryland's Eastern Shore section . . . Joe O'Neil, stage electrician at the E. M. Loew's Court Sq., has received an invitation to participate in a golf tournament at Saratoga, N. Y.*

Johnnie Knightly, assistant manager, main stem Warner Capitol, is looking forward to a trip to Boston in a few weeks, when he'll see the Red Sox in action . . . Broadway Theatre had Red Cross boxes in its lobby.

Assistant Manager Jack Foxe, Loew-Poli, tied up with the United Electric Light Co., during the run of the film, "Edison, the Man," by having a display placed a week in advance which showed the progress of the electric light. Foxe also fixed up a big co-op ad in the local press . . . Earl W. Whitford, assistant manager at the E. M. Loew's Court Sq., had Edith Rogers Dahl, the woman who saved her husband from General Franco's firing squad in Spain, meet the mayor and do a Red Cross broadcast from Station WSPR, when she was in town for a p. a. at the Loew circuit house.

Frank Albert Brown, 85, a prominent figure at the E. M. Loew's Court Sq., in the days when it played host to leading stage productions, died last week . . . Loew-Poli screened "Our Town" for the benefit of the Springfield Motion Picture Council last Wednesday . . . Manager Al Anders, Bijou, was in Boston the other day.

Harry Barnstein of the Loew real estate department was in Springfield and Hartford . . . Manager George E. Freeman, Loew-Poli, was presented with an auto radio at the recent "Welcome Home" party given in his honor at the Hotel Bridgeway . . . Schulman's Plaza, over in Windsor, is now sponsoring "Hollywood Party" every Saturday night.

Al Gould of the Majestic, West Springfield, was in Boston last fortnight . . . Wernick, Chicopee Falls, has been repainted . . . Julian Rifkin of the Liberty Theatre Corp. was in New York . . . To Boston went Ernst Wernick of the Wernick, Chicopee Falls, with the missus.

Assistant Manager Earl W. Whitford, E. M. Loew's Court Sq., had one of that theatre's vaudeville acts go out to the West Springfield midget auto races as a tieup stunt arranged between the two firms . . . Emil Morrisseau, projectionist, Court Sq., is planning an auto trip to Canada during his vacation . . . Construction on the stage floor at the same theatre is expected to be started in the near future . . . Earl W. Whitford and his Mrs. are planning a trip to New York to view the Fair.

Goldstein Bros. have bought the Riley Block, between the postoffice and the Plaza Theatre, Northampton . . . Taking haircuts all in the same afternoon last week were Jack Foxe, assistant manager, Loew-Poli; Al Anders, manager, Bijou, and Milton Hale, Hollywood commentator, Station WMAS.

Industrial Activity Up Near Hartford

HARTFORD—Increased industrial activity was noted in Hartford, Bridgeport, Stamford, Thompsonville, and Willimantic areas during April, according to the monthly situation reports of the branch managers of the state unemployment compensation division. The reports also indicated continued good business conditions in seven other areas where branch offices are located. The seven are Ansonia, Meriden, Middletown, New Britain, Bristol, Torrington, and Danielson.

Conditions continued slow in Norwalk, Danbury, New Haven, New London, and Norwich areas, while Waterbury conditions were reported worse.

While the initial unemployment compensation claims increased during the month, the payable claim load decreased slightly. The increase can be accounted for, in part, by the beginning of the second quarter of the year when some persons, previously ineligible for compensation, became eligible. Job placements by the employment service increased 38 per cent over March, and 19 per cent over April, 1939.

April Average Higher Than a Year Ago

SPRINGFIELD, MASS.—Massachusetts industrial activity during April was slightly higher than in the same month of 1939, according to a report by Elisabeth M. Herlihy, chairman of the state planning board.

Using the average of the years 1925-1927 as an index figure of 100, the composite figure for April was 80.5, as compared with 78.2 a year ago.

Fenton Megs "Fleecing"

HOLLYWOOD—Leslie Fenton will direct Metro's "The Golden Fleecing" for Producer Edgar Selwyn.

PROVIDENCE

THREE Paramount players, due in town to attend the 25th anniversary of the Strand Theatre, will bring Providence its biggest Hollywood invasion to date. Lynne Overman, Muriel Angelus and J. Carrol Naish comprise the trio. Manager Ed Reed of Strand has arranged several social functions during their stay, chief of which will be tea reception at Biltmore with Mr. and Mrs. William Eddy of Pawtucket, parents of Nelson Eddy; Mrs. William Lovett, mother of Dorothy Lovett; Mrs. William T. O'Rourke, mother of Ruth Hussey; Virginia Rooks, script writer, and Miss Mabel Woolsey, member of old Albee Stock with which Overman once was leading man, in receiving line.

City's neighborhood theatres and serial producers both got a publicity break in Sunday Journal *of June 2 when Robert L. Wheeler, staff writer, turned out a three-column article with photo art on "The Serial Makes a Comeback," mentioning various chapter films now showing in State and revealing modern juveniles' reactions to same.*

George Scher, publicity representative in New England for United Artists, paid his first visit to Providence making contacts with press and other mediums which should net UA some good publicity during coming months . . . Majestic using window cards and other advertising for "Lillian Russell" booking this week; unusual for this house.

Albee's closing date has been set back to June 12, according to latest word from New York offices. Fays dropped vaudeville Thursday and will try dual programs for summer . . . First hot and bright Sunday, June 2, dealt a solar plexus to theatre grosses, all houses being off about 60 per cent.

Officials of the Associated Theatres Company, operators of several neighborhood theatres in Providence and suburbs, have formed a new corporation, the Metropolitan Theatre Co., and have leased the 3,045-seat Metropolitan here from the Delphina Realty Co. The lease is for five years. Incorporators are Abram A. Spitz, president; Ralph E. Snider, treasurer; Judge James E. Dooley, secretary, and Antonio A. Romano. Spitz announced the theatre would be remodeled. Opening is set for September with the policy to include concert and orchestra bookings, road shows and name band and vaudeville for weekends.

Matunuck's Theatre-by-the-Sea, summer legit, was leased for the season by Richard Wilson, former stage manager for Orson Welles and operator of the Bass Rocks Theatre, Gloucester, Mass., last summer.

Fays Theatre adopted a double-feature grind film policy May 30 instead of closing for summer as hitherto.

Ed Reed, manager of the Strand, is going to do up his house's 25th anniversary in a big way. Window card, radio, newspaper and other advertising mediums are being used to put across the world premiere of "Safari" which opened June 6, and the p. a., of a trio of players from Paramount lot is being tied in with various civic affairs.

PORTLAND

BEGINNING around June 17 the State Theatre will launch its most ambitious radio program to date. Six mornings a week, from 7:45 to 8:00 o'clock, it will air over WCSH, "Musical Almanac," a program aimed at the tourist. In addition to theatre plugs and a liberal amount of organ music, the program will announce weather and flying conditions in Portland, the state of Maine, and New England generally, as well as high and low tides. The program will be broadcast throughout July, August and September.

Filmrow visitors: Harry Browning, Boston M&P office, who revealed a love for walking in the rain; Fred Stoloff, NSS representative; Carl Goe, WB salesman, and Frank Meadows, who was making a trip through northern Maine with Goe.

"Request Time," the State Theatre's musical program which went on the air June 1 over WCSH, introduced Helen Alexion, 14-year-old contralto, as a regular member of its cast. Miss Alexion was "discovered" when she appeared on one of the juvenile "Recess Time" programs last year.

A "perfect" Memorial Day for the public, but a bad one for local exhibitors, this year. The silver lining to the cloud wasn't discovered until the following day when an all-day rain brought delayed customers inside theatres.

Connecticut Employment Office Places Youths

HARTFORD—More than 6,000 jobs for Connecticut's unemployed youths under 21 years of age were found by the public employment offices during the last six months of 1939, it has been announced here.

The proportion of junior placements to all placements during this period was higher in Connecticut than in the country as a whole.

During the last half of 1939, a total of 29,265 persons found jobs through the public employment offices in Connecticut. Of these, 6,333, or 21.6 per cent were junior placements. The majority of the youths placed in jobs found work in private industry, only 420 of the placements being in public jobs.

Surplus Commodities Stamp Sales Mount in Conn.

HARTFORD—The Federal Surplus Commodities Corp. has reported new sales of blue stamps to Hartford relief recipients for the week ending May 18 brings the total blue stamps issued since the plan was started March 12 to $58,716, and that of orange stamps to $63,190.

Students Run Theatre

CLINTON, CONN.—The new summer theatre here will be manned by several workers from the Yale School of Drama, it has been learned. Ronnie Hammond has taken over the management of the summer playhouse at Stony Brook for the season.

Reconsideration Brings "Waterloo Bridge" Cuts

BOSTON—"Waterloo Bridge," M-G-M feature previously passed without eliminations by the Massachusetts bureau of Sunday censorship, has been reconsidered by the department of public safety branch and heavily scissored. Eliminations on the 11-reeler, which opened last week at Loew's State and Orpheum in Boston, now include:

"Dialogue, 'A cheaper sort of a show . . .,' to and including, '. . . I suppose you think I'm dirt?'; scene showing Myra smiling and going to voice off stage; scene showing Myra soliciting at station, in part 7. Dialogue, 'Oh, I know what you're thinking . . .,' to and including, '. . . Oh, I'm going to tell him,' in part 8. Dialogue, '. . . what can it be that is so terrible?,' to and including, '. . . for not having taken care of you,' in part 10. Dialogue, 'I'm scared, I tell you! . . .' to and including, 'You don't need to say it. I understand,' in part 11."

Approved without cuts last week for Sunday showings in Massachusetts were 39 pictures, including RKO's "You Can't Fool Your Wife" and "My Favorite Wife."

Two foreign films have been passed for Massachusetts Sunday showings, under the jurisdiction of Commissioner Eugene M. McSweeney, following eliminations. Cuts on "The Kreutzer Sonata," a release of Foreign Cinema Arts, are: "Caption, 'Ladies and gentlemen, the most faithful friend of the unfaithful . . .' in part 1. All scenes showing Sonia and Po in sensual embrace on divan in apartment, in part 2."

"Rasputin," released by Concord Films, Inc., was trimmed of "All scenes showing couple in sensual embrace at dance in inn, in part 1. Caption, 'Some patients can be cured . . .,' to and including, 'to the patient nor to the healer,' in part 2. Scene showing girl putting her foot on Rasputin's shoulder in cafe; caption, '. . . God is too unjust . . .,' in part 4. All scenes showing girl taking bath; scene showing Rasputin pushing other girl down on bed, in part 7."

Middlesex Bank Night Test Expected Soon

BOSTON—The Bank Night test case in Middlesex county is expected to come up soon. The giveaway is continuing operation under an agreement between Roy E. Heffner, Affiliated Enterprises assignee, and District Attorney Robert Bradford.

George S. Ryan, film attorney, will defend the action which was set up in an effort to determine the status of the box-office bolster in regard to local anti-lottery laws. Michael J. Hurney, Bank Night salesman, is the nominal defendant in the action which is based on operation of Bank Night at the Tower, Heffner house in Lowell.

Appeal Assessments

HARTFORD—Appeals from the assessment of $785,750 placed on the Loew-Poli Palace Theatre Bldg., 625-653 Main St., and from the valuation of $423,875 placed on the M&P's Allyn Theatre Bldg., 198-200 Asylum St., in the 1939 grand list, have been brought in superior court.

BRIDGEPORT

ERNEST GILBERT, projectionist at the Rivoli, is a grandfather for the second time . . . The Empire, New London, has organized a magic club for youngsters and gives a new magic trick away at each Saturday matinee.

Harry Rose of the Globe had to do plenty of fast work to organize a five-act vaudeville show when his bill, coming from New York by auto met with a serious accident.

Morris and Molly Rosenthal entertained Mr. and Mrs. Harry F. Shaw, Mr. and Mrs. Harry Rose and other theatrical folk at a dinner in their apartment . . . Jimmy Vizzio, doorman at the Strand, celebrated his 19th birthday and had as dinner guests, Manager Dominick Dellarrocco of the Strand and his wife and Manager Michael Carroll of the American and Mrs. Carroll.

Local society columnists have John Lynch, projectionist at the Avon, Stamford, "middle aisling" soon with a pretty brunette from Stratford.

Andrew J. and Thomas Collins of Norwalk were in Newtown to attend the funeral of William Egan.

Federal Census in Conn. Seen Complete July 15

HARTFORD—The 1940 federal census in Connecticut will be complete by July 15, at the latest, State Director John L. Sullivan has announced.

It is expected, however, that preliminary figures for cities and towns will be available before then.

Hartford county will be complete by June 30, and Tolland county is already tabulated, it was said.

Goldsteins Acquire Block In Northampton, Mass.

NORTHAMPTON, MASS.—Samuel and Nathan E. Goldstein of Springfield, owners and operators of Western Mass. Theatres, Inc., have purchased the Riley block here between the postoffice and the Plaza Theatre.

There has been no indication from the purchasers what use will be made of the block, although some reports have it that a new theatre may be built here.

Jules Lapidus Takes Over Universal Eastern Helm

BOSTON—Jules Lapidus last week became eastern district manager for Universal. Lapidus was formerly Universal branch manager in Pittsburgh. He will cover New England, Washington and Philadelphia territory, working out of New York.

Investigate Nazi Film

PROVIDENCE—The showing of Nazi war films in a Warwick tavern last week has led to an investigation ordered by Mayor Albert P. Ruerat to determine whether there were any indications of "subversive activities and utter disregard of American principles" at the meeting.

Government Details Against Crescent

NASHVILLE, TENN.—The bill of particulars required by Judge Elmer Davies, following a hearing on February 23 in the suit of the United States Government against Crescent Amusement Co. and its affiliates charging violation of anti-trust laws, was filed by Assistant District Attorney O. W. Hughes on May 22. In this bill the government claims that in the past five years the defendants have taken over or closed at least 26 theatres of independent exhibitors in Tennessee, Kentucky, Alabama and North Carolina. However, the bill failed to name the complete list of these theatres, giving the names of 19 operators and 30 theatres that have been affected by the chain's operations. The substance of the charges was that the "defendant distributors aided the defendant exhibitors in taking over theatres and in keeping others closed by providing defendant exhibitors with first choice of all desirable product before releasing same to the competing independent exhibitors."

Attorneys for the defense are allowed 45 days in which to prepare an answer to this bill.

Two Labor Conventions Call Tenn. Operators

NASHVILLE, TENN.—Attention of the members of Motion Picture Operators Local 626 here was divided between the convention of the International Alliance of Theatrical Stage Employes at Louisville, Ky., June 3, and the meeting of the Tennessee Federation of Labor on the same date. J. L. Burns, Knickerbocker projectionist, is president of the Nashville Trade and Labor Council. He was accompanied to the Memphis meeting by H. W. Williams, operator at Loew's, as a delegate. J. E. O'Gara, operator at the Knickerbocker, who is a trustee of the IATSE, represented the local at Louisville. Several members of the Nashville local drove to Louisville Sunday afternoon for the opening of the convention.

Rip Condron Shaping Up Gubernatorial Campaign

DALLAS—R. P. "Rip" Condron, former owner of the Star at Forney who announced last week that he had entered the race for governor of Texas, is rapidly whipping his campaign in shape, he said Wednesday. His platform will be "against chain theatres and block booking."

Condron already has made trips to Austin, Fort Worth and several other cities in connection with his campaign. He has purchased a public address system and employed an artist to style and decorate his car and special carrier arrangement he will use for ballyhoo and in making speeches.

Condron's headquarters are at the White Plaza Hotel.

Charter Presented to Tent 22 At Oklahoma City Ceremony

SETOA Meets July 21 In Jacksonville

Jacksonville, Fla.—July 21, 22 and 23 have definitely been selected as the dates for the annual convention here of the Southeastern Theatre Owners Ass'n, according to M. C. Moore of the Riverside, president of the organization. A full convention program will be announced shortly, along with committee appointments by Moore, who also will serve as general chairman.

Arcadia in Dallas Cuts Price Scale

DALLAS—The Arcadia, 1,100-seat neighborhood theatre operated by R. H. (Bob) Clemmons and Lee Hanley, has made its expected cut in admission prices from 10-25-35 cents to 10-15-20 cents. The new scale starts with kids at a dime any time, 15 cents for adults until 5 o'clock, and 20 cents in the evening. Results were gratifying the first week, according to Clemmons.

How the price cut will affect the Arcadia's availability has not been fully determined at this time, Clemmons added.

Other Dallas neighborhoods in the eastern part of town where the Arcadia is located and charging a quarter, say that thus far they have not been affected by the Arcadia cut.

Blue Law Forces Rally In Charlotte Council

CHARLOTTE—Six of the ten members present at the latest meeting of the Charlotte city council voted against Sunday shows.

Hardly had the meeting adjourned before preparations were being made to force a vote next meeting on a measure designed to return the old "blue laws" to Charlotte—regulations so rigid that even soft drinks cannot be sold on Sunday.

Sterling Silver Badges To Four RKO Salesmen

NEW YORK—At RKO's annual convention here, sterling silver badges for selling 90 per cent or more of their possibilities this past season, were awarded to the following southern salesmen by Ned Depinet, vice-president in charge of sales: Vernon H. Adams, Dallas; Paul Harrison, Atlanta, and R. V. Reagin and W. G. Wray, Memphis.

OKLAHOMA CITY—In an impressive ceremony at the Silver Glade room of the Skirvin Hotel Monday evening, which was attended by over 450 members and friends of the trade, formal presentation was made of a charter to the recently formed Tent 22 of Variety. Included in the assemblage were newspaper and radio executives and civic and charitable leaders of Oklahoma City.

L. C. Griffith, chief barker of the Oklahoma City Tent and president of Griffith Amusement Co. of Oklahoma, accepted the charter on behalf of Variety from John Harris, national chief barker who came here for the occasion from Pittsburgh, Pa., where he operates a circuit of theatres.

Inducts 120 Members

Near the close of the ceremony, James G. Balmer, national dough guy, also of Pittsburgh, inducted 120 members into Tent 22.

Chief Barker Griffith introduced a long list of honored guests who had been invited to acquaint them with the aims and achievements of Variety. He also introduced Bob O'Donnell, chief barker of the Dallas Tent who outlined the charitable work done by his group during the past year. His Tent, he related, only last Tuesday started building a $20,000 swimming pool for underprivileged children in south Dallas.

Harris briefly outlined the history of Variety since its inception 12 years ago in Pittsburgh. In the past year over 500,000 children of all races and religions have been aided in one form or another by the 22 Variety clubs of America, Harris told the assembly.

A film recording various charitable projects of Variety, which was made especially for the organization's recent national convention in Dallas, was exhibited for the gathering. Appropriate comments were made by Harris during the film's unfolding.

Griffith announced that Tent 22 will build a $45,000 building at the corner of South Hudson Ave. and West Pottawatomie to house, without cost, private local social agencies. Members of Tent 22 will raise the necessary funds for the building and will maintain it.

Big Dallas Delegation Sees Tent Get Charter

DALLAS—The Dallas Variety Club, Tent No. 17, was well represented Monday night at the charter presentation dinner given for the recently formed Tent No. 22 at Oklahoma City. Those who made the trip were Bob O'Donnell, Ed Olsmith, Jack Underwood, Paul Short, Duke Evans, Harry Sachs, John Franconi, Wallace Walthall, Hugh Owen, Alfred Delcambre, Jake and Dave Lutzer, Rip Payne, Lynn Stocker, R. E. Griffith and Mrs. Griffith, Fred Jack, Jo Jack, Burt King, J. A. McInaney, Oscar Ray and Mrs. Ray, Jack Zern, E. C. Coleman and two or three others whose names were not learned.

Morgan Presides at Paramount Meeting

MEMPHIS—Oscar Morgan, division manager, was in charge as some 50 executives and salesmen of Paramount met here for the company's two-day southern regional at the Hotel Peabody. Aiding Morgan in outlining Paramount's plans for the 1940-41 season was his assistant, Monroe Goodman.

Among those present were: Hugh Braly and Harold Wilkes, district managers of Dallas and Atlanta respectively; Jack Price, New Orleans; Scott Lett, Charlotte; John Kirby, Atlanta; L. W. McClintock, Dallas; J. J. Curry, Oklahoma City, and Bill Bugie, Memphis.

Entertainment included a banquet, with M. A. Lightman, head of the Malco circuit, the able master of ceremonies. Among guests at the banquet were Dave Groskind and Lew Andrews of the Malco office, and Alton Sims of Robb & Rowley.

Ezell and Underwood Will Build Santone Drive-In

DALLAS—Claude Ezell and W. G. Underwood will build a drive-in in San Antonio right away. Details of the project were not learned. Ezell, who attended the Republic regional at Memphis, is expected back this week.

Get's His Mind Off the War

Dresden, Tenn.—Charles Parham, operator of the Uptown, has a Rhode Island Red hen that catches bread crumbs or other small morsels of food tossed to her. Parham says that it keeps his mind off the war and bad theatre business to sit on his back porch and toss crumbs to the hen, which is appropriately named "Mickey," for Detroit's Mickey Cochrane.

Kuykendall to Address Carolina Theatremen

CHARLOTTE—Ed Kuykendall, president of the MPTOA, will be the chief speaker at the summer convention of the TOA of North and South Carolina at Myrtle Beach, June 9, 10 and 11, it is announced by Pauline Griffith, secretary.

About 300 persons are expected to attend. The sessions will be at the Ocean Forest Hotel. President H. R. Berry of Hartsville, S. C. will preside.

A speaker whose name will not be disclosed until the convention opens, will bring to the meeting a surprise address, Mrs. Griffith said. Proposed national legislation affecting the industry will be discussed. Other plans for the program still are in the making.



Prelude to a Swimming Pool—

Neighborhood youngsters were active in the ground-breaking ceremonies of Dallas Variety Club barkers who are going to erect a $20,000 free pool for children in the South Dallas area. The pool, 40x105 feet, will be ready next month. Immediately behind the juvenile excavators are from left to right: Bill Underwood, chairman of the special pool committee; R. E. Griffith, chairman of the tent Heart Committee, and Chief Barker R. J. O'Donnell. Architects, park board members, barkers and contractors looked on.

In the background are Jack Moore and H. F. Pettigrew, theatre architects, and Paul P. Scott, theatre impresario.

Vogel Holds Slump Is "Beginning to Pass"

MEMPHIS—That the slump in boxoffice receipts is only temporary is the opinion of Joseph R. Vogel, in charge of Loew's circuit operations, who was here to attend the opening of Loew's Palace.

"People have been glued to their radios for the latest war bulletins," admitted Vogel, "but they will come back to the theatres. The slump is already beginning to pass as America readjusts its outlook to changing conditions abroad. Past experience has taught us that the public mind readjusts itself to these disturbances and turns quickly again to the movies for relaxation. As a matter of fact, even abroad where the fighting is taking place, the countries on both sides are making every effort to keep the theatres operating. In England, in cities that are blacked out, arrangements have been made to keep the shows going; they have a system of staggering the starting time and the closing hours so that the crowds on the streets can be kept to a minimum instead of coming from all the houses at the same time."

Vogel, who is making a survey of the circuit's southern houses prior to returning to his New York office, was met here by Ernest Emerling, advertising and publicity man from the New York office; W. A. Finney, southern division manager, Atlanta; Col. Cecil E. Vogel, manager of Loew's State, and Robert Kilgore, who will manage the Palace.

The Palace recently came back into control of Loew's at the termination of a five-year lease to Lightman interests.

Memphis Palace Opening Hailed by Projectionists

MEMPHIS—Projectionists and stage hands of Locals 144 and 69 respectively had a large hand in a special section of the Memphis *Commercial Appeal* devoted to the reopening of Loew's Palace. Three spaces in the section were taken, one by Stagehands' Union No. 69; one by the four projectionists on the Palace staff; one by the quartette in the booth of Loew's State in Memphis.

The Palace quartette is composed of William Shapiro, A. J. Smith, John Muller and Joe South, while the State's welcome was extended by D. S. Weaver, W. T. Branch, E. L. Hurt and M. S. Stroler.

Management of an opposition theatre, Howard Waugh and staff of the Warner, also chimed in with a large advertisement congratulating "three swell guys. Bob Kilgore (Palace manager), Col. Cecil Vogel (State manager), and Ernest Emerling (Loew's advertising and publicity man)."

Three Order RCA

DALLAS—RCA Photophone sound has been ordered for the new theatre Moran E. McDaniel is building at La Marque, Tex., for the Wades at Fuquay Springs, N. C., being re-equipped and refurbished by Louis M. Wade, and for the Garland at Garland, Tex., operated by H. R. Bisby, which is being modernized.

Dixie Doin's... By "Al" Henderson

HAD a short visit with C. C. Bounds of Texarkana, who operates theatres for colored there and in Marshall, Tex., and was informed by his charming manager, Miss Jerry Musgraves, that they had just redecorated and installed a new cooling system at their Palace in Texarkana.

Called around to say hello to an old-timer in the person of E. O. Kirkland, who has the Ritz at Vivian, La. Kirkland has a brother "Pop" Kirkland, who has the only theatre at Bossier City. E. O. tells me he has the agency for theatre cooling systems.

Cooling systems seem to be getting the nod from the boys. Elton Houck of Joys Theatre at Texarkana made a recent installation. He introduced me to his uncle, Clyde Houck, father of Joy, Willis and Freddie.

B. F. (Bill) McDougal of the Drew at Monticello, Ark., spends his spare time fraternizing with the student flyers at the college in his town. Bill is an ex-wartime pilot with plenty of air hours to his credit and we meet on common ground when we do a little ground flying. Bill still gets a little time in now and then just to keep his hand and eye in practice.

Warren Magee of the Rex, Saenger operation at Pensacola, tells me a daughter weighing 8 pounds was born to Mrs. Magee on May 5.

John Hartzog, formerly a projectionist at the Hartford at Hartford, Ala., has been appointed manager of the Bonifay at Bonifay, Fla., succeeding Bob Parker, who resigned.

John McLeod, managing Malco's Ritz at McGehee, Ark., has just finished a complete remodeling of the house which increased the seating capacity.

Clyde McCroskey of the Allied at Dermott, Ark., has about finished rebuilding his house which was destroyed by fire last year.

Sydney Wharton of the Pastime at Warren, Ark., has been in the hospital at Little Rock with a throat ailment, and so did not get to see him; however, had the pleasure of a short visit with his right hand man, Joe Griffin.

The Rialto at Camden, Ark., has just been remodeled both inside and out.

Seen around Pensacola, Fla., were Maxwell (Sweet Pea) Braswell of the Isis, Warren Magee of the Rex, and Clinton Vucovitch.

Had a short visit with Bob Scott, who manages Fred McLendon's Imogene at Milton, Fla. Bob was formerly stationed in Alabama.

Had a pleasant visit with Mason Coggswell, who manages the Roxy at Mobile, and he extended me the courtesy of the house which was appreciated. Coggswell was formerly on the legitimate stage before settling down in Mobile.

A. J. Tighlman, who has the New at Tchula, Miss., tells us he has finally picked a name for his new daughter. It is Jean Myer. Had the pleasure of going fishing with Tighlman in Horseshoe Lake near his town, but had no luck.

A. B. Garrett, who operates the theatre at Hampton, Ark., also operates a motor car business and is running for treasurer in his county.

To Elba, Ala., to see Dozier Roberts, who is now managing the Elba for Walt Brackin. Roberts was previously stationed at Milton, Fla., and Luverne, Ala. Lobby of his house was recently redecorated and installation of air conditioning equipment will begin at once.

Called around to see an old friend, Mrs. L. C. Moore who owns the Ritz at Enterprise, Ala., and the Avon at Geneva. While there met that hardworking Warner salesman, J. H. Black, who gave me some news of the trade in his territory.

Louis Worthington will open a new drive-in in Montgomery, Ala., to be located near the Municipal Airport.

To Marianna, Fla., to see Newton Chalker, who is now managing the Ritz there for Martin-Davis Theatres. Newt resigned his post at Greenville, Miss., with Saenger to return to his home section which is Dothan, Ala. While there our good friend Rufe Davis sr. came by and we had a nice visit. He told of the personnel changes made recently at the Ritz. Ben Holder was transferred from Dothan to succeed Julian Pippin as chief projectionist, while Pippin was transferred to Sylacauga, Ala. Rufe, who was taking a short vacation, seemed to be in the pink.

Charles Rook, brother of film man Al Rook, comes down from the Oklahoma prairies to begin construction of a new 1,000-seat house at Montgomery, Ala., to open late in the year.

Seen here and about were: Sonny Harris and Rufe Davis jr. at Dothan, Ala.; Robert Scott, who manages the Imogene at Milton, Fla.; and that son of old Spain, Senor Ricardo Montiel, at the Saenger at Mobile, Ala.

Friends of Johnny Jones, who resigned from the Saenger organization about 18 months ago after many years of service, will be glad to know he is back on the job, succeeding Ollie Epps at the Temple in Meridian, Miss. Epps has been transferred to the Strand at Shreveport to succeed Bob Swanson, who has been called to New Orleans for a new assignment. Best wishes, Ollie, on the new job.

Your rambling correspondent was out of touch with things for a couple of weeks and was unable to garner the usual dope for his column, but is now back on the job and expects to do a little visiting in Arkansas and Tennessee within a few days.

You Want It When You Need It

When You Need It Call National and Get It!

THIS IS A Simplex YEAR

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

OKLA. CITY

MELVIN BLACKLIDGE, manager for Griffith in Wewoka, Okla., returns this week after a two-week rest . . . Griffith plans to open the Osage at Bartlesville within the next two or three weeks. The house has been closed for remodeling . . . Clarence Mellon, Universal's blonde cashier, is taking a two-week vacation visiting relatives in the Kansas City area . . . "Spec" Wilkerson, operator of the Ritz, Comanche, Okla., was on Filmrow with his trick bird dog.

Frank Bruner, United Artists exploiteer, was here arranging tieups with the Borden Milk Co. on "Our Town" in which Stuart Erwin has a leading part as a milkman . . . Sol Davis, franchise holder, and F. R. "Buddy" Moran, booker in Republic's Oklahoma City exchange, were in Memphis attending the regional sales meeting of the company presided over by Jimmy Grainger.

M. M. Holstein, Universal booker here, spent Memorial Day getting sunburned on a trip to Tulsa and Lake Spavinaw, near there . . . Jimmy Hobbes, Universal branch manager, and Hi Martin, salesman, are making the territory on a two-week selling trip.

Morris Loewenstein of the Majestic flew to Washington to attend hearings on the Neely bill. Loewenstein is president of the Theatre Owners of Oklahoma, Inc. He flew back in time to be present at the charter presentation ceremonies of Tent 22, Oklahoma City Variety Club, for which event he was chairman of the arrangements committee.

When Bob Pfotenhauer ordered new uniforms for ushers at the State, which included extreme drape, pegged trousers with zippers and other up-to-the-minute features, the cutter at the Craddock Uniform Co. of Kansas City wrote back, "you're crazy." But now, after making up the uniforms, the company has had a change of heart and has asked for a photograph.

John Smith, engineer for the U. S. Engineering Co., Kansas City, is in the city superintending the installation of the State Theatre's 80-ton capacity air conditioning system.

E. A. Patchen, assistant general manager for Standard Theatres Corp., doesn't have to go on a picnic to find ants. He says his second story apartment is being visited regularly by little red ones attracted there by a stray bone left in a closet by the family dog.

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RUBE MELCHER—GR. 0672

1717 Wyandotte St. — Kansas City, Mo.

Okla. U. Exhibitor Course Is Popular

NORMAN, OKLA.—The exhibitors and projectionists short course at the University of Oklahoma College of Engineering here drew an attendance of nearly 200 people, according to Ansel Challenner, instructor of electrical engineering, under whose supervision the educational program was held.

Approximately 46 towns in Oklahoma and two in Texas were represented, the visitors including theatre owners, projectionists and other identified with the trade.

The program included the following:

"Non-Irritating Theatre Management," by C. B. Akers, Griffith Amusement Co., Oklahoma City.

"Theatre Liability," George A. Hoke, school of business administration, University of Oklahoma.

"Sixteen mm Possibilities in the Theatre," Gaylord Giles, Bell & Howell Co.

"Air Conditioning Principles," E. F. Dawson, Oklahoma University college of engineering, and Earl Gray, Oklahoma Gas and Electric Co.

"Technicolor Carbons," E. R. Geib, National Carbon Co., Cleveland.

"Theatre Lighting," Harold L. Pickens, Oklahoma Gas & Electric Co.

"Auditorium Acoustics," J. M. Keith, acoustic engineer for Johns-Manville Co., Chicago.

"Television Demonstration," electrical engineering department of the University.

"Modern Projection," Roy Boomer, Motiograph Co., Chicago.

"Problems of Modern Projection," Ray Hall, International Projector Co., New York.

"Maintaining Good Sound," Alan Chapman, RCA, Dallas.

"Care of Sound Equipment," Roy Tyack, Altec Service Corp.

"Tailor Made Sound," Eldon Peek, Oklahoma Theatre Supply Co.

"Fire Prevention and Control," Roy Templeton, assistant state fire marshal.

MEMPHIS

EXHIBITORS along the Row: W. A. Rush, Houston, Houston, Miss.; W. L. Landers jr., Landers, Batesville, Ark.; Don Landers, Radio, Harrisburg, Ark.; Rowland B. Smith, Shelby, Shelby, Miss.; W. F. Sonneman; J. J. Sharum, Sharum, Walnut Ridge, Ark.; New Greene, Legion, Mayfield, Ky.; Harry Shaw, Princess, Paris, Tenn.; Gordon Lee Hutchins, Corning, Corning, Ark.; Norman Fair, Fair, Somerville, Tenn.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; Joe Jones, Ritz, Aberdeen, Miss.; K. K. King, Harrison, Ark.; Paul Schaffer, Star, Marked Tree, Ark.; John Staples, Franklin, Piggott, Ark.; Jack Watson, Palace, Tunica, Miss.; Otis Taylor, Uptown, Dresden, Tenn.; C. W. Tipton; John Mohrstadt, Missouri, Hayti, Mo.; Lyle Richmond, Missouri, Senath, Mo.; B. F. Jackson, Delta, Ruleville, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; Jack Marshall, Frances, Dyersburg, Tenn.; George Hale, Globe, Drew, Miss.; B. F. Liddon, Coliseum, Corinth, Miss.; Jack Harmon, Baldwyn, Baldwyn, Miss.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; Tom Ford and son, Rector, Ark.

J. Frank Willingham, Metro's genial exchange manager, and Salesmen Jack Reville and Maurice Basse are back from their company sales confab in Washington . . . W. O. Anderson, southern district manager for Ross Federal, was in Memphis several days with Cliff Wallace, local manager . . . Bill Bryan, cashier at National Screen, is vacationing in Florida . . . Floyd Schaffer, American Desk representative, a visitor, as was Horace Stanley of the Radio, Beebe, Ark.

M. Stephens, who built the Stephens at Sherman, Miss., about six months ago, advises W. T. Rials has taken over the house . . . Walter Parham of the Royal, Memphis, has installed new lamps, rectifiers and screen . . . Anna Neagle was to appear at Loew's State, June 7, in conjunction with the opening of "Irene" . . . Emma Cox of the Gem, Osceola, Ark., is off to Havana, Cuba, with a party of friends for a three-week vacation. This is her first vacation in sixteen years and she says she means to enjoy it . . . Scott Lett, Paramount's branch manager in Charlotte, who for many years was salesman in Memphis, spent several happy days seeing old friends and acquaintances.

Charlie Lester, National Screen Service's district manager, paid the Memphis office a visit . . . Sam Obenderfer of the local Warner office is off to New York on vacation. His wife came down from the big city and spent a few days in Memphis with him and they made the return trip together by car . . . Rowland B. Smith, who for many years operated the Lake at Lake Providence, La., acquired the Shelby at Shelby, Miss.

M. B. Hasty of the Joy, Dardenelle, Ark., made his regular monthly visit to this Row. He advises that his father, Tom, was opening a streamlined house in Mt. Vernon, Tex., where he has been in the automobile business for a number of years . . . Frances Phillips, booker's secretary at Paramount, is vacationing at Hardy.

DALLAS

HENRY REEVE, owner of the Mission at Menard, was here Monday returning from Washington where he went to appear against the Neely bill. Reeve was in the capital at the call of Judge Roy Walker who has been in Washington for some days as one of the chief opponents of the measure . . . A new girl was born to the Lonnie Leggs at Denison and the mother and baby are doing fine. However, Lonnie, who was here to set in a few pictures for the Superba, was still a little nervous.

Jack Lilly of Greenville looked mighty fine on Filmrow this week showing good gains in weight and color. The going had been tough for him, first with influenza and then an appendicitis operation . . . Jake Watkins, National Theatre Supply manager at Oklahoma City, was a Dallas visitor, coming down to bring two sons and a daughter, James, Earl and Doris, who will make a longer visit. Jake said he would work a number of towns on the way back. Before his promotion, he was cashier and utility man in the Dallas branch under J. I. Roberts.

Audrey Cox of Lamesa and his brother, W. E. Cox of Seminole, were here booking . . . Tol Teeter and wife, now headquartering in San Antonio, were on the Row Wednesday looking over lighting fixtures and other items of equipment. He operates the Joy in Houston and the Joy in San Antonio with associates in each situation. He told friends here that he has just sold his interest in the Joy at Dallas. All three of the Joys run vaudeville and subsequent run films.

M. D. Stewart, Texas, DeLeon, is now in the automobile business. He and an associate have purchased the Chevrolet agency in Breckenridge. The associate operates the agency, and Stewart is on the job at DeLeon . . . Karl F. Tate, city marshal of Valley Mills who owns and operates the Ritz as a sideline, proudly telling Dallas friends of the graduation from high school of his daughter, Miss Frankie Dean Tate. Both are hereby congratulated.

Edward C. Kuehn of Liberty Film Lines and Miss Audry Bivins, No. 1 waitress in Clark's Filmrow Cafe, were married June 2 at Walters, Okla. The groom has been with the Cliff Adair organization for 12 years and his trade name is "Bozo." The bride was a former cashier at the Palace in Corsicana and has been with the cafe here for about a year . . . Clyde Houston of M-G-M and Mrs. Houston celebrated a wedding anniversary the other day. In the observance, they took a trip to Cooper, Tex., where they visited the Henry Sparks family.

Men at Columbia were ready to embark Saturday for Atlantic City to attend the eastern sales convention. The contingent included: J. B. Underwood, branch manager; A. M. Whitcher, office manager; and Salesmen Walter Penn, Jim McKinney, Herman Craver and Leslie Wilkes . . . W. A. Nave, new owner of the Grand at Grandview which incidentally is now housed in a new and remodeled building, dropped by this week and turned in a year's subscription to BOXOFFICE. *He fomerly operated a theatre at LaTuna. He is assisted at Grandview by his son, W. A. jr., who is in charge of the booth.*

Little has been said about Elm Street fishermen, but we learn that even busy theatremen on that thoroughfare find time occasionally to dampen their hook. This week James L. Reynolds, assistant manager of the Melba, and Francis Barry, publicist for about four theatres, sped up to Lake Dallas for a few hours of angling. Results were not learned up to press time, but J. M. (Soda) Reynolds, father of one of the fishermen, went by the store early that morning and bought two extra pounds of grease for the frying pan.

Bookings on "Hitler—Beast of Berlin," new war picture on which distribution by Adams Film exchanges in Texas, Oklahoma and Arkansas was announced a few days ago, are coming in at a rapid rate, according to L. F. (Chick) Turner, office manager in Dallas who bore every indication that things were on the hum in that exchange.

Great things were expected at the Capitol on Elm Street with the current run of the many times reissued "Hell's Angels." The Capitol campaign featured the point that this epic indicated what could happen later in a war of the air, all of which, and more, is happening today. During its life the picture has had a dozen runs or more on Elm Street.

New One for Negroes

GALVESTON—Mrs. A. Martini, operator of Dixie No. 3, is building a new house for colored which is expected to open about September 1.

UA Southern District Helm to Hugh Owen

DALLAS—News of an announcement made in New York by Harry Gold of United Artists reached Dallas, Wednesday, to the effect that Branch Manager Hugh Owen had been elevated to southern district manager, which takes in the 11 southern states and the offices of Dallas, New Orleans, Atlanta and Charlotte. District headquarters have heretofore been maintained in Atlanta. Although there has been talk of a likely successor to Owen in the Dallas office, nothing official was learned at press time as to the identity of the new branch manager.

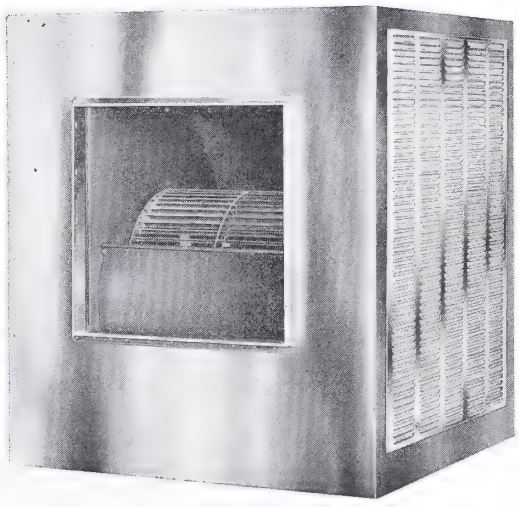
Along with the Owen promotion, it was learned here that Dave Prince, present UA district manager, has gone to RKO and will work under Robert Mochrie as district manager in charge of the Atlanta, Charlotte and New Orleans branches. Mochrie has been promoted to division manager.

Bennett Cosmetic Film Deal for Interstate

DALLAS—Harry Taylor and Joe Rosenberg, who have been here promoting the Constance Bennett cosmetic film deal, report they have concluded successful negotiations with Interstate for "A" houses in Texas, which include the Majestic, Palace and Tower in Dallas. The reel was screened here at the Fox exchange and subsequent screenings were held for interested theatremen.

Close in Birmingham

BIRMINGHAM—The Pantages, a Wilby house, has closed for the summer.



Utility Model 1424P Complete Evaporative Cooling System

HOT WEATHER IS HERE--

Let us install the UTILITY KOOLER for Low Cost Air-Conditioning. Low operating cost. It has revolutionized theatre cooling.

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"Fair Treatment and Adequate Service Always"

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HOUSTON

GROSSES in Houston theatres are up to normal now since dismissal of school has brought many kid patrons out.

B. F. Neal is back on his feet now after a very serious illness and will soon be back at work in the Interstate theatres . . . Ellis Ford is just two weeks away from his job providing he has no complications with the operation he talks about now.

R. J. O'Donnell and Raymond Willie, Interstate executives, were one-day business visitors in Houston . . . Mr. Vogel, Loew's vice-president, conferred with Francis Deering, local manager for the circuit.

At the Elks-Motion Picture Pageant the majors will be represented with immense floats. Columbia titles its float "Dazzling Glitters," M-G-M "Orient," Harold Lloyd "Jewel Case," Republic "Float of Stars," "Fountain of Beauty" from RKO, "California" by Walter Wanger, "Charioteer" from Selznick-International, "Fantasy of Beauties" from United Artists, "Moderne" from Samuel Goldwyn, "Rococo" from Paramount, and "Old Fashioned Garden" from Hal Roach.

Miss Thelma Ward was honored last week upon having completed 18 years of service with the Horwitz Theatres organization. She entered the group in 1922 as an employe of the branch post office and since that time has handled a wide range of duties for Will Horwitz. Miss Ward has been a cashier at the Texan and Iris and head usher at the Iris and Ritz and trained the girls when the new Uptown opened.

D. F. Luckie, original owner and builder of the University in West University Place, announced that he is resuming operation of the theatre, taking over from Hugo Plath who has been operating it the past several months. Luckie entered into a partnership agreement with Karl Hoblitzelle of Interstate Circuit, Inc. With this arrangement the house will enjoy the same booking and operating facilities as all other Interstate theatres in Houston. He also announced that in his deal to retake the theatre he purchased additional ground immediately back of the house for future remodeling and enlarging.

Add New Line

DALLAS—Cliff Adair of Liberty Film Lines and Rex McCulloh of Film Transfer, have extended their interests into a large tourist court, called Pennell Courts, and located on the Denton Road, Highway 77, about a half mile north of Love Field. They are associated with F. E. Pennell, who is manager of the $35,000 venture.

RCA for Bisby

DALLAS—H. R. Bisby has installed new RCA sound in the Garland at Garland. He and Mrs. Bisby also operate the Mecca at Wylie, Ritz at Rockwall and the Ritz at Richardson. Before going into Texas exhibition, Bisby sold film for Republic.

Republic Regional Held in Memphis

MEMPHIS—The two-day Republic regional here at the Hotel Peabody was attended by representatives from seven exchanges and a number of executives from New York and Hollywood.

Herbert J. Yates, chairman of the board, planed in from Hollywood, while James R. Grainger, president and general sales manager, came in from Chicago.

Among those who heard the company's plans for the new season outlined were: Arthur C. Bromberg, president of Republic of the Southeast who headquarters in Atlanta; Henry Glover, Atlanta branch manager; 'Cy Dillon, Charlotte branch manager; L. C. Seichsnaydre, New Orleans; Harold Laird, Tampa; Winfield Snelson, Memphis; W. G. Underwood and Claude Ezell, Texas franchise holders; Morris Loewenstein and Sol Davis, Oklahoma franchise holders, and B. F. Busby of Little Rock.

Judy Canova, hillbilly singer of radio fame who has appeared in a number of Republic pictures, was a guest.

SANTONE

INTERSTATE gave a special gift night party for local graduates at the Majestic Saturday. One hundred useful articles were furnished by Joske's as prizes. "Irene" was the screen offering. Local Interstate theatres also hawked their coupon books as ideal presents for the graduates. These were plugged via trailers . . . Billy Lewis, who originally hails from Florida, has taken over as the new leading comedian at the Joy. Recent revivals at this vaude-film house included "Annabel Takes a Tour" and "Algiers."

Visitors included: Jose Calderon, Azteca Films, Mexico City; Mrs. Eva Warwick (Josephine Brew), Hollywood actress, and William Steele, New York playwright . . . "Air Army," filmed at Randolph Field and showing Uncle Sam's air defense in action, was exhibited at the Aztec last week in conjunction with the regular feature . . . Ernest "Frenchy" Biencourt attended the IATSE state confab at Houston recently. He also was a delegate to the Louisville conference.

A typographical error in last week's BOXOFFICE had "Bill" Cordor's name spelled wrong . . . "Hitler—Beast of Berlin" will be exhibited locally at the Empire this week . . . Jack Hooper, war department photographer, has gone to Vicksburg, Miss., on an assignment.

Phil H. Pierce

DALLAS—Phil H. Pierce, distributor of pipe organs and automatic instruments for theatres in the silent days, died here last week following a heart attack.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

AUSTIN

"TOO LONG" KALLGREN, local stage manager for Interstate, is mighty proud of that boat on Lake Austin . . . Lee Bammel, Paramount projectionist, had his ear glued to the radio during the Indianapolis races. Reason: Lee is a former auto racer himself and still builds midget racers.

Mary Murchison, Interstate switchboard operator, mourned the loss of her beloved husband, Eddie Murchison, who died last week following a heart attack.

Kenneth Francis, Paramount usher, while cramming for his final exams, fell down a flight of stairs the other morning at 3 a. m. and broke four right-hand fingers. A day or two later, he was transferred to the Queen, where Manager Charlie Root claims the tumble had nothing to do with the shift.

Vacation flashes: Sammie Russell, Capitol cashier, to San Antonio . . . Sadie May, the girl in the gilded cage at the Paramount, considering a jaunt to Mexico City . . . Lena Novy Podolnick of Los Angeles in town to catch her brother Harold's high school graduation. They're Louis Novy's kids.

Leslie Carpenter named amusements editor of *The Summer Texan* . . . Eddie Cope, BOXOFFICE scribbler, doing a radio column for the same sheet.

Here's the new lineup at the Capitol: Mike Evans, here from the Paramount; Eddie Milner, here from the State; Karl Stroud, new chief of service, replacing Ewell Love, resigned; Clyde Holland, new doorman.

Euell Phillip Ischy, Paramount projectionist, tossed a barbecue supper the other night in honor of visiting kith and kin . . . Going home for the summer: Ferne McIlroy, candy girl at the Paramount; Raymond Woods of the Varsity.

Oklahoma City Victoria Closed for Remodeling

OKLAHOMA CITY—The Victoria, northside suburban theatre operated by Standard Theatres Corp., is closed for an extensive remodeling program. Reopening in the fall is planned, according to E. A. Patchen, assistant general manager.

Personnel changes made during the week by the organization: Paul Rice, assistant manager of the Midwest Theatre, transferred to the Criterion in the same capacity; A. J. Lynn, assistant manager of the Tower, transferred to the Midwest succeeding Rice; Bill McConnaughy, doorman at the Midwest, promoted to assistant manager at the Tower under Spence Pierce.

Start in Cooper

COOPER, TEX.—Henry Sparks has started remodeling work on a building he recently purchased and which he will convert into a modern theatre of about 800 seats.

Sunday Show Proposal Loses in Covington

COVINGTON, TENN.—The mayor and board of aldermen have rejected the petition of the Ruffin Amusement Co. to operate Sunday shows here. Opposition to the petition was expressed by various church and women's groups.

Ministers and other citizens of Covington appeared against the petition when it first was presented to the board a month ago following a straw vote, through signed cards, obtained by representatives of the amusement company showing a majority of the citizenry favoring shows on the Sabbath.

Montgomery Open-Airer Rises Near Airport

MONTGOMERY — Montgomery's drive-in theatre now is being built in front of the municipal airport on the Wetumpka Highway, five miles from Court Square. L. C. Worthington, of Birmingham, president of the Auto Movies Amusement Co., Inc., is in the city supervising the construction of the project, second of its kind to reach Alabama.

The open air project will probably be ready to open June 15.

Plan a June 15 Opening For Little Rock House

LITTLE ROCK—The new New, being erected next door to its predecessor will seat 900, and will open about June 15. It will be Robb & Rowley's ninth house in the Arkansas capital, says Ralph Noble, veteran city manager for R. & R.

The old house, a 300-seater, will be closed shortly after the New is opened, Ralph adds.

Former Texas Attorney Into Interstate Fold

DALLAS—Dick Stout, an assistant state attorney general under William McCraw and Gerald Mann, has been employed by the Interstate circuit as an attorney under John Moroney, general counsel.

Stout resigned from the department on June 1. He had been handling corporation, banking and insurance matters. He is a graduate of Harvard and his home is in Houston.

Get Tara Lock

HOLLYWOOD—A brass lock of Tara from the "Gone With the Wind" set has been presented by David O. Selznick to Jefferson College at Washington, Pa., for use in the library of a chemistry building now being erected on the campus.

Lacy Manages Drive-In

HOUSTON—Gene Lacy is managing the new drive-in theatre that has been opened here by Texas Drive-In Theatres, Inc., operators of the Corpus Christi open air house.

ATLANTA

AUTO MOVIES CO., INC. of Bessemer, Ala., announces the opening of a new drive-in in Montgomery, Ala., June 15. It will be located across the road from the Municipal Airport, will accommodate approximately 150 cars . . . Mrs. Sidney Richards of Shreveport, daughter of Roy M. Avey, branch manager for Metro, is spending several weeks with her parents . . . Dave Prince, formerly district manager for United Artists, succeeds Robert Mochrie as southeastern district manager for RKO covering Charlotte, Atlanta and New Orleans.

Various bookers on Filmrow are all excited and making preparations for the fishing party to be given by Nat Williams at St. Marks, Fla., June 22-23 . . . Mrs. C. E. Fain, Fain, Wetumpka, Ala., was a visitor . . . Mr. and Mrs. Fred Weis and son, Albert, of the Savannah, Savannah, Ga., stopped off in Atlanta on their way home from Washington and New York.

Filmrow visitors: Mr. and Mrs. W. Smith, Gem, Barnesville, Ga.; Roth Hook, Palace, Aliceville, Ala.; R. P. Higginbotham, Lyric, Pell City, Ala.; J. F. Camp, Ritz, Barnesville, Ga.; Hugh Martin and E. D. Martin, Martin Theatres, Columbus, Ga., and L&J city managers, Moon Corker of Athens, Ga., and O. L. Benson of Gainesville, Ga.

Loy Kaheley, inspectress at Universal, is vacationing . . . Mrs. Howard Wallace, much improved, has returned home from the hospital . . . Warner vacationists: Speedy Morse, David Thomas, Mrs. Pearl Payne, Mrs. Evelyn Copeland and Leon Clark . . . John Cunningham, Edison, Miami, Fla., stopped over in Atlanta on his way home from New York . . . Hughes & Brown will open a new theatre in Cumming, Ga., soon.

Jim L. Stanton, formerly assistant cashier at Metro, has been promoted to booker. Fred Hull has been promoted from the accounting department to assistant cashier at the same exchange, while J. C. Collins has been boosted from the accessory department to the job of accounting clerk . . . Mrs. Frances Wilson, biller at Universal, was on the sick list . . . Harry Graham, district manager for Universal, on a business trip in Oklahoma City.

Affiliated Producers had their "spring cleaning" . . . Mrs. J. Elwell and daughter, Virginia, spent the weekend in Selma, Ala. . . . J. U. McCormick, Amity Exchange, is in Alabama territory this week . . . Thornton LaHatte, accessory clerk at Columbia, is vacationing at Jacksonville Beach . . . Julia Gallinger replaces Carlton Smith as assistant cashier-bookkeeper at Columbia . . . A. B. Padgett, Metro booker, is enjoying his vacation.

R. L. Barabee is new manager of the Ritz, Roanoke, Ala., replacing W. W. Lineberger, resigned . . . George Helms, assistant booker for United Artists in Washington, D. C., is vacationing in Atlanta, his home town . . . Augusta Drive-In Theatre, located on Sand Bar Ferry Road and owned by George Wilby and associates, opened June 6. Steve Manderson, formerly with Lucas & Jenkins, is manager.

Mr. and Mrs. Joe Varnell, Princess, Piedmont, Ala., were in town for the first time in many weeks . . . Atlanta Variety Club, Tent No. 21, held its regular monthly meeting, June 3, in the club rooms at the Henry Grady Hotel. Henry Hines was guest speaker on the subject "Boys' Clubs of America."

An elaborate campaign for the local engagement of Republic's "Dark Command" at the Rialto was handled by Manager Murray and Sid Dell, assisted by Republic's Perry Spencer. Breaks in the Atlanta papers included a full page in the *Journal*, special picture layouts in the *Constitution* and a display of the original dresses worn by Claire Trevor in the picture in a large department store window.

An unpleasant three hours were spent by Wendell Welch, operator of the Strand in Dallas, Ga., when local police mistook his car as belonging to someone who but a day or so earlier had robbed the Acworth bank. Welch was compelled to accompany police to headquarters before the error was rectified.

Lottery Charge Affects Bingo in Mobile, Ala.

MOBILE, ALA.—Officers have ordered Bingo games in Mobile to cease operation pending the outcome of a lottery charge against Ricardo Montiel, Saenger Theatre manager, now before the circuit court.

The lottery charge against Montiel is the outgrowth of Bank Night which was formerly employed at the theatre. Hearing of the charges were reset in circuit court by Judge David H. Edington until June 27 while Judge J. Blocker Thornton considers the merits of a defense motion, filed in the equity division of the court, to restrain prosecution on the grounds of discrimination.

The defense motion claims the defendant is being discriminated against because, though Bank Night operations were stopped, Bingo games were allowed to run wide open.

Open Remodeled House

BIRMINGHAM, ALA.—Birmingham's remodeled Ritz opened June 1. New seats will be installed in the balcony as soon as they arrive.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

Build Profits-Patronage with
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IKE KATZ, Sales Mgr.
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NEW ORLEANS

AS OUTLINED in this column a few weeks ago, a graduated tax on all amusement admission has been introduced in the Louisiana house of representatives by Rep. W. T. McCain. In the bill, amusements include theatres, dance halls, skating rinks, night clubs, lectures, and practically all places providing amusements where an admission is charged. The bill calls for admissions from 11 to 18 cents to be taxed one cent; up to 28 cents, two cents; up to 38 cents, three cents; from 38 cents through 99 cents, three cents plus an extra cent tax for each dime above 38 cents. Dollar admissions would be taxed 10 cents, and above $1 one cent for each additional 25 cents. At present, New Orleans has a special amusement tax of one cent up to 50 cents, graduating upwards from that sum.

Saenger Theatres Corp. has filed with the securities exchange commission in Washington a registration statement covering $2,450,000 *of first mortgage and collateral trust* 4½ *per cent sinking fund bonds due in* 1952. *The company said that it would use the proceeds to retire its debt and those of its subsidiaries.*

A drive-in theatre is reported planned for Gentilly where the climate would enable one to operate such a project ten months of the year . . . It is said a determined effort will be made to either repeal or amend the inactive state film censorship law now on the books . . . The Lyceum on St. Charles St. has turned to dual bills.

W. H. Cobb has opened the Isis here. Admission is 10 *and* 15 *cents . . . Jim Dempsey, village constable, attended the stagehands convention as a delegate from Local* 39 *. . . The United chain is making arrangements to film a local "Gang" comedy and has invited* 100 *boys and girls between the ages of three and* 14 *to participate.*

Mrs. M. S. Bridges, the former Miss Jerry Barron, has returned from her honeymoon trip to Hot Springs and is back at Rex Poster exchange . . . The Louisiana Motion Picture Equipment Co. has installed new lamps in the Bell, operated by Mortomer & Shields.

A. Brussard has opened the Bruce at Crowley, La. . . . . R. J. Figueroa, Astor Pictures, New York, is here visiting his parents and also the local office of Atlantic Pictures . . . Houston Duvall, R. C. Kelly, J. J. Farbacher and J. Winberry will attend the Columbia convention in Atlantic City June 11-13.

Gordon Ogden of the Chimes, Baton Rouge, took in the sights of the city and was a visitor on Filmrow . . . Art Schmidt, publicity man in local film circles here, has joined the publicity department of the M-G-M office in the east, according to reports here . . . The Saenger here ran a half-page color ad on "Typhoon."

Hancocks in Florida

SPRINGFIELD, TENN.—A. L. Hancock, manager of the Capitol, and family are on a vacation in Florida.

Improvement Job on the Majestic Gets Going

STEPHENVILLE, TEX.—Following construction replacements and modernization of its front, work of redecorating and furnishing the Majestic here is under way, with the contract being awarded to W. B. King of King Scenic Co., Dallas. Reopening is expected in about two weeks.

The building is owned by R. E. Cox, Fort Worth merchant, while the theatre is owned jointly by him and Mrs. Thomas Donnell, the latter being in charge of the operation. Jake Hedrick is house manager. The Majestic was damaged by fire about two months ago.

E. R. Medd Leaves Crescent To Build in Asheville

NASHVILLE, TENN.—E. R. Medd, circuit manager for the Crescent Amusement Co., has resigned that post and plans the construction of a motion picture theatre near Asheville, N. C. He expects to have this house ready to operate by August 1.

Medd has been connected with the industry since 1910 when he started with the S. A. Lynch Enterprises at Asheville. In later years he was connected with the Saengers at New Orleans, the Lumberton Theatres at Lumberton, and the Howard and Wells Enterprises at Wilmington, N. C. He joined Crescent in June, 1937.

No. Carolina Co. Managers Discuss Coming Product

CHARLOTTE—Sales policies pertaining to pictures to be released this summer were discussed last week by 40 managers of theatres operated by North Carolina Theatres, Inc., at a meeting held in Charlotte. Roy L. Smart, district manager of North Carolina Theatres, Inc., presided.

Nash Weil of Atlanta, the company's chief engineer, addressed the group on summer problems such as ventilation and air conditioning.

AA Moves From Harwood Into Quarters of NSS

DALLAS—Advertising Accessories, Inc., is now located in the downstairs quarters of National Screen Service on Jackson St. The move from Harwood St. consolidates the former Texas Poster exchange, which sold out to AA, and also the Paramount and RKO poster departments.

At the IA Meeting

DALLAS—Attending the IATSE convention in Louisville from Dallas were H. D. Hill, business agent of Local 249, and members C. A. Harcum, C. C. Holt, Buddy Hoylman, L. S. Saucier, W. R. Hall and P. D. Jackson.

Sells to Bounds

DALLAS—T. W. "Ted" Lewis told friends here that he has sold his interest in the Princess at Texarkana to Clyde Bounds and that he is out of show business, at least temporarily. Lewis also said he was leaving for California on a six-week vacation.

TENNESSEE

LEE PRITCHETT of Decatur, Ala., has been made manager of the Gem, Paris, of the Crescent chain. The Gem has heretofore been managed by Hal Laurance along with his duties as manager of the New Capitol. Laurance will devote his entire time to the New Capitol.

Cowan Oldham, manager of the Crescent's Theatre at McMinnville, recently entertained chain managers and members of the office force at Nashville at a picnic at his home near McMinnville. More than 100 *attended.*

Will McSpadden, of the posting department of Crescent Amusement Co., Nashville, has been made manager of a theatre in Winchester owned by K. C. Stengel of Nashville.

"Appreciation Night" for Lloyd Lawrence, manager of Madison at Madison, Tenn., was recently staged by local citizens.

Bids are being taken for construction of two new theatres in Memphis and a third is said to be contemplated. The Idlewild, to cost between $35,000 and $40,000, is to be built by Chalmers Cullins and Nate Evans at 1819 Madison St. It will have a seating capacity of 1,000. The second house will be built on Sumner St. and is estimated to cost about $35,000.

It is truly "in the bag" at the Rockwood Lyric. Pictures of film stars are being enclosed one to each bag of popcorn sold at the theatre. There are 25 *pictures in the series. Too, every tenth bag of corn contains a free ticket to a future picture at the Lyric.*

D. L. "Doc" Morrison Dies On Visit to Kentucky

ATLANTA—D. L. "Doc" Morrison, prominent resident of Clermont, Fla., for many years, died last Monday in Ashland, Ky., while on a visit to his daughter, Mrs. Paul Campbell.

Mr. Morrison, who was 61, was born in Sonora, Ky., and moved to Clermont with Mrs. Morrison in 1912. He operated the Clermont house for the past 16 years.

Suit by Gaumont British Brings Plath to Dallas

DALLAS—Hugo Plath, operating the University Theatre in south Houston, has been here answering a suit by Gaumont British against him for about $300 allegedly due on an unplayed contract for the Mecca at Jacksboro, which he formerly operated. Plath retained counsel while here and made several depositions.

A. W. Lilly Will Operate New Colonial Full Time

GREENVILLE, TEX.—A. W. "Jack" Lilly has opened the new Colonial and will operate full time. The old Colonial, which he operated only on Friday and Saturday, has been closed.

VANCOUVER

A NUMBER of exhibitors gathered in the Filmrow projection room as guests of Willard Adamson to see "Hitler—Beast of Berlin," which is being released by his company, Grand National. There was Toffey, Calvin Winter's partner at the Marpole; Roy McLeod, genial manager of the Beacon; R. John Dawson of the Plaza, accompanied by his assistant, Earl Hayter. Bill Brown and F. G. E. Stevens of the Lux were also there, seriously watching every detail to gauge its suitability for a first run. Frank Kerr came over from New Westminster to consider it for the Edison, and Guy Graham, a newcomer among exhibitors, to consider its drawing power for his Park, now building at White Rock.

"Babe" Coval planned to leave last Wednesday for Pittsburgh to attend the WB convention . . . The 1940 conventions are rapidly becoming mere memories as one by one the Vancouver delegates return. Bill Hanscher is again at his desk after a busy time in Los Angeles. Bill Jones is expected back on Thursday and Sam Nagler has been around Filmrow for several days.

Guy Graham, who expects to open the Park at White Rock on June 15, was formerly business manager of Local 348, projectionists union, and has a record of many speedboat wins . . . Vancouver was represented at the IATSE convention at Louisville, Ky., by R. G. Pollock, president, and L. B. Pantages, treasurer, of the projectionists' union, Local No. 348; and by Harry Pearson of the stagehands' union, No. 118.

Earl Baltazar, for a number of years projectionist at the Stanley, is leaving shortly to go into business with his brother in Oregon . . . To his sartorial supremacy Wally Woolridge, projectionist at the Strand, has added the allurement of a big new car.

Gordon Sutherland has watched the "wind-up" of so many film stories from his peephole in the booth at the Kingsway that he has decided to take a chance himself and is now receiving congratulations on his approaching marriage.

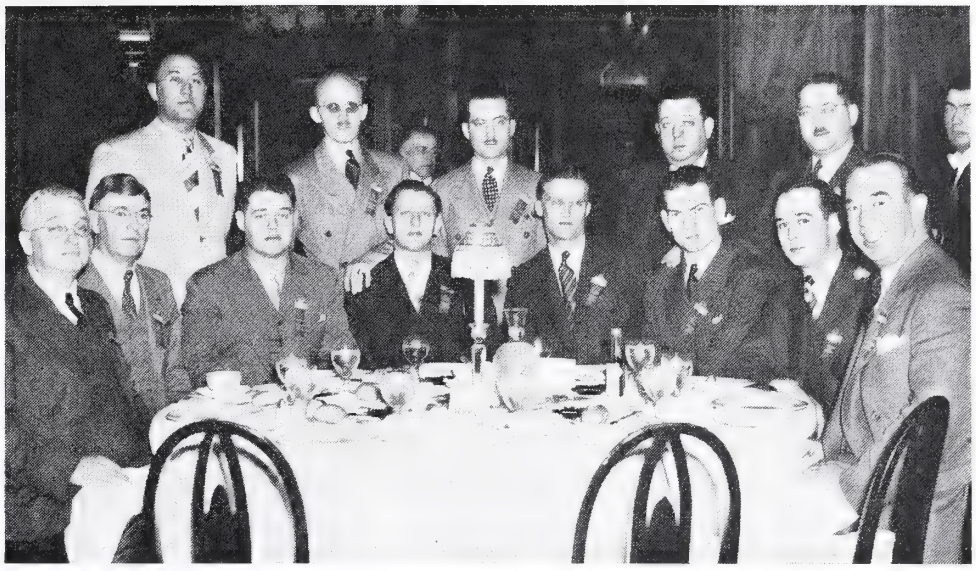
Whenever a newsreel depicting a horse race runs through the projector at the Marpole, Jack Andrews is all attention and impatient for July 1 when he will be watching one, or two, of his own ponies performing on the local tracks.

Jimmy Dibben, Lux projectionist, is an ardent student of sound, and is establishing a reputation of being able to tune up balky equipment and give the public the best there is in it.

William Wright Succeeds Garfield for United

MONTREAL—William Wright, manager of the Monkland Theatre, has been appointed manager of the Rialto, another United Amusement Corp. house, succeeding R. M. Garfield, who will look after the company's halls and properties.

E. Gaston Fauteux, assistant manager of the Monkland, has been promoted manager in succession to Wright.



—Metropolitan Photos

At the RKO Sales Convention—

In New York. Pictured here are the Canadian personnel: H. B. Miller, William Jones, Hatton Taylor, Joseph McPherson, Harry Woolfe, Meyer Nackimson, Leslie Plottel, Paul Cardell, S. H. Decker, Hugh Conway, Mark Plottel, M. Devaney and Leo Devaney.

Theatre Improvement Spurred in Canada

MONTREAL—Despite the complications due to the war, theatres have been spending considerable money on new equipment, improvements and extensions this year. This was particularly the case during March and April, when business boomed because of the desire of theatre owners to take advantage of the government regulation which permitted a deduction of ten per cent, spread over three years, from the income tax for any improvements or additions made by any corporation in the year ended April 30, 1940.

Compromise on Curfew For Sunday Pictures

TORONTO—At a conference between civic and police officials and theatre representatives, a form of curfew has been adopted in the city of Oshawa, Ont., with respect to the holding of Sunday midnight shows for the duration of the war.

Agreement was reached to conduct midnight performances only on the nights preceding holidays on a Monday. This decision eliminates the garden type of midnight shows and there will be less excuse for people to be about the streets late at night, from the official viewpoint. The theatres affected include the Regent of the Famous Players' chain; Marks, an Associated house, and the Biltmore, which was recently opened as an independent house under the management of George Law of Toronto.

Gracie Fields Canada-Bound

MONTREAL—Gracie Fields, star of "Shipyard Sally," and her husband, Monty Banks, are en route to Canada from England.

Frank Miley Benefits Town With Campaign

TORONTO—Frank Miley, manager of the Granada, Napanee, Ont., has again staged his annual theatre week in which he organized a cooperative campaign among the merchants of the town in the featuring of special sales, a great many residents from the surrounding districts being attracted to Napanee during the six days because of the advertised inducements. Miley distributed printed programs of attractions and performances throughout the district and these also were placed in restaurants, bars and other places where people congregate. Stickers having the words "Napanee Theatre Week Special" were used on many store windows and on the windshields of automobiles while window cards for the Granada were generously used.

Miley held special afternoon shows throughout the week with an extra matinee for the children on Saturday morning, the theatre being decorated for the occasion. A feature of the display were goodwill letters from Allan Jones and Mary Martin, stars of "The Great Victor Herbert," one of the week's pictures. The Granada is the only theatre in Napanee.

Manager Miley also pulled a good stunt for "My Little Chickadee" when he distributed paper towels on which was printed: "Save This Towel! You will need it to wipe away the tears of laughter when you see Mae West and W. C. Fields, etc." A quantity of these towels were refolded and placed in the towel dispensers in the theatre washrooms in advance of engagement.

Doing Yarn for Neagle

HOLLYWOOD—RKO has assigned Ken Englund to do an untitled original to star Anna Neagle. Herbert Wilcox will produce.

MONTREAL

QUEBEC government has chosen an exhibitor for the post of inspector of the Provincial Motion Picture Censorship Board for the Quebec City district. The new appointee, Joseph Tanguay, has had 37 years experience in theatrical and motion picture business, and in the course of his long career was manager of several Quebec theatres, his last connection previous to this appointment being with the Victoria.

Soldiers, sailors and airmen in uniform are being admitted free to the Belmont Park amusement center which includes a cinema. Those who visit the park in organized groups are also given special privileges . . . Firebugs are blamed for a conflagration which destroyed several buildings in Dawson City, Yukon territory, including the old Orpheum.

Larry Stephens, manager of the Snowdon, continues to give first run of British pictures to overflow audiences. The latest he has introduced to Montreal is Edgar Wallace's "Four Just Men," which current war events have rendered topical . . . S. Morgan-Powell, editor of the Montreal *Star*, approves a suggestion made by correspondents of that newspaper that theatre managements set aside a number of seats on certain days of the week for the free accommodation of soldiers in uniform.

Elimination of the double-bill is foreseen by Ted McCormick of the Montreal Herald, *as a corollary of the war-enforced changes in film production systems. "In restricting the annual output of feature-length films," he says, "one evil of the industry—blockbooking—may be done away with," and "if blockbooking goes, it undoubtedly means the end of the double bill," which he considers would be "a good riddance."*

Gordon Sparling, production supervisor of Associated Screen Pictures, and Ross Beesley, ASN cameraman, were in Banff during the past week on location in connection with the new documentary picture, "Peoples of Canada," being prepared for the National Film Board.

Joe Lightstone picked another winner for the Orpheum in "My Son, My Son," which is showing for the third successive week . . . Double bills are discouraged by the Imperial Order of Daughters of the Empire, according to Mrs. H. S. Angas, the national convener of the order's film committee, who reported to the annual meeting that the committee held the ideal program to be one feature with accompanying shorts and newsreel.

Sudden roundup of "fifth columnists" in Canada did not catch the newsreels napping. Crews deployed from Montreal, Toronto and Vancouver, and were able to obtain pictorial records of the nation-wide activity of Royal Canadian Mounted Police, military and veterans' organizations uniting to combat the menace. Associated Screen News laboratories quickly prepared this topical material for inclusion in the current newsreels.

Visitors to the Junior Filmrow in the Tramways building which houses Regal Films and Empire-Universal, included Hank Perreault of the Arcade, Baie Comeau, who was in Montreal for the Canadian Legion convention; Ambrose Nolan of the Pix, Aylmer; Georges Champagne of the Auditorium and Roxy, Shawinigan Falls; Tommy Trow of the Imperial, Three Rivers, and Albert Bey of the Cinema, Thetford Mines.

Charles Chaplin, manager of United Artists office at Saint John, N. B., who is naturally known to all his friends as "Charlie," was in Montreal visiting A. J. Jeffery, Quebec manager.

Harry Burko, brother of R. B. Burko, general manager of General Theatre Supply Co., Ltd., has been appointed Quebec district manager of the company in succession to Harry Graham, resigned. Harry Burko was formerly in the theatre supply business on his own account.

Lloyd C. Pearson, general sales manager of Dominion Sound Equipments, Ltd., has been visiting the Toronto office. Dominion Sound has been doing very satisfactory equipment business this year to date, according to F. E. Peters, general manager . . . William Elman, district manager for Columbia in Quebec, and Archie Cohen, salesman, attended the company convention in Chicago . . . Mitch Bernstein, executive of the Maritime Film Co., Columbia subsidiary in Saint John, visited the Montreal and Toronto offices en route to the convention in Chicago.

Calls for the Support of British Motion Pictures

ST. JOHN, N. B.—The importance of supporting British films and of providing suitable bills for children was emphasized in the report of the film committee, presented by Mrs. H. S. Angas, Toronto, national convener, at the 40th annual meeting of the National Chapter of Canada, IODE here.

Mrs. Angus noted that the Quebec government had recently modified its prohibition of children attending theatres and spoke of the special censorship bureau established in this connection. Said the speaker: "This is an important change and it is hoped that satisfactory regulations governing this question may evolve and lead to improved conditions elsewhere where no restrictions exist and children flock to see movies which are utterly unsuitable."

IODE Urges Government to Disseminate Information

TORONTO—The National Chapter of the Imperial Order Daughters of the Empire, at its annual meeting, requested the Dominion government to provide films, radio material and other copy with which to offset the subversive propaganda and to refute the claims which emanate from a Nazi source, as features of a drive to maintain the morale of the Canadian people. In other words, the I. O. D. E. is pressing the government to step on it with regard to the dissemination of information.

Writer to Direct One

HOLLYWOOD—Writer Boris Ingster will make his directorial debut on RKO's "The Stranger on the Third Floor."

TORONTO

FRED TREBILCOCK'S flying vacation to South America almost ended in disaster —twice. Doing another part of the world in a series of annual world jaunts, Fred flew to Latin America and was out of Lima, Peru, in no time when everything began to shake and quake. Starting for home on board a Pan-American Clipper, he was suddenly stricken with appendicitis and had to be dropped off at Miami where the operation was performed. In the meantime, Claude Hunter is at the helm of the Toronto Uptown, big F-P house.

Convalescent list: R. S. Roddick, Maritime district manager of Famous Players' circuit, has recovered from a lengthy illness and has returned to circulation. Sid Scott, manager of the Capitol at Sudbury, in the northern Ontario nickel belt, also has recovered and is no longer being hospitalized. Clarence Robson, eastern division manager, is taking life easy at his summer home but would feel more energetic if it did not rain so much.

Appointments: N. E. Fraser, who managed the picturesque Holland at Bradford, Ont., the center of a Dutch settlement, for more than two years, has become manager of the new Century of the 20th Century chain at Trenton, Ont., in succession to Tom Naylor who has been transferred to Toronto. Joseph McPherson has been promoted to branch manager at Calgary by General Manager L. M. Devaney of RKO Distributing Corp. of Canada, succeeding Nat Taylor, transferred to Montreal to replace Mark Plottel who recently became Toronto branch manager.

Lorne Moore, manager of the Grand, Sudbury, caused a commotion with a teaser campaign in which hundreds of stickers bearing simply the picture title "Remember the Night" were fixed to automobile windshields, windows and other prominent places, plenty of talk being aroused over the mysterious appearance of the labels. Gordon Beavis, manager of the Royal, North Bay, offered tardy encouragement for population increases in the promise of guest tickets to parents of any babies born during a specified ten-day period, this being a tie up in a community advertising stunt. Beavis must have had some inside information because there is no report of the collection of a brace of passes. It is interesting to note that Robert Babcock, projectionist at the North Bay Royal, has become the daddy to a baby boy weighing 9½ pounds, but the arrival was too late for the contest.

Ray Tubman, manager of the Capitol, Ottawa, sponsored the annual tulip show of the Ottawa Horticultural Society in the lobby of the theatre . . . Mrs. Frank Fisher, wife of the Toronto branch manager of Empire-Universal Films, Ltd., was accorded further high honors in the tennis world when the Ontario Lawn Tennis Ass'n, at its annual meeting, placed her first in the rankings for the year. Mr. and Mrs. Fisher are training for the summer's campaign—when it isn't raining.

Charlie Dentelbeck, supervisor of projection at Famous Players' head office, was granted further leave of absence for his trip to the annual IATSE convention in

Louisville to enable him to visit his aged parents at Roanoke, Ind., both of whom are more than 80 years of age. Dentelbeck was one of the first employes of N. L. Nathanson more than 21 years ago.

The Canadian Broadcasting Corp. has notified Jack Arthur, district manager of Famous Players, that his Variety Show program has proved such a success with listeners, both civilian and military, that the feature is to be continued throughout the summer. Arthur's production has been staged at the military camp in Toronto and was primarily intended for the entertainment of the troops.

Al Sedgwick, manager of the Belsize, is a kill-joy. In the weekly preliminaries of his beauty contest to select a contestant for north Toronto in the annual pulchritude carnival at the Toronto Police Games late in July, Sedgwick placed a ban on the display of the female form in bathing costumes, ruling that the young ladies would have to appear in dresses complete with stockings because "it is a beauty contest and not a leg show." Jack Arthur, one of the judges, did not show up for the first competition.

Capt. H. J. Sweetman, former manager of the Community Theatre, Kapuskasing, Ont., appeared in a screen role when newsreel cameramen covered the formal opening of the Beaver Club, a recreational center for Canadian troops in London, England, of which he has been made director for the duration. Captain Sweetman was quickly spotted by exchange officials and exhibitors when the newsreel was released in Toronto.

Oshawa went musical when Manager George Law organized a community musicale in the new Biltmore, Sunday afternoon, featuring Florence Glenn, concert artist, and a musical film program. No admission was charged and there was a turnaway crowd . . . George R. Giroux, representing the Technicolor Corp. of Hollywood, paid one of his periodic visits to Toronto.

Mrs. Bessie Moore, proprietor of Moore's Theatre, Grimsby, Ont., has been elected an honorary member of the West Lincoln branch of the Canadian Legion in recognition of cooperative services rendered. Mrs. Moore recently became one of the two charter members of the Canadian Picture Pioneers, having been identified with the moving picture business for more than 25 years.

For the showing of "Road to Singapore," Tom Mascaro, manager of the Capitol, Belleville, appropriately staged a banana-eating contest on the stage as an added stunt. Manager Meehan of the Academy, Lindsay, put on an ice cream consuming contest and the four boys who came up from the audience in response to his invitation had considerably difficulty, much to the delight of the audience. The four spoons were tied together.

Shulman Remodels at Uxbridge

TORONTO—The Strand at Uxbridge, seating 250, has been completely remodeled by the owner, Harris Shulman, who has operated this independent house for many years. It is the only theatre in the village about 30 miles from Toronto.

WINNIPEG

ALTHOUGH the warm weather is definitely here, with crowds out on the streets nightly, show business is still in the dumps without any sign of picking up. The situation is generally attributed to the bad news from the front being disseminated in newspapers and on the radio. Another factor which it is expected also is contributing to a large extent is the tendency of the public to hold on to what money it has in a troubled time. Working together, both factors have made a tough situation for exhibitors.

Vindicating the prophecies made in this column some time ago concerning the excellent outlook in store for it, "Public Opinion," stage quiz inaugurated at the Metropolitan here some time ago, made its bow last week in another western city. The Capitol at Regina now is featuring a show of the same nature under the same name. Indications now are that the show will spread to other western cities in the very near future, with the east following suit.

The Garrick has been extensively renovated, installing new seats, and retouching lobbies and restrooms . . . With the coming of the warm weather, cooling plants again are in operation at the local houses.

A contingent of FP men are in Toronto at the present time in connection with the district managers' convention. Included are: F. H. Kershaw, A. E. Zorn, Don Gauld and Vic Armand . . . Nestor Novak, assistant manager at the Capitol, left for a vacation in Chicago.

Syl Gunn and Harold Gray have carried out considerable exploitation in connection with film showing currently at the Metropolitan. For Bing Crosby's new opus "If I Had My Way" they arranged numerous tieups with music stores, the Kraft people, especially through the medium of banners on trucks, T. Eaton Co., and Canadian News Agency trucks which netted them banners. For the current showing "'Til We Meet Again" they built a tie up around the Westmore cosmetic angle in cooperation with local department stores.

A striking window in the T. Eaton Company stores was the means whereby Harold Bishop capitalized on the Alice Blue Gown motif of his film "Irene."

Ingenious Advertising Is Accorded "Four Wives"

TORONTO—A couple of the theatre managers have been playing around with "Four Wives."

Referring to the picture, of course, Manager Tom McKnight of the Patricia, London, issued formal wedding announcements in the form of cards of the engraved type. These read "The Patricia Theatre is happy to announce the marriage of Four Daughters, Priscilla Lane to Jeffrey Lynn, Rosemary Lane to Eddie Albert, Lola Lane to Frank McHugh and Gale Page to Dick Foran, in 'Four Wives' at the Patricia, etc." These cards were sent out in plain social envelopes.

Manager W. C. Tyers of the Granada, St. Thomas, turned registrar for the occasion by issuing several thousand marriage licenses—or what looked like licenses—to advertise the engagement of "Four Wives." The outside of the herald was printed in legal style and the inside copy started off with "The Granada is happy to announce the marriage, etc." Tyers also fastened 22 by 28 cards to the backs of automobiles in his town, the inscription being, "Just Married—The Four Daughters Are Now Four Wives."

Construction Under Way On House in Courtenay

COURTENAY, B. C.—Construction has been started on the 450-seat theatre for E. W. Bickle of Cumberland.

The house, which will include three stores and an apartment above the theatre, will cost approximately $30,000, and is expected to be ready for opening in September.

Contractors for the project are Dominion Construction Co., Ltd., of Vancouver. Plans were prepared by Architects Kaplan & Sprachman of Toronto.

CALGARY

IMPACT of recent war news, keeping people here close to radios and public meetings calling for alien internment, have caused a slump in theatre attendance. Theatremen expect business to be below par while present day-to-day tension lasts.

Replacing rubber matting in the large lobby of the Capitol here, F. P. C. C. unit, heavy pile carpeting has been laid.

Peter Egan of the Palace has discontinued the weekly Wednesday stage show for the summer season. At this house the British-made comedy, "Shipyard Sally" released by 20th-Fox, has proven so popular during a quiet week in town, that it has been held over.

Al Iscove, genial young manager of the Grand National branch, is receiving congratulations on becoming a father. His wife has just given birth to a ten-pound baby girl . . . their first.

Filmrow is deserted these days with many of the boys being convention-bound. Joe McPherson, manager and Paul Cardell, salesman, are at the RKO gathering in New York; Bill Kelly is attending the Paramount convention at Los Angeles; Sam Pearlman, manager and his assistant, Harry Kohn, have gone to Pittsburgh for Warner while Harvey Harnick, of Columbia is at Chicago.

Back from convention this week came Abe Feinstein of United Artists . . . Vacationing at Hamilton, Ont., Vernon Skorey of 20th-Fox will be gone until the middle of June . . . Theatre operators visiting Filmrow this week were Bert Hawkey of the Orpheum at Ferrie and Pete Ubertino of the Gaiety at Brooks.

An F-P Common Dividend Covers Three Months

TORONTO—The dividend season in Canada has continued with the declaration of two important payments although, as one might notice, there is a war in progress. According to an official notice by T. J. Bragg, secretary-treasurer, Famous Players Canadian Corp. is making a payment of 25 cents on each of the outstanding common shares for the three months ending June 30, following a dividend for the same amount for the first quarter of 1940.

Marcus Loew's Theatres, Ltd., Toronto, has also declared a dividend of 3½ per cent on the 7 per cent preferred shares for the half year ending Dec. 31, 1938, payable June 29. This is another of a series of payments in quick succession on arrears of preferred interest which, about two years ago, were in excess of $20 on each share. The company is now in arrears for only the past calendar year, arrangements having been made for current payments.

Reports Canadian Scenics Interest N. Y. Showmen

MONTREAL—W. J. Singleton, sales manager of Associated Screen News, who just returned from a trip to the New York World's Fair, reports New York showmen are keenly interested in Canadian scenic and tourist pictures. They also are welcoming pictures of Canadian war activities.

The tremendous popularity of visual expression in the United States is evidenced by the fact that Singleton counted no less than 42 complete motion picture projection installations in the limited area of the World's Fair that he visited. Canada is well to the front in motion picture activity.

To Reduce Marcus Loew 7% Preferred Arrears

MONTREAL—Arrears on the seven per cent cumulative preferred stock of Marcus Loew's Theatres, Ltd., will be reduced to $10.50 per share after payment of the new declared dividend. The company will distribute, on June 29, $1.75 per share in addition to the regular quarterly dividend of $1.75 per share to holders of record June 15. The stock sells ex-dividend on June 12.

Protestant Film Library Owns Over 300 Pictures

MONTREAL—The film library of the Protestant branch of the Quebec department of education, which "is being extensively used," now contains more than 300 sound and silent films and upwards of 1,200 film slides, including numerous duplicates, according to the current report of Dr. W. P. Percival, director of Protestant education for Quebec.

After Midnight Shows

OSHAWA, ONT.—A committee, appointed by the mayor, is investigating the police commissions recommendation that shows by prohibited here after Sunday midnight.

Grierson Recognizes Industry's War Role

CHICAGO—The motion picture industry in Canada has been a "good citizen and, as the war goes on, I am sure it will be an even better one," is the opinion of John Grierson, head of Canada's national film board, Ottawa. Grierson was here for a day this week, coming to the states to confer with Jack Cohn, vice-president of Columbia Pictures, on distribution of war pictures in the Dominion.

"Understand me," said Grierson, "we in Canada feel that our motion picture industry is an integral part of the country, and realize that its branches have during the war a different focus from those of the United States, a neutral country. We cannot help but feel a debt of gratitude to all of the major distributors and circuits in Canada for the most handsome cooperation the film industry has given us thus far in the war."

Grierson said that the present war has demonstrated in Canada what a tremendous force the motion picture can be for galvanizing sentiments in a nation. "The film industry," he said, "has become a national instrument of service to Canada, and this has been accomplished through the realization of the industry of its new status during war."

Illustrating the cooperation of the industry, Grierson explained that in a fortnight the first of the Canadian short subjects on the war, "Call to a Nation," was shown in 717 theatres in the Dominion. The national film board, he explained, is the film wing of the bureau of information, and operates directly with the Directorate of Public Information. All pictures will be made in French and English, either one or two reels, and will also be shown in the other dominions as well as in Great Britain. Grierson just returned from a trip to Australia and New Zealand where he arranged for showing of the pictures there.

War Information Reels Will Issue Monthly

CHICAGO—The national film board of Canada will continue producing special war information films of one and two reels monthly during the war, according to John Grierson, head of the board, who was in Chicago for a day this week.

Two have been produced thus far, "Atlantic Patrol" and "A Letter From Aldershot." Production will be initiated, as in the past, from Grierson's headquarters in Ottawa, with the technical facilities of Canada's three major film studios at his disposal. These are Frank Badgley, Ottawa; Associated Screen News, Montreal; and Audio Pictures, Toronto.

Grierson told BOXOFFICE that other films, dealing with various phases of Canada's participation in the war, are being readied now, with the next one to be "Women in War." Others to be released will deal with "Mechanics of War," "Economics of War," "The U. S. Border," "The Peoples of Canada," "Canada's Wings," and Naval Auxiliaries."

George F. Perkins Dies After a Brief Illness

MONTREAL—George Frederick Perkins, 67, president of Perkins Electric Co., died suddenly at the Private Patients' Pavilion of the Montreal General Hospital last Tuesday. He resided here.

Perkins, born in Mansonville, Quebec, was educated in Montreal. He established an electric supply business in 1914 on Craig St., enlarging its scope the following year to include sound and projection equipment. He developed this business into one of the largest of its kind of Canada. President of the company since its formation in 1914, he had been in good health until a week ago. He continued at his office until last Tuesday, when he suffered a heart attack and was taken to the hospital, where he died that day.

He is survived by his wife, formerly Miss Oleen Wright Lemon, and by a sister who resides in North Dakota.

Steal Car to Steal Safe From North Bay Royal

TORONTO—The Royal at North Bay, Ont., was the scene of a somewhat spectacular crime which resulted in a loss of $250 to the theatre through robbery. The criminals first stole an automobile from a North Bay garage and, during the night, carted away the safe from the theatre office. It was taken to a field outside of the city and smashed open for its contents. Manager Gordon Beavis believes that one member of the gang must have hidden in the theatre after the closing of the evening show to facilitate the entry of other crooks. The safe was too cumbersome for one man to handle.

Taylor and Brown Concern Acquires Hamilton Lyric

TORONTO—The Lyric, a long-established theatre of Hamilton, Ont., operated by R. T. Stewart, has been acquired on lease by a new company, Inter-City Theatres, Ltd., of which the principal officers are N. A. Taylor and F. C. Brown. The former is vice-president of the Independent Theatres Association of Ontario and managing director of 20th Century Theatres, Ltd. The Lyric will be operated as a unit of 20th Century. It has 750 seats.

Calgary Visitors

CALGARY—Visitors to Calgary's Filmrow were Arnold Entwhistle, operating the Strand, Empress, Dreamland and Princess theatres in Edmonton; from the north came also Kent Purdy who reports business good around his small chain; Saul Stone from Unity, Sask., spent a few days here and M. G. Chisholm, from another neighboring province, Field, B. C., was also a visitor. Max Garfin, of the Shaba at Jasper looked over available pictures.

Son to Doug Miller

TABER, ALTA.—Doug Miller, operating the Rex here, announces he is the father of a baby boy. The new baby brings the Miller family up to three boys.

20th Century-Fox (047) **89 Minutes** **Rel. June 14, '40**

Every American should welcome an opportunity to see and acclaim this emotional and dramatic document. First, because of its boundless appeal as an engrossing motion picture; and, more importantly perhaps, because it is difficult to conceive of anything—spoken, printed or photographed—better qualified to bring forcefully to their full consciousness the myriad advantages of their lot as democratic citizens when compared to the unfortunate peoples of war-torn, dictator-ridden European nations. Magnificently written, produced, directed and enacted by a sterling cast, the film, while it finds its locale and motivation in the rape of Czecho-Slovakia by Hitler's hordes, is as well-timed for universal interest as tomorrow's headlines. Given the advantage of this timeliness and wisely exploited, its revenue should know no ceiling. Directed by Archie Mayo.

Don Ameche, Eugenie Leontovich, Mary Beth Hughes, Alan Curtis, George Ernest, Robert Lowery.

Four Sons F Drama

Columbia (1016) **71 Minutes** **Rel. May 30, '40**

To fill in the gap between effective mystery stories on the screen, "The Lone Wolf Meets a Lady" adequately fills the bill. In good detective yarn style the film, in its various departments, leaves much to the imagination of the audience. Herein a necklace is stolen and a long-absent husband with a criminal record is found murdered in his wife's flat. Warren William as the "Lone Wolf" meets the lady and sets about championing her cause, although all the evidence points to her as an accessory to the crime. Eric Blore as William's butler helps out on the comic end. After a good deal of chase and excitement the affair is concluded to the satisfaction of the police and the "Lone Wolf." Director: Sidney Salkow.

Warren William, Jean Muir, Eric Blore, Roger Pryor, Victor Jory, Warren Hull.

The Lone Wolf Meets a Lady F Mystery Drama

Republic (965) **55 Minutes** **Rel. Apr. 22, '40**

With a bit of history serving to bolster the story, the Three Mesquiteers again appear in a worthy western. This is an all 'round finished production that packs a fresh outdoor punch in each sequence for the ultimate in audience enjoyment. Livingston, Hatton and Renaldo come into Arizona during the time of a silver inflation. Instead of attending the wedding of the latter's brother, they become involved in a murder that upsets the entire state of affairs. In order to save an innocent victim of circumstance they have to act out all the tricks in the book before the evildoers are lodged in jail. All in good time they achieve harmony and the story concludes with the couple on their honeymoon. George Sherman directed.

Robert Livingston, Raymond Hatton, Duncan Renaldo, Kay Griffith, Ruth Robinson.

Covered Wagon Days F Western

M-G-M (39) **115 Minutes** **Rel. June 7, '40**

In its initial metropolitan showings, the celluloid version of Rachel Crothers' widely-discussed stage play will probably attract sufficient sophisticates—real and synthetic—to assure satisfactory returns. Fate of the drawing-room comedy-drama in the hinterlands and neighborhood houses, however, is definitely doubtful. For all the weight of its important cast, the rank-and-file of entertainment seekers will find the vehicle, which deals with the bewildering sensations of an unsympathetic, screwball wife and mother from the uppermost social brackets, tedious, uninspiring and over-dialogued. There is another possible stumbling block to general boxoffice success—among the devout, the light, bantering manner in which the story treats the subject of faith in the Deity may engender patronage-killing resentment. Directed by George Cukor.

Joan Crawford, Fredric March, Ruth Hussey, Rita Hayworth, Nigel Bruce, Bruce Cabot, Constance Collier.

Susan and God F Comedy Drama

RKO (084) **59 Minutes** **Rel. June 7, '40**

True to the tradition of westerns "Prairie Law" does not have a dull moment, whether it be hard talk by hard guys, fist fights or shooting. All that and more is ably carried out to the end by George O'Brien. This tale deals with the invasion of farmers on the rangeland, lured by a land shark, who encourages them to take liberties with the ranchers' water and cattle. At first O'Brien merely looks on but when his friend is murdered and his cattle butchered for the local meat dealer it begins to get under his skin. The story is a neat job written obviously for O'Brien. He has good lines and he breathes a refreshing note into them. His tongue-in-cheek delivery will keep the audience in a state of anticipation. One of the worth while westerns. David Howard directed.

George O'Brien, Virginia Vale, Cyrus Kendall, Henry Hall, Slim Whitaker.

Prairie Law F Western

Republic (966) **58 Minutes** **Rel. May 24, '40**

The saga of the west in its early days is still being pursued by the Three Mesquiteers. Here they tackle the lawlessness of the Panhandle. When a youngster is wounded, they learn of the depredations of the ringleader of a group of bandits and murderers who are terrorizing the country. Later the boy is killed. With their dander up the trio set out to track down the culprit. To this end Robert Livingston poses as a notorious outlaw and works himself into the gang's confidence. In good time, and with the timely assistance of Raymond Hatton, he corrals the whole mob and hands them over to the Texas Rangers. It is excitingly told in regulation western style with all the emphasis thrown to the violent action angles. Substantial western drama and effective Three Mesquiteers fare. George Sherman directed.

Robert Livingston, Raymond Hatton, Duncan Renaldo, Sammy McKim, Leroy Mason.

Rocky Mountain Rangers F Western

20th Century-Fox (046) **72 Minutes** **Rel. May 31, '40**

The umpteenth version of the old, old story about two youngsters trying to live as cheaply as one and finally finding happiness in the struggle, this attempt, a remake of the famous "Bad Girl," suffers from complete unoriginality and a lightweight cast in which only Joan Davis, with her comic eccentricities, registers effectively. Two screen newcomers, Virginia Gilmore and Robert Sterling, make unimpressive debuts in the leading roles, both demonstrating the need for more seasoning. However, the picture will probably slip by adequately as subsequent-run material. Sterling, a woman-hater who dreams of owning an airport, and Miss Gilmore, who thinks marriage is slavery, meet—and promptly fall in love. Follows a heartrending story of their quarrels, with a happy fadeout. David Burton directed.

Virginia Gilmore, Robert Sterling, Joan Davis, Paul Harvey, Edmund MacDonald, Don Beddoe.

Manhattan Heartbeat F Drama

Universal (——) **60 Minutes** **Rel. June 7, '40**

In neither category—as comedy or as melodrama—does this weak-kneed entry in the program handicap manage to achieve any degree of success. As comedy it is sadly unfunny. As melodrama it is so over-burdened with cliches that a fairly competent cast never has a chance. The writing is feeble, the direction lackadaisical and the boxoffice potentialities about zero. Donald Woods, jilted in a love affair, seeks out the leader of a murder ring to have himself bumped off. After the deal is made he runs across another girl, immediately falls in love with her, and decides he doesn't want to die. The remainder of the so-called plot deals with his efforts to elude the gangsters who are out to kill him in which endeavor he also captures the ring-leader. Charles Lamont directed.

Wallace Ford, Donald Woods, Kathryn Adams, Mona Barrie, Warren Hymer, Marc Lawrence.

Love, Honor and Oh Baby! F Comedy Melodrama

Monogram (3915) **62 Minutes** **Rel. June 11, '40**

Gangster murder mystery yarn with a small town locale, this is elevated above the ordinary classification through a goodly quota of laughs, a workmanlike screenplay and a competent cast. Frankie Darro is featured as the village wise guy who ferrets out the murderer, aided by Mantan Moreland as the comedy stooge. Darro works in the drugstore as a soda-jerker and delves into chemical experiments as a hobby. When a wounded gangster staggers into the store, he attempts to relay a message to Darro and Moreland. He dies, and the excitement increases when more New York mobsters move into the village to try and get the message, which they think relates to a $300,000 cache hidden in town. Darro and his sidekick of course beat the police to the solution. Howard Bretherton directed.

Frankie Darro, Mantan Moreland, John St. Polis, Robert Warwick, Lillian Elliott, Mary Kornman, Maxine Leslie.

On the Spot F Mystery Melodrama

SELLING ANGLES: **"Covered Wagon Days"**

It seems likely that an aid to more effectively putting this one over with the audience will be found in doing something about the title. As it stands it seems to be just so much regulation label sticking. This happens to be one western that rates a better appellation. There is also, in the line of giveaways, an autographed photo of the three principals. String up banners.

CATCHLINES:

Triple Trouble on the Border . . . Three Sons of Action Ride to New Thrills.

The Screen's Triple Threat to Boredom Ride the Action Trail Again.

SELLING ANGLES: **"Rocky Mountain Rangers"**

There is a Mesquiteer Fan Photo available for effective giveaways. Attempt to insert the prepared stories in the pressbook in the local dailies. Window cards are available. Contact the local newsstands for the insertion of handbills into his assortment of western pulp fiction. The juvenile angle should be looked into. Sammy McKim is inducted into the Mesquiteer triumvirate with appropriate training. To this end stage a contest among the youngsters of your community in which the best handler of a whip and lariat is suitably honored.

CATCHLINES:

Punch Packed Action . . . With the Three Mesquiteers Riding Herd on a Band of Renegade Killers.

Who Is the "Laredo Kid?" . . . The Badlands Are His Lawless Refuge.

SELLING ANGLES: **"On the Spot"**

Frankie Darro is the personality on which to concentrate in exploitation and on the marquee. He has built up considerable of a following among juveniles. Organize a "Frankie Darro Fan Club." Using the title of the picture as the basis for the stunt, tie in with civic clubs and law enforcement authorities on a "Safe Driving" week in which amateur policemen place lawbreakers "on the spot" by reporting them. The "On the Spot" title can also be used in tieups with merchants who specialize in home delivery, etc.

CATCHLINES:

Frankie Darro at His Best . . . As a Smart Kid Who Couldn't Keep Out of Trouble . . . Or Out of Other People's Hair.

You'll Go for This Thrill-a-Minute Story . . . With Your Favorite Boy Star . . . Frankie Darro.

SELLING ANGLES: **"The Lone Wolf Meets a Lady"**

Use all the regular angles on mystery films. The cast names are generally familiar. Plug the comedy content as delivered by Blore. The story has him fancying himself a singer. Home recording plays a substantial part in the yarn. To this end contact radio stores for tieups. Distribute handbills which call attention to the fact that the "Lone Wolf" is wanted again by the police. Print up match books with similar advertising. The pressbook accompanying this one has any number of clever selling aids which might be looked into.

CATCHLINES:

Fiction's Fabulous Knave Crams a Lifetime of Adventure Between Dusk and Dawn.

Wanted by the Police . . . And by Every Woman He Met.

SELLING ANGLES: **"Prairie Law"**

This one deserves all the western stunts that have done the trick in the past. The George O'Brien fans should by all means be informed of its playing date. Contact a sporting goods dealer who handles rifles. Work up a display of Winchesters, the lever action model, with a poster display and a brief story about the part they play in the film. Mount a life-size cutout picture of O'Brien in the lobby showing him on a rearing horse. Handlers of western magazines should be contacted for handbill insertions.

CATCHLINES:

He Rides, He Fights, and He Loves . . . And He Brings Law and Order to a Wildcat Town.

They Drank His Water, Stole His Cattle . . . But When They Shot His Friend He Made Them Regret It.

SELLING ANGLES: **"Love, Honor and Oh Baby!"**

Give the marquee credits to Wallace Ford and the screen newcomer, Kathryn Adams, with Donald Woods listed in support. Stress the picture's comedy angles. Hold a contest in which amateur tunesters write music and lyrics around the picture's title. Appoint a dance-band leader as the judge and, as a reward, have him play the winning song over his program. Plant ads signed "Tony" and "Bull" offering to bump off anybody for "$1,000 Cash or Two Tickets to the Blank Theatre."

CATCHLINES:

A Jilted Romeo . . . Who Paid $1,000 to Have Himself Killed . . . Then Decided He'd Be Better Off Alive.

The Whole Force Was Searching for the Head of This "Phantom Murder Ring" . . . But It Took a Radio Reporter to Find Him.

SELLING ANGLES: **"Four Sons"**

This story of the Nazi invasion of Czecho-Slovakia should be sold on the basis of its current timeliness, with blown-up newspaper headlines serving as lobby centerpieces and mailing pieces. Give free admission to all mothers who have four sons living in your city. Publicize the picture with foreign groups from the lands threatened or already invaded by the Nazis. If the German consul and his staff will accept your invitation, so much the better; secure his permission to use his comments on lobby cards.

CATCHLINES:

A Mother and Her Boys . . . Caught in War's Relentless Web . . . In a Poignant, Unforgettable Drama.

The First Great Picture . . . To Come Out of the Current War . . . Showing Helpless Humans Caught in a Battle for Universal Power.

SELLING ANGLES: **"Susan and God"**

Sell this picture on the strength of its powerful cast, with the lion's share of the credits going to the new co-starring team of Joan Crawford and Fredric March. Miss Crawford, celebrated as one of the best-dressed women on the screen, is an apt subject for tieups with women's clothing shops, using stills of her from the picture in the displays. Point out that the picture was made from one of the Broadway hit plays of 1939.

CATCHLINES:

The Season's Most Brilliant and Powerful Drama . . . The One Picture You Won't Want to Miss.

See How One Woman . . . Selfish and Self-Centered . . . Conquered Her Faults to Win Back Her Man.

SELLING ANGLES: **"Manhattan Heartbeat"**

Introduce Virginia Gilmore and Robert Sterling as a new young romantic team. Offer passes and prizes for letters taking sides on the question of whether early marriages are advisable. Make tieups with summer-resort travel agencies, planting stills in window displays. Stills showing Joan Davis and Miss Gilmore as song pluggers can be planted in sheet music shops. Contact exchange for commercial tieups that have been arranged for.

CATCHLINES:

They Met . . . They Fought . . . They Married on a Pocketful of Dreams.

He Thought He Was Puncture-Proof Against Women . . . But He Couldn't Battle Against Love.

Short Subject Reviews

Adventures of Red Ryder

Republic (12 Chap. Serial) 29 *Mins.*

For the youngsters little else could be more suitable than this accounting of the adventures performed by Don Barry, of the up-and-coming newspaper cartoon strip character. All the action regularly allotted to a western is present and there is an historical basis to the story. It is the familiar western theme in which the land grabbers come into peaceful country to profit by the intrusion of a railroad. The time is 1870 and Barry, as the son of a rancher, is involved in the proceedings when his father is murdered by gunmen of Noah Beery, strong-arm man, saloon-keeper and stooge of the unscrupulous interests. The first installment has at least a dozen people meeting violent death. Attraction for youngsters is present in the characterization of "Little Beaver," the Indian boy who is the hero's one-man "Fifth Column" against the blitzkrieg tactics of the outlaws. All in all the first adventures of this newcomer to the serial fold has every indication of giving satisfaction.

Over the Seven Seas

20th-Fox (Sports Review) 10 *Mins.*

Against the narration by Ed Thorgersen has been mounted the finest assortment of yachting scenes yet assembled. From Tasmania to Tampa and from Marblehead to Melbourne the scene shifts, taking in all the way anchorages for an exhilarating photographic treat that covers various craft from catboats to American Cup designs. They go before the wind, with everything set and in countless maneuvers. The sporting, seagoing population wherever there is a body of water able to float anything from a rowboat to a liner should be notified when this one plays.

Swiss Ski Yodelers

20th-Fox (Terry Toon) 7 *Mins.*

This is a well-animated and satisfactory cartoon. The story involves a group of animals which go skiing, particularly a pig. All sorts of hair-raising events befall the chief character as he starts down the mountain on his slats and eventually gets lost. When found, his rescuers come upon him playing poker with a hibernating bear.

Professor Offkeysky

20th-Fox (Terry Toon) 7 *Mins.*

The animals go in for music again. Here the character of the title is a lion with a Russian accent. He has a time with an ape who accompanies him on the drum. The ape has one note to play. At a concert his score is confused, and he inadvertently starts a jungle swing session. It is familiar stuff, but nevertheless hits the mark as cartoon entertainment.

Servant of Mankind

M-G-M (Miniature) 9 *Mins.*

Coming from the company that produced the Edison films, this documentary film makes an excellent supplement to the playing of those pictures. It is a highly reverent, well-written detailing of the accomplishments of Thomas A. Edison. What he has done is known to all but they can be impressed again by seeing this.

Suva, Pride of Fiji

M-G-M (Traveltalk) 9 *Mins.*

Here are some second rate FitzPatrick exposures in Technicolor of the British possession in the Pacific. The governor's family, waterfront and natives are shown plus a cult that walks over white hot stones in their bare feet. The narration is the usual stuff and a brief excursion closes with the FitzPatrick "farewell" touch.

Isles of the East

20th-Fox (Magic Carpet) 9 *Mins.*

At this time this reel is particularly deserving of playing time due to the interest in the eventual disposition of the Dutch possessions in the East Indies. Lowell Thomas narrates. The assemblage of scenes includes views of Java and Bali with emphasis placed on resources, people, customs and the like. Particular attention is paid to Balinese ballet in the opening sequence. Worthwhile.

All About Hash

M-G-M (Our Gang) 11 *Mins.*

This is one of the better "Our Gang" items. The kids set about and solve a domestic problem that besets one of their number due to the Monday night diet of his family. It seems they have roast beef on Sunday and hash on Monday, much to the consternation of the man in the house. They enter a radio contest, put on a "human relations" sketch on the problem and fix things up. Later, instead of hash in the troubled household, there are croquettes.

Spots Before Your Eyes

M-G-M (Pete Smith Specialty) 10 *Mins.*

The exhibitor might do well to work up the interest of his feminine patrons when he books this serio-comic Smith subject. Using a gag story at length it brings into focus a domestic science expert who, with household materials, repairs the strain done to various fabrics when two kids are let loose in an immaculate house. Smith is at his best in double talk which he uses here. Audiences should go for it.

Swing Social

M-G-M (Cartoon) 8 *Mins.*

This cartoon belongs in the top rank of animated entertainment. In Technicolor the content is musical and pleasantly rhymed as it tells the doings at a colored "go to meetin' " singing festival. It's sure-fire entertainment comparable with the best and definitely worth while.



Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Treasure Hunt Via Radio Ups Take in Troy, N. Y.

TROY—Warner's Troy, a first-run, is stimulating Saturday night business through a "Treasure Hunt" in a tieup with a root beer company and with local merchants. The "Treasure Hunt" is advertised on the radio. The first buildup is from 6:45 to 7 p. m., Saturday. During this, the announcer invites listeners from colleges, clubs, large corporations, etc., to form parties. Between musical numbers, he names the articles which must be brought to the lobby. The person arriving first with the most of the wanted things—the deadline is 9:30 p. m.—receives first prize, and so on down the line. Both cash and merchandise awards are given.

At 10 p. m. is broadcast an interview with the winners from the stage of the Troy. Fact that last showing of feature picture follows interviews is emphasized on broadcasts. Manager Leo A. Rosen directs the "Treasure Hunt."

Guessing Contest Stirs a High Degree of Interest

KANSAS CITY—In order to make the giveaway of a studio couch different from the usual coupon method, Dale Havelone of the Fox Brookside here concocted an unusual contest. He placed a bunch of film (an old trailer) in a glass-fronted case, strung every-which-way. The case was lighted on the sides. Then he had patrons guess the length and jot down their guess, name and address on a small card. Interest was unusual. On the average coupon giveaway, in connection with which all the patron does is to tear off a stub and put it in a box, the theatre gets a 40 to 50 per cent response; in this case response was over 80 per cent in the 10 days the contest ran. One couple spent 45 minutes studying the number of frames and computing the length by frames times the length they gave each frame. Guesses ran from 100 to 495,000 inches!

Tieup With Department Store on "Buck Benny"

SPRINGFIELD, MASS. — Manager Edward Smith of the local Goldstein Bros.' Paramount tied up with Neisner's, a local department store, during the run of "Buck Benny Rides Again." Smith gave away free tickets to those ladies who bought handbags at Neisner's with "lucky numbers" on the side of the bag. The "lucky numbers" were listed on a cardboard in the Paramount lobby.

Smith said that this stunt worked okay, to the extent of having to give out quite a number of free tickets while playing the Jack Benny film.

Whirlwind Campaign On Three-Day Notice

SYRACUSE—Despite only three days advance notice, Manager Gene Curtis and staff of the Paramount put on a whirlwind campaign for a revival test run of "Nurse Edith Cavell" dualed with "Grandpa Goes to Town."

The campaign started off by conducting a search for local people who might have known Nurse Cavell. An offer of a private screening was made to any person who contributed to the local Red Cross and a hunt was instituted for old war relics.

In front of the theatre a "trench" of sandbags with two Gatling guns was constructed. A flashy special front was built, over in which were placed "bombshell" bursts of copy. An effect record of machine guns and cannons was played from the inside of the trench, followed by announcements through a loud speaker system. Red flares were used for the "trench" at night.

An effective ballyhoo stunt was the promotion of 500 pigeons of the kind used to carry war messages, which were released with special announcements.

The cashiers were garbed in nurse uniforms with postcards going to all nurses, head nurses at hospitals and the heads of the women's clubs. Two displays were secured in drug stores based on first aid equipment.

Several photographic clubs were contacted regarding a contest with prizes in four groups: nursing; actual war scenes; staged war scenes and miniature war scenes.

For the second picture which features Maxie Rosenbloom and Arturo Godoy, local gyms and boxing clubs were contacted.

Hill-Billy Band Booms "In Old Missouri"

Coshocton, Ohio—Don Jacobs, manager of Warner's Pastime, reports that he hung up a new attendance record during his recent showing of "In Old Missouri" by a simple stunt that aroused general local interest. The stunt was a hill-billy band that he put out on the main streets of Coshocton on Saturday afternoon and evening preceding the Sunday opening. The band attracted such crowds that the police were constantly dispersing them with the result that the hill-billies had to move on to another spot where they attracted equally large crowds. In this way they moved on from place to place, getting bigger and better publicity with every move.

Promises Free Show Later For Patronage at Present

KANSAS CITY—Morrill Moore, in charge for Fox of two neighborhood theatres here, set about to make sure that the week of June 1 to June 7, designated by his own name, would be a record breaker for the company.

On mimeographed letters, distributed to patrons of the two houses, Moore, in intimate letter style, addressed himself to his patrons, explaining his birthday week and his desire to make a record showing. Captioning the letter was the slogan, "You Scratch My Back and I'll Scratch Yours." The letter proper offered the patron free admission on his birthday providing he would attend either of the two houses on this, their birthday week. In the lower corner of the letter was a coupon with spaced marked for name, address and birth date, which the patron was invited to fill in and bring to the boxoffice.

Circus Style Ballyhoo For "One Million B. C."

AKRON, OHIO—A circus-style ballyhoo enabled John LaDue, manager of Warner's Strand, to report outstanding business on "One Million B. C."

LaDue's campaign included a special front decorated with prehistoric scenes; a man and woman, attired in leopard skins, roaming the city; circus heralds inserted in *Liberty* magazine, with the boys distributing them treated to a morning matinee (not overlooked by the newspapers); 1,000 cartoon books were given to children attending the Saturday matinee, and two mounted 24-sheets were carried through town.

In the lobby was displayed a large live turtle in a prehistoric setting, and at night, after stores had closed, LaDue had cards attached to the doors, reading: "We have gone to the Strand to see 'One Million B. C.'"

Invention Contest Held For 'Young Tom Edison'

PHILADELPHIA — A bewildering array of inventions—from an automatic baby-diaperer to a gadget for closing the window without getting out of bed in the morning—were submitted by kids at a "Young Tom Edison" contest sponsored by eight local neighborhood houses and arranged by the Warner publicity department.

The Franklin Institute chose the winner, 17-year-old Paul Jamalien, who invented an engine. He got a free membership to the Institute, a $200 suite of furniture from the Edison company, a plaque from Mickey Rooney, and a trip to the World's Fair.

Selling Seats

NUGGETS

TAKING advantage of the critics' favorable comment on Robert Taylor's adoption of a mustache for his role in "Waterloo Bridge," Ben Serkowich, Capitol publicity director, arranged for the Inquiring Photographer of the New York *Daily News* to ask patrons the following question: "Motion picture critics have raved about Robert Taylor's new mustache. Do you like him in his military mustache?"

●

During the run of "Young Tom Edison" at the Playhouse, Statesville, N. C., E. L. Carter turned his house over to the senior class at the local high school for a day.

●

During the showing of Gene Autry in "Shooting High" at the Texas, in San Antonio, the theatre displayed a one-sheet in its foyer announcing the western star's airshow every Sunday afternoon over KTSA, San Antonio.

●

The Garden in Springfield, Mass., during the run of "The Demon Barber of Fleet Street," put an old barber chair in its lobby with the inscription thereon: "This is the chair the demon barber of Fleet St. used to work on his victims." Management reported this stunt as a pretty good eye-stopper.

●

The greatest attention-getting street ballyhoo he has ever used is reported by Manager E. R. Erickson of Warner's Rhodes in Chicago to have been a dummy carried on a stretcher by two of his staff, dressed as internes. The stretcher was placarded on the side, "He laughed himself sick at 'His Girl Friday.'"

●

Notification to resident alumni of Knox College by Manager Jerry Zigmond of the Newman in Kansas City that "Those Were the Days" was showing, brought a turnout of the alumni and netted space in the society columns of the local papers.

●

A tieup made by the Fox in Detroit with local car dealers has put cars on the street placarded: "Stop me for a free ride to the Fox." The cars double as demonstrators for the dealer and as a taxi service for the theatre's patrons. A phone call to the dealer, too, will bring the transportation.

Traveling Book Pre-Selling "I Married Adventure"



NEW YORK—As part of a national exploitation campaign for Osa (Mrs. Martin) Johnson's new Columbia picture, "I Married Adventure," the biggest book in the world is now touring the U. S. under the sponsorship of the National Wildlife Federation.

Six feet high and eight feet wide when spread, this volume is a replica of Mrs. Johnson's current best-seller, also entitled "I Married Adventure," the Book-of-the-Month Club selection for June.

During the summer, this huge book will cover 48 states under the joint auspices of Columbia, the Book-of-the-Month Club, and J. B. Lippincott Co., its publishers. Department stores, book shops and theatres will display it for the public to autograph. In San Francisco it will be exhibited at the World's Fair, and returning east, it will be displayed at the New York World's Fair. When the tour ends, the book will be presented to Congress in behalf of national wildlife conservation.

"I Married Adventure," in book form and on the screen, tells the life-story of Osa and Martin Johnson during 27 years devoted to filming a record of the world's vanishing wildlife. The picture version will be a Columbia summer release.

Matched Tags for Free Admission

Massillon, Ohio—A special stunt to bring people to see "'Til We Meet Again" at the Lincoln here was effectively used by Manager Irving Solomon. He distributed 2,000 numbered tags, 25 of which had the numbers duplicated. Each tag was imprinted: "Wear this tag 'Til We Meet Again' Lincoln Theatre—Look for the tag on somebody else bearing the number below. If you find it, you and the holder of the matching tag will both be admitted free to any performance of 'Til We Meet Again." Considerable interest was aroused by the stunt.

'Dark Command' Preceded By Two-Month Campaign

CLEVELAND—Clem Pope, publicity director for RKO theatres, and Al Gregg, in charge of publicity and exploitation for Republic Pictures, put on a campaign for "Dark Command," currently playing the RKO Palace, that left nothing to the imagination.

To begin with, the campaign was started last March and was kept up right through the showing of the picture last week. For two months, the Cleveland Public Library, under the supervision of Fred Myers, maintained a book and still display of the picture on two floors, later moving the entire display to the main concourse where it was seen daily by approximately 10,000 people.

The Cleveland Cinema Club gave the picture its backing with Mrs. J. Debernarde, chairman of the Youth Advising Committee, speaking before the motion picture appreciation classes of the public schools, using "Dark Command" as her subject.

Classified ad departments of local newspapers cooperated by inserting 15 names chosen at random from the city directory. Pairs of passes were given to those whose names appeared.

Radio offered spot announcements of the engagement. And of course there were trailers, lobby displays and greatly extended newspaper ads.

Find "Help Wanted" Ads Effective Sales Aid

DETROIT—"Flight Angels" got an unusual "Help Wanted" break in advertising at the Michigan—following remarkable response to advertising for "The Ghost Breakers" premiere along the lines of "Haunted House Wanted."

Current copy is being built up as: "WANTED—Girls with tact, grace, charm, and beauty to be FLIGHT ANGELS, who can handle anything that flies, including a pilot."

SOMETHING NEW—

For Live-Wire Showmen!!

See Pages 95 to 98

"TORRID ZONE" AND "WIND" ARE LEADERS

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—
Chicago 225

TORRID ZONE—
Philadelphia 180

LILLIAN RUSSELL—
Pittsburgh 160
Dallas 150
Los Angeles 150

TYPHOON—
New Haven (dual) 160
New Orleans 150

MY FAVORITE WIFE—
Cleveland 150

WATERLOO BRIDGE—
IF I HAD MY WAY—
New Orleans 150

IRENE—
Providence (dual) 150

EXTENDED RUNS

Gone With the Wind, 25th wk., New York City; 19th wk., Chicago.

Rebecca, 9th wk., Los Angeles.

My Favorite Wife, 4th wk., Seattle; 3rd wk., Cleveland.

Lillian Russell, 3rd wk., New York City.

Buck Benny Rides Again, 3rd wk., Denver.

BOSTON

Fenway—**Saturday's Children** (WB); **King of the Lumberjacks** (WB) 65
Keith's Memorial—**Primrose Path** (RKO), 2nd wk.; **You Can't Fool Your Wife** (RKO)..... 60
Loew's Orpheum—**Our Town** (UA); **40 Little Mothers** (M-G-M) 100
Loew's State—Same as Orpheum..... 95
Metropolitan—**Lillian Russell** (20th-Fox); **Biscuit Eater** (Para't) 90
Paramount—Same as Fenway 100

CHARLOTTE

Carolina—**Primrose Path** (RKO) 100
Imperial—**Irene** (RKO) 100
Broadway—**Tomboy** (Mono), 1st half 50
Broadway—**Three Cheers for the Irish** (FN), 2nd half 80
State—**The Man Who Wouldn't Talk** (20th-Fox), 1st half 100
State—**Charlie Chan in Panama** (20th-Fox), 2nd half 85

CHICAGO

Apollo—**The Biscuit Eater** (Para't) 85
Chicago—**'Til We Meet Again** (FN), plus stage show 90
Garrick—**Confessions of a Nazi Spy** (FN); **Lights Out in Europe** (SR) 90
Oriental—**Alias the Deacon** (Univ), plus stage show 100
Roosevelt—**20 Mule Team** (M-G-M) 80
State-Lake—**I Take This Woman** (M-G-M), 2nd loop showing; plus stage show.....105
United Artists—**Edison, the Man** (M-G-M), 2nd wk. 95
Woods—**Gone With the Wind** (M-G-M), 19th wk. 225

CINCINNATI

Albee—**Lillian Russell** (20th-Fox) 130
Capitol—**My Favorite Wife** (RKO), 2nd wk.....130
Keith's—**20 Mule Team** (M-G-M), 2nd wk.....130
Lyric—**Alias the Deacon** (Univ) 100
Palace—**Edison, the Man** (M-G-M) 120
Shubert—**I Was an Adventuress** (20th-Fox)...100

CLEVELAND

Allen—**My Favorite Wife** (RKO), 3rd wk.....150
Hippodrome—**Johnny Apollo** (20th-Fox)..... 90
Palace—**The Doctor Takes a Wife** (Col).....105
State—**Edison, the Man** (M-G-M) 100
Stillman—**20 Mule Team** (M-G-M) 135

DALLAS

Capitol—**Gangs of Chicago** (Rep), 1st part...100
Capitol—**Lone Wolf Meets a Lady** (Col), 2nd part 95
Capitol—**Hot Steel** (Univ), 3rd part..... 90
Majestic—**Lillian Russell** (20th-Fox) 150
Palace—**If I Had My Way** (Univ) 90
Rialto—**Alias the Deacon** (Univ), 1st half 110
Rialto—**Story of Dr. Ehrlich's Magic Bullet** (FN), 2nd half 100
Tower—**Star Dust** (20th-Fox) 95

DENVER

Aladdin—**If I Had My Way** (Univ), after wk. at the Denver; **I Can't Give You Anything But Love** (Univ) 100
Denham—**Buck Benny Rides Again** (Para't), 3rd wk. 80
Denver—**House Across the Bay** (UA).....100
Orpheum—**My Favorite Wife** (RKO); **Saint Takes Over** (RKO), 2nd wk. 100
Paramount—**Dark Command** (Rep); **On Their Own** (20th-Fox) 100
Rialto—**Johnny Apollo** (20th-Fox), after wk. at each the Denver and Aladdin; **Cafe Hostess** (Col) 100

DETROIT

Adams—**The Man With Nine Lives** (Col); **Island of Doomed Men** (Col) 100
Cinema—**Crime in the Maginot Line** (SR)..... 85
Fox—**On Their Own** (20th-Fox); **Lillian Russell** (20th-Fox) 120
Michigan—**Torrid Zone** (FN); **Saturday's Children** (WB) 90
Palms-State—**Typhoon** (Para't); **Dr. Kildare's Strange Case** (M-G-M), after wk. at Michigan 110
United Artists—**Waterloo Bridge** (M-G-M); **Saps at Sea** (UA) 120

INDIANAPOLIS

Alamo—**Blazing Six Shooters** (Col); **Light of Western Stars** (Para't) 80
Circle—**Saturday's Children** (WB); **Tear Gas Squad** (WB) 75
Indiana—**Lillian Russell** (20th-Fox) 110
Loew's—**Edison, the Man** (M-G-M); **Babies for Sale** (Col) 130
Lyric—**Earthbound** (20th-Fox), plus stage show 90

KANSAS CITY

Esquire—**Lillian Russell** (20th-Fox), held.....130
Midland—**Edison, the Man** (M-G-M); **Babies for Sale** (Col) 75
Newman—**Biscuit Eater** (Para't); **Adventure in Diamonds** (Para't) 70
Orpheum—**My Favorite Wife** (RKO); **Calling Philo Vance** (WB), 3rd wk. 60
Tower—**A Chump at Oxford** (UA), plus stage show 135
Uptown—Same as Esquire 125

LOS ANGELES

Chinese—**Lillian Russell** (20th-Fox); **Chan in Panama** (20th-Fox) 150
Downtown—**Torrid Zone** (FN) 140
Four Star—**Rebecca** (UA); 9th wk. 80
Hillstreet—**Primrose Path** (RKO); **Curtain Call** (RKO), 2nd wk. 90
Hollywood—Same as Downtown 140
Pantages—Same as Hillstreet 90
Paramount—**Biscuit Eater** (Para't), plus **Marx Bros.** on stage 200
State—Same as Chinese 160

MILWAUKEE

Palace—**Typhoon** (Para't); **Seventeen** (Para't).. 95
Riverside—**Island of Doomed Men** (Col); **Orrin Tucker, Bonnie Baker** on stage.....200
Strand—**Waterloo Bridge** (M-G-M); **Remember the Night** (Para't) 90
Warner—**My Son, My Son** (UA); **Over the Moon** (UA) 100
Wisconsin—**Lillian Russell** (20th-Fox); **Viva Cisco Kid** (20th-Fox) 120

MINNEAPOLIS

Aster—**Island of Doomed Men** (Col); **Ski Patrol** (Univ) 85
Century—**His Favorite Wife** (RKO), 3rd wk...100
Esquire—**Gangs of Chicago** (Rep) 90
Gopher—**Star Dust** (20th-Fox) 90
Orpheum—**Strange Cargo** (M-G-M) 90
State—**Lillian Russell** (20th-Fox) 90
World—**House of Seven Gables** (Univ) 85

NEW HAVEN

College—**Waterloo Bridge** (M-G-M); **Blondie on a Budget** (Col), 2nd wk.....120
Loew-Poli—**Lillian Russell** (20th-Fox); **Girl in 313** (20th-Fox) 100
Paramount—**Typhoon** (Para't); **Opened by Mistake** (Para't), 9 days 160
Roger Sherman—**Torrid Zone** (FN); **An Angel From Texas** (FN) 130

NEW ORLEANS

Center—**It's a Date** (Univ) 100
Globe—**Northwest Passage** (M-G-M) 85
Lafayette—**Tomboy** (Mono) 100
Liberty—**My Favorite Wife** (RKO) 90
Orpheum—**If I Had My Way** (Univ).....150
Saenger—**Typhoon** (Para't) 150
State—**Waterloo Bridge** (M-G-M) 150

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 24th wk. 100
Capitol—**Waterloo Bridge** (M-G-M), 2nd wk....115
Criterion—**Biscuit Eater** (Para't) 110
Globe—**Flight Angel** (FN) 90
Paramount—**Typhoon** (Para't), plus stage show 115
Radio City Music Hall—**Irene** (RKO), plus stage show 90
Rivoli—**21 Days Together** (Col) 110
Roxy—**Lillian Russell** (20th-Fox), 2nd wk., plus stage show 130
Strand—**Torrid Zone** (FN), 2nd wk., plus stage show 110

PHILADELPHIA

Aldine—**Turnabout** (UA), 2nd wk. 80
Boyd—**Irene** (RKO) 105
Earle—**Torrid Zone** (FN) 180
Fox—**20 Mule Team** (M-G-M) 90
Karlton—**Florian** (M-G-M), 5 days..... 65
Keith's—**Too Many Husbands** (Col) 90
Stanley—**Edison, the Man** (M-G-M), 2nd wk... 85
Stanton—**The Human Monster** (Mono)..... 95

PITTSBURGH

Alvin—**Lillian Russell** (20th-Fox) 160
Barry—**Isle of Destiny** (RKO); **Enemy Agent** (Univ) 85
Fulton—**A Bill of Divorcement** (RKO), 4 days.. 35
Penn—**Waterloo Bridge** (M-G-M) 110
Ritz—**And One Was Beautiful** (M-G-M); **Tear Gas Squad** (WB) 45
Senator—**Dark Command** (Rep), 2nd d. t. wk.. 75
Stanley—**Saturday's Children** (WB); Glen Gray orchestra 80
Warner—**Florian** (M-G-M); **Saps at Sea** (UA).. 40

PORTLAND, ORE.

Broadway—**Torrid Zone** (FN) 100
Liberty—**Typhoon** (Para't); **Courageous Dr. Christian** (RKO) 90
Mayfair—**Buck Benny Rides Again** (Para't); **Opened by Mistake** (Para't), after 2 wks. at Paramount 105
Orpheum—**Gaucho Serenade** (Rep); **Tomboy** (Mono) 85
Paramount—**Dr. Cyclops** (Para't); **Viva Cisco Kid** (20th-Fox) 90
United Artists—**Waterloo Bridge** (M-G-M); **An Angel From Texas** (FN) 110

PROVIDENCE

Albee—**Irene** (RKO); **Alias the Deacon** (Univ) 150
Carlton—**20 Mule Team** (M-G-M); **40 Little Mothers** (M-G-M) 90
Fays—**Flight Angels** (FN), plus stage show.. 90
Majestic—**Star Dust** (20th-Fox); **Chan's Murder Cruise** (20th-Fox) 120
State—**Dr. Kildare's Strange Case** (M-G-M); **One Million B. C.** (UA) 90
Strand—**Typhoon** (Para't); **In Old Missouri** (Rep) 120

SALT LAKE CITY

Capitol—**Alias the Deacon** (Univ); **Gaucho Serenade** (Rep) 100
Centre—**Lillian Russell** (20th-Fox) 105
Rialto—**Irene** (RKO) 105
Studio—**Typhoon** (Para't) 105
Utah—**Flight Angels** (FN), plus stage show..110

SEATTLE

Blue Mouse—**My Favorite Wife** (RKO), 4th wk.. 85
Fifth Avenue—**Lillian Russell** (20th-Fox)..... 90
Liberty—**The Doctor Takes a Wife** (Col)..... 90
Music Box—**Edison, the Man** (M-G-M), 2nd wk.. 90
Orpheum—**Dr. Kildare's Strange Case** (M-G-M); **Beyond Tomorrow** (RKO)..... 90
Palomar—**Torrid Zone** (FN), plus stage show.. 90
Paramount—**20 Mule Team** (M-G-M); **Opened by Mistake** (Para't) 90

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Blondie Brings Up Baby

Doubled with "Cisco Kid and the Lady." Both pictures clicked to above average business for a bargain night and brought out the kid trade. Everyone present seemed well pleased. Tuesday. Weather: Fair. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Early Arizona

Very good. Worth playing. Thurs., Fri. Weather: Rain. Admission: 30-15. Rural patronage. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

His Girl Friday

Good on any day. A fast noisy comedy that will shake the dust off your ceiling lights. Hail Columbia! Our tenth year screening Columbia product and every one a good deal. Wed., Thurs., Fri. Weather: OK. Admission: 35-10. Country patronage. Capacity: 400.—George E. Harvey, Arbuckle, Arbuckle, Cal.

Metro-Goldwyn-Mayer

Balalaika

Not the type to attract the masses, therefore business was at a low ebb. I played this way late wondering what I would do with it. I found out to my sorrow. Another plug for the Neely bill. Wed., Thurs. Weather: Warm. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Balalaika

No small town picture. It is strange that Nelson Eddy and Jeanette MacDonald would be drawing cards even in the small town, and yet when separated neither will gross film rental. It's been that way every time. My higher class patrons thought this extra good, but of course they are few in number. Thurs., Fri. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Broadway Melody of 1940

This was a very good musical and business held to normal. I almost made the guarantee. It's the type that used to ring the bell, however things have changed and two each year would be plenty to try on the public. Fri., Sat. Weather: Mild. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Gone With the Wind

The worst business in years for this type of picture. Wed., Thurs. Weather: Fine. Admission: Increased scale. Rural patronage. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Republic

Arizona Kid

Roy Rogers not as popular as Autry. Did only one-third of the business of "South of the Border." Just fair picture. Fri., Sat. Weather: Fine. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

South of the Border

We ran this one on Sunday and I held my breath for the tryout but it was surprising to see the people who had never seen an Autry western come out saying it was fine. And it was a truly different Autry that went right to all who saw him. The story having the locale it did, helped a lot to put it over. Admission: 35-10. Mixed patronage. Capacity: 375.—J. R. Wills, Loma, Socorro, N. M.

RKO Radio

Allegheny Uprising

Just another historical flop conceived and executed by the brain trust of Hollywood. A lot of noise and racket. I didn't hear anyone say they liked it. Even the kids don't swallow the Injun stuff any more. No boxoffice value to this one in my town. Wed., Thurs. Weather: Good. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Married and in Love

Coupled with "Three Sons" on a double bill for one day at bargain prices and just made the grade. Instead of splitting fifty-fifty as usual, my share was about forty per cent. The audience liked the show and the film company liked the arrangement. Tuesday. Weather: Warm. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Nurse Edith Cavell

Anna Neagle and balance do a wonderful acting job, but the direction seems to lack the necessary pace to make the picture take hold. As is, the picture just unwinds and the audience watches without any reaction much one way or the other. Boxoffice: No good. Admission: 40-10. Cosmopolitan patronage. Population: 700. Capacity: 250. —E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Pinocchio

A masterpiece in Technicolor to the largest kid's trade in history at one performance. It out-grossed "Gulliver" on the same days two weeks previous. Well received by everyone including adults. While the guarantee and percentage were high, I think it should be given to your audience. Sun., Mon. Weather: Cloudy. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Pinocchio

One of the sweetest pictures I have ever seen. It is good for all ages, and especially the younger patrons. It is one that everyone should see. Three days. Weather: Fair. General patronage.—L. E. Downing, Haven, Brookhaven, Miss.

20th Century-Fox

Everything Happens at Night

This is not high class entertainment and not worth the price they are asking for it. I did just a fair business on Bank Night. It ranks as a fair program picture, nothing else. Wed., Thurs. Weather: Rain. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

High School

In my opinion this was up to standard for Jane Withers, but they stayed at home in droves, so what I think means nothing. It seems to me Jane has just lost her "pull." I'm hoping her next with Gene Autry will establish her here. Her last few have not been so good. Tues., Wed. Population: 800. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Swanee River

We've just closed a three-day engagement of this feature, with the best business we've had in many a day. There was nary a complaint, except that it was sad, but in our opinion it's got about everything. Everyone had a good word for it, and we were truly sorry when the engagement was at an end. We sure can't say that for many pictures.—Walter Lavan, Park, El Dorado Springs, Mo.

United Artists

Man in the Iron Mark

Historical pictures die with us. We tried to sell this one but couldn't. Wed., Thurs. Weather: Mild. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Young in Heart, The

If you can get them in, you have a fine picture here that will satisfy. Thurs., Fri. Admission: 30-15. Rural patronage. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Warner Bros.

Brother Rat and a Baby

Here was the biggest disappointment in months. Everyone expected something as good as "Brother Rat" and very few cared for it. Why would they feature a character that was as big a sap as the one played by Wayne Morris? Sun., Mon. Weather: Fair. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Roaring Twenties

This was not a bad show and held up to the usual gross for two days. Most people remembered the period covered during prohibition and became deeply interested. The part taken by James Cagney fits him like a glove. Sun., Mon. Weather: Rain. Admission: 40-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

IT'S EASY TO "SEE" ANYBODY

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Postal Telegraph

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Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 3	31 Drama **1034** **Convicted Woman** (66) R—Mar. 2 1 Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	2 Drama **26** **I Take This Woman** (98) Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1020** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **4004** **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB422** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form. Years Without Days)**	15 Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		23 Drama **25** ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill R—Apr. 27 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ◎◎**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama **28** ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) **Maureen** O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 5 Western **4062** **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. **WB407** **It All Came True** (97) **Jeffrey Lynn** **Ann Sheridan** R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes
APR. 13		12 Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama **3929** ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western **083** **Bullet Code** (59) R—Apr. 13	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
APR. 20	18 M'drama **1017** **Man With Nine Lives (73)** Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama **33** **Two Girls on Broadway (71)** Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. **3928** **Sky Bandits (56)** R—May 25 20 Com. Drama **11** **Tomboy (70)** M. Jones-J. Moran R—Apr. 27	19 Western **3931** **Light of Western Stars (63)** Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama **901** **Dark Command (94)** R—Apr. 13 19 Comedy **922** **Grandpa Goes to Town (65)** R—Apr. 20	19 Drama **009** **Abe Lincoln in Illinois (112)** Raymond Massey Ruth Gordon R—Jan. 27	19 Drama **042** **Johnny Apollo (93)** Tyrone Power Dorothy Lamour		12 M'drama **4018** **Black Friday (70)** Lugosi-Karloff R—Mar. 9	20 Drama **FN456** **'Til We Meet Again (98)** **Merle** Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama **Al'anc** **The Terror (..)** **Wilfrid Lawson**
APR. 27	25 Drama **100** **Doctor Takes a Wife (88)** Loretta Young Ray Milland R—May 4	26 Com. Drama **34** **40 Little Mothers (90)** Eddie Cantor Rita Johnson R—Apr. 20	30 Melodrama **Mysterious Mr. Reeder (77)** R-May 11 20 Western **3954** **Pals of the Silver Sage (52); Ritter** R—May 11	26 Farce Com. **3930** **French Without Tears (66)** Ellen Drew Ray Milland R—Mar. 30	17 Musical **921** **In Old Missouri (67)** Weavers & Elviry 22 Western **965** **Covered Wagon Days (56)** Three Mesquiteers	26 Drama **027** **Curtain Call (69)** Barbara Read R—Apr. 13	26 Comedy **041** **Shooting High (65)** Jane Withers Gene Autry **Marjorie** Weaver R—Mar. 9		19 M'drama **4033** **Enemy Agent (61)** Richard Cromwell R—Mar. 30	27 Com. Dr. **FN468** **An Angel From Texas (69)** Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western **1213** **Man From Tumbleweeds (59)** Bill Elliott R—June 1	3 Action Drama **35** **20 Mule Team (85)** Wallace Beery Leo Carrillo R—May 4	2 Western **3964** **Land of Six Guns (54)** Jack Randall R—June 1	3 Comedy **3932** **Buck Benny Rides Again (80)** Jack Benny Ellen Drew R—Apr. 20	10 Drama **923** **Crooked Road, The (66)** R—May 18 Edmund Lowe Irene Hervey	3 Mus. Com. **024** **Irene (101)** Anna Neagle R—Apr. 27	3 Comedy **043** **So This Is London (84)** Geo. Sanders R—Apr. 27	3 Comedy **Saps at Sea (57)** **Laurel & Hardy** R—May 4	3 Musical **4005** **If I Had My Way (94)** B. Crosby-G. Jean R—May 4	4 M'drama **WB423** **Tear Gas Squad (55)** Dennis Morgan Gloria Dickson R—Apr. 27	M'drama **Astor** **Hell's Angels (..)** Jean Harlow
MAY 11	16 Drama **1029** **Babies for Sale (64)** Rochelle **Hudson** Glenn Ford R—May 25	10 Drama **36** **Edison, the Man (106)** R—May 25 Spencer **Tracy** Rita Johnson	9 Western **3955** **Cowboy From Sundown (58)** Tex Ritter R—May 11	10 Comedy **3933** **Opened by Mistake (66)** R—May 11 Charlie Ruggles Janice Logan	10 Western **943** **Gaucho Serenade (66)** Gene Autry R—May 18	10 Drama **031** **Beyond Tomorrow (83)**; R—Mar. 30 **Charles Winninger** Helen Vinson	10 M'drama **038** **I Was an Adventuress (81)** Vera Zorina R—May 11		10 Action Dr. **4031** **Ski Patrol (64)** Luli Deste R—May 11	11 Drama **WB410** **Saturday's Children (101)**; R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama **1023** **Island of Doomed Men (67)** Peter Lorre 16 Drama **1111** **21 Days Together (72)** Olivier; R-May 4	17 Drama **37** **Waterloo Bridge (109)** R—May 18 Robert Taylor Vivien Leigh		17 Drama **3934** **©Typhoon (71)** Dorothy Lamour Preston Foster R—May 4	19 Melodrama **924** **Gangs of Chicago (66)** Lloyd Nolan Lola Lane R—May 25	17 Com. Drama **025** **My Favorite Wife (88)** R—May 4 Irene Dunne Cary Grant	10 Comedy **044** **On Their Own (65)** Jones Family R—Apr. 13	17 Drama **Turnabout (83)** Adolphe Menjou Carol Landis R—May 11		18 M'drama **FN466** **Flight Angels (74)** Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes (..)** Otto Kruger Mary Maguire
MAY 25	23 Western **9206** **Texas Stagecoach (59)**; R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama **40** **Phantom Raiders (70)** Walter Pidgeon Florence Rice R—June 1	23 Western **3965** **Kid From Santa Fe (50)** Jack Randall	24 Drama **3931** **Biscuit Eater, The (80)** Billy Lee Cordell Hickman R—Apr. 13	24 Western **966** **Rocky Mountain Rangers (58)** Three Mesquiteers R—June 8	24 Com. Drama **032** **You Can't Fool Your Wife (65)** Lucille Ball James Ellison R—May 25	24 Drama **045** **Lillian Russell (127)** Alice Faye Henry Fonda Don Ameche R—June 1	24 Drama **Our Town (90)** William Holden Martha Scott R—May 18	12 Western **4056** **Hot Steel (61)** Richard Arlen Andy Devine	25 Drama **FN455** **Forrid Zone (87)** James Cagney **Ann Sheridan** R—May 18	20 Drama **P-R-C** **I Take This Oath (67)** Gordon Jones
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady (71)** Warren William Jean Muir		30 Western **3966** **Riders From Nowhere (..)** Jack Randall	31 Comedy **3936** **Those Were the Days (70)** William Holden Bonita Granville R—May 25		31 Drama **025** **Bill of Divorcement (74)** Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313 (58)** Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights (61)** R—May 18 31 Western **4063** **Bad Man From Red Butte (58)**	1 M'drama **FN472** **Murder in the Air (55)** Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld (..)**
JUNE 8	3 Drama **1112** **Mad Men of Europe (73)** R—June 1 Edmund Gwenn Mary Maguire	7 Drama **39** **Susan and God (115)** Joan Crawford Fredric **March**	11 Com. Drama **3915** **On the Spot (62)** Frankie Darro	7 Western **3958** **Hidden Gold (61)** William Boyd Russell Hayden R—May 25	6 Drama **902** **Women in War (70)** Elsie Janis Wendy Barrie R—June 1	7 Melodrama **033** **Saint Takes Over (68)** George Sanders R—Apr. 27	7 Drama **034** **Earthbound (67)** Warner Baxter Andrea Leeds R—May 18		7 Drama **Love, Honor and Oh Baby (60)** Wallace Ford Kathryn Adams	8 Com. Dr. **WB405** **Brother Orchid (91)** Edw. G. Robinson Ann Sothern R—June 1	15 Mystery **Alliance** **Mystery of Room 13 (..)** Gibb McLaughlin Peter Murray Hill
JUNE 15	6 M'drama **1028** **Passport to Alcatraz (60)**; Jack Holt	14 Drama **41** **Mortal Storm, The (..)** Margaret Sullavan James Stewart	18 Western **Wild Horse Range (..)** Jack Randall	14 Drama **3937** **Safari (83)** Doug. Fairbanks jr Madeleine Carroll R—June 1		7 Western **084** **Prairie Law (60)** George O'Brien R—June 8	14 Drama **047** **Four Sons (89)** Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama **Sandy Is a Lady (64)** R—May 25 Baby Sandy Eugene Pallette	15 M'drama **WB423** **Fugitive From Justice (..)** Roger Pryor Lucille Fairbanks	1 Western **P-R-C** **Frontier Crusader (60)** Tim McCoy
JUNE 22		21 Com. Drama **42** **Captain Is a Lady (..)** Virginia Grey Billie Burke Charles Coburn	25 Melodrama **Last Alarm (..)** Polly Ann Young Warren Hull	21 Com. Drama **3938** **Ghost Breakers (..)** Bob Hope Paulette Goddard		21 Com. Drama **070** **Thousand Dollar Marriage (..)** Leon Errol	21 Mystery **048** **Charlie Chan's Murder Cruise (75)** Sidney Toler Marjorie Weaver R—May 4		21 Comedy **I Can't Give You Anything But Love (61)** Broderick Crawford R—May 11	22 M'drama **WB424** **Gambling on the High Seas (..)** Wayne Morris Jane Wyman	17 **P-R-C** **Hold That Woman (..)** James Dunn
JUNE 29	27 Western **1214** **Return of Wild Bill** 30 Comedy **Out West With the Peppers (..)**	28 Musical **31** **New Moon (..)** Jeanette MacDonald Nelson Eddy	27 Western **Ridin' the Trail (..)** Fred Scott	28 Drama **3939** **Queen of the Mob (..)** Ralph Bellamy Blanche Yurka Jean Cagney		28 Drama **Anne of Windy Poplars (..)** Anne Shirley	28 Outd'r Dr. **049** **Lucky Cisco Kid (67)** Cesar Romero Mary Beth Hughes R—June 1				
JULY 6	11 Drama **Girls of the Road** Ann Dvorak Lola Lane	5 Comedy **Andy Hardy Meets a Debutante (..)** Mickey Rooney Judy Garland		5 Drama **3940** **Way of All Flesh (82)** R—June 1 Akim **Tamiroff** Gladys **George**		5 Drama **Dr. Christian Meets the Women (..)** Jean Hersholt	5 Com. Drama **052** **Sailor's Lady (..)** Nancy Kelly Jon Hall		5 Com. Drama **Private Affairs (..)** Nancy Kelly Roland Young Hugh Herbert	6 Drama **Man Who Talked Too Much (..)** George Brent Virginia Bruce	
JULY 13	11 Western **West of Abilene (..)** Charles Starrett	12 Drama **One Came Home (..)** Robert Young Maureen O'Sullivan		12 Western **3959** **Stagecoach War (..)** Bill Boyd Russell Hayden	10 Action Drama **Wagons Westward (..)** Chester Morris Anita Louise	12 Com. Drama **Millionaires in Prison (..)** Lee Tracy Linda Hayes	12 Drama **046** **Manhattan Heartbeat (72)** V. Gilmore R. Sterling R-June 8		17 Comedy **4015** **Alias the Deacon (73)**; R—May 4 Bob Burns Mischa Auer	12 Drama **Episode (..)** Olivia de Havilland Jeffrey Lynn	
JULY 20	18 Drama **Military Academy (..)** Tommy Kelly	19 Com. Drama **I Do! (..)** Lana Turner John Shelton	17 Com. Drama **Kid Reporters (..)** Marsha Mae Jones Jackie Moran		14 Musical Com. **Grand Ole Opry (..)** Weaver Bros. and Elviry 17 Western **Carson City Kid**	19 Drama **Cross Country Romance (..)** Gene Raymond Wendy Barrie	19 Drama **050** **©Maryland (..)** Walter Brennan Fay Bainter Brenda Joyce				

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

Ⓢ Indicates short of the week.

Ⓒ Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (..)...Jan. 19
Skinny the Moocher (16½)....Sept. 8
Static in the Attic (19).....Sept. 22
Teacher's Pest (16½).....Nov. 3
The Awful Goof (17).....Dec. 22
Trouble Finds Andy Clyde (18).....July 28

CINESCOPES

World of 1960 (Futurama) (..).....Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..).....Jan. 12
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Jitterbug Knights (7).....Aug. 11
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
The House That Jack Built (7).....Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)...Oct. 27
Holland and the Zuyder Zee (Andre de la Varre Productions)..(9½).....Sept. 15
Life in Paris (..).....Jan. 26
Modern Cities of India (10)...Oct. 27
Morocco (10).....Aug. 11
New Hampshire (..).....Dec. 22

COMMUNITY SING

No. 1 Crosby Hit Songs (9)....Aug. 4
No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11).....Nov. 17
No. 5 (Gypsy Songs) (..).....Dec. 29
No. 6 (..).....Feb. 2

FABLES CARTOON

Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOON

Man of Tin (..).....Feb. 23
Millionaire Hobo (7).....Nov. 24
The Charm Bracelet (6½)....Sept. 1
The Mouse Exterminator (6½).....Jan. 26

(Series 19)

No. 1 (9½).....Sept. 22
Art of makeup.
No. 2 (10).....Oct. 20
Training animal stars.
No. 3 (10).....Dec. 1
No. 4 (..).....Jan. 5
No. 5 (..).....Feb. 9

SPORT REELS

Big Fish (10).....Aug. 18
Bows and Arrows (9½).....Oct. 6
Flying Targets (..).....Dec. 29
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Calling All Cars (17½).....Aug. 25
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (..).....Jan. 5
Three Sappy People (18½).....Dec. 1

WASHINGTON PARADE

No. 4 Library of Congress (10).....Aug. 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9

FITZPATRICK TRAVELTALKS (In Technicolor)

A Day on Treasure Island (11).....Sept. 2
Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Vallant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
Ⓒ Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Rhumba Rhythm (10) Sepia..Sept. 2
The Ash Can Fleet (11).....Sept. 9
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9).....Mar. 23
Ⓒ One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Ⓒ The Blue Danube (7).....Dec. 16
Ⓒ The Bookworm (9).....Aug. 26
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Unseen Guardians (11).....Aug. 26
XXX Medico (sepia) (..) ...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia)..Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Stuffie (11).....Mar. 2
Take a Cue (Sepia) (9).....Aug 12
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9
The Day of Rest (9).....Sept. 16

Paramount

BETTY BOOP CARTOONS

Yip Yip Yippy (7).....Aug. 11

COLOR CLASSICS

Ⓒ Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8).....Sept. 22
Ⓒ Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9
A Kick in Time (7).....May 17

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Blue Barron and His Orchestra (10).....May 31
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Sweet Moments (11).....Aug. 18
Russ Morgan and Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
The Champagne Music of Lawrence Welk (10).....Sept. 8
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Breaking the News (10).....Aug. 25
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby Number One (11).....Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Union Pacific (7).....May 24

POPULAR SCIENCE (In Cinecolor)

No. 8 (11).....Aug. 4
No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Granite Hotel (7).....Apr. 26
The Foul Ball Player (7)....May 24
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS (In Technicolor)

Ⓢ Autograph Hound, The (8)..Sept. 1
Billposters (8).....May 17
Donald's Dog Laundry (8)....Apr. 5
Donald's Penguin (8).....Aug. 11
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
The Riveter (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 13 (18).....Aug. 4
Metropolis—1939.
No. 1 (19).....Sept. 1
Soldiers with wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.
No. 9 (19).....Apr. 12
America's Youth—1940

PATHE INFORMATION PLEASE

No. 1 (11).....Sept. 8
No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11).....Feb. 23
No. 8 (10).....Mar. 22
No. 9 (11).....Apr. 19

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twincuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Court Favorites (8).....Apr. 12
Gun Play (9).....Sept. 1
Hunting Hounds (9).....Sept. 29
Ice Cutters (9).....Oct. 27
Kennel Kings (9).....Aug. 11
Pennant Chasers (9).....Feb. 16
Silent Wings (9).....May 10
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24
Flycasting (9).....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Cupid Rides the Range (18)..Sept. 8
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
Air Army (9).....Apr. 26
American Royal (9).....Nov. 10

Men of Muscle (9).....Jan. 12
Navajo Land (10).....Mar. 1
Nevada Unlimited (8).....Sept. 15
Pack Trip (9).....Aug. 18
Siege (10).....Mar. 29
Vacation Diary (10).....Feb. 2
West Wall (10).....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sanctuary of the Seals (..)..June 7
Sky Fighters (11).....Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..).....July 19
Big Game Fishing (10).....Sept. 1
Clocking the Jockeys (11).....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Birthplace of Icebergs (11).Aug. 4
Climbing the Spirit's Home (10).....Mar. 10
The Valley of 10,000 Smokes (10).....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10).Sept. 15
Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29
Fashion Forecast No. 8 (..)..June 21

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..).....July 5
Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10).....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
Isles of the East (9).....May 24
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7).....Mar. 8
Catnip Capers (..).....May 31
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7).....Feb. 9
Hook, Line and Sinker (7)..Sept. 8
It Must Be Love (7).....Apr. 5
Just a Little Bull (7).....Apr. 19
Love in a Cottage (..).....July 28
Much Ado About Nothing (7).....Mar. 22
One Mouse in a Million (7)...Nov. 3
Professor Offkeyski (..)....June 14
Rover's Rescue (..).....June 28
Rupert the Runt (..).....July 12
Sheep in the Meadow (7)....Sept. 22
Swiss Ski Yodelers (7).....May 17
The First Robin (7).....Dec. 29
The Golden West (7).....Aug. 25
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Orphan Duck (7).....Oct. 6
The Watchdog (7).....Oct. 20
Two Headed Giant (7).....Aug. 11
Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

A Haunting We Will Go (7) Sept. 4
Adventures of Tom Thumb jr. (9).....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Kittens Mittens (8).....Feb. 12
Life Begins for Andy Panda (8).....Oct. 9
100 Pigmies and Andy Panda (7).....Apr. 22
Scrambled Eggs (9).....Nov. 20
Silly Superstitions (7).....Aug. 28
Slap Happy Valley (7).....Aug. 21
Sleeping Princess (9).....Dec. 4
Snuffy's Party (7).....Aug. 7
Stubborn Mule (7).....July 31

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9).....Sept. 25
No. 67 (9).....Oct. 16
No. 68 (9).....Nov. 13
No. 69 (8).....Dec. 11
No. 70 (8).....Dec. 25
No. 71 (..).....Jan. 15
No. 72 (9).....Feb. 5
No. 73 (8).....Feb. 26
No. 74 (9).....Mar. 18
No. 75 (9).....Apr. 29
No. 76 (9).....May 13
No. 77 (9).....May 27

MENTONE PRODUCTIONS

With Best Dishes (17).....Aug. 9
Charles Kemper, Billy Reyes, Geo. Roche, Toy & Wing, Lillian Roth, Pied Pipers, The Philharmonicas.

STRANGER THAN FICTION

No. 65 (9).....Aug. 7
No. 66 (8½).....Sept. 18
No. 67 (9).....Oct. 9
No. 68 (9).....Nov. 6
No. 69 (9).....Dec. 4
No. 70 (9).....Dec. 25
No. 71 (9).....Jan. 8
No. 72 (8½).....Jan. 29
No. 73 (9).....Feb. 19
No. 74 (8½).....Mar. 11
No. 75 (9).....Apr. 15
No. 76 (9).....May 6
No. 77 (9).....May 20
No. 78 (..).....June 10

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Boy Meets Joy (17).....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½)...Feb. 14
Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21).....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Ice Frolics (20) .....Oct. 28
One for the Book (20).....Feb. 3
Public Jitterbug No. 1 (..)....May 4
Ride, Cowboy, Ride (20).....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Red (20) .....Aug. 26
Seeing Spots (20) .....Apr. 29
Slapsie Maxie (17) .....Sept. 10
World's Fair jr. (20) .....Dec. 9

THE COLOR PARADE
(New Series)

American Saddle Horses (10).Nov. 11
Gun Dog's Life (..).....May 11
Mechanix Illustrated No. 1 (10).....Sept. 30
Mechanix Illustrated No. 2 (10).....Dec. 2
Mechanix Illustrated No. 3 (10).....Feb. 17
New Horizons (10).....Jan. 6

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7).....Mar. 16
Porky, the Giant Killer (8)..Nov. 18
Porky's Hotel (7) .....Sept. 2
Porky's Last Stand (7).....Jan. 6
Porky's Poor Fish (..).....May 18
Wise Quack (7) .....Aug. 5

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Dave Apollon & Orch. (10)..Mar. 2
Eddie DeLange and Orchestra (10) .....Aug. 12
Larry Clinton and His Orchestra (..) .....May 25
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Styles (10).....Sept. 2
The Coquettes (10) .....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30

MERRIE MELODIES (In Color)

Busy Bakers (7) .....Feb. 10
Curious Puppy (8) .....Dec. 30
Detouring America (7).....Aug. 26
Early Worm Gets the Bird (7) .....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7) .....Nov. 4
Good Egg, The (7).....Oct. 21
Hare-um Scare-um (7).....Aug. 12
Land of the Midnight Sun (7) .....Sept. 23
Little Brother Rat (7).....Sept. 2
Little Lion Hunter (7).....Oct. 7
Mighty Hunters (7) .....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sniffles Takes a Trip (..)...May 11
Sioux Me (7) .....Sept. 9

TECHNICOLOR

Bill of Rights (20).....Aug. 12
Old Hickory (17) .....Dec. 23
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

An Organ Novelty (10).....Jan. 13
One Day Stand (10) .....Aug. 19
Radio and Relatives (..).....May 25
Sword Fishing (10) .....Oct. 21
Vote Trouble (10) .....Sept. 9

TRUE ADVENTURES
(By Floyd Gibbons)

Verge of Disaster (10).....Aug. 26

States Rights

ALLIANCE FILMS

The Warning (32) .....Aug. 1
Documentary.
Birth of the Movies (22).....Sept. 1
Documentary.

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men .....Sept. 2
15 Chapters. Ralph Byrd, Irving Pichel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe .....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
The Phantom Creeps .....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, MAY 28

Movietone News, No. 75

Fighting at Narvik; German prisoners in England; Egyptian troops; King Carol reviews Roumanian troops; devastated areas in Belgium and France; Roosevelt talk; new bomb demonstration; Lew Lehr.

News of the Day, No. 273

Non-combatants flee Belgium; Nazi prisoners in England; Allied fleet in Narvik engagement; Roosevelt warns of "Fifth Column;" new bomb tested; select "Mr. America."

Paramount News, No. 78

Canada calls for enlistments; Admiral Leahy arrives in Washington; American ship off for war zone; Allied troops in Egypt; Count Ciano discusses war; fighting at Narvik; captured German troops in English prison camp; refugees flee war areas; hospital bombed in France; Roosevelt talk.

RKO Pathe News, No. 90

Destruction in Belgium; Roosevelt speaks; German soldiers captured in England; San Francisco Fair opens; bomb tested; name "Mr. America" in New York.

Universal Newsreel, No. 879

War in France and Belgium; Narvik naval battle; Count Ciano speaks in Rome; troops in Egypt; President warns of "Fifth Column;" test new bomb; Golden Gate Exposition opens; "Mr. America" selected in New York.

THURSDAY, MAY 30

Movietone News, No. 76

War in China; Syrian troops in maneuvers; British Queen attends wedding; ship sails for refugees; plastic plane; gold discovered in North Carolina; college girls paddle canoes; Missouri girl wins smile contest; golf, archery, track meet; boxing; Lew Lehr.

News of the Day, No. 274

Britain guards against blitzkrieg; Canada on guard against "Fifth Column;" Leopold, the King who surrendered; ex-President Hoover demands one-man defense control; Chungking rebuilds after air raid; hair styles for women; boxing, track meet and smoke ring contest.

Paramount News, No. 79

Plastic plane shown in California; Herbert Hoover's views on defense problems; Oglethorpe University buries "Crypt of Civilization;" Canada prepares for "Fifth Column" activities; Nazi bombing of homes and hospitals; Senator Pepper of Florida urges help to Allies.

RKO Pathe News, No. 91

Hoover urges sanity in arms control; produce plastic plane; new Hollywood nitery opened; French balloon carries war plane; test Cotton Stamp Plan in South; French question war prisoners; Nazi bombs demolish French town.

Universal Newsreel, No. 880

Army war games in Louisiana; plastic planes; test plane operated by foot power in Italy; Cotton Stamp Plane tried in Tennessee; baby antelope captured in Oregon; youngsters boxing; sanitation department physical tests in New York; Belgium surrenders; Canada guards against "Fifth Column;" Nazis bomb hospitals and towns.

In the Making

COLUMBIA

March of Crime—Bruce Bennett, Florence Rice. Director: James Moore. Producer: Ralph Cohn. **(Starting)**

Pinto Kid—Charles Starrett, Louise Curry, Sons of the Pioneers. Director: Lambert Hillyer. Producer: Leon Barsha. **(Starting)**

Military Academy—Tommy Kelly, Bobby Jordan, Jack Searl, David Holt, Joan Brodel, Don Beddoe. Director: D. Ross Lederman. Producer: Wallace MacDonald. Original: Richard English. **(Completed)**

METRO

Bad Man From Wyoming—Wallace Beery, Marjorie Rambeau, Paul Kelly, Sara Haden, Francis MacDonald. Director: Richard Thorpe. Producer: Milton Bren. Screenplay: Hugo Butler. **(Starting)**

PARAMOUNT

Moon Over Burma—Dorothy Lamour, Preston Foster, Robert Preston. Director: Louis King. Producer: William LeBaron. Original: Wilson Collison. Screenplay: Frank Wead. **(Starting)**

RKO RADIO

Laddie—Tim Holt, Virginia Gilmore, Joan Carroll, Spring Byington, Miles Mander, Robert Barratt. Director: Jack Hively. Producer: Cliff Reid. Original: Gene Stratton-Porter. Screenplay: Bert Granet. **(Starting)**

Stranger on the Third Floor—Peter Lorre, Margaret Tallichet, Charles Judels, Elisha Cook jr. Director: Boris Ingster. Producer: Lee Marcus. Original: Frank Partos. **(Starting)**

REPUBLIC

Sing, Dance, Plenty Hot—Johnny Downs, Ruth Terry, Vera Vague, Billy Gilbert. Producer: Robert North. **(Starting)**

Oklahoma Outlaws—Bob Livingston, Duncan Renaldo, Raymond Hatton. Director: Nate Watt. Producer: Harry Grey. **(Starting)**

20TH CENTURY-FOX

Down Argentine Way—Alice Faye, Don Ameche, Carmen Miranda, John Payne. Director: Irving Cummings. Producer: Harry Joe Brown. **(Starting)**

The Bride Wore Crutches—Ted North, Lynne Roberts, Robert Armstrong, Lionel Stander, Edgar Kennedy. Director: Shepard Traube. Producer: Lucien Hubbard. Original: Ed Verdier, Alan Drady. **(Completed)**

UNITED ARTISTS

Foreign Correspondent—Joel McCrea, Laraine Day, Herbert Marshall, George Sanders, Robert Benchley, Eduardo Ciannelli. Director: Alfred Hitchcock. Producer: Walter Wanger. Original: Vincent Sheean. Screenplay: Charles Bennett, Joan Harrison, Robert Benchley. **(Completed)**

UNIVERSAL

The Mummy's Hand—Dick Foran, Peggy Moran, Wallace Ford, Tom Tyler, George Zucco. Director: Christy Cabanne. Producer: Ben Pivar. Screenplay: Griffon Jay, Maxwell Shane. **(Starting)**

Margie—Directors: Otis Garrett, Paul Gerard Smith. Producer: Joseph Sanford. Screenplay: Scott Darling, Erna Lazarus. **(Starting)**

WARNER-FN

The Secret Army—George Brent, Brenda Marshall, Albert Basserman, Jeffrey Lynn, Elizabeth Earl. Director: Kurt Bernhardt. Producer: Harlan Thompson. Original Screenplay: Lester Cole. **(Starting)**

"My theatre is a BOXOFFICE subscriber and it is read religiously by myself and my entire staff. When the present subscription runs out, you can rest assured it will be renewed immediately."

—MATT SAUNDERS,
Loew's Poli Theatre,
Bridgeport, Conn.

BOXOFFICE
The Pulse of the Motion Picture Industry

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

.... A Chump at Oxford.....UA
009 Abe Lincoln in Illinois....RKO
3928 Adventure in Diamonds..Para
923 Adv. of Huck. Finn ...M-G-M
005 Adv. of Sher'k Holmes.20th-Fox
4015 Alias the Deacon.....Univ
.... Andy Hardy Meets a Debutante .....M-G-M
.... Anne of Windy Poplars....RKO
468 An Angel From Texas.....FN
32 And One Was Beautiful.M-G-M
951 Arizona Kid .....Rep
8012 Asking for Trouble.....GB
1072 Awful Truth .....Col

B

1029 Babies for Sale.....Col
4063 Bad Man From Butte.....Univ
031 Beyond Tomorrow .....RKO
025 Bill of Divorcement.....RKO
3935 Biscuit Eater, The .....Para
.... Black Eyes .....Alliance
4018 Black Friday .....Univ
1205 Blazing Six Shooters.....Col
1914 Blondie on a Budget.....Col
025 Blue Bird, The.....20th-Fox
21 B'way Melody of 1940..M-G-M
405 Brother Orchid .....WB
3932 Buck Benny Rides Again.Para
083 Bullet Code .....RKO
1204 Bullets for Rustlers .....Col

C

420 Calling Philo Vance.....WB
42 Captain Is a Lady.....M-G-M
.... Carson City Kid.....Rep
459 Castle on the Hudson.....FN
035 Charlie Chan in Panama 20th-Fox
948 Chan in Reno.....20th-Fox
.... Charlie Chan's Murder Cruise 20th-Fox
3917 Chasing Trouble .....Mono
3962 Cheyenne Kid .....Mono
035 Conspiracy .....RKO
1034 Convicted Woman .....Col
030 Courageous Dr. Christian..RKO
965 Covered Wagon Days.....Rep
3963 Covered Wagon Trails....Mono
3955 Cowboy From Sundown..Mono
.... Crooked Circle .....SR
923 Crooked Road, The.....Rep
027 Curtain Call .....RKO

D

3 Dancing Co-ed .....M-G-M
4055 Danger on Wheels.....Univ
901 Dark Command .....Rep
3901 Death of a Champion....Para
.... Dr. Christian Meets the Women .....RKO
3929 ◎Dr. Cyclops .....Para
30 Dr. Kildare's Strange Case .....M-G-M
1005 Doctor Takes a Wife.....Col
4034 Double Alibi .....Univ

E

034 Earthbound 20th-Fox
3924 East Side Kids .....Mono
36 Edison the Man .....M-G-M
4033 Enemy Agent .....Univ
.... Episode .....WB-FN
462 Espionage Agent .....FN

F

3927 Farmer's Daughter, The...Para
3831 Fight for Peace.....Mono
1020 Five Little Peppers at Home .....Col
466 Flight Angels .....FN
911 Flight at Midnight.....Rep
29 Florian .....M-G-M
920 Forgotten Girls .....Rep
047 Four Sons 20th-Fox
34 40 Little Mothers.....M-G-M
4032 Framed .....Univ
037 Free, Blonde and 21...20th-Fox
3930 French Without Tears...Para
423 Fugitive From Justice.....WB

G

424 Gambling on the High Seas.WB
924 Gangs of Chicago.....Rep
943 Gaucho Serenade .....Rep
3938 Ghost Breakers .....Para
27 Ghost Comes Home.....M-G-M
991 Ghost Valley Raiders.....Rep
051 Girl in 313.....20th-Fox
.... Girls of the Road .....Col
.... Girls of the Underworld.....SR
.... Grand Ole Opry.....Rep
922 Grandpa Goes to Town....Rep
421 Granny Get Your Gun.....WB
040 Grapes of Wrath.....20th-Fox

H

4040 Half a Sinner .....Univ
.... Hell's Angels .....SR
009 Here I Am a Stranger..20th-Fox
129 Hi-Yo, Silver .....Rep
3958 Hidden Gold .....Para
4038 Honeymoon Deferred .....Univ
3904 Honeymoon in Bali.....Para
4056 Hot Steel .....Univ
.... House Across the Bay.....UA
4013 House of Seven Gables....Univ
3916 Human Monster .....Mono

I

.... I Can't Give You Anything But Love .....Univ
26 I Take This Woman....M-G-M
038 I Was an Adventuress.20th-Fox
4005 If I Had My Way.....Univ
921 In Old Missouri .....Rep
3841 Invitation to Happiness...Para
024 Irene .....RKO
1023 Island of Doomed Men.....Col
017 Isle of Destiny .....RKO
407 It All Came True .....WB
4001 It's a Date .....Univ

J

042 Johnny Apollo 20th-Fox

K

3965 Kid From Santa Fe.....Mono
.... Kid Reporters .....Mono
422 King of the Lumberjacks .....WB
3923 Knights of the Range...Para
9034 Konga, the Wild Stallion...Col

L

4029 La Conga Nights.....Univ
3964 Land of Six Guns.....Mono
.... Last Alarm .....Mono
3931 Light of Western Stars...Para
3921 Light That Failed.....Para
045 Lillian Russell 20th-Fox
.... Little Miss Molly.....Alliance
031 Little Old New York..20th-Fox
020 Little Orvie .....RKO
1016 Lone Wolf Meets a Lady...Col
.... Love, Honor and Oh Baby.Univ
049 Lucky Cisco Kid.....20th-Fox

M

4022 Ma, He's Making Eyes at Me .....Univ
1112 Mad Men of Europe.....Col
24 Man From Dakota.....M-G-M
1213 Man From Tumbleweeds....Col
030 Man Who Wouldn't Talk 20th-Fox
.... Man Who Talked Too Much, The .....WB-FN
1017 Man With Nine Lives.....Col
046 Manhattan Heartbeat..20th-Fox
018 Marines Fly High .....RKO
050 Maryland 20th-Fox
1035 Men Without Souls.....Col
3921 Midnight Limited .....Mono
.... Military Academy .....Col
022 Millionaire Playboy .....RKO
.... Millionaires in Prison.....RKO
41 Mortal Storm, The.....M-G-M
3808 Mr. Wong at Headquarters .....Mono
472 Murder in the Air.....FN
3940 Murder on the Yukon.....Mono
1051 Mutiny on Black Hawk...Univ
025 My Favorite Wife .....RKO
4004 My Little Chickadee.....Univ
.... My Son, My Son .....UA
.... Mysterious Mr. Reeder....Mono
.... Mystery of Room 13.....SR

N

324 Nancy Drew, Trouble Shooter .....WB
31 New Moon .....M-G-M
25 Northwest Passage .....M-G-M
001 Nurse Edith Cavell.....RKO

O

452 Old Maid, The .....FN
3915 On the Spot.....Mono
044 On Their Own 20th-Fox
.... One Came Home .....M-G-M
.... One Night in Paris....Alliance
.... 1,000,000 B. C. .....UA
3933 Opened by Mistake.....Para
.... Our Town .....UA
.... Out West With the Peppers.Col
1027 Outside the Three Mile Limit .....Col
.... Over the Moon.....UA

P

3954 Pals of the Silver Sage..Mono
3920 Parole Fixer .....Para
1028 Passport to Alcatraz.....Col
40 Phantom Raiders .....M-G-M
091 Pinocchio .....RKO
1212 Pioneers of the Frontier..Col
964 Pioneers of the West.....Rep
084 Prairie Law .....RKO
023 Primrose Path .....RKO
.... Private Affairs .....Univ

Q

3939 Queen of the Mob.....Para

R

942 Rancho Grande .....Rep
.... Real Glory, The .....UA
.... Rebecca .....UA
11 Remember? .....M-G-M
1214 Return of Wild Bill.....Col
3953 Rhythm on the Rio Grande .....Mono
3966 Riders From Nowhere....Mono
4062 Riders of Pasco Basin....Univ
.... Ridin' the Trail.....Mono
4014 Rio .....Univ
3926 Road to Singapore.....Para
966 Rocky Mountain Rangers...Rep

S

3937 Safari .....Para
052 Sailor's Lady 20th-Fox
033 Saint Takes Over.....RKO
.... Sandy Is a Lady.....Univ
.... Saps at Sea.....UA
410 Saturday's Children .....WB
3924 Seventeen .....Para
041 Shooting High 20th-Fox
3957 Showdown .....Para
3922 Sidewalks of London.....Para
4031 Ski Patrol .....Univ
3928 Sky Bandits .....Mono
043 So This Is London....20th-Fox
3902 Son of the Navy.....Mono
3959 Stagecoach War .....Para
036 Star Dust 20th-Fox
457 Story of Dr. Erhlich's Magic Bullet .....FN
23 Strange Cargo .....M-G-M
909 Submarine Patrol 20th-Fox
39 Susan and God.....M-G-M
019 Swiss Family Robinson..RKO

T

939 Tarzan Finds a Son!....M-G-M
423 Tear Gas Squad .....WB
.... Tevya .....SR
9206 Texas Stagecoach .....Col
.... The Terror .....Alliance
033 They Came by Night..20th-Fox
3936 Those Were the Days.....Para
070 Thousand Dollar Marriage.RKO
465 Three Cheers for the Irish.FN
456 'Til We Meet Again.....FN
11 Tomboy .....Mono
1004 Too Many Husbands.....Col
455 Torrid Zone .....FN
.... Turnabout .....UA
35 20-Mule Team .....M-G-M
1111 21 Days Together.....Col
33 Two Girls on Broadway.M-G-M
3934 ◎Typhoon .....Para

V

.... Vengeance of the Deep.....SR
007 Vigil in the Night.....RKO
919 Village Barn Dance.....Rep
404 Virginia City .....WB
039 Viva Cisco Kid 20th-Fox

W

.... Wagons Westward .....Rep
37 Waterloo Bridge .....M-G-M
3940 Way of All Flesh.....Para
.... West of Abilene .....Col
9207 Western Caravans .....Col
.... Wild Horse Range.....Mono
1 Women, The .....M-G-M
902 Women in War.....Rep
3925 Women Without Names...Para

Y

032 You Can't Fool Your Wife.RKO
032 Young as You Feel...20th-Fox
954 Young Buffalo Bill.....Rep
28 Young Tom Edison.....M-G-M

Z

4025 Zanzibar .....Univ

YOUR THEATRE

Movie Time

Published Weekly | YOUR TOWN | Date

Lists Ten Most Natural Kissers

"Most people judge movie kissing by the way it appears on the screen, but you have to be on the set to see what really happens."

So says Scotty Moore, who has been prop man for 400 pictures in the past 20 years. Scotty insists he is well qualified to select the 10 best feminine kissers. He claims that the best kiss is a natural kiss.

No. 1 is Virginia Bruce, the only actress to register a 100 per cent natural kiss. She never uses lipstick for her screen busses. The other nine are as follows:

No. 2—Ann Sheridan.
No. 3—Constance Bennett.
No. 4—Merle Oberon.
No. 5—Pola Negri.
No. 6—Bette Davis.
No. 7—Dolores Costello.
No. 8—Priscilla Lane.
No. 9—Barbara Stanwyck.
No. 10—Miriam Hopkins.

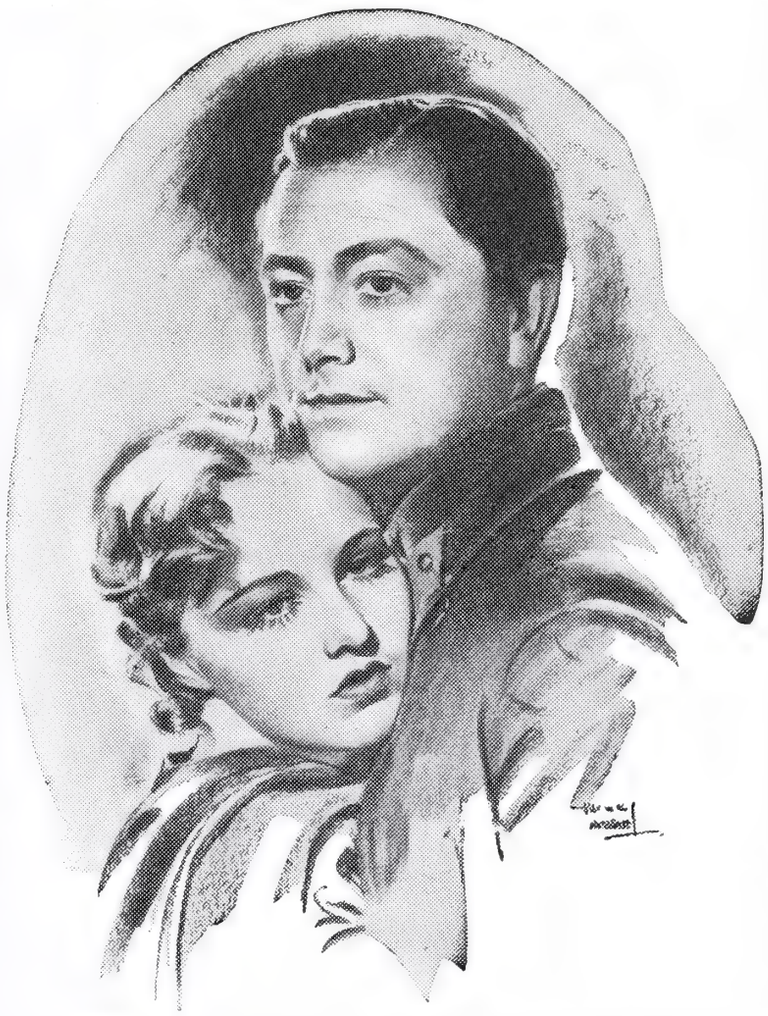
Deanna Durbin's Fan Mail Shows Rise

Deanna Durbin's fan mail has increased more than 25 per cent since the outbreak of the European war, and now averages 2,500 letters per month, according to Charlotte Taylor, head of the studio fan mail department.

Due to European currency exchange problems, which is preventing foreign fans from sending the usual fees for photos and souvenirs, Miss Durbin suggested that all foreign mail be answered without charge, and that any money sent be returned with her reply. Her suggestion was accepted immediately by studio executives.

More Honor

The Film Academy of France has awarded Frank Capra, producer - director, the Grand Comedy Prize for "You Can't Take It With You," American Academy Award winner.



Helen Gilbert, new screen find, and Robert Young as they appear in their first attraction together on the screen.

ADVICE TO COWBOY STAR ASPIRANTS

"HOW does one become a movie cowboy?"

This is the query incorporated in over 50 per cent of Bob Livingston's fan mail. The youngsters want to know how to go about emulating his career, and to these boys, Bob has a bit of strong and sage advice.

"First of all," he says, "study hard and put all thoughts of entering the movies out of your head until you are at least through high school. The more you know about history and government, the better cowboy you will be. This sounds like an elaborate statement, but it is quite true. The present trend in westerns is to dramatize historical events and situations of the past, treat economic problems raised in the settling of our great western territories, and feature historical characters. If the candidate for film cowboy's laurels knows what he is assigned to enact, he will be that much better an actor.

"Spend all your spare recreational time developing your physique and becoming proficient in all sports. Learn to ride, and master the elements of self defense."

Simon Coins 'Glex' For Lana Turner

Why is Lana Turner the sweetheart of high school and college boys?

The answer is a brand new word . . . Glex!

Director S. Sylvan Simon coined it.

"It isn't glamour, in the accepted sense of the word," said Simon. "High school and college students don't go in for glamour. They might admire it, but it's something to look at from a distance. On the other hand, it isn't sex appeal. It is simply a happy combination of the two. A girl with 'Glex' is one who combines all of the features of the most popular 'dates' on any campus. She has the figure of one, the face of another, the sense of humor of a third. She is completely within the knowledge of lads of this age, with none of the baffling, glamorous complexities. She's a girl they all know, and, as a Glex girl, she's the last word in collegiate fancy."

"So, if you're under 21, forget glamour and develop Glex. It's one way to knock the tag-line for a loop," says Simon.

Bette's Neighbors To Be Thespians

Bette Davis is taking time off from her acting duties to become a theatrical producer.

She's founding the Sugar Hill Players, recruiting the group from her New Hampshire neighbors. A small theatre is being built on her farm to house the organization.

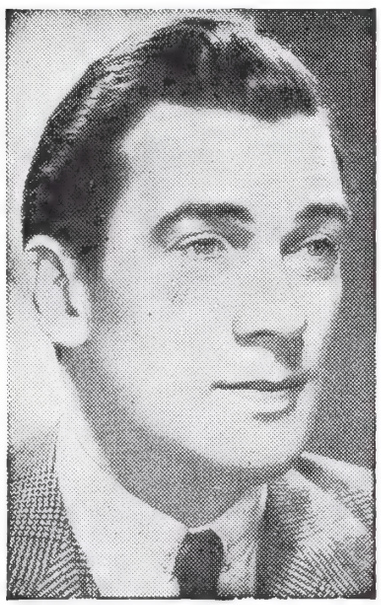
The Sugar Hill Players is dedicated to finding, training, encouraging and sponsoring any and all acting talent in the district.

In Reversal

Ann Rutherford's fans have reversed the usual procedure of asking for her photograph, and she has received more than 300 photos sent to her by young men throughout the country.

Pioneer Stunters Had Nothing on Pidgeon

The heroes and heroines who, in the days of the early serials and westerns, jumped from horseback



to boxcar and from a plane's hanging rope ladder to an automobile, would have to streamline their stunts considerably to keep pace with modern screen melodrama, says Walter Pidgeon.

Pidgeon, as Nick Carter, is required to operate a sub-machine gun from a rising plane, to trail an automobile by plane and to be shot down in a plane at sea. Another stunt involved the crashing of a rocket ship.

CAMERA ENTHUSIASTS—NOTE!

Director Alfred Hitchcock and Laraine Day are miniature movie fans and find amusement between pictures writing their own stories and filming them with friends and relatives as members of the cast. Hitchcock says he has learned considerable extra camera technique by using a mimicamera.

CHARM Chats

HANDS are an important part of one's personality, and charm is manifested in their every movement. The fact that attention is drawn so quickly to one's hands is added reason to keep them looking smooth and well taken care of. Any movie queen knows that a nightly application of baby skin oil, or olive oil, around the cuticle base will keep it soft and free from hangnails. This is especially recommended for the typist or business girl who finds it difficult, because of her work, to keep her hands free from hangnails. Nightly use of a good hand cream will keep hands soft and free from lines or roughness.

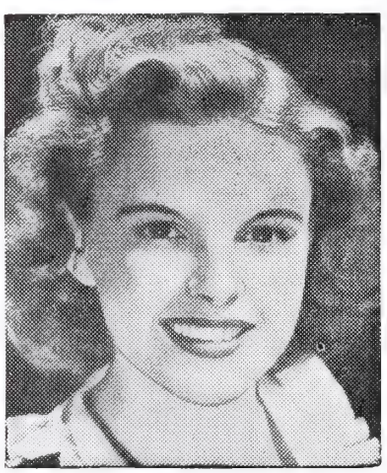
Hollywood beauticians are now strongly recommending the importance of a mask treatment once a week for hands, the same as is applied in a facial. The same kind of cream or mask can be used for hands, as is used for the face, and should be left on from ten to thirty minutes, depending on how much leisure is afforded. This treatment is wonderful for bleaching and softening, and can also be applied to rough, chapped places on elbows and knees. The cream or mask should be removed with cleansing tissues, followed with the application of a mild astringent saturated on cotton. Some women prefer to keep hand cream on overnight and wear cotton gloves to bed.

Busman's Holiday

Maria Ouspenskaya, noted Russian character actress, is one of the hardest working women in Hollywood. Between pictures, and on days off while working in films, she spends all her time teaching in her own private dramatic school.

Judy Garland Poems To Be Published

Judy Garland has written a book of poems in her leisure hours, which will be published under a nom de plume. Judy prefers to let them stand or fall on their own qualities rather than trade on her screen fame for the book's success.



The poems, according to a few close friends who have seen them, are of exceptional literary merit and deal beautifully and sincerely with the reactions of a 16-year-old girl awakening to the world around her.

Sonja Henie Takes Own Color Films

A roll of 16-millimeter color film which Sonja Henie brought back to Hollywood from Norway represents the fulfillment of one of the blonde star's most cherished dreams, that of one day visiting the Land of the Midnight Sun; that territory at the northernmost tip of Arctic Norway where the sun shines brightly 24 hours a day.

But on her recent European vacation, Sonja chartered a special plane, and she and her mother and brother, flew to North Cape, on the Arctic Ocean, where they spent five days. Sonja was so enthralled with her dreamland that she brought back the color movies to show Darryl F. Zanuck as a possible background for one of her future pictures.

Makeup Man Gathers 150 Autographed Lips

One hundred and fifty autographed lips!

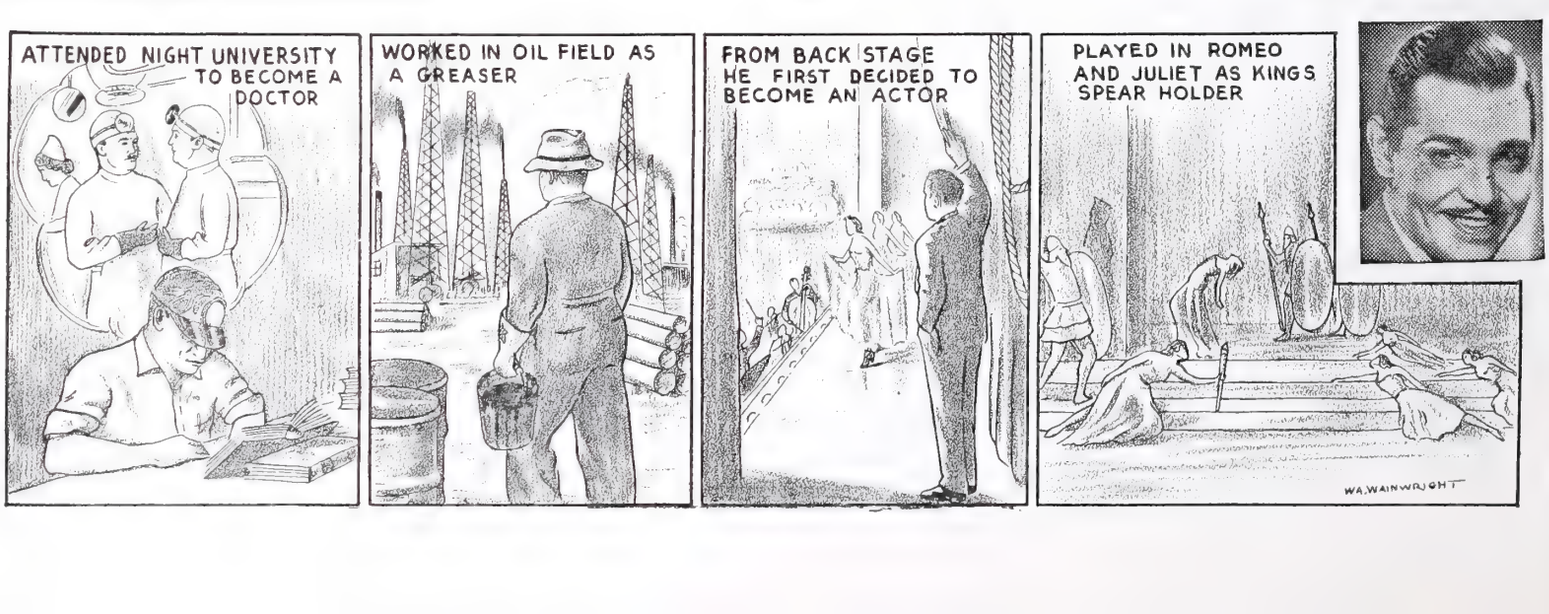
No, this isn't the inventory of a New Guinea head-hunter, but it does serve a very practical purpose for Clay Campbell, 20th Century-Fox makeup chief.

The "autographed lips" are lipstick impressions made by famed stars on tissue paper, which is subsequently autographed. Campbell has each of the impressions framed, and then, when he wants to show a new player what type of lip makeup she should use, he can exhibit a practical sample in color of the mouth line of almost every feminine star in the industry.

QUICK MAKE-UP ARTIST

Regardless of the type of role she plays, Vivien Leigh (Scarlett O'Hara) takes only an hour and 15 minutes for both make-up and hairdress—and she does her own make-up.

PICTORIAL BIOGRAPHY . . . . . of . . . . . CLARK GABLE



Fads AND FASHION

ONE OF the newest colors for spring, especially in accessories, to be worn with either gray or navy, is Kelly green.

★

The patch and saddle pocket season is on, and is highlighted on dresses, suits and coats. And the larger the pocket the more fashionable. However, small women should use discretion, as too large a pocket will emphasize their stature, and the smaller, flap pocket is preferred.

★

Pastel plaids are being widely shown as a good season number.

★

Wear a clip on your hat, pocket, belt, suit lapel or bag; use them to clip on your flowers, letting their sparkling brilliance peek out. But remember, if you wear clips in pairs, wear them on one side only, as this season it's smarter to wear them "one-sided" on lapel or pocket, for example, except in the case of the belt, where a clip may be attached on either side.

★

Skirts are definitely full, and have either shirring at the top, and may be pleated or have gores to give them a "swing" fullness.

★

The patriotic red, white and blue combination, is a big spring number, and is especially good against a military style background.



Spring accents of white are fresh and crisp looking. Helen Parrish, Universal starlet, shows it in the white pique collar of her blue wool sheer dress, her lacy white braid pan-cake beret with grosgrain bow and long white suede gloves.

Hobnobbing *in Hollywood*

Gary Cooper will be loaned by Samuel Goldwyn to Warner Brothers to play the title role in a forthcoming picture to be produced and directed by Frank Capra. Tests are expected to begin when Capra and Robert Riskin, his associate, return from Lake Arrowhead and a week of story conferences.

Olivia de Havilland will return to Warner Bros. studio after an absence of several months . . . Ever since Wallace Beery went to Mexico for location work, he has had a fondness for Mexican dishes, so Dolores Del Rio surprised him at a location luncheon in Sherwood Forest by bringing in a vacuum food container, four enchiladas which she had prepared at home.



Pals around Universal are remarking at the close resemblance between Broderick Crawford and Sidney Blackmer . . . Hugh Herbert recently purchased a 200-acre ranch in San Fernando Valley where he will stock and breed horses . . . Nan Grey departed on a short vacation to Mexico immediately upon completion of her acting chores . . . Constance Moore, on a recent weekend at Palm Springs, fell asleep under the hot sun at the desert resort, and awoke with a painful sunburn.

Johnny Downs is teaching Peggy Moran a new swing dance routine . . . Philip Dorn, Holland-Dutch actor, is renewing his acquaintance at Universal with Henry Koster, director of many Deanna Durbin pictures. Koster directed Dorn in Europe before either came to Hollywood . . . Broderick Crawford is scheduled to star in a New York play next fall. Last year, Crawford, for his role in "Of Mice and Men," won the critics' award for the finest performance in a Broadway production.

Frank Morgan is back at work after his "retreat" to the desert . . . Joan Blondell brought her young son and daughter to the M-G-M studio lot . . . Ilona Massey is back from another visit to the ski country . . . Ann Sothern is adding singing lessons to her long list of daily duties . . . Hedy Lamarr is supervising the building of a white picket fence about her hilltop home . . . Eleanor Powell takes daily walks with her two Schnauzer pups.

One of Cecilia Parker's birthday gifts will be her citizenship papers . . . Fay Holden makes her own home recipe book out of all of the varied cooking recipes sent her as Ma Hardy. They number some 1,500 . . . Spencer Tracy has returned to the M-G-M lot after a siege of the flu . . . Greer Garson still is searching for her pet Siamese cat that strayed away from home recently . . . Fredric March got a big hand from a group of fans outside the studio.

Kay Francis has gone to Lake Arrowhead for a brief vacation, following completion of her latest picture . . . Edgar Kennedy has left the studios for a personal appearance tour . . . Helen Parrish is proudly displaying her "two-hundred" pin for bowling, which she won for a 216 score made at a recent bowling breakfast party she hosted.

Deanna Durbin is spending her leisure hours between pictures, studying, in order to take the College Entrance Board examinations in June . . . Charles Lamont, director, is busy planning a birthday party for his three-year-old daughter, Charlene. Baby Sandy will be one of the guests at the party.

Production on a new Edward G. Robinson picture, to be directed by William Dieterle, is scheduled to begin during the week of March 25 . . . Madge Terry, 60-year-old actress who returned recently to America after operating stock companies in Shanghai and Hong Kong for the past year, has been signed by Warner Bros. for a featured role in a forthcoming production.



Marshall Wins Diction Award

Herbert Marshall, veteran screen and radio star, has been chosen by the Department of English of the Linguaphone Institute as the screen actor who has made the greatest contribution in the field of English speech, diction and articulation for the year 1939.

An impressively inscribed parchment scroll was presented to Marshall by Max Sherover, president of the Linguaphone Institute.

FILM FACTS . . .

America produces 85 per cent of the motion pictures exhibited throughout the world. And the motion picture is the world's best entertainment.

Predicts Greater Dramatic Element

That the general use of color photography on the screen will thin the ranks of present day directors is the statement of Henry Koster.

Koster, who has directed Deanna Durbin in four of her Universal pictures, and directed Danielle Darrieux in her only American production, studied painting in Berlin's Academy of Arts before becoming a screen writer and director in France, Austria and Hungary. He is anxious to apply the color technique of the painter to the screen.

In the place of directors forced from the studios by the coming of color will be men with at least a rudimentary training in the use of brush and pallette, he predicts.

"Color injects an added dramatic element to the picture," Koster states. "It must be handled intelligently in order that it will not detract from the dramatic unfolding of the screen story."

Color will be dramatic element itself, Koster adds.

THEIR BIRTHDAYS TOGETHER

July 7 is a lucky day in the Hatton household. Raymond Hatton, Republic western star, was born July 7 and, by an almost freakish coincidence, his father and sister also were born on the same date. The three celebrate their birthdays together whenever they can.

CULINARY Cues

FISH SAUCE RECIPE

The most valued item which Paul Lukas brought back from Pismo Beach, where he was on location, is a fish sauce recipe which he obtained from the owner of the tavern where the company ate. It consists of melted butter, lemon juice, chopped onions and chopped parsley, and is particularly recommended for sea bass.

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Defiance, Ohio

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. . . "The Beloved Brat" grows up and becomes a glamour gal . . . in her first romantic lead role!

EZRA
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(Courtesy of George Abbott)



...Radio's "Henry Aldrich" in his screen debut...ready to greet his millions of fans in a hilarious role!

JUDITH
BARRETT



. . . the siren of "Road to Singapore" as a campus charmer . . . who collects hearts and fraternity pins!

"THOSE WERE THE DAYS"

with Vaughan Glaser · Screen Play by Don Hartman · Produced and Directed by JAY THEODORE REED

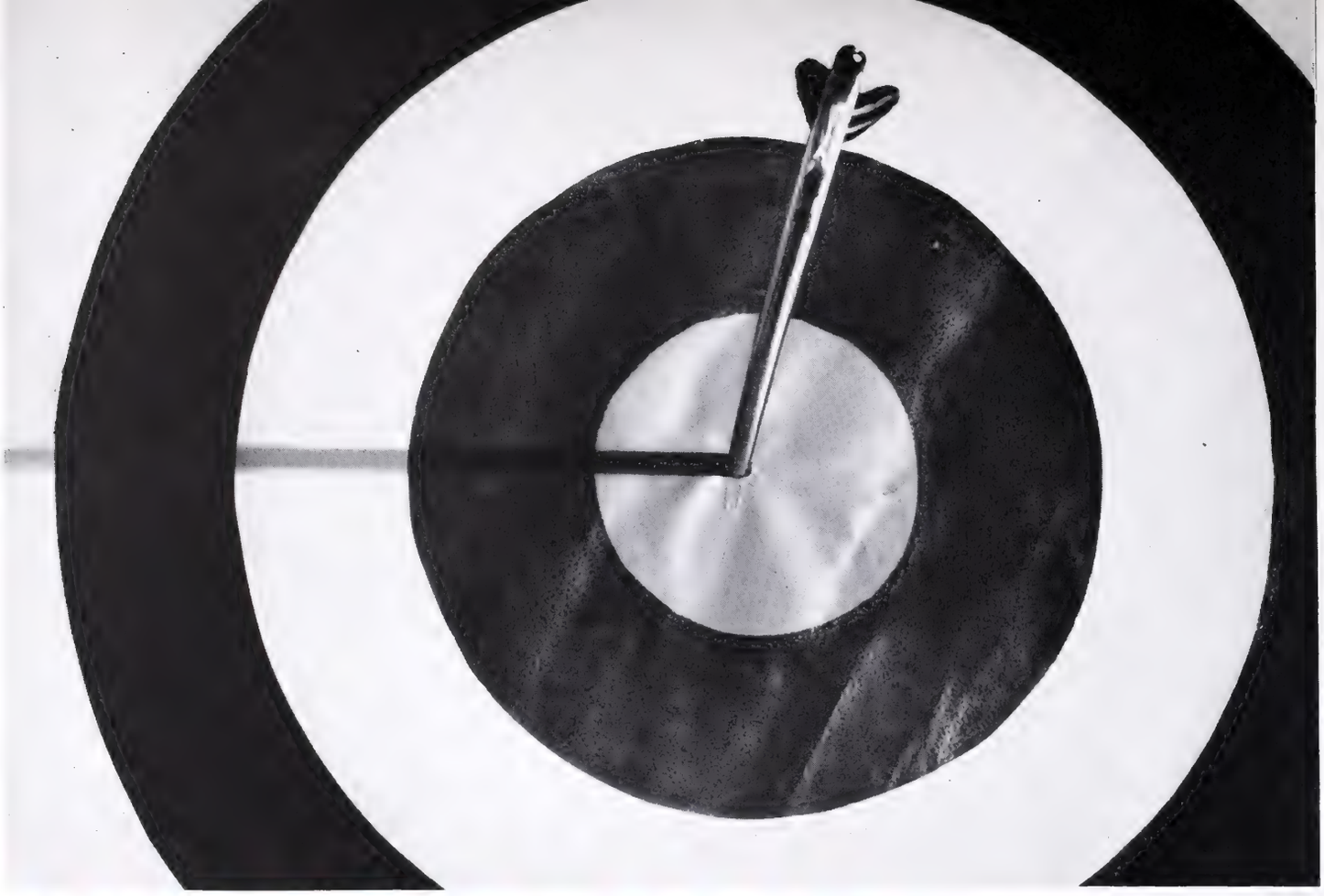
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The Pulse of the Motion Picture Industry

BOXOFFICE

JUNE 15, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION

PRODUCTION INDEX



WHAT THE PUBLIC WANTS!

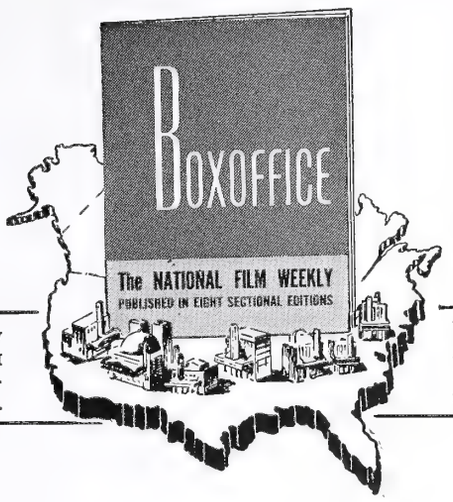


with Lucile Watson, Virginia Field, Maria Ouspenskaya, C. Aubrey Smith • A Mervyn LeRoy Production • Screen Play by S. N. Behrman, Hans Rameau and George Froeschel • Based on the Play "Waterloo Bridge" by Robert E. Sherwood Directed by Mervyn LeRoy • Produced by Sidney Franklin • An M-G-M Picture

3 WEEKS NEW YORK
2 WEEKS WASHINGTON
2 WEEKS ATLANTA
2 WEEKS PITTSBURGH
2 WEEKS BRIDGEPORT
2 WEEKS HARTFORD
2 WEEKS NEW HAVEN
2 WEEKS MILWAUKEE
2 WEEKS SAN FRANCISCO
2 WEEKS LOS ANGELES
(playing two theatres, day and date)
2 WEEKS BOSTON
(playing two theatres, day and date)
2 WEEKS PORTLAND

SPECIAL M-G-M MESSAGE ON PAGE 7

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 4
June 15, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher

MAURICE KANN
Editor-in-Chief

LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

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JOKES SHOULD BE FUNNY

THAT OLD sage and seer, the man who takes his hair down, was hard at it again:

"You know if you keep it up, they won't let you through Cajon Pass into Hollywood.

"For a guy who's been in and around this business all these years, you ought to exercise a little more discretion and stop stepping on so many people's toes. You—he means us—ought to know by this time you can't make people uncomfortable by telling the truth without expecting a slap in the kisser in return.

"Yet, that's what you're doing with column after column on your pet, self-sufficiency, and how it can best be worked out by adjusting the screwball situation at the studios. I might add—that is, if you're interested in my opinion—that exactly is where the serious adjustment will have to be made.

"It's fine to talk about higher admissions and extended playing time. It reminds me of all this moral rearmament stuff. Sounds swell and a grand idea on a very high plane, only Hitler won't listen and that's the end of it. As a distributor, I realize I am making myself suspect, a sort of traitor to the sales executive credo that each season prices must go up. But, if looking into a very honest mirror makes me that, I'll take the gamble.

"I don't think rentals can be stepped in anything like the proportion a lot of other fellows believe, or say they believe. And I don't think a helluva lot can be done about extended playing time. There is some reason for both and, on that score, I line up with the others, but to figure it out in terms of increased revenue that will replace the losses abroad is to my way of thinking an utter absurdity.

"Jokes should be funny, or to laboriously paraphrase it in picture terms, don't believe everything that's said. Maybe the boys who are bouncing the statements do believe their own language, but I doubt that, also. Their sales managers can tell them a different story, although I am well aware Hollywood doesn't very often pay attention to New York's ideas.

"As you have been remarking yourself, by what right does the coast take it for granted the international dollar is a constant equation. Who said so and what proof is there to support such a conclusion? Maybe the total dollar won't have as many pennies in it as in the days of yore and, personally, I don't think it will.

"But Hollywood, abstractly aware that the Old World is in the throes of destruction, stands on its tradition of aloofness, demands its old demands and steadfastly fails to recognize a situation, new to its existence and threatening to engulf it. Utterly fantastic and incredible. But true.

"You can't automatically say that, because we've lost revenue in fifty cities in Europe, fifty cities in the United States will have to make up the difference. Not when the fifty here are already doing well by the distributor. Business isn't so hot here either and, while it may be true the final ceiling for a theatre's gross cannot be conclusively established, it strikes me as a whale of a gamble to rest the future of a huge industry on a dice tossing such as this.

"Something more completely planned has to be worked out. It has to be something that is ear-marked with the possibilities of workability, not out-and-out chance. Total distributor revenue at home, I suppose you realize, doesn't vary much from year to year. Specific attractions contribute in highly fluctuating manner, of course, but when you put it all in one pot it ends up about the same in overall aggregate.

"This suggests to me a basis on which a planned procedure can be developed. If it's so much a year, the companies know where they stand and about what they are entitled to expect. All plans ought to stem from that and you don't need fancy bookkeeping, either.

"It will become evident in a great hurry that one of the needs is lower negative costs. Now I know all the answers bouncing out of Hollywood. Labor is the big item. My eye, it is. That's only a red herring smelling up the trail and waved in the breeze like a smoke screen deliberately designed to duck the issue. That's a pretty bad mixture of figures of speech, but you'll get what I mean.

"A big job? Yes.

"Trouble, revolt and near-revolution? You bet.

"But don't let anyone tell you it can't be done. Not only can it be done, it must.

"Otherwise, all of us are in for trouble that will make the government suit and the Neely bill entirely unnecessary. There won't be any business left to legislate."

Kann

NO SELLING STOPPAGE WHILE NEGOTIATIONS CONTINUE FOR INDUSTRY SUIT SETTLEMENT

Conditions Slow Push; Code Essentials in Some Contracts

NEW YORK—There will be cessation of selling during negotiations between department of justice representatives and major counsel for an out-of-court settlement of the industry suit via a consent decree, sales executives declare. However, it is pointed out, general economic conditions have somewhat slowed up the pace which usually follows sales conventions, the last of which is being held in Chicago by Warner starting Monday.

It is held in some quarters that because of the uncertainty of settlement conferences, the majors are not taking chances on what may eventually happen. Therefore, the consensus among distribution heads is not to jeopardize possibilities. As one top sales spokesman stated current settlement negotiations may take weeks, possibly months, before an accord is reached and a plan formally accepted for general trade consumption.

Some Are Prepared

Some companies already have incorporated in contracts and by special riders the essence of the code of fair trade practices rejected by the department of justice last year. About 90 per cent of the clauses have been in effect the past year, it is held.

What the new plan of selling will be, in the event a settlement is reached, cannot be anticipated at this time, it is stated. Likewise, this holds true to an agreement as to the effective date of any terms which may be reached with the consent of all interests involved. Speculation over what may come out of the trade practice plan, if such is to be the case, is beyond the immediate policy of selling; hence, sales heads are resigned to go ahead with formulated schedules until advised otherwise.

On Wednesday, Stephen Doyle appeared for the government before Federal Judge Henry W. Goddard and requested adjournment until Monday, which petition was granted. At the hearing the justice department indicated that no dismissal would be agreed upon for United Artists, Universal and Columbia, appearing to insist that the eight defendants participate in any decree that might eventuate.

Indicating that negotiations may be drawn out, Judge Goddard later conferred privately with Paul Williams, in charge of the government prosecution, with a view to handling minor cases until some agreement could be reached with distributor counsel.

On May 18, BOXOFFICE exclusively reported a collapse of overseas' income would be a vital factor in forcing the issue on a settlement. This prediction seemingly has been borne out in recent developments abroad and in Washington.

The realization among major defendants to press its defense in light of most recent changes in the war picture might inflict economic choas, coupled with a prosecution concession that even after a

(Continued on page 16)

Help From the Court

New York—Unique in the annals of jurisprudence is the role expected to be played by Federal Judge Henry W. Goddard in the final settlement phases of the all-industry suit. The judge has openly declared he intends to assist both sides in working out details of a draft acceptable to all industry interests. This procedure, he indicated, may take a month.

Any plan which has a possibility of bearing fruit will not be overlooked. This may go so far as to invite any individual or organization to recommend views. He has already intimated he will brook no unnecessary delays in getting down to the facts and resolving them into a working formula.

Meanwhile, he declined to comment whether he would set aside section five of the Clayton Act which involves a point of law as to the extent which future litigants can utilize consent decree terms. The judge intimated this issue may come up later and did not desire to render a decision at this time.

May Be Far Away, But Capital Hears Decree Shaping Up

WASHINGTON—A consent-decree settlement of the New York all-industry suit is rapidly taking definite shape, although formal presentation to the court may still be several weeks away.

The recessing of the trial over the last weekend gave point to reports here that counsel for the companies and department of justice and commerce department officials had been in almost constant discussion ever since the case came up.

Washington officials are closely guarding all details of the negotiations, overtures for which are said to have been renewed by company counsel on the basis of intimations that the government would not stand in the way of a quick settlement if a satisfactory basis could be worked out. Involved in the discussions are the same men who participated in the unsuccessful negotiations in New York some weeks ago, Ernest A. Tupper for the department of commerce and members of the consent decree section of the department of justice, together with Assistant Attorney General Thurman Arnold and government counsel handling the case, with Attorney General Robert Jackson closely informed as to developments.

The writing of stipulations, for which the trial was recessed over the weekend, will tend to shorten materially the period required for the taking of testimony. Under stipulations in an anti-trust suit it is agreed that the defendants did or did not engage in practices alleged by the government, and further proof is not necessary. On the basis of such stipulations, defendants can agree to discontinue any practices which they have admitted and to make such other reforms as may be necessary to satisfy the government, which agreement then becomes the basis of a consent decree ending the suit.

Major problem confronting the negotiators, it is indicated, is the question of divorce. This is considered more important by justice department officials than compulsory block booking, for which several remedies can be readily found.

Divorce has been the stumbling block of the negotiations for months, and department officials are understood to insist that in this, if in no other issue, the companies must make broad reforms.

Considerable interest attaches to the possibility of triple damage suits based on the New York case. The general belief is that with a stipulation admitting that certain methods were practiced or with evidence proving the charge in the court's records, exhibitors may be able to bring suits for damages, although proving them admittedly is something else again.

As a matter of fact, it is said, the department insisted upon the suit going to trial so that such evidence might be in the record. This was one of Allied's demands in a memorandum to the department opposing the acceptance of proposals before the negotiators in New York in April.

Independent exhibitors are said to be willing to accept a consent decree settlement—if they are consulted—provided it deals adequately with the question of divorce and does not debar them from bringing their damage suits. The government is willing to accept a settlement, provided it affords satisfactory reforms, so as to give the industry a measure of security of which today it stands in grave need. The companies are anxious for an end of the suit, so that they may attain that security, and are said to be willing to go further than ever before to bring it about.

Let's Go To It!

THERE has been a great deal of talk about what should be done to put new life into this aging "infant" industry; but no one has done anything about it. Let each man, who expounds his views of what ought to be done, step out and DO IT, and the job will be done.

Let the producers, who say that the salvation of the industry lies in the making of fewer and better pictures, set their own examples;

Let those, who say the elimination of "B" pictures will drive away the box-office blues and bring lost patronage back, follow their own advice;

Let those, who say that doing away with double features, giveaways and other cheapening methods will restore public favor, throw off the shackles of such policies in their own theatres;

Let those, who say that showmanship is the answer to all of the industry's financial woes, demonstrate they are right through their own efforts;

Let those, who advocate higher admission prices, raise them in their own theatres in accordance with their views;

Let each man, who has an idea for the improvement of his own business or the business generally, get busy and do the job without waiting for all of the others to hop on his theoretical bandwagon, and we'll see a wave of the initiative and ingenuity needed to set this industry once more on the march forward.

Waiting for the other fellow; decrying a policy but pursuing it—because the competition does it; sitting on your bottom and wishing that this or that would happen won't make it happen. DOING THINGS IS WHAT GETS THINGS DONE.

There is no cut-and-dried plan to success in this or any other business today—or was there ever such a day. It was the venturesome, pioneering, trail-blazing spirit that took this industry out of the nickelodeon storeroom and moved it into the magnificent palaces. Men, who had ideas, put them into action. If they failed, they tried again and again and again. Enterprise was the watchword in the early days of this business. It was the up-and-doing that got things done. There were few, if any, geniuses; but there were a lot of hard workers. There was enthusiasm; there was courage, and the conviction of that courage that caused men to stick by their ideas until they won out. They didn't succumb to the first defeat after a short "test;" nor to the second or third or tenth efforts.

This is not a college cheering section; but, maybe, that's one of the things needed. So we'll start the cheering:

Instead of yelling about what's wrong with this business, let's remember that there is plenty that is RIGHT with it. There's been enough of the negative thought and talk, let's take the positive view. And let each man become his own cheer leader—but, instead of yelling, let him be DOING. And keep doing. And doing. And the momentum will take hold and the action will be sustained.

If you've got an idea of what needs to be done—GO TO IT!

Ben Shlyen

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
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WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

GEORGE ARLISS, 72 now, turns author with "My Ten Years in the Studios." Describing the various negotiations leading to his contract with Warner, Arliss throws a sidelight on the reason behind the decision to make the original "Disraeli" with:

"Harry Warner . . . told me he didn't expect 'Disraeli' to pay, but was using me as an expensive bait to hook people into the cinema who had never been there before."

His analysis of "only two world-staggering events ever happened in Hollywood:"

"I have never been quite able to discover why the producers and their press departments go to such trouble to get headlines in the Los Angeles papers about the enormous importance of their stars.

"The effect on the population of the arrival of the star is generally greatly exaggerated in the press, while that of the earthquake is discreetly diminished."

Finally, an Arliss closeup of Zanuck when Darryl F. was in charge of Warner production:

"I first met him in 1928 when I was playing Shylock in Los Angeles. Jack Warner brought a party to the theatre and afterward they all came to our rooms at the Biltmore. We talked of the possibility of my playing 'Disraeli' on the screen. Zanuck was tremendously enthusiastic about it—walked up and down outlining with much gesticulation an entirely new opening to the screen version. Jack Warner chuckled and said, 'He does all the work at the studio now. I just add up the figures.' "

Producers' Lament

What gives producers that occasional wild-eyed look is demonstrated aptly by a question asked by government counsel of Nate Blumberg when the Universal president was undergoing examination before trial in the all-industry suit.

Question: "What determines the amount spent on top pictures?"

Answer: "It is very difficult. If we had the answer to that, we'd have no problems. We have estimated some pictures to gross $1,000,000 and have found the final gross has been about $200,000."

FROM Boston comes an amusing one. John V. Spalding, attorney for the Maine and New Hampshire Theatres Co., was telling Philip Hendrick, master, that the Morse and Rothenberg anti-trust case reminded him of a story. It was about a young lawyer who had been carrying his senior's brief case for years and was turning impatient at the lack of an opportunity to display his knowledge of Blackstone.

"Finally," Spalding continued, "he said to his superior, 'May I open the next case?' The senior said he might. When he got through his opening, the junior asked, 'What do you think of that for an opening?'

"The senior observed, 'You have opened it so wide that I will never be able to close it.' "

And Emphatic, Too

Murray Silverstone was explaining how, under the UA setup, his producers have all the time they require to tailor their attractions, how they don't have to rush to meet release dates. "I imagine if Gainsborough had to meet a date with his famous painting, 'The Blue Boy.' Why he might not have had time to paint the kid's pants on."

A Dubious Honor

On the evening before the Nazi horde invaded Luxembourg, Belgium and Holland, Adolf Hitler sat through a sentimental musical film which was described in German quarters "as similar to 'The Student Prince,' but with a Rhine setting."

An honor which motion pictures could have done without.

The Nice Way

Another studio crisis found a certain Hollywood plant faced with the necessity of unloading one piece of deadwood; he had been around the lot for years. Word filtered out, however. A reporter on the phone:

"What about So-and-So? He's through, isn't he?"

Studio Head: "Yes, he's through. But I wish you'd lay off until we can find a title for him before we send the story out."

Modest

Sales manager discussing his company's next immediate crop. In glowing terms, of course:

"You know, nothing great. Just colossal."



HOW TO STAY IN FRONT OF THE 8-BALL!

PREPAR





"Nice work Leo! We depend on you to keep the nation entertained!"

EDNESS!

Here's
CHEERFUL news!
Your show-shop is
SECURE, Mr. Exhibitor,
Against all
Competition
RIGHT NOW
And
ALL SUMMER LONG!
Because M-G-M has
HITS! HITS! HITS!
And your public wants
AMUSEMENT
More than ever!
That's why we
SPENT A FORTUNE
For your
PREPAREDNESS!

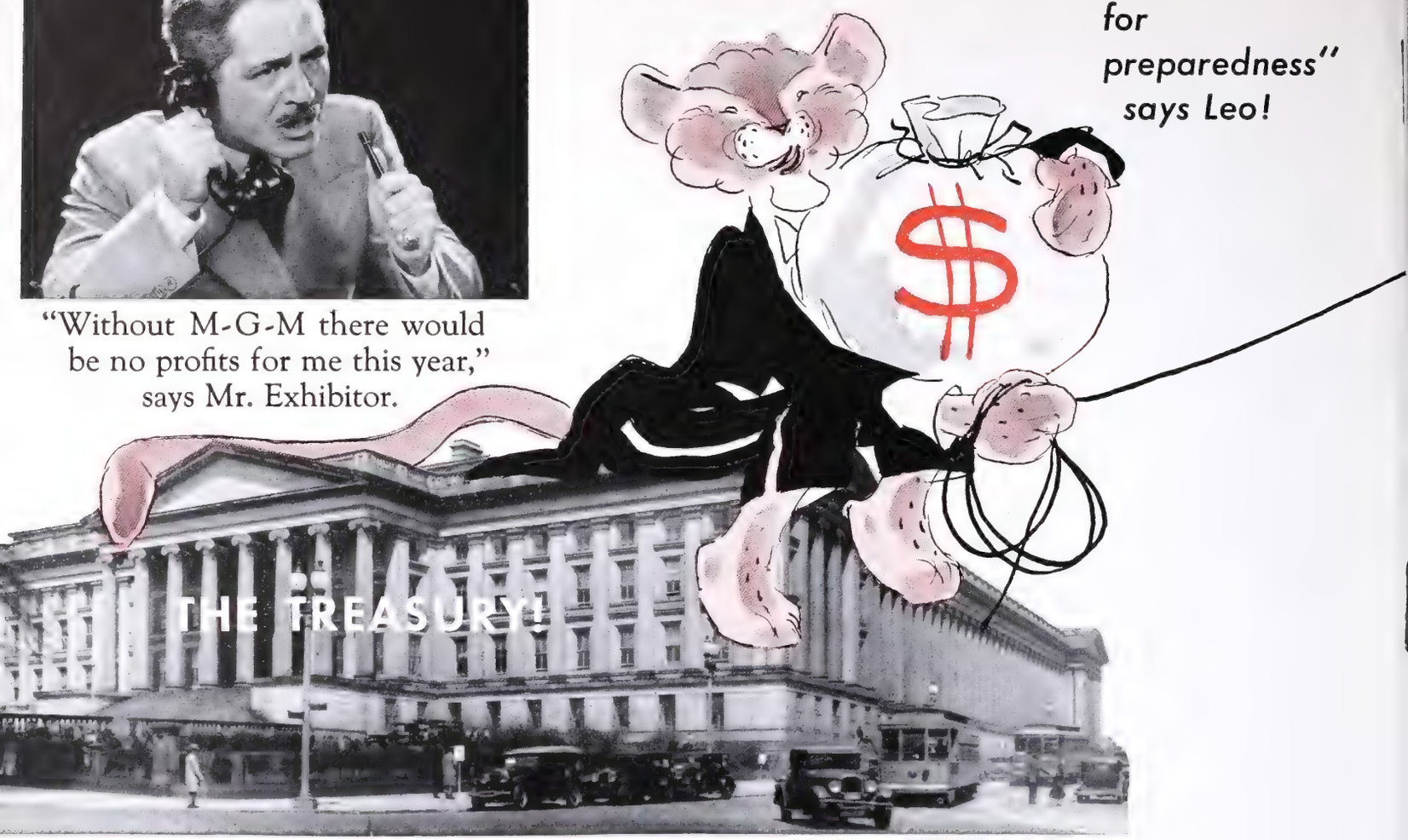


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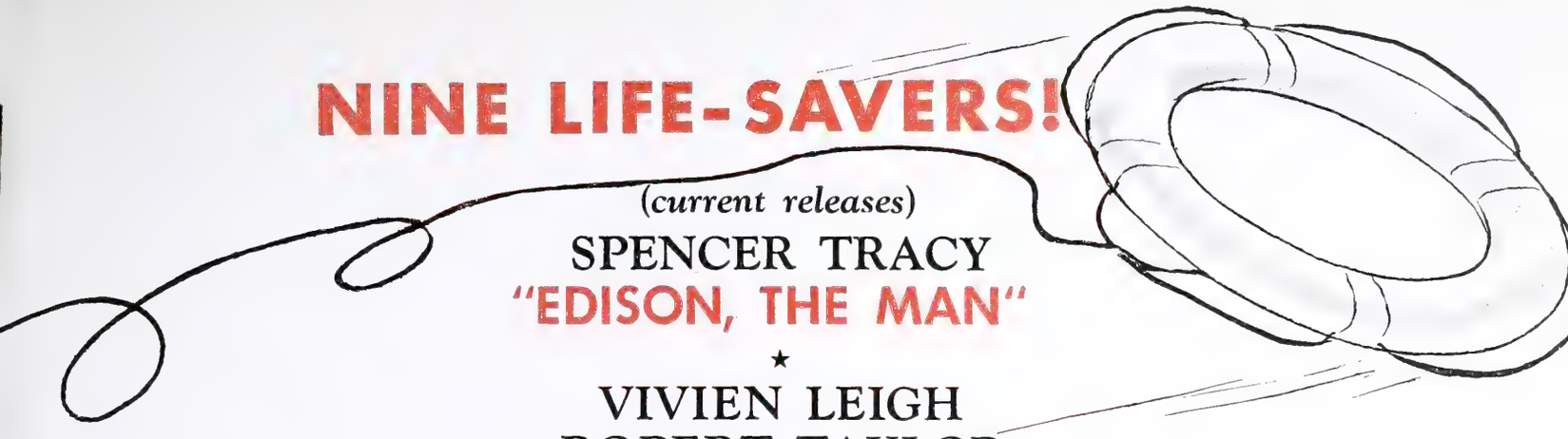


"Without M-G-M there would be no profits for me this year," says Mr. Exhibitor.

"Millions for preparedness" says Leo!



10 MILLION DOLLARS IN 9 BIG M-G-M SHOWS right now and all Summer!



NINE LIFE-SAVERS!

(current releases)

SPENCER TRACY
"EDISON, THE MAN"

★

VIVIEN LEIGH
ROBERT TAYLOR
"WATERLOO BRIDGE"

★

(in coming weeks)

JOAN CRAWFORD
FREDRIC MARCH
"SUSAN AND GOD"

★

MARGARET SULLAVAN
JAMES STEWART
Robert Young • Frank Morgan
"THE MORTAL STORM"

★

JEANETTE MacDONALD
NELSON EDDY
"NEW MOON"

★

"ANDY HARDY MEETS DEBUTANTE"
Mickey Rooney • Lewis Stone • Judy Garland

★

GREER GARSON
LAURENCE OLIVIER
"PRIDE AND PREJUDICE"

★

CLARK GABLE
SPENCER TRACY
CLAUDETTE COLBERT
HEDY LAMARR
"BOOM TOWN"

★

NORMA SHEARER
ROBERT TAYLOR
"ESCAPE"

LIFE SAVERS!

Brief Facts About 9 Great M-G-M Pictures!



Spencer Tracy has received the finest critical notices of the year and his box-office stature rises to even greater heights as "Edison, The Man" engagements enthrall the public with this truly magnificent entertainment.



"Waterloo Bridge" one of the year's best films presents Vivien Leigh in another memorable role and brings to the public a new Robert Taylor. Box-office and public agree that it's his most appealing job. Three weeks at Capitol, N. Y.



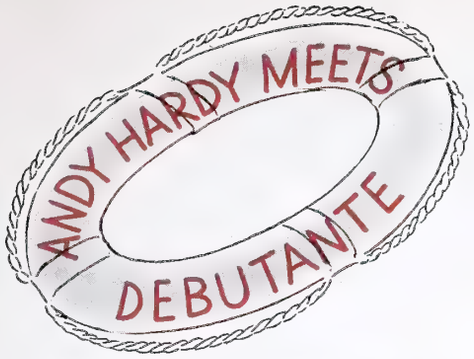
Joan Crawford and Fredric March make a swell box-office combination in "Susan and God." Joan does a job that will delight all who loved her sensational role in "The Women." The famed stage comedy hit has been brilliantly produced in the M-G-M manner. A sensation at its Preview!



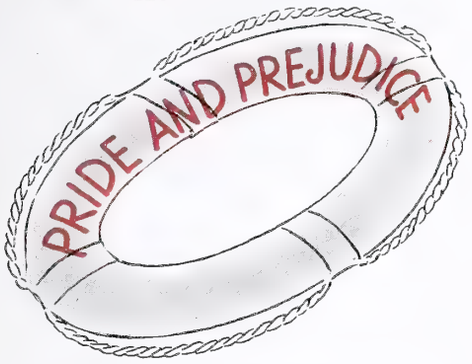
"The Mortal Storm" is *excitement* on the screen! M-G-M did such a swell job of the best seller that the author wrote: "I'm delighted." And what a cast: Margaret Sullavan, James Stewart are the sweethearts. Robert Young, Frank Morgan do great work. It's terrific!



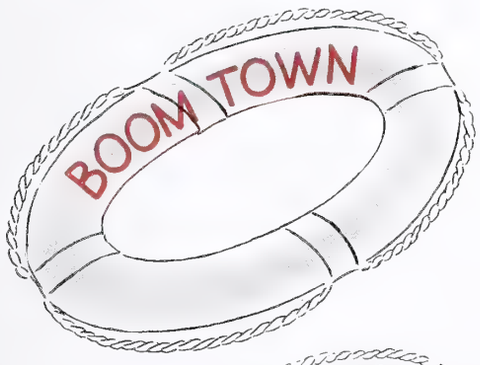
Of all the operettas in which Jeanette MacDonald and Nelson Eddy have appeared "New Moon" is musically and romantically the best! The public is ready for this type of scintillating attraction and M-G-M has made a great musical show for them. Previewed! And it's Perfect!



How marvelous that at this time when the public wants to forget troubles, M-G-M delivers the most uproarious of the entire Hardy series. "Andy Hardy Meets Debutante" has, in addition to Lewis Stone and Mickey Rooney, Judy Garland. It's finished and it's a sure HIT!



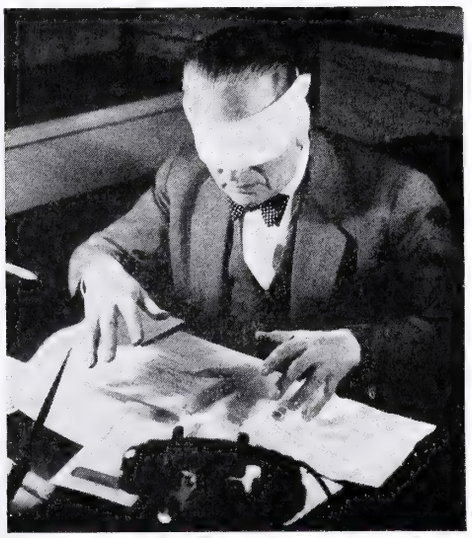
Just previewed before an audience that never stopped laughing in Riverside, Cal. "Pride and Prejudice" is without question a glorious audience attraction. Greer Garson (Mrs. Chips) will be famous all over again. Laurence Olivier co-stars. Fun and romance in a grand movie.



Clark Gable! Spencer Tracy! Claudette Colbert! Hedy Lamarr! Yes, they're all in one picture "Boom Town" and it's a powerful yarn of oil millionaires and their lives. Only M-G-M packs such a star-studded box-office wallop, and what a show it is!



Norma Shearer gets the prize role of the year, the fascinating Countess in the best-selling novel "Escape." Robert Taylor co-stars and the cast is hand-picked to assure that this will be one of the greatest of box-office attractions. Something to watch for!



HE TRUSTS TO LUCK!

This exhibitor faces coming months with no assurance of attractions big enough to cope with the competition of the season and the times.



THE WISE OWL SAYS:

M-G-M exhibitors know from past experience that M-G-M *plans* its production so that its customers are equipped with big pictures when things are toughest!

(over)



WE'RE NOT MAGICIANS!

There is no trick about M-G-M operations, which now assure you preparedness at the box-office. M-G-M is geared to be the leader of this industry by virtue of its experience, its resources and its personnel. Preparedness now and for the difficult Summer period meant careful planning months ago. Plus the willingness to invest 10 million dollars in entertainment to safeguard the theatre investments of our customers. No wonder that year after year exhibitors place their faith in the capable hands of **THE FRIENDLY COMPANY.**

PRINTED IN U.S.A.

VARIETY OF STATE LOTTERY INTERPRETATIONS WHIPS NATIONAL THEATRE RADIO BATTLE PLAN

Idea Was to Get 10,000 Houses to Cooperate In Giant Award

NEW YORK—Proposed plans by an important group of theatre operators to adopt a weekly giveaway idea along the lines pursued Tuesday nights by the Tums radio show are understood to have collapsed.

Various schemes have been discussed by majors and independents during the year, but, because of the lottery angle, no impetus has been given to finalization of any of them. Chief objection expressed by several circuit heads is that the idea calls for the winning person to be in the theatre within a limited period of time after the name is chosen, making it compulsory for a patron to buy a ticket to be eligible. This, basically, is asserted to be a violation of the lottery laws.

Under one of the most pretentious plans discussed, a cash giveaway of $50,000 or $100,000 a week was contemplated as the big award with thousands of dollars additionally to be given out as consolation prizes.

In toto, the idea was to get over 10,000 independent and major circuit houses to join. Participation fees would have ranged from $10 to $50 for a theatre, depending on its size, admissions and policy. Average fee was figured at $20 a theatre.

From a Central Point

Provided all the theatres expected were to join, the wheel of fortune would have been operated from a central point, as in the case of the Tums program. The selection of names would not have been limited to telephone directories, but would have included the list of every person living in each city where a theatre or theatres participated.

Despite the recent ruling by the department of justice holding the Tums giveaway no lottery, exhibitors who have been studying the idea feel they have had enough headaches with Bank Night and other forms of money giveaways in theatres. Local authorities have harassed theatres in virtually every town where a form of cash giveaway has been in force at one time or another, it is stated. The consensus among important operators is they do not want to go through the same experience again.

Loew's recently tried out the idea locally in Washington during Horace Heidt's personal appearance with his band at the Capitol. Heidt appears regularly on the Tums air show which distributes $1,000 to the person at home when his telephone number is selected. There also is a $100 consolation award if the party does not answer.

At the Capitol engagement, Loew's offered $500 at each performance to the Washingtonian selected and present in the theatre at the time. Several patrons walked out of the theatre with the bonus money and the idea clicked. Whether Heidt will continue the arrangement on future theatre bookings is not known, but in any event, the idea did not result in unfavorable publicity. Rather, the word-of-mouth campaign boosted the gross and more than made up for the money paid out to the lucky winners.

Many exhibitors are inclined to look askance on any sort of giveaway idea at this time, it is felt. Business has been off and, while Bank Night and other forms of giveaways were regarded as stimulants a year or two ago, many theatre owners appear to be of the opinion that something new in the way of entertainment is needed and not gifts in money or merchandise.

Proximity of summer is another reason for the lukewarm reaction to the mass cash giveaway. Notwithstanding, interests who are sold on the idea will not entirely drop it. They believe the plan has its merits in one form or another.

Radio sponsors continue to give away jewelry, automobiles, mechandise and money, all of which are said to be making inroads on theatre attendance. What plan eventually will come out of the current idea to buck the air giveaways is not known, but some of the circuits may be prompted to adopt their own wheel of fortune where they have numerous theatres dotting a given locality.

About two years ago, Loew's launched a plan whereby a main prize of $1,000 weekly was distributed to the patron who had previously registered but who was present in one of the circuit's Greater New York houses at the time the name was called. RKO followed suit, but after several weeks discontinued.

Several independent circuits throughout the country had been planning to offer twice the amount Tums gives away every week if the party chosen by the radio show happened to be in the theatre. Trouble has developed as a result. In one case the exhibitor was hailed to court in a dispute resulting from a complaint by a patron.

It is understood nothing on an en masse basis will be attempted unless it is legally in the clear. Until that is definitely assured, ideas will continue to be mulled over. Then again a turn in the gross chart for the better without outside stimulents may supply the answer.

Would Vitiate Air Gift Via Plan Without Ticket Angle

CHICAGO—Offering a plan that will combat the Tums' "Pot O' Gold" program and give theatres an equal chance to get more patrons the night of the program, Phil Fischer, president of Hollywood Amusement Co., suggests that theatres cooperate nationally to give away twice the amount of the $1,000 weekly air award to any listener "not at home when the program telephones him."

"The plan has nothing to do with giveaways of any kind in theatres," says Fischer. "It would simply mean subscription of a $2,000 fund weekly—a suggestion would be to get $1 each from 2,000 theatres, or less from more theatres—to be given to the person whose telephone number is called, provided that person is not at home when the call is made. It would not be necessary for that person to be in a theatre. Naturally, if after several weeks no one is home to get the telephone call, but each time gets twice the ordinary $1,000 award, the air program would lose its advertising effectiveness and in the end be stopped."

Fischer suggested that some national exhibitor organization, such as MPTOA or Allied, handle the plan, if exhibitors feel it a worthwhile one.

Sartorial Epitome Circuit's Desire

New York—Having given away practically everything usable in the home, Consolidated Amusements now is offering a suit of clothes, priced at $22.50, to lucky patrons once a week at its various theatres.

Screeno continues as is several nights a week. Also the cut-rate offer on books.

Just what will be the next form of giveaway attraction is eagerly being awaited by the independent circuit's patrons, according to a representative, "inasmuch as the gifts hold more interest than the pictures generally nowadays."

Revive Kaycee ITO

KANSAS CITY—The Independent Theatre Owners of Kansas City has been revived here with E. S. Young as president. One of the first official acts of the organization is a campaign to reduce giveaways and other extra inducements.

No Stoppage in Selling While Suit Decree Talks Continue

(Continued from page 4)

lengthy trial "what we get ultimately is doubtful," are given by informed sources as factors leading to negotiations Williams referred to in court.

While these negotiations are said to be a continuance of previous efforts to achieve the same purpose, they are characterized as embodying a new approach to the situation.

Details of the new approach are closely held, but they are believed to embrace the theory that "maintenance of a field as fertile as the motion picture industry is essential to stop warfare."

Referring back to BOXOFFICE's exclusive of May 18, it was stated then "the government has as much as, if not more than, the industry at stake in keeping commerce humming in high gear during times of international insecurity. In the long run, the cost to the justice department of preparing and trying the case would be a drop in the bucket as compared to what the mouth that feeds it might lose if the industry is defeated, is compelled to disintegrate, is forced to cut payrolls and accept distress bids for theatres."

$100,000,000 in Taxes

And, it is significant that "the mouth" referred to—meaning, of course, the federal government—received in 1939 a total of $100,000,000 in taxes from the industry while an additional $250,000,000 was paid in taxes to state governments. These figures are from Poor's Publishing current financial survey of conditions in the industry.

It is an established fact that the other three government instituted suits such as the Schine, Griffiths and Crescent actions pending in Buffalo, Oklahoma City and Nashville, respectively, and based on the same broad allegations with independent circuits as defendants, will be withdrawn during pendency of the test trial upon which settlement of the "key" suit is conditioned.

With Start of Suit

Curiously enough, the latest negotiations toward settling the government suit started June 3. That morning Thurman Arnold, in charge of the anti-trust division, made the opening statements before federal Judge Henry W. Goddard, stressing what he termed the "re-birth of the anti-trust laws," which was immediately interpreted by defense counsel as his keynote for disintegration. That same evening Arnold sat around a dinner table, very private and very secret in locale and nature, and is said to have been prevailed upon by industry spokesman to alter his views.

Arnold returned to Washington June 4 presumably to discuss the tenor of the conversation the previous evening with his superiors. On this day, the court room was devoid of any directional signs of a settlement. Thomas D. Thacher, representing Paramount, made the first of the defense opening statements. It took the whole day.

On Wednesday, June 5, the same procedure was followed by Ralph S. Harris, for 20th-Fox; John W. Davis, for Loew's; Louis D. Frohlich, for Columbia; Edward C. Raftery, for UA and Universal, but Col. William J. Donovan, for RKO, and Jerome Strumpf, for KAO, waived openings. The latter incident, coming as a complete surprise to some in that Donovan is said to have spent at least six days in the preparation of his opening, was viewed as playing a significant role in coming events.

It seems, according to informed sources, that Joseph M. Proskauer, counsel for Warner, who followed Donovan and Strumpf, was likewise prepared to waive his opening. But not having heard from the prosecution anent Monday night's developments, Proskauer decided to put his remarks on the record. He completed only a portion of his opening June 5. Judge Goddard asked to be excused for the following morning's session so he could attend a wedding. The request was granted by defense attorneys.

When court resumed at 2 p. m., June 6, Proskauer began where he left off the previous day and consumed the balance of the afternoon until he finished his say.

At that point, the judge asked Williams if he had anything to say in reply. The government prosecutor merely remarked he was grateful for the courtesy but his only desire was to put his first witness, Elmer Pearson, on the stand the following morning. It was assumed from all appearances the government was anxious to get the trial actually under way.

In Buzz of Reports

However, immediately after Judge Goddard retired from the bench, counsel for both sides joined him in an ante room. Those who remained outside suddenly found themselves in the midst of rumors that settlement negotiations had resumed in an effort to forestall the taking of any testimony. When BOXOFFICE reporters sought to determine if this was fact or fancy they were greeted with replies "nothing unusual happened."

Nevertheless, when court opened Friday morning, June 7, not a single defense attorney was in sight. The judge appeared at his scheduled time and the court clerk tolled the usual ritual. John F. Clagett, of the prosecution staff, then informed the court that due to meetings on stipulations being held it was necessary to seek an adjournment until June 10. Judge Goddard acquiesced and added he had spoken to Williams the night before and that morning and was familiar with what was going on. He made no outspoken reference to a consent decree or a settlement. Later that day, defense counsel admitted the real purpose of the adjournment was for discussing a consent decree. At the same time, it was learned the June 10 extension was to go over until June 12 and a strong inference was also made the latter adjournment would again be put over, possibly to June 17. In other words, it was the intention of the court to cooperate with the settlement negotiators to the extent of postponing taking testimony until it appeared a formal agreement had been reached.

In answer to a question, a court attache admitted this procedure might consume "weeks and maybe months, depending upon the progress being made."

Williams and his staff returned to Washington Friday to confer with Arnold and other department of justice officials on what distributor counsel termed "the advisability of discussing a consent decree."

On Saturday, June 8, counsel for majors held a conference among themselves at which time, it is said, more or less concrete terms were tentatively agreed upon in the event the prosecution was of a mind a settlement could be effected.

Another conference of a similar nature was held Monday, June 10, but strict secrecy prevailed. Major counsel stated they were awaiting word from Williams who presumably was to have returned from Washington, June 11. However, Williams appeared at justice department headquarters in the federal building June 10 with the understanding he would seek another postponement from June 12.

Meanwhile, all attorneys who attended the "inside" conferences admitted they had been sworn to secrecy.

Clarifies Allied Angle

Shortly after Williams returned reports circulated that, contrary to previous settlement talks, Allied, in this instance, is not being asked for its opinion in particular respect to theatre divorcement. In one quarter, it was said, "this time it is the government, not Allied."

From a reliable source it is learned one of the provisions of the purported settlement terms embraces the understanding the actual litigation remains status quo until a test trial for the summer months proves either the efficacy or the fallacy of the principles involved. Such a procedure, it is held, would be the basis for determining whether selling in blocks of five is the solution to the block booking problem. At the same time, a checkup revealed little, or any, selling for the new season has taken place, possibly in anticipation of such an eventuality.

Chaplin Got $800,000 Guarantee on "Kid"

New York—In addition to his original contract price, which was $1,075,000 for eight pictures, Charles Chaplin was given a guarantee of $800,000 on "The Kid."

This information was revealed by Thomas D. Thacher when the former judge reflected on historical developments back in 1917, when Chaplin, then working for Mutual Film, switched to the original First National.

Eight Advertising Men In Paramount Field

NEW YORK — Paramount is placing a special force of eight residential advertising consultants in the field about July 1, according to R. M. Gillham, director of advertising and publicity. Activities of the staff will be coordinated by Alec Moss, home office advertising manager.

The field men and the cities to which they have been assigned are Don Chambers, Boston; William Brooker, Philadelphia; J. Maxwell Joice, Cleveland; Clinton Bolton, Atlanta; Bill Landsburg, Kansas City; Carl Kreuger, Chicago; Jack Daily, Dallas; R. Ravenscroft, Los Angeles.

IATSE Expansion Plans Are Mapped

LOUISVILLE — Emphasis upon complete organization of large-city theatres and particular attention to an increase in membership among small-town projectionists probably will highlight the future course of IATSE under the continued regime of George E. Browne as president, it became apparent at the annual convention here last week.

Returned to office with Browne were Harlan Holmden, Cleveland, elevated from third vice-presidency to first, replacing John P. Nick of St. Louis; William Covert, Toronto, second vice-president; Richard F. Walsh, third vice-president; Floyd M. Billingsley, fourth; James P. Brennan, fifth; Roger M. Kennedy, sixth, and Felix Snow, seventh. Louise Krouse of Philadelphia was re-elected secretary-treasurer.

Secretary-treasurers were re-elected in all districts, except for replacement of Clyde A. Weston in District Nine. They are:

District No. 1—Montana, Idaho, Oregon, Washington, British Columbia. Re-elected O. M. Jacobson.

District No. 2—California, Nevada, Arizona, New Mexico, Utah: A. L. Norriega.

District No. 3—New England States: F. W. Newcomb.

District No. 4—Pennsylvania, Delaware, Maryland, Virginia, West Virginia, District of Columbia: Lawrence J. Katz.

District No. 5—Wyoming, Colorado: Jess G. Dauterman.

District No. 6—Texas: Eddie J. Miller.

District No. 7—Tennessee, Alabama, Georgia, Florida, North and South Carolina, Mississippi, Louisiana: R. E. Morris.

District No. 8—Michigan, Indiana, Ohio, Kentucky: Arthur W. Lyday.

District No. 9—Wisconsin, Iowa, Illinois, Missouri, Nebraska, Minnesota, North and South Dakota, Kansas: Roy M. Brewer replaces Clyde A. Weston.

District No. 10—State of New York: Glenn H. Humphrey.

District No. 11—Ontario, Quebec, Prince Edward Island, Nova Scotia, New Brunswick: Arthur Milligan.

District No. 12—Manitoba, Saskatchewan, Alberta: J. Wright.

District No. 14—State of New Jersey: Thomas V. Green.

District No. 15—Oklahoma, Arkansas: William Rea.

LOUISVILLE—IATSE and MPMO, in convention here, elected these to the board of trustees: William C. Scanlan of Lynn, Mass.; R. E. Morris of Mobile, Ala., and George W. Brayfield, Denver. AFL delegates will be Thomas V. Green, Newark and E. J. Brock of Cleveland, while the Canadian trade delegate will be Jack Wright of Saskatoon, Sask.

Allied National Convention Program June 19-21 at Chicago's Morrison

June 18—Pre-convention board of directors' meeting.

June 19—10 a. m. Registration of delegates.
11 a. m. Board of directors' meeting.
2 to 5 p. m. "Film-Buyers Convention" meeting. This will be a closed session for theatre owners only, whether Allied members or not.
8 p. m. Dinner party for all delegates and wives. Colony Club.

June 20—10 a. m. Registration of delegates.
11 a. m. Board of directors' meeting.
2 to 5 p. m. Second general session.
General tour of city for wives of delegates. Time and starting place to be announced. Luncheon at Drake Hotel.
8 p. m. Dinner party for all delegates and wives. Chez Paree.

June 21—10 a. m. Registration of delegates.
11 a. m. Board of directors' meeting.
1 to 4 p. m. Final general session, unfinished business.
1 p. m. Luncheon and Keno party for wives of delegates, Palmer House.
5 to 7:30 p. m. Cocktail party, Morrison cocktail lounge.
8 p. m. Annual banquet. Morrison Terrace Room. Dress optional.

Ten dollar registration fee per person covers all convention activities including dinner parties. Facilities of Chicago Covenant Club available to delegates.

Allied Approves Skouras Plea For Industry Cooperation

WASHINGTON—Recent proposal of Spyros Skouras urging closer industry cooperation is described as "more timely and in better taste" than the current mud-slinging at Allied and its leaders, in a statement issued from Allied's headquarters.

Asserting Allied's activity in connection with the Neely Bill and the anti-trust suit is responsible for the outbursts of its leadership, the communique maintains "they are particularly ill-timed in view of the menacing situation that confronts the industry and the obvious need for team work between all factions and branches."

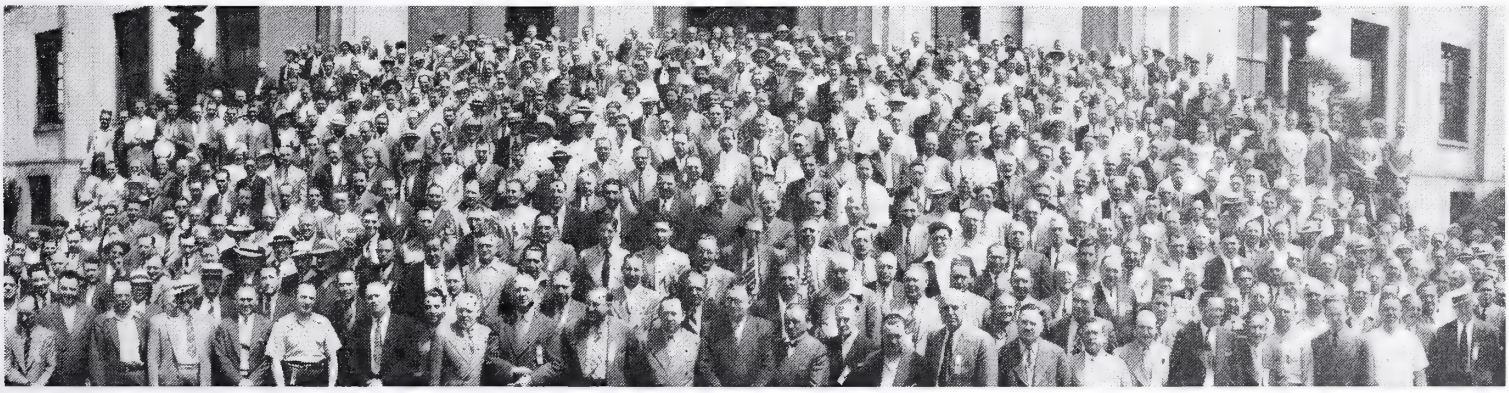
The statement charges that the industry has had two years "to clean house on a basis that would be not only equitable and just, but permanent and enduring. That opportunity has twice been muffed by attempts to cut across lots instead of square corners."

In what may be construed as a plea for peace, the report states: "It remains to be seen whether the vision exists to seize the present opportunity to put the affairs of the industry on a legal and equitable basis and to bind up the wounds of internecine strife. This will call for the best efforts of the really big men in the industry; it can not be left to minor employes and second string lawyers whose approach to a solution has not risen above personal attacks on Allied leaders."

The statement also contends Allied has brought about the reforms many have talked about and exhibitors will have Allied to thank for their new found freedom when the "monopolistic practices" are finally expelled from the industry.

No 20th-Fox List Cut Planned, Says Wobber

HOLLYWOOD — Twentieth Century-Fox has no intention of reducing its production lineup of 52 pictures, Herman Wobber, general sales manager, said on his arrival from New York. He expects to remain here about six weeks. He declared: "We will deliver the 48 pictures to be produced here and four made in England." During his stay, Wobber expects to visit the company's various western exchanges.



Just Before the Convention in Louisville—

A portion of the throng of delegates from the various theatrical union locals over the country that gathered in Louisville for the annual convention of the IATSE.

Paramount says: IT'S A Love

Love and ADVENTURE with



DOUGLAS FAIRBANKS, Jr. · MADELEINE CARROLL

"SAFARI"



Douglas Fairbanks, Jr. • Madeleine Carroll in "SAFARI" with Tullio Carminati • Muriel Angelus
Lynne Overman • Billy Gilbert • Screen Play by Delmer Daves • Based on a Story by Paul Hervey Fox • A Paramount Picture • Directed by EDWARD H. GRIFFITH

LY JUNE AT THE BOX-OFFICE

Love and LAUGHTER with



BOB HOPE · PAULETTE GODDARD

"THE *GHOST* BREAKERS"



Bob Hope • Paulette Goddard in "THE GHOST BREAKERS" with Richard Carlson • Paul Lukas
Anthony Quinn • Willie Best • Screen Play by Walter DeLeon • Based on a Play by Paul Dickey & Charles W. Goddard • A Paramount Picture • Directed by GEORGE MARSHALL

Second Meet Hears Columbia's Plans

ATLANTIC CITY — Approximately 125 delegates from the home office, eastern, mideast and southern branches convened here for the second Columbia regional sales meeting when A. Montague outlined the company's plans for the new season. Details for the 18 top pictures in a program of 44 features, 16 westerns and 130 shorts were given the sales force at the Ritz Carlton. In all, 16 branches were represented.

Various home office executives spoke and stressed the importance of maintaining a level head in face of conditions abroad.

"The future of the distributor," Montague stated, "depends as much on the distributor as on the exhibitor." Jack Cohn, vice-president, also made a talk which was one of the highlights of the convention.

Among home office executives who attended in addition to Cohn and Montague were Rube Jackter, Abe Schneider, Nate B. Spingold, Joseph McConville, Louis Astor, Louis Weinberg, Max Weisfeldt, H. C. Kaufman, L. Jaffe, Maurice A. Bergman, M. Grad, M. Wormser, G. Josephs, W. Brannan, B. Zeeman, V. Borrelli, J. Freiberg, S. Raisler, T. McCue, I. Sherman, L. Malamed, A. Seligman, A. Picker, F. McGrann, A. Sherman, J. Segal, C. Roberts, Joseph Friedman, managing director of England, A. M. Boye of Brazil and H. Prosdocimi of Panama.

From the field:

Albany—J. Miller, manager; E. Hochstim, J. Armm, M. Cohn and S. Goldberg, salesmen.

Atlanta—S. Moscow, southern division manager; W. W. Anderson, manager; B. A. Wallace, U. T. Koch, E. B. Foster, and J. S. Laird, salesmen.

Boston—I. H. Rogovin, branch manager; E. Cohen, S. Simmons, C. Myshrall, H. Olshan, J. Wolf and A. Barry, salesmen.

Buffalo—P. Fox, manager; C. H. Ferguson, J. Bullwinkel, N. Marcus and C. Harter, salesmen.

Charlotte—R. J. Ingram, manager; G. Roscoe, R. D. Williamson and C. Patterson, salesmen.

Cincinnati—A. S. Mortiz, manager; C. R. Palmer, H. W. Rullman, L. E. Davis, P. Niland, and J. A. Curran, salesmen.

Cleveland—L. Zucker, manager; M. Glick, J. Share, O. Bloom and G. S. Vojae, salesmen.

Dallas—J. B. Underwood, manager; H. Craver, W. L. Penn, J. L. McKinney, A. M. Whitcher, and L. Wilkes, salesmen.

Memphis—J. J. Rogers, manager; H. Kohn, T. B. Haynes and H. A. Chrisman, salesmen.

New Haven—T. F. O'Toole, manager; B. J. Lourie and S. Swirsky, salesmen.

New Orleans—H. Duvall, manager; J. Winberry, J. J. Fabacher and R. A. Kelly, salesmen.

New York—Nat Cohn, district manager; S. Trauner and I. Wormser, branch managers; J. Sokoloff, S. Schussel, J. Wenisch, M. Fraum, E. Helouis and S. Feinbloom, salesmen.

Oklahoma City—C. A. Gibbs, manager; J. A. Smith, S. Gibbs and J. P. Hudgens, salesmen.

Philadelphia—H. E. Weiner, manager; J. Schaeffer, D. Korson, J. Engel, M. Goldstein, and L. H. Wurtele, salesmen.

Pittsburgh—A. H. Levy, manager; S. Sugerman, J. Gins, S. Goldberg, G. Tice and J. Kohler, salesmen.

Washington—S. A. Galanty, mideast division manager; O. D. Weems, J. B. Walsh, C. A. Wingfield, B. Caplon and J. Kushner, salesmen.

Columbia Wins First Round In Stockholder Action

NEW YORK — Columbia won the first round of a stockholder action seeking to dissolve the company. James F. Burke, holder of 800 shares of common, and claiming to represent 3,350 other shares held by eight stockholders, lost an attempt to examine the company's books for securing names of stockholders to get approval of dissolution.

Burke claims the war in Europe, the Neely Bill, the all-industry suit, possible effects of television on theatre attendance, loss of Frank Capra, and excessive salaries allegedly paid executives make the company a poor risk next year. He seeks dissolution now, while something can be secured for the stock. Supreme court justice Samuel I. Rosenman, with a little more faith in Columbia's future, denied the application. Unless an appeal is taken, the suit is probably finished.



—Photo by Cosmo-Sileo

At the Warner Pittsburgh Convention—

The second of two divisional sales conferences held by the company this month. Above at the left is Mort Blumenstock, in charge of advertising and publicity in the east, as he studies a problem posed by S. Charles Einfeld, vice-president in charge of advertising and publicity, and Gradwell L. Sears, general sales manager. Back of Sears are Carl Leserman, assistant sales chieftain, and Ben Kalmenson, western sales head.

No Numerical Change In Warner Shorts

CHICAGO—There will be no numerical change in the Warner shorts lineup for the new season, Norman H. Moray, in charge of this department, will inform delegates attending the three-day regional convention scheduled to open Monday at the Blackstone Hotel. Several new series are being added to the list which provides 68 singles and 18 two-reelers. Elsa Maxwell is down for three two-reel subjects and the regular number of 26 Merrie Melodies and 16 Looney Tunes will be included.

In the recent Sears Drive, the following winners were announced: Edward M. Schnitzer, eastern district manager; J. Roger Mahan, New Haven manager; Norman Ayres, Boston; Charles Rich, formerly of Buffalo and now at the helm in Cleveland; Sam Lefkowitz, New York; Paul Krumenacker, Albany. Other awards will be distributed here.

Gradwell L. Sears, general sales manager, complimented Spyros Skouras, president of National Theatres Agency, for his recent remarks at an AMPA meeting in New York. This had to do with increasing admissions and a plea for greater cooperation within the industry.

Among those from the home office at the meeting are Charles Einfeld, Carl Leserman, Mort Blumenstock, Ben Kalmenson, Roy H. Haines, Norman H. Moray, Arthur Sachson, Al Schwalberg, Mitchell Rawson, Sid Rechetnik, Gil Golden, Lee Blumberg and Joe Kelly.

The sales force from the field include:

Atlanta—R. L. McCoy, manager; J. H. Black, H. R. Kistler, F. H. Rudolph, and B. C. Weil, salesmen; and Jack Goldsmith, publicity.

Charlotte—J. A. Bachman, manager; Dean S. House, H. H. Jordan and H. Keeter, salesmen.

Chicago—Rud Lohrenz, district manager; T. R. Gilliam, manager; B. Allen, R. C. Herman, George Weinberg, B. Goldman and Max Roth, salesmen, and F. Barto, publicity.

Dallas—Fred M. Jack, southern district manager; Doak Roberts, manager; Byron Adams, Paul M. Backus, Henry G. Krumm, H. Parks, W. O. Williamson sr., salesmen, and William Lewis, publicity.

Denver—E. A. Bell, manager; W. A. Haefliger and R. P. Jamison, salesmen.

Des Moines—A. W. Anderson, manager; J. M. Beatty, L. L. Wells and Paul Walsh, salesmen.

Indianapolis—Fred Greenberg, manager; C. W. McKean and R. S. Schrader, salesmen.

Kansas City—James Winn, district manager; W. O. Williamson jr., manager; E. M. Black, Russell Borg, W. Don Woods and Harry Gaffney, salesmen; and M. Rubinger, publicity.

Los Angeles—Henry Herbel, district manager; W. E. Callaway, manager; J. D. Burden, J. N. Howland, C. T. Charack, Sam Clark, salesmen; and M. Weiser, publicity.

Memphis—Homer Hisey, manager; J. A. Carruth, and A. W. Moore, salesmen.

Milwaukee—R. T. Smith, manager; N. S. Bieringer & S. G. Honeck, salesmen.

Minneapolis—O. K. Olson, manager; Myron B. Adcock, William Grant, Ernie Hill, Charles Jackson, E. D. Perkins and Leon Dizon, salesmen.

New Orleans—L. Conner, manager; J. D. Jernigan and P. L. Spindler, salesmen.

Oklahoma City—J. R. Rohde, manager; W. C. Blackstone and J. W. Loewe, salesmen.

Omaha—Sid Rose, manager; F. J. Hannon and Leon Mendelson, salesmen.

Portland—V. Stewart, manager; M. F. Keller and T. M. McDougald, salesmen.

Salt Lake City—William F. Gordon, manager; M. H. Gustavson, Keith K. Pack, and Charles Shapiro, salesmen.

San Francisco—Al Shmitkin, manager; S. E. MacDonald, W. C. Wheeler and Al Oxtoby, salesmen.

Seattle—William Shartin, manager; Art Gollogon and C. W. Young, salesmen.

St. Louis: Hall Walsh, manager; Lester J. Bona, W. K. Gleason, James Hill and D. J. Edele, salesmen.

Wins New Award

NEW YORK—"Edison, the Man" has won the *Parents'* Magazine award as the "movie of the month." It won the BOXOFFICE Blue Ribbon Award as the best May release.

Take it from Paramount you can





"KISS THE B'S GOODBYE"

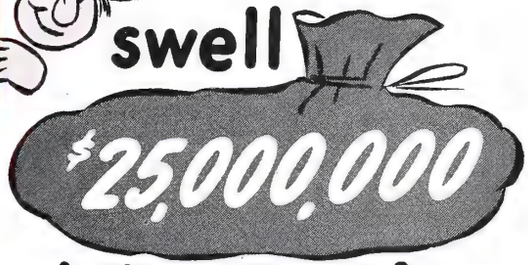
IN 1940-41



biq PARAMOUNT feature pictures...



swell "HOPPYS"... A total of



to be spent on Super-Entertainment. An averaqe of



more per picture That's the Paramount proqram for the new season. That's our contribution to BIGGER and BETTER BUSINESS!



ALL ABOUT IT IN OUR PRODUCT ANNOUNCEMENT IN JUNE 22nd ISSUE

Paramount Pictures

More Sociological, Political Film Meat for New Season

By IVAN SPEAR

HOLLYWOOD—That the 1940-41 production season will be characterized by further capitulation to the trend toward filming pictures with sociological or political implications is seen as the result of an analysis of the story properties being lined up by the major plants for the new season. The increase in films of this type climaxes a steady growth which, during the past two years, has found such stories slowly creeping their way into the production agenda despite the cries of reactionary critics whose contention has been that the sole content of the motion picture should be "escapist" entertainment.

Several Last Season

During the season just closing, for example, there were such entries as 20th Century-Fox's "Grapes of Wrath"—a filmization of John Steinbeck's liberal, documentary novel; Warner's "Dr. Ehrlich's Magic Bullet," in which syphilis—a dread word in films and the lay press for lo! these many years—and the discovery of its cure were delicately and intelligently, yet courageously handled; another Steinbeck tome, "Of Mice and Men," filmed by Hal Roach; and, earlier, Warner's "Confessions of a Nazi Spy." A still earlier contribution was Walter Wanger's "Blockade," a story of the Spanish rebellion. It can safely be said that, a few years ago, it would have been impossible to bring any of the above vehicles to the screen.

Either in production or already completed for 1940-41 release are such documentary, off-the-beaten-track properties as 20th Century-Fox's "Four Sons," a story of post-war conditions in Germany; Republic's "Doctors Don't Tell," carrying a message for semi-socialized medicine; Walter Wanger's "Foreign Correspondent," from Vincent Sheean's "Personal History," an analytical, first-hand report of Europe after the first World War and the events leading up to the current conflict; Charles Chaplin's "Production No. 6," in which he satirizes dictatorship; Metro's "The Mortal Storm," from a novel by Phyllis Bottome and treating of conditions in present-day Nazi Germany; Columbia's "Girls of the Road," describing the economic difficulties of thousands of young American women who, through lack of employment, have become hoboes; and Paramount's "Mystery Raider," a fictionalized melodrama which uses the present World War as its background.

20th-Fox Has Most

On coming schedules, the largest contributor to the array of topical subjects is 20th Century-Fox—displacing, incidentally, Warner, which a year ago pioneered the pro-America, anti-dictator policy with its "Nazi Spy." The Westwood plant lists "Highway 66" as another drama of America's migratory workers and a sequel to "Grapes of Wrath;" "How Green Was My Valley," a best-selling novel by Richard Llewellyn which describes the chaotic conditions of Welsh coal miners; "Gestapo," story of the Nazi secret police, to be made in England; "Ladies of the Road," which, like Columbia's "Girls of the Road," will have feminine hoboes and their economic troubles as its subject; and "I Married a Nazi," an expose of modern German life, in which Joan Bennett will star.

For the United Artists lineup Walter Wanger will contribute "Dynasty of Death," filmization of the best-seller by Taylor Caldwell, which is a story of munitions makers and their international intrigues; David L. Loew and Albert Lewin list Erich Maria Remarque's "Flotsam," a tale of post-war Germany, as one of their subjects.

Metro recently purchased John Steinbeck's "Tortilla Flats" and lists, additionally, "Escape," another story of modern Nazi Germany written by Ethel Vance. Delving into still another subject which in previous years has been on the hands-off calendar—insanity—M-G-M plans to film "The World We Make," a successful Broadway play by Sidney Kingsley.

Shelved for the time being, but not definitely off schedule, is the Max Gordon-Harry Goetz production of "The American Way" for RKO Radio. Paramount will shape two subjects around current European War developments—"The Polonaise," a story of the siege and capture of Poland by Nazi Germany; and "Battalion of Death," based on a news story telling of the formation of a volunteer "suicide squad" in France. Although not strictly in the documentary vein, another Paramount property—"The Immortal Secret"—is slightly off the beaten path in that it traces the discovery of anasthesia.



—Photo by Cosmo-Sileo

Bringing Home His Point—

Spyros Skouras in a dramatic moment as he drove home an appeal for cooperation within the industry and from all sources. Next to the National Theatres' head is Charles E. McCarthy, 20th-Fox advertising and publicity head. The intent listener with his hand on neck and cigar in cheek is Charles Coburn, the actor. This took place at the AMPA meeting in New York.

Rewrite Neely Bill In Final Push

WASHINGTON—Seeking to dispose finally and for all time of the block booking legislation which has harassed Congress for the past decade, a special subcommittee of the House committee on interstate and foreign commerce is rewriting the Neely bill.

The revamped measure will be in the nature of a compromise between the bill passed by the Senate and the legislation urged by public groups and Allied exhibitors.

The bill is in the hands of a subcommitee of which Committee Chairman Clarence F. Lea of California is chairman, composed of Representatives Lyle Boren of Oklahoma, Martin J. Kennedy of New York and James P. McGranery of Pennsylvania, Democrats, and Charles A. Wolverton of New Jersey, Pehr G. Holmes of Massachusetts and Carl Hinshaw of California, Republicans.

The revised measure, it is understood, will omit the synopsis requirements or substitute a provision for identification along some line with which the companies will not find it difficult to follow, and will have as its main requirement cancellation privileges which will take all the compulsion out of "compulsory" block booking.

Representatives of the public groups and independent exhibitors are said to be ready to accept such a measure.

Several Still Holding Republic Franchises

CHICAGO—While Republic is functioning basically as a national organization, it is expected to be some time before the film company will own all its exchanges.

It was understood here at the conclusion of the midwest regional held at the Blackstone Hotel, that several of the franchise holders have completed year-to-year deals again with Herbert J. Yates and James R. Grainger. Among these are Irving Mandel, who has Chicago, Milwaukee and Indianapolis franchises, and Robert F. Withers in Kansas City.

Says Duals Must Go Or Prices Climb

NEW YORK—"From the operator's viewpoint, either the practice of double billing must diminish—the alternative being better-quality single-feature programs—or admission prices must advance, if theatres are to operate more profitably," says Poor's Publishing in its semi-annual survey of the industry.

The industry "is worried," the survey states, because of the foreign situation. "Should the markets of all nations now at war in Europe remain closed to its films, the domestic industry would stand to lose more than three-fourths of its usual foreign rentals," it observes. Also: "In the past, films have produced substantial income from foreign showings long after their effectiveness in domestic theatres ended. This has permitted amortization of production costs over a longer period than otherwise justified; and the prolonged earnings often meant the difference between profit and loss on a particular production."

With the view that "through drastic reorganizations, the industry has paid for its over-zealous boom-time expansion," the survey goes on: "It was rigidity of expenses associated with ownership of theatres that proved the Achilles heel of the boom years' expansion program. Given a 10 per cent loss in boxoffice receipts, an exhibitor saves only three and one-half per cent in film rentals, while his other expenses in effect remain fixed. The unfavorable leverage of such a situation is obvious. Conversely, with receipts increasing, leverage can be equally beneficial."

Motion picture popularity, as measured by theatre attendance, has given no signs of waning in recent years despite inroads made into the amusement field by radio, sports, radio-phonograph recordings, etc., the survey adds. Total income payments, it points out, were more than five per cent higher in 1939 than the previous year, with the result average weekly attendance at domestic theatres held unchanged from the year-earlier level. That this condition "at least prevails so far this year is suggested by the five per cent rise in consumer incomes evident in the 1940 first quarter."

Prospective film costs for the 1940-41 season are higher, the survey observes. "To a much greater degree than in former years, producers are emphasizing quality. In the past," the article adds, "poor quality in many films did much to retard the industry by provoking censorship and boycott difficulties. The films now in production by major studios should bring good results. Classification of films as 'A' or 'B' quality has done much damage to producers and exhibitors alike in recent years, since implication that one picture is better than another tends to degrade a large percentage of product. Elimination of such practice would prove especially advantageous to the industry as a whole, both here and abroad."

Salaries "Major Problem"

The point is made the principal item of cost—salaries—constitutes one of the industry's major problems, "particularly in the case of second-grade films, where the percentage obviously is higher than in the $1,000,000 film class. So long as the main object remains to amuse the American public, producers, performers, directors and authors who are capable can write their own salary checks. Amusement executives likewise command high salaries; and when stockholders do not meet these demands, they find these men becoming independent producers and making yet more money. The classic example is that of Joseph M. Schenck and Darryl F. Zanuck."

The "keen competition existing throughout the industry" is held to have been "primarily responsible for the decline in the number of theatres and contraction on construction outlays of past years. No marked change is to be expected during coming years." It is pointed out that although a 13 per cent rise in theatre construction was registered during 1939 over the previous year, expenditures remained 23 per cent below the 1937 level which, in turn, was 35 per cent under the 1938 figure, when total construction costs were estimated at $19,717,000.

Production Payroll 60% of Its Cost

New York—Because the industry is less adaptable to labor-saving methods, and must employ unusual numbers, its pay roll represents about 60 per cent of production costs, the greatest of any important manufacturing industry in relation to the value of its product, according to Poor's Publishing semi-annual survey. "Consequently," it points out, "social security taxes, which are scheduled to reach six per cent of pay rolls by 1949, will prove burdensome. However, the fact many salaries are high tends to offset this unusual burden, since the tax affects only the first $3,000 of annual pay per person. The estimated $3,000,000 increase in wages granted to motion picture technicians late in 1939, meanwhile, meant a rise of about three per cent in total annual payrolls."

Must Reduce Costs, Says Joe Schenck

New York—Asked his opinion of the immediate outlook from a production point of view as he prepared to return to the coast over the weekend, Joseph M. Schenck, in short, decisive terms told BOXOFFICE: "The situation is very serious. Unless we bring down costs we can't exist. Salaries and everything must be trimmed. Many other things have to be done besides. The country's exhibitors have to lend a hand."

In reply to the question: "Does your view embrace the thought production budgets will have to be cut?" the 20th Century-Fox executive replied: "Necessity is the mother of invention."

Travelers Jittery Over Foreign Mart

NEW YORK—"If they don't bomb London . . ."

That is the big "if" which will decide a number of fateful things including British production. As far as American companies are concerned, they are not going to wait for such an eventuality. It can be safely said plans for production in England are postponed for the duration of the war.

All this and more was said by an imposing number of film folks who arrived on the *President Roosevelt*, the first of the liners carrying Americans from Europe, about the time millions of radio listeners had their sets tuned to Charlie McCarthy.

The arrivals included: Ben Goetz, in charge of M-G-M's British production; Robert T. Kane, who holds a similar post for 20th-Fox, and wife; Joseph Friedman, Columbia's general manager of England, and wife; Jeffrey Bernerd, head of British Grand National, and wife; Mrs. Francis Harley, wife of 20th-Fox's British general manager, and son; and Mrs. Robert Montgomery, wife of the film star.

There was a general disinclination to discuss the situation. Pier 18 of the U. S. Lines was a mass of confusion. A hot, sweltering night added to the discomfort. And the group of comely Red Cross nurses in uniform somehow brought the reality of war closer to home.

Goetz, who was met by his brothers Jack and Harry, said he had finished "Busman's Honeymoon." A print is arriving shortly. He would not say much more until he discussed the matter with home office executives.

As for Robert Montgomery, who stars in the picture and is now somewhere in France serving with a U. S. ambulance unit, Goetz paid him a glowing tribute: "He is a man's man; he's terrific."

According to Kane, it is impossible to produce pictures under war-time conditions and 20th-Fox has postponed plans of making four features scheduled for re-

(Continued on next page)

Foreign Features Popular in '39

New York—Showing the second largest ratio to total feature pictures released in the United States in history, foreign features accounted for nearly two-fifths of the number of total features exhibited in the domestic theatre market in 1939, states Poor's Publishing in a semi-annual survey of the industry. "Although this compares with less than nine per cent in 1927—thus showing a sizeable expansion in the use of foreign films in this country—competition faced by domestic film producers is but slight," the survey adds. "According to the trade, the maximum bookings for a foreign film in this country are only 3,500 theatres out of the 17,000 open, while for most foreign releases the number of theatres is estimated between 200 and 400; in some cases as low as 25."

Traces Paramount Acquisition

New York—Paramount acquired 300 theatres, in circuits and singly, from 1919 to 1923, counsel for the company stated in the early stages of the government suit. The reason for so doing was "only in order to secure adequate outlets for its pictures."

Commenting on the suit, the attorney asserted "the decree sought would restrict and restrain those competitive efforts in derogation of the public interest, and solely in order to serve the interests of competing producers and exhibitors who desire the aid of the court not in serving the public but in restricting the lawful activities of their competitors."

On January 1, 1940, Paramount had a financial interest in more than 1,230 theatres in 40 states. In 400, its interest was more than 50 per cent of voting control. The company's total investment in theatres is $72,000,000.

Travelers Jittery Over Foreign Mart

(Continued from preceding page)

lease on the new season's program.

He said it was difficult to obtain gasoline for transportation and capable actors were not available. "The minute they bomb London everybody will walk out of the studios," Kane declared. "I was told to return at home when it became evident the studios were unable to continue."

Business just about stopped in England, Friedman disclosed, when the Nazis invaded the low countries. Until then the theatres with the exception of London were about normal and in some cases better, he stated. The theatres are still operating but attendance has dropped sharply.

Friedman thinks it is no use to make predictions about embargos on remittances or the quota. He said he hopes to take the first boat back to England after attending the Columbia sales meeting.

Until London is bombed, Bernerd, a British production executive, says production will go on. He is here to close a distribution deal for his picture "Pastor Hall" which has a strong anti-Nazi deal. Bernerd plans to leave shortly for Canada where he will look after his business interests.

Mrs. Montgomery did not have much to say. She said "Bob just made up his mind when the Nazis invaded the low countries and before we knew it he hopped an army transport plane to France."

Mrs. Harley said she did not know what her husband's plans were. He is planning to stick it out as long as possible, she stated.

Distributors From Paris; Operate in Bordeaux

NEW YORK—Distributor's representatives in Paris have moved to Bordeaux from where they will continue operations, according to word received from H. L. Smith, Hays office representative in Paris. It appears likely that Madrid or Lisbon will be made the permanent headquarters for the duration of the war.

John S. Cohen Jr.

ATLANTA—John S. Cohen jr., one time film critic on the New York *Sun* and later in Pittsburgh, is dead here at the age of 41.

Block Booking Forbidden By Decree in Cuba

HAVANA—A decree forbidding block booking here went into effect June 10. The statute approximates the Neely Bill introduced to the House of Representatives in the United States. Representatives of American companies are meeting with the Cuban department of commerce in order to have the decree repealed.

Seidelman to Argentine On UA Assignment

NEW YORK—Sam Seidelman, UA's general manager of Mexico, sailed Friday on the *Uruguay* on a special assignment to Buenos Aires where he will remain indefinitely. In the meantime, J. B. Urbina continues as manager of the Mexico office.

D. E. Griffiths New Sales Head for Para't-British

NEW YORK—D. E. Griffiths, formerly general manager of First National-Pathe and past-president of Kinematograph Renters' Society, is new general sales manager of Paramount's British organization, succeeding C. G. Dickinson, resigned.

Sanders, Cohen Handling Foreign Features

NEW YORK—Leo Films has been formed to handle the distribution of foreign pictures. The officers are Nat Sanders, president; Leo Cohen, vice-president; and Sylvia Sanders, treasurer.

Facts and Figures Sound Like Fiction

New York—It's not new to producers, but to exhibitors the prices paid by major companies for literary works indicates the extent to which they will go to compete with one another. The figures cited were given by Thomas D. Thacher at the early stages of the all-industry suit.

Producers pay from $35,000 to $100,000 for novels. For successful stage plays the price has gone as high as $225,000; the average for plays being from $50,000 to $100,000. Good magazine stories or a good original, according to Thacher, will sell for as high as $30,000.

No Paramount Units In Seven States

NEW YORK—Paramount, or its subsidiaries, does not operate in seven states, exclusive of the District of Columbia, Paul Williams, government attorney, declared in his resume to the court. He listed these states as Delaware, Kansas, Montana, Nevada, Oregon, Washington and Wyoming.

Among smaller circuits acquired by the majors in recent years, Williams stated, National Theatres took over Fox West Coast, North American Theatres, which was composed of four minor circuits, namely, Far West Theatres, Golden State, Pacific Northwest and Frank Amusement; Midwesco from J. E. and Tom Saxe; Midwest and others.

Warner acquired Skouras Brothers Enterprises, Warner-Equity Theatre Corp., Silverman Bros., Bernard E. and Israel Hoffman, Dennis A. Harris and John H. Harris; Nikitas D. Dipson and John R. Osborne, James E. Coston and Robert O. Farrell, Universal Chain Theatrical Enterprises, Schine Theatres of Canada owning or controlling 15 houses in Ohio; Fred Levy and Leo Goldberg, and J. Appell and Meyer S. Sandau.

Loew and its acquisitions were: Sullivan & Considine which was returned to the seller in 1915; Ackerman & Harris, which was returned in 1922; Loew's Ohio Theatres, Eastern Theatres, now known as Poli New England Theatres; Buffalo Theatres, Inc.

RKO: RKO with 66 theatres, RKO Proctor Corp. with 15, RKO Midwest with 17, Radio-Keith-Orpheum with 24.

Where They Are

Paramount: B&K with 120 theatres in Illinois, Indiana and Ohio; Bamford circuit, operating in Tennessee, Virginia and North Carolina, the Tracy Barham circuit operating in Kentucky, Ohio and West Virginia; A. H. Blank, operating in Iowa, Nebraska and Illinois and to some extent in Michigan; Hoblitzelle, operating in Texas and New Mexico; Idaho-Utah, operating in those states; Jefferson Amusement, operating in Texas; Lightman with theatres in Arkansas, Tennessee and Mississippi; M&P, operating in Massachusetts, Vermont, Maine, New Hampshire, Connecticut and Rhode Island; Maine & New Hampshire circuit with units in New Hampshire, Massachusetts and Maine; Miami circuit operating in Miami; Northwest circuit with houses in So. Dakota, Minnesota and Wisconsin; Paramount-Richards, operating in Alabama, Florida, Louisiana and Mississippi; Penncon circuit, operating in Pennsylvania and New York; Hunter Perry, operating in Virginia; Publix-Richards-Nace, operating in Arizona; Sparks, with theatres in Florida; Western Massachusetts circuit, operating in Massachusetts and Vermont; Wilby-Kincey, with theatres in South Carolina, Alabama and Tennessee; Notopolos circuit, operating in Pennsylvania and Maryland; the Adams houses in New Jersey; West Coast circuit operating in California, and the Cooper circuit, operating in Nebraska and Colorado.

40% Foreign Money Deemed "Frozen"

NEW YORK—Approximately 40 per cent of the present foreign revenue of major companies is completely or partially frozen, according to a check made by a foreign sales executive.

With the state of foreign markets unpredictable from day to day, estimates on the percentage of shrinkage in revenue from abroad are at the most haphazard.

To say most of companies until now have lost 40 per cent of their foreign income is putting the debit cart before the horse, it is asserted. Figures used are based on fiscal business ending August, 1939, and apply only to the state of conditions today. End of year totals, whether calendar or fiscal, are another matter and will reflect varying decreases.

As conditions abroad become more intensified and disorganized, the shrinkage undoubtedly will grow more acute. It will be more noticeable after November 1 when the majors will have completed withdrawal of $17,500,000 from England. There is little expectation the British government can afford to be as lenient next year. And England represents anywhere from 50 to 60 per cent of the total revenue from abroad.

The countries where revenue is partially frozen are England with approximately 24 per cent of the foreign total and Australia and New Zealand about six per cent. Czechoslovakia, which represents about one per cent of the total, has been completely frozen for some companies.

These Are "Frozen"

Countries considered completely frozen are Belgium and France, representing about four per cent; Holland, one and one-quarter per cent; Japan, one per cent; and Norway and Denmark, about one and one-quarter per cent. In the case of the latter two countries, there is a strong prospect of moneys comings from their shortly.

There is no business being conducted in Poland by any of the companies which represented about one and one-quarter per cent of the foreign total. Although distributors are resuming in Spain, no company has drawn money from there since 1936, and prospects for the future are still negative.

Germany and Italy, which at one time accounted for about three per cent, cannot be included because most of the companies with the exception of M-G-M, Paramount and 20th-Fox, ceased business in Germany five years ago and operations were officially terminated in Italy, Jan. 1, 1939.

How to get film shipped to Sweden, the Near East and Egypt, still lively revenue-bearing markets, is the next problem the distributors have to cope with. Postal authorities have informed the companies to hold all mails and prints until new routes can be devised. It appears likely shipments to Sweden will go through Vladivostok via Siberia or around Petsamo in northern Finland. Shipments to Egypt and the Near East will have to go through Bagdad.

IA Views 16mm Field As Its Province

Louisville—A nationwide effort to enforce employment of IATSE members to operate 16mm motion picture projectors, used by representatives of industrial firms and several branches of the government, is portended by a resolution made at the 35th biennial convention of the Alliance held here.

Re-election of George E. Browne of Chicago to the helm of the projectionists union was assured by a unanimous endorsement of his administration.

Delaware Blue Laws Are Again in the Limelight

WILMINGTON, DEL.—Delaware's ancient Sunday blue laws are back in the limelight with Hansel Marvel, 23-year-old dance hall operator at Bowers Beach, near Dover, threatening to bust them wide open.

Marvel and eight other members of his troupe of entertainers were jailed for 24 hours when they refused to pay fines and costs imposed by a magistrate on charges of violating the Sabbath blue laws. He operated again last Sunday unmolested. State police declared no complaints had been lodged against him.

The agitation against the antiquated blue laws began last year when Charles S. Horn, owner-manager of the Blue Hen Theatre at Rehoboth Beach, was fined on Sabbath charges. The Delaware legislature appointed a commission to study probable blue laws changes for recommendation to the next session of the legislature.

Planning to Buy Reade Holdings in Hudson

HUDSON—Freida & Grossman, who own a half interest in a number of theatres here with Walter Reade, are planning to buy him out after the summer. Freida & Grossman sold Reade the 50 per cent several years ago when the latter was at odds with the late Sam D. Cocalis.

Krieger Contacts Philly Suit Witness Prospects

PHILADELPHIA—Seymour Krieger, special FBI investigator in connection with the all-industry suit, has been here the past week contacting a number of independent exhibitors as possible witnesses for the government, if and when, the suit is resumed in New York. It is understood a number of theatre owners interviewed flatly refuse to testify or become involved. It is also said a number of exhibitors whose names have been mentioned will be unwilling witnesses, if called.

Three in Yiddish

NEW YORK—Work on three films with Yiddish dialogue has begun at the Cinema Service Studios in Palisades, New Jersey. The first production, "Eli Eli," will be ready in the fall. Cinema Service Corp. will release.

Eight RKO Houses Dark for Summer

NEW YORK—Closing of RKO's Orpheum, Kansas City, and Albee, Providence, brings the total of the circuit's seasonal closings to eight. The Orpheum, Champaign, Ill., and Grand, Columbus, Ohio, were shuttered recently with the Shubert, Cincinnati, and Colonial, Dayton, Ohio, going dark about 10 days ago. The Palace, Chicago, and Strand, Syracuse, were shut down in May.

Spokesmen for the Warner and Loew chains report "no plans yet for closing any." The former explained some Warner houses are closed during the summer but the decision on them is not made until business shows a decisive drop. Loew's, it is said, does not usually close any of its theatres during the summer.

Consolidated Acquires The Cameo on 42nd St.

NEW YORK—Consolidated has acquired the Cameo on 42nd St., former show house for Russian films, and will reopen it shortly after renovations are made. Dates on summer closings of the six Bronx units, according to a spokesman, have been extended.

Build in Great Neck

GREAT NECK, L. I.—Frank Moscato and Irving Pinsker are building a 599-seat theatre at Grace Avenue and Middleneck Rd. The house is slated to open September 15.

Remodel in Rome

ROME, N. Y.—The Strand, one of two local Kallett theatres, has closed for remodeling. The Capitol, the other house, was completely refurbished last year.

James Hall Dies

JERSEY CITY—James Hall, former featured player with Paramount, who appeared with the late Jean Harlow in "Hell's Angels," died here at the age of 39.

W. E. Dividend

NEW YORK—Western Electric has declared a dividend of 75 cents a share on the common stock, payable June 29 to stockholders of June 24.

Big Wilmer & Vincent Loss

NEW YORK—Net operating loss of Wilmer & Vincent circuit is reported at $71,878, as compared to $2,768 for the previous year period.

Common Dividend by Loew

NEW YORK—Loew's has declared a 50 cents dividend on its common, payable June 29 to stockholders of record June 18.

RKO Board Meets June 27

NEW YORK—The next regular RKO board meet will be held here June 27.

"Heaven Too" Fulfills Promise

Hollywood—Doubtless the most important and expensive picture completed thus far in 1940, Warner's "All This, and Heaven Too" easily merits a prominent place among the dramatic successes of screen history. From any perspective it is rich fulfillment of the extravagant promise of the picture's two-million-dollar budget.

Despite the generally accepted theory that current fan tastes lean toward film fare in the lighter vein, certainly this highly emotional picturization of Rachel Field's best-selling novel, which of necessity had to align itself on the serious side, will enjoy the universal patronage its excellence in every department deserves.

Primarily a woman's picture, of course, it still possesses sufficient impact to attract those of more rugged entertainment requirements. But the fact that every woman, regardless of age, class or locality, will insist upon seeing it, is probably its greatest guarantee of boxoffice success.

Little need be said about the story, inasmuch as the original has been so widely read and discussed, and to which the screenplay closely adheres—up to the time when the harassed Henriette comes to America, at which point the film ends. Bette Davis' portrayal is on a level with the best of her many superlative previous performances. And the terrific thespic pace she sets is taken in stride by Charles Boyer and the supporting cast, every member of which, even to the bit players, was selected with inspired discernment.

No small shares of the acclaim are due David Lewis for lavish and meticulous production trappings, and Anatole Litvak for his fine-grained direction.—SPEAR.

Charles Chaplin Sues "Life" for Million

NEW YORK—Charles Chaplin and Charles Chaplin Film Corp., filing suit against *Life*, Henry R. Luce, John Shaw Billings, Roy E. Larsen and Charles D. Jackson for $1,000,000 and an injunction against publication of a negative from "The Dictator," headed the week's court news. *Life* acquired a negative without Chaplin's permission and intended to publish the picture showing the comedian in an army uniform in its June 17 issue. Chaplin, who claims no film of his in 25 years has earned less than a $500,000 profit and who spent in excess of $1,000,000 on "The Dictator," asserts such publication will destroy the value of the feature and allegedly end what he believes will be a $5,000,000 profit.

Judge John C. Knox has granted Chaplin a temporary injunction against the publication, but 1,600,000 of the 2,800,000 copies have already gone out. *Life* must remove the offending picture from the magazines in the plant, but must stand trial on the alleged damages suffered through sale of 1,600,000 copies.

In a statement to the press, *Life* declared "the legal action brought by Chaplin came as a complete surprise. The picture of Chaplin as 'The Dictator' was published because it was a significant and worthwhile news picture and one of national interest at this time."

Paramount has filed a $36,500 suit against the government seeking recovery of capital stock taxes imposed under section 215 of the National Industrial Recovery Act. The company claims the act is unconstitutional, and seeks a refund. The tax was paid on the merger of Paramount International Corp. and Parager Corp. in 1933.

Cummins Pictures has filed an action against Benjamin Brodie and Premier Trading Corp. seeking $12,500, claiming Premier breached a contract giving Cummins distribution of a Polish picture (unnamed) and awarded the contract to Brodie.

Supreme Court Justice Peter Schmuck dismissed Adrianna Caselotti's $200,000 suit against Walt Disney, Disney Productions, Ltd., and RCA in which the singer, "The Voice of Snow White," claimed RCA dubbed her voice from the sound track of "Snow White" and made records, thus depriving her of employment she might otherwise have gained.

Richard C. Borden filed suit against Jam Handy Pictures Service seeking $25,000 damages for alleged plagiarism of a scenario of his, using Benjamin Franklin as a background, in the defendant's commercial film, "Seeing America."

John N. Weber Retires as Musicians' Union Head

INDIANAPOLIS—John N. Weber of New York, president of the American Federation of Musicians for 40 years, has retired. The announcement came at the opening day of the union's annual convention. Indications are James Petrillo of Chicago may succeed him.

"New Moon" Should Leave Imprint

Hollywood—Unless they have lost their former wide appeal as a co-starring team, the reunion of Jeanette MacDonald and Nelson Eddy should leave an imprint on theatre ledgers reminiscent of the days when they ruled supreme as queen and king of screen operetta. The comeback vehicle is "New Moon," Metro's latest version of the tuneful and ever-popular operetta. Sincerity of delineation and a welcome restraint in the piloting of Robert Z. Leonard, who also functioned as producer, mark the feature. In the field of light, romantic musicals, the film brooks no adverse criticism.—SPEAR.

Paramount Was Never A "Lone Dissenter"

NEW YORK—Paramount was at no time the "lone dissenter" in previous discussions designed to settle the government suit out of court, Barney Balaban, president, states. In fact, he adds, "other companies" as well as Paramount were not in full agreement on proposed terms as they stacked up when initial attempts were made to achieve disposition of the government's equity action.

Asked if current negotiations were to be interpreted as indicating there was better reason to discuss settlement now than before, he replied this was still a matter of trading. He put it this way: "What we are doing now is to see if there is any basis, under the broad outline of what both sides are looking for, toward starting discussions of terms."

Balaban further declared, "If the proposals for a settlement are set up on a fair basis, we are not going to be stubborn enough to hold out. It all depends and we will know more about it in a few days."

Meanwhile, former Judge Thomas D. Thacher of Simpson, Thacher & Bartlett, representing Paramount, has been meeting with former Judge Joseph M. Proskauer, for Warner; John W. Davis, for Loew's; Col. William J. Donovan, for RKO; and John Caskey, substituting for Ralph S. Harris, for 20th-Fox. The meetings have been going on at 346 Broadway where defense counsel recently engaged offices as headquarters during the trial.

Work on Draft

It is understood the five attorneys have been working on a draft of proposals based on the trade practices rejected by the department of justice some months ago. Paul Williams, in charge of the prosecution, also has been working with his staff, ensconced in the federal building, on a set of regulations which the government is aiming to incorporate in a consent decree.

Although Stephen Doyle, assistant to the attorney general, informed Judge Goddard the government would not consider a decree unless Columbia, United Artists and Universal were parties to it, counsel for these companies decline to comment at this time. The reason for this is that they have not been informed of the contents of a proposed decree and until actual details are known, there would be no point in making a decision.

Counsel representing all majors, including Adolph Schimel of Universal's home office legal staff, started meetings with Thurman Arnold, Paul Williams, Robert Sher, Robert L. Wright and James V. Hayes on Wednesday at the Bar Assn. Building and they continued several days.

"We haven't broken down yet," was a terse remark made by Williams after one of the sessions. It is understood the adjourned court date on Monday will again be set back by Judge Goddard about a week to enable further meetings.

PACEMAKERS

ENDOWED with special abilities in their special fields, and governed by supercritical manufacturing controls, Eastman negative films set the pace for raw-film quality. They share with cameraman and processing laboratory the credit for the unprecedented photographic excellence of today's motion pictures. Eastman Kodak Company, Rochester, N. Y.

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EASTMAN NEGATIVE FILMS











Firm Foundation for Columbia Program

ATLANTIC CITY—Supplemented by a series of "idea" pictures based on headline events, Columbia's program for next season will be built upon a firm foundation and will help carry the company's plan of showmanship pictures made by showmen for showmen, General Sales Manager A. Montague told eastern, mideast and southern delegates at the second regional sales meeting here. The "idea" picture will be timely and carry special appeal to small-town audiences, he added.

Rube Jackter, assistant to the sales manager, was presented with a baby grand Knabe piano as a surprise gift for his years of service. Lou Weinberg, circuit sales contact, made the presentation.

It was announced "The Fight for Life," which Pare Lorentz produced for the government, will be released on the 1940-41 program. It will be pre-released in a number of cities.

On the night of the opening session, the conventionites gathered at the Ritz Carlton for a beefsteak dinner with a special group of home office representatives in attendance. These included, in addition to the delegates, Leo Blancke, Hal Hode, John Kane, Jack Myers, Max Seligman, Floyd Weber, C. Sharpe, R. Philipott, Max Cohn, Irving Moross, Leonard Picker, Harry Foster, H. Golden, B. Birnbaum, M. Brunet, Ben Morris, Harold Sachs, J. Agell, Larry Schneider, Nat Goldblatt, M. Melman, Herb Smith, Al Schwartz, Joe Levy, Ben Blake, Andre De La Varre and Emerson Yorke.

At Columbia Meet—

In Atlantic City. TOP: Home office executives A. Montague, general sales manager; Jack Cohn, vice-president; Nate Spingold, and A. Schneider, treasurer. SECOND FROM TOP: Montague and representatives of the New York Exchange: Jack Safer, Saul Trauner, Ira Michaels, John Wenisch, William Katz, Seymour Schussel, Irving Wormser, Jack Sokoloff, Sam Feinblum, Harry Goldberg, Moe Fraum, Gilbert Fillet and others. THIRD FROM TOP: Andre De La Varre, Harry Foster, Max Cohn, Murray Melman, Irving Sherman and Ben K. Blake. FOURTH FROM TOP: Seth Raisler, Joe Levy, Ben Blake, Al Sherman, Mortimer Wormser, Jack Segal, Leo Jaffe, Joe Frieberg, M. A. McConville, Montague, Hank Kaufman, Jack Cohn, George Josephs, Leonard Picker, Joseph Friedman and Arnold Picker. BOTTOM: Members of the foreign department and foreign representatives attending: Larry Schneider, foreign publicity director; John Agell, Spanish publicity director; H. B. Prosdocimi, general manager of Panama; Jack Segal, manager of foreign exchange operations; Herman Golden and Leonard Picker of the legal department; J. A. McConville, foreign manager; A. M. Noye, general manager of Brazil; Joseph Friedman, managing director of England; Charles Roberts, home office supervisor for Latin America; Joe Levy, foreign traffic manager, and Arnold Picker. All photos for BOXOFFICE *by Metropolitan.*

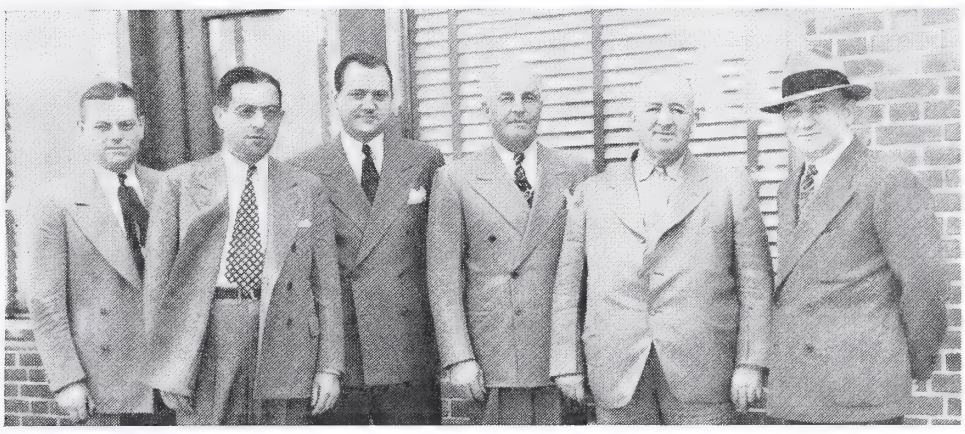
BROADWAY

NEIL F. AGNEW was in New England on Paramount business . . . Metropolitan Film Distributors has been formed by Louis Solkoff and H. Frank, formerly of the Principal Exchange, to distribute gratis advertising films . . . W. G. Van Schmus has been elected to the board of Rockefeller Center . . . Edgar J. Doob, manager of Loew's, Wilmington, was a home office visitor . . . Tom Loach, Monogram's new vice-president and treasurer, has become a cross-country commuter. No sooner did he return from the coast by plane than he was summoned back for conferences with Ray Johnston . . . R. M. Spong, movie editor of the Harrisburg *News*, is spending his vacation in and around Gotham . . . The *Celia C.*, which is only half of the four Picker brothers' mother's name, was launched with appropriate ceremonies Saturday at City Island. It is a sleek, 36-foot Chris-Craft, sleeping six and will furnish the principal motivation for weekends and vacations . . . The American Arbitration Ass'n has appointed Vincent G. Hart to the National Panel of Arbitrators . . . George West, Monogram franchise holder, and Mrs. W. are in Hollywood looking at real estate with a view to taking up permanent abode there.

Bill Rodgers admits he has witnessed "Gone With the Wind" six times. Here's how he breaks it down. Twice on the coast, once in Atlanta, Miami Beach and the Capitol, N. Y., and also at the home office projection room . . . Jack Shea has been doing handsprings since Tuesday when a new visitor by the name of John Anthony, weight seven and a half pounds, entered the household and pretty much determined to get what he wants . . . Charles L. O'Reilly, who is in partnership with Lou Geller in a Jersey City theatre, has been named vice-president of Loft's. Incidentally, Ben Sherman, head of Belle Theatres, is associated with O'Reilly in Sanitary Candy Products . . . Bob Lynch was in from Philly the other day and found himself alone at the regular M-G-M table at the Astor Hunting Room.

Bob Rubin was not discharged from LeRoy Sanitarium as early as he had expected. A nervous breakdown was said to be the reason for his respite from legal duties at M-G-M . . . Sam Dembow and Leonard Goldenson of Paramount were in Minneapolis during the week on a tour of theatres in the Minnesota Amusement circuit . . . John O'Connor, head of RKO theatre operations, is on a three-week swing of houses under his supervision. The missus and offspring are with O'Connor . . . Henry Sonnenshine, independent distributor on the coast and formerly of New York, is visiting Filmrow and former friends on Seventh Ave. . . . J. Alvin Van Bergh is hoping for a quick disposition of the all-industry suit so he can go west for a vacation . . . Lillian Jeffrey was initiated as a farmerette over the weekend when she visited the farm upstate owned by Joe Vogel's sister.

The reason Spyros Skouras stopped his speech at the AMPA luncheon to catch a train for Philadelphia was to attend the commencement exercises at Shipley from where his daughter Daphne graduated. She will attend Bryn Mawr in the fall . . . Boris Jesenof, recently Columbia's branch manager in Brussels, and Sidney Bruckner, company's traveling auditor, have arrived from Europe . . . Anna Neagle has returned to the coast for preliminary work in her next musical, "No, No, Nanette" . . . Gus Schaefer has gone to Havana to clear up his affairs preparatory to assuming a new post in RKO's domestic department . . . Howard E. Dietz is on the coast discussing new season pictures with M-G-M studio heads.



—Photo by Cosmo-Sileo

They Came to Hear Skouras—

Among those who turned out to listen to what Spyros Skouras, head of National Theatres, had to say about the industry to Ampa members was this group of six, composed of James J. Jordan, head of Universal's contract department; Leo Abrams, short subjects chief; William J. Heineman, western sales manager; Frank J. A. McCarthy, eastern sales head; Ed Kuykendall, president of the MPTOA, and L. Jack Schlaifer, western UA sales manager. The exclusive BOXOFFICE *picture was taken outside of Dempsey's restaurant after Skouras' oration.*



—Metropolitan Photos

Off to the Wars—

Granted leave by British air officials to complete Korda's UA release, "Thief of Bagdad," in the U. S. when war broke out, John Justin here is shown en route to England where he will take his post with the Royal Air Force. He will resume his screen career he says, "after the war."

A severe bronchial cold put Arthur Silverstone of UA on the sidelines during the week . . . Joe Lee, Harry Buxbaum and Bill Sussman already have their ringside seats for the Louis-Godoy fight Thursday night . . . Sydney Friedberg of the Louis Nizer office was married to Bernice Rocker at the Ritz-Carleton. The couple is on a honeymoon tour of the south . . . Frank Walsh of Highland, Walter Neiholder of Goshen and Tom Weisnor of Warwick were among up-state visitors at local exchanges during the week . . . Louise Rousseau, who was in town for a week, left Friday for the coast. She is directing the new Pathe series, "Hollywood Hobbies" . . . Hear about the salesman who asked the other film peddler: "How's business in your territory?" The other replied: "The way business is, Hitler can have my territory, too, if he wants to expand."

George Skouras' lame leg is keeping him from the golf courses these days . . . Milt Kusell, Paramount eastern district manager, visited Philadelphia during the week . . . Charles Kurtzman, Loew district manger with headquarters in Syracuse, was in town the other day on one of his regular trips . . . Mark Warnow is Harry Gold's new neighbor at Great Neck . . . Bill Scully attended the Empire Universal sales convention with Frank J. A. McCarthy in Toronto . . . Matty Fox is due from the Universal studios . . . Ed Raftery still goes in big for those mystery stories . . . Harry Goetz and Max Gordon are back from the coast.

A. H. Blank, from Des Moines; Jules Rubens, Chicago; Karl Hoblitzelle, Dallas, all Paramount partners were in town for home office conferences during the week . . . Bill Goldman, Philadelphia independent, was a visitor, Thursday . . . Ben Abner celebrates his first year as M-G-M

(Continued on page 26-A)



—Metropolitan Photos

At Republic's Eastern Regional—

Above, four executives and an actor, Ray Middleton, who visited the sales meeting at the Park Central Hotel. At the left are J. J. O'Connell, treasurer; G. C. Schaefer, general manager, and then J. R. Grainger, president, and Morris Goodman, vice-president in charge of foreign sales. Below are some of the eastern force. Seated, Jack Bellman, Buffalo; Herman Gluckman, New York, and Sam and Jake Flax, Washington. Standing, Morris Epstein and Jack Pindat, New York; Max Gillis, Philadelphia, and Arthur Newman, Albany.

Choose Convention Hotel For New Jersey Allied

NEW YORK—A committee consisting of Maury Miller, George Gold, Irving Dollinger and Lee Newbury will be in charge of selecting a hotel in Atlantic City in which Allied of New Jersey will hold its convention, September 25 to 27. E. Thornton Kelly, field representative for Allied Theatre Owners of Eastern Pennsylvania, will probably be borrowed to supervise the journal and other arrangements.

The organization's next regular meeting takes place at the Berkely-Carteret Hotel, Asbury Park, June 27. After a business session in the afternoon there will be a social function in the evening to which exchange representatives have been invited.

MPPDA Meets Wednesday

NEW YORK—The MPPDA board meets Wednesday for its regular second quarterly meeting. Settlement of the anti-trust suit is expected to be the main topic of discussion.

In for Product Talks

NEW YORK—Charles Skouras, head of FWC, and Andy Krappman, his executive assistant, arrived Friday night by plane for product conferences.

Monogram Postpones Regional Until July

NEW YORK—The first of two Monogram regional sales meetings in New York and Chicago, originally scheduled for June 14-15-16, has been tentatively put back to early in July. When, and if, it is held, Edward Golden, sales manager, will preside.

Runs Contest With Reward For Exhibitors, Bookers

WASHINGTON—Bernie Kreisler, Universal branch manager, is conducting an "Exhibitor's Appreciation Award" from June to August with exhibitors and bookers receiving separate cash awards. The contest is set up on a dating basis.

Everett Stutz Succeeds A. J. Minozzi in Albany

ALBANY—Everett Stutz, who formerly managed theatres in Toledo, Ohio, is new boss of the Colonial, Bernstein Brothers' Albany house. He succeeded Anthony J. Minozzi, who resigned to enter theatre promotion work here. Minozzi was connected with theatres in Syracuse, Elmira and Utica before coming to Albany.

Republic Confidently Sticking to Lineup

NEW YORK—Republic has no intention of cutting its announced lineup of 58 features on account of world conditions, James R. Grainger, president, declares.

Grainger, meeting with delegates at the eastern sales meeting at the Park Central Hotel, said the company was going ahead with the most important and pretentious schedule in its history.

The task of lining up the program kept Herbert J. Yates, head of Consolidated Films, at the studio where he will remain until he has completed details prior to shooting.

It is understood the company's budget for the 1940-41 program will amount to $9,500,000. The selling policy will be flexible with 26 features and two Gene Autry specials slated for the percentage brackets.

On Tuesday night, after opening the two-day session, the company entertained delegates and home office representatives with a cocktail party and beefsteak dinner at the New York Athletic Club.

Among those present from the field were: M. E. Morey, Boston; Sam Seletsky, New Haven; Herman Gluckman, Morris Epstein and Jack Pindat, New York; Max Gillis, Philadelphia; Sam and Jake Flax, Washington; James H. Alexander, George Collins and Sam Fineberg, Pittsburgh; George H. Kirby, Cincinnati; Sam Gorrel, Cleveland; Nat Lefton, Ohio franchise holder; Sam Seplowin, Detroit; Jack Bellman, Buffalo, and Arthur Newman, Albany.

From the home office: James R. Grainger; Walter Vincent, chairman of the board; Morris Goodman, vice-president in charge of foreign sales; G. C. Schaefer, general manager; J. J. O'Connell, treasurer; Si Borus, head of the contract department, and David B. Whalen, publicity head.

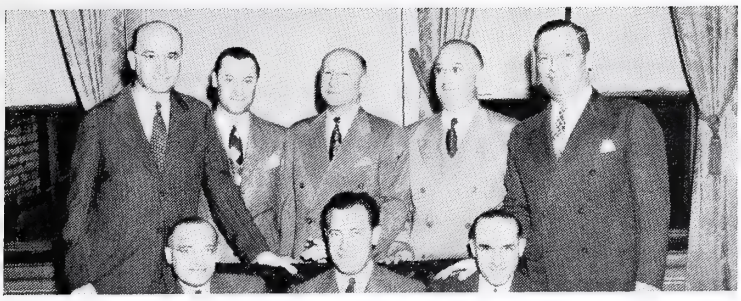
Allied Men Will Attend Warner Cocktail Party

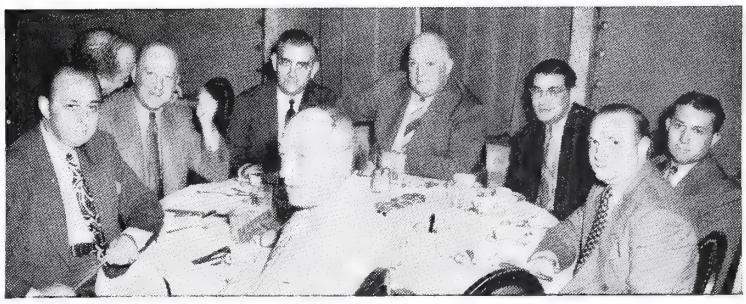
CHICAGO—Allied convention delegates are among the invited guests to a cocktail party being given for Warner Bros. conventioneers Wednesday afternoon at the Blackstone Hotel. The party will close the Warner convention on June 19 as the Allied confab opens.

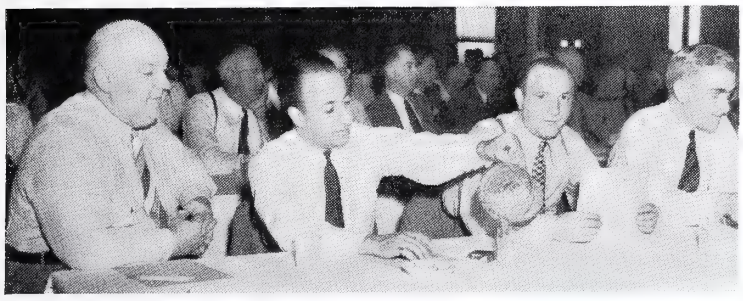
Jimmy Coston, zone manager here for Warner Theatres, will be host to Grad Sears and all Warner salesmen. Invited guests, besides Allied delegates, include Chicago independent and circuit operators.

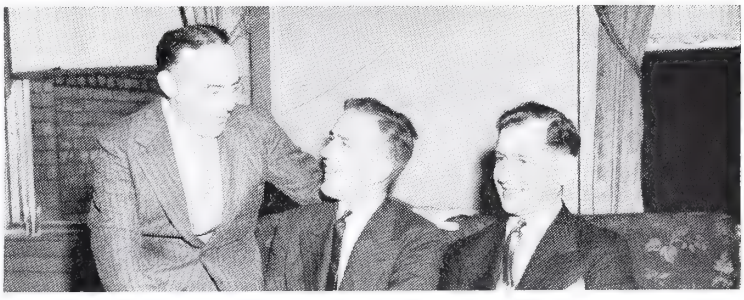
Music Hall Negotiating Renewal With Columbia

NEW YORK—Negotiations are under way between the Music Hall and Columbia for a renewal of the theatre's three-year selective deal. A similar pact expires with the current season's lineup. If a new deal is signed it takes effect with the 1940-41 lineup.

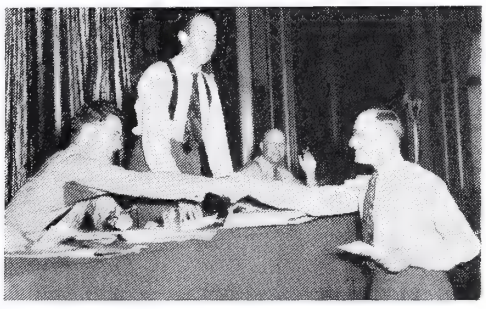


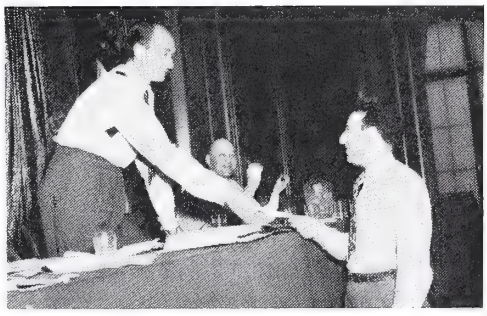












At the Warner Pittsburgh Convention—

—Photos by Cosmo-Sileo

Appear the home office and eastern forces in the following manner: TOP LEFT: The New York group, back row, L. Jacobi, Phil Engel, Harry Decker, Joe Vergesslich and I. Rothenberg. Seated are Sam Lefkowitz, manager; Ed Schnitzer, eastern district manager, and Gus Solomon. TOP RIGHT: Starting left of center and clockwise around the table are Arthur Sachson, sales executive; Roy Haines, eastern sales manager; the head of Moe Silver, Albany theatre zone manager, as he gives Haines an earfull; Bill Mansell, Philadelphia manager; Roger Mahan, New Haven manager; Charles Beilan, H. Bachman, and D. M. Cooper, Philadelphia salesmen, and Nat Wolfe, Cleveland theatre zone manager. CENTER LEFT: Roger Mahan, New Haven manager; Pete De Fazio, New Haven salesman, and D. Cooper and Bill Mansell, Philadelphia salesmen. CENTER RIGHT: George Goldberg and Phil Struwe, Albany salesmen, and Paul Krumenacker, Albany manager. At the bottom, Gradwell L. Sears, general sales manager, and Carl Leserman, his assistant, award Grad Sears Drive checks as follows to Ed Schnitzer, eastern district, winner of third place; Sam Lefkowitz, New York manager, an in-the-money player, and Charles Rich, Buffalo manager, also in the money. Rich has been promoted to manager of the Cleveland branch.

Cohn Urges Hard Work As Answer to Gloom

ATLANTIC CITY—An appeal to producer, exhibitor, distributor and public to work together in trying times so that American institutions may survive was made by Jack Cohn, Columbia vice-president, in a convention talk.

"Now is the time to prove our faith in ourselves and in our American institutions if we are to survive the horror and hell that ravages Europe.

"We have got to work twice as hard and twice as fast.

"We all must get out and work to prove to the world that we—and especially the showmen of this country—believe this country is the one ray of democratic salvation in a world torn by strife."

RKO Drops Two

NEW YORK—RKO's foreign department in a retrenchment move has dropped Eddie Ugast and Al Frank, who handled foreign sales, and Art Rossom from the foreign publicity department.

BROADWAY

(Continued from page 25)

New Jersey branch manager, June 27 . . . Leo Spitz is planning to return to Chicago in about a week . . . Henry L. Nathanson, general manager for Regal Films, Canada; Gordon Lightstone, general sales manager; Ted Gould, Toronto manager, and Dewey Bloom, promotion head for M-G-M in Canada, were in town.

Andy Smith, RKO sales manager, visited Chicago over the weekend . . . W. C. Gehring, 20th-Fox's central division sales manager, is in Detroit on a product deal with Cooperative . . . Harry Gittleson is taking bows for the latest issue of the RKO Flash *which contains practically every picture taken at the convention . . . Paramount's Latin American contingent in town conferring with John W. Hicks includes: John L. Day jr., general manager of South America; A. L. Prachett, general manager of Cuba, Mexico and Central America; S. E. Pierpont, manager of Brazil; J. D. Rapoport, Cuba; Alvaro Reyes, Colombia.*

Columbia Adjusting Foreign Activities

ATLANTIC CITY—That Columbia is looking ahead and adjusting its foreign activities to the ever changing conditions of a war-tossed market keynoted a convention speech by Joseph McConville, foreign sales manager.

"Our problem," he said, "and the problem of all of us who look to the foreign market is in guessing the future. No one knows what will happen to tomorrow's business."

Joseph Friedman, managing director of England, also discussed the situation abroad.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

PHILADELPHIA

PHILADELPHIA exchange managers were busy last week brushing up on the art of public speaking for their scheduled appearances at the industry hearings in New York . . . Perry Hoffman is taking over the Hollywood, Mt. Carmel. He'll also operate the Island Park, near Sunbury . . . Ansel Knowles and Harry Cotton of Alexander Films were Philadelphia visitors . . . The Lorraine, near the new Fairmount housing project, is closed for the summer . . . E. M. Smith jr., has taken over the Pearlman of the West Allegheny and Lehigh has taken a helpmate unto himself . . . Stanley-Warner's Cadet has closed . . . Jack Beresin, head of Berlo Vending, has joined Albert M. Greenfield and a group of enterprisers in taking over Loft Candy Corp. . . . Sid Samuelson will head a delegation of Allied cohorts to the Chicago convention, June 19 to 21.

Recent celebrants at the Variety Club included Dr. Leon Levy, the radio man, marking his birthday, and Earle Sweigert and Jay Emanuel, ringing bells for their wedding anniversaries.



—Metropolitan Photos

The Philadelphians—

Gathered at the Columbia sales convention held June 11-14 *in Atlantic City. Facing Branch Manager H. E. Weiner, are Salesmen J. Schaeffer, D. Korson, J. Engel, M. Goldstein, L. H. Wurtele, and Eddie Rosenbaum.*

Milton, Del., from Reese Harrington.

Rhea Rosof—now Mrs. Bernie Gettes—is the mother of a husky baby boy at St. Joseph's Hospital. She used to be Oscar Neufeld's sec. . . . Anna Jacobs, back from a honeymoon at Virginia with the tag, Mrs. James Scollin, is tossing around the switchboard wires with no loss of skill . . . The Republic staff feted Blanche Sherman at the Variety Club . . . Now serving as Maxwell Gillis' secretary, is Vivian Baylinson. Gillis went off to the Republic convention in New York . . . Iline Fleischman is the new stenographer at Republic.

June 15 is the date set by Herb O'Hara, Horlacher, and Rosemary Catty, for a duet at the altar . . . Charles C. Perry, United Artists publicity wizard, says he's losing weight these days, what with handling the entire Philadelphia and Washington territories. He's just back from Norfolk, Richmond and Baltimore, and will hit the road again this week for Reading and Harrisburg . . . The Globe, Atlantic City, opens June 25.

In town looking us over last week were William Flindt, Ideal, Montrose; Vic Austin, Grand, Stroudsburg; Eddie Jones of the Magazzu circuit . . . Ike Refowich, Freeland, recuperating from his recent illness, is expected to be visiting the street in a couple of weeks . . . Milton Kusell, Paramount district manager, dropped in for two days for a talk with local salesmen . . . Clara Kraftsow is lending an ultra-ultra note to the office by wearing white gloves all the time . . . The Paramounters report they're running neck and neck with Albany in the sales drive, which winds up July 13.

Fire damaged the third floor above Nat P. Fleisher's theatre supply store . . . Harry

BALTIMORE

THE jury in criminal court was called to decide if Baltimoreans were to pay admission for swimming before 2 p. m. on Sundays. The Blue Law "blitzkrieg" that moved from the skating rink front to the swimming pool resulted in having Arthur B. Price, owner of the Lakewood Pool and Aurora Theatre, summoned to court on a charge of violating the Sunday Blue Law.

Eddie Matthews closed Schanze for the summer . . . Nathan Kantor, manager of the Astor, plans to get married during his vacation which he hopes to take about the second week in July . . . Mac Cluster, Cluster Theatre, is now sporting a new cream-colored car . . . Eddie Kimple jr. is at his shore home for the summer.

Morris Mechanic, New and Centre, is very busy these days getting set for "Maryland" prevue. Darryl F. Zanuck is expected to attend . . . Miss Watson, secretary to Lawrence Schanberger, Keith's, is planning a weekend vacation.

Meyer Leventhal is having the front of the Lord Baltimore redecorated for summer . . . Bill Hicks is also having the front of the Bridge Theatre redecorated in summer colors . . . Wilson Murphy, announcer at Keith's, is going on a week's vacation to Lanchaster County, Va. . . . Harry Meyerberger, Lexway, had the whole town talking about the stunts he used to promote "Babies For Sale." Advance ads in local papers and teaser cards were used which read, "Babies For Sale, Phone Plaza 1063," *which is the Lexway's phone number . . . The much publicized Baltimore film made for the Baltimore Association of Commerce is made on* 16*mm film and cannot be run on standard machines.*

Rodney Collier, Warner's Stanley, head of the golf committee, announces the date is nearing for the Variety Club's third annual golf tournament to be held Friday, June 21, at the Woodholme Country Club. Proceeds from the golf tournament will be used to swell the coffers of the club's charity and welfare fund. More than 50 valuable prizes await the golfers.



—Metropolitan Photos

From Buffalo—

Came Branch Manager P. Fox and Salesmen G. H. Ferguson, J. Bullwinkel, N. Marcus and C. Harter, to Columbia's sales convention held June 11-14 *in Atlantic City.*

Universal Augments Sales Staff in Albany With One

ALBANY—Universal's sales force has been augmented by a third man, Bill Benson. Benson was an RKO salesman here until last summer. After returning to New York, he entered employ of Universal in that city. Benson's home is on Long Island. Filmrow talk is that Universal has stepped up its local sales efforts for a drive at the opening of the new season. J. J. Spandau was recently transferred here as manager, and Charles G. Weil and Irving Schiffman as salesman. The only other Albany exchanges employing three salesmen are Metro and Columbia. Two is the usual number, with the managers directing and taking care of most circuit accounts.

WASHINGTON

BERNIE KREISLER, Universal branch manager, has been hospitalized in Emergency hospital for the past week and has the doctors baffled with his fluctuating temperature . . . Sam and Jake Flax attended Republic's regional in New York . . . Jules Lapidus, newly appointed Universal district manager for this territory, was a visitor . . . Leon Back, Rome executive, celebrated his third wedding anniversary June 6 . . . A new colored house is in the course of construction in Salisbury, Md., and it is rumored that Schine will take on the operation . . . Sam Jack Kaufman, maestro at the Capitol, became the daddy of a six-pound girl at Doctor's Hospital . . . The Carter Barrons celebrated their sixth wedding anniversary June 6. Young "Cracker" Barron curtained his six-week Florida sojourn and returned for the occasion . . . Carol Bell, daughter of Publicist Ray Bell, was given a doll by Mark Sandrich, Paramount producer, as a memento of his recent capital stay.

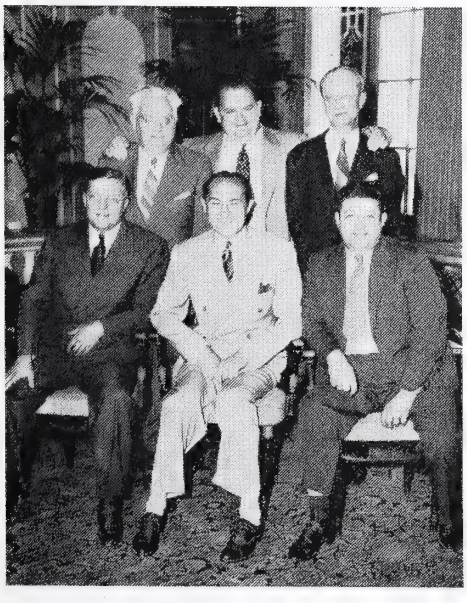
"Pat" Gray, a personality of many years along the Row, and at present secretary to W. J. Heineman, Universal's western salesmanager, visited the Row while en route to the graduation of her son, Thomas, from Linton Hall Military School in Virginia. While garbed as the cadet major of the school regiment, Tom was decorated with three medals representing the highest honors in scholarship, music and deportment . . . The Roth Brothers of Harrisonburg visited the Row and announced their plans to open a Washington office within three weeks . . . Harry Robertson of the Strand, Covington, Va., cruised to Cuba for the Rotary convention . . . UA's Mark Silver is carrying his arm in a cast resulting from a pulled tendon . . . Earl Dennison, of UA's branch operations division, is making a check at the local exchange.

Bill Brooker, Paramount exploiteer, recently assigned to the Philadelphia and Washington territories, is in town working on "The Ghost Breakers" . . . Irving Cohen of the legal staff was a visitor . . . The newscameramen journeyed to Charlottesville to record the "full speed ahead" discourse by President Roosevelt . . . Bob Denton, manager of the newscamera department, keeps abreast of current events by continually toting a portable battery radio . . . "Vince" Daugherty increased his batting percentage in the current playdate drive . . . Lillian Sweikhart, bookkeeper, is vacationing and a world's fair trip is part of the schedule . . . Ethel Bord is looking forward to her vacation as same will be featured by her first trip to the Big City.

At 20th-Fox: Mary Hughes, bookkeeper, graduated from Benjamin Franklin School of Accountancy with honors . . . H. Katznell and Helen Inglee are vacationing . . . Sara Young hit the White Way for a day or so . . . At Metro: Dixie Dunbar, while making a p. a. at the Capitol was treated to a special screening of "The Mortal Storm" . . . Al Berks, exploiteer, has returned to his Charlotte desk . . . Ida Baresofsky visited the Fair over the weekend . . . The Carlton Duffus' pulled a "Corrigan" and postcarded from Sea Island, Ga., while supposedly heading for Lake George, N. Y. . . . Joe Kronman, cashier, is daily whacking that "pill on the hill" for a vacation pastime.

The opening of "Edison, the Man" at the Capitol was featured with the guest attendance of ranking members of the official family. The lobby was decorated with an extensive exhibit of Edisonia, and the street cars throughout the capital were bannered with "Edison, the Man," establishing a precedent in Loew publicity history . . . The post commanders of the local veteran organizations were guests at the Palace showing of the patriotic short, "The Flag Speaks" . . . The Variety Club board of governors have signed a new lease for club rooms in the Willard . . . Harry Krivit, director of the Rhythm Rockets, is a new Variety member . . . Virginia Howe, Rhythm Rocket at the Capitol, has been chosen "Miss Washington of 1940," and will trek to Atlantic City at beauty contest time.

Tying in with the World's Fair exhibit and the Hecht Company, local department store, Loew's Capitol launched a "Cinderella Glass Slipper Contest" . . . The Lincoln of the Lichtman circuit featured "The Flag Speaks" on its Flag Day program. The Europe and J. Walter bugle and drum corps of the colored veteran organizations participated in the ceremonies.



—Metropolitan Photos

Capital Men—

Attending the Columbia convention in Atlantic City from Washington, are Mideast Division Manager S. A. Galanty, and Salesmen O. D. Weems, J. B. Walsh, C. A. Wingfield, B. Caplon and J. Kushner.

Examine Rinzler, Frisch In Folley Trust Suit

NEW YORK—Samuel Rinzler and Louis Frisch of Randforce have been examined before trial in federal court in connection with the Folley suit against the circuit, eight majors, Monogram and Republic.



—Metropolitan Photos

Albany's Contingent—

To the Columbia sales convention held June 11-14 in Atlantic City includes Branch Manager J. Miller and Salesmen E. Hochstim, J. Armm, M. Cohn and S. Goldberg.

ALBANY

CHARLES GORDON, Olympic, Utica, was on Filmrow for first time in recent weeks. Others in as weather turned warm: Morris Kronick, Orpheum, Amsterdam; Dave Rosenbaum, operator of an Elizabethtown theatre and manager of Keesville and Ausable Forks houses; Mike Boumansour, Plaza, Malone; Mrs. Frieda Klein, Hunter, Hunter; Morris Shulman, Clarks Mills, Vernon and Inlet; Sam Davis, Phoenicia, Phoenicia; Jules Bernstein, of Bernstein Brothers, operating the Colonial at Albany, and theatres in Ithaca; J. W. Bird, Arlington, East Arlington, Vt.; Phil Baroudi, North Creek and Indian Lake; Neal Hellman, Hellman circuit with theatres in Albany and Troy; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Sid Dwore, Cameo and Lincoln, Schenectady; Tom Alfieri, Community, Millbrook; Jerry LaRocque, Fairyland, Warrensburg.

Sid Mull, Nassau, Nassau, and his mother visited in New York City . . . Harry Lamont, Lamont circuit, on a cruise to Florida . . . Mel Conheim, new manager of Warner's Ritz, is no stranger to Albany. Was assistant manager of Strand before his transfer three years ago to manager of Regent, Elmira. Conheim, 26, came to Albany from New York, where he started as usher at Strand . . . Betty O'Hare, 20th Century-Fox secretary, is on vacation. World's Fair the first point for which she headed.

Ralph Unks, Ross Federal Service's Albany manager, swung through northern part of territory. Incidentally, Unks received a communication asking that several of his checkers, in other parts of Albany district be given specified three weeks' vacations, in order they might undergo training with National Guard.



They See O'Connor Off for Coast—

—Metropolitan Photos

When John J. O'Connor, vice-president and general manager in charge of RKO theatres, left for the coast he was bon voyaged by the above group, which dissembles, left to right, as follows: J. M. Brennan, Charles B. McDonald, Fred Meyers, Max Fellerman, O'Connor, H. R. Emde, Harry Mandel, Louis Goldberg and Maurice Harris.

RICHMOND

MR. AND MRS. SAM GORDON celebrated their 32nd wedding anniversary, June 10. Sam is manager of the Venus and Ponton in South Richmond . . . Herman Nowitsky, head maintenance man for Wilmer & Vincent, was a visitor Tuesday . . . Robert Martin is the new member of the service staff at the Colonial, succeeding Robert Guza, resigned. Keith Caudle is having difficulty keeping up the service staff on account of summer vacations, etc. . . . The Bluebird in Petersburg will be closed about four weeks for remodeling.

Graham Barbee, publicity chairman for the mid-summer convention of the MPTO of Virginia, which will be held at the Chamberlin Hotel, Old Point Comfort, on Monday, June 24, is asking for lots of publicity in the trade papers, so we will start by announcing that a fishing party has been planned for the delegates for Sunday morning at 10:30, the boat leaving from the hotel wharf under the direction of Manager Leonard Gordon of the Palace, Newport News, assisted by Harl Wolever. All exhibitors who can make the trip, which is free, are asked to notify Gordon as soon as possible. Accommodations will be limited. The Richmond delegation will include Morton Thalhimer, Frank O'Brien, Allen Sparrow, Harold Wood, Charlie Somma and several others.

Herbert Williams resigned as a member of the State service staff, being succeeded by William Metzger . . . The secret service has issued another warning to be on the lookout for counterfeit fives and tens . . . Mary Clarke is the new cashier at the Bellevue, succeeding Catherine Knaub. George Luder is relief cashier at the Brookland and Bellevue . . . George Crozier, southpaw golfer and also projectionist at Loew's, has been taking the boys for a ride out at Laurel. Trip Caldwell and Bill Hundley are his latest victims . . . Mildred Ament, cashier of the Westhampton, will visit the New York World's Fair next month.

Tom Pitts, manager of the East End and Patrick Henry, took a day off Tuesday and went up to Fredericksburg to vote for his uncle, Benjamin T. Pitts, circuit owner and bowling alley proprietor, who was running for re-election to city council. Tom's vote helped to put Ben back in office. John McDonough, chief of service at the East End, substituted for Tom . . . Pete Lichtman, local representative of the Lichtman circuit, has returned with his family from Florida . . . The state corporation commission has given permission to the Charlottesville Theatre Corp. to dissolve.

Kenneth Sickinger is the new maintenance engineer at the State, succeeding Jim Evans, who resigned on account of his health . . . Floyd Stawls, manager of the Carillon, is recuperating from a tonsillotomy . . . Evelyn Ferguson is the new cashier at the Grand, succeeding Kathleen Benson, resigned . . . Cleveland Williamson is now on the service staff at the Byrd. He formerly was at the Westhampton . . . Preston Lane is a new usher at the Westhampton, succeeding Pete Whitmore . . . Ralph Binns, Horlacher Washington manager, was in town . . . Ben Caplon, Columbia salesman, was also here . . . Earl Clator is the new maintenance man at the National.

Jack Hutchinson has joined the service staff at Loew's, succeeding Carton Hall, who was promoted to switchboard operator when Francis Berlin resigned . . . Bill Attmore, RCA engineer, has returned after servicing several out-of-town accounts . . . Allen Sparrow, manager of Loew's, visited Norfolk . . . "Bits" McDonough bought a new car . . . Robbers broke in a front door of the East End the other night, but were scared away before they could get anything . . . Louise Cogbill, Carillon cashier, has had her tonsils taken out.

Sets Deals for Pathe

NEW YORK—Robert S. Benjamin, Pathe attorney, was in Chicago to set territorial franchise deals for 15 Pathe features formerly handled by Producers Distributing Corp. in the Chicago, St. Louis and Milwaukee areas.

RKO Golfs June 27

NEW YORK—RKO's annual golf tournament will be held June 27 at the Westchester Country Club, Rye, N. Y. Various committees have been formed for handling the event.

Over 200 Attend Film Daily Golf Tourney

NEW YORK—The 28th Annual *Film Daily* Golf Tournament drew more than 200 participants to the Glen Oaks Country Club near Great Neck, L. I.

In the team play for the Albee Memorial Cup the winning quartette was Thomas Gerety, Jack Bowen, J. F. Murphy and Sydney Braunberg. First runners up for American Pictures' bags: Jack Level, Lou Miller, Harry Pimstein and John Farmer. Second runners up: Bill Scully, Lou Pollock, Max A. Cohen and W. J. Heineman.

Other awards were:

Individual play: Low net, Walter Seaton. Runner up, Dr. M. L. Reiffel. Second runner up, T. Newman Lawler. Third runner up, Lou Miller.

Low gross, Mitchell May jr. Runner up, Woodrow H. Sherin. Second runner up, Joe A. Castellano. Third runner up, Jack Bowen. Fourth runner up, R. Montgeles.

Low net exhibitor, William Brandt. Runner up, Harold Rinzler.

Low gross exhibitor, Max A. Cohen. Runner up, Irving Dashkin.

Putting contest winner, Harry Pimstein; first runner up, S. Schector. Second runner up, Paul Greenhalgh.

Driving contest winner, Gordon W. Hedwig. First runner up, T. Newman Lawler. Second runner up, Ray Keenan.

Birdies' winner, Tom Gerety. Runner up, William Frankel.

Best dressed golfer, Charles Casanave.

Grant 30-Day Extension To Tax Evasion Case

NEW YORK—Indicating there may be a compromise over the issues, the U. S. attorney's office has agreed to a minimum extension of 30 days to permit Joseph M. Schenck and Joseph H. Moskowitz to change their pleas in their tax evasion case. Meanwhile, the two 20th Century-Fox executives pleaded "not guilty" before Judge William O Bondy and each posted bail of $1,500. The court set July 29 for fixing a trial date, at the same time indicating a willingness to grant more time, if necessary, to work out a deal

Truckers Strike Hampers Westbound Shipments

ALBANY—A strike of 2,000 truck drivers hampered the shipment of prints to the west, southwest and northwest parts of Albany territory. Smith-Howell Service of Syracuse was affected, but a local concern, handling prints in the eastern strip was not, according to exchangemen. Railroads and Railway Express were used where regular trucking service was suspended. Some of the shipping is regularly done by rail.

Salt Lake Suit

NEW YORK—Earl Whittaker of the Olympus, Salt Lake City, has filed an anti-trust suit against Vitagraph, Universal, 20th-Fox, UA and RKO in Salt Lake City claiming he needs five products to operate his theatre successfully. No specific damages are sought.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Panam Aims Product At Latin America

Aimed directly at the Latin-American market, Panam Productions of South America has been incorporated by T. R. Williams and Ted Richmond, and has closed a deal for the making of four Spanish-language films for United Artists release during the 1940-41 season. Williams, who has just completed four actioners for Monogram's 1939-40 schedule, checks out immediately to establish headquarters in Mexico for the first Panam production, with others to be made in Cuba and Argentina. He was formerly treasurer of Educational Pictures, while Richmond at one time was studio publicity-advertising director for Grand National. Directors of the new company, in addition to Williams and Richmond, are Monte Livingstone and B. Burger.

Pathe British Deal

With British production completely at a standstill because of the grave international situation, Pathe Pictures, Ltd. of London has set a deal whereby it will distribute in the British Isles, 20 features to be made here by Sigmund Neufeld for Producers Releasing Corp. Announcement of the commitment was made by Harry Rathner, PRC president, who is visiting Hollywood. Neufeld, in addition to the features, will make 18 westerns for 1940-41.

Harry Sherman has signed Richard Dix to star in "Cherokee Strip," an outdoor special, which he will gun in July for Paramount release. Lesley Selander will direct from Bernard McConville's original with production to start at Kernville.

Producers David Loew and Albert Lewin have booked Margaret Sullavan to co-star with Fredric March in Erich Maria Remarque's "Flotsam." For United Artists release, the initial Loew-Lewin feature will go into production in July, with John Cromwell directing from a script by Talbot Jennings.

Hopalong Westerns Add Ten Minutes to Length

NEW YORK—All future Hopalong Cassidy westerns for Paramount will be released to run 70 minutes instead of 60 minutes as heretofore, according to the distributor, which holds exhibitors have requested the 10-minute additional time.

Unbroken Production Schedule Reflects a Faith in Future

While another week of disheartening war news from abroad has done little to allay the bad siege of jitters which has had the film colony in its grip for several weeks past, it apparently has failed to exert any deterring reaction on production plans for the early summer, with nearly every studio lining up an unbroken string of vehicles for camera work during the balance of this month and in July.

Turbulent foreign conditions did make their presence known locally in the picture-making scene, however, through Larry Darmour's decision to discard his Columbia-released Jack Holt starrers because of the comparatively high negative costs, on which a bulk of the profit came from abroad; and through the announcement by 20th Century-Fox that because of mounting costs, dwindling revenues and other contributing factors—including the death of Florence (Grandma) Roberts, the "Jones Family" series has been discontinued.

On the other side of the ledger is the fact that Warner, 20th Century-Fox and Metro have all completed their 1939-40 schedules and that they, as well as Paramount, Universal and RKO Radio all have made substantial inroads on the new season's output. Warner, for example, has announced a "full steam ahead" policy under which it will shatter a five-year-old mark for activity by the end of the month, gunning "The Secret Army," "Fiesta in Manhattan" and "Honeymoon for Three" on June 24.

Paramount will also hit a new high summer mark, with eight now being readied, including "There's Magic in Music," "Moon Over Burma," "Touchdown," "Virginia" and "Love Thy Neighbor"—all to go into work before July 15. Big-budgeters slated at Metro include "Philadelphia Story" June 17, "Ziegfeld Girl" July 5, and "The Yearling" a few days later. RKO Radio will roll "Passport to Life" around June 21 and "Too Many Girls" June 24.

Monogram uncorks a barrage shortly with the announcement 22 films will be turned out within the next three months. Breaking the ice June 22 will be "Rainbow on the Range," to be followed June 24 by "Queen of the Yukon." Universal guns "Argentine Nights" and "Little Bit of Heaven" June 17, the same day chosen by 20th Century-Fox for the launching of "Down Argentine Way." For United Artists, Hal Roach has selected June 17 as the starting date for "Road Show."

52 Major Films Rolling With 13 New Starts

The production pendulum is swinging upward again, with 52 features now in work, 13 of them newcomers to the sound stages.

Columbia raised its total to eight with the start of "So You Won't Talk?" M-G-M launched "Golden Fleecing" and "I Married an Angel," and completed "Boom Town" to emerge with six in production. Monogram has one in work.

With no starts listed, Paramount is filming five. RKO Radio launched a barrage by gunning three—"Too Many Girls," "Blood Will Tell" and "Wildcat Bus"—to boost its pace to nine. Republic has four in production. "Tulsa Kid" and "Everybody's Happy" are new starts; "The Girl From God's Country" and "Carolina Moon" were completed.

For United Artists, Edward Small turned the cameras on "The Son of Monte Cristo." Universal is idling along with four in work. Twentieth Century-Fox launched "For Beauty's Sake" and completed "I Married a Nazi" to maintain a six-picture balance. Warner gunned three—"Tugboat Annie Sails Again," "Flowing Gold" and "Ladies Must Live" — and completed "River's End" to hit an eight-picture total.

Second National Defense Short Film by Warner

Second in Warner's new series of national defense short subjects has been titled "Service With the Colors." Gordon Hollingshead will produce, the film to be made in direct coordination with Major William A. Wright, chief recruiting officer for the U. S. army. It goes into work next week at the army presidio in San Francisco from a script by Owen Crump.

Silent on Suit Settlement

Albert J. Law, local department of justice deputy who has been active here for several years in connection with the government's anti-trust and criminal conspiracy actions, has been non-committal to date as to what effect—if any—settlement of the anti-trust suit may have on his future here.

Summing the situation up with a brief: "I don't know yet, one way or another," he likewise refused to commit himself as to whether collapse of the suit would indicate a revival of the government's criminal contempt action against Fox West Coast and nine major distributors.

This suit had been held in abeyance here during the anti-trust proceedings. Law, together with Harold Collins, had been handling it until the time it was stricken from the district court calendar, at which time they were assigned to compile a report on various production phases for use in the eastern suit.

Far-Flung Premiere Fad To a Temporary Halt

A temporary halt has been called to the splurge of elaborate premieres and previews with which the nation has been bombarded for the past several months, with exploiteers winding up their current efforts in a blaze of glory by staging four such attractions in as many key spots throughout the country.

Hollywood turned out virtually en masse for the first top-hat, ermine-cape event in several weeks when Wanger gave "All This, and Heaven Too," its world debut at the Carthay Circle Theatre June 13. The advance estimate of a 15,000 turnout proved to be not far from accurate, with police officials designating a special corps of 200 to divert traffic and handle the crowds. Bleachers to accommodate fans were constructed from the theatre building itself to the midway on both sides of the lane used by celebrities who attended. The guest list included:

Bette Davis and Charles Boyer, the stars; Rachel Field, the author; Jack and Harry Warner, Hal Wallis, Frank Capra, Edward G. Robinson, Paul Muni, James Stewart, Olivia de Havilland, Rosalind Russell, William Keighley, Genevieve Tobin, Anatole Litvak, Barbara O'Neil, Clark Gable and Carole Lombard, Barbara Stanwyck and Robert Taylor, Casey Robinson, James Cagney, Pat O'Brien, George Brent, Gene Markey and Hedy Lamarr, Dolores Del Rio, Cary Grant, Merle Oberon, Hal Roach, Edmund Goulding, Mark Hellinger, William Wyler, Henry Blanke, Helen Westley and scores of others.

Picture received its eastern premiere on the same evening at the Earle Theatre in Philadelphia under the auspices of the Aid the Allies Committee, for the benefit of war refugees.

A four-way celebration highlighted the world premiere of Paramount's "Safari" in Providence, R. I., what with the silver jubilee of the Strand Theatre, the 25th year of management for Edward L. Reed, the premiere itself and the personal appearances of Lynne Overman, Muriel Angelus and J. Carrol Naish. Picture made its debut June 6.

The same company introduced "Untamed," featuring Dorothy Lamour, in Seattle June 13, followed the next day by showings in Portland and Spokane.

Edgar Selwyn Returns

Producer Edgar Selwyn has returned to M-G-M after a short holiday in New York.

Maj. Van Dyke Interviews Marine Applicants Daily

In line with his assistant as commanding officer of the 14th battalion, U. S. Marine Corps reserve, Major W. S. Van Dyke is devoting considerable time to recruiting the battalion. He will interview applicants in his office at M-G-M every week day and on Thursday evenings until ten; as well as at Marine Corps headquarters in the Federal Building Monday and Friday nights.

Van Dyke pointed out applicants must be from 17 to 35 years of age and must have had some previous military experience in U. S. services.

Sam Wood Quits Goldwyn Because of Inactivity

Sam Wood has obtained a release from his directorial contract with Samuel Goldwyn because of the latter's productional inactivity. Currently on loan to Paramount for "Rangers of Fortune," Wood piloted only one picture for Goldwyn, "Raffles." Following that film he was borrowed by Sol Lesser for "Our Town."



He'll Know the Time—

Producer Eugene Zukor is the recipient of a ship's bell clock given him by the staff, cast and crew of Paramount's "Mystery Sea Raider." George Mahoney (left) hands over the timepiece as Carole Landis and Henry Wilcoxon, featured leads in the film, look on.

David O. Selznick Makes Brief Visit to Coast

Planning to stay only a few days in order to bring his local affairs up to date before returning east, David O. Selznick checked in from New York, where he has spent the past several months. He will be accompanied east by his family. Selznick has been in New York since shortly after the premiere of "Gone With the Wind," and has spent some time in conference with United Artists executives concerning his plans for resuming production. He also made an appearance at the recent UA convention.

Producer Herbert Wilcox pulled out for New York for conferences with President George Schaefer of RKO Radio relative to plans for his next picture, "No, No, Nanette," starring Anna Neagle. It is scheduled to go into work shortly.

After spending ten days at the Westwood studio, D. B. Lederman, 20th Century-Fox's Philippine general manager, has gone on to New York to talk over the Oriental situation with W. J. Hutchinson, the company's foreign manager. Scheduled to arrive here in July en route east on a similar mission is Del Goodman, far eastern manager for the company.

Comings and Goings

Matty Fox, Universal vice-president and aide to Cliff Work, pulled out for the homeoffice after spending a week here. He plans to remain in New York for two months or more while President Nate Blumberg is sojourning at the studio.

J. J. Nolan, RKO Radio's vice-president, and Perry Lieber, publicity-advertising chieftain at the studio, are back at their respective desks. They attended the company's sales convention in New York and huddled with President Schaefer on future plans.

Howard Dietz, Metro's advertising-publicity director, came in from New York to check over product now completed and being readied for release, on which he will map out exploitation campaigns.

Combining business and pleasure, John O'Connor, head of RKO Theatres, arrived from the east for a two-week stay.

Three Sponsoring Sound Recording Demonstration

A demonstration of third-dimensional stereophonic sound recordings, sponsored jointly by the Academy Research Council, Electrical Research Products, Inc., and the Bell Telephone Laboratories, will be held at the Pantages, June 20, according to an announcement by Walter Wanger, Academy president.

Wanger heads the arrangements committee, with Darryl Zanuck as vice-chairman. The new technique permits the recording and reproduction of a range of sound far beyond that now possible, with no distortion of sound quality. Included on the program will be a number of selections by Leopold Stokowski's Philadelphia Symphony Orchestra, in which the conductor will demonstrate the stereophonic developments as applied to music.

PACEMAKERS

ENDOWED with special abilities in their special fields, and governed by supercritical manufacturing controls, Eastman negative films set the pace for raw-film quality. They share with cameraman and processing laboratory the credit for the unprecedented photographic excellence of today's motion pictures. Eastman Kodak Company, Rochester, N. Y.

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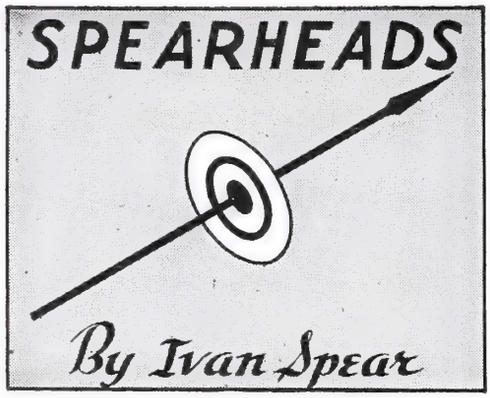
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for general studio use

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EASTMAN NEGATIVE FILMS



COLUMNIST JIMMIE FIDLER shatters his own unchallenged record for smugness in his recent blast against what he chooses to term "anti-Nazi" films.

Stating that "it's come more quickly than I expected!" and recalling that "for months, I've warned Hollywood producers against the peril of anti-Nazi films," Fidler views with alarm the fact that seven of such features are in various stages of production or release. He projects several ridiculous reasons in substantiation of his claim that, despite his dire warning, "Foolishly, several studios went right ahead . . ."

The erstwhile air gossiper seems to forget that it is hardly within the province of a reporter to judge the merits or financial future of product before he sees it; and, more important, he completely ignores the fact that the first two of the features he attacks, namely Fox's "Four Sons" and Metro's "The Mortal Storm," are thoroughly splendid productional efforts.

But the highlight of his inconsistency and lack of logic is reflected in his question, "What will happen to them (the anti-Nazi films) in the event of a German victory abroad?"

What, it might be asked, will happen to any American-made films—or any other American institution, for that matter—in such an event?

In the face of this country's official attitude toward the warring nations, it seems highly probable that the charges of "foolishness" which he hurled at the producers have come home to find a permanent abode in the Fidler roost.

➞

From local gossip column:

"Herb Marshall and Nigel Bruce followed recent fighting intently . . ."

But from a safe distance.

➞

Whether he ever gets around to making it or not, Jed Buell, independent producer, displays a rare sense of humor in the announcement that he is to produce a satire on DeMille's "North West Mounted," titled "Southwest Mounted," with an all-Negro cast.

➞

Republic will produce a picture based on the life story of Texas Guinan titled "The Roaring Forties." Which makes the lil' neighbor in Studio City just twice as ambitious as the Warner Brothers who settled for "The Roaring Twenties." Now, who'll offer "The Roaring Eighties?" When the trend reaches "The Roaring 160's," a roar can be expected from exhibitors and public.

➞

Headline on Paramount publicity release:

"200 EXTRAS HURL VEGETABLES IN 'THE NEW YORKERS.'"

Dangerous procedure. It might give audiences that see the picture an idea.

➞

In view of the war pall, Jack L. Warner has ordered all newsreels deleted from the roadshow engagement of "All This, and Heaven Too," at the Carthay Circle.

Just for which the newsreel theatres on Hollywood Boulevard will not show "ATAHT." So there!

➞

Announcement that Olympe Bradna has been chosen by the Chippewa Indians of Minnesota as their favorite motion picture actress and will be received into the tribe at special ceremonies on July 4 threatens a revival of the publicity practice—as old as the Hollywood hills—of creating Redskin honors and names for film personalities, most of which have their genesis in the nimble minds of press agents. Just in case, here are a few suggestions that might be apropos:

Much-Talk-Little-Film—Orson Welles.
Big-Bare—Dorothy Lamour.
Shining-Dome—William LeBaron.
Great-Wind—Samuel Goldwyn.
Little-Creeping-Horse—Bing Crosby.
Big-Creeping-Horse—Louis B. Mayer.
Mush-In-The-Mouth—Herbert Marshall.
Sing-Like-Crow—Rudy Vallee.
White-Fang—Don Ameche.
Little-Big-Horn—Harry Rapf.
Big-Big-Horn—Schnozzle Durante.
Little-High-Collar—Will Hays.
Chief-Many-Words—John Peere Miles.

➞

BALLYHOODLUMS: Phil Gersdorf, recently resigned from Harry Brand's orchid patch at 20th Century-Fox, gives promise of doing a precedentally good job as publicity representative for the Lou Irwin talent agency. Press attaches for agencies are nothing new. Several of the more opulent ten-percenters have at various times created such berths for unattached members of the blurb battalions, a few of which are still existent. But in most cases their efforts were, or are, extremely ineffectual from their employers' cash-drawer viewpoint; due largely to the fact that they specialized in broadcasting stereotyped fan fodder about clients, thereby duplicating, in most cases, the efforts of studio publicity departments. In order for the agent to realize a direct return from the investment he makes in a community praiser for his people, news of their trade activities in tradepapers is of primary importance. Gersdorf seems to be the first person in such a job to recognize that rather obvious fact and is keying his services accordingly . . . Come war, depression and curtailed budgets, Paramount's welkin-ringers still do things on the colossal scale—witness: "Dorothy Lamour traded a ten-million-dollar head of hair for thirty cents worth of calico." Even at advanced prices, a lot of hirsute adornment can be bought for ten million potatoes . . . Credit Bob Taplinger for a new space-grabbing idea in connection with the overworked Hollywood premiere. Arrangements were made to start the projection of "ATAHT" at its Carthay Circle debut through a series of photo-electric cell relays to capture the light impulse from Pollux, said to be Bette Davis' guiding star, harnessing it to close an electric circuit. One of California's characteristic foggy June nights might have kicked the Taplinger scoop into a cocked hat. (If the Los Angeles Chamber of Commerce sees this, it's only a gag).

Sombre, Spooky, Sanguine, Slow

A photograph finish for first place in the week's preview event, with the moods and tastes of the individual judges determining whether Metro's "The Mortal Storm" or Paramount's "The Ghost Breakers" was to be selected as the best entry. Declaring the race a dead heat would give neither entry the worst of it since both, in their respective fields, merit limitless acclaim as splendid features.

To be classified as bitter, heart-breaking and austere, and therefore a sombre piece of work which shapes into depressing proportions, the first-named is a breath-taking indictment of the intolerance and persecution which attended Hitler's rise to power in Germany, and from which grew the mad turmoil now throttling half the civilized world. From Phyllis Bottome's widely-read novel, Claude West, Andersen Ellis and George Froeschel fashioned a script that is powerfully engrossing, and the vehicle is so significant in calibre that, for the majority of theatre-goers, it will with little doubt lodge itself on the "must see" list. Frank Borzage is entitled to unstinting praise for his work as producer and director. The cast, of course, is faultless.

At the other extreme is Paramount's "The Ghost Breakers"—a rip-roaring melange of chills and chuckles, with never a dull moment; wise-cracking, fast-moving and interest-commanding all the way. The appellation of topnotch entertainment can be applied to it with no fear of contradiction. Walter DeLeon supplied a scriptful of brittle dialogue and uproarious situations; Arthur Hornblow jr. contributed a solid production mounting, and George Marshall directed with emphasis so successfully concentrated on the lighter elements that it should register among the summer's top grossers.

* * *

Warner has a topside action entry in "A Fugitive From Justice"—so deftly handled in all departments that it is sure to please the thrill-seekers. Alex Gottlieb's screenplay establishes a mile-a-minute pace, to which speed Terry Morse

geared his direction, while Bryan Foy's production guidance fulfills every requirement for the program brackets. Picture was based on an original story by Leonard Neubauer.

Contrary to the usual criticism, too much story material was the obstacle which Republic's "The Refugee" failed to overcome. Much of the picture's potential effectiveness, as well as an extremely promising opening sequence, is thus more or less lost. The blame must be shouldered by F. Hugh Herbert, Joseph Moncure March and Samuel Ornitz, who wrote the original screenplay, for the feature otherwise is impressively put together; and despite the story shortcomings, can be considered good program material. Bernard Vorhaus directed for Producer Sol C. Siegel.

With the accent on farce humor, Warner's "An Angel From Texas" travels along familiar lines and in its unassuming way will undoubtedly make a favorable impression on those seeking light diverting entertainment. Robert Fellows produced and Ray Enright directed.

Twentieth Century-Fox's "Girl in 313" falls neatly into the supporting niche, having been given creditable handling by Producer Sol Wurtzel and Director Ricardo Cortez. Cast is adequate and the script by Clay Adams and Barry Trivers, from an original by Hilda Stone, measures up satisfactorily.

* * *

Trailing the pack was Universal's "Private Affairs," which, the victim of what appears to be a case of hit-or-miss scripting, misses fire although it has the elements which might have been whipped into ace-high entertainment. True, it is an ambitious undertaking, pretentiously produced by Burt Kelly and boasting a thoroughly dependable cast; while Albert S. Rogell turned in a comparatively good job considering the story limitations with which he was forced to work, using every device within his knowledge to keep interest from flagging—in which he was not entirely successful.

Hays Office Conferring on Basic Pact With Writers

Bulk of the Hays office personnel, including its labor negotiating committee, is currently devoting most of its time to conferences with Screen Writers Guild representatives concerning the latter's demand for a basic agreement, the talks getting under way after several weeks' delay.

Meantime, the reorganization of Central Casting is proceeding along several fronts, with Howard Philbrick, generalissimo of the unit, appointing Harold Melniker as head of the casting division and naming Gerald Farman as assistant administrator. Melniker takes over the post formerly held by Bert Hampton. Farman's duties will include supervision of extra interviews, preparation of statistics and analysis of extras' qualifications for specialized work. Under his direction a new "rotating" system of interviewing players has been installed, with every member of the casting department taking his turn in the interview sessions. Currently about 150 extras are being taken daily for personal conferences, which amount Philbrick hopes to step up considerably under the new system.

Harmony Nearer in SAG Ranks; Minority Group Action Fails

A decisive step toward its goal of complete harmony between the "A" and "B" groups was taken by the Screen Actors Guild when, in a two-day superior court trial, it successfully defended itself against an action filed by a minority group of extras, led by Ed Heim, who sought to force the SAG to extend full voting privileges to the "B" members. The ruling handed down declared there was no evidence of fraud, coercion or oppression and that the SAG's regulations governing the control of the "B" division are not against the public interest. Simultaneously the SAG board met to mull plans for closer harmony between extras and the senior division and decided to table, for the time being, negotiations with producers for a reclassification of the "B" players.

Negotiating committees for the Screen Writers Guild and producers held their initial conference relative to the SWG's demand for a closed shop, minimum wages and other adjustments, and announced June 17 as the date for the next session. Y. Frank Freeman, E. J. Mannix and Harry Warner joined the companies' attorneys at the first parley.

Battle between the Screen Office Employes Guild and the American Federation of Office Employes over jurisdiction in the studios and in Central Casting is waxing hotter. The AFOE is to call a meeting of the Conference of Studio Unions, with which it is affiliated, to discuss the Central Casting stalemate, which resulted when producers notified the union it would refuse to open bargaining negotiations until the AFOE receives National Labor Relations Board certification. Meantime the SOEG is preparing a drive for membership among Central's employes in an effort to gain control of the organization. One informal conference anent the situation was held by Y. Frank Freeman and J. W. Buzzell, Central Labor Council executive, who supports the AFOE.

Other labor developments:

The Screen Publicists Guild is soon to call a membership meeting to vote on amalgamation with New York advertising publicists and the formation of a national organization. Screen Cartoonists Guild met with M-G-M executives to resume discussion of its demands for a closed shop. Studio advertising artists conferred with Universal officials on minimum wage demands. Screen Readers Guild submitted a new proposed contract to producers.

Society of Motion Picture Film Editors re-elected Edmund Hannan president, Edward Mann vice-president, Archie Marshek secretary and James E. Newcom treasurer, all unanimously. Next it will choose an executive committee to function in cooperation with the board of directors.

Central Labor Council election is scheduled for June 17 with W. F. Reynolds opposing J. W. Buzzell as secretary-treasurer and C. R. Van Winkle battling Harry Sherman for the presidency.

Cinémarks

Arthur Hornblow jr. and Myrna Loy have returned from their one-week vacation in New York . . . Mark Hellinger has also checked in from a visit to Gotham and is readying his next associate producer assignment on the Warner lot.

*

George L. Bagnall has been re-elected president of Paramount's studio club for the fourth time. Other new officers are Albert B. Hilton and Y. Frank Freeman, vice-presidents; Mildred Brenton, secretary, and H. E. McCroskey, treasurer. Governors include Abe Cosby, Jack Crouchley, T. Keith Glennan, William Cowitt and Peggy Schwartz.

*

Actress Gale Sondergaard has returned from New York where she completed a number of radio-stage commitments, and has reported to Warner for a forthcoming screen assignment . . . Mr. and Mrs. Leon Schlesinger observed their 31st wedding anniversary June 9.

*

To arrange for details of the scheduled September premiere of Frank Lloyd's "The Howards of Virginia," Publicist John Peere Miles planed out for New York and Richmond . . . Producer Herbert Wilcox and Anna Neagle have returned from a barnstorming tour of the east . . . Scenarist Ken Englund has checked in from New York to begin work on the next Anna Neagle starrer for RKO.

*

Mickey Rooney spent the weekend at Del Monte playing golf, having been given a day off from his current M-G-M assignment. He was accompanied northward by Les Petersen of the publicity department.

*

Cedric Gibbons, Metro art director, is back at the studio after a month's holiday in Honolulu . . . Mitchell Leisen has returned to Paramount from a brief trip to New York.

*

With more than 300 entries expected, M-G-M's studio club will hold its annual golf tournament June 23 at the Fox Hills country club.

*

With Helen Gladys Percey, research head at Paramount, presiding, the Motion Picture Research Ass'n will hold a dinner meeting at the Beverly Hills Hotel, June 18.

Hollywood—
—Personnelities

Barnstormers

—National Pictures

ARTIE SHAW, who will feature in "Second Chorus," set to appear with his orchestra in person in connection with key-city openings of the picture, which Paramount will release.

Cleffers

—Metro

DAVID SNELL composing score for "Bad Man of Wyoming."

—Monogram

EDWARD KAY directing music on "Kid Reporters."

—Paramount

VICTOR YOUNG conducting recording orchestra on scores for "Three Men From Texas," "A Date With Destiny" and "I Want a Divorce."

—RKO Radio

ANTHONY COLLINS doing score for "Tom Brown's School Days."

ROY WEBB scoring "Highway to Romance."

—Warner

LEO FORBSTEIN scoring "They Drive by Night."

Meggers

—Metro

NORMAN TAUROG to "Little Nellie Kelly," starring Judy Garland.

GEORGE SIDNEY to "Third Dimensional Murder," a Pete Smith "Metroscopix" specialty short.

—Monogram

WILLIAM NIGH to an untitled "James Lee Wong" detective thriller starring Boris Karloff. Paul Malvern produces.

HOWARD BRETHERTON to "Skin Game," a Frankie Darro starrer.

—RKO Radio

ROBERT STEVENSON to "Kitty Foyle," the David Hempstead production of Christopher Morley's best seller. Ginger Rogers stars.

LEWIS MILESTONE to "Mr. Pinkie," starring Charles Laughton. The Erich Pommer production rolls late this summer from a script by Louis Bromfield and an original by Garrett Fort.

—Warner

RAOUL WALSH to "The Lost Battalion," a Robert Lord production.

MICHAEL CURTIZ to "The Constant Nymph," starring Merle Oberon and rolling about July 1.

NOEL SMITH to "The Bridegroom Misbehaves," by Robert E. Kent, in which Rosemary Lane features.

LLOYD BACON to "The Fabulous Thirties," a Mark Hellinger production.

JEAN NEGULESCO to "The Flag of Humanity," historical short subject dealing with Clara Barton, founder of the American Red Cross.

B. REEVES EASON to "Young America Flies," short subject featuring Donald Woods and Jean Parker. Gordon Hollingshead is supervising.

NOEL SMITH to "Wives Must Live."

KURT BERNHARDT to "The Lady With Red Hair," the autobiography of Mrs. Leslie Carter, which will star Miriam Hopkins. Charles Kenyon wrote the script.

Options

—Columbia

MICHAEL BLANKFORT given one-year writing ticket.

FRANCES ROBINSON signs term acting ticket.

KAREN DE WOLF, scenarist, held for another term.

—National Pictures

FRED ASTAIRE signs one-picture deal to co-star with Artie Shaw in "Second Chorus," which Boris Morros will produce for Paramount release.

—Paramount

HANS DREIER held for another year as head of the studio art department.

—RKO Radio

JANE PATTEN held for another term as featured player.

GENE RAYMOND given contract extension. He has just completed "Cross Country Romance."

—20th Century-Fox

PHILIP DUNNE draws new one-year writing ticket.

MACK GORDON, songwriter, held for another year.

DEAN JAGGER, currently featuring in "Brigham Young," held for another term. His next assignment is in the Tyrone Power starrer, "The Californian."

—Warner

NAT HIKEN joins scenario staff in the short subjects unit.

GEORGE HAYWOOD, featured player, given new term pact.

JEAN PARKER signs one-picture deal.

LEE PATRICK given two-picture acting deal.

Percenteers

WILLIAM DOVER joins Feldman-Blum agency as an associate. Dover has closed his own eastern offices after six months operation.

Story Buys

—Columbia

"Nobody's Children," a radio serial, for use as an Edith Fellows starrer.

—Metro

"Blossoms in the Dust," by Ralph Wheelwright, studio publicity executive. It is a story of Mrs. Edna Gladney, head of the Texas Children's Home and Aid Society. Irving Asher will produce, with Greer Garson starring.

—Warner

"They Died With Their Boots On," by Thomas Ripley. A biography of Wes Hardin, Texas bad man, it will feature James Cagney.

"Miss Wheelwright Discovers America," by Leonard Spiegelgass.

Technically

—Columbia

JOSEPHINE ALEMAN directing dialogue on "Clay Pigeon," Joe E. Brown starrer.

—Metro

GILBERT KURLAND named assistant director on "Dulcy."

JACK SMITH and ELMER DYER photographing special aviation sequences for "Flight Command."

HORACE HOUGH shooting montage sequences for "Boom Town."

RICHARD ROSSON spending two weeks at Catalina filming aviation shots for "Flight Command."

—Warner

JACK SAPER pulls out for Bakersfield oil fields to set details for two weeks of location shooting on "Flowing Gold," which Alfred E. Green is directing.

Scripters

—Columbia

CHARLES BENNETT to "We Dare Not Love," from an original by James Edward Grant, which Sam Bischoff will produce.

ELEANORE GRIFFIN signed by Producer CHARLES R. ROGERS to write added scenes for "Senate Page Boys."

TESS SLESSINGER and FRANK DAVIS to "The First Woman Doctor," in which Irene Dunne will have the title role.

—Loew-Lewin Productions

TALBOT JENNINGS, out of Cedars of Lebanon Hospital after a month's stay, polishing "Flotsam." United Artists will release.

—Metro

SINCLAIR LEWIS to an untitled original for the "Judge Hardy" series.

JOHN NESBITT doing a treatment on the life of Pagannini, noted violinist, as the basis of a short subject.

LESSER SAMUELS polishing "Bittersweet," from the Noel Coward operetta, which will co-star Jeanette MacDonald and Nelson Eddy.

—National Pictures

HAROLD LAMB and EMILY BARRY to "The American Vagabond," based on the life of O. Henry.

—Paramount

FREDERICK HAZLITT BRENNAN completes script on forthcoming Technicolor production, "The Shepherd of the Hills," which HENRY HATHAWAY will direct with STUART WALKER producing.

HARRY TUGEND completes "Kiss the Boys Goodbye," from Clare Booth's stage hit, which Mark Sandrich will produce and direct with Mary Martin as the star.

—Republic

KARL BROWN completes "The Imposter" for Producer Robert North.

TAYLOR CAVIN to "Meet the Missus," forthcoming "Higgins Family" feature.

DORRELL and STUART MCGOWAN complete "Friendly Neighbors," an Armand Schaefer production.

—RKO Radio

LEWIS FOSTER joins WILLIAM C. THOMAS

on "How to Meet a Man," a Gene Towne-Graham Baker production.

CHARLES ROBERTS resumes writing on "Lord Epping Out West," after a siege in the hospital. JACK TOWNLEY is collaborating on the Leon Errol-Lupe Velez starrer.

—Hal Roach

SIG HERZIG to "Road Show."

—20th Century-Fox

HAROLD BUCHMAN to "Heil Jenny," which David Burton will direct.

WILLIAM CONSELMAN JR. and IRVING CUMMINGS JR. to "Yesterday's Heroes," from a football story by William Brent.

SAMUEL G. ENGEL to "Highway 66." Fred Kohlmar produces.

RUTH FASKEN and HILDA VINCENT to "Left at the Altar," the Mack Sennett slapstick feature.

HENRIETTA FLETCHER to "Sixth Avenue" for Producer Harry Joe Brown.

JOHN TAINTOR FOOTE to "The Californian," based on "The Mark of Zorro," which will star Tyrone Power.

Leaving the lot after completing his chore on the screenplay of "How Green Was My Valley," was LIAM O'FLAHERTY.

LESTER ZIFFREN to "Charlie Chan in Washington." Harry Lachman will pilot.

—Universal

VERA CASPARY to "Sandy's Day Out," starring Baby Sandy, which Leonard Spiegelgass will produce.

ALEX GOTTLIEB to "Wildcat of Paris," from his own original. Joseph Gershonson will produce.

EDMUND JOSEPH to polish "Argentine Nights" for Producer Kenneth Goldsmith.

—Warner

ROBERT BUCKNER to "The Amazing Story of Sergeant York," which Jesse L. Lasky is producing.

LEONARD HOFFMAN to "The Dealer's Name Was George," from a story by Ketti Frings. George Raft will star.

Greenthal Lining Out UA Field Exploitation Staff

Monroe Greenthal, exploitation director for United Artists, who is here from New York for conferences with UA producers and to complete the company's field exploitation setup for the 1940-41 season, announced that, to date, appointments include:

Boston—George Scher; Philadelphia—Charles Perry; Cleveland—Ed Fisher; Pittsburgh — Irwin Zeltner; Atlanta — James Gillespie; Dallas—Frank Bruner; Canada—Lou Guimond; Chicago—Art Catlin; St. Louis—Bernard Evans; Los Angeles—Lou Marin; Seattle—Samuel Siegel.

Only a few more spots remain to be filled, Greenthal said.

Canadians Would Shun German-Made Music

Toronto—Two of Canada's leading musicians—Sir Ernest MacMillan, principal of the Toronto Conservatory, and Reginald Stewart, conductor of the Toronto Philharmonic—are heading a movement for the banning of all modern German music from concert programs and theatres.

A Suitable Comeback Vehicle—"New Moon"

Unless they have lost their former wide appeal as a co-starring team, the reunion of Jeanette MacDonald and Nelson Eddy should leave an imprint on theatre ledgers reminiscent of the days when they ruled supreme as queen and king of screen operetta. The comeback vehicle is "New Moon," Metro's latest version of the tuneful and ever-popular operetta.

Sincerity of delineation and a welcome restraint in the piloting of Robert Z. Leonard, who also functioned as producer. In the field of light, romantic musicals the film brooks no adverse criticism.—SPEAR.

REVIEW FLASHES

A FUGITIVE FROM JUSTICE (WB)—If it's bang, bang action the customers desire, here is a prize package. Gangdom furnishes the locale, and a high-speed screenplay with plenty of new twists, guarantees suspense and entertainment in bunches for the cops and robbers addicts. The cast lacks marquee magnetism but is well up to the job at hand. Bryan Foy's production and direction by Terry Morse fit the ensemble expertly.

REFUGEE, THE (Rep)—After being launched with an extremely promising opening sequence, this loses much of its potential effectiveness by being permitted to wander rather aimlessly through a labyrinth of story development, which overscripting further tends to discount the picture's impressive production accoutrements and a competent cast in which Charles Coburn shows up to advantage in the title role. Romantic support is supplied by John Wayne and Sigrid Gurie. Sol C. Siegel produced; Bernard Vorhaus directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Warner "Jury" to Select Two "Build-Up" Players

Planning to make it an annual event, a "blue-ribbon" jury of 12 Warner employes has been named to select two feminine players from the studio contract list to receive immediate buildups to stardom.

The 1940 committee comprises Robert Fellows, associate producer; Ernest Haller, cameraman; Perc Westmore, makeup chief; Sadie Freyer, head of the stenographic department; Orry-Kelly, fashion designer; Steve Trilling, casting director; Red Turner, property man; Harvey Briggs, head of the purchasing department; Anatole Litvak, director; Oren Haglund, assistant director; George Hurrell, portrait artist, and Jo Drogmund, wardrobe mistress.

Ending Pact With Darmour Jack Holt Will Freelance

Terminating a four-year association during which he starred in 20 action films, Jack Holt has not been given a renewal of his acting contract by Producer Larry Darmour and, according to spokesmen, will freelance in the future. A Darmour attache explained Holt was released because dwindling foreign revenues had seriously cut into the profits accruing from the Holt starrers, which he declared were turned out on a relatively high budget and culled a substantial share of their revenue from abroad. The Holts will be supplanted on Darmour's 1940-41 schedule for Columbia release by a series of "Ellery Queen" detective dramas, which will be aimed exclusively at American markets. Darmour will also turn out four serials and eight westerns starring Bill Elliott.

Gomperts Joins UA

With headquarters in Hollywood, George R. Gomperts has been appointed assistant head of United Artists' pre-selling department, acting as assistant to Monroe W. Greenthal. Gomperts was formerly with nationally known sales promotion and advertising companies, including the Barron Collier Co. of New York.

Shortly after Gomperts' appointment as UA's west coast preselling director, Lew Marin joined the UA exploitation staff assigned to the So. Calif. and Arizona territories, working under Greenthal's supervision. Marin comes down from Seattle, where he was northwest exploiteer for RKO Radio.

Paul Sloane and Joseph Santley, producer-directors, have checked off the Paramount lot, their contracts not renewed. Also due to leave the studio roster shortly is Dale Van Every, who currently is winding up production chores on "Rangers of Fortune."

Dissatisfaction with assignments given her caused Betty Jaynes, youthful singer-actress, to secure a release from her M-G-M contract. Her last screen appearance was in "Babes in Arms."

With the completion of "The Long Voyage Home" and "Foreign Correspondent" by Argosy Productions and Walter Wanger respectively, the Samuel Goldwyn studio has plunged into darkness and several scores of technicians, craftsmen, back lot workers and other personnel have been released. Next picture definitely set to go into work on the lot is "Pot O' Gold," by Samuel Bronston Productions, some time in August. Also lining up pictures for late summer starts are Wanger, Sol Lesser and Goldwyn himself.

Cliff Lewis has promoted Lou Harris from the Paramount advertising department to the post of assistant to Lewis in charge of advertising matters. Harris continues in charge of the trailer department. Don King, department editor, becomes a special feature writer, with Bert Holloway, Lewis' aide in publicity matters, taking over King's spot in addition to his regular duties.

Zamsky Buys L. A. Vernon

LOS ANGELES—Jack Zamsky has purchased the Vernon from John Mastellos. Zamsky formerly operated the Temple in Glendale.

SEATTLE

WITH the new passport law going into effect July 1, this town stands to lose plenty of Canadian cash. The Chamber of Commerce has estimated that close to 200,000 cars came from Vancouver, B. C. and other spots to Washington last year.

Event of the week was the grand opening of Erwin Fey's New Renton in Renton. All of Filmrow was represented and a good portion of exhibitors were on hand . . . Leonard Zell announces he has closed his Rex in Spokane for the summer . . . The Palomar is sponsoring a talent quest show, the winners of which will compete in the finals to be held in the Civic Auditorium.

Roy Peacock back from Longview with word that Bill Ripley is expecting exhibitors and their wives and other friends from the Seattle Row to attend the opening of his new theatre in Kelso . . . Hap Frederick, for years salesman for 20th Century-Fox east of the mountains, has resigned to go into business for himself. He has opened a smoke shop in Spokane.

Lew Marin, for the past few months exploiteer for RKO in the Northwest, has resigned and left for Los Angeles to join forces with the United Artists publicity gang. Sammy Seigel has been appointed exploiteer for the company in the Northwest. His headquarters will be in Seattle . . . Ralph Ravenscroft of the Paramount studios advertising department, is in town from Hollywood and will be here until the middle of July. Ralph will work on a couple of pictures and a world premiere and personal appearance of a couple of stars.

Jim Hone was one of the principal speakers on Governor Martin's fire prevention program dinner . . . Ned Edris and Mike Barovic and a party of ten have left for Kamloops, B. C., for a few days fishing trip . . . Art Aronson, coast head for National Screen Accessories, is in town and spending a few days with Jack Flannery, local branch manager of National Screen Service and Accessories . . . Eleanor Ebbley of the cashier's department of United Artists has gone to Hollywood for her vacation.

Marian Walton and her daughter, Dianne, have returned from a month's visit with Dorothy Mercy on the new ranch near Yakima . . . On a transcontinental tour visiting operating divisions of National Theatres, Charles Skouras stopped off at Seattle. He is accompanied by Andy Krappman and Bill Lyris, the latter introducing new candy setups for National Theatres houses.

J. T. Sheffield and Eddie Walton back from the regional meet of Republic in San Francisco . . . Capt. A. E. Lathrop and his secretary, Mariam Dickey, have gone back to Fairbanks, Alaska, after spending a few months here . . . Jimmy O'Neal to San Francisco on a business trip . . . In the Will Rogers Memorial Fund observance which has just been concluded, L. J. McGinley reports that the Seattle exchanges exceeded all previous records for the district.

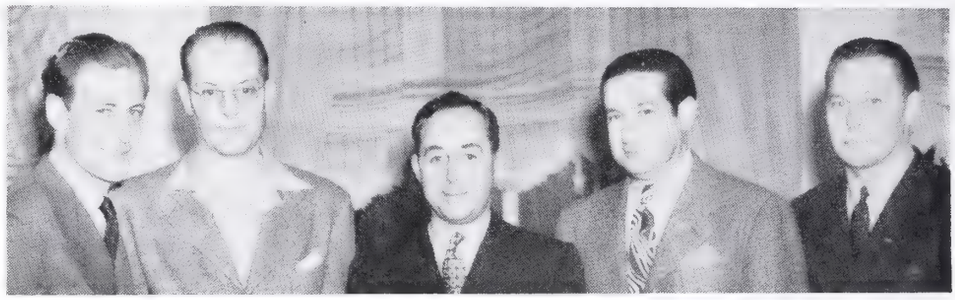
Maxine and Les Geisel, fishing at Sekiu, returned with a 24 pound and a 30 pound king salmon . . . George Hickey, western district manager for M-G-M, has arrived here from the south. Upon arrival, Charley Comfort grabbed the "Sheriff" for an interview which appeared under the Comfort byline of Leighton Early . . . Morrie Segel, Dwight Spracher, Glen Haviland and Max Hadfield back from Portland where they held a meeting with the Portland exchange staff and George Smith, western district manager for Paramount.

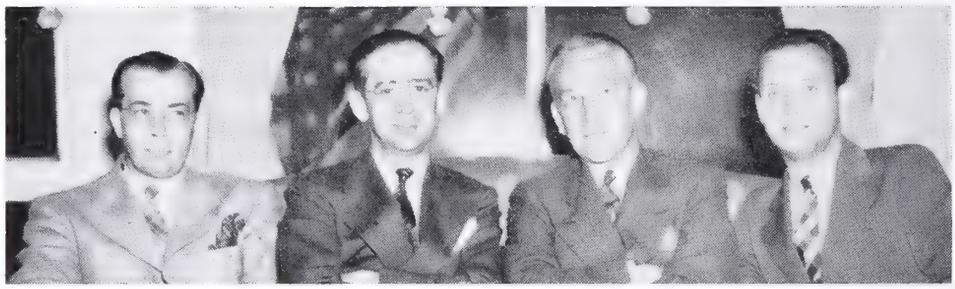
Geri Shartin giving a special party and preview for her graduation class . . . Marge Burk back from her month's visit in California and Jack has returned from New York with Eddie Lamb and Louie Goldsmith . . . Mildred DeFoi starting her vacation with a whole day of golf . . . Madge Spear to Sumner to spend a few days with her folks . . . R. A. Scott with daughter, Ruth, and Mrs. Scott of Vancouver, B. C., guests of the L. J. McGinleys over the weekend. Bob operates the Lyric in Vancouver and was for years branch manager for Universal in that city.

Jack O'Bryan and Jack Kloepper up from Portland to attend a meeting of the United Artists staff . . . Among this week's visitors were Mickey De Leo from Port Townsend; Henry Davidson, Port Angeles; John Lee, Ephrata; Bud and Mrs. Benson, from Anacortes; A. G. Basil, Raymond; Ted Wilson, Leavenworth; W. B. McDonald, Olympia; Tommy Olsen, Olympia; H. S. McLeod, from Portland . . . The Tom Cleary's spending a weekend at Cedar River . . . And don't forget—the Fourth Annual Picnic on Wednesday, June 26. Get your tickets from any theatre or exchange —also the Film Club and the Rendezvous. Gathering will be held at Gaffney's Grove at Lake Wilderness.

The World's Finest
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Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE





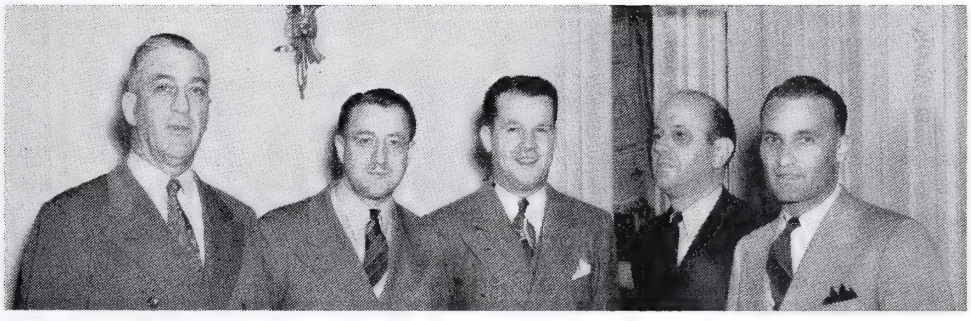


Westerners in Chicago—

For the Columbia divisional sales meeting. Top, the Los Angeles *force, left to right: Mike Newman, Jerome Safron (division manager), Wayne Ball (manager), Seymour Fisher, Bert Lentz, Harry Weinberg and Norman Newman. Center, the* San Francisco *staff, left to right: Mel Klein, E. Roberts, Jack Tillman (manager), Phil Weinstein and Carl Scott. At the bottom, the* Seattle *force, left to right: Keith Beckwith, Neal Walton (manager), Ray Ackles and William Kostenbader.*







More Westerners in Chicago—

For the Columbia sales meeting. Top, the PORTLAND *force, left to right: W. T. Withers, Jimmy Beale (manager), Lou Metzelaar and C. E. Tillman. Center, the staff from* DENVER, *same order: Sam Dare, T. J. Robinson, Bob Hill (manager), Sam Cramer and M. B. Shooker. At the bottom, the* SALT LAKE CITY *force, left to right: L. E. Kennedy, Harold Green, Ken Floyd, W. G. Seib (manager) and Walt Sterzer.*

Absence of Members Delays ITO Meet

LOS ANGELES—With several members out of town and consequently unavailable, the meeting of the directorate of the ITO of So. Calif. and Ariz., originally scheduled for this week, has been moved back and will be called either June 17 or 18, according to Robert H. Poole, executive director. At that time Hugh Bruen, the ITO's delegate to the Congressional hearings on the Neely Bill, will present a full report of what transpired in Washington, D. C., during the sessions.

Meantime Poole, who attended the hearings as the delegate from the Pacific Coast Conference of Independent Theatre Owners, is still awaiting an answer from the PCCITO trustees to the lengthy report on the Neely sessions which he filed with them upon his return. He reiterated he will make no official announcement concerning the trip until instructions from the trustees have been received.

Feldstein and Dietrick Re-equip Seven Houses

COLTON, CAL.—Manny Feldstein and Paul D. Dietrick, operating seven theatres in the state, have completed an equipment modernization program in all their houses. RCA was given a contract for new sound and projectors for the Colton, here; new sound for the Strand at Oxnard, and new projectors for the Oxnard, also in the latter town.

Whitson and Lewis End Five-Year Partnership

LOS ANGELES—Partnership of Bob Whitson and Herman Lewis, operating for the past five years as the Whitson-Lewis circuit, has been dissolved, effective as of June 30. Whitson will continue to run the Vista and Hunley and Lewis will resume operation of the Los Feliz. All are subsequent-run houses.

Megs "Constant Nymph"

HOLLYWOOD—Michael Curtiz will direct Warner's "The Constant Nymph," starring Merle Oberon.

LOS ANGELES

PATRONS of the Paramount didn't miss hearing President Roosevelt's important speech of June 10. As the broadcast began immediately after the showing of a newsreel, Manager Harry Wallen tuned the nation's chief in over the sound system and shifted schedules so the audience could hear him . . . Bill Kohler of Astor Pictures has returned from a trip to San Francisco, during which he took in the Golden Gate Exposition.

Arthur Burnham, former assistant manager of the Bell in Bell, is now a booker for Film Alliance . . . Park Agnew, master booker for M-G-M, checked in from the San Francisco branch for a short stay . . . On the Row: Jack Chazan, Rosebud Theatre; Al Galston of the Marcal, Center and Hawaii; Judge LeRoy Pawley of the Desert, Indio; Harvey Perrizo, Dreamland . . . The boys at Columbia came in from the company's Chicago convention.

Back on the job after what she termed a "terrific" vacation is Edith Symmonds, switchboard operator at Columbia . . . Also in from his holiday is Lane Nichols of M-G-M's shipping department . . . Ruben A. Calderon, general manager of the Azteca exchange, pulled out for San Francisco on business.

Booking: Justin LaFont of Barstow; Tommy Huntington, Seville Theatre, Chula Vista; Harry Goldfarb, National, National City; Dick Lemucchi, who operates the Granada in Bakersfield and the River in Oildale . . . Delegates from Projectionists Local 150, *IATSE, have returned from the IA's international convention in Louisville.*

Sam Milner, Universal salesman, has returned from a trip to Imperial Valley . . . Benny Sachey, booker for Universal, heads for his home town, Benton Harbor, Mich., on a two-week vacation . . . Fred Stein, head of Fox West Coast's film buying department, has checked out on his annual vacation . . . Twin boys were born to Mrs. Sherrill Cohen, wife of the general manager of the Orpheum.

Nat Wachsberger, production chieftain for Film Alliance, checked in from New York to confer with Harry Stern, Pacific Coast division manager for FA, on distribution in this territory of "Fifth Column Squad," the company's newest release . . . Earl Brothers, operator of the Boulder in Boulder City, came in for bookings.

Republic's "In Old Missouri" was held over for a second week at the Hawaii, new Albert Galston-Jay Sutton house in Hollywood . . . In for bookings was Louis Olivas, Walker's Princess Theatre, Santa Ana . . . Robert A. Morales, producer-distributor in Mexico City, on the Row.

Arthur Aronson, western division man-

(Continued on page 37)

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LOS ANGELES

S' FRANCISCO

THE WARNER contingent shoved off this Thursday for the convention in Chicago. Accompanying Manager Al Shmitken were Salesmen Bud MacDonald, Al Oxtoby and Bill Wheeler . . . "All This, and Heaven Too" opens at the Warfield June 27 on a roadshow basis. It will run three a day with reserved seats for the evening performance only . . . Dan Tocchini has sold his State in Livermore to Y. F. Hamm.

Joan Blondell was to open her play "Goodbye to Love" on Monday but was taken right from the train to the hospital suffering from overwork and exhaustion. The opening was postponed to June 17. The Blondell vehicle is for the introduction of Gloria Blondell, Joan's sister, to the theatre and is reputedly backed by Dick Powell.

All divisions of National Screen Accessories are now housed under one roof which means that National Screen, Advertising Accessories, Western Poster and Southern Poster are doing business at the same stand. Construction is still going on in the renovation of the two-story building and one must side-step carpenters and barrels to get to any of the departments . . . Something new in San Francisco's entertainment circles is the new policy at the Larkin. The house is presenting exclusively all request programs and shows the films, new and old, that the public expressly desires.

Lillian Coates left her job as stenographer at Coast Pictures and was succeeded by Dorothy Foley, formerly secretary to Barney Rose at Universal. Ann Wallin takes over in the Rose outer office . . . George Blumenthal, well known on the Row, is now booking for Coast and its subsidiaries . . . Paul Smoot from the 20th Century Salt Lake exchange was a Row visitor this week . . . John F. O'Donnell, Monogram traveling auditor checking up on the local books.

The First Annual Light Opera Festival closed its four-week run, averaging $26,000 per week . . . Sam Clarke and Marty Weiser, Warner exploiteers, will be with us for the next two weeks getting everything lined up for the "All This, and Heaven Too" run . . . Everyone is happy to see Max Ratner back at his booker's desk at RKO . . . RKO incidentally is remodeling its main lobby, putting in display cases to push coming attractions.

One of the city's landmarks closed its doors when the Music Box gave up under the strain of increasing taxes and lack of customers. For many years the ornate old building was the real hotspot of the town, under its original name of Blanco's. For the past three years the Music Box has been the home of big attractions. The place was built in 1908 and has been dark before.

Russell Clifton, doorman at the Embassy, has been doing his job for the past two weeks with a broken arm in a sling. He has become a master at tearing a ticket in half with one hand . . . Booking visitors: S. E. Bowers, Desert, Hawthorne; Tom Belessis, Roxy, Stockton; Walter Cree, Lake Theatre, Corcoran, and Bill Wagner, Antioch.

Sid Klein is taking his vacation from the office of the Harvey Amusement Circuit main office and is spending the two weeks helping supervise the Harvey interests at the Fair. Other vacationists: Henry Wisnia, booker, and Joe Cannon, cashier, Warner; Loretta, Universal inspectress; Eleanor Byrne, Monogram stenographer; Dan Carpenter, Universal booker; Ben Westland, Golden Gate Theatre publicist, and Anne Sharp, availability clerk at Warner.



New York Visitors—

Mr. and Mrs. Bob White of the Bob White theatres in Portland, Ore., as they visited the RKO Exhibitors World's Fair Lounge in New York.

Trade Pays Tribute To "Daddy" Hines

LOS ANGELES—With more than 250 exhibitors, salesmen, bookers and other Film-row employes on hand, George "Daddy" Hines, believed to be the oldest living showman, was guest of honor at a gala party celebrating his 83rd birthday. The affair was held at the Cocoanut Grove of the Ambassador Hotel, for which hostelry Hines operates the Ambassador Theatre.

Master of ceremonies was J. Stuart Blackton, pioneer film producer and director. Other notables attending, all friends of Hines, were Hobart Bosworth, Monte Blue, William Farnum, Sid Grauman, John Considine sr., Paul Gerson and Bob Poole.

Guy Gunderson, president of the Los Angeles Motion Picture Club, handled arrangements for the event.

Partners Modernize

LOS ANGELES—Grover L. Smith and J. S. Thompson, operators of the Atwater, are modernizing the house. RCA sound is being installed. Smith and Thompson also operate two houses at Glendale.

Gets "Fabulous Thirties"

HOLLYWOOD—Lloyd Bacon will direct "The Fabulous Thirties," a Mark Hellinger production for Warner.

SALT LAKE

CLARE WOODS, formerly at the Centre, is now managing the Studio, replacing Philip Blair. Woods' former spot is being filled by Charles Pincus . . . Salt Lake civic and patriotic group leaders were guests at a special showing of "The Flag Speaks," dramatic new Technicolor featurette, held at the Studio Theatre. Officers of the American Legion, Boy Scout leaders and members of the Federated Women's Clubs and Parent-Teacher Ass'n attending were high in their praise of the Metro film, which carries a message of patriotism to the public.

C. C. Voeller of the Ramona at Buhl, Idaho, is vacationing in Cuba . . . Russ Dauterman, exhibitor of Green River, Wyo., was in town booking . . . J. J. Gillette, well known theatre man of Tooelle, Utah, is vacationing in California . . . E. O. Ostlund of Springfield, Utah, was in town . . . Ditto A. C. Willardson of Salina, Utah . . . Jack Dempsey's former wife, Hanna Williams, is going to Hollywood soon, it is reported here . . . Frank Kopp, a native of Milford, Utah, resigned his post in the Walt Disney studio to join the American Volunteer Ambulance corps in Europe.

Charles P. Skouras has relinquished Fox West Coast operations at Butte, Great Falls, Lewistown and Billings, to Rick Ricketson, division manager of National Theatres in the Rocky Mountain area. Theatres transferred to Ricketson are the Rialto, American and Fox at Butte; Liberty, Town, Rainbow, Ritz and Grand at Great Falls; Fox at Billings, and the Judith and Broadway at Lewistown. Reason for the switch is apparently a matter of coordination and geography . . . "Irene" was a holdover at the Rialto, operated by Joe Lawrence.

Nearly 400 school reporters, representing every school in the Salt Lake system, attended a special matinee at the South East Theatre as guests of the Salt Lake Tribune *. . . The spelling-bees at the Capitol continue to be big successes . . . The Motion Picture Club is making arrangements for its annual celebration of Movie Day to be held at Lagoon, midway between Salt Lake and Ogden. This celebration was first held last summer. Harold Chesler of Intermountain Theatres is president of the club . . . According to report, the Broadway, which was ordered closed in May pending correction of certain fire hazards, may not reopen.*

Phil Zeller Poised for Ohio Vacation Trip

SANTA BARBARA—Phil Zeller, manager of Warner's Mission here, is breaking in a new car preparatory to a two-week vacation trip into Ohio during July. He plans to stop off in Kansas City for a visit with friends he garnered as district manager in that territory for the Glen Dickinson circuit.

"And see that I don't miss any issues of BOXOFFICE," Zeller advised the reporter. "I would not be without it one week, and look forward to receiving it every Monday morning. It is great. Keep it up."

PORTLAND

BILL McCURDY, sitting behind the grill at J. K. Gill's and buying back the tickets for Maurice Evans' scheduled performance of "King Richard II," nursed bitter thoughts anent the war in Europe. Evans wired that anxiety over the welfare of members of his family in London had caused him to end his tour in Frisco, cancelling further bookings, including Portland . . . Al O'Keefe, Universal district manager, spent a few days at the Portland branch . . . Herschel Fox, Fox booker, is spending his vacation in town.

The Filmrow grapevine reports E. W. Callahan, Seaside exhibitor, merits congratulations on escaping injury in a collision which damaged the car in which he was returning from a visit to Portland . . . Other out-of-towners in during the week included Denny Hull, North Bend; Oscar Phelps, Hillsboro; Al Adams, Silverton; Mr. and Mrs. Jerry Randolph, Cathlamet; A. W. Mattson, Deep River, Wash., and the Kuhns of Lebanon . . . Horace Bristol, Life *magazine staff man, flew in from San Francisco to photograph Queen Virginia of the Rose Festival and her attendants.*

A burlesque version of "Uncle Tom's Cabin" will feature the summer carnival of the Portland Civic Theatre, June 21-22, with Jesse Mason, popular athlete, cast as Little Eva, and June Dove Wong, Chinese actress, as Topsy . . . The Portland Philharmonic ended its season under Conductor Leslie Hodge, Tuesday. The annual summer symphony series picks up July 15 in Multnomah stadium with Jacques Gershkovitch wielding the baton . . . Shep Fields replaces Ray Pearl, who ended a three-week engagement at Jantzen Beach.

A Mr. Lyris, accompanying Charlie Skouras on a visit here last week, installed a sumptuous, modernistic, refrigerated candy bar in the Paramount lobby. House employes report it has outsold the automatic vendor it replaced, ten to one. It folds up like a Boy Scout jackknife when not in use. The sales appeal is apparent: A super-attractive display.

Ben B. Thomas, chief engineer at the Paramount, arose one morning last week and said to Mrs. Thomas, "I feel so good this morning it must be my birthday." Later that same morning he was found dead, victim of a vagrant blood clot. Ben was widely known as a veteran steamboat man, and more recently as a building engineer. He was 58. His son, Glenn, fills the vacancy on the Paramount staff.

Teamed on Dunne Vehicle

HOLLYWOOD—"The First Woman Doctor," in which Irene Dunne will play the title role for Columbia, is being whipped into screen form by Tess Slessinger and Frank Davis.

Foote on "Californian"

HOLLYWOOD—John Taintor Foote is scripting "The Californian" for 20th-Fox. The film, based on "The Mark of Zorro," will star Tyrone Power.

Columbia Will Release Sherwood's "Legacy"

HOLLYWOOD—The newly organized Robert E. Sherwood Productions has secured a Columbia release for its first effort, "Legacy," in which Warner Baxter will have the leading role, with Gregory Ratoff directing. Headquarters have been secured on the Columbia lot, with camera work on the Charles Bonner novel scheduled to start about August 10. Sherwood (not the playwright) was a radio writer, narrator and producer before the formation of his film company.

Dario Faralla has signed George O'Brien to a starring contract under which the veteran cowboy actor will appear in six independently-made features to be turned out by Faralla for major release during the 1940-41 season. O'Brien, who recently wound up a long-term association with RKO Radio, will assume the role of the Jack London character, "Smoke Bellew," in the series. Faralla last year produced a series of musicals in Spanish, starring Tito Guizar, for Paramount.

Five From L. A. Will Attend Warner Meet

LOS ANGELES—When Warner holds its regional sales convention in Chicago, June 17-18-19, attending from the local office will be:

W. E. Calloway, branch manager; Henry Herbel, district manager, and T. Charack, James Burden and Jack Holland, salesmen.

DENVER

WITH several over-the-weekend rains and cooler weather, theatres benefited and all first runs were above average . . . Dale Campbell has leased the Gem at Walsenburg, Colo., from Ed Mapel.

Don Neil is operating a portable a day a week at Newcastle and Marble in addition to the Sopris at Carbondale, all in Colorado . . . Ray Graham is operating a 16mm unit at a CCC camp near La Jara, Colo. . . . J. J. Goodstein, owner of the Lincoln, Denver, has returned from a five-week trip east.

The Fox houses in Denver are now using a straight Bank Night, starting with $1,000 and increasing $250 if not won, in nine of their 11 Denver houses. The Hiawatha, a neighborhood, is closed for the summer, while the Broadway, running for the most part carryovers from the Orpheum, an RKO house, also does not participate. The Fox houses have dropped their Ford giveaway, which has been running for years—even before Fox took over the houses from Harry Huffman.

Cliff Adams, manager of the Victory Theatres, is on vacation . . . Manny Goodman of Chicago, representing the Hollywood Advertising Co., spent a few days here . . . Mr. and Mrs. J. W. Allen of the Granada of Ft. Sumner, N. M., were in town booking films and buying supplies.

: LOS ANGELES :

(Continued from page 35)

ager for National Screen Service, is now in Seattle on his current trek around the western territory . . . Marty McCarthy, Monogram salesman, has checked in from one of his periodic selling trips.

Mike Levinson, independent distributor of "White Zombie," made a business jaunt to San Francisco and the northern territory . . . The Mason Opera House, converted into a film theatre, opened June 12 with Roger Rogers as manager . . . Anne Shipp of Goldberg Film Delivery and Jack Mossman have set June 27 as their wedding date. They plan a Lake Tahoe honeymoon.

With Herman Ruben, formerly of National Screen Service's art department, as general manager, United Advertising Displays, Inc., has opened offices at 1824 S. Vermont. It will specialize in lobby service and trailers.

On the Row: Mr. and Mrs. Phil J. Pecharich, Ritz, Jerome, Ariz.; Frank Ullman, who operates the Aztec in Calexico and the Broadway in El Centro; Isaac Victor, Victor, Long Beach . . . Harry Denny, salesman for Majestic, pulled out for San Diego on a business trip.

Winding up a stay here, John Mangham, southern exchange manager for Monogram, and Steve Broidy, who holds the Boston territory franchise for the company, have planed out for New Orleans . . . Funeral services were held for Oliver C. Goldsmith, 57, who had been inspector of theatres for the Los Angeles fire department for 15 years. He is survived by his widow, a son and a daughter.

The Los Angeles Motion Picture Club is acclaiming its June 11 dinner-dance at the Florentine Gardens a huge success. The party lasted until 3 a. m. . . . Harry Taylor, sales manager for George Alderman's Constance Bennett cosmetics giveaway firm, has checked in from Dallas where he spent the last several weeks setting deals with exhibitors in the Texas territory.

National Theatre Supply Sales in Denver Climb

DENVER—Business at the National Theatre Supply office here is booming, as evidenced by their list of recent sales: Egyptian, Delta, Colo., sound equipment; Denver, Denver, projectors, lamps, screen; Paramount, Denver, projectors, lamps, rectifiers; Aladdin, Denver, projectors and soundheads; Mayan, Denver, lamp houses; Ogden, Denver, lamp; Fox, Sidney, Neb., screen; the foregoing are Fox houses, and all along with the Broadway, Denver, installed new lenses; and Fred Curtis of the Tepee Theatre, Thermopolis, Wyo., bought chrome furniture.

Scripts "Sergeant York"

HOLLYWOOD—Robert Buckner is scripting "The Amazing Story of Sergeant York" for Producer Jesse L. Lasky. Warner will release.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

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MT160 Design Service
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MT163 Draperies and Curtains
MT164 Drinking Fountains
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MT170 Matting, Rubber
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MT177 Slip Covers
MT178 Speaking Tubes
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MT180 Theatre Chairs
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MT194 Fluorescent Lamps and Fixtures
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MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
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MT203 Spot and Flood Lights
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MT206 Switchboards
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MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
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MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

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MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
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MT232 Tickets
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MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
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MT319 Sound Heads
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MT321 Speakers

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MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
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: Pre-Convention Notes :

CHICAGO—Charlie Cooper and Dick Sachsel were having dinner together when a Chicago exhibitor came over to inquire concerning the date of the Allied convention, which is June 19 to 21. Sachsel instead answered: "We've changed the convention dates. Now it's going to be June 21, 20 and 19."

Chicago's Filmrow is to be decorated for the convention. Bunting and flags will grace exchange and accessories buildings from 8th to 14th Streets along Wabash Ave.

They're calling Duke Hickey of National Screen Service, who is publicity chairman of the convention, "Six-Copies' Hickey." It's because he wants six copies of everything for his files.

When Jack Kirsch invited Mayor Edward J. Kelly of Chicago to attend the opening session, the event was recorded in photographs.

Ed Hartley of National Theatre Supply is to be among the many equipment dealer representatives at the convention. Hartley dropped into BOXOFFICE's Chicago offices the other day to let us know that he will be on hand.

There will be plenty of activities for the wives of delegates.

As usual, BOXOFFICE will carry a complete coverage on the meeting in its June 29 issue, with briefs in the June 22 issue. On page 17 of this issue is the complete program.

The convention hall will be flag-draped, with the emblem of each Allied state unit on the walls.

Delegates' badges will admit them to all loop theatres.

Jack Benny and Jane Withers each bought space in the convention program.

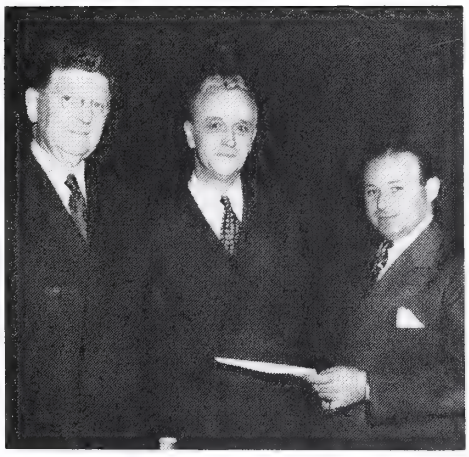
A special "extra" edition of the Chicago *Herald-American,* published through the courtesy of the newspaper, will be distributed at the annual banquet Friday night. Duke Hickey is in charge of this, and is being assisted by Gene Rich, central editor of BOXOFFICE, who is also a member of the publicity committee.

H. M. Richey, director of exhibitor relations for RKO Pictures, is expected to be here renewing a lot of old acquaintances. He was head of Michigan Allied before going with RKO.

The "old war-horse" of Northwest Allied —Al Steffes—will probably miss his first national Allied convention. The Minneapolis leader is still recuperating from his second recent heart attack.

Among those who had made reservations for the convention as BOXOFFICE went to press were: Ben Shlyen, publisher, BOXOFFICE; William F. Rodgers, sales manager, M-G-M; Jack Schlaifer, eastern sales manager, United Artists; Herman Robbins, George Dembow and Charlie Casanave, National Screen Service, and William Gehring, midwestern division manager, 20th Century-Fox.

The Stage Is Set for Allied's Eleventh Annual Convention



—Candid Illustrators

They'll Be There—

Mayor Edward J. Kelly of Chicago (left) and Harry B. Hershey, Illinois gubernatorial nominee, accept an invitation from Jack Kirsch, Allied Illinois president, to attend the 11th annual national Allied convention opening in Chicago June 19.

By GENE RICH

CHICAGO—All is in readiness for Allied's national convention—it's 11th—opening Wednesday at the Morrison. Several hundred members from the 22 state units are expected to attend the three-day conclave.

Several topics are on the agenda, and among them are:

1. Discussion of higher rental and longer run requests of producers and distributors. This will be the initial convention meeting discussion on the afternoon of June 19, and will be confined to Allied delegates or local members.
2. The two Neely bills, on block booking and theatre divorcement. A report on the progress of both from Allied's standpoint, is expected from Abram F. Myers, Allied general counsel.
3. Double features and giveaways.
4. Higher admission prices.
5. Status of New York consent decree discussions.
6. An arbitration plan.

Allied is expected to oppose the repeated demands of distributors that something be done about longer runs to insure greater financial returns to film companies in view of the loss in the foreign market. Practically all Allied leaders have been outspoken against such a plan ever since it was broached some months ago, contending they cannot afford to pay any more for product.

The second afternoon session—Thursday, June 20, will be open to all members and guests. All sessions will be at the Morrison.

15 Chicago Houses Quitting Triples

CHICAGO—The proposed plan of exhibitors on the northwest side to eliminate triple features, announced some time ago in BOXOFFICE, became an actuality this week, when, through the offices of Jack Kirsch, head of Illinois Allied, 15 houses in that section made plans to return from triples to doubles Sunday of this week, June 16.

"This gives us a foothold," said Kirsch. "At least it is a start, and now we hope eventually to get all houses away, first from triples and then from doubles, back to sane single-feature operation."

The theatres changing back to doubles are the Rivoli, Drake, Irving, Milford, Admiral, Metro, North Center, Davis, Bertha, Revue, Lincoln, Commodore, Portage, and two old standbys of lengthy shows, the Bugg and Rosewood. All of these, except the Rosewood, are Allied members.

They also plan to eliminate all 10-cent days.

Assigns Harrison Jacobs

HOLLYWOOD—Harrison Jacobs is scripting "The Ranger and the Lady" for Republic.

Latest War Flashes for Allied Conventioneers

CHICAGO—United Artists will offer Allied conventioneers, here for their annual confab at the Morrison next week, the latest war news "hot off the wire."

A United Press teletype machine is being placed next to the convention room and will be in daily operation through a tieup between the UP and United Artists on "Foreign Correspondent," the Walter Wanger production starring Joel McCrea.

Equipment Men Expected At Allied Convention

CHICAGO—Numerous equipment and supply dealers are expected here for the national Allied convention as part of the equipment show being held in connection with the confab at the Morrison Hotel. About 85 per cent of all of the booth space had been contracted for this week.

Head ITO Delegation

INDIANAPOLIS—Roy E. Harrold, president; Ernest L. Miller, vice-president; Don R. Rossiter, executive secretary; Harry Markun, treasurer, and Oscar Kuschner, will head the delegation of ATOI to the national Allied convention in Chicago.

Racketeering and Conspiracy Charges Hit Nick, Weston

ST. LOUIS—John P. Nick, former IATSE vice-president, and Clyde A. Weston, ousted business agent of St. Louis Local No. 143, have been indicted under the federal anti-racketeering act and on charges of conspiracy to violate the Sherman anti-trust act. Eleven counts of the indictment allege violation of the anti-racketeering law and one count charges violation of anti-trust law. Federal Judge Charles B. Davis fixed bond at $15,000 for each defendant.

This is the first time the federal government has invoked the anti-rackeetering act here. Conviction carries punishment of one to ten years imprisonment or a fine of $10,000, or both. Anti-trust law punishment is a prison term up to one year and a fine of $5,000, or both. The charges grew out of their management of the affairs of No. 143 for several years and alleged demands on theatre owners, including $2,000 they are charged with compelling the St. Louis Amusement Co. and Fanchon & Marco Service Corp. to pay in November, 1937, before they could open the Orpheum, and also a payment of $6,500 allegedly made November 24, 1937, by certain independent theatre owners when a new wage agreement for operators was up for consideration. Also that they organized the Co-operative Sound Service Supply Co. in September, 1936, and compelled exhibitors to pay this concern for the care and repairing of sound equipment, and ordered only sound engineers approved by them could be permitted in theatre projection booths.

Most of the allegations contained in the 57-page indictment are familiar because of the state extortion charges against the defendants. In one of these cases still pending, Nick and Weston are charged with extorting $6,500 from theatre owners in 1937. On January 11, last, Nick was acquitted on a charge of conspiring to extort $10,000 from theatre men in 1936. The companion charges against State Representative Edward M. (Putty Nose) Brady was nolle prossed early in March at the suggestion of Circuit Judge Thomas J. Rowe. A new element is the allegation that Nick and Weston obtained the $2,000 from the Fanchon & Marco and St. Louis Amusement companies.

In setting out the allegations of violation of the anti-racketeering act, the indictment charges that Nick and Weston:

(1) In November, 1937, compelled the St. Louis Amusement Co. and the Fanchon & Marco Service Corp. to pay them $2,000 before the companies were able to open the Orpheum Theatre. The indictment declares that Nick and Weston "demanded that the Orpheum employ operators at rates above those charged for theatres of the same rating and classification, and also demanded that the Orpheum employ five stage hands who were not needed at salaries of $75 a week each." Those demands were made, the indictment recites, to compel payment of the $2,000.

(2) Used "their position of control (of Local 143) for the purpose of coercing exhibitors (theatre owners) to pay money to the defendants for their personal use" and "intimidated exhibitors by threats of physical injury, violence and the use of force." They also "surrounded themselves and the headquarters of Local No. 143 with men of known bad character and reputation, of violent and vicious disposition and of known long criminal records for the purpose of creating in the minds of exhibitors a feeling of fear," it is charged further.

Coercion Is Charged

(3) Made "excessive, arbitrary, unreasonable, ruinous and bogus demands for wage increases of operators employed by exhibitors, knowing if such demands were met many exhibitors would be forced to close their theatres." Such demands were made, the indictment alleges, for the "purpose of coercing exhibitors" into paying Nick and Weston money.

(4) Threatened to call strikes to force exhibitors to pay "the defendants money for their personal use and profit."

(5) Seized control of unions representing all persons (other than operators) working in theatres, thus obtaining control of all persons having to do with the distribution and handling of films.

(6) Forced exhibitors to employ unneeded stagehands "not with the purpose of serving a legitimate labor objective but for the purpose of coercing the exhibitors."

(7) On November 24, 1937, obtained the payment of $6,500 from independent exhibitors after negotiations over "arbitrary, ruinous and bogus demands for wage increases." Nick and Weston have been indicted in circuit court on charges of extortion in connection with this alleged payoff. Nick also was indicted in circuit court on a charge of extorting $10,000 from theatre owners in 1936 but was freed by a directed verdict ordered by Circuit Judge Thomas J. Rowe.

On Sound Service

(8) Organized the Co-Operative Sound Service Supply Co. in September, 1936, and compelled exhibitors to pay Co-Operative Sound for the care and repairing of sound equipment in theatres. Nick and Weston, the indictment recites, "were financially interested in Co-Operative Sound Service" and received a share of its profits.

(9) Ordered that only engineers "approved by them should be permitted in projection booths of theatres" to repair sound equipment. The only engineers "approved by the defendants were the engineers employed by Co-Operative Sound," the indictment says.

It is further charged that exhibitors seeking to open new theatres were not able to do so unless they used the services of Co-Operative Sound.

The count of the indictment charging conspiracy to violate the anti-trust law declares that Nick and Weston conspired to place "unreasonable restraints" on interstate commerce in films by trying to control the shipment, lease, distribution and exhibition of films in the St. Louis area.

Claim Other Demands

To accomplish their purposes, it is set forth, they imposed upon "the exhibitors of film the unreasonable requirement that they could engage (in business) only at the will of the defendants and upon the condition that they pay" Nick and Weston to prevent labor difficulties and the calling of strikes.

Nick and Weston, it is charged, sought to coerce exhibitors into closing theatres having a small seating capacity "in order that the public would be required to attend larger theatres charging higher admission prices."

They also sought, it is further charged, to compel exhibitors to sell their theatres at prices below their true value.

The indictment was returned following an investigation of the activities of Nick and Weston by the anti-trust division of the department of justice. Investigators were under the direction of Roscoe T. Steffen, special assistant to the attorney general.

"Putty Nose" Brady Files Notice for Re-Election

ST. LOUIS—Edward M. (Putty Nose) Brady, state representative from the fourth district for three consecutive two-year terms, has filed notice at Jefferson City that he is a candidate for re-election subject to the Democratic primary of August 6.

Brady was indicted jointly with John P. Nick, former vice-president of the IATSE, on a charge of conspiracy to extort $10,000 from theatre owners in the fall of 1936, about the time that a new wage contract with the projectionists was up for consideration. The case against Brady was *nolle prossed* at the suggestion of Circuit Judge Thomas J. Rowe, because the state's evidence was substantially the same as that against Nick, who was cleared of the charge January 11, last, when Judge Rowe sustained a defense demurrer.

Argue Post-Dispatch Case in October

ST. LOUIS—The *Post-Dispatch* contempt of court case, now before the Missouri supreme court on appeal from the punishments inflicted by Circuit Judge Thomas J. Rowe of St. Louis, will come before the high court *en banc* for arguments the week of October 14, probably on that day.

The cases before the court are the *habeas corpus* proceedings on behalf of Ralph Coghlan, editor of the editorial page, who was fined $200 and sentenced to serve 20 days in jail, and Daniel R. Fitzpatrick, cartoonist, given 10 days in jail and fined $100.

Judge Rowe objected to two editorials and a cartoon commenting on the outcome of the cases against John P. Nick, former first international vice-president of the IATSE and State Representative Edward M. (Putty Nose) Brady, who were accused of conspiring to extort $10,000 from theatre owners in 1936 when a new contract with the projectionists was being considered. Nick was freed on a defense demurrer, while the case against Brady was *nolle prossed* by Circuit Attorney Franklin E. Miller on Judge Rowe's suggestion.

The Pulitzer Publishing Co., publishers of the paper, was fined $2,000. Its appeal is in the form of *certiorari* proceedings and also comes up at the same time before the high court.

Civil Liberties Union Into Press Contempt Proceedings

JEFFERSON CITY — The American Civil Liberties Union has been granted leave by the Missouri supreme court en banc to file a brief in the contempt of court proceedings against the St. Louis *Post-Dispatch* and two of the editorial employes of that paper. Leave was given in each of the three cases, which will come up for arguments the week of October 14. Previously the high court had granted the Missouri Press Ass'n, representing some 300 newspapers throughout the state, leave to intervene in the cases, which grew out of the publication by the *Post-Dispatch* of two editorials and a cartoon relating to the extortion cases against John P. Nick, former international vice-president of the IATSE and State Representative Edward M. (Putty Nose) Brady. Circuit Judge Thomas J. Rowe of St. Louis fined the paper $2,000, fined Ralph Coghlan, editor of the editorial page, $200 and sentenced him to 20 days in jail, and fined Daniel R. Fitzpatrick, cartoonist, $100 and sentenced him to ten days in jail.

Green Tells AFM of Duce's "Treachery"

INDIANAPOLIS—William Green, president of the American Federation of Labor, a surprise speaker at the opening day's session of the 45th annual convention of the American Federation of Musicians, flayed dictators in government or in labor organizations and branded Italy's entrance into the European war on the side of Germany as "a most cowardly, treacherous stab in the back."

He pledged labor's support in the government's rearmament program and was cheered as he said that "no foreign foe can enter America any time or any place."

"The American workers represented by the American Federation of Labor are willing to give the United States government a full measure of cooperation and support in the development of our preparedness program," he said.

"We are willing to go the limit to give all we can short of actual war and demand that the government of the United States send all the supplies to the Allies that they need, even on credit. Even if the supplies are shipped without compensation, it must be done, for the cause of democracy has reached a point of desperation.

"America's sympathy goes out to our Canadian members. If Britain is compelled to yield to force for the first time in her history and her government is compelled to take up abode in Canada and take its fleet with it, the government of this country will be in war on the side of Canada."

Faith in Allies

With reference to Italy's entrance into the war, he said:

"I shudder to think what it all means —this reprehensible dirty blow struck by Mussolini—a cowardly, treacherous stab in the back. It means that democracy is at stake—and no one can foresee the future. I have faith, however, and believe that the Allies will win."

He spoke of the part Canada is playing in the war and asked that the "Canadian brothers be given all the support possible." The Federation includes Canadian unions.

He further said, "The contest is and will continue to be between dictator and the rule of the people, and we must fight all the 'isms' which tend to break down democracy. We only know and love one 'ism'—Americanism."

Green paid high tribute to Joseph N. Weber, president of the American Federation of Musicians since it was organized 45 years ago and who was present.

The convention adopted a resolution dealing with suppression of subversive activities. It pledged the Federation's allegiance to the American flag and to the United States government, and asked that the United States "continue its service of purging from American life all subversive and treacherous 'isms' and that to that end the congress do all in its power to enact such legislation as is necessary to make it unlawful for parties with subversive inclinations to be voted for or recognized at the polls or otherwise."

A resolution was also adopted that "small bands or orchestras of four or less men be compelled to establish a 90-day residence in any jurisdiction they may enter before being allowed to accept a steady engagement unless permission is granted by the local they so enter."

The Federation of Musicians was founded in Indianapolis 45 years ago. Abe Hammerschlag, secretary of Local No. 3, hosted the session which was held in the Indiana ballroom where approximately 500 were in attendance.

Operators May Go Into Small Towns

Chicago — It is understood here that plans are under way by the operators' union to organize all smaller towns in the middle and southern part of Illinois. Many of these towns, which have only one theatre, have independent operators, and the union is planning, it is said, to coordinate these men and organize separate locals or affiliate these individual members with nearby locals already in existence.

Chicago Exhibitors Figure on How to Overcome Heat Wave

CHICAGO—With the first real summer heat wave only about a week old, exhibitors already are complaining over "the bottom dropping out of the boxoffice." And the last two Mondays, following unusually quiet patronage, especially in the neighborhood theatres, found every exhibitor trying to figure out his own private panacea for the trouble.

It appears there will be no general attempt at a price cut in the suburban houses. There may be an occasional drop or "bargain days" offered, such as at the Essaness Davis, but on the whole exhibitors seem to be prone to stick to their scales.

"I certainly don't believe that we will have to cut admission prices," Jack Kirsch, president of Illinois Allied, told BOXOFFICE. "When prices once are cut, even in the summer, it takes a lot longer to get patrons accustomed to a return to the old higher price later on."

Meanwhile, with big pictures promised from all the companies, B&K plans to keep open all of its loop houses this summer. The United Artists, which closed last summer for lack of product, is definitely scheduled to remain open, according to Walter Immerman, general manager. However, releases for the suburban first-week and similar-run houses, which come to them ten weeks or more after the loop, do not look exceptionally well for the next few months. This may result in the usual summer closings of some theatres.

Exhibitors are again going to try to obtain rental reductions from the exchanges during the summer. Similar efforts will be made to have the operators' union cooperate with salary reductions. This was accomplished last year through the efforts of Allied and the willingness of all to cooperate.

Discourages Asking for Convention Entertainers

CHICAGO—The Chicago chapter of Theatre Authority, headed by Max Halperin, has sent a letter to Jack Kirsch, president of Allied of Illinois, suggesting that the organization not request the use of any stage or vaudeville stars gratis for the national convention banquet.

TA is the national organization which passes upon all benefit performances of its members, which include practically every act. Any bonafide benefits are okayed, with the understanding that TA receive a percentage for its relief fund.

For that reason, there will be no entertainment at the banquet, except dance music provided by an outstanding local orchestra, Ray O'Hara and his band. However, there will be plenty of entertainment for delegates when they go to the Colony Club and Chez Paree for dinner parties. Harry Richman is the headliner at the Chez Paree.

$20,000 for Improvements

TWO RIVERS, WIS.—A. B. Berkholtz is spending approximately $20,000 to remodel and refurnish his Rivoli here, according to Manager Otis V. Loyd.

Christy Cabanne Megs

HOLLYWOOD—Christy Cabanne is directing "The Mummy's Hand," a Ben Pivar production for Universal.

B&K and Employes Give $2,767 to Red Cross

CHICAGO—B&K and employes contributed $2,767 toward the amusement division's $10,000 quota for the Red Cross war fund in Chicago. The industry's quota has already been passed, but the Red Cross, according to James B. Forgan, chairman of the drive here, has received word of an ever-growing need among refugees and wounded soldiers.

Chicago's quota of $1,000,000 has passed the half-way mark, Forgan said.

Ray Zahn's House Burns

MENOMINEE FALLS, WIS.—Ray E. Zahn's Falls Theatre was razed by fire with a loss estimated at $15,000. The 340-seat house was empty at the time of the blaze.

Exhibitor Chicago Representation
SI GREIVER
1235 So. Wabash — Chicago — CALumet 7525



Milwaukee at a Convention—

The Columbia sales parley in Chicago. Left to right, Dave Chapman, T. S. MacEvoy, O. J. Ruby (manager) and S. R. Chapman.

MILWAUKEE

ROBERT GROSS, former local manager, is managing the new Drive-In in the town of Brookfield, which opened June 8. House is playing subsequent run and charging 35 cents.

Edward Hart, father of Harry Hart, operator of the Fern Theatre here, died last week in New York . . . The Franklin's safe had its combination knocked off by bandits last week but they were unable to open the strongbox.

James Zanias, former operator of the Myers Theatre in Janesville, has purchased the Central Cafe in that city and will operate it . . . L. F. Thurwachter's Pix in Waukesha, which opened as a first run last month, now is operating on a second-run policy.

Jacqueline Wells, under contract to Columbia, will return to the Little Theatre at Fish Creek for at least two plays this season. David Bruce, under contract to Warner, also is expected to make an appearance at the theatre this season.

Sarah L. Nelson was recently married at Dubuque, Ia., to Raymond C. Porter. She was cashier at the State in Beloit. Her husband is projectionist for the Wisconsin Theatre Enterprises in that city.

The Palace and Home theatres in Antigo cooperated in the first rural music festival in that city by giving theatre tickets to winning bandsmen . . . Instead of

The Majestic in Madison is now playing dime nights on Fridays . . . Myers Theatre in Janesville is conducting a "Typical American Boy or Girl" contest in cooperation with three local studios. Contest is open to youngsters under six and $200 in cash and merchandise awards is being offered.

Stanley Gross, manager of the Rio in Appleton, promoted a cooperative newspaper advertisement with eight merchants participating to plug "Buck Benny Rides Again."

ST. LOUIS

THE Variety Club is looking around for new quarters. It is currently housed in the Roosevelt Hotel. The annual boat ride will be held June 15, with proceeds of the affair to be used to send underprivileged boys of the St. Louis area to a summer camp and for other charitable purposes . . . Julius Leventhal, secretary of the Marvin Amusement Co., has been selected for grand jury service. Stint will last through the summer.

Smiley (Frog) Burnette, Republic cowboy comedian, went over in a big way in his series of personal appearances this week. First stop was at the Park, Valley Park, Mo., June 7. He also made the Colonial, Manchester, Mo.; New Shenandoah and Longwood, St. Louis; Effingham, Ill.; Mount Carmel, Ill.; Farmington, Mo.; Shelbyville, Ill., and Potosi, Mo.

"Funzafire," a musical show featuring Benny Meroff and Donald "Small Fry" O'Connor, opened a week's engagement at the St. Louis. A version of George White's "Scandals," featuring Ben Blue and Ella Logan, moves into that house for a week's run, June 20 . . . The Town Square Theatre, atop a big warehouse building at Euclid and Delmar Blvds., opened its season, June 7.

Municipal Opera launched its season in Forest Park last week and is holding over "The American Way" . . . Booth Macklin, daughter of Nellie Booth, executive secretary of local AFRA chapter, is visiting her father in New York.

Anthony Kerasotes, son of Gus Kerasotes of the Kerasotes circuit, Springfield, Ill., who recently finished a medical course at St. Louis University, will probably interne in one of the leading hospitals of St. Louis while finishing out his postgraduate work . . . The Bingo games at the Variety Club have been switched from Sundays to Tuesdays.

Clarence D. Hill, Columbia Pictures manager, and his local delegation have returned from the recent convention in Chicago. In the party, in addition to Hill, were Art LaPlante, assistant manager; Russell Mortenson, office manager, and Jimmy Bradford and Charlie Ferris of the sales staff.



Chicago at a Convention—

The Columbia divisional sales parley in that town. Left to right are the branch members: J. Josephs, W. J. Kahl, F. Flaherty, Phil Dunas, Clarence Phillips, M. Delano and T. Greenwood.

Wire News Service Takes in Chicago

CHICAGO—Within a month, Transradio News Service is expected to be servicing 25 theatres in greater Chicago with its wire service, according to Milton Fishman, midwest news editor of the service.

Already the idea has spread from the Telenews to the Garrick and the Rialto. At all three houses patrons seem exceptionally interested as they stop to watch the war and other news coming in over the teletype machines.

Teletype Service Begun By the B&K Garrick

CHICAGO—Second loop theatre to install Transradio teletype service is the B&K Garrick. The other is the Telenews, newsreel house. The teletype machine at the Garrick, however, is placed in the outer lobby near the ticket office to attract passersby, while at the Telenews the machine is inside the theatre.

Latest bulletins are being placed on a bulletin board in front of the Garrick, too, similar to the Telenews.

INDIANAPOLIS

ED DONAHOE, manager of Settos' Grove Theatre in Beech Grove, Ind., is proud of the new modernistic front just completed there . . . Carl Niesse is celebrating the second anniversary of the opening of his Vogue in Broadripple, suburb of Indianapolis. The house opened in June, 1938 . . . Bob Crosby and his band, now playing at the Lyric, gave Variety Club members and guests some real entertainment last Saturday night at the club's headquarters, playing on and on for them to their enjoyment . . . ATOI headquarters are really something to look at. Murals depicting the movie industry painted on the walls, catch everyone's eyes. The decorating is very unique and colorful.

Tom Devine, proprietor of the new Gay 90's cafe and night club located on Film-row, is well pleased with the "natural" air-conditioning of his place. The high ceilings and the abundance of marble keep the building quite a lot cooler than the outside temperature . . . Carl Niesse is doing as much, if not more, business at his rear entrance boxoffice as he is at the front one. Most of his patrons driving cars use the rear door, as it is very convenient to the huge parking lot . . . Keith Segrist of the Paramount exchange office staff is on vacation and will visit his family in Flora, Ind. . . . Allen Usher, district manager for Paramount, was a recent visitor . . . The third annual mid-summer convention and golf tournament of the Associated Theatre Owners has all the earmarks of a huge success. The ATOI office window on Film-row is full of prizes donated by local and national concerns and all film exchanges.

Hadley H. Hull, former manager here of Grand National, has been appointed assistant to Gordon C. Craddock, manager of the Universal exchange. Hull will assume his new duties immediately . . . Reba Cornett, bookkeeper at Universal, is vacationing in Tulsa, Okla. . . . Marguerite Barton, Columbia exchange cashier, was married recently to Charles Stewart in the Roberts Park Methodist Church . . . Larry Shubnell, office manager at Columbia, and the Mrs. are planning to vacation in Detroit . . . Al Blankenbaker, of the shipping department of Warner Bros., was in charge of arrangements for the annual Warner Club picnic held June 12 in Broad Ripple Park. The affair included a buffet supper, dancing and swimming.

N. S. West, a member of the bar of Baltimore and Washington and an authority on marine subjects, delivered two lectures on "New Discoveries in Undersea Farming" in the Gold Room of the Washington Hotel. He showed films of undersea farming and made electrical and chemical experiments . . . Art Lyday, business agent, and R. D. Scobey, his assistant, were delegates to the IATSE convention held recently in Louisville.

Visitors—Jack and Benny Van Borssum, Savoy, Terre Haute; Roy E. Harrold, Princess, Rushville; I. T. Sollers, Lyric, Covington; Ed Donahoe, Grove Beech Grove; Mannie Marcus, Eastern, Fort Wayne; Nick Paikos, Diana, Tipton; C. L. Harris, Zionsville, Zionsville; Art Clark, Indiana, Bloomington; Harry Van Noy, Paramount, Anderson; Trueman Rembusch, Artcraft, Franklin; C. E. Rogers, Rio, Columbus; Joe Finneran, Elwood, Elwood; Joe Schilling, Auditorium, Connersville; A. McCarty, Roxy, Pendleton; D. D. Lee, Princess, Cayuga; J. B. Sconce, Playhouse, Edinburg; Max Paige, Community, Greenwood; Max Herrington, State, Knightstown; Harry Douglass, Cozy, Dugger; E. R. Crouch, Fairmount, Fairmount; J. N. Dixon, Flora, Flora; C. R. Jackson, Shelbyville; Harold Wenzler, Hollywood, Calif.; Dick Vlastos, Fowler, Fowler; Frank Reimer, Quimby Theatres, Fort Wayne; Walter F. Easley, Tree, Greensburg.

Ed Flynn, who has been managing the Parker here for the Cantor Bros. circuit, has been advanced to the managership of the Emerson, also operated by the Cantors . . . Jack Finklestein, operator of the Paramount, last week started a series of talent auditions that will be held on their stage every Wednesday night. The programs will be directed by Roy Wallace and both children and adults are eligible . . . The Esquire, operated by the Cantor circuit, has inaugurated a daily matinee schedule.

Claude Allison, manager of Olson's Strand, will hold a fishing contest from June 16, the day the season opens, to August 16. Contestants are to bring their catches to the theatre for measurement. Prizes will be awarded the winners by the merchants located in the neighborhood of the theatre . . . Parent-Teacher organizations completed arrangements last week with the Fountain Square and Granada through Earl Cunningham, manager, to sell 5,000 tickets, good in either theatre, as part of a project to raise money for a fund to equip old School 61 as a south side community center. The tickets will be sold June 10-14.

Jack Lang has been promoted to the post of assistant manager at the Strand which is managed by Claude Allison . . . Pete DeFazio, former salesman for Warner in this territory and now associated with the same company in New Haven, Conn., was married recently to Miss Rosa Cirtelli in New Haven.

Miss Dorothy Robison has been promoted to secretary to Fred Greenberg jr. at Warner. Miss Robison replaces Miss Eldean Thompson, who resigned to accept the position of booker for the Affiliated Theatres . . . George Landis has been appointed chairman of the sixth annual Variety Club golf tournament to be held late in July or August.

Helen Coglin and Pauline Rackey of the RKO office staff are now on vacation.



Indianapolis at a Convention—

In Chicago as the Columbia sales force gathered. Left to right, Carl Shalit (division manager), L. Shubnell, C. Butler, Guy Craig (manager), H. Kaufman and A. J. Gelman.



St. Louis at a Convention—

Of the Columbia forces in Chicago. Left to right, R. M. Mortenson, Carl Shalit (division manager), L. A. LaPlante, J. Bradford, C. Ferris and C. D. Hill, manager.

Hearing on Contempt Findings June 17

CHICAGO—Judge Edgar Eldredge, special master in chancery, sitting in the government contempt case here, has set next Monday, June 17, as the opening date for hearing on exceptions to his recent findings in the case.

Eldredge recently ruled that B&K, Paramount, and Barney Balaban should be found guilty of violating Section X of the 1932 consent decree between the government and B&K and major companies except Columbia.

Exceptions have already been filed by the defendant attorneys, and these will be elaborated upon when the hearings open next Monday.

New State in Logansport, Seating 1,200, Opens

LOGANSPORT, IND.—The State Theatre was opened here June 8 by Alliance Theatre Corp. of Chicago. The new house seats approximately 1,200 and will be operated as one of the town's "A" first runs. The Roxy, formerly a first run, will go to second run and the Paramount will remain a second run.

Herb Sullivan, manager of the Roxy and Paramount theatres, will also manage the State.

Much publicity was given to the opening, 500 window cards being distributed within a radius of 30 miles of the theatre announcing it. Many representatives from Indianapolis' Filmrow were in attendance at the opening, which preceded a dinner given by Alliance officials.

A Rumor Grows and Is Put To Rest in Windy City

CHICAGO—This is the story of how a rumor starts.

Gossip along the Windy City Filmrow the other day was that "Hollander is going to New York with Paramount." It didn't take long for the wiseacres to expand this to "Bill Hollander is going to New York as head of Paramount's publicity department."

But the rumor blew higher than a kite when John Balaban and Hollander, B&K's publicity chieftain, checked it themselves with this bit of information: "Yes, Hollander is going to New York with Paramount, but it happens to be young Marshall, son of Bill, who is getting a summer job with the company before going back to an eastern college to finish his final university year."

Work Starting July 15 On Benny-Allen Film

CHICAGO—Fred Allen, shortly before boarding the Santa Fe Super Chief to the coast, said this week that work on his forthcoming film at Paramount with Jack Benny is set to start July 15. The picture is tentatively titled "Love Thy Neighbor."

Civil Liberties Group Fights Ban on "Life"

CHICAGO—The Chicago Civil Liberties Committee has again taken up the cudgel for the motion picture industry against film censorship in Chicago.

This time it's on the ban of Pare Lorentz's "The Fight for Life," being distributed by Columbia. The committee, headed by Ira Latimer, feels the film should be given an adult permit, while the Chicago film censor board, headed by Lieut. Harry Costello, has banned the picture for all but educational showings.

Costello said the censor board believed the picture was not fit for the general public because it portrays pregnancy and childbirth. The board of five voted unanimously to ban the film. Reminded that the film is in its third month at the Belmont in New York, Costello remarked that "we have different standards here; people here don't like to see things like that."

Many Spots Would Show "Knute Rockne" First

CHICAGO—Warner's "The Life of Knute Rockne" isn't finished yet, but there certainly is a lot of competition among various spots in the country to world premiere the film.

The logical spot, South Bend, has its Chamber of Commerce working overtime trying to influence S. Charles Einfeld, Warner publicity director, to hold the premiere there on October 5, the day Notre Dame plays the College of the Pacific. Alonzo Stagg, who coached at the University of Chicago for years, is now the College of Pacific coach and is also in the Rockne film. He would participate in the festivities, should the premiere be in South Bend.

Likewise, however, Chicago's Mayor Edward J. Kelly wants the premiere here and is enlisting the aid of Pat O'Brien and Gale Page, who play Knute and Mrs. Rockne in the film.

Racine Theatre Is Sued For $900 Cash Award

RACINE—A suit charging that Warner's Venetian failed to pay a $900 "Treasure Chest" award has been started by Frank La Boda, localite. Named in the action are Eli Arkin, manager, and Jack Keegan, Milwaukee, district manager for the Warner chain.

Leonard Baumblatt, attorney for La Boda, said that La Boda had registered at the theatre for its weekly award; that La Boda's name was called as winner on May 18, and that the manager announced La Boda was to receive $900.

Baumblatt said the theatre had agreed to pay the $900 by May 31 but failed to do so.

Rites for Lou Levine

CHICAGO—Final rites for Lou Levine, 55, who died last week at his home here, were held locally. He was a former co-owner of the Public.

Organize UTOI on Permanent Basis

PEORIA, ILL.—Plans for placing the United Theatre Owners of Illinois on a permanent basis will be completed at a meeting of the organization Thursday, June 27, at the Pere-Marquette Hotel here, according to an announcement by Edward Zorn, Pontiac exhibitor and one of the leaders in the organization. Many downstate exhibitor leaders are expected to attend.

The UTOI was organized last year with its prime purpose to combat legislation against the industry. After successfully working against several such proposed measures, it has been marking time.

"We plan to have a permanent organization," Zorn told BOXOFFICE this week. "This will be a unique exhibitor group in which there will be no cliques at sword's points with each other. Both major circuit and independent theatre owners will be organized together for one purpose—to combat legislation hurtful to the film industry.

"We will leave such matters as clearance, protection, buying, etc., to other groups," Zorn said. He emphasized that the UTOI has no affiliation with either MPTOA or Allied.

Among those who were at the original organization meeting last year were E. E. Alger, Alger circuit, LaSalle; Fred Anderson, Anderson circuit, Morris; H. U. Bailey and Sam Traynor, Bailey circuit, Princeton; A. L. Hainline, Macomb; Jules Rubens, Great States; A. B. McCollum, McCollum circuit, Hoopeston; A. Marchesi, Marchesi circuit, Amboy; George Kerasotes, Kerasotes circuit, Springfield; Steve Bennis, Lincoln; T. B. Shaver, Henry, and Joe Burke, Batavia.

Warner Theatres Chicago Zone Drives Toward Top

CHICAGO—Managers in the Chicago zone of Warner theatres are putting on a spirited drive to end up in first place in the current quarter of the circuit's annual drive.

Charles Ryan, assistant zone manager, and District Managers Harry Turrell, Herb Wheeler and L. S. Stein are sending regular bulletins to the managers.

One of the best recent suggestions came from Stein, who is also zone publicity director. He advised the men against "Fifth Columnists" in their theatres and defined "Theatre Fifth Columnism" as:

"Slovenliness on the part of theatre employes; sluggishness in service rendered to patrons; and an attitude of defeatism toward the boxoffice possibilities of the attractions the theatre is showing."

Learn Convention Duties

CHICAGO—The Allied of Illinois board of directors met this week to make final plans for the forthcoming national convention. All committee members were acquainted with their duties.

CHICAGO

CHARLIE DAVIDSON of B&K's booking staff passes on to us the following double-feature combination being used in some of the circuit's subsequent runs: "Babies for Sale," "Opened by Mistake."

Fred Bartow, Warner exploiteer, has been a busy man the last several days working on local arrangements for the Warner western division convention opening at the Blackstone Monday.

Joe Berenson is now general manager of the Amusement Club of Chicago at the Stevens Hotel . . . Clyde Winans of the Palace, Gary, Ind., one of V. U. Young's theatres, was on the Row . . . Mrs. Saul Goldman, wife of the head of Variety Pictures, was a patient in Wesley Hospital.

Max Mazur, now with Columbia as a salesman in Minneapolis, took time off during the recent convention at the Blackstone to drop around and say hello to many of his Windy City friends. Max used to work in Chicago.

Herb Chatkin has been appointed manager of the promotion department of Filmack Trailer Co. He formerly was manager of several Chicago theatres and has also been connected with National Screen Service.

The Filmrow all-star team won its second game in the Trans-Loop Softball League last week, walloping the International Business Machines, 26 to 4, with Jack Freedman pitching. Incidentally, Freedman is understood planning to open a 16mm exchange on Filmrow shortly.

Duke Hickey, publicity director of National Screen Service and Advertising Accessories, was called to Minneapolis suddenly this week by the serious illness of his mother.

Saul Meltzer came into Al Simon's restaurant the other day and asked a waitress for a "blitzkrieg sandwich." In answer to her question as to what he meant, Saul said: "I mean in a hurry."

Nate Gross, popular Chicago *Herald-American* feature writer, is now conducting a daily column, "Town Tattler," including many film items.

Roy Bruder was guest of honor at a party given him by B&K executives and employes at the Blackstone shortly before he left to open his new venture. Bruder, who resigned as manager of the Chicago, is opening a bowling alley in East St. Louis late this month.

The Bookers' Club executive committee was to meet this week to make plans for its first annual picnic.

New officers of the 20th Century-Fox Employes Club are: Selma Hackman, president; Arnold Monnette, vice-president; Max Bonior, treasurer; Bill Hallwachs, sergeant-at-arms, and Mable Carpenter and Jack Eckhardt, co-social chairman. Eckhardt is also acting as publicity chairman. The club's annual picnic will be held in August.

Jack Kirsch recently received a doubles handball trophy for winning the class A tournament at the Covenant Club.

There is a possibility RKO may world premiere "Anne of Windy Poplars" here at the Oriental after the house finishes currently with "My Favorite Wife."

Bob Snyder is now handling three Robert Donat pictures—"If I Were Rich," "Overnight" and "Men of Tomorrow"—for Hoffberg Pictures.

Bill Potts of M-G-M stopped us in the middle of Randolph Street at State to tell us this startling news: Vivien Leigh is the first lady of Randolph Street this week, playing in three pictures—in "GWTW," still at the Woods after five months (that's the Metro plug), in "21 Days Together," at the Oriental, and in "Waterloo Bridge" with Robert Taylor, at the United Artists (that's the rest of the Metro plug).

The Film Relief Fund was enriched by $173.80, turned over from the recent Tippy Harrison testimonial dinner.

Two theatres announced already for summer closing are the Crane, operated by Schoenstadt circuit, and the Hillside, operated by M. Goldberg.

Fred Anderson, head of the Anderson circuit, Morris, Ill., made one of his infrequent Filmrow visits.

Hugh Herbert, in town the other day, was observed by Herald-American *Columnist Nate Gross taking a gander at a $400 panama hat. But, he bought a $30 one.*



At the Columbia Beefsteak Party—

CHICAGO—Chicago territory exhibitors turned out in full force for the Columbia Pictures western division convention annual beefsteak party at the Blackstone Hotel. These pictures show the get-together cocktail party before the dinner. Reading in the usual left to right, top row: John Balaban, B&K, chatting with Jack Cohn, Columbia vice-president, while Bill Hollander, B&K publicity director, looks on, and Nate Platt, B&K district manager, lends an ear to one of the Columbia boys. In the second group are Eddie Alperson, Fox-Wisconsin, in the rear, with Phil Dunas, Chicago district manager for Columbia, Oscar J. Ruby, Milwaukee branch manager, and Harold Fitzgerald, Fox-Wisconsin general manager, chatting in the foreground. And next is Abe Montague, Columbia sales head, discussing matters with Jack Kirsch, Allied of Illinois president, while in the center background is Columbia Chicago Salesman Frank Flaherty.

In the bottom strip, the first group is: Al Raymer, Indiana-Illinois booker; Roland Viner, booker, Anderson circuit; Max Weisfeldt, Columbia short subjects manager; Sam Traynor, general manager of the Bailey Circuit, Princeton; Jack Rose, Indiana-Illinois Theatres; Julius Goodman, Goodman-Harrison circuit, and Benny Lasker. Sitting in the corner in the second group are Joe Weiss, G-C-S circuit; Munn Delano, Columbia Chicago office manager; Ed Mager, Allied Theatres booker; Jim Booth, Essaness Theatres booker, and Lou Reinheimer. And in the last group are Dave and John Balaban, Jack Cohn, and Morrie Leonard.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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A Degree by Ripon To Spencer Tracy

RIPON, WIS.—This college town of 4,000 went collegiate in a big way this week when an old alumnus of Ripon College returned to receive the highest honor his alma mater could give him—an honorary degree.

The alumnus was Spencer Tracy. The honor was an honorary doctor of dramatic arts degree. Of course, "Spence," as everyone about the town called the M-G-M star upon his return here, was not exactly an alumnus, having gone to Ripon College only two years, but they didn't quibble over such matters.

Between 8,000 and 10,000 persons poured into town for the various activities, which included Tracy's attendance at the baccalaureate services in the college chapel; the awarding of his degree on the college campus before 6,000 persons; and personal appearances by the star at the Campus and Ripon, which were packed to capacity.

The town square was decorated for the event, for which the city council appropriated $350. When Tracy first arrived in Milwaukee, he was greeted with a huge electric sign, "Welcome Home, Spencer Tracy," atop the city hall, the first time such a sign has been placed there. This was done through the cooperation of Milwaukee's Mayor Carl E. Zeidler.

Besides being awarded a doctor's degree, Tracy was commissioned by Wisconsin Gov. Julius P. Heil a colonel on his personal staff. Amid the day's events, Tracy received a telegram from Clark Gable, addressed to "Doctor" Spencer Tracy, and reading: "I have been taking your medicine for a year and still feel lousy. What do I do now?"

Jack Leib, News of the Day cameraman in Chicago, photographed the event. Others here were Frank Whitbeck of M-G-M's studio publicity department, who handled the details; Bill Bishop, Chicago, and Louis Orlove, Milwaukee, M-G-M exploiteers; and Carroll Tracy, brother and business manager of the star.

Incidentally, the two Marcus theatres opened, at $1.10 top, Tracy's latest picture, "Edison, the Man," the same day the M-G-M star received his degree.—Gene Rich.

Monroe County Imposes Big Fee on Carnivals

BLOOMINGTON, IND.—Following a ruling by the Monroe county board of commissioners, hereafter carnivals playing in Monroe county will have to pay a license fee of $5.00 a day for each show, ride and concession. This will cost the average carnival from $500 to $600 to play a week in Monroe county, outside the city limits of Bloomington.

The move was initiated by a committee representing local churches, business men and theatres. Art Clark, manager of the Indiana Theatre, and Ray Howard, manager of the Princess and Harris-Grand theatres, were members of the committee.

Catholic Editor Admits Authorship of Code

ST. LOUIS—Rev. Daniel A. Lord, S.J., editor of *The Queen's Work*, a National Catholic Sodality publication, in answer to critics of the film production code, has admitted its authorship. This disclosure is contained in a pamphlet written by Father Lord, titled "What Is Decent Literature?" in which he takes issue with George Seldes' recent book, "The Catholic Crisis," and with an article in *Time*, national weekly newsmagazine, which ridiculed the code.

Father Lord states that he wrote the code at the request of the industry. It forbids pictures to show sympathy for crime and villainy or to present explicit methods of murder, scenes exciting to lusts, attacks on marriage as an institution, insults to our flag and country, obscenity, perversions, the dope traffic, etc.

The priest-author's pamphlet concludes: "Well, I prefer my idea of fun—and decency—to that of the *Time* reviewer," to whom he referred earlier as a "smart alec." In its review of Jan. 29, 1940, *Time* referred to the "immortally funny" motion picture code, and to its author as an "anthropologically fascinating person."

Advertising Attention To "The Flag Speaks"

MILWAUKEE—"The Flag Speaks" has been receiving special attention in various Wisconsin cities. Locally, Harry McDonald used car cards and other promotional methods to plug the picture and the Milwaukee *Journal* paid tribute to it in an editorial as being "a timely film" and one that "conveys a healthy mental attitude that is much needed now."

At Oshkosh, in connection with the observance of Flag Week, a program was conducted at the Strand June 7 with Mayor George F. Oaks as speaker. The short was shown at the theatre all during the week and Mayor Oaks, in a proclamation, urgently requested "all loyal citizens in this area to set aside a period during Flag Week to view this picture."

Elisburg Quits Essaness; To Operate Loop House

CHICAGO—Herb Elisburg has resigned as district manager for Essaness Theatres and is understood dickering for a loop theatre. As BOXOFFICE went to press, the deal had not been signed, but Elisburg said his plans call for the reopening of the house under his management about July 1.

Open Ind. Drive-In

INDIANAPOLIS—The new Drive-In Theatre located on State Road 67 just a few miles north of here was opened last Thursday night after several weeks delay. Several officials of the company were in town from Detroit for the opening. "Shorty" Phillips is manager.

Suggests Singling Of Ace Pictures

ST. LOUIS—Single featuring of outstanding pictures as a step toward gradually eliminating dual and triple bill programs here, is suggested by Fred Wehrenberg, circuit operator, who at the same time announces his string of houses will play "Rebecca" alone and fill out the program with selected short subjects.

Wehrenberg believes that if local first run houses would get together on a plan to eliminate, or at least sharply reduce, dual programs, subsequent run houses would follow suit.

Recently, Wehrenberg, who is president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, has been showered with letters from prominent organizations affiliated with the Better Films Council of Greater St. Louis protesting the triple-feature programs that still prevail in some local theatres. Many mothers complain that these lengthy bills keep their children away from home too late at night and many do not permit their children to attend theatres showing triple bills. Protests have also been sent to managers and owners of affected theatres. Some clergymen have made triple film bills the subject of sermons in which they voiced their opposition.

Harvey D. Orr, 75, Dies In Indianapolis Hospital

SPEEDWAY CITY, IND.—Harvey D. Orr, 75, owner and operator of the Speedway here, died June 8 in Methodist Hospital, Indianapolis, after an illness of several years.

Orr, born in Wooster, Ohio, came to Indianapolis 13 years ago when he opened the Daisy Theatre. He opened the new Speedway three years ago and managed it personally until several weeks ago when his illness became serious.

Surviving are his widow, Mrs. Nelle Orr; a son, Harold S. Orr, manager of a Rocky Mount, N. C., theatre, and a grandson, J. Robert Orr of Rocky Mount. Also a nephew, Cal Howenstein of Indianapolis.

Burial was in Rose Hill Cemetery, Chicago.

Deny Move to Unionize Candy Counter Girls

CHICAGO—Numerous circuit and independent exhibitors have said that they have not been asked to sign up with the Retail Clerks' Union, AFL, to unionize their candy counter girls. Reports are that the union is seeking demands of $18.50 weekly for men; $16.50 for women, with $3.00 per day, and 55 cents per hour with a four-hour consecutive minimum, for extra workers. Exhibitors have contended that such a plan would drain all profit from candy counters and would result in more widespread use of slot machines.

Hear of Combine On Solo Basis

Minneapolis — With Northwest Allied considering the organization of a film buying body, word reached here this week that such an undertaking has been launched by an individual, a former film salesman, independent of any exhibitors' body. A number of exhibitors reported that they have been approached by the individual in question. The extent of his success is not yet known.

Ashe Insists Buying Strike Effective

MINNEAPOLIS — While distributors here assert selling is progressing normally, Ben Ashe, Northwest Allied secretary, claims that independents generally throughout the territory are holding off entirely, refusing to meet the exchanges' price demands.

An appeal has been made by Northwest Allied to all the independents to refuse to buy unless the distributors slash their prices from 25 to 33 1/3 per cent and eliminate percentages. The exhibitors have been promised that, "if necessary," Northwest Allied will form a film buying group.

"This is the tightest unorganized film buying strike in recent Northwest Allied history," Ashe insists.

Ashe Heads Contingent To Allied's Convention

MINNEAPOLIS—Secretary Ben Ashe of Northwest Allied, as accredited delegate from this territory, will head a party of at least 25 Northwest exhibitors attending the national Allied convention in Chicago, June 19-21.

The local delegation, among other things, will ask the national organization to take a stand for "unqualified and unconditional 20 to 30 per cent cancellation privilege in all film contracts" and for "a designation in such contracts of pictures being sold with some degree of certainty."

Among the exhibitors who already have announced their intention to attend the national convention are A. A. Kaplan, Sidney Volk, Max Torodor, Harry Dickerman, Charlie Rubenstein, Dave Gillman, Paul Mans, Nate Fisher, Don O'Reilly, Clyde Cutter and Bennie Berger, Minneapolis; George Granstrom, St. Paul; John Piller, Valley City, N. D., and John Piller, Valley City, N. D.

It is planned to have the party leave here in a special car on the night of June 18.

J. Mealy Dead

MONTICELLO, MINN.—J. Mealy, owner of the Lincoln here, is dead at 82. He was the oldest active exhibitor in the territory.

Allied Buying Combine Due For Northwest Decision

Anti-Ascap Measure High Court Bound

LINCOLN—Made absolute this week by Attorney General Walter Johnson were the long-nebulous possibilities that Nebraska's anti-Ascap law, buffeted by adverse decision in the lower U. S. district court, would materialize, and filing of appeal to the supreme court will be made within a week.

Johnson's staff, John Ridell, and the special defender, William Hotz, Omaha attorney, have been working for some time assembling the case for review before the high body, and although admittedly problematical that it would go up until last week, it now is assured.

Johnson is placed in an unusual light in this case, having been a member, not voting, of the legislature which passed the measure in 1937. He said at the time he did not feel it was constitutional, yet, elected the next year as the attorney general, it fell to him to defend the measure in the litigation which ensued as Ascap legal lights filed suit in the name of Gene Buck to test the legislation.

However, it is Johnson's contention, and his department's, that the legislative intent was to break the monopoly practices of Ascap's business tactics. His department does not hold with the court ruling that they were seeking to loot the property rights of music copyright owners. The court said that each was so inter-locked with the other in the bill, it was made ambiguous to the point that the court believed the solons would not have okayed one portion, without the other. Thus, it was called "in-operative."

Johnson, in taking the case up, hardly looks for the supreme court to reverse the opinion of the lower court, although he sees a good deal of similarity in this case and their recent findings in the case of patents of Ethyl gas. He expects, at least, that the supreme bench ruling will provide a basis on which future legislation can be built and stay within the constitution.

Nebraska Broadcasters Aid Fight Against Ascap

LINCOLN—Some of the money which has been feeding the anti-Ascap war chest here, to insure the carrying of the test case to the U. S. supreme court, is coming from the Nebraska Broadcasters association. In their annual meeting last week, the NBA voted to aid the scrap financially, which will start with the filing of an appeal from the recent federal court adverse decision.

Ascap triumphed in U. S. district court, when the three judges who heard the arguments, decided the Nebraska law was in-operative.

W. I. LeBarron, of KGNF in North Platte, Neb., is the new NBA president, with other officers being L. L. Hilliard, of KGKY, Scottsbluff, vice-president; Art Thomas, WJAG, Norfolk, Neb., secretary-treasurer; with two Omahans, Johnny Gillin, WOW, and Vernon Smith, KOWH, on the board of directors.

MINNEAPOLIS—A decision as to whether Northwest Allied will launch a buyers' organization in a move to force down film rentals from 25 to 33 1/3% and to eliminate percentages will be reached when the association holds a convention here July 10 and 11, it was announced by Ben Ashe, secretary.

At the same time Northwest Allied will choose a president and an executive secretary to take the helm and supervise all activities, the illness of President W. A. Steffes making it necessary for him to retire.

The body's directors, meeting here this week, decided on the convention dates. A special committee will decide on a recommendation for executive secretary to be acted on by the entire organization at the convention. It is indicated that the choice has narrowed down to Ben Ashe, who, if selected, would resign as general manager of the Bennie Berger circuit and dispose of his theatre holding, and Charlie Weiner, who, until recently, has been local Monogram part owner and branch manager.

E. L. Peaslee, Stillwater, Minn., exhibitor, now vice-president, is expected to be elected to the presidency.

All of the territory's independents, regardless of whether or not they are Northwest Allied members, will be invited to the convention and asked to participate in a fight against percentages and for lower film rentals. The convention is set for the day before the Twin City Variety Club golf tournament and all those attending will be invited to the meet, Ashe said.

Charles Skouras Confers With Fox Midwest Heads

KANSAS CITY—Here in conference with officials of the Fox Midwest Theatres, Inc., Monday, Tuesday and Wednesday, June 10, 11 and 12, was Charles Skouras of National Theatres. Skouras conferred with circuit executives in connection with the current National Theatres drive.

Attending the conference were district managers Fred Souttar, St. Louis; H. E. Jameyson, Wichita, and Harry McClure, Edd Haas, and Lon Cox of Kansas City. E. C. Rhoden, Fox midwest president, and home office executives here participated.

Newcomb Building

WILLIAMSBURG, IA.—A new 600-seater to be opened this fall is being built here by W. J. Newcomb, owner of the Iowa Theatre.

Gets "Lost Battalion"

HOLLYWOOD—"The Lost Battalion," a Robert Lord production for Warner, will be directed by Raoul Walsh.

Special Study Due Clearance Plaints

MINNEAPOLIS—Smoldering resentment of Minneapolis independent exhibitors over alleged clearance unfairness will find expression at a special meeting to be called by Northwest Allied. It is indicated that a demand will be framed for presentation to the Minnesota Amusement Co. and major distributors here.

The grievance principally concerns pictures shown first-run at the loop Astor and Gopher theatres, operated by Minnesota Amusement. Although the Aster double features these pictures at 15 cents to 5 p. m. and 25 cents thereafter and the Gopher has a 25 cent flat admission, the Aster has 35 days and the Gopher 49 days clearance over 25 cent independent neighborhood houses.

Independents claim the clearance is "manifestly unfair" and that pictures double featured at the Aster should be excluded from their contracts. They declare they can't profitably play pictures shown first at the two Minnesota Amusement loop houses.

The matter has been a point of controversy for more than two years.

Tri-States Airer Ends Thirteen-Week Span

DES MOINES—The Tri-States Theatre Corp. radio program, "Two on the Aisle," completed its 13-week contract last Friday night.

As stipulated in the original agreement, the program will vacation through the summer months. No definite plans for resumption in the fall have yet been discussed, in view of current business conditions and pending clarification of the *Register and Tribune* policy as to employes' air activities on sponsored programs.

Ken Clayton, *R&T* motion picture editor, and Rene Clayton, BOXOFFICE representative, have written and staged the program.

OMAHA

JACK EPSTEIN of the Epstein Theatres will be a married man by the time this column hits the exhibitors' desks. Jack's bride is Rosalie Alberts, dancing instructor, well known to filmites and exhibitors in this area. They are, by now, on a month-long honeymoon to the west coast.

Mrs. Josephine Jenny, wife of the exhibitor at Malmo, Neb., and surrounding towns, is the postmistress at Malmo. She was in town this week to preside over the Nebraska branch of the National League of District Postmasters, of which she is president. During the convention Joe spent his time on Filmrow.

George March and Phil March hosts to a lot of filmites at the opening of the new Co-ed Theatre at Vermillion, S. D. Among those from Omaha were Carl White, Mike Roth, Iz Weiner, Frank Hannon, Gordon Halloran and Fred Thortsen . . . Joe Scott, Fox boss, had his tonsils removed and spent the week chewing aspirgum.

Bob Ballantyne had some tough luck when the northeast Nebraska flood kept him from putting equipment in the new theatre at Homer, Neb. The house was ready for a big opening but now it's hard to tell. Homer was the central point in the flood area . . . Ed Rostermundt had a wedding anniversary this week.

The Hartzell baby, offspring of Mr. and Mrs. DuWayne Hartzell, Rivoli, Charter Oak, Ia., had a birthday. Also birthday congrats to Frances Taylor and Fern Bull of RKO, and R. D. Johnson of Scott-Ballantyne . . . Wedding anniversaries this week include Ted Emerson, Tri-States publicity man; Frank Hannon, Warner peddler; Karl Silkebakken, Princess, Odebolt, Ia.

Wally Johnson, exhibitor at Exeter and Friend, Neb., was in town on business. He hasn't completed settlement on his theatre at Friend, which burned recently, so he's undecided about a new Plaza as yet. Meanwhile Wally is concentrating on his theatre at Exeter.

Frank Van Husan and Howard Harvey went to Grinnell to see Van's daughter graduate . . . Mr. and Mrs. Harold Mansfield, King, Ida Grove, Ia., on Davenport street. Also F. O. Fitsch of Hopkins, Mo., a rare visitor; Bert Beams, Auditorium, Red Cloud, Neb.; C. J. Kramer, Rialto, Stanton, Neb.; Odes A. B. Hilton, and his father, Park, Sioux City, Ia.

Lloyd Selby has closed the theatre at Fairfield, Neb., for a while . . . Sol Francis and Monogram of Nebraska are third nationally in the current drive . . . A letter from Eddie Forester, former manager of the Omaha, who reports from California he is selling more magazine stories . . . Is Freddie Horn, Columbia salesman, about to get married?



Omaha at a Convention—

As Columbia forces converge in Chicago. Left to right, R. Adler, J. Zide, J. H. Jacobs (manager), E. Dunas and F. Horn.



Minneapolis at a Convention—

The Columbia divisional in Chicago. Left to right, D. H. Conley, A. L. Avid, I. Marks, M. W. Sgutt, W. Evidon and H. J. Chapman, manager.

A Story for Cagney

HOLLYWOOD—"They Died With Their Boots On," by Thomas Ripley, has been purchased by Warner. A biography of Wes Hardin, Texas bad man, it will feature James Cagney.

Kaycee Barkers Victors Over Juniors at Golf

KANSAS CITY — After losing a bowling match earlier in the spring to Cinema Club, the "junior" Variety lads, Variety Club June 9 took the youngsters at golf, two matches to one.

Roy Dunnock, Atchison, Kas., and F. E. Ritter, Uptown, here, won over John Long of 20th-Fox and F. L. Norris of Warner, 6 and 4. Tom Baldwin of Columbia and Cle Bratton, Council Grove, Kas., beat Martin Stone of Screenland and Walt Kirkham of Commonwealth, 5 and 4.

Joe Lysowsky of Altec and Bill Kubitzki took Benny Benjamin of Monogram and Leon Abraham of RKO, 7 and 5.

Baldwin stunned his opponents when he sank a No. 8 iron shot on the fourth hole for an eagle 3. On the other hand, Kubitzki evened matters by laying a brassie dead to the pin on No. 14 for an eagle, which gave Cinema its one winning match.



Kansas City at a Convention—

The Columbia divisional in Chicago. Left to right, standing: M. Shackleford, Z. Beiser, C. E. Reynolds. Same order, seated: H. S. Stulz, Ben C. Marcus (manager), W. Bradfield and T. Baldwin.



Des Moines at a Convention—

As Columbia gathered in Chicago. Left to right, M. Goodman, O. Miller, Mel Evidon (manager), A. B. Leake, B. H. Thomas.

Kaycee Independents Are Reforming ITO

KANSAS CITY—Assertedly impelled toward active cooperation by critical business conditions, independent theatre owners of Kansas City met June 7 and reformed the ITO.

Elected as officers are E. S. Young of the Central, president; Stanley Schwartz, Tivoli, first vice-president; Arthur Burke, Colonial and Gillham, second vice-president; Ed Hartman, Murray, secretary, and Harry A. Beynon, Ritz, treasurer.

The re-invigorated ITO, which has been dormant for more than a year and a half, expects to take up the problems of double bills, giveaways, and low admissions, as well as other matters of mutual concern to the exhibitors of Kansas City.

It was interesting to note that more independents attended the reorganization meeting than any similar gathering in several years.

Anniversary Campaign Rewards in Herington

HERINGTON, KAS.—His theatre's 18th anniversary was very effectively exploited for good business by Manager Glenn M. Deeter of the Dreamland, with a series of stunts and tieups that let his town and surrounding towns know of the occasion.

First Deeter had printed replicas of telegrams which invited the reader to attend the theatre and to look for further details in the newspaper. These "wires" were delivered by boys directly to each resident not only in Herington but also in 14 surrounding towns. A full page ad, made possible through a tieup with several merchants, appeared in the daily paper; the paper in addition covered the anniversary with a feature story that had front page space.

Another patronage booster was the announcement that every 18th adult would have his ticket starred which would permit him to a Friday or Saturday performance free. A local bakery prepared a large birthday cake, which, appropriately placarded, constituted a window display, and passersby were invited to guess its weight, the closest guessers receiving passes.

The publicity, displays and well-bannered marquee resulted in considerable extra business for the Dreamland during the week of June 2-8.

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Melded Supply Firms Adopt a New Name

KANSAS CITY—The Oklahoma Theatre Supply last week purchased E. C. Leeves's Central Theatre Equipment, and is changing the name of the consolidated firm to General Theatre Equipment. Headquarters and display material of the Oklahoma company has been moved from 126-28 West 18th Street to 115 West 18th Street, the location formerly occupied by Central.

General will not continue distribution of Motiograph projection, Western Electric sound or International seats, according to L. J. Kimbriel, manager of the new equipment company. It will, however, continue with Da-Lite and Early screens, which Central has been handling; and with all of the equipment Oklahoma Theatre Supply has been distributing: Heywood-Wakefield seats, RCA, Brenkert projection and arc lamps, U. S. Air Conditioning, Alexander Smith Carpet. It will add a general supply line—parts for Powers machines, used equipment, rebuilt Powers and Simplex machines, tickets, International carbons. It is establishing a repair and service department. General will also handle fluorescent lighting.

General will have Ed Wilkerson as shipping clerk, Mary Lou Collins as secretary, and Martha Dozier as bookkeeper. It expects to add a salesman, Kimbriel said.

J. Eldon Peek, general manager of the Oklahoma Theatre Supply, parent company at Oklahoma City, was here to close the deal.

Leeves goes to St. Joseph, Mo., now as president of the General Lighting Service Co., distribution outlet for products of the American Metalcraft Corp. In addition to present dealers in fluorescent lighting, General Lighting expects to establish distribution outlets throughout 15 midwestern states. The company will distribute fluorescent lighting and engineering service to all types of outlets, including theatres. The states are Minnesota, North and South Dakota, Iowa, Nebraska, Illinois, Ohio, Kentucky, Indiana, Missouri, Kansas, Oklahoma, Texas, Arkansas and Louisiana.

Wolf Wins Paramount West Indies Cruise

MINNEAPOLIS—Joe Wolf, Paramount city salesman here, finished first in the entire United States in his company's "Round-up" sales' drive. He wins a trip to the West Indies. Bob Ableson, another salesman at the local branch, wound up in fifth place nationally.

"Westerner" Bally Artist Makes Stopover in K. C.

KANSAS CITY—Joe Shea of United Artists' exploitation department stopped in Kansas City Tuesday while on his way to Ft. Worth, Tex., to lay plans for the premiere of Samuel Goldwyn's "The Westerner" there on June 25 at the Hollywood and Ft. Worth theatres.

LINCOLN

SPEAKING of the money changers in the temple: When Cashier Alice Trumble, of the Stuart, was married last Saturday to Don Costello, all her sister cashiers were attendants. To make the picture complete, Vincent J. DiFiore, chief accountant for the Paramount half of the Lincoln Theatres Corp., chauffeured them to the church for the event.

Projectionist Roy McGraw of the Capitol has a hunk of money in the oil development near Falls City, and the black stuff is beginning to seep in the drillings . . . Note from Hollywood: Al Sellers, M-G-M greeter for the press, has left the lair of Leo, and gone into publicity business on his own . . . Still on ice are those fish caught by Don Monroe and Howard Federer, and there they'll stay until somebody offers to clean and cook them for half. The catchers are too busy trying to snare a horse out of the pack worthy of a show ticket at Ak-Sar-Ben in Omaha.

George O. Monroe says he believes Ed Sessinghaus and Bob Ballantyne will have the premises of the New Empress in Kearney, Neb., ready for traffic and occupancy, at two-bits or so a seat, by July 2 . . . Maynard Nelson, if he had still been in Norfolk the other day, might have known how it feels to live in Venice, Italy, considering the flood up that way. Being that kind of a showman, however, he probably would have spot-booked something like "Rulers of the Sea" or "Captains Courageous" to take advantage of natural element-exploitation . . . Believe it or not: H. W. "Speed" Lambert can write a letter, he did it this week, or heckled a stenog into doing it . . . We BOXOFFICE guys must stick together. *P. M.*, the New York publication baby to be born Tuesday, June 18, signed on this column conductor for Lincoln correspondent, then asked for suggestion of a guy to do honors in Omaha, for which Monte Davis was recommended, and also taken.

Bob Huffman takes off for Pueblo, Colo., in a week to visit a fortnight with the family, then bring them back with him. He feels ashamed of himself to have to tote them back into this inferno of summer heat, but he yearns for some home cooking . . . Hardest dollar he ever earned: Luke Smith, who bet nine horses in a day at the Omaha track, coming back to town, nerves all shot, and one simoleon in front . . . Charlie Lieb says he will name his forthcoming youngster Jack Joseph, if a boy, and Joyce Jacqueline, if a girl. "Important thing," he says, "is to get jack in there somewhere, because it's probably the only kind I'll ever have."

Note to Sol Francis: Did you know that "Slim" Andrews in the new Tex Ritter western series used to compete with them for audience as a performer in Chick Boyes tent show here? . . . Please, Monroe Rubinger: Take a letter to Bob Taplinger and tell him it's tough to sit at this desk and labor, with the mental hazard of opening those photo-layouts which bedazzle with such lovelies as Elizabeth Earl and Dona Dale, in bathing suit.

Remnant of the torture chamber: Bob Livingston, who has a swinging sign under his marquee on which he puts the billings, became annoyed because the kids were always coming by, then hopping up and slapping the board. So, he had the art shop drive a row of sharp pointed brads in a fringe around the sign, almost un-noticeable by naked eye. For the first week, he collected about 20 yowps per hour.

Prosperity Club Is Brought to Court

OMAHA—Legality test of Prosperity Club, giveaway plan sponsored by Omaha's 23 theatres, has been taken to the Nebraska supreme court by Omaha's city solicitor, W. W. Wenstrand.

Wenstrand has asked the high court to hold the Omaha theatre in contempt of court, charging the giveaway is in violation of the supreme court's ruling of three years ago declaring Bank Night a lottery. Bank Night was at that time ruled in violation of the state's anti-lottery laws.

Prosperity Club had been given local judicial approval by the municipal court. Municipal Judge Palmer dismissed lottery charges against Don Allen, manager of the Omaha Theatre, Tri-States house. Allen had been arrested on the charges as a test case.

Municipal judge refused to accept the contention of city attorneys that the weekly drawings as they are conducted constitute a violation of the lottery laws. He upheld the theatres' contention that one element of a lottery, "consideration" is not a part of the plan.

City attorneys argued increased business for the theatres constitutes consideration enough to provide the necessary lottery element.

Giveaway is $500 per week, with all 23 theatres participating. Person need not buy ticket to register for drawings or win the award.

Wm. Lansburg Assigned Kaycee Area by Para't

KANSAS CITY—William Lansburg, who has been in the advertising department of Paramount in Hollywood the past year, has been assigned to this district as home office advertising representative working under R. C. LiBeau, district manager.

Lansburg reports to Alec Moss, assistant to Robert M. Gillham, former Kansas Citian, director of advertising and publicity for the company. Lansburg formerly was with United Artists in New York two years, in the advertising department.

Drive-In Near Kaycee Probable Next Spring

KANSAS CITY—It is considered unlikely that the Drive-In Theatres, Inc., of Boston, will construct an open air, drive-in theatre in or near Kansas City this season, though it is said that a site will be selected and prepared this fall for early opening next spring. The corporation is building such a house near St. Louis.

KAYCEE

HARRY TAYLOR stopped over in Kansas City this week en route to Hollywood after a trip in the interest of Constance Bennett cosmetics, for which he is western division manager. He recently completed a deal for the product with Interstate circuit in Texas.

Mrs. Nell Flake has sold the Colonial, Alma, Kas., to Walter Kelly jr.

On the Row: Frank Anderson, Family, Kirksville, Mo.; W. G. Forest, Rex, Joplin, Mo.; George Hayob, Mary Lou, Marshall, Mo.; Rex Barrett, Columbia, Mo.; Mrs. E. Nolan, Cassville, Mo.; Homer Strowig, Plaza, Abilene, Kas.; Nick Kotsis, Holden, Holden, Mo.; M. A. Otto, Linden, Pleasanton, Kas.

"Kelly" at Universal has returned from the hospital to her duties.

On the Row: Floyd "Breezy" Hill, exhibitor and mayor of Drexel, Mo.; Joe T. Ghosen, Sedalia, Mo.; J. Ward Spielman, Baldwin, Kas., and Cle Bratton, Council Grove, Kas. . . . Bev Miller of Book Night left over the weekend (June 9) for California, where he will spend a couple of weeks on pleasure and business.

Charles Skouras, president of Fox West Coast circuit, conferred this week here with E. C. Rhoden and other Fox Midwest Theatres executives.

Word from Phil Zeller of the Mission in Santa Barbara, Cal., is that he shortly will stop in Kansas City on a vacation trip to Ohio. He formerly was a district manager in this area for the Dickinson circuit.

Kansas City Vista Is Damaged in a Fire

KANSAS CITY—Five hundred patrons, 400 of them children, filed out to safety when fire broke out in a storage room adjacent to the booth of the Vista here Sunday afternoon.

The projectionist, Robert Dillon, gave warning of the fire when he leaned out of the booth and instructed someone in the audience to "tell everybody to walk out slowly—I'll keep the picture going."

Damage was estimated at about $4,000 to the building, $400 to contents, and $140 smoke damage in apartments and two ground floor shops in the building.

Griffith Will Build New 600-Seater in Paola, Kas.

PAOLA, KAS.—A new theatre, the Paola, will be built by H. J. Griffith Theatres, Inc., here to replace the one formerly known as the Dickinson, which was somewhat damaged by fire last spring. The new house, modern throughout, will seat 600, and will be ready for operation in August.

Nigh to Meg a "Wong"

HOLLYWOOD—Monogram has assigned William Nigh to direct an untitled "James Lee Wong" detective thriller starring Boris Karloff. Paul Malvern will produce.

Longer Than "Wind" and No Intermissions

Kansas City—The longest show of which we have record was played last week three days by Arthur Burke at the Gillham, suburban house here. It consisted of "Gunga Din," "Trade Winds" and a Charles Starrett western, and lasted just 4 hours and 35 minutes.

"All This, and Heaven Too" Will Roadshow in Kaycee

KANSAS CITY—R. J. Haley, manager of the Orpheum, announced here this week that on June 26 the house would open for a roadshowing at advanced prices of "All This, and Heaven Too." Haley, who is "spelling" Lawrence Lehman, ill for several weeks past, has set up a price schedule of 55-75c and 75c-$1.10 for the indefinite run.

Jack Malerich Dead

MINNEAPOLIS — Jack Malerich, long prominent here as a theatre and radio orchestra conductor and organist, suffered a heart attack shortly after a radio organ broadcast and died almost immediately. He was orchestra conductor at the Minnesota during its recent operation. Malerich, who was 36 years old, also had won some prominence as a composer. His wife and three children survive.

$10,000 for Charity, Kaycee Pledge

KANSAS CITY—A minimum of $10,000 for charity work during the next 12 months was pledged by the membership of the Kansas City Variety Club at a meeting here Monday night, a figure $4,000 above that promised by local delegates to the national convention in Dallas.

The minimum established, the membership will select a specific charity for continuing support at a meeting to be held June 24. Several were suggested by the charity committee and individuals at the Monday meeting, with decision for further study and a report on additional investigation of worthy causes moving final action over to the next session.

At the June 24 meeting, plans also will be discussed for the activities designed to raise the money for the charity work.

Included among those present were Jay Means, Arthur Cole, H. J. Griffith, Ward Scott, Joe Manfre, Leon Abram, Frank Ritter, O. N. Zoglin, Max Barewin, Harry Taylor, Ben Marcus, Jack Gregory, Rube Finkelstein, Jack Barnett, Charles Gregory, E. L. Harris, R. J. Biechele, Tom Wilhoit, Jim Lewis, Gus Kubitzki, Jim States, Sam Abend, Jerry Zigmond, Nat Hechtman, Finton Jones, Peck Baker, Rube Melcher, William Lansburg and Bill Formby.

Adapting "Road Show"

HOLLYWOOD—Sir Herzig is adapting "Road Show" for Hal Roach.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
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Holmes Projector Theatre Supply
Projectors and Sound for the Largest and Smallest Theatre.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hlland 2694

DES MOINES

LOU KAHN'S Grand Theatre sounds like the money . . . Edna Wolfe, Lou's cashier for about a month now, reports a gentleman tendered her a 20-fin bill from which she was to take his 21c for a ducat . . . Edna's round eyes grew rounder still when he flashed another C note after she's swallowed the lump of surprise in her throat and asked if he had anything smaller. To go on from there: Clarence Powell, another Lou Kahn-er, retrived a pocketbook containing 50 smackers and didn't get even a grunt of approval from the loser.

The Pat Russells of Warners and Joe Ancher were at the downtown Hi Ho Saturday, but not for the same thing that the Sil Vogels were seen yawning for at the Hi-Ho next door to the Hiland Theatre much later. What's happened to Joe Ancher's eastern romance, by the way? It'd slipped our mind completely, and apparently Joe's too . . . and how come Joe Smith rated two gals (Jere Nelson and we don't know the other's name) at the Casa Loma Saturday?

That was a Metro-Warner (or Loew's Vitagraph) combine at the Casa Loma with Jack and Lois Kennedy (she's too pretty to look like a wife) and Ruby and Gilly Wells having their Saturday night outing in tandem . . . Jerry Banta had an awful time making Frances see how logical it was to be at the races instead of at work where he started out to be . . . women are so unreasonable, aren't they Jerry?

We're going to stay away from Tri-States for awhile, because we're slated for a very cool reception . . . in fact a downright cold one, we hear . . . it's the colding system off-kilter. Afterthought to Lou Kahn: You and Roscoe Duvall in the booth are the only two pikers in the Grand organization . . . you haven't even been able to handle any big dough.

Emil Franke's in the circus business now, and we're not referring to his "stadium seating in the balcony." Orpheum ducats were prizes for *R&T* carriers who sold their quota of tickets to their convention circus at the Coliseum Monday . . . The Row, noting that the "Prosperity Club" lottery charge was dismissed in Omaha, has decided that A. Don Allen hasn't slowed up so much, verbally and adverbally, as at first feared.

With Ray Copeland's California convention junket out of the way, the Paramount Pep Club lived up to its name with a party at the Fort's log cabin Friday night . . . We may be late, but we'll get the news to you. Casual conversation revealed a secret 'tother eve: Bill Little won the Tri-States service award for his installation of projection equipment at the Highland which opened only about 18 months ago . . . Bill's perspiring in the booth at the Paramount exchange these days, and wearing a fancy set of brogans that he credits to Mrs. Bill's shopping eye.

Madrinne Silkebakan, who's been saying "hi" to the 4-1104 telephone callers, is saying "bye" to Tri-States Sunday, June 16 . . . She's setting her course n. e. by n. and expects to land in Marshalltown, the Roskopf sector to which her husband has been transferred . . . The circuit has been wheeling along without Boss A. H. Blank during the last week. He went to New Yawk on business Sunday.

Doris English, who used to take G. Ralph Branton's dictation, has been pinch-hitting at Joe Deitch's secretary while Dora Sanquist vacationed . . . With Doris on the job, Dora is taking an extra week of the rest cure . . . We understand Chick Parrish is the guy who persuaded Lillian Russell to explain Henry Fonda to her maw for us before she'd even met the gent. Beats all what can happen at a screening.

Observed here 'n' about: At the Paramount exchange, Chuck Elder waiting for Bill Little and a quick conference across the street . . . At Michaels, Sam Horowitz of Bank Night, Inc., Ray Blank and Lou Elman lunching together . . . On the wrists of Gilly Wells and Speed Lambert, snap wrist watch bands.

Personal memo department: It was about May 10 when George Beaumeister unloaded those chicks which he asserted would be ready for frying in 45 days . . . Time (and the chicks) are about ripe.

It looks as if the little fat guy with the bow and arrow has given Chick (Casanova) Friedman up and moved next door to Warner Bros. . . . Mary Rose Smith, contract clerk, signed up for a life partnership Saturday and Assistant Cashier Norman Holt followed suit Sunday with Pauline Horsborgh. The Holts are now honeymooning somewhere in Colorado . . . Hal Robinson, billing clerk, couldn't be bested, though. He revealed he'd been married since mid-May, but nobody'd discovered it.

Joe Ancher answered the question BOXOFFICE *and the rest of the Row have been asking, by asserting he's heading for NY next month to repeat the vows himself and the force is convinced that Bibianne Hazlett is just waiting for the proper moment to spring the news about herself and Kennie . . . Gilly Wells says he's gonna keep Ruby (if she'll keep him), so Boss Art Anderson says that leaves only Beatty and the inimitable Art himself available . . . & Co. thinks the whole thing is carrying the "Torrid Zone" publicity just a little too far.*

Anderson spent the week talking about the Warner convention slated Monday, Tuesday and Wednesday in Chicago . . . He quit resisting temptation Friday and left for the Windy City with Don West to go into training at the Cub ball park . . . Monroe Rubinger was scheduled in DM Wednesday, on his way toward Chi in easy jumps after having dashed into NY and out again the week before.

Yonder chap with the Bing Crosby smile (next to Emil Franke) is Charlie Curran, who planed in from Gotham Sunday to stir up some interest in the "All This, and Heaven Too" roadshow at the Orpheum June 26 . . . He's working overtime on that yarn about its being a test roadshow for the industry to find out whether there should be any more million dollar productions . . . Curran and Franke saw the R&T carrier parade from the exclusive reviewing stand for guests . . . and started talking about $200 more advertising.

Harry Holdsberg, Eddie Dunn and Bill Beckley were scanning the skies Monday morning, faced with the problem of accommodating 4,425 paper carriers at the Des Moines, Paramount and Strand theatres in case of rain . . . It didn't and most of the conventioneers spent the afternoon at Riverview park . . . Howard Dunn up at Metro not only manages to collect a new domicile and a new dog at the same time, but now he's wearing a new suit to work . . . That wire-hair's "sorta cute" name is Timothy, says Howard, and if he harvests a crop of well-browned shrubs it's okay . . . nothin's too good for the Irish.

If you can believe all the things Chuck Plows is saying you've only 20 years to wait for the solution to all this world's ills . . . Little Charles Edward II is the guy who can do it, too, reports Chuck, who's kicking up his heels since the missus and image returned from a month's visit in Cedar Rapids. Chuck took his wife to task for staying away so long. "'Twas only a month," she pooh-poohed. "And there's only 12 of them in a year," Chuck moans.

The stork's flying around the Film Transportation sector with an eye on Earnie Rinard and making an occasional detour over to the Iowa Film area to check up on Elwyn Wolf's order . . . General Motors dropped a bundle of joy at Johnnie Murano's house—a new Chevvie . . . In answer to Driver Biddle's query at Eighth and Locust Saturday: BOXOFFICE has learned to drive and still knows how, but she still forgets which is high and which is low when she picks up her lord and master at the *R&T* (and the honeymoon's five months old).

Opie Judd is back to DM looking like a sunflower after that Mortar Board session at the new Alf Landon home in Topeka . . . Opie says, "So help me, Renee, they had baked chicken, hot rolls and marmalade, and ice cream for breakfast!" Speed Lambert phoned to know why & Co. didn't tell him BOXOFFICE *had a birthday . . . We figured it'd cost you more, Speed, if you did a tardy "Happy Birthday."*

: Remedy at Hand :

LINCOLN—It was just last December that Bob Livingston, owner-manager of the Capitol, started his one-man drive against the inroads of radio, by offering to pay the amount guaranteed the winner of the Tums' Pot O' Gold show, if the winner was in his theatre, and not at home to collect the money.

During the lifetime of the stunt, which ran about three months and was adopted by more than 1,000 theatres in the U. S., Livingston gave himself nervous indigestion every Tuesday night, listening to the Tums show, and worrying for fear the wheel would spin and hit him. So now, he's a confirmed user of Tums!

Dubinskys, et al., Ask Cassil Particulars

ST. JOSEPH, MO.—The defendants in the damage suit of Frank Cassil of the Rialto Theatre here for some $450,000 under the anti-trust laws, June 10 filed application for a bill of particulars from Cassil. The defendants are Dubinsky Brothers and major distributors. Attorneys for Dubinsky Brothers also filed a motion to quash the summonses issued in the Cassil case because the circuit was served as a partnership and not as individuals.

The application for a bill of particulars is answerable in ten days from June 11, or June 21.

In asking for greater specification of charges, defendants point to the Cassil charge that the Dubinskys were permitted by the distributors to contract for the entire product of the distributors for first and second run. Defendants want to know which defendants Cassil means.

Defendants want to know also:

Why the alleged protection period granted Dubinskys was excessive or unreasonable or without justification.

What greater privileges were granted Dubinskys was excessive or unreasonable or without justification.

What greater privileges were granted Dubinskys than Cassil by distributors.

Wherein defendants had aught to do with the fixing of prices charged by distributors to Dubinskys.

What were the advantages that accrued to the Dubinskys, and what were the restrictions imposed on the plaintiffs.

Identification of any alleged uniform contracts.

Itemization of the bill of $150,925.

: *Some Bed Sprite* :

KANSAS CITY—The "haunted mattress" of Wichita, Kas., a phenomenon which no one has yet been able to figure out, but which emits sounds without apparent reason, was on display at the local Paramount exchange here this week, just after its return from Detroit, where it figured in the premiere of Bob Hope's "Ghost Breakers." The Newman advertised for a good haunted house in which Wanda McKay, Paramount player now in town for a visit with her folks (she used to be Dorothy Quackenbush), was scheduled to sleep—or try to—for the benefit of press and radio. Some effort was made to get Joe Manfre, branch manager, to sleep on the thing, but Manfre asserted he never sleeps any more.

The mattress has attracted national attention since it began to haunt the slumbers of a Wichita band leader last winter. Police and public both have been baffled as to what causes the mattress, at certain times, to emit sounds that resemble those heard at a seance.

RKO Extends Raymond

HOLLYWOOD—RKO has extended Gene Raymond. He has just completed "Cross-Country Romance" for the studio.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

ROY CHAPMAN (of the Musical Chapmans) and his acrobatic brother-in-law (with his acrobatic wife) hied themselves in from New Sharon to do a little booking here and a little booking there . . . but all anyone in the crowd could talk about was the circus coming to town the next day.

Earl Kerr is rumored to be the only one interested in the clouds hanging over the Lake at Storm Lake now . . . Bob Ringler is distributing "Bombs Over London" and "Torpedoed!" with Tom Burke hawking the films for him.

Dayton Frederick's man Sunday (Francis Adams) trucks in from Oley every sabbath morn and loads up with film for the coming week . . . Dayton does his circuiteering from Oley, you know.

Jack Bauma has paid absolutely no attention to our requests . . . but we never did compete with a golf game very successfully . . . Now Leo Wolcott is a golfer too, Jack, but if we asked for the dope on any doings of the Iowa-Neb. exhibits, Leo would stop on No. 3 long enough to scribble it down for us . . . he'd even hurry away from No. 18 to mail it!

R. M. (Dick) Phillips, who oversees the Central States interests in Norfolk, Neb., was back in Grinnell, Ia., last week to attend his mother's funeral. Dick was at the Charles in Charles City until transferred to Norfolk this spring.

Nine pee-em and all we've eaten today is two pancakes and 'steen cupsacoffee. Can you blame BOXOFFICE & Co. if they're discussing Mike C. (Calorie) Roskopf's invitation to dinner at the Marshalltown country club? We're slated to get a permit from Father Time to devote our attention to more than a nibble one of these days, Mike.

Now comes another story about Mrs. J. G. Pierce of the Story at Story City . . . in addition to being lovely with a disposition that's like that too, she is a golfer . . . She does her putting around six in the morning, and most certainly must do a perfect job of it, because filmrowers swear she can't do anything in any other way.

J. E. Cass & Son were in from Strawberry Point . . . if they flew in nobody knew about it.

Max Facter of Pioneer circuit was on the Row . . . Eddie Solomon was telling us, Max, that you were the fair-haired boy in Chicago . . . and we'd pictured you as a brunette.

The Smith Bros. of Corydon are trying to get out of character, we hear . . . We're willing to overlook the fact that they don't wear beards, but we see no reason why they have to huddle together over every deal . . . The cough drop bros. stand side by side, boys.

Mrs. C. A. Card of Gilmore City is so quiet that we can't find a thing out about her—except that she's quiet, and was on the Row (where nobody's quiet).

Nate Sandler of Northwood, Missouri Valley, and the Birdland Courts will soon be donning the boys' clothes and drenching the tennis courts with his sporting blood again.

Charlie Peterson of Hampton (ready for another premiere, Charlie?); Bob Malek of Independence and Gladbrook; Elmer Burch of Kellerton; Ray Lumsdem of the Pastime in Iowa City; and Mrs. C. S. Hoffman of Knoxville were around this week.

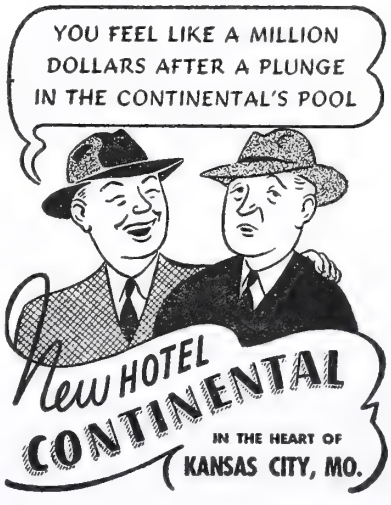
Wes Mansfield, the oatmeal cookie man from Belle Plaine and Tama, oughta bring some along on his trips to Filmrow. He didn't have any to hand out last week and thereby passed up the best ad he could get for his King's Tower eatery.

Pickin' out the good 'uns and nixing the bad 'uns along High St. were Jaydee Peck, who circuits out of Van Cleve; Frank Shipley of the State at Lenox and M. L. Dickson of the Colonial and Temple at Mount Pleasant.

We missed George Frick again—and a chance to ask him for a sure-fire way to remember how to spell that town. It's Graettinger. We just looked it up.

A green shirt came to town from Fontanelle and Bridgewater. Inside was C. C. Parker.

It's June again . . . and time for Leonard Kaplan to pack his bathing suit and desert arid Iowa City and blistering Waterloo for the balmy lake breezes in the northern lake regions . . . but D. F. Gran, the Avery in Garner, where it gets so-o-o-o cold every winter, has been basking in the June warmth along the DM Row.



MINNEAPOLIS

SOME of the film boys are shooting extra good golf this early in the season, including particularly Abe A. Kaplan, Joe Stern, Bill Elson and Charlie Rubenstein . . . Rud Lohrenz, Warner Brothers' district manager, a visitor . . . Seen at the ringside of the Knox-Crowell fight: Bonnie Benfield, Morris, Minn., exhibitor; Bob Ableson, Paramount; Jack Cohn, 20th-Fox; Harry Dryer, exhibitor; Fred Ableson of 20th-Fox; Eddie Ruben and Lowell Kaplan of Welworth circuit; Ernie Hill and Bill Grant, Paramount and Warner salesmen, respectively.

Out-of-town exhibitors visiting Filmrow included Lyle Webster, Rice Lake, Wis.; Bonnie Benfield, Morris, Minn.; Don Buckley, Redwood Falls, Minn.; A. M. Inman, Fairfax, Minn.; G. A. Troyer, Rugby, N. D.; L. C. Molitor, Stewart, Minn.; Jack Heywood, New Richmond, Wis., and Harvey Thorpe, Crosby, Minn. . . . Warner bookers have just received buttons for advance plugging of their company's bookers' month in August . . . Why are they calling Bob Brant, new Warner booker, the "Casanova" of Filmrow . . . Alta Benson, RKO cashier, vacationing in the South Dakota Black Hills.

Howard Greenstein has been added to the Universal booking staff to help handle the increasing business . . . A. C. Wilson, 20th-Fox traveling auditor, is in town . . . Irving Gillman, Esquire owner, now is well on the road to recovery after his extremely serious major operation and close call from death . . . Rivian Banks of Republic's office staff is planning a California vacation . . . Bill Scholl, RKO exploiteer, paid a visit to Omaha and Des Moines in the interest of "My Favorite Wife."

Marion Schwartz of 20th-Fox office staff is having the time of her young life in California . . . C. K. Olson, Warner manager, visited northern Minnesota accounts . . . Minnie Hanson, RKO secretary, will vacation in the Ozark mountains of Missouri. She wants to find out if it's true what they say about hill-billies . . . Joe Podoloff, 20th-Fox branch manager, contacted northern Minnesota exhibitors.

E. W. O'Brien, Warner traveling auditor, is spending a brief interval here . . . "Hy" Chapman, Columbia manager, is ultra-enthusiastic over that new-season product lineup . . . R. C. Libeau, Paramount district manager, was a visitor . . . Al Putz, M-G-M office manager, celebrated a birthday and the gang pulled a surprise on him. Had a messenger boy sing "Happy birthday" to him . . . The Esquire had a Red Cross tie up on "Women in War." Donated entire receipts on the special opening night to the organization.

Bob Long, M-G-M traveling auditor, is a visitor . . . The territory is having the most rainfall in many years and while it hurts the boxoffice now it should help crops greatly and, in the long run, be beneficial to the theatre business . . . Ray Haberland, M-G-M poster clerk, went to Regina and Port Arthur, Canada, for his vacation . . . Columbia here finished in the money in the recent Abe Montague drive. Four out of the five offices in Phil Dunas' district scored.

A. Selby Carr, Paramount office manager, enjoying his first vacation in two years. He'll be gone three weeks and will spend the time at the New York World's Fair and fishing in northern Minnesota . . . Bill Evidon, Columbia office manager, took a trip to Des Moines to see his brother, Mel, branch manager there, and to bring back his wife who had been visiting in the Iowa metropolis . . . Charlie Weiner is back from a visit with his parents in Boston and is considering several offers.

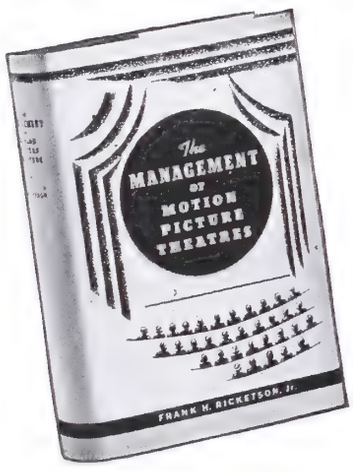
His "Cry Room" Gets Newspaper Space

Minneapolis—Fred Schnee, Litchfield, Minn., exhibitor, broke into Marjorie Ellis McRady's "These Men Surprises Have Us All Excited" in the Minneapolis "Star-Journal" when the women's page editor told of the "crying room" in his theatre.

Up Ad Budgets

MINNEAPOLIS—Many local neighborhood houses continue to take increased newspaper display advertising space for outstanding attractions with good boxoffice results. Bennie Berger's Paradise has found the extra exploitation particularly profitable.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

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Meet in a Stable—

Harry and Betty Wismer pause with Maureen O'Sullivan during a horse racing scene for "One Came Home," at the M-G-M studios. Wismer is sports commentator on WJR in Detroit. Mrs. Wismer is a niece of Henry Ford.

Hearing Promised on Detroit Sign Ban

DETROIT—Detroit theatre operators will get a reprieve on the sign ban which forbids all red or flashing signs not 22 feet above the sidewalk, as the result of an appeal to Mayor Edward J. Jeffries. The council quietly passed the ordinance, according to Tom McGuire of Cooperative Theatres, after it had promised to give it a public hearing. For some reason, the hearing was forgotten, says McGuire, and an appeal to the mayor by wire brought a promise that he would veto the ordinance unless the council granted the hearing.

The changeover would cost some 200 houses around $2,000 apiece, theatremen estimate, or a cost of about $400,000 for the city. Cooperative, Allied Theatres of Michigan and United Detroit Theatres all united in the fight against the change, supposed to be in the interest of traffic safety.

More Flexibility in Detroit Openings

DETROIT—Local opening dates will be subject to more frequent change with the adoption of a flexible booking policy by the Fox. The move was made to accommodate the big stage shows the house is bringing in on the average of every other week. The idea is to play stage shows and pictures on alternate weeks at the Fox and Michigan, opposition houses, as the result of a sort of gentleman's agreement.

The Fox jumped from a Friday to Wednesday opening because Jack Benny's "Rochester," the headliner, has to be back in New York on June 18, thus giving him a six-day "week." The house postponed the "Rochester"-Betty Hutton show a week when it was learned Bob Hope was set for the Michigan this week.

Monday opening is likely for the Fox on occasion because some major radio shows going on the air on Sunday can be brought in to open then and to close on Friday or Saturday.

That the split week will mix up booking arrangements was indicated when the Adams, which uses the same product as the Fox under a pooling arrangement, also switched to a Wednesday opening the past week. It will be remembered the United Artists pulled another unusual booking stunt here a few weeks ago by throwing in a second feature in the middle of the week to bolster up a sagging single bill.

Another booking oddity of the past week was the holding of two world premieres at the same time—"The Ghost Breakers" at the Michigan on Friday, and "Four Sons" at the Fox, which rated the rank of a world premiere by coming in two days ahead of regular bookings.



Detroit at a Convention—

The divisional Columbia sales meeting in Chicago. Left to right, H. R. Childs, C. H. Townsend, G. L. McCoy, Carl Shalit (division manager), C. Baker and R. F. Cloud.

How to Get Maximum Value From Premiums

DETROIT—Exhibitors are able to reduce the cost of premiums and increase the value of giveaways to their house at the same time, according to Joe Mellon, owner of the Chandler. Proper management of giveaways is the solution, he contends.

"Exhibitors have no control over the making of pictures, but they certainly do over premiums. They can pick out the type of premium they want, and they can control the methods of distribution, so here is a real opportunity for some sound, old-fashioned showmanship.

"The exhibitor giving away premiums is giving a 10- to 12-cent rebate to every woman who walks into the house those nights—but studies show that 20 per cent of the women just aren't interested in the giveaways and only take them because they are handed out.

"The way to eliminate this 20 per cent dead loss is to charge two cents extra per ticket for patrons wishing giveaways. The woman is always the most economical member of the family. The man of the house may readily spend a dime, but the woman will not spend the two cents unless she feels she really wants the dish or other giveaway.

"Under this method, exhibitors could give better premiums because the cost is reduced. This would actually save one-third of the premium cost, and those receiving giveaways would appreciate them more. Any woman wanting them would be glad to pay the two cents—say a total of $1.04 for a 52-piece dish set that might cost $25 in a store."

Cleveland Cinema Club Elects New Officers

CLEVELAND—Mrs. Richard K. Jones has been elected president for the Cleveland Cinema Club for the coming year. She succeeds Mrs. F. R. Anderson, who served two seasons in that capacity. Other officers elected at the annual business meeting are: Mrs. E. A. Reilander, first vice-president; Mrs. William Roger Thomas, second vice-president; Mrs. H. E. Smith, recording secretary; Miss Florence G. Foard, corresponding secretary, and Mrs. W. M. Murphy, treasurer.

The executive board includes the following committee chairmen: Miss Bertelle M. Lyttle, bulletin editor; Mrs. F. R. Anderson, motion picture reviews; Mrs. E. E. Louis, publicity; Mrs. Dorothy Debernarde, youth advisor; Mrs. Roy Welch, assistant youth advisor; Mrs. R. F. Bryans, ways and means; Mrs. W. R. Thomas, program; Mrs. J. M. Forsythe, membership: Mrs. W. R. Peden, auditor; Mrs. Ray Long, hostess; Mrs. C. W. Conrad, parliamentarian; Mrs. N. W. Powell, sunshine, and Mrs. Thomas Wood, advisory.

Installation of new officers was held last Wednesday in the chamber of commerce.

Auspicious Occasion For Detroit Tent

DETROIT—The Detroit Tent basked in its well earned glory as Variety Clubs' national chief barker, John H. Harris, presented it a plaque and citation for its outstanding philanthropic activity, at the presentation dinner held Wednesday. Harold C. Robinson, local chief barker, responded, paying tribute to Edgar E. Kirchner, Family Theatre manager, who headed the recent Tag Day, and who was responsible for the activity that brought Detroit this recognition.

Following the throng as it veined out at the presentation dinner:

George Mitchell in—he's managing the Forest for Raymond Schreiber, succeeding William Brack . . . Lew Wisper cheerfully herded a gang of managers of W&W houses . . . Architect Ted Rogvoy renewed acquaintance with another old schoolmate of ours, Captain Don Leonard of the state police.

Ed Kirchner busy circulating and sitting with the ladies . . . Bob O'Donnell talking of his visit the night before with BOXOFFICE publisher Ben Shlyen at Kansas City . . . Frank J. Downey, M-G-M manager, representing Leo.

Jack Saxe sitting quietly in the background—this time . . . Sol Berns, the man who made the show go round . . . Freddie Bernard from the Harper, emceeing the entertainment angles.

Earl Hudson, UDT president, wearing the best sunburn of the season, with Asher Shaw and other UDT-ites . . . Managers John Howard of Paramount and Eddie Heiber of Universal proudly presenting their district managers, Allen Usher and "Peck" Gomersall respectively.

Alex Schreiber busy playing host to Father Harold J. Markey, "Detroit's own Father Flanagan" . . . Fred Schader, of Theatre Authority, sitting at the press table . . . Raymond E. Moon of Mutual Theatres looking quizzical.

Bill Flemion, Excellent Pictures, visibly didn't like the heat . . . Victor Dodge, manager of the Westown, at our table . . . Jack Mowle, Tuxedo manager, has a theme song, "Tuxedo Junction."

Henry Koppin, Uptown manager, who's been losing weight, requires plenty of service for his meals . . . Richard Flemion of Excellent and Ralph Ruben of Amusement Supply staggering in with that screen.

Harold C. Robinson, chief barker, rushing right out to the hospital for general checkup . . . Charlie Perry, Adams manager, genially at the head table . . . Bill Carlson, rushing off to Memphis for more Masonic conventions.

Charlie Snyder, censor, sneaked in unseen—must be a police trick . . . George Bernstein, Confection Cabinet, presenting his boss, Lou Smerling of Chicago . . . Ed Carlson of the Dawn presented by his chief, Barney Kilbride.

Wade Allen, of the Fine Arts, comparing those pictures with the ones he took . . . Mort Winston proved an enthusiastic applauder . . . John Harris, national chief, looks just like F.D.R. on the screen.

Tom Moule, of the Jefferson, was ultimately found by his brother . . . Ed Balmer of Pittsburgh was another honored guest . . . Harry Levinson, RKO, proved a willing assistant to Sandra, the girl assistant—Cully Buermele, of Co-op, provided the coin for her, though.

Tom McGuire, Co-op, busy chasing up a photographer . . . Ben Cohen, circuiteer, back from Florida, was a welcome luncheoner.

Plenty more dope, but no room—among those seen: Bob Fisher, roadshowman; Sol and Mac Krim, brothers; Harris Silverberg, National Screen manager; E. V. Smith, RCA Photophone; Harold Smiley, Associated Theatres; Saul Korman, Grant Theatre; George McArthur, supplyer; Lou Mitchell, Beverly manager; Sam Ackerman, East Side; Art Robinson, premiumist; Fred Dickley, Altec manager; Bob Mork, Mork-Green Studios; Phil Kaplan, Theatrical Advertising; Dave Newman, Pasadena; Daniel J. Lewis, W&W Theatres; and Frank Lorenzen, theatrical florist.

Londons of Detroit Will Build Three

DETROIT—A theatre construction program that calls for the spending of nearly half a million dollars for three new theatres within a mile along West Fort St. is announced by I. J. London, circuit operator, who plans the construction jointly with his son, Burton W. London. The plans mark probably the largest construction program for theatres ever announced in the city for any one district, outside of the downtown section, since the erection of the Annex and Riviera by the Munz interests back in the twenties.

The three units in the program are:

1. Purchase of a 120-foot lot across the street from the Lincoln, which the Londons now operate, on which a 1,200-seat house is to be erected. This is to be operated as a "de luxe grind" with a 15-cent admission scale.

2. Option on a lot about half a mile west for a 1,450-seat theatre.

3. Purchase of the Rex, a quarter mile east of the Lincoln, from J. B. Mitchell. This old house will be torn down, London said, and the new $250,000 structure will house a 1,400-seat theatre, a bowling alley, and a market.

DETROIT

JOE G. PORTELL of the Virginia and Greenwood is expected back from Florida after many months . . . Syd Bowman, UA salesman, has a reputation as a "pushing young man" . . . Al Rupert will install an elaborate new marquee on the Rupert soon . . . L. H. Larime, who supervised group selling on the coast for Jam Handy, has been promoted to national director of the field projection service, talking picture division.

Jim Kent, new manager for Ross Federal Service here, used to be Paramount branch manager at Milwaukee and Chicago, and was a former branch manager in Detroit years ago under the old film company setup . . . M. Keith Ledyard is now central area supervisor for Jam Handy in the retail training department.

20th-Fox Doings: Georgia Clark, contract clerk, has left to go back to her home in Durand. Estelle Burns is her successor . . . Billie Brown, booker, who started the vacation season is reported to be staying at home . . . Hilda Suttliff, booking steno, is off for Chicago . . . Louis Fava, shipper, is proud of that new Coca Cola machine . . . Jack Sturm can greet visitors with a good word about their A-1 air conditioning . . . Thelma Auten, bookkeeper, is back after spraining her ankle while running . . . Jess (NOA) Veldman, cashier, has a new collection idea. A hat up on the post to drop nickels in.

Richard Flemion of Excellent Pictures is starting in as special assistant projectionist for Variety Club's charity shows . . . Frank Papuga is continuing to manage W&W"s new Ace. He had it for John O'Dell when it was the Frontenac . . . Rufe Davis, screen star, out to visit and dine with George Mitchell, manager of the Forest . . . Helen Halstead is sole owner of the Costume Shop in the Fox Theatre building now. Alice Avran has left.

Charles M. Voelker, who was president of Detroit Film Laboratories, industrial film processors, has left, and Edwin Busby is receiver . . . Charles Parham, owner of the Uptown at Dresden, Tenn., has named his bread-catching hen "Mickey"—after Detroit's Mickey Cochrane . . . East Jefferson Ave. is filmdom's favorite residence district, we find from a checkup on where our filmites live . . . Theatrical Post of the Legion is having their big installation party Monday (17), and it doesn't start at midnight this time.

Buddy Fields of the musicians' union got himself carried "dotty" by his enthusiasm . . . Bernard Hoyt of Book Night is off to Chicago for the Allied States convention, with a big display . . . Leonard Slepski, ex-manager of the Esquire in Grosse Pointe, is back from Florida and Mississippi with his brother Art. Met Bill Napier, operator of the Virginia at Indianapolis, on the return trip . . . Jack Saxe, Monogram treasurer, has a favorite beverage—black tea.

Harry Brooks, roadshow distributor, visited Charlie Garner . . . Reminds us, we saw three big men of the industry together—Garner, Ben Wachnansky of the Schram & Goldberg circuit, and Sam Merson . . .

(Continued on page 61)

Convention Hears Major Warner Flay Un-American Activities

By ROBT. F. KLINGENSMITH

PITTSBURGH—Marking his first visit here in 20 years, Major Albert Warner, vice-president and treasurer of Warner Bros., addressed the eastern and Canadian sales convention of the company Monday afternoon in the William Penn Hotel, taking the occasion to reiterate the statement of his brother, Harry M., that "there is no place in the company for members of any un-American organization."

"If Hitler isn't stopped, it means the end of everything," he declared. "My father fled Poland to escape Russian control and destruction. This land of freedom has no place for Nazis, Communists or Fascists."

Major Warner recalled that his company had its humble beginning in Pittsburgh. The project, started with the pawning of a watch and chain, is today a $175,000,000 corporation.

Company executives and salesmen were joined for the first day's sessions by Warner circuit managers of the tri-state area. Joseph Bernhard, theatres head, was one of the speakers that day.

Joseph Hummel, foreign sales chief, announced that Harry M. Warner had cabled the Brazilian government offering to donate Brazilian receipts of "Confessions of a Nazi Spy" to the Red Cross if that country would consent to show the picture.

The new season's product was outlined by Gradwell L. Sears, general sales manager, and special messages were read from Hal B. Wallis, studio head, and other production executives.

Convention speakers included Roy H. Haines, eastern and Canadian sales manager, and Norman H. Moray, in charge of short subjects.

The deliberations were long and business like and the "action" keynote was adhered to. Following adjournment Wednesday afternoon, the conventioneers were guests of Harry M. Kalmine, local circuit zone manager, at a cocktail party.

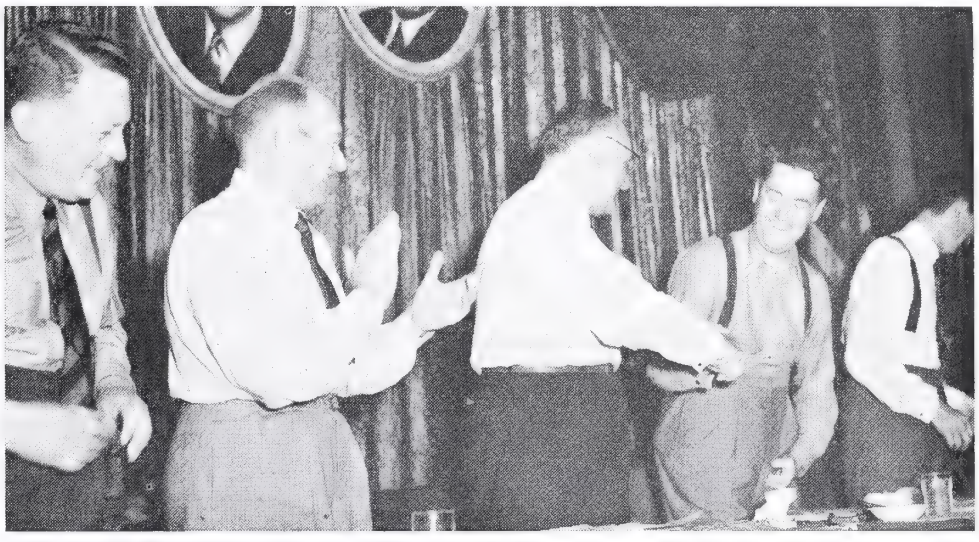
Warner Sidelights

DELEGATES found their product well represented in Pittsburgh's famous Golden Triangle. "Torrid Zone" was on the screen at Loew's Penn; the Stanley was showing "Brother Orchid," and the Warner featured "Flight Angels." The Ritz was exhibiting the re-edited "Confessions of a Nazi Spy." "Cavalcade of Academy Awards," special short subject, was billed at the Penn with "Torrid Zone."

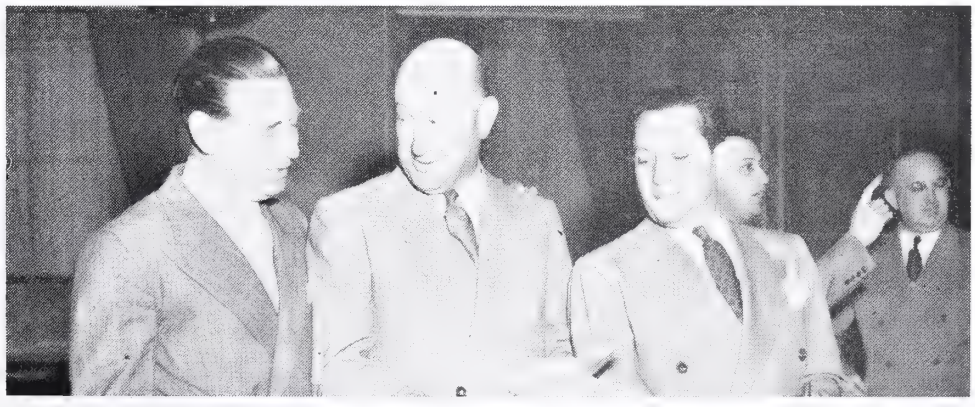
"Welcome Warner Bros. Salesmen" valances were hung from all Warner house

(Continued on page 62)









—Photos by Cosmo-Sileo

Pictorially—

At the Warner convention in Pittsburgh. At the right top are Harry Seed, Pittsburgh manager, and Joe Feldman, zone theatre publicist. The first of the two-column affairs is an action shot with identifications in usual left to right order of Mort Blumenstock, in charge of advertising and publicity in the east; S. Charles Einfeld, vice-president in charge of advertising and publicity; Major Albert Warner, vice-president and treasurer; Gradwell L. Sears, general sales manager, and Carl Leserman, assistant to Sears. Middle scene: Joe Vergesslich, New York, and Detroiters W. B. Collins, S. D. Chapman and S. L. Gilbert. At the bottom are Ralph Kinsler, Cincinnati manager; Roy Haines, eastern sales manager, and Ben Kalmenson, western sales manager.

At "Ghost Breakers" Detroit Premiere

By H. F. REVES

DETROIT—The premiere here of Paramount's "The Ghost Breakers" was the second in the history or Detroit. "Disputed Passage," also a Paramount picture, was the first. It, incidentally, bowed at the Michigan, as did this newest chiller. Plenty of sidelights, so here they go:

Ed Churchill in from Hollywood for exploitation, flew back Friday night. Gibb Evans from New York office handling more exploitation . . . Churchill used to play football at St. Louis, we learned.

Bob Hope arrived Thursday morning, mobbed at the depot, off to meet the mayor, then golfed with Mayor Jeffries, Mrs. Hope, and John Howard, Paramount manager.

Thursday evening—dinner for Society of Detroit Magicians at the Book Casino, guests of Hope . . . Dr. John Buell, past president, arranging everything . . . Al Munroe, Detroit *Times*, president this year, in official command . . . Bill Heisel rushing out to be sure his three daughters saw Hope.

Over to Paramount screening room for the private screening, with the SDM, the press, and Hope—said it made him scared to see the picture . . . met the press afterward . . . Hope started his vaudeville career in Detroit theatres—plenty of them—in 1927 . . . told us his reluctance to meet the haunted mattress . . . Mack Miller, Hope's manager, quietly efficient at arranging everything.

Jimmie Pooler of the *Free Press*, retiring as film critic, and his successor, Frank Gill, both on hand . . . Al Weitschat of the *News*, and Charlie Gentry of the *Times* with a big party.

Out to the haunted house for a midnight broadcast on WWJ—at 29871 Lasher Road, near Thirteen Mile Road . . . Crowd estimated at 2,000 (by Donald Davies of the *News*) to 10,000 (by the announcer) . . . Camera fans roosting in trees . . . Highway blocked for half a mile with cars . . . Motorcycle cavalcade came up unexpectedly . . . ghost—or Hope—fans stowed away in the attic, some got in the cellar—and there were only four police.

Professor Mikesell of the psychology department, University of Wichita (of all places!) brought on his haunted mattress—it thumps . . . Didn't work right for the broadcast . . . Mrs. Hope and Mrs. Skinnay Ennis both claimed they felt it . . . Mrs. Sarah Anderson, a psychic, also said "it thumped."

Bob and "Jeff" (Mayor Jeffries) both puzzled, sitting on the mattress, trying to believe it . . . Bill Goodwin of the Pepsodent program was announcer . . . Letcher Coleman was Paramount operator for the preview.

Formal premiere Friday at the Michigan—Hope put on a swell stage show, plus Professor Jerry Colonna, Dolores Reid (that's Mrs. Hope), Skinnay Ennis, Brenda and Cobina, but not Yahoodi . . . Earl Hudson, UDT prexy, greeting guests in the lobby . . . Saw Carl Shalit, Columbia district manager, in the house . . . Jack Hurford, manager of the opposition Fox, over chatting with Bob Corbin and C. E. O'Brien of the Michigan.

Rosenberg Gets Hurry Call to Washington

Pittsburgh—M. A. Rosenberg, president of the AMPTO of W. Pa., has been summoned to Washington to participate in special sessions with national Allied leaders and with government trust-busting agencies. His call was as a member of the national executive board of the independent theatre owners association, it is understood.

Local reports indicated that a new code of fair trade practice had been submitted to the department of justice by producer-distributor representatives and that Rosenberg found it necessary to drop all other matters and go to Washington for special conferences Wednesday and Thursday.

Midwest Suit Against Co-op Comes July 18

DETROIT—The suit of Midwest Theatres, et al., against Cooperative Theatres of Michigan, alleging conspiracy growing out of alleged film booking difficulties, has been set for trial July 18 by federal district judge Ernest A. O'Brien.

The importance of the suit and the effect it is likely to have in delaying picture buying in the complicated Woodward Avenue booking situation, at the start of the selling season, were the reasons given for seeking an early trial.

Lexington Commissioners Vote Down Fast Time

LEXINGTON, KY.—The board of city commissioners, with Commissioners Dan Regan, Henry Skillman and R. Mack dissenting, defeated an ordinance to give Lexington daylight saving time.

Mayor T. Ward Havely and Commissioner James P. Keller voted for the bill, which would have put fast time in effect from June 10 to September 30.

Virgil Steed, president of the Fayette County Farm Bureau, spoke against the measure, presenting a petition with 2,993 names of persons he said were opposed to the ordinance. A delegation of employes from various Lexington business firms urged its passage.

Must Adapt Programs To Patrons' Tastes

DETROIT—Small town and suburban theatres must be adapted to the needs of the audience, and audience tastes tend to be unpredictable, according to the experience of the two houses operated by Walter Shafer. These are in two west side suburbs about 15 miles from downtown Detroit—the Wayne at Wayne and the new Shafer at Garden City.

Six miles apart, the two houses cater to much the same class of patronage and overlap as was found when the Shafer played some features ahead of the Wayne and business at the Wayne suffered as a result. Features booked for both houses are now normally spotted first into the Wayne.

An unusual split week policy is pursued at the Shafer. Sunday and Monday; Tuesday, Wednesday and Thursday, and Friday and Saturday are the three shifts. The Friday-Saturday shift seems to be working out satisfactorily in an industrial, semi-farming suburb with customers coming back on Sunday after seeing a weekend show on Friday or Saturday. Over at the Wayne, however, the weekend is rarely split this way, although the features are changed in different manners, some splits running Friday, Saturday and Sunday; others, Saturday, Sunday and Monday.

The two-day weekend split at the Shafer develops an unusual condition—that business will be good on one of these two nights with any kind of boxoffice picture and luck with the weather. Some weeks Friday is the big night, others it is Saturday. Which night will draw the crowd is unpredictable, according to Manager Roy E. Campbell, depending much on product and competing community attractions.

Not Asked to Censor Propaganda Films

PITTSBURGH — Major General Edward Martin, adjutant general of the Commonwealth of Pennsylvania, interviewed by a BOXOFFICE reporter, denied any knowledge of the matter of pro-Nazi films being referred to his office for "advice" on the issuance of censor seals.

Last week Mrs. Edna R. Carroll, chairman of the state censor board, stated that in the future she would seek the advice of Major General Martin before approving "propaganda" films.

The state's highest-ranking military officer stated that he had not heard of the subject officially or non-officially. Additionally, to the best of his knowledge, the matter had not been submitted to his office, said the Commander of the Pennsylvania National Guard.

Dolle Buys RKO

LOUISVILLE — Fred Dolle and Charles Krebbs of the Fourth Avenue Amusement Co. have closed with RKO for the company's new season product, both features and shorts, for the first-run Strand and Rialto here.

PITTSBURGH

FRED J. HERRINGTON has received his renewal license as a notary public. His present term expires at the end of the next session of the senate. The AMPTO secretary has been doing the notary work for Filmrow for many years . . . Phil Brozier, the Avella exhibitor, was in the other day and reported that his commission as a notary public had been extended too . . . Steve Rodnok jr., son of Steve Rodnenok, Oakmont exhibitor, graduated from the school of business administration at the University of Pittsburgh. Young Steve uses the short spelling of his name, and he should be able to cut some business corners too now that he has that sheepskin . . . A. P. Way came in from DuBois to attend the first Pirate night baseball game at Forbes Field. "Under the mazdas" game was played before a crowd of more than 20,000 fans.

The Press reported the other day that film moguls have eased up a bit on their ban against the participation of film stars on radio networks, and remarked: "What the exhibitors will do about that remains to be seen. Their past threats to boycott stars who went on the air didn't amount to the snap of a finger anyhow" . . . Sam Galanty, Columbia district manager, and Dave Miller, Universal district manager, were among recent visitors . . . Milt Samuels of the Atlas appeared before the grand jury in connection with the case of a theatre robber suspect who was held over for court. Milt's office radio, electric clock and other articles were recovered.

Danny Davis, at the Monarch exchange, is assisting R. R. Lytle, director of publicity of Allegheny county for the American Red Cross in the distribution of four single reels for this organization. These gratis reels have running times from 6 to 11 minutes. All theatres are urged to cooperate . . . The Theatre Guild and American Theatre Society are now receiving applications for next season's subscription plays at the Nixon . . . Frank J. Harris has been re-elected chairman of the Allegheny county Republican committee, although he had announced a desire to retire as the county party chieftain . . . Elizabeth borough council has adopted a $25 pinball machine tax.

Stage shows at the Stanley will be discontinued for the summer following the engagement of Orrin Tucker . . . The Barry will feature "Lights Out in Europe," distributed here by Louis Krieger, opening June 26. Dialogue is by James Hilton and commentary by Fredric March . . . Mort and Art England, now operating the Roxy, Clearfield, have appointed Wilfred Sklor as manager. He was formerly assistant manager at the WB Boulevard, Brookline . . . Bill Lewis, Sun-Telegraph *drama editor, has recuperated from his recent serious illness and will be back on the job within a few days . . . New telephone operator at the UA exchange is Dorothy Frank.*

Al Weiss is sporting about in a new Cadillac . . . Julian Lesser, son of Sol Lesser, producer of "Our Town," was a visitor as was Joe Shea, UA exploiteer, who is specializing on Sam Goldwyn's "The Westerner," which will be premiered at Fort Worth, Tex., in September . . . Ira H. Cohn, chairman of the Variety Club's Heart Committee, has announced plans to raise $5,000, to be used for Camp O'Connell's operation during the summer. The camp opening Sunday, June 30, will be "Family Day" for club members and friends . . . Robert Finkel, son of the William Finkels, graduated from the drama school of Carnegie Tech last week.

Final AMPTO directors meeting before the national Allied convention was held last Friday afternoon at exhibitor headquarters. Additional names have been added to the list of delegates to the three-day Chicago confab . . . Sun-Telegraph *Spring Cooking Schools, just completed at dozens of local theatres, were so well received that a summer season was announced and dated for twelve new theatres, not included in the recent series. Theatres and June date schedule: June* 13, *Memorial, McKeesport;* 14, *Granada, Beaver Falls;* 20, *Carnegie, Carnegie;* 21, *Mt. Oliver, Mt. Oliver;* 27, *Rowland, Wilkinsburg;* 28,

(Continued on page 61)

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NOTE

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CLEVELAND

CHARLES BOASBERG, newly appointed RKO district manager covering Cleveland, Cincinnati, Indianapolis and Detroit, is shopping for an abode as he plans to make Cleveland his headquarters . . . The A. M. Goodmans of United Artists have opened their summer home in Canada just across from Port Huron . . . Al Perretz, special representative for Alexander Films, stopped off in town to call on exhibitors . . . Fred Holzworth, manager of the Hilliard Square, was host to the Cleveland Safety Council at a special matinee to which the volunteer school guards were invited. Associated circuit, to which the Hilliard Square belongs, donates one of its theatres annually for a Safety Council meeting and complimentary show.

M. M. Blattner, manager of the Heights, has moved up the opening hour of his first evening show to 7:15 o'clock . . . Gerald T. Anderson is the new lessee of the Union Theatre at Richwood. He took over the house from the former owner, V. G. Secord . . . Jane Meisel, secretary to Warner's publicity and exploitation director, Manny Pearlstein, left for a two-week vacation on the west coast.

Jerry Akers, secretary to 20th Century-Fox's branch manager, I. J. Schmertz, also has her ticket bought for a vacation in California. She leaves the last day of June . . . Harry Henderson, manager of the Lorain Fulton; Urban Anderson, manager of the Capitol, and Jimmy Kalafat, manager of the Dennison Square, launched their boat at Whisky Island last week and got everything in readiness for the weekly fishing cruise . . . Only hitch was that Henderson had not yet acquired the new cap which designates him as "commodore."

The first hundred "Susans" to present themselves at Loew's State were guests of District Manager Charles Raymond and Manager Everett Steinbuck to see "Susan and God" . . . Ernest Emerling, assistant to Loew's publicity director, Oscar Doob, paid the local outfit a visit and discussed the local publicity situation with Joe Longo who is steering that department for Loew theatres here.

Kenneth Means, manager of the RKO Palace, has set July 18 as the date when he pulls out of town for his annual trek to California . . . Grace Meier, secretary to M-G-M's office manager, Phil Harrington, will spend her vacation swimming in the Pacific . . . Nat Lefton, Republic franchise owner; S. P. Gorrel, Cleveland branch manager, and George Kirby, Cincinnati branch manager, attended the Republic convention in New York. They will pass on the convention news at a local gathering.

Al Gregg, Republic publicity man, was in Youngstown outlining a campaign on "Dark Command" which opened at the State on June 14 . . . Nat Charnas, Toledo circuit owner, in town last week, said he is meeting the annual summer theatre depression by operating the Strand only over the weekend . . . Robert Smeltzer, Vitagraph district manager, called on Branch Manager Ted Mendelssohn . . . J. J. Maloney, M-G-M district manager, also spent the week in town . . . Bob Bial of Art Guild Studios is busy these days developing new theatre advertising accessories.

Lois Jean, daughter of Max Lefkowich, head of the Community circuit, is at Mt. Sinai Hospital getting patched up from the results of a bad bicycle spill . . . Leo Jones is expanding in more ways than one. He has just added the third link to his theatre chain with the acquisition of the Strand at Carey. The others are located at Upper Sandusky and Forest . . . Glen Kaufman of Montpelier is back home after an extended winter vacation in Florida . . . Henry Stickelmaier of Balaban & Katz, Chicago, was in Toledo looking over his company's theatre interests there.

Howard Feigley, associated in Toledo theatre operations with Bill Skirball, has acquired all new equipment to pursue his favorite sport of fishing . . . Earl Edwards, manager of the State, Napoleon, was in doing some Republic shopping . . . Willard Hart, owner of the Norka and Rialto theatres in Akron, is back at work after having fully recovered from pneumonia which put him on the danger list last spring.

Etta Sabetay, M-G-M assistant contract clerk, is vacationing in California, and Bill McManniss, poster clerk, is back from his visit with his mother in Florida . . . Ralph Landsnaes, M-G-M booker, pulled a fast one when he announced that his marriage to Miss Sally Brooks, which was scheduled for June 9, actually took place three weeks ago . . . Dorsey Brown, head M-G-M booker, is still holding out for July 26 as the date of his marriage to Miss Lucille Spencer.



Convention Interlude—

President George E. Browne of IATSE (seated at right) and his official family is interviewed by Cleo Baker of BOXOFFICE *at the convention in Louisville. Seated at the left is Harland Holmden, Cleveland, who was advanced from the third to first vice-presidency. Standing, left to right, are Felix D. Snow, Kansas City, seventh vice-president; Richard F. Walsh, Brooklyn, third vice-president, and William C. Scanlan, international trustee, who lives in Lynn, Mass.*

CINCINNATI

IRVING SOCHIN, popular United Artists representative, was passing the Perfectos this week. It's a baby girl, Stephanie, born June 6, weight five and a half pounds . . . Mrs. Phil Semelroth, Semelroth circuit, was a welcome visitor. Also in were D. Brown, Cabin, Cabin Creek, W. Va.; Mr. and Mrs. Niles, Eminence, Ky.; Henry Reiss, representative of the Broadway Amusement Co., Louisville, here to take in a ball game, accompanied by Master Bobby Williams of Latonia.

Word comes that Miss Annabelle Ward of the Ward Elliott circuit, Lexington, has departed for Hollywood where she will produce a picture with George Weeks . . . Mike Vance's new Linden at Hamilton is nearing completion and will open July 1 . . . "Chick" Weinberg, Monogram, lost his brother-in-law . . . 20th-Fox's J. J. Grady is receiving congratulations on his new home in the new and exclusive Langdon Farm subdivision of Pleasant Ridge.

The night baseball games have loyal rooters on the Row. Recent parties at Crosley Field included Jim McDonald, Wilbur Heatherington, Manny Trautenburg and Gus Boudot . . . Marion Ray, RKO secretary who is vacationing, has announced her engagement to Al Neitus, lawyer . . . United Artists also boasts a June bride, with announcement of the approaching marriage of Miss Helen Lederer on the 29th . . . Columbia will be quiet this week with the departure of the sales force for Atlantic City and the annual convention.

Warner's sales force, with Branch Manager Ralph Kinsler, left for a sales conference at the William Penn Hotel in Pittsburgh. The Dayton Variety Club held its annual outing at Evers' Grove, June 12 . . . Al Sugarman, popular RKO representative, has moved to Columbus . . . March of Time shorts are enjoying a popular demand. "West Wall," with comments by Major Fielding Elliot, is having many first run repeat engagements. "Soldiers With Wings," "Battle Fleets of England," "Air Army," and "Siege," all completed some time ago, are now on continuous call . . . George Turlukis, Georgetown, was here taking in some ball games . . . "Susan and God" opened to excellent business.

Milt Jacobs, M-G-M, is reporting back to duty following a prolonged and serious illness which necessitated a double operation. Jacobs was stricken with a double mastoid some months ago, following an attack of influenza . . . John Allen of Metro is welcoming home his wife and family after a several months visit in Georgia . . . Metro's Rudy Mueller is vacationing . . . Their Lenore Hungler was to leave on the 15th on a trip to New York . . . C. D. Crawford of the Beckley, Beckley, W. Va., is receiving congratulations. A baby boy recently arrived at the Crawford domicile.

Acquire "War Angels"

CLEVELAND—John Himmelein and George Kendis of Unusual Pictures, have acquired "War Angels" for northern Ohio distribution.

PITTSBURGH

(Continued from page 59)

Rivoli, East Pittsburgh; July dates: 10, *Chartiers, Crafton;* 12, *Manor, Squirrel Hill;* 16, *Arsenal, Butler St., Pgh.;* 19, *Oriental, Rochester;* 24, *State, Clairton;* 25, *Roxian, McKees Rocks;* 26, *Enright, East Liberty.*

Bob McCalmont of the Rialto, Brownsville road, reports the front and marquee have been newly decorated . . . Nathan Rosen, Harry Hendel's partner at the New Granada, arrived here the other day from his home in Florida. His health is much improved and he plans to spend four or five weeks here . . . Jimmy Lea of the Universal exchange blows a hot trumpet with a local band . . . Ed Siegal is returning to New York within a week and he will again manage the Boardwalk Theatre at Rockaway Beach . . . Josef De Otto, who has just been appointed full-time staff organist at the Buhl Planetarium, recalls that in the old nickelodeon days he played the organ at a North Side house. Most of the pictures were of the wild west type but he played Mozart and Beethoven and his boss never knew the difference, because, he says, "I'd give the music lots of hot licks."

W. L. "Pop" Peacock has been serving as relief manager at the Newsreel Palace during the vacation of Bob Keller. Howard Adelsberger, of the Gardens, will relieve the Harris out-of-town managers during the vacation period. John P. Harris departs on his vacation June 16 *and he will be followed in turn by Les Bowser and Sam DeFazio . . . N. G. Anas, Weirton and Hollidayscove, W. Va., exhibitor, was in the city Monday with his son, Tom, who was getting himself all decked out to serve as an usher at a wedding.*

The John A. Reillys observed their 40th anniversary, June 12. He is the veteran theatre man, now managing the Metropolitan, Bloomfield . . . Joe Mazzei has resigned as manager of the Girard, West View, and has returned to the Art Cinema as assistant to Gabe Rubin . . . The William Richmans entertained at a reception in Fort Pitt Hotel last Sunday in honor of their daughter, Ruth, who was confirmed. Their son, Melvin Richman and Sylvia Chotner, will be joined in wedlock Sunday, June 23 . . . Marie Schmidt, a Filmrow favorite for a long period, has returned to the celluloid colony and is employed at Independent Display Co., owned by NSS-AA . . . Leon Reichblum's new State, Charleroi, is scheduled for opening June 25. The new Lee, Fairmont, has announced a June 18 opening.

Jim Alexander and George W. Collins were in New York attending a regional sales convention of Republic Pictures . . . Russ Wherle is eagerly following the Nazi invasion of France, as he is familiar with the "front" territory, having served as European manager for old First National with Paris headquarters for some years prior to 1930 *. . . The entry of Italy into the war stirred Filmrow to a greater extent than any event since the opening of hostilities overseas . . . Peter Dana, newly appointed branch manager for Universal, has returned from Kansas City where he was on personal business for several days.*

Bank Night's Legality To Ohio High Court

TROY, OHIO—The Ohio supreme court has been asked to decide whether Bank Night, as perfected by theatres, is a lottery and in violation of state laws.

The Troy Amusement Co. here appealed to the high court to review the decision of the Miami county common pleas court, which refused the company's plea that Newberry township officials be enjoined from interfering with Bank Night.

The lower court held the giveaway to be a lottery in violation of the law and that the theatre was not entitled to protection from law enforcement officials.

Recent Sales Reported By Equipment Firms

DETROIT—Recent theatre equipment orders reported in the local area include:

American Refrigeration Co.—Cooling system for the Redford, Detroit, a link in the Komer & Goldberg circuit.

Associated Theatre Service, Chicago—Drapes and screen for E. J. Pennell's Coliseum, Bronson, Mich.

Cross Machine Shop—Carbon savers for the Blair, Hollidaysburg, Pa.; Garden, Pittsburgh; Ideal, Clare, Mich., and the Tivoli, Maryville, Mo. Also, 35 theatres of the Schine circuit have been outfitted with anti-splashers for lamps.

Long Sign Co.—Building new front and marquee on Harry Hobolth's new house in Davison, Mich., and on Jeff Williams' Roseville, Roseville, Mich.

Mork-Green Studios—Drapes and stage equipment for Julius D. London's new Midtown in Detroit; Kilbride circuit's Dawn in Detroit; Earl Annett's Durand, Durand, Mich.; Lee, Fairmount, W. Va.; Coyle, Charleroi, Pa.; University Auditorium, Bloomington, Ind.

National Theatre Supply Co.—Booth equipment and screen for Wisper & Wetsman's Ace (formerly the Frontenac) in Detroit; complete equipment for the new Belleville, Belleville, Mich., to be operated by W. P. Kirchner.

Oliver Theatre Supply Co.—Projectors, booth equipment and sound for the New at Rosecommon, Mich.; sound for the Griswold at Port Huron, operated by William Orth; the Ford Theatre at the New York World's Fair; the two auditoriums of Michigan State College, East Lansing; Riviera and Pine Grove, Port Huron, and the new west Detroit drive-in.

U. S. Rubber Co.—Perforated rubber mats for three Butterfield houses—the Strand at Holland, the Bijou at Battle Creek, and the new theatre at Traverse City.

Mrs. Catherine Blatt Dies While on Vacation Trip

PITTSBURGH—Mrs. Catherine Blatt, affectionately known as "The Governor," died at St. Elizabeth's Hospital in Lincoln, Neb., Tuesday. Mrs. Blatt, the mother of circuit owners Charles, William and John Blatt, was taken ill a few days ago while on a vacation trip.

Services will be held Saturday, June 15, at East Brady, Pa.

Cleveland Vitagraph Now Headed by Charles Rich

CLEVELAND — Succeeding Ted Mendelssohn, who has resigned as Vitagraph branch manager here, is Charles Rich who is transferred from a similar post in Buffalo.

Maurice Kinclest, former Universal representative in Belgium, has been appointed a salesman by P-D-C for the local area.

DETROIT

(Continued from page 56)

Dave King, owner-manager of the National for 28 years, was given a 60th birthday party Wednesday. He rates as the oldest continuous owner of any downtown house (Ed Kirchner of the Family, another dean of the business was technically manager rather than owner up till recently).

Lester Sturm's wall cases on the 20th-Fox exchange are the best public display available to any local exchange. They stop the general public right on Cass Avenue . . . Vi Whiteside of the stagehands' office likes cool lunches when it's hot . . . Ed King and George Jennings of the stagehands were in Louisville for the IA convention . . . Roger Kennedy, Frank Kinsora, Gil Light and Roy Roben went for the operators.

Sam Jack Kaufman, lately of the Fox, expects an interesting event shortly Herschel Leib, who had the booking office with Sam, is dividing his time between the Fox and the W&W circuit . . . Frank Gill is new film editor at the Detroit *Free Press.* Jimmie Pooler is back at his old love, the city desk . . . Ray Moon has moved headquarters of Mutual Theatres down to the fifth floor of the Fox Theatre.

W&W has a nifty new reception room layout . . . James N. Robertson, of Mutual, maintains his office in the Roosevelt Theatre building . . . Mary Holoyad is glad things were quiet while the bosses were away . . . Bill Jackson, major domo of the Fox, is getting ready to move to a summer cottage near Lake St. Clair . . . Frankie Connors, Jackson's old room-mate, who just closed at Northwood Inn, still in town.

WOLVERINE DOINGS:

Harrison Beach, roadshow operator, formerly with the Pathescope Co., writes he is going trout fishing for three months . . . George McArthur touring upstate at Flint and Imlay City.

We saw Helen Trenholme playing the feminine lead in the world premiere of "Boyd's Shop" at Ann Arbor Tuesday . . . Dave Mundstok, veteran independent exhibitor, is running an antique shop on Jefferson Ave. near Rivard . . . Jack Mundstok, his son, is selling for M-G-M in West Virginia.

Doc A. Eiseman of Flint was in town booking . . . Callahan and Flesher of the Creston, Grand Rapids, in together, also booking . . . Hazel Park is to have a new 1,000 seat theatre on Nine Mile Road near John R, making the third for this little burg.

Richard P. Leahy, 67, for 30 years owner of the Washington at Bay City, died from a heart attack. Two brothers survive.

WANTED

Representatives with good contacts to sell copyright "Silent Page" theatre service. Good opportunity. Protected territory. Address, giving details, B-1260, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

: Warner Sidelights :

(Continued from page 57)

marquees and the William Penn Hotel lobby and marquees had similar banners.

First to greet the press early Sunday was Sidney H. Rechetnik of the publicity and advertising department. With Sid, who edits the house organ, "The Warner Spirit," was Jack Kingsley, also a publicity representative.

Harry M. Kalmine, Pittsburgh zone manager, and C. J. Latta, his assistant and Chief Barker of the Variety Club, Tent No. 1, greeted delegates in the hotel lobby Sunday afternoon.

Warner circuit zone managers attended the Monday sessions with the sales executives and distributing heads. Sid Jacobs and B. F. "Dinty" Moore were conspicuous among the local circuit district managers.

All conventioneers viewed a special screening of Errol Flynn in "The Sea Hawk," Monday morning at the Warner. They did not see the entire show for the reason that the production has not been completed.

Announcement was made that Charles Rich, Vitagraph branch manager at Buffalo, has been transferred to the Cleveland exchange as manager. Rich was formerly a Pittsburgh manager for the company.

Ted Schlanger, Philadelphia theatre zone manager, and Lester Krieger, his booking manager, flew into the Smoky City from the Friendly City and kept themselves busy during the deliberations. Krieger's dad, Louis, who operated a Pittsburgh film exchange three decades ago, recently returned to distribution at Pittsburgh, and he's right back in the swing of things.

Paul Krumenacker, Albany branch manager, greeted a flock of old friends in Pittsburgh, his old stamping grounds for many years. Paul is reducing and enjoying it.

From our records the oldest Warner employes in service attending the convention were Norman H. Moray, short subjects sales manager, and Harry Seed, Pittsburgh branch manager.

Sun-Telegraph photographed Gradwell Sears, Carl Leserman and Mort Blumenstock at the airport as they arrived for the sales parley.

Joe Feldman of the Pittsburgh circuit office looked after local publicity.

Seventy local area theatre operators extended welcome to the delegates in a page ad published in the *Press*. Harry Seed lined 'em up.

Among the early arrivals was Ben Kalmenson, western sales head, who will have charge of the Chicago convention at the Blackstone Hotel, June 17-19. Ben is a former Pittsburgh branch manager, having succeeded Roy H. Haines, who is eastern and Canadian sales manager for the company.

Joe Minsky, Cleveland city salesman, is a nephew of Harry M. Kalmine, local circuit zone manager.

Harry, Albert, Jack and the late Sam Warner, who opened their first theatre in New Castle, Pa., in 1911, established one of the first film exchanges in Pittsburgh shortly thereafter. Major Albert got a great reception here as the opening session convened.

Joe Beile, stationed at Greensburg, Pa., with the WB circuit, is putting on pounds and pounds.

Dick Brown and Eddie Salamon, Wilkinsburg managers, who have the knack of making friends, added to their lists at the convention. And they had a good time doing so.

Harry A. Seed, Vitagraph resident manager-host, was so happy he threatened to go into his old vaudeville routine, a pre-Shuffle Off to Buffalo!

The Warner gang wasn't the only theatre crowd in the hotel Monday. Local Harris circuit managers held their own regular weekly meeting that morning.

Harry M. Kalmine, zone manager for more than 70 Warner Bros. theatres in the tri-state area, was host to the delegates Wednesday afternoon at a cocktail party and buffet in honor of Gradwell Sears. Many local dignitaries, civic leaders and independent exhibitors joined the party with the gang of swell fellows. This shindig wound up the doin's.

Kap Monahan insists that Warner henceforth will grind out no more "B's" and "in that case, it would seem the double feature nuisance is doomed in Warner theatres . . ."

Bob Coyle, Charleroi exhibitor, was host at a Sunday golf game at Nemacolin to J. S. Hummel and Karl Macdonald of the foreign department, Norman H. Moray and Roy H. Haines . . . While the boys viewed "All This, and Heaven Too," Tuesday morning, Grad Sears, Charlie Einfeld, Paul Lazarus jr. and Roy Haines slipped off and golfed at the Westmoreland Country Club.

T. L. Mendelssohn, Cleveland branch manager who will be succeeded June 17 by Charles Rich, had not been assigned to his new post at mid-week.

Eddie Schnitzer, eastern district manager, was announced as a leading prize winner in the recent Sears Drive. Carl Leserman, assistant to Sears, also announced and presented checks to these branch managers: J. Roger Mahan, New Haven; Norman Ayers, Boston; Charles Rich, Buffalo; Sam Lefkowitz, New York, and Paul Krumenacker, Albany.

A BOXOFFICE reporter greeted many friends in the convention hall during various short recess periods. To old and new friends, we wish to again state: Welcome to Pittsburgh—Glad to have seen you —And Come Again!

Tender Farewell Dinner For H. R. "Duke" Clark

CLEVELAND—Sponsored by the Variety Club, a farewell dinner will be tendered Monday in honor of H. R. "Duke" Clark, who leaves town to become manager of the Paramount exchange in Los Angeles.

Nat Wolf, Warner zone manager, and Bert Stearn, United Artists district manager, are in charge of arrangements. Howard Roth of Paramount and Charles Albert of Warner are in charge of the ticket sale. Harry H. Goldstein, Paramount district manager, has been named toastmaster.

The dinner will be a stag affair, but ladies are invited to join the party after 9 o'clock.

Doubling One Company's Fare Continues in Detroit

DETROIT—Tendency toward double billing the product of one company at first runs continues here, with three of the five first runs playing such one-company duals. At the Adams, Columbia has "The Man With Nine Lives" and "Island of Doomed Men." Around the corner at the Fox, 20th-Fox has "Lillian Russell," supported by "On Their Own," while UDT's Michigan has the FN-WB combination of "Torrid Zone" and "Saturday's Children."

Last week's films proved a boxoffice disappointment, with business way down in all first runs except the Fox, where Ted Lewis in person herded in the crowds.

Testimonial Dinner For Jules Lapidus

PITTSBURGH — A testimonial dinner to Jules Lapidus, local Universal manager who has been promoted to eastern district manager for that company with headquarters in New York, has been announced for June 24. Proceeds will be presented to Mrs. William D. Davis, widow of the veteran East Liberty exhibitor who died two weeks ago.

M. A. Rosenberg and M. N. Shapiro head the exhibitor committee and other committeemen include all local exchange managers and John Harris and Harry Kalmine. Tickets are being offered at $5 each.

The banquet will be served in the Urban Room of the William Penn Hotel at 6:30 p. m., daylight saving time. AMPTO of W. Pa. officers and directors are urging all exhibitors and managers to attend.

A Cocktail Party for Paramount Players

PROVIDENCE—No more swanky cocktail party was ever staged than the one thrown here by the Strand Theatre management at the Providence-Biltmore in honor of Lynne Overman, J. Carrol Naish and Muriel Angelus, who participated in the theatre's 25th anniversary. The press reception followed a tea in honor of the trio held earlier and at which New England society women turned out in full regalia.

Present at the press party were representatives of all the Rhode Island dailies, some weekly editors, Harry Rogovin and Harry Oldshan of Columbia's Boston office, Hank Larner, Paramount, New York; Doc Britton, Monogram, Boston; Bill Horan, Warner's, Boston; Tom Jefferson, Paramount publicist and one of the principals who arranged the party; City Censor Cowan and his aide, Bill McKennon; Archibald Silverman, president of National Realty Corp., owners of the Strand; Strand Manager Edward L. Reed and his assistant, John Hodge.

The SRO sign was hung out at the Strand in the evening for the world premiere of Paramount's "Safari." Many in the audience were veterans of Overman's early days in Providence as leading man of Albee Stock Co. Mowry Lowe, WEAN radio announcer, did the introduction honors from the stage, introducing Silverman, Reed, Larner and the star triumvirate. Silverman, recalling the opening days of the theatre when it was frequently donated for liberty loan drive meetings and other war activities, said he hoped "those days won't return—but if they do the Strand again stands ready to play its part to the fullest."

Larner, in brief microphone speech, said Silverman for 25 years had "played 'em all, Paramount's good ones and bad ones" and called him Paramount's No. 1 New England exhibitor. Reed politely thanked the audience for its loyal support through the years.

Miss Angelus, Naish and Overman did brief appearances and spiels, making no pretense of being other than "strolling players" appreciative of the reception and kindnesses shown them by the natives.

An American Legion band, an usher's corps and a string of bannered autos met the stars on their arrival and escorted them through the downtown area to the hotel.

Williams Slated to Helm Pine Island Drive-In

BOSTON—A new drive-in theatre is scheduled to open between Manchester and Derry, N. H., in about a fortnight. Barney Williams is slated to operate the site, set for Pine Island Park. Williams suffered heavy losses during the recent hurricane when concessions and the grove at Pine Island Park were partially destroyed.

Claim Drive on Monopoly Is to Allied's Credit

BOSTON — Arthur K. Howard, business manager of the Independent Exhibitors, Inc., stated this week in a special bulletin to members: "National Allied has been the most important factor in bringing about a day of reckoning for the monopolists. National Allied will continue to be the most influential factor in the period of reconstruction which is soon to start."

Howard urged that the Allied eleventh annual convention in Chicago this year will be the most timely independent confab in the history of the motion picture business.

"The adjustment of major issues of the industry, vital innovations in practices, product buying under entirely different conditions from heretofore, and consent decree proposals, all seriously affecting your future, demand your alert attention and thorough consideration."

Allied Urges Non-Members Visit Parley June 19-21

BOSTON—Unaffiliated New England exhibitors are being urged by local Allied States Association figures to attend the forthcoming June 19-21 Alllied convention in Chicago, to gain the "real lowdown" on industry problems. The membership committee of the Independent Exhibitors, Inc., at a meeting last week drafted a letter to be sent to non-member theatremen. Frank Lydon, president of the organization, Morris Pouzzner, Wilbur Peterson, Frank Perry, Ed Charbonneau, and Joe Mathieu set in on the proceedings.

Bank Night's Legality In Middlesex to Test

BOSTON—Bank Night legality in Middlesex county in connection with the lottery laws was scheduled to be tested this week in Middlesex superior court in Cambridge. George S. Ryan, attorney for Roy E. Heffner of Bank Night, and District Attorney Bradford were expected to go into court on an agreed statement of facts, precluding any question of credulity of witnesses and dispute of details. Bank Night continues to operate in Middlesex county per an understanding between Heffner and Bradford that there will be no police interference until the lottery question is decided one way or another.

1940-41 Contracts Topic For Connecticut MPTO

NEW HAVEN—Connecticut MPTO will meet at 12:30 p. m. Monday, June 17, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding. Discussion will include 1940-41 film contracts. Herman M. Levy, executive secretary, will report on the film golf tournament arrangements.

Independent Exhibitors Meet

BOSTON—The Independent Exhibitors Inc., held a special business meeting Tuesday at 1:45 p. m. at 20 Shawmut Street headquarters in the film district.

Broidy Names Friars' New Committeemen

BOSTON—Steve Broidy, New England sales manager for Monogram and president of the Boston Friars Club, has named a number of committees for the 1940-41 season of the unaffiliated film fraternity. Martin J. Mullin, M&P Theatres Corp. partner, has been made chairman of a special committee which includes Sam Pinanski, John S. Giles, Ralph Snider, J. J. Ford, and Edward Ansin, all part owners of New England theatre circuits. Officers and trustees of the Boston Friars Club also are serving on this contingent.

Harry Kirschgessner, New England head of the National Screen Service, has been named chairman of the house committee which includes Max Levenson, William Mancuso, Irving Walenstein and Joseph Namion.

M. E. Morey, head of Republic Pictures in this territory, is chairman of the membership committee. Serving with Morey are Louis Gordon, Jack Meyers, Harry Alexander and Ben Rosenthal.

E. M. Loew, independent circuit owner, is head of the charity committee. Fellow members are Herman Rifkin, William P. Scully, William Erbb, Mickey Alperin and Louis Klebenov.

Maurice Goldstein, city salesman for M-G-M, is chairman of the entertainment committee which includes Lou Walters, Ben Welansky, Ross Frisco, Tom Maren, Arthur Rubin, Joe Cohen, Eddie Liner and Maurice M. Green.

Edward X. Callahan, 20th-Fox branch manager, heads the auditing committee. Fellow workers are Carl Myshrall, Adolph Burroughs, Julian Rifkin and Bert Lazarus.

George Kraska is in charge of publicity and is being assisted by Max Michaels, Edward J. Carroll, Harry Segal, William S. Koster and Joe Brennan.

Duffy Lewis is in charge of a visiting committee whose other members are Ben Abrams, Sam Haase, Abe Levine and Myer Ruttenberg.

"Our Town" Is Authentic For New Hampshire Fans

MANCHESTER, N. H.—Again, New Hampshire film fans have acclaimed a motion picture in which the locale is their own state. The latest is Thornton Wilder's "Our Town," which opened at the State Theatre here June 2 after an abundance of Boston world premiere publicity in the local newspapers.

The story, actually written about the towns of Peterborough and Hancock, in the Monadnock region, was recognized by fans hereabouts as an accurate portrayal of the Granite State's "everyday folks."

In its newspaper advertising of the film, the State carried a recommendation by Gov. Francis P. Murphy, who said it was "one of the finest motion pictures I have ever seen, flavored with all the simplicity and charm of a small New Hampshire town."

Filmrow Friends Get Operators' Thanks

BOSTON—Among the film men to whom the general committee of the Moving Picture Operators Union, Local 182, has extended its thanks for "expressions of good will which encouraged us to leave nothing undone in making our 30th anniversary celebration an event of happy remembrance," are Philip Smith and James Doyle of the Broadway and Strand in South Boston; Al Somerby of the Old Howard in Boston; Edward Ansin and E. Harold Stoneman of the Interstate Theatres Corp.; Martin J. Mullin and Sam Pinanski of the M&P Theatres Corp.

Harry McDonald, Ben Domingo, and Tony Zinn of RKO; John Gatelee, international representative of the AFL; Benjamin Hull and Arthur Payette of Local 186 of Springfield; P. Edward Comi of Theatre Service & Supply Co.

Matthew Moriarty and Francis Rahilly of Film Exchange Employes Local B-3; Walter Nolan of Theatre Employes, Local B-4; Ken Douglass and Leon Foster of the Capitol Theatre Supply Co.; Rudy Wetter, Ernest G. Comi, E. A. Franzi, R. V. Hammell, and Dan Fleetham of National Theatre Supply Co.

Frank Lydon of the Hamilton in Dorchester; Max Michaels of the Globe Theatre; E. O. and G. A. Ramsdell of the Middlesex Amusement Co.; August Thims, Walter F. Diehl, Joseph Crimmins, Douglas Adsahde, Murray Carry, Frederick G. Schell, Alfred Harvester, Frank Huzzar and Albert J. Reith jr. of the Middlesex Amusement Co.; Larry Strong of IATSE Local 110 in Chicago.

Ralph L. Ripley, manager; Bernard J. Lynch jr., assistant manager; Mildred Feenan, Gertrude O'Mears, Margaret Donovan, Mildred Martin, John J. Diehl, William J. Costello, William Joyce, Robert Mitchell, Oscar Lomasney, John McPherson, Frank Kelly, B. Pazurcheck, Frank Fachetti, John McCready, Alfred Boyle, Frank Kezek, Vincenzo Scotti, Angela Scotti, James MacDonald, Ablene Fougere, Stephen Barretta and Fred Monahan and Fred Yehle of the Codman Square Theatre in Dorchester.

Lon Hacking and J. A. Cameron of Altec; Ed Morey of Republic Pictures; Edward X. Callahan and Tom Bailey of 20th-Fox; Steve Broidy of Monogram; Louis S. Silvey of Local 11; Harry Asher of Producers Distributing Corp. of New England; Sam Berg of the Boston Cinema Club; J. J. Dervin, Joe Carroll, George Hager, Herb Schaeffer, Nat Ross and Joe Cronan of United Artists Corp. in Boston.

J. Adam, H. Armitstead, Sam Cardi, Joe Cohan, H. L. Dill, Arthur A. Ducote, Joseph Dooley, N. Gerger, R. K. Jordan, Walter A. Katz, W. McDermott, J. Nuzzolo jr., M. L. Snyder, Alex Tradd and P. J. Young.

Ben Rosenberg and Abner Eisenberg of the Fenway; Jack Goodwin of the Metropolitan; Charles E. Kurtzman, Frederick Randolph Greenway, George McGunnigle, Salvatore DiManno, Joseph A. DiPesa, Joseph Longo, Al Longo, Charles Foley, Fred Keogh, Louis Silvey, James McCormack sr., Thomas Green, Henry Russell, Meyer Bixgorne, Morris Goldman, Nat Max, Edward Schindler, Vincent Dunfey, Edward F. O'Neill, May Fox, Thomas

(Continued on next page)

Pre-Release 'All This' For a Hartford Run

HARTFORD—Concurrently with its world premiere in Los Angeles and Philadelphia, Warner's "All This, and Heaven Too," written by a Connecticut woman, will open Tuesday, June 18, for a pre-release run at the Strand here. Reserved seats have been sold for all evening performances, according to Manager James R. McCarthy.

The picture, which stars Bette Davis and Charles Boyer, is based upon the story by Rachel Field who is well known in this city and in Farmington where she lived for several years. "All This, and Heaven Too" is her second novel and a current best-seller.

Springfield Area Shows Gain in Employment

SPRINGFIELD, MASS.—General employment in the metropolitan Springfield district enjoyed a slight gain from January to March, for the most part in the industrial plants, as is reflected in the survey of actual employment records of 300 business concerns completed by the Springfield Chamber of Commerce. The survey has been made for the past 15 years, and is compiled quarterly.

The last survey in January showed the 300 reporting companies employing 41,-176. Ending March 31, the latest survey of the chamber reveals the same companies carrying 41,400, a gain of 224.

United Air Corp. Expansion Will Mean 17,000 Jobs

EAST HARTFORD, CONN.—A total of about 17,000 will be employed by the United Air Corp., of East Hartford, when another plant addition costing $8,000,000 is completed in three months. Construction is starting now.

The Pratt & Whitney division output has been tripled during the last year, due to the present war conditions. Until the first of 1939, the Pratt & Whitney plant had about 2,700 on its payroll with the huge increase in employment having taken place since then.

Moriarty Retains Exchange Local Helm in Boston

BOSTON—Matthew Moriarty, Universal shipper, won out over Jack Martin of Republic for the 1940-41 presidency of exchange employes union, Local B-3. Moriarty, formerly with Warner, last year succeeded Max Magovsky of National Screen Service as second president of the IATSE affiliate.

Elmer Foster of National Screen Service became first vice-president of the organization. Frank Rahilly, formerly of National Screen Service and now with RKO, became treasurer for the third successive year. Clara DeCane of M-G-M went in as secretary.

BRIDGEPORT

MATT L. SAUNDERS, manager of the Loew-Poli, has been made a life member of the Elks and his staff presented him with a gold membership card case.

George Brazil, projectionist at the Palace, Norwalk, is a candid camera addict . . . James Fensore of the Loew-Poli and John Martin of the Brooklawn are back from the IATSE convention in Louisville.

Norman Sullivan, former doorman at the Loew-Poli, weds at the Little Church Around the Corner in New York. He is now doing gags for Bob Hope.

The Groton staged an Italian and American midnight show . . . John Reilly has resigned as chief of service at the Warner . . . Morris Rosenthal of the Majestic used the New York World's Fair in publicizing "Two Girls on Broadway." He passed out envelopes marked "Going to Visit the New York World's Fair? (For what to see—first look inside.)" Contents stressed fact visitors to New York should not miss Broadway and to know where to go for the bright spots they should first see "Two Girls on Broadway."

The city is booming, theatre help is leaving in a steady stream to take factory jobs, but business continues under par. Managers are looking forward to the up-pick in business expected from the new defense program. Bridgeport is expected to be one of the cities reaping the greatest benefits and some factories are already drawing plans for expansion.

Ralph Mauro, sound engineer, has a real problem. He was given an apple and a pear tree, but the tags fell off before he had time to plant them. Now he is trying to guess which is which . . . Areste Tomassetti, Loew-Poli projectionist, has a pet fig tree that has been ailing. He has just replanted it and talks of nothing else.

Arthur "Otto" Esposito of the Loew-Poli heads for a vacation in upstate New York on June 21 and Manager Manny Kugell of the Warner hopes to get away July 6.

Matt Saunders staged a midnight press preview of "Our Town" and topped it off with a buffet lunch . . . Hot wave caught the Warner with the air conditioning machine right in the middle of a repair job . . . Pierce Parkhurst of the State, Torrington, was in to see Morris Jacobson.

Borck and Stevens Bakery tied up with the Loew-Poli for a full page ad in both the *Telegram* and *Post* on "Our Town" . . . The Palace, Danbury, is trying vaudeville on Wednesdays . . . Al Shea is back in town now that "Two for the Show" has closed.

Filmrow Friends Get Operators' Thanks

(Continued from preceding page)

Foley, Patrick Foley, Joseph Cabral, William Herlihy, John Morley, Vorman Bromley, Robert Hess, Marie Nessikian, Erick Lindblade, Daniel Gallagher, Timothy Moran, Francis Green, James McCormack jr., Francis Russell, Esther Grant, Olga Bruno, Charles Stearns, L. G. Williams, Edward Harney, John Burns, Robert Krichmar, Paul Nagle, and Hilda McPherson of Loew's State.

Howard Burkhardt, Edward Richardson, James Tibbetts, Emil Weretelnyk, Al Rodgers, Arthur McCloskey, Frank Meagher, Harry Kelly, Steve Hicks, Jim O'Brien, Sid Chisholm, Jack Kaufman, Jim Mulvey, Helen Toomey, Edith Carpentier, Alice Shea, Frances Balck, Betty Carney, Barbara Perry, Joe Lunny, Tom Brock, Bob Croak, J. Attaya, F. Murphy, J. Storey, R. Huber, W. Bouttiette, J. Sweeney, W. Ollen, E. Moran, J. McGarry, D. Del Torto, J. McDevitt, R. Osgood, J. O'Brien, G. Demas, J. Belange, F. Linn, M. Spurling, O. Marselis, J. McBride, J. McPherson, J. Paull, D. Cericola, J. Ryan, L. MacCarron, E. Robbins, A. Ferullo, John Davis, John Stanley, Thelma Allen, Elise Reese of Loew's Orpheum.

John J. Markle, Arthur Abele, Kay Perrault, Grace Harrison, Dan Moran, Bill Landry, Martin Gibbons, Martin Foley, Eddie Deitch, Michael D'Areno, Clifford Dernier, A. Poltack, L. Cravath, S. Poltack, J. Masterson, J. Gannon, G. Gleasure and J. Callahan, Samuel Shubouf, Alvin Rudnick, Elizabeth Carpenter, Josephine Harrison, D. Moran, C. Fossa, Teddy Lewenberg, Charles Fermoyle, William Hillman, J. Dodlan, J. Mahony, P. Duggan, J. Hart, W. Riley, W. Cook, J. Stranahan and H. Horgan of the Brookline and Coolidge Corner.

Joe Cifre, equipment man; Ross C. Cropper of RKO Radio Pictures, Inc.; William H. McLaughlin and the Lt. A. Vernon Macaulay Post of American Legion; Harry Rogovin of Columbia Pictures.

Maurice M. Corkery, John J. Donahue, Paul Burgess, James Collins, John Collins, Nicholas Cotsonas, John Crowley, Honorious Dallaire, Charles Davidson, Mary Dillon, Coleman Foley, Rose Fortier, Christopher Grover, Margaret Honekapm, George Higley, Gordon MacDonald, John MacDonald, Gorizia Maclone, Michael Maclone, Janet McGrath, Marie O'Leary, Alice Robinson, Raymond Schmiz, Joseph Shea, Anna Spadaro, John Spence, R. Richard Spence, Richard Starkey and E. Albert Woerner of the Central Square in Cambridge.

Herb Elwes of RCA Photophone; Norman Ayers of Warner; Harry Segal of Imperial Pictures; Alfred Fratus, James Concannon, Joseph Griffin, and Frank Laby of the Trans Lux.

Fred Hookailo, Al Reith, Henry Glecken and Frank Flanigan of the Washington St. Olympia; Arthur Foley, Michael Driscoll, Charles Cain, George Atlas and Arthur Gilman of the RKO Boston; Albert Moulton and James Gibbons of the Rivoli;

"Cashier's Delight"

MARLBORO, MASS.—Fay Carey of the Marlboro here comes through with an idea for an hourly reading reminder, which she terms "The Cashier's Delight." Here it is:

"At set intervals—set by the office—an alarm will ring a switch which will strike the cashier's leg (left one) and (13) thirteen lights will flash on the inside front wall of the boxoffice, and an electric heating plate is switched on in the chair.

"To stop the alarm—switch and lights, the cashier merely shows the completed hourly reading to the clock, which thereupon stops automatically.

"If the reading is not taken immediately upon receiving the warning, the heating unit in the cashier's chair stays on, and finally the cashier is forced to take the reading to shut off the electric current, or else stand up. After two minutes if the reading is not completed, an automatic phonograph starts saying in a very loud voice—'Take your reading, take your reading.' This is repeated until the reading is taken.

"We guarantee that after one week of use—your cashier will either be irrevocably cured—or she will be in the bughouse."

Charles E. Jandrue and Leon A. Narbut of the Dudley Theatre; Harry Rotman, Morris Rotman and Jack Rotman; Robert Bullock and William Dwyer; Joe Nuzzolo, Frank Mager, Leo Goodman and John Conlin of the Uptown. Michael J. Grady, George H. Corey of the Strand in Dorchester; Frank Mossman and Arthur Hamilton of the Morton in Dorchester; G. H. Buckley and Guy Ruggerio of the Fields Corner Theatre, Dorchester.

Nominate Aaronson to Head Macaulay Post

BOSTON—Harry Aaronson, manager of the Rialto in Scollay Square, has been nominated successor to William H. McLaughlin, Stoneham exhibitor, as commander of the Theatrical Post of American Legion. Al Kenney was nominated to the post of Senior Vice-Commander, while Harry Smith of RKO was put into running as Junior Vice-Commander.

Renominated without opposition for sergeant-at-arms for 1941 was Sam Levine, Northeastern Films booker. Marcel Mekelburg of the same independent distributor was nominated to succeed himself as finance officer. Ralph Wormhood and Dr. Edward Melincoff are slated for re-election as adjutant and chaplain respectively.

Elections are not scheduled to be held until September. By that time, the Lt. Vernon A. Macaulay Post will probably be located in new quarters at 99 Broadway in the film district.

Daughter to Farbers

BOSTON — Irving Farber, salesman for Harry Asher of Producers Distributing Corp., and Mrs. Farber put an end to conjectures last Thursday with the birth of a baby daughter, Joyce Hannah Farber. The event took place at Charlesgate. The youngster weighed in just short of 7 pounds.

Mekelburg Leaves

BOSTON—Joseph Mekelburg has resigned as manager of the automobile theatre in Sturbridge, operated by Joseph and Max Levenson. Mekelburg was formerly booker and buyer for the Drive-In Theatres Corp. and for affiliated theatre interests of Thomas DiMaura and James Guarino.

"ELEMENTARY MY DEAR WATSON. ELEMENTARY!"

. . . that's what Sherlock Holmes would say about choosing sound projection equipment.

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The established box office drawing power of Mirrophonic Sound . . . its tried and proved reliability . . . make this the outstanding sound system value.

Available in seven different sizes—all of identical quality. One of them has been engineered to fit your theatre exactly, an important cost reducing feature.



CAPITOL THEATRE SUPPLY COMPANY
A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS
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NEW HAMPSHIRE

THE LYRIC in Manchester was reopened Sunday, June 9, following a week's shutdown for redecoration and repairs.

The Colonial in Keene was donated for a recent showing of motion pictures, taken in Greece, for Greek-American residents in Keene and vicinity. A collection was taken for the Red Cross.

A popularity contest has been making a hit with young folks attending the Saturday matinee at the Palace in Manchester. Ten free gifts are awarded, as well as 500 votes for each boy or girl attending the matinee.

Peter Gagne, operator of the Somersworth, has been named to the directorate of the New Hampshire Society for Crippled Children.

Boston RKO Quarters Will Rise on Garage Site

BOSTON—The RKO exchange will be moved to the corner of Winchester and Arlington Streets where a garage is now located. It is said the move will be completed by the end of the present year. New quarters are to be situated next to the Theatre Service and Supply Co. and opposite the accessories branch of National Screen Service, itself slated for a new building.

For Sublease

Furnished Apartment in Back Bay

•

10 Minutes Walk From Film District

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2 Rooms, Kitchen, Private Bathroom

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Frigidaire

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Free Gas—Electricity

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Radio

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Fireplace

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Will take loss to secure suitable tenant.

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Censor Shears Fall Heavy On Independent Product

BOSTON — Thirty-five motion pictures were subjected to the heaviest cuts in weeks when the Massachusetts bureau of Sunday censorship exercised clippers on four features. Passed without eliminations were "Brother Orchid," "Earthbound," and "Susan and God."

Eliminations on "Wajan," released by Harry Thomas under the title of "Demon's Island," were: "All close-up scenes showing native women at work, in part 1. All close-up scenes showing native women, in part 2. All scenes showing cock-fight and native girl at same, in part 3. All close-up scenes showing native girls looking at sun; all close-up scenes showing native women with children, in part 4. All close-up scenes showing native girls, in part 5. All scenes showing nude men and women bathing in thanksgiving; all close-ups showing native girls, in part 6."

"Fifth Column Squad," being distributed in New England by Roy E. Heffner, was okayed after omission of the dialogue, "For God's Sake . . ."

Eliminations on "One Stormy Night," released by Albert Rashie of Detroit, included: "Scenes showing girl doing body dance; caption, 'Oh my God, what a disgrace!' in part 3. Caption, "Girls are always sacrificed at the altar of dishonorable men,' in part 4. Scenes showing colored girl doing body dance; caption, 'I give you my health, my body and my money . . .,' in part 9."

Heaviest cuts of all were accorded "Reefer Madness," distributed by Harry Segal in this territory, whose scissorings included: "Scenes showing Mae seated in front of mirror putting on stockings and starting to dress, in part 1. Scenes showing couple in sensual embraces on divan; dialogue, 'There's a new one in—,' to and including, '—out for this new kid,' in part 3. Scenes showing Blanche disrobing and dancing with Bill; scene showing Blanche and Bill in bedroom; dialogue, 'Then there's the most vicious type—,' to and including, '—in West Virginia, wasn't it?' in part 4. Scene showing Ralph and Mary struggling on divan; scene showing Bill and Blanche in bedroom; cut to a short flash scene showing actual fight between Ralph and Bill, in part 5. Scene showing Blanche's body falling from window, in part 7".

Five vaudeville acts were granted Sunday permits against three blacklistings, but ten other routines were required to follow recommended modifications in order to conform with Lord's Day regulations.

Cite Adorno Litigation as Bar to Theatre Permit

MIDDLETOWN, CONN.—Litigation over the College St., Open Air Theatre of Mrs. Maria Adorno was presented to Edward J. Hickey, commissioner of state police, at Hartford, as a reason why the theatre permit should not be issued. Three suits were filed in superior court by Attorney Carlis Ellis jr., representing the Middlesex Theatre, Inc., F. Arrigoni & Son, Inc., and Middlesex Enterprises, Inc.

BOSTON

GEORGE SHARBY, who recently disposed of several theatre holdings, has been reportedly unable to pick up that baseball franchise in Brattleboro, Vt. . . . Sam Merchant has had the Lyric in Manchester, N. H., darkened for renovations . . . Lou Walters, vaudeville booker, was out a reported $1,500 when a safe at the Latin Quarter, film district nightclub, was cracked.

P. Edward Comi of the Theatre Service and Supply Co. continued in the midwest this week, handling installation work at the Phil Smith outdoor theatres there . . . Joseph Anstead, manager of the Elm Street in Worcester, has been on the west coast.

Myer Feltman, Warner booker, has been seriously ill at Charlesgate where he underwent an operation . . . Carolyn Lydon, daughter of the operator of the Hamilton in Dorchester, was a principal in a juvenile dance recital at Jordan Hall last week.

Harold Dunn, Far Eastern manager for Warner, was expected to arrive in New York this week following a China Clipper trek. Dunn, who headquarters in Bombay, was to have been accompanied by one of China's most influential exhibitors. He is a brother of Irving Dunn, associated with Roy E. Heffner, in connection with the operation of the Tower in Lowell.

Alex Hurwitz, manager of the Strand in Taunton which has been darkened for the summer, will work along the M&P circuit for the next few months as relief manager . . . Edward Carroll, operator of the Stuart in Boston, is slated to put vaudeville into Riverside Park in Springfield.

Fred Fahlbusch of the M&P Theatres Corp. has been hospitalized in Malden with plural pneumonia.

Ben Rosenberg and Harvey Isenberg, manager and assistant manager respectively of the Fenway, have been supervising repainting and refinishing of the Back Bay house.

Nat Rubin, assistant to Bob Russell at the Loew's Poli in New Haven, is undergoing an operation at Grace Hospital in the Connecticut city.

Morris Perlstein, operator of the Modern in Brockton, will give Al Swerdlove's new phonograph record giveaway deal its New England unveiling.

Arthur Keenan went in for cooperative tieups with local merchants for the showing of "Adventure in Diamonds" at the Merrimack Square in Lowell . . . Maurice Corkery of the Central Square in Cambridge, promoted a cooperative advertisement page in the Boston suburb on "Young Tom Edison."

Marion D. Bell, secretary to M-G-M divisional manager, Maurice N. Wolf, and Grace McGowan, secretary to M-G-M branch manager, Jack Byrne, planned to fly to New York, Friday. The trip was to have included a visit to the New York World's Fair . . . Rose Steinberg of the

M&P Theatres Corp. was on vacation this week.

Maurice N. Wolf, M-G-M divisional manager, was indisposed . . . Ruth Haase, daughter of the theatre booker, has recovered from a recent serious illness . . . Charles Fish of the Capitol Theatre Supply installed lamps, mechanisms, and rectifiers last week at the Casino in Taunton for Cyril Hayhow . . . Tex Safrine, convalescing from a recent illness, plans to open Horticultural Hall in Manchester-by-the-Sea about June 20 for the summer season.

Julian Rifkin of the Rifkin circuit has been hypoing business at the Strand, and Jefferson in Springfield with amateur nights and cooking schools . . . Rose Eskin of the accounting department of M&P is back from a New York vacation . . . Stanley Farrington, Fox booker, has been on vacation leave . . . Ethel Simes of NETOCO has been vacationing in Washington, D. C. . . . Leon Foster, Capitol Theatre Supply executive, has discovered a new way of catching pickerel. After pork rinds fail, Foster trys trolling with a yellow maribou fly. The procedure clicked.

Major Patrick F. Healey, state film head, and Al Kenney, have been named Theatrical Post of American Legion delegates to the state legion convention, to be held in August at Salisbury Beach. Harry Aaronson, manager of the Rialto in Scollay Square and Ken Forkey, circuit owner, are alternates . . . Anesti Pouchi repainted his sandwich shop and the premium quarters of Myer Ruttenberg . . . George Harvey, manager of the Palace in South Norwalk, Conn., has been vacationing.

Al McEvoy of the Bates in Attleboro donated the house for the graduation functions of the class of 1940 of the local high school . . . E. M. Loew, independent circuit owner, has been in Washington, D. C. . . . Max Nathanson, Providence theatre man, was in the film district.

Lucien Descoteaux has opened the Rex, his new house, in Manchester, N. H. . . . Lew Orth, vaudeville booker formerly quartered with Ross Frisco, has opened new offices in the film district at 204 Stuart Street, opposite the Theatre Candy Company in the Motor Mart Bldg. . . . Ann Leavitt, recently in town, plans to open Leavitt's in Ogunquit, Me., shortly.

Frank Gooch, M&P Theatres Corp. manager in Bath, Me., pulled the proven baby-contest exploitation out of the bag to hypo biz . . . Nat Haase, former Boston film man now manager for the Metro Premium Co. in Detroit, is expecting an addition to the family within the next fortnight or so. Mr. and Mrs. Haase have a daughter.

Hannah Brand, formerly of Specialty Pictures, Inc., and now with the E. M. Loew home office, has been sojourning on Long Island . . . Marty Glazer, publicity assistant of the Metropolitan, has taken up golfing . . . Tom Martel, booker for the U. S. Army, was in town last week . . . Sam Kaufman, with the Fay circuit in Providence, was also in the district.

HARTFORD

RUDY FRANK, praise agent at the State, was in New York . . . Lester Sanderson is a new usher at Warner's Central, West Hartford, succeeding Eddie Boggs, resigned . . . To Boston went Bernard M. Levy, manager of the main stem Proven Pictures . . . Manager George E. Landers, E. M. Loew's, was in New Haven . . . Harold Olivier is a new usher at the Loew-Poli Palace . . . Martin Kelleher (Princess), Charlie Repass (Crown) and Maurice Schulman (Webster, Rivoli and Plaza-Windsor), were in New Haven for an Allied meeting . . . Mrs. M. Oakley Christoph, motion picture critic and columnist for the Hartford *Courant*, was a New York visitor . . . Ditto Julian B. Tuthill, Hartford *Times* . . . Lewis J. Blanco, Loew-Poli Palace student assistant, married over a half a year, and is pul-lenty happy.

Sam Harris, one of the owners and operators of the State, is thinking of a trip to California this summer after the theatre closes down for the season . . . Hartford public schools will close June 21 for the summer vacation . . . Sidney Meister, Loew-Poli part-time usher and a student at Weaver High, will graduate this month . . . Hilmer Robinson, assistant manager at E. M. Loew's, took a trip to New Haven with his girl, Virginia Gibson . . . Office at the State will be enlarged. New drapes have been installed at same house . . . An army tank was stationed outside E. M. Loew's during the run of "Mad Men of Europe" . . . M&P's Allyn brought back "Hell's Angels" . . . Manager George E. Landers, E. M. Loew's, was in Boston.

Mr. and Mrs. Russell Grant expect to attend the New York World's Fair this summer. Mr. G. is the Loew-Poli student assistant . . . Mike Daly of Hartford, Plainfield and Lowell was in New Haven the other day . . . Harold Rubin of Metro Premium has signed the Schulman's Rivoli to a glassware deal . . . Filmrow visitors were Harry F. Shaw, division manager for Loew-Poli, and Lou Brown, Loew-Poli New England publicity man . . . New summer uniforms have been ordered for ushers at the Loew-Poli . . . Wallace J. Cooper, Loew-Poli assistant manager, tied up with the Connecticut safety drive . . . E. M. Loew's Court Square, Springfield, still reports top takes with vaude . . . George Taylor, assistant manager at the Empress, Norwalk, has returned with his bride from a honeymoon in Virginia.

According to present plans, the local team of Conrose (Conn and Rosenthal) will not reopen the Cinema City Theatre, Sound View . . . More than 200 houses in Connecticut aided the state in its campaign to reduce highway accidents by displaying safety trailers . . . Cashiers at the Loew-Poli are sporting new summer uniforms . . . Loew-Poli, Worcester, is cooperating with WTAG's new daily quiz program by offering free guest tickets to winners . . . Jack A. Simons, Wallace J. Cooper and Russell Grant, Loew-Poli, are working on exploitation for new summer hits . . . WB's Strand has opened a special boxoffice and is selling tickets for "All This, and Heaven Too" . . . Encyclopedia and dictionary deal has been signed for the Rialto, Windsor Locks.

Jimmy Mandell is a new member of the service staff at the Loew-Poli Palace, succeeding Red Ostrowski, resigned . . . Back from the Louisville convention of the IATSE, are Rubin Lewis and Tommy Sullivan of the Loew-Poli . . . Manager Frank Morin of the Regal hopes to take a cruise this summer to Havana and points south . . . Warren Hills is a new relief doorman at the Loew-Poli Palace . . . Attention tennis fans: Manager George E. Landers and Assistant Hilmer D. Robinson of E. M. Loew's have formed a tennis team and are desirous of matches with theatremen in metropolitan Hartford area. Anyone interested, call Hartford 5-6789 . . . Congratulations are in order for Mr. and Mrs. Frank Burns, who were married June 10. Mr. B. is fireman at E. M. Loew's . . . Jimmy Lombardo, usher at M&P's Allyn, has resigned, and is now employed at the Pratt & Whitney Aircraft Corp., East Hartford.

Our condolences to the family of Manuel J. Randazzo. Previous to his death, he was an usher at E. M. Loew's . . . "Edison, the Man," after doing great at the Loew-Poli for a week, was held another seven days at the Loew-Poli Palace . . . Cashiers at the Loew-Poli Palace have new summer uniforms . . . Manager Frank Morin, Regal, brought back "Confessions of a Nazi Spy" after exploiting it with heralds, displays and many tieups, Frank also invited State Commander Ackerman of the American Legion to see the show . . . Hilmer Robinson hopes to go sword fishing off Block Island this summer.

Lewis J. Blanco, chief of service at the Loew-Poli Palace, was sick for several days last week. Hollis Sweeney filled in . . . Jack Tarascio is now head usher at the State . . . Esther Stevens, cashier at E. M. Loew's, was in New London . . . Holdover in the downtown district was "Brother Orchid" at the Regal, after playing a week at the Strand . . . Tommy McCarthy is a new usher at E. M. Loew's, succeeding Manuel J. Randazzo, who passed away . . . East Hartford Little Theatre is slated to elect officers, June 17.

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NEW HAVEN

WITH the first hot weather, Meadow Street's fancy turns to vacation schedules . . . Adolph G. Johnson and Mrs. Johnson off in their new two-tone blue and grey Buick sedan for Ohio State, where they witnessed the commencement exercises of their son, Robert . . . Stanley Levin, RKO booker, off on the 23rd, probably for New York . . . The Joseph Shulmans of Hartford are spending the summer at West Granby . . . Jeanne Warshow, head cashier at the Stamford and Avon theatres, has returned from a month on the coast where she visited the studios . . . Homer Downey of Advertising Accessories is off for Hartford, New York and New Jersey in his car, leaving Tom Thornton in charge . . . Ben Leo of the State, Springdale, has reserved summer Mondays for his family in Stamford.

The Jack Schwartzes of the West End, Bridgeport, took a flyer into New York for "Louisiana Purchase" and a ball game . . . Lee Alderman of the Warner exchange vacations in Florida starting June 15 . . . Eleanor Nuzzo, inspectress of the same office, takes her first week beginning the same day . . . John S. O'Connell and Matt Kennedy, of the operators union, and Dan Cummings of the stage employes, back from Louisville convention . . . Jane Doohan of 20th-Fox office will be making for Hewett's Landing, Lake George, June 22. J. Ingenito, inspectress of the same crew, left June 15 . . . Three Metroites leave June 23, Charlie Lazarus, booker; Herman Miller, cashier, and Leon Jakubson, shipper.

Sam Weiss' horse, entered at the West Point horse show, took a $250 cash prize and several ribbons in the various semi-final events . . . Sam Seletsky was at the Park Central, New York, last week for the Republic convention . . . Sal Demano, Bijou assistant, readying a violin program to be broadcast over WBRY . . . Charlie Tomasino, son of Michael, will be home this week from his year's studies at the Hartford Law School, and will assist at the theatres . . . Albert Poulton, book partner to Adolph Johnson, is driving a snappy new olive green Buick sedan . . . Leon Algrande, auditing at the Metro exchange, comes from the Spanish office, and will be transferred from here to the foreign field . . . It is rumored Mutual Advertising moves to the Paramount building National Screen quarters in a week or so.

Manager Eugene DuBarry of the Lincoln and Mrs. DuBarry are spending a week in New York following the closing of the house for the summer, after which they leave for Bar Harbor. DuBarry's campaign on "Reefer Madness" put the picture over in a big way and postponed the closing date of the theatre a week . . . Edward Ruff, Henry Germaine and Richard Carroll in Boston for a few days' meeting . . . Samuel Seletsky, Republic manager, will summer at Silver Sands with his family coming down from Boston to join him . . . Jules Livingston, Alexander representative, at the Beach at Milford . . . Dr. J. B Fishman has taken a cottage at Woodmont . . . Bert Bonoff, son of the Madison and Saybrook Bonoffs, has reached the semi-finals in the Shoreline tennis tournament at Madison . . . Richard Schaefer, son of Lou Schaefer, Paramount manager, is home from Holy Cross where he has completed his sophomore year . . . Mr. and Mrs. W. J. E. Brown came up from Washington to help their son, Lou Brown, Loew-Poli publicity chief, celebrate his birthday . . . Milton Hyams, Metro salesman, and Mrs. Hyams celebrate their 25th anniversary, June 17.

George Scher, newly appointed UA exploitation man for the Boston and New Haven film districts, was in town conferring with Lou Wechsler and Lou Brown . . . Jack Cohen of National Screen Accessories came through on an inspection trip . . . William Jefferson of American Display was a Bijou visitor . . . Nat Rubin, who recently underwent an operation at Grace Hospital, is recuperating at home. The first day after his operation Nat had 61 visitors, mostly feminine . . . Elliott Kronish, assistant to Harry Shaw, will spend his vacation in Chicago, Detroit and a Wisconsin camp the end of this month . . . Fearless Fishman Foursome on the course these days consists of Abe and Jack Fishman, Larry Caplan and Al Bookspan. Al gets in some secret practice at 5 a. m. At which time Jack Post is working in his new garden . . . Lou Wechsler is building a new home at Roydon and Dyer . . . John Bourgeois, who ran the Town Hall, Stafford, last year is now a Pratt & Whitney inspector, and the house will not be opened this year is the report . . . The Samuel Germaines saw last Sunday's performance of "Hellzapoppin'" in New York . . . Walter Lloyd, Allyn, Hartford manager, is driving to Tampa for a holiday.

Hillcrest, Taftville, has signed for Nat Rubin's Metro enamelware, beginning June 28-29. Nat has put an attractive enamel display in a vacant store window on the Meadow St. side . . . Dick Cohen has signed the Park Playhouse, Thomaston, for the 24-volume University of Knowledge Wonder Books, starting June 15 . . . "Brother Orchid" played a second week at the Regal, Hartford . . . "Mortal Storm" booked into Poli, Bridgeport, New Haven and Hartford, at eleventh hour, robbed managers of ballyhoo ideas . . . "GWTW" bookings will be completed in July, latest being Ridgefield Playhouse, June 20-22 . . . Crown, Hartford, plays "Reefer Madness" and "How to Take a Bath" June 21-27 . . . Thomas Donaldson, Metro manager, in to Boston on business.

Metro Pep Club activities and meetings suspended for the summer, says President Milton Hyams . . . Franklin E. Ferguson, live-wire manager of the new Whitney, arranged a special Saturday morning show for children on day of "Strange Cargo" booking as gesture to church. Ferguson succeeded in obtaining a second personal appearance of Dr. William Lyon Phelps of Yale to speak to the children on "Fun at the Movies," broadcast over WELI. Picture was "Professor Beware." Also invited Hamden High senior class to be guests of the theatre Thursday at "Disputed Passage" and "U-Boat 29" in return for which students brought their band, community singing and other entertainment. Roger Sherman's John Hesse ran a WPA co-op discarded toy show.

Congratulations to Sidney Levine of the Warner exchange, who is a new daddy to a boy, seven pounds four ounces, born at Grace Hospital. Also to Nat Furst, Monogram division manager, who is the grandfather . . . Arthur L. Lockwood, president of Connecticut MPTO, has sold his

(Continued on next page)

SPRINGFIELD

EDDIE POWERS, assistant manager at the main stem Art, walks up the aisle with his bride-to-be on June 29 . . . To New York went Manager George E. Freeman of the Loew-Poli, for a final checkup at Mount Sinai Hospital . . . David Roberts, at E. M. Loew's Court Square, has been ill the past few weeks, but continues to report for work . . . Manager Al Anders of the Bijou and the missus were in Boston . . . New lobby decorations at the Loew-Poli look nice . . . Blanche Calloway, sister of Cab, has been booked for a p.a. at E. M. Loew's Court Square for three days starting June 20.

Manager George E. Freeman, Loew-Poli, discovered a localite—Spencer Abbott—to be a second cousin of Thomas A. Edison during the run of "Edison, the Man." Which was good for much press comment . . . "Our Town" was screened for local critics and the Springfield Motion Picture Council . . . Elmer Baker is a new member of the service staff at the Paramount.

Mrs. Andy Sette, wife of the WB's Capitol manager, is ill in Springfield Hospital . . . Bob McQuillan, usher at the Art, expects to visit Lake Champlain, N. Y., and also the biggest city, if possible, during his vacation this summer . . . Melvin Anderson, chief of service at the Paramount, is thinking of a trip to the New York World's Fair . . . The Broadway had an amateur revue on its boards last Friday.

Don Barhytd, manager of E. M. Loew's Court Square, was in Boston June 11 for the annual meeting of circuit managers . . . Riverside Park, amusement center on the Hartford-Springfield west side route, is packing 'em in these hot days . . . Assistant Manager Johnnie Knightly, WB's Capitol, is contemplating a trip to Boston soon to see the Red Sox . . . E. M. Loew's Court Square is now sponsoring the only vaude show in the metropolitan Springfield district . . . State, Hartford, is slated to close for the season within a few days.

Crowded Court Calendar Delays Suit by Ascap

NEW HAVEN—Because of a crowded U. S. district court calendar, the damage and injunction suit of Ascap against Harry L. Lavietes, operator of the Pequot, for alleged copyright infringement, has been put over for hearing until the fall term. The case was to have been heard June 10.

Court Hears Patron

MANCHESTER, N. H.—Civil actions totaling $60,000 against A. J. Turcotte, owner of the Star in Newmarket, and T. Pariseau, Inc., apparel store in this city, have been heard by Justice Francis W. Johnson and a jury in superior court here. The plaintiff, Ora Vinning, seeks damages for injuries she claims she sustained in a fall on May 30, 1938, while a store employe, at a style show staged at the Newmarket house.

New Seating Service

BOSTON—Michael J. Simonelli, formerly associated with William S. Koster, has undertaken seat renovation work for New England theatremen. Simonelli, operating the Stylish Upholstering Co. in Somerville, specializes in recovering, repairing, refinishing, and fumigating.

Metro Outing June 24

BOSTON—Charles Repec, head booker for M-G-M, has set the forthcoming outing of the M-G-M Pep Club for the Preston Hotel in Swampscott on June 24. Golf competition will be arranged at Kernwood Country Club in nearby Salem.

Summer Houses Stir

HARTFORD—Many new summer theatres are planning to open their doors this season throughout New England, according to reports reaching this publication. Indications are that Connecticut, as has been the custom in years past, will again sponsor the great number of strawhat houses.

Enlarge Offices

HARTFORD—Construction is going ahead at present for the enlargement of the executive offices at the local Harris Bros.' State. The house itself is slated to be closed for the summer within a few weeks.

Reappoint Dr. Fishman

BOSTON—Dr. J. B. Fishman, partner in the Fishman chain in Connecticut, has been honored with reappointment as honorary research fellow in the department of physiological chemistry at Yale Medical School.

House Likely for Rutland

BOSTON—A new motion picture theatre is in the works for Rutland, Me. It is understood that construction work will start some time this month.

NEW HAVEN

(Continued from preceding page)

home in Middletown, and moves to Boston. The Lockwoods celebrated Arthur's birthday in New York over the weekend . . . Elwood Russell, son of Bob Russell, Poli manager, graduates from Hamden High and addresses the Band Fathers' dinner. Elwood will attend the Julliard School of Music . . . Bill Reisinger has been at the Bijou only a month, but the girls all know about him.

Press clippings: Louise Mace of the Springfield *Republican* sees in the success of "Our Town" proof of the fact that in these war days, filmgoers will seek eagerly pictures which describe and interpret the simple way of peaceful living . . . as an "escape from immediate fears into the knowledge that such contentment once obtained . . . and will again" . . . Elm City *Clarion* notes that war fretting has hit film business probably harder than any other, but "managers all working hard to try and make it up over here and divert people's minds to happier channels" . . . Penetrix of *Theatre News* sees in "Edison, the Man" the dramatization of "those virtues of common sense, forebearance and moral courage" in these days when so much depends on "the kind of man the country turns out." . . . *Register* had a story on John W. Considine jr., producer of "Edison, the Man," who graduated 1921, *cum laude* . . . Morris Rosenthal broke Bridgeport *Times-Star* church page with picture of the Pope and story on March of Time on Vatican.

Completion of roof of 746-seat Bailey Westville Theatre expected this week, with house ready in September . . . Summer touches appearing at various houses. College has awnings over displays and green and blue lighting . . . Bob Russell has covered his Poli pit with a trellis, intertwined with artificial flowers, trimmed his boxoffice with vines, and placed seven potted trees in lobbies . . . "Our Town:" Matt Saunders had a Bridgeport preview for critics and other key guests . . . George Freeman of Springfield also invited Better Films representatives to his preview . . . H. H. Maloney of Poli, Worcester, gathered old pictures and modern blowups of local scenes, labeling display "Our Town" as it used to be and as it is today . . . Morris Druker, Worcester Poli assistant, tied up with safety campaign cards, "Make Our Town Safe."

Whitney alternating single and double feature programs Wednesdays and Thursdays as tryout . . . Lou Schaefer advertised in classified section for authentic haunted houses in connection with "Ghost Breakers" . . . Charlie Lazarus, Metro booking manager, and Jim Memery, Loew artist, have their heads together on striking 44x60 posters for the summer championship contest, urging exhibitors to "Beat the heat; play M-G-M repeat" . . . Congrats to Morton Katz, Metro salesman, on his fourth anniversary . . . Russell Grant, student assistant at Poli, Hartford, had a parade of Western Union boys, to the theatre, each carrying card, "On My Way to See 'Edison, the Man'."

Hub Met Returns Flesh With Singles June 28

BOSTON—Flesh will start at the Metropolitan on June 28, Friday, when the Bob Hope show will go into the de luxe Boston house for a seven-day run. Jack Goodwin, resident manager, will put the 4,332-seat house temporarily on a single-feature policy at that time, running Hope hand-in-hand with the latter's new Paramount release, "Ghost Breakers."

The spot booking arrangement will return the Met to flesh after close to two years of straight celluloids and will again put the house in the singular position of being Boston's only vaudeville haven.

Prize to Moffitt

BOSTON—George Moffitt, manager of the State in East Milton, won the first prize of $50.00 in an M&P-M-G-M contest for the best publicity campaign submitted on "Ninotchka" by circuit men. Joe Marquis, manager of the Egyptian in Brighton, took second prize money of $25 dollars. Honorable mentions went to Joe Lourie, manager of the Strand in Dorchester, and to Harry Goldstein, manager of the Morton in the same Boston suburb.

Ehrlick on Leave

BOSTON—Joseph Ehrlick, assistant publicity manager for the past few years at Keith's Memorial and the RKO Boston, has gone on summer leave. Ehrlick was formerly assistant advertising manager at Loew's State and Orpheum in Boston under Joseph A. DiPesa. Ehrlick, who is considering several propositions, may be contacted via Jack Granara at Keith's Memorial here.

Extended Run Ends

NEW HAVEN—With the extension of the management of Imperial's "Reefer Madness" and "How to Take a Bath," to three weeks, the 284-seat Lincoln stayed open until June 9, instead of June 2. The house, which depends in a great measure on Yale University patronage, is dark for the summer, and Manager Eugene DuBarry is vacationing.

B-41 Postpones Meeting

NEW HAVEN—Jack Mullen, president, reports B-41 (exchange employes) election meeting, set for last week, was postponed.

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Greenwich Roadhouse Is Sued for $750 by Ascap

NEW HAVEN—Ascap has filed a $750 damage suit in federal court here against the proprietor of a Greenwich roadhouse. Alleged infringements of the copyright law were on last November 6 when a dance band played "In An Old Dutch Garden" without a license from the society.

First suit filed by Ascap in this territory, against Harry L. Lavietes, operator of the Pequot Theatre, is set for hearing in New Haven in the fall.

Extensive Remodeling Is Undertaken by Gould

BOSTON—Al Gould is drastically remodeling the Majestic in West Springfield. Gould has contracted with Ken Douglass and Leon Foster of the Capitol Theatre Supply in Boston for a 63-foot marquee as well as air conditioning, a new front, drapes, lobby layouts and general work.

Drop in Westfield

SPRINGFIELD, MASS.—The population of Westfield has fallen off about 1,000 in the past ten years, according to the latest unofficial tabulation completed this week at Springfield headquarters for Hampden county. The 1940 census counted 18,813 residents as against 19,775 for 1930.

To Remodel Shelton

SHELTON, CONN.—The 500-seat Shelton, operated by Morris Haddleman, will close on or about June 25 for remodeling.

Forerunner Found

HARTFORD—If anyone in this day and age believes that Edgar Bergen did something new when he introduced his famous Charlie McCarthy to American audiences via the radio and motion pictures, their thinking is askew, according to Billy S. Garvie of the Hartford *Times*, and somewhat of a local historian.

The Charlie McCarthy of 1940 is nothing but a prototype to what Hartford was seeing at Morgan's Coffee House on State St., back in 1835.

An ancient playbill, recently unearthed, reads as follows: "The whole to conclude with Powers of Nesico, the ventriloquist. He possesses by nature the power of causing a voice from all parts of the room and from closets to be heard . . . Causes a child's voice from a teapot to exclaim, 'Let Me Out! or I'll Smother!' Voices come from gentlemen's snuff boxes or a lady's thimble . . . Will cause a codfish to imitate a pig, an oyster many calls of birds. Admission 25 cents and 12½ cents."

Whether Powers of Nesico ever actually used a wooden dummy of a man, like Edgar Bergen does today, is not definitely clear from the records of the performance still in existence . . . but one thing is certain, he certainly could have done it, as much as Edgar Bergen does, declares Garvie.

Darkens for Summer

WALNUT BEACH, CONN.—Mr. and Mrs. Bert Smith will not open the Tower this summer, but will place the Colonial on a six-a-week change schedule, shows running continuously.

RKO Boston Drops Flesh For Summer; to Duals

BOSTON—Ben Domingo took the RKO Boston off flesh last week with the conclusion of a seven-day engagement of Horace Heidt. Tentative plans are to continue operation of the Boston throughout the summer as a double-feature house. The possibility remains, however, that flesh may be spot booked. The regular stage policy is scheduled to be resumed in September.

Frank O. Mayo

WEST SPRINGFIELD, MASS. — Frank O. Mayo, 61, character actor whose performances date back to the first Poli (later Loew-Poli) stock company presentations, died last Monday at Wesson Memorial Hospital after an illness of several months. He was first director of the federal theatre project, Springfield division.

Sharby Offers Three

BOSTON—Arthur Sharby has been negotiating to sell three theatres. The trio is located respectively in Richford, Vt., Island Pond, Vt., and Groveton, N. H. They are the Park, the Roxy and the Alley.

Census Complete July 1

SPRINGFIELD, MASS.—With only two enumerators now canvassing in small districts of Chester and Holyoke, officials at the Hampden county headquarters in Springfield were optimistic during the past week that the census would be completed on or about July 1.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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Hoblitzelle Has a Suit of His Own

Dallas—Karl Hoblitzelle, the president of Interstate, has been named defendant in a number of film suits lately. The oddity is that he is now plaintiff in one himself, having filed against the City of University Park, suburb of Dallas, which seeks to prevent Hoblitzelle from erecting a shopping center in an area restricted to homes. The case has required much time in court and has become an important legal battle over real estate development.

Record Parley Crowd Foreseen by Cole

DALLAS—Before leaving Monday night for Washington, Col. H. A. Cole, president of national Allied, predicted the biggest crowd of independent exhibitors in the organization's history would be in Chicago, June 19-20-21, for the 11th annual national convention in the Morrison Hotel.

Although he made no statement as to his mission in Washington, it is believed he will have some voice in the possible settlement of the government's key suit and terms of a consent decree, should one be adopted.

Whether or not Cole will return here before the Chicago event was undetermined. He said, however, that the Texas delegation now numbers eight and that possibly others would go. Those he named were L. C. Tidball, Ft. Worth; A. W. Lilly, Greenville; Homer Mulkey, Clarendon; Lonnie Legg, Denison; H. S. Leon of Haskell; Bob Euler, booker for the R. N. Smith and B. A. McLendon theatres, and himself.

The Texas group plans to sit in at the Democratic national convention which will be in full sway at this time. Condron, incidentally, is particularly interested in this phase, he having recently declared as a candidate in the race for governor of Texas.

New Members on Dallas Variety Club Roster

DALLAS—Membership list of the Dallas Variety Club, Tent No. 17, continues to bulge with new names being presented this week, as follows:

Roy C. Lee, Roy C. Lee Co., Dallas; Vernon A. Walker, Campus, College Station, Tex.; Samuel Goldwyn, Samuel Goldwyn Studios, Los Angeles; James A. Mulvey, vice-president, Samuel Goldwyn Studios, Los Angeles; Harry L. Gold, eastern sales manager, United Artists Corp., New York.

Summer Theatre Opens

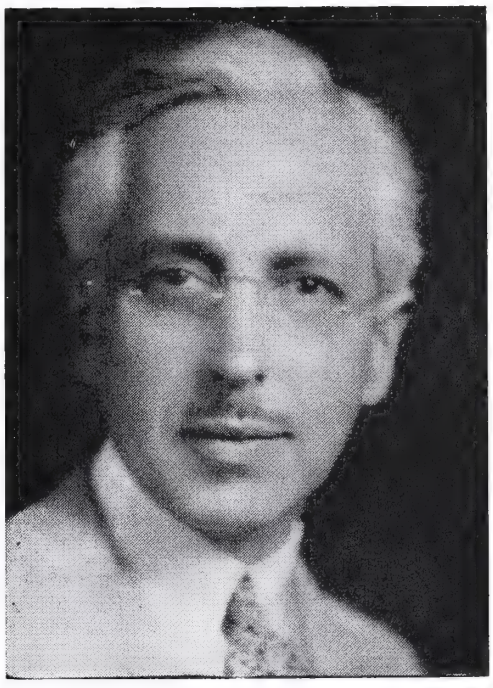
AUSTIN—The University of Texas Open Air Theatre, primarily for students attending the summer session, opened its 1940 season with "Three Smart Girls Grow Up."

Louisiana Independents Urge Chain Tax Bill Support

NEW ORLEANS — Independent exhibitors are reported to be urging their state senators to support the theatre chain tax bill just passed by the state house of representatives. The bill, introduced by A. D. Flowers of Jena, is identical with the one passed by the house in 1938 but killed in the senate. It calls for a tax of $50 per house up to five houses; $75 for each up to ten; $100 for each up to 20; $125 each up to 30; $150 each up to 40; $175 each up to 50; and $200 for each over 50. The measure, which would primarly affect the Saengers, Southern Amusement Co., and the Joy Houck interests, is estimated as being able to net the state approximately $250,000 annually.

Another measure directed at chain theatres is one introduced by Senator Dudley J. LeBlanc which would prohibit chains from operating more than one house in cities of less than 20,000 population. Embodied in this measure is a clause compelling places of amusement affected to post a bond to ensure the collection of the tax, and empowering the collector of this revenue to promulgate rules, examine all records of business; examine witnesses under oath; and introduce the use of stamps or tickets to facilitate accurate collections. A censorship feature of the bill calls for an assessment of $4.00 per thousand feet, to be paid by the distributor. Another house bill, HB 796 calls for the department of public education to have charge of the censor boards. Another bill calls for a three-man board of censors, each serving six years at $5.00 per day plus 25 cents for each thousand feet of film examined. HB 577 calls for repeal of the original censorship law in its entirety.

Karl Hoblitzelle Addresses Dallas Patriotic Rally



DALLAS—Karl Hoblitzelle, president of Interstate circuit, this week stepped into another key position as leader of a patriotic rally which concentrated Thursday night with an expected 15,000 persons in mass meeting at Fair Park.

Supported by various groups, the event was anticipated as a demand on Congress to furnish material aid to the Allies now. The sound trucks used over the Interstate circuit were called in to arouse citizens of Greater Dallas and to insure the expected attendance.

Hoblitzelle, who was to be one of the speakers at the rally, said, "We are stressing Americanism, not race, color or creed."

Roy C. Lee will furnish and operate his Hollywood lighting display for the big mass meeting and will handle the airplane distribution of heralds announcing the event, the heralds to be dropped and floated all over the city.

Three Dallas First-Runs Collect for Red Cross

DALLAS—The Majestic, Tower and Rialto this week are taking up collections in the audience at every performance for benefit of the Red Cross. Last week the Palace alone participated in the fund drive and City Manager J. O. Cherry turned over $1,506 in cash to Red Cross officials representing the amount raised in the one theatre. Because of a good response at the Palace, Interstate officials extended collections to its three other first runs.

Racing Terrapin Offered As Variety Bingo Prize

DALLAS—Bingo or Family Nights have been resumed at the Variety club rooms and Duke Evans, single handed, is the host for Friday night, June 14.

He has posted a very elaborate one sheet (gotten up by his brother, Rupert), telling club members what he has in store. The National Turtle Derby comes off August 3, (see Ben Ferguson for details) and Evans offers as a Bingo prize, "Miss Hurricane," fastest 802-year-old terrapin in the world, which he captured in the bottoms of the Trinity. "She hurries—she gets along," the Evans' poster screams.

Await Owen's Successor

DALLAS—Contact with the Dallas branch office of United Artists at press time brought no information as to identity of a new branch manager to succeed Hugh Owen, who last week was promoted to southern district manager. The answer there was, "We have heard nothing and would like to know ourselves." Owen was out of town.

Realistic Newsreel War Clips Create a Minor Problem

DALLAS—Showing of newsreels containing bloody shots of war and its attendant horrors has become a topic of discussion here, if not a problem, in the important exhibition circles.

Realizing the prime factor of newsreels, that of showing the news as it happens, these sources are weighing the likes and dislikes of different classes of patronage against boxoffice figures. For instance a woman was reported to have asked an Elm Street cashier this week if the newsreel contained war scenes, and being answered in the affirmative, walked away without buying a ticket.

Highlight of the question, however, was a letter sent by R. E. Griffith to producers of all newsreels expressing his views on the subject. Griffith was out of town and could not be reached for comment nor was a copy of the letter obtainable at this time. It was understood, however, that this head of about 100 theatres in Texas and New Mexico requested the producers to delete all of the more horrible scenes of carnage, sufferings of refugees and similar shots. It also was understood that these Griffith houses may not show this type of newsreel for the time being in the event scenes in question are not so edited. General public hysteria is associated with the reported Griffith attitude concerning the war reels.

The newsreel problem has also reached Interstate's general office where executives have held discussions. The stronger sex, it seems, wants to see all, but the women shy of these actualities. Among plans suggested was one to withdraw war scenes from all screens except in one theatre where emphasis would be placed on the war as it unfolds.

Interstate officials, however, have not announced a decision as yet in the matter.

NEW ORLEANS

GROSSES fell sharply throughout the territory the past week owing to the extreme interest in flash war news. Also in Louisiana, the state administration is curtailing payrolls, and the WPA is slashing at a terrific rate. The neighborhoods are suffering most, according to salesmen coming in.

Castro Carazo, former orchestra leader at the Strand under the Saenger banner, but now director of the LSU band at Baton Rouge, has been admitted to membership in Ascap . . . A miniature golf course has been installed at Audubon Park. Others will follow in the heart of the city . . . Vic Meyer of the Orpheum took a flier to New York last week, combining business with pleasure.

G. Pipitone, Charles Hartmann and Johnny DeDroit were delegates from the local musicians' union to the Indianapolis convention . . . The old Dauphine Theatre, re-christened the Variety, has reopened under a new policy—one-third vaudeville, one-third films and one-third night club, pure and simple. The lower floor is a night club with five acts of vaudeville, films, drink and food. The balcony is reserved for those who come to see the show.

Leo Seichsnaydre, resident manager for Republic, attended Republic's convention in Memphis. On returning, he told BOXOFFICE *he was pleased with the company's lineup and predicted a banner year . . . Atlantic Films (Fred Goodrow and Philip Sliman) will be in their new quarters, the old Grand National building on South Liberty St., in about two weeks.*

Visitors: O. J. Gaude, Magic, Port Allen, La.; R. H. Preston, circuit operator, Raymond, Miss.; Vincent Currin, AB Theatre, Amite, La.; Charles R. Hatcher, Star, Meridian, Miss.; C. C. Meyer, Meyer, Biloxi, Miss.; Milton Guidry, Bijou, Erath, who reports that work on his new house is progressing rapidly; O. J. Barrie, Egard, Egard, La.; E. J. Hawkins, Hawkins, Newelton, La.; Mrs. A. E. Foster, Foster, Violet, La.; Mrs. E. W. Clinton, Monticello, Monticello, Miss.

Bernard Fonseca of the Ashton is now the proud possessor of a sheepskin from Loyola University entitling him to hang out his shingle as an attorney-at-law . . . Mr. and Mrs. Buck Jones are at the Hotel Roosevelt on a vacation. On July 19, they will sail for Central America . . . Mr. and Mrs. Henry Brandt of the Roxy celebrated their 30th wedding anniversary, June 12.

Mrs. Genevieve Portwood, who two years ago covered the Row for her father, the New Orleans correspondent for BOXOFFICE, died in St. Louis, June 10. She was 30 years old and is survived by her husband and a daughter . . . Vic Maurin, manager of the Fox in Houma, missed coming to town last week because he was busy with a paint brush giving the house the once over and hanging screen windows and doors.

Messrs. Reed (Rex Poster), Cobb (Isis Theatre) and Langlois (Alamo Theatre, New Roads) were in a deep huddle last week over something that looked like a catalogue of fishing things . . . C. P. Jones, film editor of the Times-Picayune, *has resigned and is now in Mexico for his health . . . Vic Meyers of the Orpheum is making special arrangements for the southern premiere of "All This, and Heaven Too," starting June 27.*

Proceeds to France

AUSTIN—The $500 earned by the Alliance Francaise, French-language club at the University of Texas, by showing French-produced motion pictures at the Varsity has been sent to aid French refugees.

MEMPHIS

MANY shifts in personnel at the various exchanges were made this week. Lenora Rahm went to Republic as booker's secretary from the cashier's department at RKO. Frances Wahl and Helen Scruggs were added to the RKO payroll. Grace Holmes is the new booker's secretary at Monogram, replacing Mary Ripley Shadduck, who resigned to accept a similar post at Warner, the vacancy there being due to the marriage of Winifred Teasley. Norma Williams, Jimmy Rogers' secretary at Columbia for the past several years, resigned in anticipation of a visit from the stork in the early fall.

Joe Applebaum of the Roosevelt at Hollandale, Miss., and Mrs. Applebaum spent last week in Memphis attending the Shrine convention . . . W. E. Earle, NTS branch manager in St. Louis, spent a couple of days here visiting Bob Bostick, local branch manager . . . L. E. Gwaltney is installing new carpet in his Lyric, Mena, Ark., house . . . Ray Morrow of the Liberty, Malvern, Ark., off to Panama on a vacation. Bill Sims, R&R booker in Dallas, is taking care of the theatre during Ray's absence.

Pete Dawson, NTS ace salesman, is off to New York on a two-week vacation . . . Opal Cullum of RKO is vacationing in North Carolina. Incidentally, she is breaking in a new Pontiac on this trip . . . Paul Schaffer of the Star, Marked Tree, Ark., is driving a new Ford . . . W. H. Kaver of the Von at Booneville, Miss., advises plans have been completed for the erection of his new theatre at Hernando, Miss. This house is scheduled to be completed by early fall . . . C. E. Peppiatt, United Artists branch manager out of New Orleans, was in Memphis working his local accounts.

Lawrence Smith is the new advertising man at Universal, replacing Joe Padgett, who resigned to accept a government position . . . V. E. Crick, president of the local shippers' and inspection union, is back from Louisville where he attended the IATSE convention. Crick represented the southern division, including Atlanta, Charlotte, Dallas, New Orleans and Memphis . . . Homer Hisey, Warner branch manager, left this weekend for the sales meeting in Chicago. Tony Carruth and Al Moore, salesmen, are in the contingent.

NTSCo. Equips New House At Seminole for Cox

DALLAS—Extensive equipment for his new Tower at Seminole, Tex., has been sold Audrey Cox by National Theatre Supply. Included are mechanisms, sound, magazines, pedestals, lamps, generator, lenses, marquee letters and frames, screen, carpet and cooling equipment.

Other sales were sound to H. S. Leon, Plaza, Baird, Tex. and to L. C. Tidball, New Isis, North Fort Worth; projectors to Rowland and Maxwell, White House Theatre, White House, Tex., and cooling equipment, Palace, Texarkana.

Buys a Radio Serial

HOLLYWOOD—As a starring vehicle for Edith Fellows, Columbia has purchased "Nobody's Children," a radio serial.

OKLA. CITY

VISITORS: Chet Humphrey, Ritz, Britton; and Pix, Wewoka; Roy Shields, Royal, Enid; H. A. Sigmund, Sigmund, Lexington; Waite Kerr, Platt, Sulphur; Mr. and Mrs. A. C. Carlysle, Hinton, Hinton; Ed Holt, Wigwam, Coalgate; Frank Miller, Whiteway, Marlow; Leonard White, Buffalo and Bulldog, Weatherford; C. E. Norcross, Tower, Seiling; R. G. Sykes, Nusho, Cleveland; Marvin Lowe, Chief, Eufala; Wesley Hodges, Broadway, Anadarko.

Dudley Tucker, Columbia accessory manager, is spending two weeks vacation in Houston and on the Gulf of Mexico . . . C. A. Gibbs, manager; J. P. Hudgens, head booker; J. A. Smith, and Sid Gibbs, salesmen, all of Columbia exchange here, were in Atlantic City last week attending the Columbia annual sales convention held there June 11 through June 14.

Gilbert Clark, manager of Clark's Poster Service, has returned from a week's vacation in Kentucky . . . Lorine Richardson, cashier for Clark's Poster Service, left last week with her husband, William Richardson, of the Warner ad sales department, for California where they will stay for two weeks.

William George Slepka, manager of Okemah, Okla., theatres for the Griffith Amusement circuit, was married to Miss Virginia Louise Atchison, Okemah, there Sunday, June 9. Following a three-week wedding trip to points in California, the couple will establish a home in Okemah.

ARKANSAS

MALCO recently entertained the faculties and members of the senior classes of Newport, Swifton and Tuckerman high schools with a theatre party at the Strand in Little Rock . . . The remodeled Plaza, Fayetteville, opened to a large crowd. Personnel includes: James Pulliam, doorman; Dorothy Clark, cashier; Jack Holt and Tommy Vinson, ushers; Flavius Klepper, projectionist, and Mack Courtney, popcorn stand. The Plaza is operated by Commonwealth Theatres.

The annual "housefly matinee" was held at the Lyric, Harrison. All children who killed and brought as many as 200 houseflys to the theatre, were given free tickets to a Saturday matinee . . . C. C. Mundo, manager of the Rex, Little Rock, announces Herod Jimerson has been named his assistant.

The Royal, Fayetteville, which was destroyed by fire last January, was reopened recently by W. F. Sonneman, owner and manager . . . A. E. Crowder jr., formerly of Fordyce, has been named manager of the Hoo-Hoo at Gurdon, owned by the K. Lee Williams Theatre Corp.

Work of installing new seats on the lower floor of the Saenger, Pine Bluff, has begun . . . W. Clyde Smith, Hot Springs Malco theatre manager, has been named publicity chairman for the local chamber of commerce.

Dixie Doin's

By "AL" HENDERSON

MRS. E. L. GLADNEY, who handles the details of the business for George H. "Bo" Goodwin, who operates the two houses at Bastrop, La., reports he has been elected a police juror from Morehouse Parish. Mrs. Gladney is Goodwin's sister and she also informs me that they have installed new carpets, redecorated inside and out and are installing a new heating system.

Called around to say hello to an old friend in the person of Paul Jones, who does the pitching in Pine Bluff, Ark., for Malco, but as he was out of town had a pleasant visit with his assistant, R. C. Lehman, who was at the Rialto at North Little Rock before going to Pine Bluff. He tells me that new seats have been installed on the main floor and other changes made recently.

Jack Guess, who operates an independent theatre at Camden, Ark., is entering the soda water bottling business in his home town of Duncan, Okla., where his dad operates the theatre.

C. C. Mundo, who has the New in Little Rock, has chosen Herod Jimerson as his assistant. Jimerson managed the Best in England, Ark., for a while.

W. F. Sonneman, operator of the Palace and Ozark theatres at Fayetteville, Ark., is confined to his home with illness but manages to transact business just the same.

McShane & Metcalf have opened the Pettijean Theatre, formerly the Ritz, at Morrillton, Ark. This house was rebuilt before being reopened.

To Little Rock to see our good friend, B. F. Busby, who has had the Republic franchise in Arkansas for the past five years, and was told that he is closing the Little Rock exchange as it is being consolidated with the Memphis branch effective June 10. Busby has been in the business in that territory for almost 20 years. Says he plans to take a vacation before getting back into harness and will continue to represent Bank Night in Arkansas, Tennessee and Mississippi and will merchandise a new system similar to Bank Night for service stations which will be known as "Watch the Meter."

W. E. Osborne, Monogram exchange manager at Memphis, tells me that "Boss" John Mangham is on his way to the west coast to attend a directors meeting and that he will visit the New Orleans and Memphis offices on his way back to Atlanta. Bill Lake, who was with Monogram at New Orleans and left to join RKO at Charlotte, has returned to Memphis Monogram as salesman.

Rains have been the rule and not the exception in the Memphis and New Orlean's zones and business is somewhat below normal in the Tri-State area.

Had the pleasure of calling on Carolyne Miller, BOXOFFICE correspondent at Memphis.

It's a PLEASURE to do business with you---!

Especially on SIMPLEX
4 STAR SOUND and
E-7 Projectors

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

Texas Theatre Guide Shows More Houses

DALLAS—There are 1,024 theatres in Texas as compared to 989 at the beginning of 1939, according to the new 1940 Texas Theatre Guide, compiled by Miss Bonnie Long and just off the press.

These theatres have a total capacity of 513,375 seats as compared with the total of 500,091 at the beginning of 1939. The new Guide shows a total of 572 circuit theatres with capacity of 346,255 as compared with the 500 circuit theatres with 308,829 seats at the beginning of last year.

Of the 572 circuit theatres, 289 are affiliated with producers, and have a seating capacity of 218,646. Of the 1,024 Texas theatres existing now, according to the Guide, 40 are closed—these having a capacity of 14,939. This compares with 48 theatres closed at the start of 1939, the total seats in that instance being 14,466.

Miss Long, now executive secretary of the Dallas Variety Club, has been engaged in the work of issuing the Texas theatre directory for some time, it giving as it does the towns, population, names of theatres, capacity, exhibitors, circuit names, etc. The Texas Theatre Guide for 1940 is in its 16th annual edition.

Atlanta Writer's Mystery Novel Sold to Republic

ATLANTA—Motion picture rights to the mystery novel, "Who Killed Aunt Maggie?," written by Medora Field, who is Mrs. Angus Perkerson, feature writer of the Atlanta *Journal*, have been acquired by Republic. Temporary working title for the film is "The Belle of Atlanta," and the picture will be among the company's new season specials.

"Who Killed Aunt Maggie?" was published last August by the MacMillan Company and proved extraordinarily popular. The story deals with a double murder in an antebellum home situated not far from Roswell, near Atlanta.

Added Duties for Byus; Werner to the Kirby

HOUSTON—Hyman Werner, who has been with Interstate here for several years, has been made assistant manager of the Kirby. Werner replaces John Byus, who is taking over treasurer and assistant manager duties at the North Main.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

SANTONE

VISITORS: Paulette Goddard Chaplin and her mother, Mrs. Earl Fleming, en route from Monterey, Mex., to Los Angeles; James V. Hogan, Paramount director, back to Hollywood after a journey to the state capitol, and Louis Lewrig, Del Rio publisher.

Jack McBride, well known in vaudeville haunts, and brother to Bob and Roy McBride, commercial artists of the Southwest Process System here, is emceeing out at the Kit Kat Klub this week. 'Tis rumored that Jack is framing a midnight stage show for the Majestic sometime this month.

Carl A. Milentz was expected to open his new Cameo, Negro house here on East Commerce Street on June 11, with an all-colored picture. This will give Santone two exclusive colored theatres, the other being the Royal, operated by Julius Amols on Iowa Street at Pine.

Vacation notes: Lloyd Alsup, Aztec doorman, spent his two weeks with pay down around Corpus Christi; Ann Kuykendall, Empire cashier, already has designs on going to Colorado in August, and E. J. Biencourt, IATSE representative here, is taking in the sights in the mid-east territory.

The Progreso, Mexican house, hitting a new low with their 2-cent matinees for ladies every Tuesday and Friday.

CHARLOTTE

INCLUDED from the industry in the charter membership of the Eagle Lake Fishing Club are Heck Everett, Frank Beddingfield, Cy Dillon, John Vickers and R. J. Ingram. The organization has been perfected by a group of Charlotte business men and sportsmen who wish to have good fishing the year around. The location is only a few minutes drive from town.

Mrs. James E. Hobbs and daughters Misses Nancy and Laura of Oklahoma City are visiting Mrs. Hobbs' father, R. L. Wommack, for several weeks. Hobbs was manager of Universal exchange here before he was transferred to the Oklahoma Capital.

Mrs. Walter Griffith has so well recovered from a recent illness of several weeks that she was able to attend the summer convention of the TOA of North and South Carolina at Myrtle Beach. She was accompanied by Mr. Griffith and Miss Ruth Hardin of National Theatre Supply.

Sparks Buys New Sound

DALLAS—Burt King, RCA representative, has sold the largest size de luxe sound equipment to Henry Sparks for the new 800-seat theatre now under construction at Cooper.

"Grand Old Opry" Bows at Nashville

NASHVILLE, TENN.—The Paramount Theatre here will be the scene of a world premiere Friday, June 28, when Republic will show "Grand Old Opry," starring the Weaver Brothers and Elviry.

Station WSM and the makers of Prince Albert tobacco, sponsors of the radio show featuring the stars, will sponsor the premiere. Over 3,000 agents of the tobacco company will be its guests at Nashville for the occasion. Governor Prentice Cooper and other state and city officials will address the premiere audience. Plans are underway to broadcast the show on a nationwide hookup.

Perry Spencer, Republic publicity director in the southeast, is guiding the opening publicity campaign on behalf of the premiere. Several New York officials and film stars are expected to attend.

Calvin Price Anderson, 65, Dies in Oklahoma City

OKLAHOMA CITY—Calvin Price Anderson, 65-year-old salesman for the Oklahoma Theatre Supply Co., and a resident of Oklahoma for 30 years, died Thursday, June 6, at his home here.

Anderson moved to Muskogee from Florence, Ala., coming to Oklahoma City about 20 years ago. He was in the theatre equipment business 30 years and had been employed by the supply firm for about 18 months. Prior to that time Anderson was branch manager of the local branch of the National Theatre Supply Co.

Survivors include his wife, three daughters, two brothers, and five grandchildren.

Ascap Moves Okla. City Offices to Dallas

DALLAS—Effective June 15, the Tulsa office of Ascap (American Society of Composers, Authors and Publishers), doing business with Oklahoma and Arkansas exhibitors, will be closed and the affairs of that branch transferred to the Dallas office, according to Frank Hemby, southwestern district manager.

David Milsten, of Milsten & Milsten, in charge at Tulsa, is retained as resident counsel, Hemby said.

Build New 800-Seater in Houston's Park Place

HOUSTON—Wygant & Son have been awarded the contract to erect a $45,000 theatre building on Broadway in the Park Place edition for Park Place Theatre Properties Co. The house, to be named the Plaza, has been leased for ten years to the Houston Plaza Theatre Co., chartered last week by L. C. Baxley and Mrs. Katherine Baxley of Houston, and W. J. Lytle, San Antonio theatre man.

The house will seat approximately 800. Tentative opening date is September 1.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

DALLAS

LEROY BICKEL, Buck Weaver, Jack Zern, John Worley and one exhibitor, S. G. Fry of Tyler, played a "fivesome" at Cedar Crest, Tuesday afternoon, and reported a lot of fun, some very good shots with low scores going to Zern and Worley.

Forrest B. White, of Ind-Ex Booking Service and his assistant, Gene Nelson, made stops in Galveston, LeMarc and San Antonio on a business trip contacting exhibitors.

Sebe Goodlett, former Texas exhibitor, who later made a record here with National Screen Service and now is with the Denver office of that company, visited Filmrow, Wednesday, after a trip to Georgetown where he attended the funeral of his younger brother.

H. O. Everts, former west Texas exhibitor, was here on a brief visit looking things over. He is selling commercial cooling equipment this season out of Abilene.

R. J. O'Donnell, Interstate's vice-president and general manager, was expected back momentarily from a trip east where among other things it was reported he sat in for a few hours on the government suit then in progress at New York.

Mrs. Lucille Van Scoy of Cooper, daughter of Henry Sparks there, has been headquartering three days in University Park attending the Methodist School Assembly at Southern Methodist University. Others in the Sparks family were here at the same time. Bryan Sparks, manager of the Grand at Cooper, brought his wife to this medical center for surgical treatment.

Hollis Boren of Memphis was in town booking for his theatres the number of which he recently narrowed down by sale of the new Palace at Jacksboro to Mrs. Trixiana Jack . . . Frederick Hill, manager of the Iras at Fairfield, came up to advance bookings for his theatre.

Jack Groves, former UA salesman, now owner of the Queen at Houston, arrived Monday by car for a day's booking. He exhibited an enlarged photo of his prize winning Cocker Spaniel which has taken down several ribbons and championships.

Ray Higdon, assistant general manager of the Griffith Circuit at Kansas City, and Horace Falls of the same title with the Griffith division in Oklahoma City, were on the Dallas Row, Wednesday, dropping in on several film and theatre executives.

Van Chamberlain of Freer operating there and at Benavides and Mirando City, was one of the infrequent visitors of the week on the mission of booking . . . Robert, of National Theatre Supply Co., is taking his two-week vacation in Colorado.

W. J. (Dutch) Cammer, Monogram's office manager, was in Memphis this week attending the national Shrine convention. He's a member of the crack drill team here.

Mart Cole of Rosenberg tarried only a few hours here the other day and contacted goings on at Yoakum where the Grand is being modernized, following fire damage. Cole goes back and forth from his home to the new house where he and his partner, Rude Garbade, are making sure that the job will be right in every detail.

R. B. Weatherall reports a lull in all lines has been the experience in his town of Madisonville . . . C. D. Touchon, traveling auditor for United Artists, in town for a stay, was in front of a radio as news flashed of Italy's declaring war. He threw off his glasses and declared an uncompromising challenge to the newest foe of the Allies. Charlie is a Frenchman and served as a captain in the U. S. Army during the last World War.

Homer Mulkey spent the weekend on the Row driving down with J. C. Parker of Dalhart . . . P. V. Williams of Munday, and his partner, T. J. Hooser, of Seymour, made practically every exchange during a two-day visit.

Don Douglas of the R&R circuit said construction started this week on the new R&R theatre at Crockett . . . John Stewart of Kaufman was in heavy rain coming over Monday morning and indicated high waters of the Trinity's east fork might prevent his returning home that day. He has been caught in such predicaments before, friends say.

The W. W. McNatt's of Naples, Daingerfield and Hughes Springs, drove in Tuesday as usual, reporting plenty of rain. They have been "two-timing" this market every week since establishment of their present three situations, and odds were they would be back Friday.

Stanley Swift, R&R partner at Cameron, was here during the week conferring with Don Douglas who looks after the product for those houses.

Paramount Director Films Background for "Texas"

AUSTIN—James Hogan, director of the Paramount's "Texas," was here over the weekend with James Lederer, Paramount newsreel photographer for the southwest, to shoot background and atmospheric pictures for the film which will be premiered in Austin. The picture deals with the modern, motorized Texas Rangers.

Shorts taken here were of the state capitol, the University of Texas tower, and Camp Mabry.

East Point City Council Lets Ragsdale Build

ATLANTA—A permit to construct a motion picture theatre has been granted J. A. Ragsdale by the East Point city council.

Work on the foundation was started some time ago but was delayed pending issuance of the permit. The house will seat 650.

Golden Follows Carter for Ross Service in Dallas

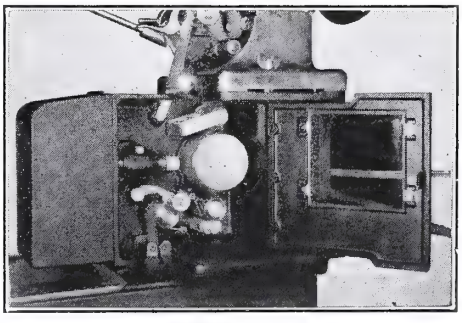
DALLAS—Harry Keitle, manager of Ross Federal Service, theatre checkers, has promoted R. I. (Bob) Golden to assistant manager of the Dallas branch, succeeding H. V. Carter, who has been transferred to Los Angeles.

Buy Building

HOUSTON—B. C. Gibson and Ben C. McKinney, operators of the Navaway, have purchased the building for approximately $50,000 from W. V. Ratcliff. The purchasers leased the house from Ratcliff upon its completion about a year ago and have operated it since.

NEW SOUND AT LOW COST

PLUS SUPERB QUALITY



New Master Model Sound Head

Trade in Your Old Sound, and Save Money

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

408 S. HARWOOD DALLAS, TEXAS

Chattanooga Restaurant Chain Sued by Ascap

CHATTANOOGA, TENN.—The American Society of Composers, Authors, and Publishers, in the name of President Gene Buck has its first suit pending in Tennessee since a permanent injunction was obtained against enforcement of a law preventing its operation in the state. Gene Buck of Ascap and Remick Music Corp. are suing Robert Pettijohn, Benton Godsey, and T. B. Hannah, operators of a chain of local restaurants and roadhouses, for infringement on certain song copyrights. Defendant attorneys have asked for postponement to prepare briefs. I. J. Cohn of Atlanta is the Ascap attorney.

Builds Second House

ALEXANDER CITY, ALA. — Mack Jackson has contracted for RCA sound for the new house he is building here. This will be Jackson's second house here.

Cummings to Douglas

DOUGLAS, GA.—Pat Cummings will manage the 1,400-seat theatre underway here for the Martin Theatre chain. RCA sound is being installed.

Asks Construction Bids

MOBILE, ALA.—The Saenger Theatres Corp. is asking bids on construction of a new 1,200-seat theatre here.

HOW DID IT DO AT YOUR BOXOFFICE?

Date.....1940

To:
The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Comment .....

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Date Played..... *Weather*.....

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Title .....

Comment .....

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Date Played..... *Weather*.....

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Title .....

Comment .....

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.....

Date Played..... *Weather*.....

•

Exhibitor ..... Theatre.....

Capacity .....

Type Patronage ..... Admission.....

Town ..... State..... Population.....

Stein Installing New Equipment at Luling

LULING, TEX.—Henry Stein, the Griffith partner here, is installing new equipment and seats in the Princess. All of the old equipment will go into a new B house which Stein plans to have under way soon. A like procedure is current at Lockhart, where new equipment and new seats are going into the Baker and the old equipment is being put in reserve for a B house to be opened shortly.

Award Cleburne Patron Damages for Injury

DALLAS—By an agreed judgment in Judge W. H. Atwell's federal court, a barber at Cleburne, Tex., was awarded $2,000 in personal damages claimed to have been received when he sat down "in a seat that wasn't there" in the Palace at Cleburne. The defendants were Frank Aydelotte, manager, and the Griffith Amusement Co. The barber claimed also that no usher escorted him down the aisle, and that his injuries incapacitated him from doing barber work since.

Theo Miller Adds Third House With Talco Buy

DALLAS—Theo Miller, a Texas exhibitor for years, whose latest successful small town ventures in new situations at Quitman and Emory have caused considerable comment, has made a circuit out of his business by adding a third house, the Talco at Talco. Miller completed the lease last week with Jefferson Amusement Co., who formerly operated the house.

Will Raze Montgomery Hotel for New Theatre

MONTGOMERY, ALA.—The old Southern Hotel building in the first block of Commerce St. will be torn down this summer to make room for a modern theatre to be owned by Oklahoma interests. Charles T. Rook, of Oklahoma City, who has taken a long lease on the property, is expected to return to the city in the near future to make plans for the demolition of the old three-story structure. The new building program will probably get under way in the early fall.

Take Contract Bids

MEMPHIS—Bids were being taken last week on construction contracts for the new 1,000-seat theatre to be built here by Chalmers Cullins and Nate Evans. The theatre, to be known as the Idlewild, is expected to cost around $40,000.

Watson in Harlingen

HARLINGEN, TEX.—George Watson has succeeded Louis Schneider as Valley district manager for Texas-Consolidated Theatres, Inc.

Moseley Installing RCA

PICAYUNE, MISS.—W. L. Moseley is rebuilding his burned Ritz here and is installing RCA sound and Brenkert projectors.

ATLANTA

FILMROW VISITORS: Clyde Sisson, Mt. Vernon Theatre, Tallassee, Ala., "Bill Collins," Toccoa, Ga.; I. L. Shields, city manager for L&J, Columbus; H. J. Woodward, Strand, Winder; Nat Williams, Rose, Thomasville; C. W. Maxey, Royal, Summerville; A. L. Cowart, Buena Vista; W. T. Yarbrough, Emily, Hartwell; Otis Gaston, Rose, Forsyth, and Mrs. L. W. Holland, Madison, Madison, all of Georgia.

Marion Watkins, UA cashier, is spending her vacation in New York where she will visit the Fair.

Howard Schuessler, formerly booker with United Artists, is now booking for the Lam Amusement Co., Rome, Ga., replacing Harold Laird, who resigned to join Republic as branch manager in Tampa, Fla. . . . Henry Glover has been transferred from Republic at Tampa to Atlanta as branch manager.

L. T. Sheffield and A. C. Saunders, who operate in Hartford, Abbeville and Headland, Ala., also Boni Fay, Fla., were in town, booking . . . A. C. Bromberg, president of Republic Pictures Corp., is attending the North and South Carolina Theatre Owners convention at Myrtle Beach, S. C.

Porter Laseter, formerly with 20th Century-Fox, is now connected with Savini Films . . . Hudson Edwards, Lucas Theatre, Savannah, Ga., paid the Row a visit for the first time in many months.

Martin-Davis Theatres celebrated their seventh anniversary with a dance at the Country Club at Dothan, Ala., Thursday night, June 6. R. E. Martin, William McP. Johnston, Hugh D. Whatley, E. E. Boone, Mrs. Mildred Williams and Miss Blannie Morris attended from the home office.

Mrs. J. Elwell, Amity exchange, entertained Mrs. W. E. Vorhees and daughter of Macomb, Ill., this past week . . . W. H. Dyes, representative for Amity exchange, and the Mrs. were in Atlanta for the first time since Christmas.

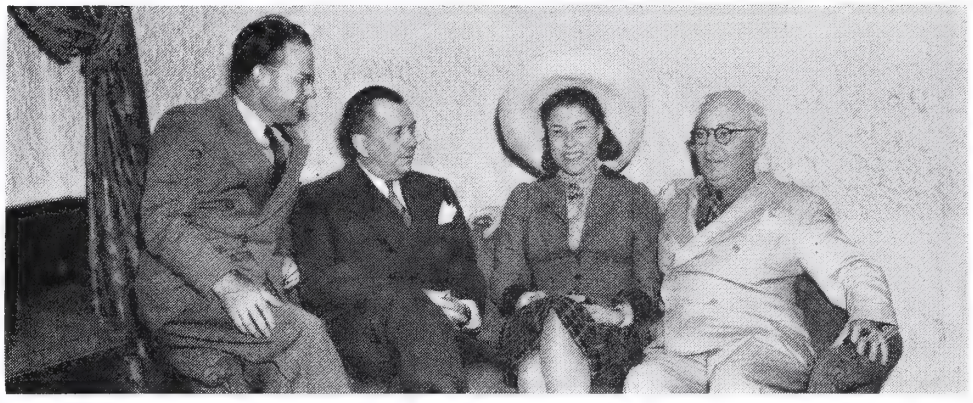
S. M. Moscow, Columbia division manager; W. W. Anderson, branch manager; Sidney Laird, office manager; E. B. Foster, B. A. Wallace and U. T. Koch, salesmen, are in Atlantic City this week attending the annual convention for the eastern and southern branches . . . Personnel of Columbia Pictures enjoyed a steak fry at Winestock's summer home.

Walter Walker, contract clerk, Columbia Pictures, is vacationing at Daytona Beach . . . Georgia McLaughlin, secretary to S. M. Moscow, Columbia Pictures, is spending her vacation at Jacksonville Beach . . . John Hackney, 20th-Fox accessory manager, is back at work after his recent operation.

John Mangham of Monogram's Southern exchange, is on a business trip to Hollywood . . . Mrs. Frances Wilson, Universal biller, has returned to work after

(Continued on next page)







Republic Regional—

It was a four-time appearance at the Memphis Republic sales meeting for Judy Canova, star of "Scatterbrain." Sharing the spotlight here with her are: Top: Seated, Harold Laird, Tampa; A. C. Bromberg, president Republic Pictures of the Southeast, Atlanta; J. H. Dillon, Charlotte, and W. M. Snelson, Memphis. Standing are Leo Seicshnaydre, New Orleans, and Henry Glover, Atlanta. Second panel holds Lloyd Rust, Claude Ezell and W. G. Underwood of Dallas. Immediately above are Fred Moran, Sol Davis, and Morris Loewenstein of Oklahoma City. At the right is M. A. Lightman, head of the Malco circuit.



Texas Charity Film Subject

FORT WORTH—Mrs. Edna Gladney, head of the Texas Children's Home and Aid Society, will be the inspiration of a film to be produced by M-G-M.

Unite for Red Cross

HOUSTON—Local theatres are banned together in a Red Cross benefit show to be held at the Metropolitan and at Loew's State, if attendance warrants.

AUSTIN

TIDBITS about the local theatre scene: Charlie Root, skipper of the Queen, on his vacation . . . J. T. Wood, assistant manager of the Capitol, ditto . . . Euel Philip Ischy, Paramount projectionist, to the Gulf coast for his summer respite . . . "Idiot's Delight" came back to the Texas by order of Manager Gerald Raines . . . Julius Kabala, Texas chief of service, vacationing at home in Granger, Tex.

Boyce House, well-known Texas author who was the technical supervisor of M-G-M's "Boom Town," has given his original notebook to the Texas Collection of the U of T. library.

Braly Adds Memphis

DALLAS—With all Paramount conventions over, the last being a regional at Memphis, Hugh Braly, district manager, with headquarters here, has been assigned supervision of the Memphis branch in addition to Dallas and Oklahoma City.

RCA Service for Augusta

AUGUSTA, GA.—F. J. Miller has signed a contract with RCA for the sound servicing of his Augusta Amusement Company's five houses here.

"Nellie Kelly" to Taurog

HOLLYWOOD—"Little Nellie Kelly," to star Judy Garland, will be directed for Metro by Norman Taurog.

Seats, Cooling Equipment Sales Enjoy a Climb

OKLAHOMA CITY—The Oklahoma Theatre Supply Co. has sold air-conditioning units manufactured by the U. S. Air Conditioning Co., to the following theatres during the past few weeks: Louis Grove, Villa, Oklahoma City; B. L. Smith, Liberty, Quinton; Rialto, Siloam Springs, Ark.; Jim Guest, Ritz, Duncan; S. P. Sellers, Westville; Chester Fleming, Rainbow, Nowata; Levi Metcalf, Ritz, Morrilton, Ark.; Strand, Paris, Ark.; Rogue, Tipton; Palace, Booneville, Ark.; Star, Sand Springs.

Seats recently have been sold to the following: Levi Metcalf, Ritz, Morrilton, Ark., 500; Dr. W. O. Young, Young, Thomas, Okla., 275; J. F. Spangler, Beaver, Beaver, 100; Don Abernathey, operator of Royal at Fairview for a second house there to open June 15, 250 seats.

Managerial Shift Moves Burge, Swiger, Busch

OKLAHOMA CITY—In a shift of managers by the Standard Theatres circuit in Oklahoma City last week James Burge, manager of the Criterion, was shifted to the Plaza and Forrest Swiger, manager of the Midwest, replaced Burge at the Criterion.

Robert Busch, manager of the Plaza, was made manager of the Midwest succeeding Swiger. Jack Tunstil, assistant manager at the Criterion, downtown first-run house, has tendered his resignation.

ATLANTA

(Continued from preceding page)

her illness . . . Mrs. Leila Hall, also of Universal, is vacationing.

Forest Hynds Harris is back on her job again as secretary to E. E. Whitaker, district manager of Lucas & Jenkins Theatres, replacing Mrs. Odalite Wallace Tucker, who has resigned to make her home in Tifton, Ga.

H. P. "Dusty" Rhodes, booker for Georgia Theatre Service Corp., has a new secretary, Mrs. Christine Johnson.

Warner vacationists this week are M. M. Peazy, M. C. Robertson and Hal Breen . . . Savini Films has closed a deal with Wilby-Kincey Theatres, Inc., covering their entire circuit, on "Hell's Angels."

Emily Taylor, bookkeeper at Theatrical Printing Co., is enjoying the sunshine at Jacksonville Beach.

Jam Handy Man Works on New Deal for Monogram

DALLAS—William E. Mick, in charge of theatrical distribution for Jam Handy Picture Service, has been here from Detroit working on a new deal with John Franconi and Ed Blumenthal, Monogram franchise holders for Texas. The short subjects are booked gratis to theatres.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE**..... **LOCATION**.....

Mackenzie King Clips Deleted by Theatres

TORONTO—Self-imposed censorship has been put into effect with a considerable number of theatres in the Dominion with respect to the showing of pictures in which Rt. Hon. W. L. M. King, prime minister of Canada, appears because of adverse audience reaction which is said to be due to discontent among the people over Canada's war effort under the guidance of Premier King. No action has been taken by the Ontario censor board, but a number of chain executives and important exhibitors have formally notified Chairman O. J. Silverthorne that pictures of Mackenzie King have been removed from current newsreels. It has been pointed out by Hon. M. F. Hepburn, premier of Ontario, that the provincial censor board had not ordered the deletion of the Mackenzie King clips, but that it had been done by the theatre officials because the clips had evoked "demonstrations of such a vociferous nature it was believed advisable to eliminate the scenes."

Among those who notified the board of such action was J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp., who stated: "We have always endeavored to avoid matters of controversial nature on our screens and we feel it was in the best interest of our patrons to eliminate the item. It was the feeling of our managers of the Imperial and Uptown theatres to eliminate these clips because of the very bad audience reaction, which consisted of boos and hisses. We have also been advised by our district manager in British Columbia that these clips received an adverse audience reaction of a similar type."

The development has aroused considerable newspaper comment in support of the theatre managers and the theatres mentioned as having deleted the Premier King clips include: Uptown, Imperial and Shea's, Toronto; Capitol, Ottawa; Regent, Brockville; Patricia, London; Grand, Sudbury, and Capitol, Kitchener. The managers at Windsor, Ont., had not censored the news reels but the Windsor *Daily Star* declared:

"Local theatre managers are quoted to the effect that newsreels depicting Rt. Hon. W. L. Mackenzie King at the opening of Parliament have not been scissored here and that there have been no demonstrations of hostility toward the prime minister among members of their well-behaved audiences. Has there been any applause for Mr. King? The utter absence of that usually significant expression of esteem may be almost as ominous as the echoing catcall or the rasping raspberry."



Canada at a Convention—

The Columbia divisional sales meeting in Chicago. Left to right, standing: A. Cohen, Montreal; J. C. Cohen, Winnipeg; W. Elman, Montreal; H. Harnick, Calgary; A. B. Cass, Toronto; I. Levitt, Winnipeg; H. Levant, Vancouver. Same order, seated: J. Allen, Toronto; L. Rosenfeld, general manager, and D. H. Coplan, sales manager.

Advertising Paper Is Closely Scrutinized

TORONTO—The Ontario film censor board is keeping a watchful eye on the newspaper advertising and accessories released with current films with a view to controlling any and all display announcements which might not be appropriate because of the war or otherwise. Considerably more material of this type has been inspected in recent months than in previous periods but the number of rejections under the provincial regulations has been relatively low.

According to Chairman O. J. Silverthorne, there has been a marked increase in advertising items submitted to the board, the number dealt with during the recent fiscal year being 38,967 as compared with 29,383 during the year ending March 31, 1939, and 30,289 in the preceding 12 months.

In the last year, 194 advertising displays were ruled out for various causes, while 28 other items were passed after alterations had been made in the copy. During the previous 12 months, 156 pieces were rejected entirely and 118 were altered on the instructions of the board. In the year ending March 31, 1938, there were 153 rejections, and 68 advertisements were revised.

Universal Sales Meet Starts in Toronto

TORONTO—The annual sales convention of Empire-Universal Films is taking place at the Royal York Hotel, Toronto, with home office and branch officials from all parts of the Dominion in attendance for the purpose of getting organized for the new season in the distribution and exploitation of Universal and Republic product and the British features which have continued to come from the London studios despite war difficulties.

The first two days were devoted to matters pertaining to Universal under the direction of A. W. Perry, general manager of the Canadian company, assisted by Clair Hague, Universal representative. W. A. Scully, general sales manager, headed the representation from Universal headquarters in New York as has been his custom for several years. Two more days were devoted to the Universal program, with selling angles for the coming year looming to the fore.

Consider Republic Product

With a break in conferences on Sunday, the convention turned to Republic pictures for two days, and a prominent part in these proceedings is scheduled to be played by James R. Grainger, president of Republic. British pictures for early release are to come in for attention on the closing day. Two dinners were included in the convention program, with theatre officials and other prominent men of the trade as guests of honor. One was addressed by Scully, while the second will have Mr. Grainger as a speaker.

Empire-Universal home office officials at the meetings include president O. Hanson, vice-president Paul Nathanson, general manager Perry, sales manager Harry Paynter, exploiteer Walter Kennedy, Harry Wright and Doug Evans.

Attending from the Toronto office are Frank Fisher, branch manager, Sam Brent and Joseph Polanski, with Clair Hague present in his official capacity. Out-of-town representation includes M. Isman, Montreal branch manager, and Larry Druxelman, office manager of Montreal; Jerry Hoyt, branch manager at St. John, N. B.; George Vaughan, Winnipeg manager; W. Blankstein, Calgary branch manager, and Ben Plottel, manager at Vancouver, B. C.

A note of confidence rang through the sessions on opening day when the speakers outlined plans for the 1940-41 season, the feeling being that the industry had had the experience of troubled times during the pre-war depression and could continue to hold its own with the help of salesmanship and showmanship.

Mrs. Applebaum Finishes 800-Seater Near Toronto

TORONTO—Mrs. Eva Applebaum has completed the construction of the Roxy in New Toronto, a suburban town of 7,500. The house has a capacity of 800. Equipment supplied by the Perkins Electric Co., Toronto, has been installed.

N. L. Nathanson Named CBC Vice-Chairman

TORONTO—At a meeting of the board of governors of the Canadian Broadcasting Corp., N. L. Nathanson, president of Famous Players Canadian Corp., was appointed vice-chairman of the government-sponsored radio chain in succession to General Victor W. Odlum who has been appointed to command the second Canadian division of the overseas forces.

Nathanson's name was prominently mentioned a year ago when Chairman Brockington stepped out to receive an appointment at the hand of prime minister King, but General Odlum was named to the CBC post instead, with Rene Morin being the choice as head of the board. For the past four years Nathanson has been a governor of the radio commission and a liaison officer between radio and screen in the Dominion.

F-P Pushes Completion of Niagara Falls Seneca

NIAGARA FALLS, ONT. — Although many building projects have been halted because of war conditions, the work of completing the Seneca here is being pressed by Famous Players Canadian Corp., and it is expected that the house will be ready for operation in July. This is the first period, or atmospheric, theatre to be erected by the Canadian circuit. Decision to construct the Seneca, planned some months ago, was due to a desire to have an attractive theatre at Niagara Falls which is an important border point and one which is visited by thousands of U. S. tourists each year.

Other theatre projects are being held in abeyance and it is understood that the new circuit house at Guelph, Ont., will not be opened until the autumn, although it is completed.

King's Birthday Holiday Occasions Extra Matinee

TORONTO—Many neighborhood and suburban theatres of Toronto and exhibitors of other cities worked in an extra matinee on June 13 which had been declared a legal holiday by the Dominion government in honor of King George's Birthday. Schools, banks, financial institutions, various government departments and many offices were closed for the day but factories and industrial plants continued in operation because of the war. Theatres which derived the most benefit were those which do not have afternoon performances every day.

Biamonte Taking Tenders For Niagara Renovation

TORONTO—F. Biamonte, co-proprietor of the Hollywood, Niagara Falls, Ont., has called for tenders for the remodeling of the theatre and new equipment including heating and air conditioning systems and a modern lighting installation. The Hollywood seats 815. It will shortly have new opposition in the scheduled opening in July of the Seneca by Famous Players.

F-P District Heads Ponder New Season

TORONTO—District managers of Famous Players Canadian Corp. attended a conference at the head office in Toronto where plans for the coming season were outlined and discussed. No announcement was made of decisions and there was no information as to the time and place for the annual eastern managers' convention. One official tersely remarked that "no convention might be held" but it is believed that the managers of the eastern provinces will be brought together about the end of July, as intended, without a pretentious program such as that which was enjoyed at Niagara Falls last summer when representatives from coast to coast took part in a three-day session.

The proposed western regional convention at Jasper, in the Canadian Rockies, in the last week in July has been called off, and a meeting is to be held in Vancouver. On various occasions it has been suggested that the western conference be held at Jasper, a mountain resort, but each time there has been some development which has caused a switch to Winnipeg or some other large western city.

Among those present at the Toronto meeting were L. I. Berg, Pacific Coast supervisor; E. A. Zorn of Winnipeg; Don Gauld, assistant district manager at Winnipeg; Jack Arthur, Western Ontario supervisor; M. Stein of Toronto; F. H. Gow, suburban theatre supervisor of Vancouver; vice-president J. J. Fitzgibbons; B. Geldsaler, director of booking; T. J. Bragg, secretary-treasurer, and R. W. Bolstad, comptroller.

Toronto Operators' Union Officials at IA Meet

TORONTO—Officials of the Toronto Operators' Union attended the 35th annual convention of the IATSE at Louisville, Ky. The Toronto delegation was headed by W. P. Covert, a vice-president for many years; president Charles Dentelbeck, A. Milligan of the Imperial, Toronto, and Dave Siegel of the Casino. These officers enjoyed a short vacation following the convention. Dentelbeck is one of the original employes of Famous Players Canadian Corp. and has occupied the post of supervisor of projection at the head office for a decade or more.

Jack Saunders a Delegate

LONDON, ONT.—Jack Saunders, former manager of the Grand, was a delegate for the local unit, No. 105, at the IATSE convention at Louisville.

Ernest L. Sanders

LONDON, ONT.—Ernest L. Sanders, one-time manager of the Star here, which has been closed for many years, died suddenly at the age of 55. At one time he also managed a theatre in St. Thomas, 18 miles from London.

Ray Lewis' Action Against ITA Bulletin to Court

TORONTO—An action for alleged libel instituted against the house organ of the Independent Theatres Association and various members of the organization by Ray Lewis, publisher of the *Canadian Moving Picture Digest*, reached the court stage at Osgoode Hall, Toronto, when F. H. Barlow, master of the supreme court of Ontario, allowed an application by the plaintiff to add the names of 25 persons to the list of defendants. The master ruled, however, that the association itself was not a partnership within the meaning of the law and accordingly struck it out as a defendant.

In the argument by counsel it was contended that the organization was an independent body which was not carried on for the purpose of profit or gain and could not be sued as in the case of an unincorporated unit.

Proceedings are expected to continue against the various officers and members of the ITA and the publication of which Mrs. S. H. Falk is editor, N. A. Taylor, Harold Kay, Ben Ulster, Harry Firestone, J. O. Scott, A. Snider and various others. The suit arose over comment published in the *Canadian Independent* some months ago to which Ray Lewis, publisher of the *Digest* and also a theatre proprietor in Toronto, is alleged to have taken exception.

Monogram Pictures Is Chartered in Canada

OTTAWA—Formal announcement has been made by the Canadian government of the incorporation under a Dominion charter of a company to be known as Monogram Pictures of Canada Limited, the capital structure being 50,000 shares without nominal or par value, the headquarters to be at Toronto. Monogram product has been distributed by Regal Films Limited for a number of years but no details are available as to the purpose of the separate company.

Another recent incorporation is that of Esquire Films, Ltd., with headoffice listed at Toronto, the purpose of which has been withheld for the time being.

Book Summer Roadshows For Toronto Alexandra

TORONTO—An indication of the entertainment trend in Toronto during warfare is the formal announcement by Manager Rowley that the Royal Alexandra, the home of stage drama, will reopen shortly for a summer season of roadshows in which a number of important stars will appear, these including screen artists who are out of pictures temporarily. This will be the first time in years that the Royal Alexandra has had a summer season, ventures along this line some time ago having been stock offerings.

There has been no suggestion that any local moving picture or combination houses will close down for the summer.

Zoe Akins Chore

HOLLYWOOD — Zoe Akins is scripting "Jane Addams and Hull House" for Charles R. Rogers. Columbia will release.

TORONTO

ONE of the first Canadians to be decorated for gallantry during the present war is Flying Officer Oliver Russell Donaldson of the Royal Air Force who has been awarded the Distinguished Flying Cross for a fighting feat he performed in action over Belgium. Before his enlistment in 1938 Donaldson had leanings toward a screen career and has been remembered for a bit part which he played in "Silent Barriers" with Richard Arlen. Donaldson is now 28 years of age.

The Empire-Universal convention in Toronto has served to bring together three of the Plottel brothers in the Canadian film business, Brother Ben having come from Vancouver to meet Joe who is with Warner, and Mark, recently appointed manager of the Toronto RKO office. Leslie remains on the Atlantic Coast with RKO at St. John and the fifth brother is on the Pacific Coast at Vancouver, but Ben, Joe and Mark had quite a family reunion.

Col. John A. Cooper spent several days in Ottawa looking after the affairs of the national film board. John Grierson of London, England, national film commissioner under the board, was in Chicago to confer with Jack Cohn of Columbia regarding Canadian distribution of the government propaganda pictures.

Announcement that M. Neville Kearney had resigned as secretary of the British Film Producers Ass'n recalls that he represented the British film industry at the Imperial Economic Conference in Ottawa in 1932 *when a move was made to adopt a British film quota for the whole Empire but the Canadian delegation argued that the time was not ripe for such a proposal and that Canada was in a different position because of its proximity to the U. S. The resolution was withdrawn.*

Manager Dave Gordon of the Oriole in North Toronto made a hit when he presented a complete encyclopaedia to the Hodgson Public School where a reference library has been created. The set is made up of volumes which are being sold with admissions at the Oriole from week to week.

Jerry Loughlin, promotional manager of the London Free Press, *has enlisted in the Royal Canadian Navy. For some years Loughlin has extended considerable cooperation to theatre managers in the working up of publicity tieups and cooperative pages with merchants. He will be missed by the exhibitors.*

George Law, veteran exhibitor and former exchange manager, has resigned as manager of the recently-opened Biltmore in Oshawa, Ont., and has returned to Toronto. The theatre will be looked after by F. H. Falk, one of the owners . . . Claude Hunter, acting manager of the Uptown in the absence through illness of Fred Trebilcock, decked out the whole front of the house with naval and other flags in profusion for the showing of "For Freedom," propaganda feature which already looks headed for a long run. Trebilcock, by the way, is recovering nicely from the operation for appendicitis which he had to undergo in Miami.

Larry Graburn has returned to Toronto headoffice of Famous Players after several months in Halifax, N. S., where he temporarily replaced Bob Roddick as district manager for the Maritime Provinces during the latter's illness . . . There was a scurry on the part of theatre managers in various parts of central and eastern Ontario when a blackout occurred for some ten minutes due to the cutting off of electric power by lightning on the transmission lines 200 *miles from Toronto.*

Chris Holmes, formerly with Famous Players, has resigned as manager of the Pylon. Ray Lewis has appointed Gilbert Sterling as his successor. Holmes has been manager since the theatre opened more than a year ago . . . Leon Schlesinger, film producer, has applied for membership in the Canadian Picture Pioneers, having started with the Allens in 1913 when he became manager of the Rex and Monarch in Edmonton. He went to Hollywood in 1922.

Arthur W. Holmes, for some years a sound engineer with Fox Movietone News, has been appointed by the Canadian Broadcasting Corp. to have charge of the recently-built mobile broadcasting unit which has been shipped overseas for use with the Canadian troops in the field. Holmes, who is in England, was born in Aurora, not far from Toronto, has been a wireless operator in the Arctic and on ocean liners, obtained his airplane pilot's license in 1937 *and was one who covered the Royal Tour last year.*

A link with the past has disappeared in the death of John Radford, colorful architect, artist and author, who designed the Toronto Opera House which became the Regent, Canada's first de luxe film theatre and the birthplace of Famous Players Canadian Corp. after its transformation by N. L. Nathanson.

MARITIMES

SAINT JOHN was roused to new heights of loyalty and patriotism at a "Win the War" rally which was held at the Capitol recently when the principal speaker was Prof. Trueman of Mount Allison University, Sackville, N. B. Nearly 2,000 persons in the theatre and an estimated 3,000 in King Square, where loud-speakers carried the program, adopted in toto a resolution supporting the government's war efforts, and a copy of the resolution has been forwarded to both the federal and provincial governments. The rally was held from 7:30 to 8:30 and all other theatres in Saint John, Fairville and West Saint John remained closed until 9 o'clock as their part in supporting the meeting.

P. J. Hogan, Paramount branch manager, has returned home after attending the convention in Hollywood . . . L. McKenzie, Vitagraph branch manager, has attended his company's convention which was held in Pittsburgh.

Colin Danson of the Strand, Sussex, N. B., has taken over the Kent, Richibucto, N. B. and is now playing two shows a week there . . . At a benefit show for war purposes, a midnight show held June 9, the Jubilee, Stellarton, N. S., had a return engagement of "Second Fiddle" which proved very popular.

The 8th anti-aircraft battery, stationed at Saint John, were given a very enjoyable concert recently by the Film Girls' Patriotic Club. The general convener was Lillian Bromfield of United Artists, assisted by Marguerite Snell and Helen Selick of Regal Films, Priscilla Coffey and Paula Darrah of Maritime Film Co. and Flora Thurston of Vitagraph. After the entertainment, the club members were guests of Major and Mrs. E. D. Walsh and officers of the battery.

Recent visitors to Filmrow included Jack Kiely of Montreal, owner of several theatres in St. John's, Newfoundland, and Malcolm E. Walker of the Gaiety, Halifax, N. S. and Imperial, Sackville, N. B.

L. A. Marcheterre has opened a new theatre, the Canadian, at St. Quentin, N. B. and will be operating six nights a week but no matinees.

Loew's London Ltd., Says Policy Change Must Wait

TORONTO—Loew's London Theatres, Ltd., operating Loew's in London, Ont., has notified shareholders that the war has made it impossible to secure a general revision of the operation policy of the theatre as instructed by stockholders at the annual meeting four months ago, complaint having been made that certain charges were too high. Announcement is made, however, negotiations with Loew's, Inc., have resulted in a saving in film rentals dating back to Sept. 1, 1939, and in other items.

Louis Gauthier Promoted To Manager of Cartier

HULL, QUE.—Louis Gauthier, assistant manager of the Capitol in Sudbury, Ont., under Sid Scott, has been promoted to manager of the Cartier here. He is succeeded in Sudbury by Max Phillips, formerly assistant at the Capitol, North Bay.

Gauthier was the recipient of a gift from the staff of the Sudbury Capitol before leaving to assume his new post.

Plum to Andrew Marton

HOLLYWOOD—Andrew Marton will direct "A Little Bit of Heaven," the Gloria Jean starrer for Universal which Joe Pasternak will produce.

WINNIPEG

F-P MEN, A. E. Zorn, F. H. Kershaw, Don Gauld and V. Armand, who attended the district managers' convention at Toronto, have returned to the city . . . Nestor Novak, assistant manager at the Capitol, is in Chicago on holidays.

Business is still slow in the film industry with a spirit of apathy pervading practically every business organization in the city.

Helmer Jernberg, who has been confined to the hospital, is recovered and back in circulation . . . Dave Griesdorf and family have returned from the east. While away, Griesdorf attended the UA convention in New York and later returned to Toronto where his son underwent two successful operations.

Miss Mona Ripstein has returned from her annual southern tour, taking in California, the Islands and some of the countries farther south . . . "Song of the Road," with Sir Harry Lauder, is now playing here. This popular British star is now appearing in pictures for the first time, after having appeared successfully on the local stage on many occasions.

Rothstein Enterprises has taken quarters in the Cinema Centre . . . "Hitler—Beast of Berlin" is a current release here . . . Hymie Sabblut, recently of the Cameron Highlanders, has been made manager of the northern Ontario district of the Rothstein theatres with headquarters at Beardmore.

Bob Rennie of Warner has joined the benedicts . . . Rube Bolstead of the FP head office is a visitor . . . Sam Rosenblatt has been appointed supervisor of Western Theatres . . . A. Morros of the King's Theatre has returned to the city.

F-P Retires $700,000 in Bonds; Meets Dividend

TORONTO — Famous Players Canadian Corp. has not only paid off a block of serial bonds which reached maturity this month but has announced the redemption of a similar block which was scheduled to fall due June 1, 1941, the grand total of bonds thus retired being $700,000. In addition, the big chain is taking care of the payment of a dividend at the end of June on the outstanding common shares of the company for the second quarter of 1940. Disbursements for the first six months of the current calendar year have totaled 50 cents on each share of common and this amount is equal to the dividends for the corresponding period of 1939—before the outbreak of war.

The bonds which have matured had a total par value of $350,000 and the same amount is involved in the redemption of the bonds which were to have been paid off one year hence. Stock exchanges in Canada have been formally notified of the company's action.

President N. L. Nathanson was recently quoted as saying that theatre revenue in Canada had been steadily maintained in spite of the war. Apart from usual theatre operations, the company had extended considerable co-operation to the government in assisting the war effort.

Would Boot German Music Compositions

TORONTO—Film producers may have to check up on the musical backgrounds or incidental music in current or future pictures with a view to eliminating the works of modern German composers if their productions are to be acceptable in the Dominion.

Two of Canada's leading musicians are heading a movement for the banning of modern German music, classical and otherwise, following reports of German atrocities in occupied territory, particularly toward refugees. There is also an important point which is engaging the attention of the Canadian authorities, namely the ban on trading with the enemy under a wartime prohibitory measure. It has been declared that the use of German music of living composers necessitates the payment of royalties or fees for performing rights and these would find their way to the enemy, thus constituting financial aid to the foe.

The musicians who have started the campaign against modern German music are Sir Ernest MacMillan, principal of the Toronto Conservatory of Music, and Reginald Stewart, conductor of the Toronto Philharmonic Orchestra. They deleted the works of Richard Strauss of Munich, Germany, and other modern Teutonic music from concert programs and are agitating for a complete ban on such compositions in theatres and on the concert stage.

VANCOUVER

IN RECOGNITION of the rapidly advancing importance of motion pictures as a valuable element in both recreation and education, the University of British Columbia announces a series of lectures on "Motion Pictures in Education," to be given the latter part of this month and beginning of next. The director is to be Dr. Brodshaug of Columbia University, New York, and research director for Erpi classroom films.

With the wrecking under way preparatory to the erection of that new Granville Street theatre, W. J. Long has come out with the name, the Vogue. It will seat 1,350.

Mrs. M. L. Murray, exhibitor of the Log Cabin Theatre, Lilooet, B. C., flew east recently and, like a good newspaper woman, told the readers of the three Murray weeklies all about it—sensations, reactions, impressions, etc., etc.—and it is very good reading, too.

Larry Bearg and Frank Gow are due back this week from the Famous Players convention in Toronto . . . Ken McRea offered Metro's "Waterloo Bridge," as the surprise preview at the Kerrisdale last week and its reception more than justified the selection.

George Gerrard, who has been a member of the B. C. Projectionists Society (348) for a quarter of a century, was elected chairman of the grievance committee of the Vancouver trades and labor council.

Bob Foster, reminiscing, recalled how 348, *projectionists union, started* 26 *years ago with a membership of* 40 *which has quadrupled since then and has jurisdiction over the largest area in the Dominion, with one member operating* 300 *miles away from headquarters. He also recalled the time when the majority of the audiences at Pouce Coupe used to arrive at the theatre on skis, snowshoes, and by dog team.*

Leon Shelly, Screenadz, is again entering the field as producer, this time in collaboration with Ray Fernstrom on a B. C. travelogue, sponsored by the provincial government.

Jack Muir, FP executive, is another one who has stepped briskly out of convalescence into harness again.

MONTREAL

WAR NEWS on the radio is an increasingly strong competitor of the theatres which may yet be obliged to broadcast the news between films. Ideal holiday weather is tempting executives to cut short their business days and go golfing in the afternoon, while the sales forces are heading towards the country combining business with a motor holiday.

Few new faces were seen around Filmrow. Exhibitors who called included U. H. Pelletier of the Alma, St. Joseph d'Alma; Ambrose Nolan of the Pix, Aylmer; Georges Champagne, Roxy and Auditorium, Shawinigan Falls; Leo Choquette, Star, Watherloo, and Rialto, Farnham; Paul Cardinal of the Roxy, Canadian and Starland, Montreal, and A. Ringuette, Parisien, Berthierville.

Empire-Universal has placed the British government feature film "For Freedom" at the Palace. The picture details the fight with the *Graf Spee* and its subsequent sinking . . . Manny Brown, manager and Tom Dowbiggin, sales manager of Paramount, are back from the convention at Hollywood . . . Henry Brault, 20th-Fox shipper, has left on a holiday . . . Larry Druxerman, Empire-Universal salesman, visited Manawaki and Mont Laurier.

Gracie Fields will give a series of concerts across Canada in connection with war charities. Royal receptions are being planned for her . . . The enterprise shown by newsreel cameramen in securing graphic war pictures has caused the newsreels to grow in popularity with the result that business in that direction has improved. Managers are grateful to the censors for quick release of important news pictures.

Consolidated Theatres has placed facilities at the disposal of the committee of recreation for the Montreal district enabling them to send parties of soldiers to the theatres free. Joe Lightstone, proprietor of the Orpheum, announces he will reserve 100 seats free each evening except Saturday and Sunday for enlisted men. The Forum has also been admitting a number of soldiers free to wrestling matches.

Paramount (3938) **82 Minutes** **Rel. June 21, '40**

When the customers aren't shivering, they'll be roaring; and between chills and laughs they are sure to have the time of their lives while seeing this smart-cracking, fast-moving, interest-commanding comedy mystery. There is never a dull moment, and with audiences everywhere clamoring for diversion in the lighter vein, the feature should register as one of the best grossers of the summer. The screenplay is a masterpiece of brittle dialogue and priceless gag situations; the production is solidly mounted; it is played with a delightful tongue-in-cheek interpretation by an excellent cast, topped by Bob Hope and Paulette Goddard; and George Marshall's able direction knits its various threads into a piece of topnotch entertainment. Story concerns the adventures of an heiress in an allegedly haunted castle.

Bob Hope, Paulette Goddard, Richard Carlson, Paul Lukas, Willie Best, Pedro de Cordoba, Virginia Brissac

The Ghost Breakers F

Mystery Comedy

Universal (4063) **58 Minutes** **Rel. May 31, '40**

As the western scene goes in the minds of the fans "Bad Man From Red Butte" should satisfy them for it has a full complement of the tried and tested ingredients that have done the trick in the past. In addition it has a few twists, new to westerns, but otherwise from the standard dramatic catalogue. It is capably acted, humorously relieving. Johnny Mack Brown enters the scene in the usual way—he comes into a town without a sheriff and consequently without any kind of law except that which passes the muster of a local saloon keeper, who is also the culprit in the case. From that point on fists fly, laughs come easily and the violent movement of the story fills in. Fuzzy Knight has a number of good comic moments. There is effective music. Sam Taylor directed.

Johnny Mack Brown, Bob Baker, Fuzzy Knight, Anne Gwynne, Lloyd Ingraham

Bad Man From Red Butte F

Western

Atlas Films (——) **60 Minutes** **Rel. May, 1940**

In this day and age of films that at least have the benefit of effective performances to heighten the story, along comes this throwback to the middle motion picture age. It has very little to recommend it to any audience, whether they be sensation seekers, as the title may lead them to believe, or just habitual moviegoers. The story: a divorcee carries on with a gigolo. Her grown daughter carries on with youngsters of her own set. They hate each other. The gigolo meets and falls for the girl and decides to get a "real" job. Complications enter into the narrative and they are solved in haphazard manner. At best, the film offers jitterbugs in their gyrations and an advertisement for a Mexican nightery on Olvera Street in Los Angeles, and not a good one.

Mary Ainslee, Betty Compson, Willy Castello, Betty Atkinson, Tommy Wonder.

Mad Youth A

Drama

M-G-M (——) **99 Minutes** **Rel. ————**

Bitter and breath-taking indictment of the intolerance from which stemmed the madness and carnage that today has half the civilized world in its grip, here is an answer, in part at least, to the bewildering question about how it all started. Its theme deals principally with the persecution of minority groups in Germany immediately following Hitler's ascension to power. It unfolds a heart-breaking story of how friend turned against friend, son against father, brother against brother. Of necessity, then, the picture assumes sombre and depressing proportions. But for all its austerity, and the resentment it will kindle in the hearts of liberty-loving people, it is almost hypnotically engrossing and will probably find its way on the "must see" lists of most theatre patrons. Frank Borzage directed.

Margaret Sullavan, James Stewart, Robert Young, Frank Morgan, Bonita Granville, Irene Rich.

The Mortal Storm F

Drama

Producers Releasing Corp. **62 Minutes** **Rel. June 1, '40**

Tim McCoy in a western which keeps to the established order of things and in the production he generally acquits himself of the task with honors. But even in westerns, when the story is amateurishly written, particularly where dialogue is concerned, the audience is aware, or will be. This one comes from the cut and dried formula wherein McCoy, with an already established reputation as a handy fellow with his Colt and fists, rides into a mess of trouble. For their required quality a number of events are worked into the yarn just to let McCoy demonstrate his abilities. Then he proceeds, in his own way, to clean up the town and set things aright. This is done right up to the last foot of film. The idea was good but it seemed to have misfired.

Tim McCoy, Dorothy Short, Lou Fulton, Carl Hackett, Ted Adams, John Merton

Frontier Crusader F

Western

Film Alliance (——) **90 Minutes** **Rel. ————**

From French studios, "The Mayor's Dilemma" is another unpretentious, ironic, underexposed opus that should provide a treat to by now starved patrons of the foreign film. The French character with its acute individualism, serves to carry the brunt of the drama. This is a story of a group of innocent burghers who, during the last war, fall afoul the German army in a small town on the banks of the Marne. Chiefly, it concerns the mayor and a landowner, who have been quarreling for 20 years over the latter's right of way through the former's barn. Their children contribute to the story as lovers whose wedding night causes five innocents to almost fall victim to a firing squad. The story was neatly concocted and directed. It evolves on the screen as pleasant stuff, entirely satisfactory.

Charpin, Annie Vernay, Saturnin Fabre, Jean Paqui, Larquey, Labry, Dorville.

The Mayor's Dilemma F

Comedy Drama

Universal (——) **75 Minutes** **Rel. July 5, '40**

Pretentiously cast and produced, at times highly amusing, this lacks the one essential that makes for ace-high entertainment—a coherent story—and gives the impression of being the victim of hit-or-miss scripting that may hurt its chances with some audiences. However, Roland Young is his delightfully droll self, Hugh Herbert contributes plenty of zany humor, and the rest of the cast—particularly Nancy Kelly and Robert Cummings—manage to overcome, to some extent, at least, the story weaknesses. Young, the black sheep of a straight-laced Boston family, has been an "exile" in New York for 20 years, during which his daughter has grown up in Bostonian society. To aid her in marrying the man she loves, he overcomes the intolerance of his own unforgiving father. Albert S. Rogell directed.

Nancy Kelly, Roland Young, Hugh Herbert, Robert Cummings, Montagu Love, Jonathan Hale, Granville Bates.

Private Affairs F

Comedy Drama

Select Attractions (SR) **72 Minutes** **Rel. ————**

"The Song of the Road" adds another great personality to the annals of the screen, but somehow fails to click as solid entertainment. Here Harry Lauder appears at a disadvantage as an actor, yet advantageously as a variety performer who can put over Scottish songs and all the business in the style that has made him internationally famous. He sings a half-dozen songs as the story plods its way, telling of the trials of a troupe of caravan players who wander from highland town to highland town for one-night engagements. A daughter runs off with a wastrel and dies in childbirth. Another becomes a singer. The child born to the first is taken and raised by Lauder. The story concludes when the wastrel sets fire to the wagons. A few are saved and Lauder and troupe are off again to provide entertainment. At best, it's a novelty.

Harry Lauder, Ruth Haven, Ethel Glendenning, Bruce Seton, Margaret Moffat.

The Song of the Road F

Music Drama

Columbia (——) **90 Minutes** **Rel. ————**

French. English titles. The exhibitor catering to devotees of the foreign film has in 'The Phantom Wagon" a good dramatic offering which is bolstered by such well-known Gallic names as Julien Duvivier, who directed; Louis Jouvet, Pierre Fresnay, Marie Bell, Micheline Francey. The story is based on a novel by Selma Lagerlof. It is a study in the regeneration of a drunkard and wife-beater who is brought back from the dead to lead a virtuous life with his family. The title comes from a legend which tells how those about to die hear the creaking and rumbling of an old cart that dogs their footsteps. The attention to atmosphere in the film is admirable and only in the trick, double exposure shots, does it fall short. At any rate it is a compelling, mystical experience for the audience.

Louis Jouvet, Marie Bell, Pierre Fresnay, Micheline Francey, Jean Mercanton.

The Phantom Wagon A

Drama

SELLING ANGLES: **"Mad Youth"**

There is a pressbook accompanying this item. In it there are such gems as "Willy Castello is the Clark Gable of Europe," "Is Jittermania An Omen of World-Wide Disaster?," "Mary Ainslee is One of Hollywood's Most Favored Starlets . . ." "Betty Atkinson, Named World's Champion Drum Majorette," "It Has Dramatic Color, Intriguing Situations, and Great Emotional Intensity." Let the buyer beware, as the oldtime Greeks put it so well.

CATCHLINES:

Pitfalls of This Streamlined Age Revealed.

Mothers vs. Daughters . . . The Goal a Man.

Is the Younger Generation Really at Fault?

SELLING ANGLES: **"Bad Man From Red Butte"**

In addition to the regulation exploitation it is suggested here that the exhibitor promote a contest in which potentially interested spectators are invited to write limericks, humorous or otherwise. For this give them free passes. Plug the musical content over the local radio station or in the local paper's radio column. Mount a life size image of Brown on a rearing horse in the prominent place in the lobby. Emphasize the humorous content. Promote newsstand throwaways with western fiction.

CATCHLINES:

He Was Not the Bad Man From Red Butte . . . That Was His Brother . . . But to Prove His Innocence and Purpose He Had to Ride, Fight and Shoot.

He Came to Town . . . Cleaned Out the "Varmints" . . . And Made It Fit To Live In.

SELLING ANGLES: **"The Ghost Breakers"**

Call attention to the fact this is the second creepy co-starring effort for Bob Hope and Paulette Goddard. A ballyhoo truck with a spooky house on it, doing all sorts of tricks, will attract plenty of attention. Sliding doors and other tricks should be set up in the lobby. Plant ads in local papers reading: "Are you having trouble with a haunted house? I take care of ghosts or money refunded—Bob Hope." To maintain suspense, do not permit patrons to be seated during the performance.

CATCHLINES:

The Blues Haven't a Ghost of a Chance . . . When You See This Spine-Tingling, Laugh-a-Minute Thriller.

You'll Be Haunted by Remorse . . . the Rest of Your Life . . . If You Miss the Season's Grandest Comedy-Chiller.

SELLING ANGLES: **"The Mayor's Dilemma"**

The credits for this film state that the story was inspired by Rodin's sculpture called "The Citizen's of Calais." By all means get hold of a reproduction of the work and use it in programs and on posters. Contact the local language teacher for cooperation. The foreign restaurants in the community should also be contacted for posters. There are English subtitles. The film has excellent fidelity to the 1914 period. The exhibitor, knowing where his foreign film audience is apt to be found—in bookstores, art galleries and the like—should see to it that these places are well supplied with advance printed matter.

CATCHLINES:

Firing Squads on Their Wedding Night . . . It Took a Foreign Invasion to Solve a Dispute Over a Barn.

SELLING ANGLES: **"Frontier Crusader"**

Sell this one on the basis of the magnetism of Tim McCoy's name to the local gentry. Set up a number of dummy blasting powder cans in the lobby with appropriate identification. There are at least five heavies in the picture. Arrange their photographs in a life-size display and invite the audience to guess at their various criminal potentialities. In this display also have a blank frame with a big question mark. The story has sort of master mind behind the dirty work.

CATCHLINES:

When Tim McCoy Comes to Town Things Start to Pop . . . But the Wrong Way for Unscrupulous Desperadoes.

"The Frontier Crusader" He's a Mild Man But Has to Meet "Unusual" Situations With Bullets and Fists.

SELLING ANGLES: **"The Mortal Storm"**

It should be possible to sell this with ease on the basis of its timeliness—because of current international developments—as well as through the strong cast headed by James Stewart, Margaret Sullavan and Frank Morgan. Another selling point is the widely-read novel by Phyllis Bottome, on which this was based. Blow up newspaper headlines as lobby center-pieces. Publicize the picture with foreign groups from the lands threatened or already invaded by the Nazis. If the German consul will accept your invitation, ballyhoo the fact to the skies.

CATCHLINES:

The Stupendous Story of a World in Turmoil . . . And of a Family Who Sought Only Peace.

A Thunderbolt of Emotional Drama . . . A Picture of Helpless Humans Caught in War's Clutches.

SELLING ANGLES: **"The Phantom Wagon"**

To your bag of tricks for foreign features add stunts slanted at merchandising this offering's dramatic content. Publicize the author and cast, not entirely unknown elements in most situations already established as foreign outlets. Circulate French lineage groups and and tie up with students of the language. Secure a creaking old wagon or cart and have a cancealed driver guide it around the neighborhood as "The Phantom Wagon." Not a pleasant film, this should be sold as a drama of regeneration.

CATCHLINES:

A Story of Regeneration and Reclamation . . . And the Long Trip Back to Virtue.

A Phantom Cart Dogs the Footsteps of the Dying . . . And Brings One Back to Life and Family.

SELLING ANGLES: **"The Song of the Road"**

It is quite needless to state here that Lauder's international reputation as an entertainer is the chief point of exploitation for this production. In addition, create interest in the travelogue character of the film. Many of the scenes were shot in the Scottish highlands and are beautifully photographed, contributing more to the story than the screenplay. Lauder is at his best when he is singing and dancing. The atmosphere seems authentic. It's 80 per cent ham, but the balance has possibilities.

CATCHLINES:

A Grand Old Favorite Returns With the Songs and the Warm-Hearted Laughter That Have Endeared Him to the World.

Harry Lauder in a Rollicking Vagabond Tale.

SELLING ANGLES: **"Private Affairs"**

Give plenty of marquee and advertising attention to the cast, headed by Roland Young, Hugh Herbert and Nancy Kelly. As a title tieup, hold a special "sneak" showing of the picture, inviting selected patrons and cautioning them it is a "private affair." Hand out comment cards and use the favorable reactions in advertising. Stills showing an automobile in a race with a locomotive can be planted in insurance company windows on a "safety" tieup. Invite all former residents of Boston to attend at reduced rates.

CATCHLINES:

Even a Black Sheep Has Its Day . . . and His Came When He Helped His Daughter Marry the Man She Loved.

It's Gay, Zestful Comedy . . . This Story of a Girl Who Knew Her Own Mind . . . and a Boy Who Didn't.

Short Subject Reviews

Tom Thumb

Vitaphone (Merrie Melody) 7 *Mins.*

Apparently for variation the creators of this series have, temporarily, laid aside their more Rabelaisian excursions into the realm of humor. Here they venture into childhood nostalgia. Tom Thumb, left home alone by his father, gets into difficulty in a dish filled with water. He is rescued in time by a bird. Papa comes home and thinks the bird responsible. He chases it out. Tom goes after the bird, gets lost and is again rescued by the same bird. Eventually Papa understands and all three are happy. Strictly for the children. In Technicolor.

Wimmin Is a Myskery

Paramount (Popeye) 7 *Mins.*

One of the better Popeyes. Plenty of imagination went into the plot and it emerges in good shape for first rate amusement. Popeye proposes to Olive. That night she dreams of her future married life with the sailor. It seems they eventually have four smaller carbon copies of Popeye, all of them tough guys and hellions to boot. They make of the dream a nightmare of violence. Eventually Olive awakes. Popeye is calling and he gets a "firm" refusal. Worth while.

Social Security

(Washington Parade No. 4)

Columbia 10 *Mins.*

All the whys and wherefores of the great piece of legislation enacted by the 74th Congress are explained in this interesting reel. It deals with the administration of the Social Security Act and answers a number of questions that should prove helpful.

SHORT OF THE WEEK

Hurdle Hoppers

RKO Pathe (Sportscope) 9 Mins.

For sheer excitement in the sense of motion on the screen this record of the U. S. Army cavalry at Fort Riley, Kansas, will thrill the audience. From start to finish there is action. There is little emphasis on the military utility of horses but a good deal on the sporting side of riding and jumping. Horses, ridden by experts, are taken over all sorts of difficult jumps and the camera was advantageously placed to catch the spectacular action. A high spot of the doings is a dress exhibition by Major Tuttle, familiar in the world of horse shows. The reel closes with a wild dash across country by picked riders. All in all here is something in the line of shorts that should just about leave audiences breathless.

The Egg Hunt

Columbia (Color Rhapsody) 7½ *Mins.*

A crackpot professor offers a lecture with the aid of motion pictures. The Technicolor cartoon attempts to satirize similar ventures but instead of being sharp and witty it is dull and preposterous.

Mechanix Illustrated No. 4

Vitaphone (Color Parade) 10 *Mins.*

There are four definitely interesting items to give plenty of merit and to give spectators an interesting variation from the program. In order are shown the new LaGuardia Airport and its modern technical facilities; where streamlining was born-on the drafting board and its application to modern living; consumer protection by testing various products under over-emphasized conditions and new fire extinguishing methods—with carbon dioxide gas. The color is uniformly good.

Stray Lamb

RKO Pathe (Reelism) 8½ *Mins.*

As a tongue-in-cheek job of gag writing, this short has plenty of slick humor as Andre Baruch tells it. The plot concerns a lamb that is carried off by an eagle and later rescued by a St. Bernard dog. That's the crux of the matter. But the appellations given to various barnyard and wild animals, plus appropriate subtitling, will supply the laughs. Take away the wires and it will fall apart. At any rate it's good for a laugh in any country understanding the language.

Cinderella's Feller

Vitaphone 19 *Mins.*

Here is another production aimed strictly and accurately for child audience. Again the Cinderella theme is used with few variations. The story serves to display the talents of skilled youngsters in ballet, tap dancing, singing and the like. As such it is among the best yet seen and the color emphasizes the youngsters' appeal. It was given costly production. It should be a natural for weekend matinees where the younger element predominates.

South of the Boudoir

Columbia (All-Star Comedies) 18½ *Mins.*

Charley Chase gets into all sorts of difficulty. When the boss announces he is coming over for dinner, Charley's wife leaves in a huff. The boss later meets up with Mrs. Chase and brings her along not knowing she is Charley's wife. It is strictly slapstick comedy of the pie-in-the-face school. Chase has a good gag in the telephone receiver which keeps bobbing after he hangs up on his infuriated wife.

Information Please, No. 11

RKO Pathe 10 *Mins.*

One of the lesser items in the series. Guest Expert Christopher Morley is in on the charades, poetry, singing and the like. Also on hand are the regulars—Franklyn P. Adams, Oscar Levant and John Kieran.

NEWSREELS

TUESDAY, JUNE 4

Movietone News, No. 77

Belgian and French cities bombed; refugees in Paris; air fight over Belgium; British round up aliens; launch new battleship; English children moved inland; Roosevelt meets with defense council; big guns fired at Fort Tilden; Indianapolis auto race; girls play polo; film stars attend Hollywood racing.

News of the Day, No. 275

Refugees flee war areas; air raider shot down; United States speeds preparedness; Clipper arrives with children; horse racing in Hollywood; Indianapolis Memorial Day race; Cardinal Dougherty in peace prayer.

Paramount News, No. 80

Indianapolis racing; Peruvian earthquake; war scenes; Memorial Day observed in New York and Arlington Cemetery; new battleship launched; Roosevelt confers with defense commission; Morgenthau tells of preparedness cost; Senate approves defense measures; airplane production speeded.

RKO Pathe News, No. 92

Air battle in Belgium; British prepare for invasion; Roosevelt names defense council; launch battleship; Peruvian earthquake; college track meet; Indianapolis race; sky carnival in Alabama; Cardinal Dougherty observes anniversary.

Universal Newsreel, No. 881

Memorial Day Parade; Roosevelt meets with defense council; Fort Tilden guns fired; earthquake in Peru; ambulance unit at front; Birmingham air show; auto race at Indianapolis; girls play polo; Hollywood horse racing.

THURSDAY, JUNE 6

Movietone News, No. 78

British and French armies evacuate Flanders; Annapolis flag ceremony; recruiting in New York; William Green of A. F. L. speaks in Washington; "America" in trial run off Newport News; Aquacade at World's Fair; Grand Coulee dam nears completion; annual convention of state governors at Duluth; junior cavalry in drill at New Canaan, Connecticut.

News of the Day, No. 276

Evacuation of troops from Flanders; U. S. answers defense call; labor pledges aid for preparedness; June Week at Annapolis; newest fashions in knitted wool for women; Labrador Retrievers in field trials in Illinois.

Paramount News, No. 81

Louis and Godoy in training for forthcoming heavyweight bout; "America" in sea trials off Virginia Capes; William Green of A. F. L., speaks on war situation from Washington; Mrs. Dwight Morrow voices opinion on international situation; shots from the war zones.

RKO Pathe News, No. 93

Latest scenes from the western front; first water goes over the Grand Coulee Dam; Empire exhibition in Naples; back pay brings prosperity to Shelbyville, Illinois, strikers; hydroplanes in steeplechase off Atlantic City; governors in conclave at Duluth.

Universal Newsreel, No. 882

America prepares; World War I aces hold Maine reunion; Grand Coulee Dam nears completion; fashions for schoolgirls; coast debutantes try roller skis; Godoy in training for Louis bout; baseball veterans play at Newark; racing at Belmont—the Suburban Handicap.

"LILLIAN RUSSELL" STAR GROSSER FOR WEEK

AVERAGE IS 100%

BOSTON

Fenway—**Dark Command** (Rep); **French Without Tears** (Para't) 80
Keith's Memorial—**If I Had My Way** (Univ); **Girl in 313** (20th-Fox) 75
Metropolitan—**Torrid Zone** (FN); **Fugitive From Justice** (WB) 85
Loew's Orpheum—**Waterloo Bridge** (M-G-M); **Lone Wolf Meets a Lady** (Col) 140
Loew's State—Same as Orpheum 130
Paramount—Same as Fenway 75

CHARLOTTE

Broadway—**Beyond Tomorow** (RKO), 1st half. 90
Broadway—**Saps at Sea** (UA), 2nd half 110
Carolina—**Doctor Takes a Wife** (Col) 100
Imperial—**House Across the Bay** (UA), 1st half. 100
Imperial—**If I Had My Way** (Univ), 2nd half. 100
State—**East Side Kids** (Mono), 1st half 110
State—**Range War** (Para't), 2nd half 110

CHICAGO

Apollo—**Saturday's Children** (WB) 90
Chicago—**Lillian Russell** (20th-Fox), plus stage show; moved to Apollo for 2nd loop wk. 95
Garrick—**Edison, the Man** (M-G-M), 3rd loop wk. 90
Oriental—**Irene** (RKO), plus stage show 100
Roosevelt—**Typhoon** (Para't), held 90
State-Lake—**Farmer's Daughter** (Para't), plus stage show 90
United Artists—**Waterloo Bridge** (M-G-M), held 110
Woods—**Gone With the Wind** (M-G-M), 20th wk. 150

CINCINNATI

Albee—**The Doctor Takes a Wife** (Col) 130
Capitol—**My Favorite Wife** (RKO), 3rd wk. 130
Keith's—**Lillian Russell** (20th-Fox), 2nd wk. 120
Lyric—**An Angel From Texas** (FN) 100
Palace—**Waterloo Bridge** (M-G-M) 110
Shubert—**Edison, the Man** (M-G-M), 2nd wk. 110

CLEVELAND

Allen—**My Favorite Wife** (RKO), 4th wk. 110
Hippodrome—**Torrid Zone** (FN) 90
Palace—**Dark Command** (Rep) 85
State—**Waterloo Bridge** (M-G-M) 100
Stillman—**Edison, the Man** (M-G-M), 2nd wk. 95

DALLAS

Capitol—**Hell's Angels** (SR), 5 days, reissue 110
Capitol—**Charlie Chan's Murder Cruise** (20th-Fox) 80
Majestic—**Johnny Apollo** (20th-Fox) 115
Palace—**Irene** (RKO) 110
Rialto—**Saturday's Children** (WB), 1st half 110
Rialto—**Confessions of a Nazi Spy** (WB), 2nd half 95
Tower—**Lillian Russell** (20th-Fox), 2nd wk. 100

DENVER

Aladdin—**House Across the Bay** (UA), 2nd d. t. wk. 100
Broadway—**My Favorite Wife** (RKO); **Saint Takes Over** (RKO), 3rd d. t. wk. 100
Denham—**Those Were the Days** (Para't) 50
Denver—**Lillian Russell** (20th-Fox); **Charlie Chan's Murder Cruise** (20th-Fox) 120
Orpheum—**Edison, the Man** (M-G-M); **A Bill of Divorcement** (M-G-M) 125
Paramount—**Saturday's Children** (WB); **Ski Patrol** (Univ) 105
Rialto—**If I Had My Way** (Univ), 3rd d. t. wk.; **Babies for Sale** (Col) 110

DETROIT

Adams—**Sky Devils** (SR); **Alias the Deacon** (Univ) 90
Fox—**Lillian Russell** (20th-Fox); **On Their Own** (20th-Fox), 2nd wk. 75
Cinema—**Ecstasy** (SR), revival 110
Michigan—**Flight Angels** (FN), plus stage show 175
Palms-State—**Torrid Zone** (FN); **Waterloo Bridge** (M-G-M), 2nd d. t. wk. 125
United Artists—**Edison, the Man** (M-G-M); **It All Came True** (WB) 120

INDIANAPOLIS

Alamo—**Gaucho Serenade** (Rep); **Black Friday** (Univ) 90
Circle—**Lillian Russell** (20th-Fox), 2nd wk., moveover 60
Indiana—**My Favorite Wife** (RKO); **The Saint Takes Over** (RKO) 115
Loew's—**Waterloo Bridge** (M-G-M); **The Lone Wolf Meets a Lady** (Col) 125
Lyric—**The Crooked Road** (Rep); Henry Busse and orch., plus Willie & Eugene Howard on stage 100

KANSAS CITY

Esquire—**Lillian Russell** (20th-Fox), holdover. 60
Esquire—**Women in War** (Rep), 2 days 40

Top Hits of the Week

LILLIAN RUSSELL—
Philadelphia 155
New Orleans 150

GONE WITH THE WIND—
Chicago 150

EDISON, THE MAN—
TORRID ZONE—
Providence (dual) 150

EXTENDED RUNS

Gone With the Wind, 25th wk., New York City; 20th wk., Chicago.

Rebecca, 10th wk., Los Angeles.

My Favorite Wife, 5th wk., Seattle; 3rd wk., Cincinnati.

Waterloo Bridge, 3rd wk., New York City.

Torrid Zone, 3rd wk., New York City.

20 Mule Team, 3rd wk., Seattle.

Midland—**Waterloo Bridge** (M-G-M); **Zanzibar** (Univ) 100
Newman—**Those Were the Days** (Para't); **Opened by Mistake** (Para't), 5 days 65
Newman—**Saturday's Children** (WB); **Gambling on the High Seas** (WB), 4 days 50
Orpheum—**Torrid Zone** (FN), holdover 140
Tower—**La Conga Nights** (Univ), plus stage show 75
Uptown—**Lillian Russell** (20th-Fox), holdover. 60
Uptown—**Women in War** (Rep), 2 days 35

LOS ANGELES

Chinese—**Edison, the Man** (M-G-M); **Two Girls on Broadway** (M-G-M) 140
Downtown—**Torrid Zone** (FN); Cavalcade of Academy Awards (WB short), 2nd wk. 90
Four Star—**Rebecca** (UA), 10th wk. 70
Hillstreet—**If I Had My Way** (Univ); **Isle of Doomed Men** (Col) 125
Hollywood—Same as Downtown 90
Pantages—Same as Hillstreet 125
Paramount—**Typhoon** (Para't); **Eddie (Rochester) Anderson** on stage 150
State—Same as Chinese 160

MILWAUKEE

Palace—**The Doctor Takes a Wife** (Col); **Phantom Raiders** (M-G-M) 105
Riverside—**The Lone Wolf Meets a Lady** (Col), plus stage show 90
Strand—**Typhoon** (Para't); **Seventeen** (Para't). 85
Warner—**Torrid Zone** (FN) 115
Wisconsin—**Lillian Russell** (20th-Fox); **Viva Cisco Kid** (20th-Fox), 2nd wk. 90

MINNEAPOLIS

Aster—**Hot Steel** (Univ); **Opened by Mistake** (Para't) 85
Century—**'Til We Meet Again** (FN) 80
Esquire—**Women in War** (Rep) 80
Gopher—**House Across the Bay** (UA) 85
Orpheum—**If I Had My Way** (Univ) 90
State—**My Son, My Son** (UA) 90
World—**Lillian Russell** (20th-Fox), 2nd wk. 90

NEW HAVEN

College—**Lillian Russell** (20th-Fox); **Girl in 313** (20th-Fox), 2nd wk. 100
Loew-Poli—**Edison, the Man** (M-G-M); **On Their Own** (20th-Fox) 100
Paramount—**Those Were the Days** (Para't); **The Big Guy** (Univ) 115
Roger Sherman—**Saturday's Children** (WB); **Tear Gas Squad** (WB) 85

NEW ORLEANS

Center—**And One Was Beautiful** (M-G-M) 95
Globe—**Road to Singapore** (Para't) 90
Liberty—**Torrid Zone** (FN) 100
Orpheum—**The Doctor Takes a Wife** (Col) 125
Saenger—**Lillian Russell** (20th-Fox) 150
State—**Edison, the Man** (M-G-M) 130
Tudor—**Florian** (M-G-M) 135

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 25th wk. 100
Capitol—**Waterloo Bridge** (M-G-M), 3rd wk. 90
Criterion—**Women in War** (Rep) 85
Paramount—**Typhoon** (Para't), 2nd wk., plus stage show 90
Radio City Music Hall—**My Favorite Wife** (RKO), plus stage show 130
Rivoli—**21 Days Together** (Col), 2nd wk. 75
Roxy—**Lillian Russell** (20th-Fox), plus stage show 90
State—**Torrid Zone** (FN), 3rd wk., plus stage show 100

OMAHA

Brandeis—**My Favorite Wife** (Col), 2nd wk. 100
Omaha—**20 Mule Team** (M-G-M); **Two Girls on Broadway** (M-G-M) 100
Orpheum—**Saturday's Children** (WB); **Tear Gas Squad** (WB) 100

PHILADELPHIA

Aldine—**Over the Moon** (UA), 9 days 50
Boyd—**My Favorite Wife** (RKO) 140
Earle—**Torrid Zone** (FN), 2nd wk. 140
Fox—**Typhoon** (Para't) 80
Karlton—**Irene** (RKO), 2nd run 100
Keith's—**Edison, the Man** (M-G-M), 2nd run. 95
Stanley—**Lillian Russell** (20th-Fox) 155
Stanton—**Two Girls on Broadway** (M-G-M) 90

PITTSBURGH

Alvin—**Lillian Russell** (20th-Fox), 2nd wk. 90
Barry—**Crooked Road** (Rep); **Mysterious Mr. Reeder** (Mono) 70
Fulton—**Earthbound** (20th-Fox); **On Their Own** (20th-Fox) 50
Penn—**Edison, the Man** (M-G-M) 105
Ritz—**Saturday's Children** (WB), 2nd d. t. wk. 40
Senator—**Man With Nine Lives** (Col); **Island of Doomed Men** (Col) 45
Stanley—**40 Little Mothers** (M-G-M); Jan Savitt orchestra 80
Warner—**Waterloo Bridge** (M-G-M), 2nd d. t. wk. 130

PORTLAND, ORE.

Broadway—**Torrid Zone** (FN); Cavalcade of Academy Awards (WB short), 2nd wk. 90
Liberty—**Typhoon** (Para't); **Courageous Dr. Christian** (RKO), 2nd wk. 85
Mayfair—**Buck Benny Rides Again** (Para't); **Opened by Mistake** (Para't), 2nd wk. after 2 wks. at Paramount 110
Orpheum—**Son of the Navy** (Mono), plus stage show 95
Paramount—**Lillian Russell** (20th-Fox); **Saint Takes Over** (RKO) 100
United Artists—**Waterloo Bridge** (M-G-M); **An Angel From Texas** (FN), 2nd wk. 100

PROVIDENCE

Albee—**Irene** (RKO); **Alias the Deacon** (Univ), 2nd wk. 100
Carlton—**Dr. Kildare's Strange Case** (M-G-M); **One Million B. C.** (UA), 2nd wk. 65
Fays—**La Conga Nights** (Univ), plus stage show 70
Majestic—**Torrid Zone** (FN); **Girl in 313** (20th-Fox) 150
State—**Edison, the Man** (M-G-M); **Lone Wolf Meets a Lady** (Col) 150
Strand—**The Biscuit Eater** (Para't); **Trail of Lonesome Pine** (Para't), reissue 60

SALT LAKE CITY

Capitol—**King of the Lumberjacks** (WB); **And One Was Beautiful** (M-G-M) 105
Centre—**It's a Date** (Univ) 110
Rialto—**Irene** (RKO) 105
Studio—**Lillian Russell** (20th-Fox), 2nd wk. 105
Utah—**Florian** (M-G-M); **The Strange Case of Dr. Kildare** (M-G-M) 105

SEATTLE

Blue Mouse—**My Favorite Wife** (RKO), 5th wk. 85
Fifth Avenue—**Lillian Russell** (20th-Fox), 2nd wk. 90
Liberty—**Doctor Takes a Wife** (Col), 2nd wk. 90
Music Box—**20 Mule Team** (M-G-M); **Opened by Mistake** (Para't), 3rd wk. 85
Orpheum—**Two Girls on Broadway** (M-G-M); **Florian** (M-G-M) 90
Palomar—**Saturday's Children** (WB), plus stage show 85
Paramount—**Susan and God** (M-G-M); **You Can't Fool Your Wife** (RKO) 90

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Columbia

Spoilers of the Range

A real good Charles Starrett western. Wed., Thurs. Weather: Fine. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

First National

Castle on the Hudson

Just another Sing Sing yarn . . . if you like prison stuff, it should do all right. Our folks are tired of this type. Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

Metro-Goldwyn-Mayer

Broadway Melody of 1940

Business was well above average, and they liked it. More comedy than usual, and they seemed to like it. I like to hear the house rock with laughter, and Smiley Burnette is the only one that can do it regularly. The others, like this one, do well to click half the time. Small town patronage. Capacity: 300.—J. Foster Bailey, New, Coffeeville, Miss.

Gone With the Wind

There is no argument as to the quality of this production, but, oh my, what a shellacking we took. Business couldn't be worse. No matinee first day. Mon., Tues. Weather: Fine. Admission: Advanced prices. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Strange Cargo

Business only slightly above average. Not by any means what a picture of this class is supposed to do, but comments were mostly favorable. Thurs., Fri. Weather: Fair. Small town patronage. Capacity: 300.—J. Foster Bailey, New, Coffeeville, Miss.

Young Dr. Kildare

A fine story and a poor house. Mon., Tues. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Paramount

Gulliver's Travels

Just average business but it cost much more than average. Weather: Good. Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

Light That Failed, The

Our Paramount salesman insisted six months ago that this film would be the tops. He was fooled but we weren't. If we had it to do over again, we wouldn't take it free. Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

RKO Radio

Hunchback of Notre Dame

It was as bad as I thought it would be. Could have been made ten years ago as no improvements were made on the original edition. Still it did nearly average business, which surprised us. Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

Little Orvie

Gawd! What they do in the name of motion pictures! Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

Primrose Path

Very well received here. Ginger Rogers excellent as dramatic star. Business good. Subject matter original. Patron comment good. Let's have more like this one. Fri., Sat., Sun. Small town and rural patronage. Population: 600. Capacity: 400—C. H. Barrs, Marlowe, Kinistino, Sask, Canada.

20th Century-Fox

Boy Friend

A natural in our situation despite heavy rains. Wed., Thurs. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

I Was an Adventuress

The record low of the last six months, and the few that came didn't care for it. Richard Greene has got lots of favorable comments around here in the past, but the good old never-go-wrong public knew that this was one they would enjoy most if they stayed at home. Small town patronage. Capacity: 300.—J. Foster Bailey, New, Coffeeville, Miss.

Johnny Apollo

A topnotch gangster picture with a topnotch cast. Did below average business, however. Afraid this type film fare has lost its draw. Lamour turned in one of her best performances as the honky-tonk queen. Sun., Mon., Tues., Wed. Weather: Hot. Admission: 25-10. Small town patronage. Population: 3,500. Capacity: 450.—Charles S. Hoge, manager, Dickinson, Olathe, Kas.

United Artists

Of Mice and Men

A truly great picture. The cast gave a near perfect portrayal of Steinbeck's book. Not over one out of four understood it, however. This is definitely not a picture for small town patronage. Thurs., Fri. Weather: Fair. Admission: 25-10. Small town patronage. Population: 3,500. Capacity: 450.—Charles S. Hoge, manager, Dickinson, Olathe, Kas.

Warner

A Child Is Born

This fooled us . . . it did nice business. Half the folks came thinking they were going to see "Birth of a Baby" . . . some complained about being gypped. Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

Gets Complete Service From Boxoffice Booking Chart

Kansas City—How the Booking Chart, BOXOFFICE service feature, is employed for details on playdate records, cancellations, eliminations, Sunday bookings, film rental charges and percentage ratings over a period of ten months is related by J. W. Grantham of the New Baxter Theatre at Baxter Springs, Kas. His letter to Ben Shlyen, publisher of BOXOFFICE, follows:

"I have been keeping a complete file of your Booking Chart as it appears weekly, pasting in the new weeks until I now have it covering from September 16 to July 20.

"The way I keep it, I think it is the finest record I have ever had. I use a regular black pencil to cross out pictures as I book or play them. I cross out with a blue pencil all cancellations or eliminations and check with a red pencil all Sunday pictures.

"It is interesting and instructive to see this long sheet now, as it shows me at a glance just how I stand with each and every company. Not only that, but I use certain markings to show me how much rental I am paying for each picture. When first-run percentage ratings are available, I add them." (Editor's Note: BOXOFFICE publishes first-run percentage reports weekly).

"When some of the film salesmen try to tell me I am behind on bookings, I have only to consult this sheet to see how I stand. It is wonderful to be able to look at it and tell just what is booked, as all blank spots show unplayed or undated pictures."

IT'S EASY TO "SEE" ANYBODY

WHEN YOU USE POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN



More Than 300 Did—

Patrons who followed the request and answered the phone placed in the lobby of the Providence RKO-Albee by House Publicist William Morton, heard a one-minute spiel plugging "My Favorite Wife." The phone was wired to a portable microphone which was set up before a continuous playing phonograph in the basement. A 12-inch record was cut with the film advertising message. Installation and equipment cost the house nothing.

A meaningful slogan is one the midwest chain of Griffith-Dickinson keeps before its managers: "Plan your work . . . Work your plan!"

Educators Test Revivals For Photoplay Study

NEWARK—An experiment to determine the possibility of substituting older "A" pictures for current "B" pictures and of using recommended older films for a planned series of students' matinees, around which curriculum units in photoplay discrimination will be built, will be tried during the academic year 1940-41 under the auspices of the motion picture committee of the N. E. A. department of secondary teachers.

School authorities, in cooperation with theatre managers, will select ten photoplays to be shown during the school year on one afternoon or one Saturday morning each month.

The films thus revived will serve as the basis of a new course in "Types of the Photoplay." The experiment is under the supervision of Dr. William Lewin, of the Weequahic High School here, chairman of a committee of educators who are working in cooperation with Josephine Allensworth of Memphis, chairman of the department committee on school-and-theatre cooperation.

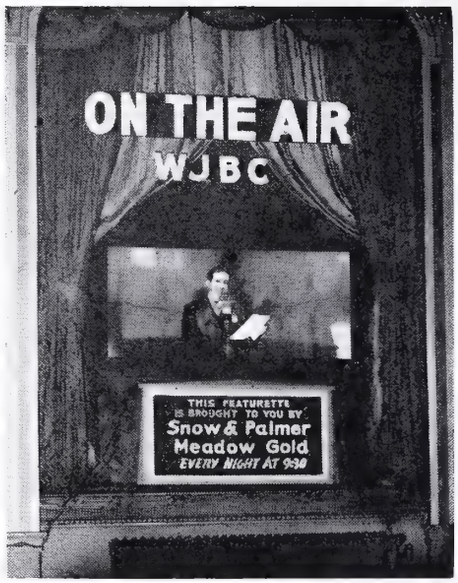
Memory Test in Toronto For "Waterloo Bridge"

TORONTO—A "bridge contest" with readers of the local *Globe & Mail* asked to send in lists of films with the word "bridge" in the title or in which bridges play important parts, was one of the highlights of Stan Gosnell's campaign on "Waterloo Bridge" at Loew's. Twenty-five pairs of guest tickets were awarded to the winners.



Canine Parade Plugs a Picture—

How Edward Brunner, assistant manager, and Phil Laufer, publicist, plugged the New York opening of "The Biscuit Eater" at Loew's Criterion. The youngsters led the dogs around the midtown sector each day after school, their reward a pair of passes each. Another stunt was a 30x40 easel announcing orchids from Walter Winchell, made up of three orchids purchased from a nearby department store. A collar and leash window was promoted at Macy's department store. The theatre front featured a 40x60 blowup from Life *magazine's "Movie of the Week" feature on the film.*



Radio-Theatre Tieup—

How the Irvin Theatre at Bloomington, Ill., tied up with radio station WJBC and an ice cream company on daily evening news broadcasts. The booth here pictured was prepared at the right of the stage, the broadcast going onto the air and into the auditorium. Auxiliary advertising included a trailer, milk bottle heralds and one-sheets on creamery trucks. The tieup was engineered by Gilbert Brown, Great States circuit district manager.

Broadcasting Children's Performances Benefits

AKRON, OHIO—Ray Essick, manager of the Highland, reports that he has boosted his Saturday matinee juvenile attendance about 25 per cent with a broadcast contest staged over Station WJW. The performances of the children who participate in the broadcast every Saturday morning is recorded and then is run off that same Saturday matinee.

Winners are chosen by an applause recorder and cash prizes totaling $25 are distributed to the children receiving the most applause. Essick states that he has used the stunt five weeks and will continue it another five weeks.

Starz and Norfleet Use Teasers for "Command"

DALLAS—Frank Starz and Hal Norfleet, both old timers in the art of exploitation, dug deep in the stunt bag for "Dark Command." Starting two weeks in advance of its opening at the Majestic, a dozen 24-sheet boards in boxcar letters announced:

"An Important Event In 14 Days." Each succeeding night the figure was changed to read in 13 days, in 12 days and so on until the day before the opening when the boards read "Tomorrow."

NUGGETS

WHEN the farmers came to market the other a. m., they found a group of kids sitting on empty crates—with signs on their backs saying they were waiting for the State Theatre to open. Similar weary but expectant urchins—with appropriate signs on them—were found in other parts of town. It was a stunt of Charlie Moyer's at Hanover, Pa.

●

Marty Aninsman of the Leader in Philadelphia arranged an "Information Quiz" contest with a local paper, running for 12 *weeks. The paper printed questions based on pictures at his house, so readers had to come to the theatre to get the answers. The prize, paid for by the paper, was a trip to Atlantic City.*

●

"Let the Laundry Do It While You See Whether or Not 'Sandy Is a Lady' at the Uptown and Esquire" was the theme of 20,000 heralds distributed by Kansas City laundries for eight days in advance of playdate. F. E. Ritter of the Uptown arranged the tieup—at no cost to the theatres.

●

A notice in the personals column of the local newspaper offered a pass to either of two Fox first run houses in Kansas City for every pair of discarded baby shoes presented at either boxoffice. The offer was limited to the time preceding the opening of "Sandy Is a Lady."

●

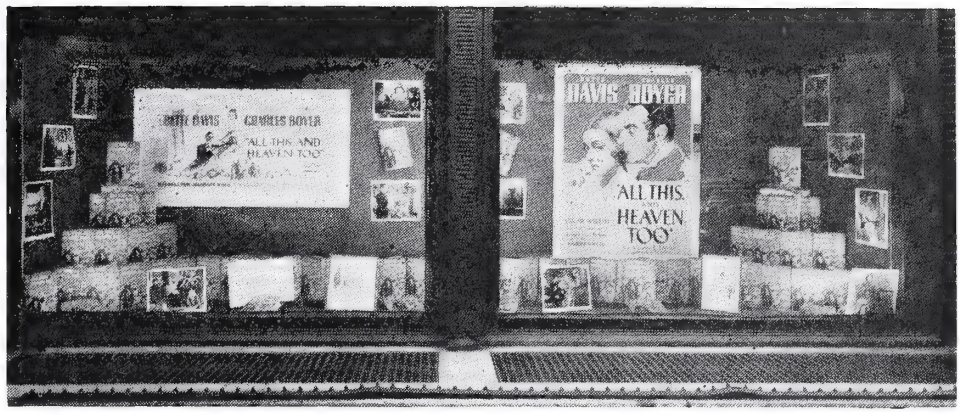
Manager Jack A. Simons of the Loew-Poli, Hartford, had both his theatre's lobby and front decorated with drawings and cutouts of prehistoric animals during the running of "One Million B. C." Simons put a large cutout of a huge animal in front of the boxoffice, and cut a place in the middle for the boxoffice to do business through. The entire stunt proved an eye-stopper for passersby.

●

On the back of postcards he mailed to residents of Manly, Ia., inviting them to see "Virginia City," was the handsome, bewhiskered face of "Doc" Twedt, manager of the Lido. It took him over two weeks to grow the whiskers, which were effected particularly for the four-day run of the Warner western.

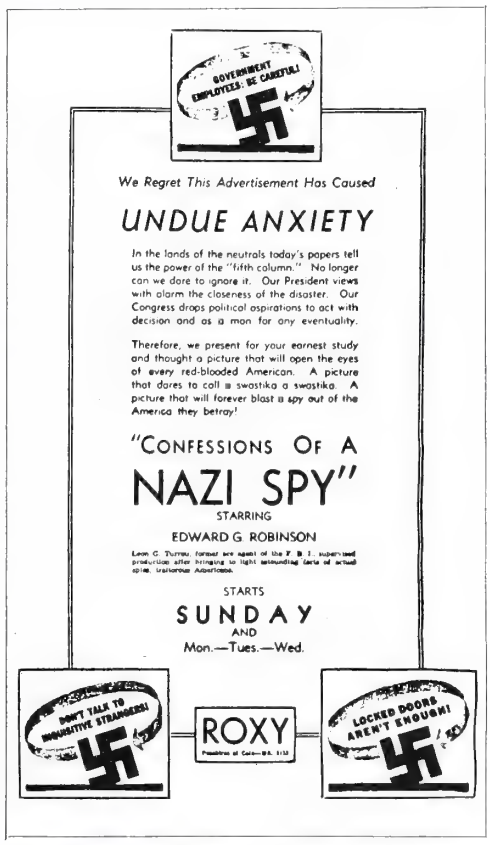
Staff Distributes Heralds

HARTFORD, CONN.—Members of the service staff of the Loew-Poli distributed several thousand heralds throughout Hartford's residential sections, and also Hartford public schools.



Picturized Novel on Display—

Fifth Avenue window display of the MacMillan Company Book Shop, devoted to the Bette Davis-Charles Boyer co-starrer, "All This, and Heaven Too," taken from the best-selling novel of the same name by Rachel Field.



Modern Motif—

How the Roxy in Atlanta boomed a return engagement of "Confessions of a Nazi Spy" in the Atlanta Constitution, *morning newspaper. Note the direct emphasis on the "Fifth Column" angle.*

"All This, and Heaven Too" Is Tied With Publisher

NEW YORK—One of the most extensive tieups ever arranged between a book publisher and a motion picture company has been set by Warner Bros. and the MacMillan Co., to ballyhoo "All This, and Heaven Too."

A special motion picture edition of the book is being marketed by the publisher. A number of scene stills from the picture have been included, with captions giving credit lines to the Warner film.

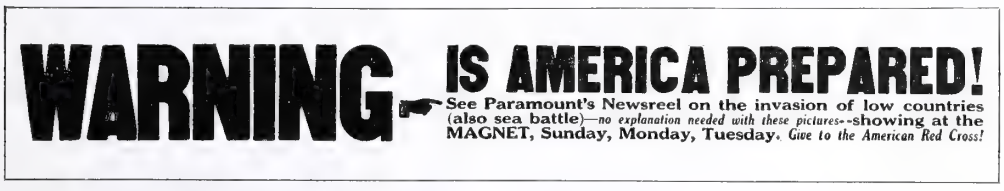
The "draw" value of Bette Davis and Charles Boyer as the living counterparts of the fictional characters in the story, affords retail stores over the country another opportunity to cash in on the popularity of this best-seller.

To tie in with the large advertising and publicity campaign being conducted by Warner for the Davis-Boyer film, MacMillan has set up its own promotion and advertising schedule coinciding with picture playdates. Special editions are being mailed to book critics throughout the land.

Warner Philly Houses Run Summer Cooking School

PHILADELPHIA — Twenty-four Warner theatres are cooperating with *The Record* in conducting cooking schools for patrons. During June, July and August, each house will hold the school for an hour, beginning at 12:30 p. m., a regular admission price admitting the patron to both the school and the matinee.

Tieups with utility companies have provided prizes of roasters, lamps, irons, and electric clocks and other household aids.



Today's News Today—

How the Magnet Theatre in Claremont, N. H., emphasized the timely attraction power of the newsreel (Paramount's coverage on the invasion of the low countries). This is a reduction of a strip running across the bottom of the editorial page of the Claremont Daily Eagle.

Ediphone Display Sells "Edison" in La Crosse

LA CROSSE, WIS.—Billy Freise of the Rivoli arranged with local Edison offices to have a display of old and new ediphones sent from Milwaukee for a lobby display as part of his campaign on "Edison, the Man." Freise also ran a quiz contest over a local radio station offering prizes for correct answers to questions concerning the picture.

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Babies for Sale..1029..(64) .....May 9
Melodrama. Expose of an adoption racket. Rochelle Hudson, Glenn Ford. Director: Charles Barton.

Blazing Six-Shooters..1205..(61) .....Apr. 4
Western. Co-owners of a ranch manage to outwit scheming real estate manipulators. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Blondie on a Budget..1014..(70).....Feb. 29
Comedy. Financial and domestic woes follow Blondie's decision to budget the Bumstead income. Penny Singleton, Arthur Lake. Director: Arthur Strayer.

Bullets for Rustlers..1204..(56).....Mar. 5
Western. A gang of rustlers are rounded up in time to save the life of the hero who masqueraded as one of them. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Doctor Takes a Wife..(88).....Apr. 27
Comedy. An unmarried pair who think they hate each other, pose as man and wife to serve individual financial interests. Loretta Young, Ray Milland. Director: Alexander Hall.

Five Little Peppers at Home..1020..(60)....Feb. 8
Comedy. A mine cave-in reveals the rich copper vein for which all had been searching. Edith Fellows, Clarence Kolb. Director: Charles Barton.

His Girl Friday..1003..(92) .....Jan. 18
Comedy Drama. A star girl reporter uncovers important factors that win a condemned man a reprieve. Cary Grant, Rosalind Russell, Ralph Bellamy, John Qualen, Gene Lockhart. Director: Howard Hawks.

Island of Doomed Men..(A)..1023..(70)...May 20
Drama. A G-Man brings about the downfall of a tyrant who has enslaved paroled persons on his island. Peter Lorre, Rochelle Hudson, Robert Wilcox. Director: Charles Barton.

Lone Wolf Meets a Lady, The..1016..(71)..May 30
Melodrama. A diamond necklace, stolen, is traced but proves to be a paste copy of one stolen earlier by an old friend. Warren William, Jean Muir. Director: Sidney Salkow.

Mad Men of Europe..(A)..1112..(73).....June 3
Drama. Parachutists and bombers drive on England after a foreign agent ingratiates himself into an English home. Edmund Gwenn, Mary Maguire. Director: Albert De Courville.

Man From Tumbleweeds..1213..(59).....May 2
Western. Wild Bill routs the outlaws who have virtually captured a community, by a posse of to-be-pardoned prisoners. Bill Elliott. Director: Joseph Lewis.

Man With Nine Lives..1017..(73).....Apr. 18
Melodrama. A scientist experiments upon his patients with long-time freezing sleep. Boris Karloff, Roger Pryor, Jo Ann Sayers. Director: Nick Grinde.

Men Without Souls..1035..(62) .....Mar. 16
Melodrama. A parson who believes in rehabilitation becomes chaplain of a prison noted for brutality. John Litel, Rochelle Hudson, Barton MacLane. Director: Nick Grinde.

Outside the 3-Mile Limit..1027..(64).....Mar. 7
Melodrama. Counterfeiters are traced to a gambling ship. Jack Holt, Harry Carey, Sig Rumann. Director: Lewis D. Collins.

Passport to Alcatraz..1028..(60) .....
Melodrama. Special investigator tracks down enemy aliens who sabotage munitions plants. Jack Holt, Noah Beery jr. Director: Lewis D. Collins.

Pioneers of the Frontier..1212..(58).....Feb. 1
Western. The hero and his girl confound the gang trying to steal her property and dominate the settlers. Bill Elliott, Linda Winters. Director: Sam Nelson.

Texas Stagecoach..9206..(59) .....June 6
Western. Friendly rivals in the stagecoach business are saved from being victimized by an unscrupulous banker. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Too Many Husbands..1004..(84) .....Mar. 21
Comedy Drama. A man thought drowned, returns to find his wife married to his best friend. Jean Arthur, Melvyn Douglas, Fred MacMurray. Director: Wesley Ruggles.

21 Days Together..(A)..1111..(75) .....May 16
Drama. Fate intervenes when the man who killed the scoundrelly husband of the woman he loved, is about to give himself up. Laurence Olivier, Vivien Leigh. Director: Basil Dean.

First National

An Angel From Texas..468..(69).....Apr. 29
Comedy. A country bumpkin, inveigled into financing a dubious production, outsmarts the slickers. Eddie Albert, Rosemary Lane, Wayne Morris. Director: Ray Enright.

Castle on the Hudson..459..(77).....Feb. 17
Melodrama. A gangster doesn't let down a warden who believes in the honor system. John Garfield, Ann Sheridan, Burgess Meredith, Pat O'Brien. Director: Anatole Litvak.

Dr. Ehrlich's Magic Bullet..457..(101).....Mar. 2
Drama. A doctor's heart-breaking efforts and ultimate success in finding a cure for syphilis. Edward G. Robinson, Ruth Gordon. Director: William Dieterle.

Flight Angels..466..(74) .....May 18
Comedy-Drama. Airline Casanovas, romancing stewardesses and experimental aviation. Wayne Morris, Virginia Bruce, Jane Wyman, Dennis Morgan. Director: Lewis Seiler.

Murder in the Air..472..(55).....June 2
Spy Melodrama. A G-man thwarts a foreign ring from obtaining a device that is able to halt machines in motion. Ronald Reagan, Lya Lys. Director: Lewis Seiler.

Three Cheers for the Irish..465..(100)....Mar. 16
Comedy Drama. A veteran policeman forgives his daughter's marriage to a rookie, his successor, when the twins are born. Thomas Mitchell, Priscilla Lane, Dennis Morgan. Director: Lloyd Bacon.

'Til We Meet Again..456..(98).....Apr. 20
Drama. Two, doomed to a quick death, experience a great love in the short time allotted them. Merle Oberon, George Brent, Geraldine Fitzgerald, Pat O'Brien. Director: Edmund Goulding.

Torrid Zone..455..(87) .....May 25
Comedy Drama. A persistent stowaway on a banana plantation finally wins the manager. James Cagney, Ann Sheridan, Pat O'Brien. Director: William Keighley.

Metro-Goldwyn-Mayer

And One Was Beautiful..32..(70).....Apr. 5
Melodrama. Released from prison after covering up for the girl he courted, the suitor marries the girl's less glamorous, but more honest sister. Robert Cummings, Laraine Day, Jean Muir. Director: Robert B. Sinclair.

Broadway Melody of 1940..21..(100).....Feb. 9
Musical. A dancing team makes a bid for big time recognition. Fred Astaire, Eleanor Powell, George Murphy, Frank Morgan. Director: Norman Taurog.

Dr. Kildare's Strange Case..30..(76).....Apr. 12
Drama. The treatment of a patient who is losing his mind, by administering insulin shock treatment. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

Edison, the Man..36..(106) .....May 10
Drama. The inventor obtains the backing of Western Union for his stock ticker. The talking machine and light by electricity follow. Spencer Tracy, Rita Johnson. Director: Clarence Brown.

Florian..29..(91) .....Mar. 29
Drama. Common ground in their love for a horse unites a groom and a duchess, after revolution in Austria, in New York. Robert Young, Helen Gilbert. Director: Edwin L. Marin.

Forty Little Mothers..34...(87).....Apr. 26
Comedy. The girls of his school come to the professor's aid when he undertakes to care for an abandoned baby. Eddie Cantor, Rita Johnson, Judith Anderson. Director: Busby Berkeley.

Ghost Comes Home, The..27..(76).....Mar. 8
Comedy. Thought drowned, a man returning to his village triumphs over his wife and the townsmen who previously dominated him. Frank Morgan, Billie Burke, Ann Rutherford. Director: William Thiele.

I Take This Woman..26..(97) .....Feb. 2
Romantic Drama. A clinic doctor saves a girl from suicide and marries her although knowing she is still in love with another. Spencer Tracy, Hedy Lamarr, Verree Teasdale, Kent Taylor. Director: W. S. Van Dyke.

Man From Dakota..24..(91) .....Feb. 16
Drama. An escaping prisoner of war sacrifices his life that his co-refugee and a girl may escape. Wallace Beery, Dolores Del Rio, John Howard. Director: Leslie Fenton.

Mortal Storm, The..41..(..) .....June 14
Drama. Clouds gather over a German family when the Nazis rise to power, and their life is disrupted. Margaret Sullavan, James Stewart, Robert Young. Director: Frank Borzage.

◎Northwest Passage..25..(115) .....Feb. 23
Drama. Stirring saga of bravery and hardships of early colonists. Spencer Tracy, Robert Young, Ruth Hussey. Director: King Vidor.

Phantom Raiders..40..(70) .....May 31
Melodrama. Nick Carter breaks up a Central American sabotage and insurance racket. Walter Pidgeon, Donald Meek, Florence Rice. Director: Jacques Tourneur.

Strange Cargo..23..(113) .....Mar. 1
Drama. A desperado couple escape from a penal isle and encounter a spiritual influence. Joan Crawford, Clark Gable, Melvyn Douglas. Director: Frank Borzage.

Susan and God..39..(115) .....June 7
Drama. A frivolous woman, who adopts religion as a fad, finds it stands her in good stead when she has to face a crisis in her own life. Joan Crawford, Fredric March. Director: George Cukor.

20 Mule Team..35..(85) .....May 3
Western. Stealing, fighting, killing for borax in the desert. Wallace Beery, Leo Carrillo. Director: Richard Thorpe.

Two Girls on Broadway..33..(71).....Apr. 19
Comedy Drama. In love with her sister's suitor, a girl turns to a man-about-town. The sister, to save her, gives up her fiance. Lana Turner, Joan Blondell, George Murphy. Director: S. Sylvan Simon.

Waterloo Bridge..37..(103) .....May 17
Drama. A girl who becomes anybody's girl when she believes her soldier-lover to have been killed, refuses to burden him when he returns, desiring to marry her. Vivien Leigh, Robert Taylor, Maria Ouspenskaya. Director: Mervyn LeRoy.

◎Young Tom Edison..28..(82) .....Mar. 16
Biog. Comedy-Drama. The boyhood life of the great inventor in Port Huron, Mich. Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler. Director: Norman Taurog.

Monogram

Cheyenne Kid, The..3962..(51).....Feb. 20
Western. Trapped by a disgruntled foreman whom he succeeded, a cowboy is helped by his girl and his pal. Jack Randell, Louise Stanley. Director: Raymond K. Johnson.

Covered Wagon Trails..3963..(53).....Apr. 10
Western. The cattlemen are convinced that settlers will not interfere with their business. Jack Randall. Director: Raymond Johnson.

Cowboy From Sundown..3955..(58).....May 9
Western. A sheriff solves a financially crippling quarantine when he apprehends the banker poisoning cattle. Tex Ritter. Director: Spencer Bennet.

East Side Kids..3924..(62) .....Feb. 10
Melodrama. Slum-raised children thwart a gang of counterfeiters. Vince Barnett, Dennis Moore. Director: Bob Hill.

Human Monster, The..3916..(73).....Mar. 9
Melodrama. An insurance head, concealing himself as administrator of a home for the blind, kills various persons after having them insured. Bela Lugosi. Director: Walter Summers.

Kid From Santa Fe, The..3965..(50).....May 23
Western. A sheriff and his daughter help an innocent man, charged with murder, escape that he may find the real killer. Jack Randall. Director: Raymond K. Johnson.

Land of Six Guns..3964..(54).....May 2
Western. Getting involved by smugglers makes a peaceful rancher again take up his guns. Jack Randall. Director: Raymond K. Johnson.

Midnight Limited..3921..(61) .....Mar. 20
Melodrama. A series of robberies and murder on the Montreal-New York line are solved. John King, Marjorie Reynolds. Director: Howard Bretherton.

Murder on the Yukon..3940..(57).....Feb. 25
Western. A miser's death leads to the uncovering of a counterfeit ring. James Newill, Polly Ann Young. Director: Louis Gasnier.

Mysterious Mr. Reeder..(77).....Apr. 30
Melodrama. An elderly eccentric unmasks a counterfeiting gang. Will Fyffe. Director: Jack Raymond.

Pals of the Silver Sage..3954..(52).....Apr. 20
Western. Discovering the rustlers who are stealing his hostess' cattle, Ritter joins and apprehends them. Tex Ritter. Director: Al Herman.

Rhythm of the Rio Grande..3953..(53).....Mar. 2
Western. Ranch fires are traced to an owner who wants his neighbors' lands. Tex Ritter, Susan Dale. Director: Al Herman.

Riders From Nowhere..3966..(..).....May 30
Western. Posing as a ranger whose body he found, a man is accused of murder, but unmasks the real killer and stays as sheriff. Jack Randall, Margaret Roach. Director: Raymond K. Johnson.

Sky Bandits..3928..(56) .....Apr. 15
Western. The unwitting aide of a gang of plane thieves brings about their capture. James Newill. Director: Ralph Staub.

Son of the Navy..3902..(72).....Mar. 30
Comedy-Drama. A runaway orphan finds a sailor and a girl to adopt him. James Dunn, Jean Parker. Director: William Nigh.

Tomboy..11..(70) .....Apr. 5
Comedy-Drama. A mean uncle makes amends when his nephew tackles two tramps, saving his uncle from harm and retrieving his money. Jackie Moran, Marcia Mae Jones, Grant Withers. Director: Robert McGowan.

Paramount

Adventure in Diamonds..3928..(80).....Apr. 5
Melodrama. Diamond thieves who smuggle the gems out of South African mines are apprehended. George Brent, Isa Miranda. Director: George Fitzmaurice.

Biscuit Eater, The..3931..(80).....May 24
Drama. Story of a boy's love for his dog. Billy Lee, Cordell Hickman. Director: Stuart Heisler.

Buck Benny Rides Again..3932..(82).....May 3
Comedy. Benny on a dude ranch, bribes the hands to let him insult them, thereby impressing the girl, who is fond of "tough" men. Jack Benny, Ellen Drew. Director: Mark Sandrich.

⊙Dr. Cyclops..3929..(79) .....Apr. 12
Melodrama. A mad scientist reduces living beings to diminutive proportions. Albert Dekker, Janice Logan. Director: Ernest Schoedsack.

Farmer's Daughter, The..3927..(60).....Mar. 29
Comedy. A summer theatre on her father's farm brings Martha romance, and when the star goes temperamental, success on the stage. Martha Raye, Charlie Ruggles, Gertrude Michael. Director: James Hogan.

French Without Tears.....3930..(67).....Apr. 26
Farce Comedy. The routine of a group of English students in a school near Paris is pretty well shattered when the sister of one of them arrives and proves a heart-breaker. Ray Milland, Ellen Drew. Director: Anthony Asquith.

Hidden Gold..3958..(61) .....June 7
Western. A gang who are stealing gold from a mine are trapped. William Boyd. Director: Lesley Selander.

Knights of the Range..3923..(68).....Feb. 23
Western. Disgusted with his activities, a rustler joins the side of law and order, outwitting his old gang. Russell Hayden, Victor Jory, Jean Parker. Director: Lesley Selander.

Light of Western Stars..3931..(63).....Apr. 19
Western. Framed by gun-runners and sought by officials, a ranch foreman, in love with the ranch mistress, cleans up the villains. Victor Jory, Jo Ann Sayers, Noah Beery jr. Director: Lesley Selander.

Light That Failed, The..3921..(97).....Feb. 9
Drama. An artist, back from war in Egypt, struggles for fame and love, achieving the former as he goes blind. Ronald Colman, Walter Huston, Ida Lupino. Director: William A. Wellman.

Opened by Mistake..3933..(66).....May 10
Mystery Drama. A reporter and his buddy become involved in a murder which they solve with the aid of a girl. Charlie Ruggles, Janice Logan. Director: George Archainbaud.

Parole Fixer..3920..(64) .....Feb. 2
Melodrama. FBI work in rounding up criminals who are loosed by shyster lawyers and crooked parole boards. William Henry, Virginia Dale, Robert Paige. Director: Robert Florey.

Road to Singapore..3926..(84) .....Mar. 22
Comedy with Music. Two confirmed bachelors flee marriage and work but fall in love with the same girl on a South Sea island. Bing Crosby, Bob Hope, Dorothy Lamour. Director: Victor Schertzinger.

Safari..3937..(81) .....June 14
Drama. The guest on a yachting trip falls for a game hunter whom she finally bags despite the opposition of her host. Madeleine Carroll, Douglas Fairbanks jr., Tullio Carminati. Director: Edward H. Griffith.

Seventeen..3924..(78) .....Mar. 1
Comedy. An adolescent's hectic courtship, financial troubles and his tragic defeat when the vamp leaves with another man. Jackie Cooper, Betty Field. Director: Louis King.

Showdown, The..3957..(64) .....Mar. 8
Western. A pal's cargo of race horses is saved from the bad men. William Boyd, Russell Hayden. Director: Howard Bretherton.

Sidewalks of London..3922..(84).....Feb. 16
Drama. The lives of London's "buskers," sidewalk entertainers. Charles Laughton, Vivien Leigh. Director: Tim Whelan.

Those Were the Days..3936..(70) .....May 31
Romantic Comedy. American college-campus life during the horse and buggy age. William Holden, Bonita Granville. Director: J. Theodore Reed.

Typhoon..3934..(70) .....May 17
Melodrama. A pearl-hunting American and a strange white princess find romance in the south seas. Dorothy Lamour, Robert Preston. Director: Louis King.

Women Without Names..3925..(62).....Mar. 15
Melodrama. A bride breaks jail in time to free her unjustly accused husband from a murder charge. Ellen Drew, Robert Paige. Director: Robert Florey.

Republic

Covered Wagon Days..965..(56).....Apr. 22
Western. The Three Mesquiteers find the guilty party in a silver smuggling episode on the border. Director: George Sherman.

Crooked Road, The..923..(66).....May 10
Drama. A man is freed from involvement in the killing of an extortioner, but loses his girl to his friend. Edmund Lowe, Irene Hervey. Director: Phil Rosen.

Dark Command..901..(92) .....Apr. 15
Historical Drama. The looting of Kansas during the early days of the Civil War by guerillas. Claire Trevor, John Wayne, Walter Pidgeon. Director: Raoul Walsh.

Forgotten Girls..920..(67) .....Mar. 15
Drama. Circumstances force a girl to escape prison, which she almost preferred to her former squalid life. A reporter enters her life and all is squared. Louise Platt, Donald Woods. Director: Phil Rosen.

Gangs of Chicago..924..(66).....May 19
Action Drama. A trapped racketeer sacrifices himself to save his school-days friend, a lawyer. Lloyd Nolan, Barton MacLane, Lola Lane. Director: Arthur Lubin.

Gaucho Serenade..943..(66) .....May 10
Musical Western. Two pals prove the benefactors of a man framed for an embezzling and a society girl. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Ghost Valley Raiders..991..(57) .....Mar. 26
Western. The man responsible for repeated stagecoach robberies is discovered. Donald Barry, Lona Andre. Director: George Sherman.

Grandpa Goes to Town..922..(65).....Apr. 19
Comedy. Finding a real gold mine just when the rumor they mistakenly spread about a false one damages, saves the Higginses from irate westerners. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Hi-Yo, Silver..129..(65) .....Apr. 10
Western. The lone ranger frees a small town of an outlaw's rule. Lee Powell, Herman Briggs, Chief Thundercloud, Lynn Roberts. Directors: William Whitney, John English.

In Old Missouri..921..(67).....Apr. 17
Musical. Sharecroppers change places with their landlord who then discovers his partners are crooked. Weaver Bros. and Elviry. Director: Frank McDonald.

Pioneers of the West..964..(56).....Mar. 10
Western. The Three Mesquiteers rescue a wagon train from Indian attack; later save the group's land, and finally save their proceeds, realized by a cattle sale. Director: Les Orlebeck.

Rancho Grande..942..(66) .....Mar. 22
Western. The foreman trustee of a ranch saves it from a lawyer's clutches by bringing irrigation. Gene Autry, Smiley Burnette, June Storey. Director: Frank McDonald.

Rocky Mountain Rangers..966..(58).....May 24
Western. Western terrorists are tracked down by the Three Mesquiteers when one of them poses as an outlaw. Director: George Sherman.

Village Barn Dance..919..(74).....Jan. 30
Musical Comedy Drama. The small-town girl is won by the handsome newcomer who also succeeds in regenerating the village skinflint. Richard Cromwell, Doris Day. Director: Frank MacDonald.

Women in War..(70) .....June 6
Melodrama. Lives of nurses behind the front line trenches. Elsie Janis, Wendy Barrie, Patric Knowles. Director: John H. Auer.

Young Buffalo Bill..954..(59).....Apr. 12
Western. The government's investigation of early Spanish land grants is aided by the scout despite Indians and villains. Roy Rogers. Director: Joe Kane.

RKO Radio

A Bill of Divorcement..025..(74).....May 31
Drama. The issues precipitated by divorce and hereditary insanity are met by a refined English family. Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Director: John Farrow.

Abe Lincoln in Illinois..009..(112).....Apr. 19
Historical Drama. Lincoln as the peace-loving backwoodsman; his love for Ann Rutledge; and his checkered romance with Mary Todd who will settle for nothing else than Lincoln as president. Raymond Massey, Ruth Gordon. Director: John Cromwell.

Beyond Tomorrow..031..(83) .....May 10
Melodrama. Three benevolent spirits succeed in reuniting a couple—not unaided by a jealous spouse's shooting. Charles Winninger, Jean Parker, Maria Ouspenskaya. Director: Lee Garmes.

Bullet Code..083..(59) .....Apr. 5
Western. A cattleman's efforts to make amends for a crime he thinks he committed. George O'Brien, Virginia Vale. Director: David Howard.

Courageous Dr. Christian..030..(67).....Apr. 5
Drama. A doctor wins proper housing quarters for squatters only when an epidemic threatens the entire town. Jean Hersholt, Dorothy Lovett. Director: Bernard Vorhaus.

Curtain Call..027..(60) Apr.26
Comedy. A manuscript producers thought to use as a cudgel over their star turns out to please her immensely and proves a hit. Barbara Read, Alan Mowbray. Director: Frank Woodruff.

Irene..024..(101) .....May 3
Musical Comedy. A case of mistaken identity is solved for a girl before it becomes a predicament, by the fellow responsible. Anna Neagle, Ray Milland. Director: Herbert Wilcox.

Isle of Destiny..017..(83) .....Mar. 8
Drama. An aviatrix, compelled to fly contraband, is wrecked on an island and saved by her Marine brother, stationed nearby. William Gargan, Wallace Ford, June Lang. Director: Elmer Clifton.

Little Orvie..020..(66) .....Mar. 1
Comedy. An eight-year-old runs away when his

parents deny him a dog for a pet. John Sheffield, Ernest Truex, Dorothy Tree. Director: Ray McCarey.

Marines Fly High..018..(68) .....Feb. 2
Action Drama. Marines, trapped in a Central American village, are rescued by one of their number. Richard Dix, Chester Morris, Lucille Ball, Steffi Duna. Director: Ben Stoloff.

Millionaire Playboy..022..(64) .....Mar. 15
Comedy. A tendency to hiccough in the presence of a pretty girl is cured for a millionaire when he is surrounded with beauties. Joe Penner, Linda Hayes. Director: Leslie Goodwins.

My Favorite Wife..025..(88) .....May 17
Comedy. An explorer-wife returns to find her husband married again, but manages to get him back. Irene Dunne, Cary Grant, Randolph Scott. Director: Garson Kanin.

Pinocchio..091..(80) .....Feb. 23
Feature Cartoon. The wooden puppet, after numberless adventures, is rewarded with a soul and life. Produced by Walt Disney.

Prairie Law..084..(59) .....June 7
Western. A land shark gets away with invading ranchers lands, but runs into trouble when he kills the friend of a hitherto peaceful onlooker. George O'Brien, Virginia Vale. Director: David Howard.

Primrose Path..023..(95) .....Mar. 22
Drama. A girl-bride tries to escape the influence of an easy-moraled mother. Ginger Rogers, Joel McCrea, Marjorie Rambeau. Director: Gregory LaCava.

Saint Takes Over..033..(68).....June 7
Comedy Melo... saint goes to America to solve the ..... which his friend is wrongly accused. George Sanders, Wendy Barrie. Director: Jack Hively.

Swiss Family Robinson..019..(93).....Feb. 16
Adventure Drama. A family wrecked on an uninhabited island find peace thereon and decline to leave when the opportunity to do so appears. Thomas Mitchell, Edna Best, Freddie Bartholomew. Director: Edward Ludwig.

Vigil in the Night..007..(94).....Feb. 9
Drama. A study of British hospitals, with a story of one sister paying for the other's fatal mistake. Carole Lombard, Brian Aherne, Ann Shirley. Director: George Stevens.

You Can't Fool Your Wife..032..(65).....May 24
Comedy. Sudden entanglements with wine, women and song, pull a married couple out of a marital rut. Lucille Ball, James Ellison. Director: Ray McCarey.

20th Century-Fox

Blue Bird, The..025..(83) .....Mar. 22
Fantasy. The blue bird of happiness is pursued through past and future, only to be found at home. Shirley Temple. Director: Walter Lang.

Charlie Chan in Panama..035..(68).....Mar. 1
Melodrama. Chan foils an attempt to blow up the Panama Canal. Sidney Toler, Jean Rogers. Director: Norman Foster.

Earthbound..034..(67) .....June 7
Drama. Killed on his second honeymoon by a former flame, a man cannot leave the earth until his spirit is able to vindicate his love for his wife. Warner Baxter, Andrea Leeds, Lynn Bari. Director: Irving Pichel.

Four Sons..047..(89) .....June 14
Drama. Invasion in Czechoslovakia divides four brothers and brings destruction to a home. Don Ameche, Eugenie Leontovich, Mary Beth Hughes. Director: Archie Mayo.

Free, Blonde and 21..037..(67).....Mar. 29
Drama. A fellow doctor exposes an unscrupulous young woman as a gangster's pal before his friend falls in love with her. Lynn Bari, Henry Wilcoxon. Director: Ricardo Cortez.

Grapes of Wrath, The..040..(128).....Mar. 15
Drama. The story of California's half-million migratory workers. Henry Fonda, Jane Darwell. Director: John Ford.

I Was an Adventuress..038..(81).....May 10
Comedy-Drama. International intrigue and jewel-thievery. Zorina, Richard Greene, Peter Lorre. Director: Gregory Ratoff.

Johnny Apollo..042..(93) .....Apr. 19
Drama. Railroaded to prison where his father, whom he spurned, is confined for embezzlement, father and son frustrate a prison break and are reconciled. Tyrone Power, Dorothy Lamour, Edward Arnold. Director: Henry Hathaway.

Lillian Russell..045..(127) .....May 24
Biographical Drama. Story of the colorful woman who dominated the American theatre during the closing decades of the last century. Alice Faye, Henry Fonda, Edward Arnold, Don Ameche. Director: Irving Cummings.

Little Old New York..031..(100).....Feb. 9
Historical Melodrama. The daughter of his backer keeps her father interested in Robert Fulton's invention of the steamboat. When it is a success a lover's tangle is straightened out. Richard Greene, Alice Faye, Fred MacMurray, Brenda Joyce. Director: Henry King.

Man Who Wouldn't Talk..1030..(74).....Feb. 2
Drama. A man avenges his unjust court martial by the murder of a noted financier who framed an espionage charge against him. Lloyd Nolan, Jean Rogers. Director: David Burton.

Manhattan Heartbeat..046..(72) .....May 31
Drama. A woman-hater who wants an airport, and a girl who thinks marriage is slavery, fall in love, and through many quarrels, find a happy fadeout. Virginia Gilmore, Robert Sterling, Joan Davis. Director: David Burton.

On Their Own..044..(65) .....May 10
Comedy Drama. The Joneses trek to California to recoup their fortune. Spring Byington, Ken Howell. Director: Otto Brower.

Shooting High..041..(65) .....Apr. 26
Comedy-Western. Apprehending bank robbers smoothes out an old feud and helps the grandson of a famous sheriff get his girl. Jane Withers, Gene Autry, Marjorie Weaver. Director: Alfred E. Green.

So This Is London ..043..(84) .....May 3
Comedy. Children of an English and an American businessman who can't get together on a deal, become engaged and join the squabbles. George Sanders. Director: Thornton Freeland.

Star Dust..036..(85) .....Apr. 5
Comedy-Drama. A talent scout's discovery and development of a film star. Linda Darnell, John Payne. Director: Walter Lang.

They Came by Night..033..(73).....Feb. 23
Melodrama. A band of high-powered jewel thieves meet their nemesis when they endeavor to make an appraiser one of their number. Will Fyffe. Director: Harry Lachman.

Viva Cisco Kid..039..(65) .....Apr. 12
Outdoor Drama. Father of a beautiful girl is rescued from a gang of bad men. Cesar Romero, Chris-Pin Martin, Jean Rogers. Director: Norman Foster.

Young as You Feel..032..(58).....Feb. 16
Comedy. Pa Jones tries retiring but finds it hard to enjoy himself and is glad to get back his drug store. Jed Prouty, Spring Byington, Joan Valerie, Russell Gleason. Director: Malcolm St. Clair.

United Artists

A Chump at Oxford..(63) .....Feb. 16
Comedy. Two street cleaners are rewarded for apprehending a bank robber by being sent to college from where they are glad to get back to their jobs. Laurel and Hardy. Director: Alfred Goulding.

House Across the Bay..(74).....Mar. 1
Melodrama. An underworld biggie's wife has him imprisoned to save him from death at the hands of rivals. Joan Bennett, George Raft, Walter Pidgeon, Gladys George. Director: Archie Mayo.

My Son, My Son..(115) .....Mar. 22
Drama. The depths of a love with which he but toyed, awaken a wastrel to redeeming himself. Madeleine Carroll, Brian Aherne, Louis Hayward. Director: Charles Vidor.

One Million B. C...(78) .....Apr. 5
Fantasy. Two prehistoric tribes, faced by a monster, their common enemy, discover the value of cooperation. The story is told flashback by a scientist, deciphering cave carvings. Victor Mature, Lon Chaney jr. Director: Hal Roach.

Our Town..(90) .....May 24
Drama. One decade in the life of ordinary Americans at the turn of the century. William Holden, Martha Scott. Director: Sam Wood.

Over the Moon..(78) .....Mar. 29
Comedy. Sudden wealth takes the heiress from her fiance, but the mad whirl is not satisfying and she returns to him. Merle Oberon, Rex Harrison. Director: Thornton Freeland.

Rebecca..(127) .....Apr. 12
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Saps at Sea..(57) .....May 3
Comedy. An escaping gangster comes aboard the decrepit boat of a pair of would-be yachtsmen. Stan Laurel, Oliver Hardy. Director: Gordon Douglas.

Turnabout..(A)..(83) .....May 17
Comedy. A scrappy husband and wife find they have exchanged bodies. Carole Landis, John Hubbard, Adolphe Menjou. Director: Hal Roach.

Universal

Alias the Deacon..4015..(73) .....May 17
Comedy. A card shark, posing as a deacon, thwarts an oil town's villain. Bob Burns, Mischa Auer, Dennis O'Keefe, Peggy Moran. Director: Christy Cabanne.

Bad Man From Red Butte..4063..(58).....May 31
Western. The lawless element kill the man who led them, but the latter's brother cleans them up. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Black Friday..4018..(70) .....Apr. 12
Melodrama. A surgeon saves a friend's life with a brain replacement which turns out to be the brain of a criminal. Boris Karloff, Bela Lugosi. Director: Arthur Lubin.

Danger on Wheels..4055..(60) .....Feb. 2
Action Drama. A racing driver wins the girl when he proves the value of her father's new motor on the track. Richard Arlen, Andy Devine, Peggy Moran. Director: Christy Cabanne.

Double Alibi..4034..(60) .....Mar. 1
Mystery Melodrama. A reporter, blamed for three killings, clears himself and traps the real culprit. Wayne Morris, Margaret Lindsay, William Gargan. Director: Philip Rosen.

Enemy Agent..4033..(61) .....Apr. 19
Melodrama. A draftsman in an airplane factory finds the espionage ring stealing the plans. Richard Cromwell, Helen Vinson. Director: Lew Landers.

Framed..4032..(60) .....Feb. 23
Melodrama. A newspaperman's girl frees him from a false murder charge. Frank Albertson, Jerome Cowan, Constance Moore. Director: Harold Schuster.

Half a Sinner..4040..(61) .....Apr. 5
Comedy Romance. A school teacher, driving off in someone else's car picks up a hitch-hiker and her adventures begin. Heather Angel, John King. Director: Al Christie.

Honeymoon Deferred..4038..(59) .....Feb. 16
Comedy Drama. An insurance detective solves the mysterious death of the head of his company. Edmund Lowe, Margaret Lindsay, Elisabeth Risdon. Director: Lew Landers.

Hot Steel..4056..(61) .....May 24
Melodrama. Discoverers of a new formula for finer steel lure the man who stole their sample bar into a police trap. Richard Arlen, Andy Devine. Director: Christy Cabanne.

House of Seven Gables..4013..(89).....Apr. 12
Drama. A money-mad man is caught in the same trap he set for another. Margaret Lindsay, George Sanders, Vincent Price. Director: Joe May.

If I Had My Way..4005..(94) .....May 3
Comedy with Music. Adopting an orphan soon leads to Crosby and his friends entrance into business, which turns out successfully. Bing Crosby, Gloria Jean. Director: David Butler.

It's a Date..4001..(102) .....Mar. 22
Comedy with Music. Feigning a love affair saves a coveted role in a play for Deanna when her mother was reaching for the part. Deanna Durbin, Kay Francis, Walter Pidgeon. Director: Walter Seiter.

La Conga Nights..4029..(61).....May 31
Comedy with Music. A boarding house is saved when the mortgage holder, a swing fan, is persuaded to turn it into a night club. Hugh Herbert, Dennis O'Keefe, Constance Moore. Director: Lew Landers.

Love, Honor and Oh, Baby..(60).....June 7
Drama. A fellow finds a new girl just as he was about to get himself killed when the first girl jilted him. The two later track down the professional killers. Wallace Ford, Kathryn Adams, Donald Woods. Director: Charles Lamont.

Ma! He's Making Eyes at Me..4022..(61)..Mar. 15
Comedy. A fashion publicist falls in love with show girl he built up, and was about to marry off to another. Tom Brown, Constance Moore. Director: Harold Schuster.

My Little Chickadee..4004..(84) .....Feb. 9
Comedy. A series of evictions from towns out west ends for the heroine when she gets the bandits to return the loot gathered in coach

holdups. Mae West, W. C. Fields, Joseph Calleia. Director: Edward Cline.

Riders of Pasco Basin..4062..(57) .....**Apr. 5**
Western. The ranchers money, gathered for a crooked irrigation project, is retrieved. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Sandy Is a Lady..(64) .....**June 14**
Comedy. Lost Baby Sandy comes home in time to help her daddy get a contract from his boss. Baby Sandy, Nan Grey, Tom Brown, Mischa Auer.

Ski Patrol..4031..(62) .....**May 10**
Melodrama. A Finn and a Russian, great friends at the Olympic games, meet as foes on the battlefield. Philip Dorn, Luli Deste. Director: Lew Landers.

Witness Vanishes, The..4027..(66) .....**Sept. 22**
Melodrama. A publisher avenges himself on four who railroaded him to an insane asylum. Edmund Lowe, Wendy Barrie, Barlowe Borland. Director: Otis Garrett.

Zanzibar..4025..(69) .....**Mar. 8**
Drama. A shipboard acquaintance saves a woman explorer and helps her obtain the relic she was commissioned to get. Lola Lane, James Craig, Eduardo Ciannelli. Director: Harold Schuster.

Warner Bros.

Brother Orchid..405..(91) .....**June 8**
Comedy Drama. A racketeer searches for "class" in Europe but in vain, and finds it only when his successor is taking him for a ride. Edward G. Robinson, Ann Sothern, Humphrey Bogart. Director: Lloyd Bacon.

Calling Philo Vance..420..(62) .....**Feb. 3**
Mystery Drama. The stealing of airplane plans by foreign agents is uncovered. James Stephenson, Margot Stevenson. Director: William Clemens.

Fugitive From Justice..423..(..) .....**June 15**
Melodrama. The company which has insured a man for a million dollars finds him a safe place when his life is threatened by gangsters. Roger Pryor, Lucille Fairbanks. Director: Terry Morse.

Granny Get Your Gun..421..(60) .....**Feb. 10**
Comedy Drama. A pioneer tracks down the guilty gambler when her grand-daughter is hauled into court on a murder charge. May Robson, Harry Davenport, Margot Stevenson. Director: George Amy.

It All Came True..407..(97) .....**Apr. 6**
Comedy-Drama. The son and daughter of partners who run a boarding house fall in love and the boarders remove the temporary obstacles. Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, ZaSu Pitts. Director: Lew Seiler.

King of the Lumberjacks..422..(59) .....**Apr. 13**
Outdoor Melodrama. A lumber crew boss marries a girl he befriends, discovers she loves another, and when about to kill them, relents and grants her a divorce. John Payne, Gloria Dickson, Stanley Fields. Director: William Clemens.

Saturday's Children..410..(100) .....**May 11**
Drama. Tricked into marriage, but not sorry, lack of money later separates a young husband from his wife, but they finally are reunited. John Garfield, Anne Shirley. Director: Vincent Sherman.

Tear Gas Squad..423..(55) .....**May 4**
Drama. A night club singer who joins the police force to please his girl, becomes a real officer when his brother is murdered. Dennis Morgan, Gloria Dickson. Director: Terry Morse.

Virginia City..404..(120) .....**Mar. 23**
Historical Western. Opposing Civil War officers vie for military objectives and for a western belle. Errol Flynn, Miriam Hopkins, Randolph Scott. Director: Michael Curtiz.

State Rights

American Gang Busters (A)..(60)..Times Pictures
Documentary. Assorted clips tracing the careers of such criminals as Clyde Barrow, John Dillinger, Machine Gun Kelly, Pretty Boy Floyd, Bruno Hauptmann, Alvin Karpis. 4-40

Bad Boy..(66) .....**Gateway**
Melodrama. A small town boy becomes a big time racketeer only to meet the fate of all racketeers. Johnny Downs, Rosalind Keith, Helen MacKellar. Director: Herbert Mayer. 1-40

Captain Moonlight..(58) .....**Atlas Films**
Musical Drama. A girl is saved from marrying a card sharp when the hero unmasks him as a bigamist. John Garrick, Winifred Shotter. 5-40

Death Rides the Range..(58) .....**Colony**
Western. Investigating an expedition that is masking espionage activities, Maynard and his pals also clean up a range war and save a helium supply. Ken Maynard, Fay McKenzie. Director: Sam Newfield. 2-40

Face Behind the Scar, The..(71) .....**Alliance**
Mystery Drama. An innocent fugitive returns but is hounded by the man who married his fiancee. Justice ultimately prevails. Griffith Jones, Rosalyn Boulter. 4-40

Fight for Life, The..(69) .....**U. S. Film Service**
Documentary Drama. A young doctor develops into a skilled obstetrician and queries the world on the ills and vile conditions in which maternal welfare still exists. Pare Lorentz produced. 4-40

George Washington Carver..(61) .....**Bryant**
Negro Semi-Documentary. The life of the Negro scientist. Director: Ben Parker. 5-40

Hell's Angels..reissue..(100) .....**Astor**
Action Drama. Air battles in the World War intersperse the romance. Ben Lyon, James Hall, Jean Harlow. 2-40

Hidden Menace..(58) .....**Alliance Films**
Drama. A magician in love with a dancer seeks to do away with the acrobat she loves. Otto Kruger, Gertrude Michael. 5-40

Horrors of War (A)..(51) .....**Merit Pictures**
Drama. Several war scenes accenting the ravages. 4-40

I Take This Oath..(67) .....**Syndicate**
Drama. The son of an inspector tracks down the racketeers who murdered his father. Gordon Jones, Joyce Compton, J. Farrell MacDonald. Director: Sherman Scott. 5-40

Killers of the Wild..(58) .....**Times**
Outdoor Drama. Story of a group of people who live outdoors. Joan Valeria, James Bush. 4-40

Lights Out in Europe..A..(70) .....**Mayer-Burstyn**
Documentary. A story of nations at war; of people murdered and property destroyed. A study of the events which led to the present armed state. Narration by Fredric March. Script by James Hilton. 4-40

Lost on the Western Front..(62) .....**World**
Melodrama. A soldier foregoes the intention to kill his successful and unscrupulous rival in love. Paul Cavanagh, Marcelle Chantal. 3-40

Macushla..(60) .....**Stellar Attrac.**
Melodrama. Romance of a girl and an Irish border guard who is hunting her brother for gun running. Pamela Wood, Liam Gaffney. 5-40

Mercy Plane..(72) .....**Syndicate**
Drama. A wizard flyer traps his girl's brother selling stolen planes to foreign powers. James Dunn, Frances Gifford. 5-40

Mr. Washington Goes to Town..(65) .....**Dixie-Nat'l**
All-Negro Comedy. Sennett-type slapstick with all the gags in the book. F. E. Miller, Manton Moreland. Director: Jed Buell. 5-40

Mystery in Swing..(76) .....**International**
All-Nego Melodrama. A reporter finds the girl who kills the swing band leader. Monte Hawley, Marguerite Whitten. Director: Arthur Dreifuss. 3-40

North Sea Patrol..(65) .....**Alliance Films**
Drama. The Royal Navy waylays a band of spys through the commander of a destroyer. Geoffrey Toone, Judy Kelly, Clifford Evans. 2-40

One Dark Night..(Negro)..(81) .....**Sack**
Comedy with Music. The lazy head of a family leaves after a dispute, but discovers a mine out west and returns to establish himself in a night club. Manton Moreland, Betty Treadville. Director: Leo C. Popkin. 1-40

Outsider, The (A)..(90) .....**Alliance**
Drama. Blocked by the medical profession, the inventor of a machine eventually cures a crippled girl. George Sanders, Mary Maguire. 4-40

Phantom Rancher..(61) .....**Colony**
Western. Maynard has to pose as a phantom rider to bring help to the farmers in a valley near his ranch. Ken Maynard, Dorothy Short. 4-40

Riders of the Sage..(53) .....**Metropolitan**
Western. A range war, with the sheep men trying to rout the cattle men. Bob Steele, Claire Rochelle, Ralph Hoopes. 1-40

Second Bureau..(60) .....**Film Alliance**
Spy Drama. A German girl spy trails a French spy agent. They fall in love, admit their identities, and plan to resign and marry. But the girl is shot as a traitor. Marta Labarr, Charles Oliver. Director: W. Victor Hanbury. 1-40

Secrets of a Model..(60) .....**Times Pictures**
Melodrama. True love finally comes to the girl who fell victim to the villain. Sharon Lee, Phyllis Barry. 5-40

Son of Ingagi..(66) .....**Sack**
All-Negro Melodrama. A laboratory-created monster kills his woman doctor captor and several others before the place is burned down. Alfred Grant, Daisy Bufford. Director: Richard C. Kahn. 4-40

Songs and Saddles..(67) .....**Alexander**
Western. A cowboy hides his friend, a ranch owner, and then rounds up the gang who believe their attempt to kill the rancher was successful. Gene Austin, Lynne Berkley. Director: Harry Fraser. 1-40

Spies of the Air..(78) .....**Alliance**
Mystery Drama. The British Intelligence, by the process of elimination, uncovers the traitor who has been stealing aeronautic plans. Barry K. Barnes, Roger Livesey, Joan Marion, Basil Radford. Director: David MacDonald. 1-40

Straight Shooter..(54) .....**Principal**
Western. Concealed bonds are recovered for the heroine. Tim McCoy, Julie Sheldon. Director: Sam Newfield. 1-40

Straight to Heaven..(56) .....**Domino**
All-Negro Drama. A chemist uncovers a canned goods racket in Harlem, but is framed by the guilty parties and sent to jail. His wife and lawyer friend continue the crusade until the head mobster is exposed. Nina Mae McKinney, Jackie Ward, Stanley Harrison, Percy Verwayne, Lionel Monagas. Director: Arthur Leonard. 1-40

Suicide Legion..(54) .....**Film Alliance**
Drama An Italian officer meets his estranged Austrian wife years after the war which divided them. Tullio Carminati, Lilli Palmer. Director: Herbert Wilcox. 5-40

Texas Renegades..(59) .....**Syndicate**
Western. Posing as an outlaw, a marshal rounds up the evildoers in a western town. Tim McCoy. 5-40

Trigger Fingers..(55) .....**Victory**
Western. A G-man tracks down the rustlers. Tim McCoy, Ben Corbett, Joyce Bryant. 1-40

Two's Company..(68) .....**Times Pictures**
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Vengeance of the Deep..(70) .....**Astor**
Drama. Two men on a South Sea island forgetting the same girl, meet a new girl with whom they fall in love anew. Lloyd Hughes, Shirley Ann Richards. 3-40

Foreign Dialogue

Baker's Wife, The..French..(97) .....**B. W. Inc.**
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Between Two Worlds..Italian..(78) .....**Esperia**
Drama. A woman torn between two loves. Isa Miranda, Vasa Prihoda. 3-40

Boys' School..(90)..(Foreign Dialogue)..Columbia
French Melodrama. A kaleidoscope of kiddish pranks in a middle-class French boys' school, in which one of the lads inadvertently learns that the educational director is involved with a gang of counterfeiters. Aime Clarion, Eric von Stroheim, Michael Simon. Director: Christian Jaque. 1-40

Citadel of Silence, The..(French) (91) .....**Film Alliance**
Drama. A Polish patriot marries a Russian prison commandant to be near her imprisoned lover and later to inspire mutiny. Annabella, Pierre Renoir. Director: Marcel L'Herbier. 2-40

Claudine (A)..(French)..(82) .....**French M. P.**
Comedy Drama. The hopeless love of a 16-year-old schoolgirl for an older man. Blanchette Brunoy, Max Dearly. 4-40

Entente Cordiale..(French)..(90) .....**Concord**
Drama. The alliance between two traditional enemies, England and France, that came at the turn of the century. Victor Francen, Gaby Morlay. Director: Marcel L'Herbier. 1-40

Friendship (Italian)..(74) .....**Esperia**
Comedy. A gay bachelor thinks he's in love with his friend's wife; so does his friend; and so does the wife, until she breaks up the friendship —then returning to her husband. Mario Besozzi, Elsa Merlini. 4-40

Golden Key, The..(70)..(Russian) Amkino .....**Dec. 25**
Russian Fantasy. Tolstoy's adaptation of the Pinocchio yarn, about a poor musician who fashions a puppet from a block of wood. It comes to life and gets involved in a series of

fairy tale complications. A. Shagin, S. Martinson, G. Uvarov. 1-40

Great Light, The (Italian)..(80).....Esperia
Drama. The religious atmosphere of a shrine dissuades a man from avenging himself upon one who had railroaded him for a crime he did not commit. Amedeo Nazzari, Leda Gloria. 4-40

Human Beast, The..French..(78).....Juno Films
Melodrama. Study of a man driven to acts for which he was no longer responsible. Jean Gabin, Simone Simon. Director: Jean Renoir. 3-40

I Condottieri..Italian..(89).....Esperia
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Katia..(French)..(78).....Mayer-Burstyn
Drama. A marriage of love for Alexander II of Russia nearly alters his country's course, when assassination ends all. Danielle Darrieux, John Loder. Director: Maurice Tourneur. 2-40

L'Alibi..(82)..(Foreign Dialogue).....Columbia
French Melodrama. (English subtitles). A girl, stacked up against the persistent forces of the law, confesses to the falsity of a "perfect alibi." Eric von Stroheim, Jany Holt, Louis Jouvet. Director: Pierre Chenal. 1-40

La Inmaculada..(95)..(Spanish).....UA
Drama in Spanish. Produced by Atalaya Films for the Latin market. A girl, married to one man, loves another. When the husband finds she loves some one else, he kills himself. In the meantime her lover marries another girl. Fortunio Bonanova, Andrea Palma. Director: Louis Gasnier. 1-40

Last Desire..French..(80).....Transatlantic
Drama. The love of an old man for a young woman. Raimu, Jacqueline Delubac, Pierre Brasseur. 3-40

Life of Giuseppe Verdi, The (Italian) (115).....Esperia
Drama with Music. Biography of the opera composer. Gaby Morlay, Fosco Giachetti. Director: Carmine Gallone. 4-40

Life on the Hortobagy..Hungarian..(78)..Eureka
Semi-Documentary. Life among the horse and cattle breeders on the plains of Central Hungary. Native cast. 3-40

Louise..(French)..(72).....Mayer-Burstyn
Music Drama. In the period of 1900 a girl runs off to Paris with a composer. The opera integrates the story. Grace Moore, Georges Thill. 2-40

Love in Old Naples..(Italian)..(99).....Esperia
Musical Drama. A story of unrequited love and the dutiful attention of relatives. Emma Grammatica, Vittorio De Sica. 2-40

Motel the Operator..Yiddish..(86).....Cinema
Drama. A lost son, as a lawyer, defends his father against a murder charge. Chaim Tauber, Yetta Zwerling. Director: Joseph Seiden. 3-40

Overture to Glory..Yiddish..(87).....G&L
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Shors..(Russian)..(92).....Amkino
Historical Drama. The idealism that spurred the conquest of the Ukraine in 1917-19. Director: Alexander Dovzhenko. 2-40

Skeleton on Horseback..Czech..(78).....Mindlin
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

SOS Mediterranean..French..(81).....Vedis
Drama. Three nations, through their naval officers, run down the smuggler of a poisonous gas. Pierre Fresnay. 3-40

Tevya..(Yiddish)..(93).....Maymon
Drama. Daughter of a Jewish family in old Russia, married out of her religion, returns as the family is about to be expelled from the town, and with them leaves for a new life. Maurice Schwartz, Miriam Riselle. 2-40

They Wanted Peace..Russian..(73).....Amkino
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvili, Tamara Markarova. 3-40

Ultimatum..French..(73).....Hoffberg
Drama. Events that befall an Austro-Serbian couple when the World War breaks out. Eric Von Stroheim. Director: Robert Wiene. 3-40

We Two..(Swedish)..(89).....Scandinavian
Drama. A husband becomes involved in a flirtation with his friend's wife, but when his wife has a baby, happiness wipes clean the slate. Sture Lagerwall, Signe Hasso. 1-40

We Were Seven Widows..Italian..(80)....Esperia
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonio Gandusio, Nino Taranto. 3-40

ALPHABETICAL GUIDE TO FEATURES

A

A Bill of Divorcement....RKO
A Chump at Oxford.....UA
Abe Lincoln in Illinois.....RKO
Alias the Deacon.....Univ
American Gang Busters.....SR
An Angel From Texas.....FN
And One Was Beautiful..M-G-M

B

Babies for Sale.....Col
Bad Boy .....SR
Bad Man From Red Butte..Univ
Baker's Wife .....Foreign
Between Two Worlds.....Foreign
Beyond Tomorrow .....RKO
Biscuit Eater, The.....Para
Black Friday .....Univ
Blazing Six-Shooters .....Col
Blondie on a Budget.....Col
Blue Bird, The.....20th-Fox
Boys School .....Foreign
Broadway Melody of 1940..M-G-M
Brother Orchid .....WB
Buck Benny Rides Again....Para
Bullet Code .....RKO
Bullets for Rustlers.....Col

C

Calling Philo Vance.....WB
Captain Moonlight .....SR
Castle on the Hudson.....FN
Charlie Chan in Panama 20th-Fox
Cheyenne Kid, The.....Mono
Citadel of Silence.....Foreign
Claudine .....Foreign
Courageous Dr. Christian...RKO
Covered Wagon Days.....Rep
Covered Wagon Trails.....Mono
Cowboy From Sundown....Mono
Crooked Road, The .....Rep
Curtain Call .....RKO

D

Danger on Wheels.....Univ
Dark Command .....Rep
Death Rides the Range.....SR
Dr. Cyclops .....Para
Dr. Ehrlich's Magic Bullet...FN
Dr. Kildare's Strange Case M-G-M
Doctor Takes a Wife.....Col
Double Alibi .....Univ

E

Earthbound 20th-Fox
East Side Kids .....Mono
Edison, the Man.....M-G-M
Enemy Agent .....Univ
Entente Cordiale .....Foreign

F

Face Behind the Scar, The...SR
Farmer's Daughter.....Para
Fight for Life .....SR
Five Little Peppers at Home .....Col
Flight Angels .....FN
Florian .....M-G-M
Forgotten Girls .....Rep
Forty Little Mothers.....M-G-M
Four Sons 20th-Fox
Framed .....Univ
Free, Blonde and 21....20th-Fox
French Without Tears.....Para
Friendship .....Foreign
Fugitive From Justice.....WB

G

Gangs of Chicago .....Rep
Gaucho Serenade .....Rep
George Washington Carver....SR
Ghost Comes Home.....M-G-M
Ghost Valley Raiders.....Rep
Golden Key .....Foreign
Grandpa Goes to Town.....Rep
Granny Get Your Gun.....WB
Grapes of Wrath.....20th-Fox
Great Light, The.....Foreign

H

Half a Sinner .....Univ
Hell's Angels .....SR
Hidden Gold .....Para
Hidden Menace .....SR
His Girl Friday .....Col
Hi-Yo, Silver .....Rep
Honeymoon Deferred .....Univ
Horrors of War .....SR
Hot Steel .....Univ
House Across the Bay.....UA
House of Seven Gables.....Univ
Human Beast .....Foreign
Human Monster, The.....Mono

I

I Condottieri .....Foreign
I Take This Oath.....SR
I Take This Woman.....M-G-M
I Was an Adventuress...20th-Fox
If I Had My Way.....Univ
In Old Missouri.....Rep
Irene .....RKO
Island of Doomed Men.....Col
Isle of Destiny .....RKO
It All Came True.....WB
It's a Date .....Univ

J

Johnny Apollo 20th-Fox

K

Katia .....Foreign
Kid From Santa Fe, The....Mono
Killers of the Wild.....SR
King of the Lumberjacks....WB
Knights of the Range.....Para

L

L'Alibi .....Foreign
La Conga Nights .....Univ
La Inmaculada .....Foreign
Land of Six Guns.....Mono
Last Desire .....Foreign
Life of Giuseppe Verdi....Foreign
Life of Tchaikowsky, The..Foreign
Life on the Hortobagy...Foreign
Light of Western Stars.....Para
Light That Failed, The....Para
Lights Out in Europe.....SR
Lillian Russell 20th-Fox
Little Old New York....20th-Fox
Little Orvie .....RKO
Lone Wolf Meets a Lady, The..Col
Lost on the Western Front....SR
Louise .....Foreign
Love, Honor and Oh, Baby..Univ
Love in Old Naples.....Foreign

M

Macushla .....SR
Ma! He's Making Eyes at Me .....Univ
Mad Men of Europe.....Col
Man From Dakota.....M-G-M
Man From Tumbleweeds.....Col
Man Who Wouldn't Talk 20th-Fox
Man With Nine Lives.....Col
Manhattan Heartbeat ...20th-Fox
Marines Fly High.....RKO
Men Without Souls.....Col
Mercy Plane .....SR
Midnight Limited .....Mono
Millionaire Playboy .....RKO
Mortal Storm, The.....M-G-M
Motel the Operator.....Foreign
Mr. Washington Goes to Town..SR
Murder in the Air.....FN
Murder on the Yukon.....Mono
My Favorite Wife.....RKO
My Little Chickadee.....Univ
My Son, My Son.....UA
Mysterious Mr. Reeder.....Mono
Mystery in Swing.....SR

N

North Sea Patrol .....SR
Northwest Passage .....M-G-M

O

On Their Own 20th-Fox
One Dark Night.....SR
One Million B. C. .....UA
Opened by Mistake.....Para
Our Town .....UA
Outside the 3-Mile Limit.....Col
Outsider, The .....SR
Over the Moon .....UA
Overture to Glory.....Foreign

P

Pals of the Silver Sage.....Mono
Parole Fixer .....Para
Passport to Alcatraz.....Col
Phantom Raiders .....M-G-M
Phantom Rancher .....SR
Pinocchio .....RKO
Pioneers of the Frontier.....Col
Pioneers of the West.....Rep
Prairie Law .....RKO
Primrose Path .....RKO

R

Rancho Grande .....Rep
Rebecca .....UA
Riders From Nowhere.....Mono
Riders of Pasco Basin.....Univ
Rhythm of the Rio Grande..Mono
Riders of the Sage.....SR
Road to Singapore .....Para
Rocky Mountain Rangers.....Rep

S

Safari .....Para
Saint Takes Over.....RKO
Sandy Is a Lady.....Univ
Saps at Sea.....UA
Saturday's Children .....WB
Second Bureau .....SR
Secrets of a Model.....SR
Seventeen .....Para
Shooting High 20th-Fox
Shors .....Foreign
Showdown .....Para
Sidewalks of London.....Para
Skeleton on Horseback....Foreign
Ski Patrol .....Univ
Sky Bandits .....Mono
Songs and Saddles.....SR
Son of Ingagi .....SR
Son of the Navy.....Mono
SOS Mediterranean .....Foreign
So This Is London.....20th-Fox
Spies of the Air.....SR
Star Dust 20th-Fox
Straight Shooter .....SR
Straight to Heaven.....SR
Strange Cargo .....M-G-M
Suicide Legion .....SR
Susan and God .....M-G-M
Swiss Family Robinson.....RKO

T

Tear Gas Squad.....WB
Tevya .....Foreign
Texas Renegades .....SR
Texas Stagecoach .....Col
They Came by Night....20th-Fox
They Wanted Peace.....Foreign
Those Were the Days.....Para
Three Cheers for the Irish....FN
'Til We Meet Again.....FN
Tomboy .....Mono
Too Many Husbands .....Col
Torrid Zone .....FN
Trigger Fingers .....SR
Turnabout .....UA
20 Mule Team.....M-G-M
21 Days Together.....Col
Two's Company .....SR
Typhoon .....Para

U

Ultimatum .....Foreign

V

Vengeance of the Deep.....SR
Vigil in the Night.....RKO
Village Barn Dance.....Rep
Virginia City .....WB
Viva Cisco Kid.....20th-Fox

W

Waterloo Bridge .....M-G-M
We Two .....Foreign
We Were Seven Widows..Foreign
Witness Vanishes, The.....Univ
Women in War .....Rep
Women Without Names.....Para

Y

You Can't Fool Your Wife..RKO
Young As You Feel.....20th-Fox
Young Buffalo Bill.....Rep
Young Tom Edison.....M-G-M

Z

Zanzibar .....Univ

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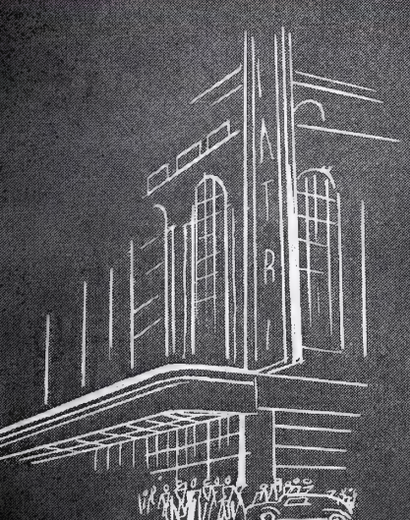
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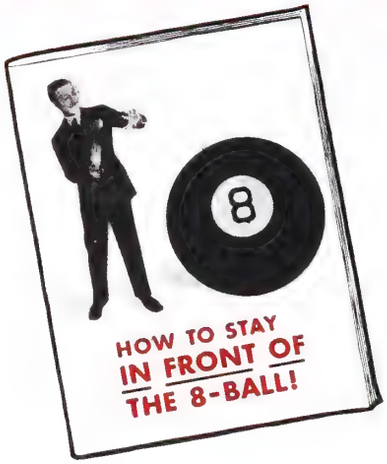
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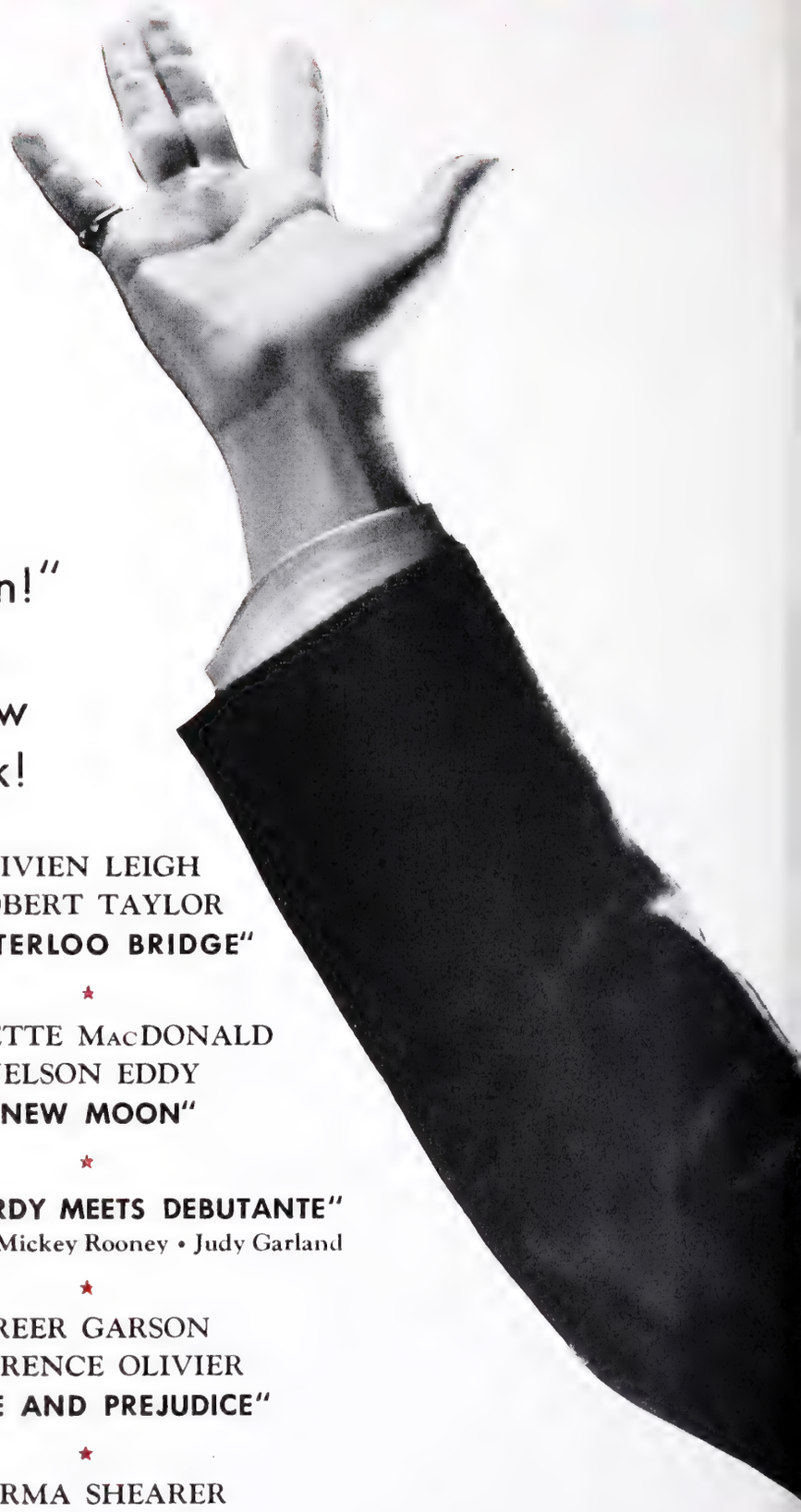
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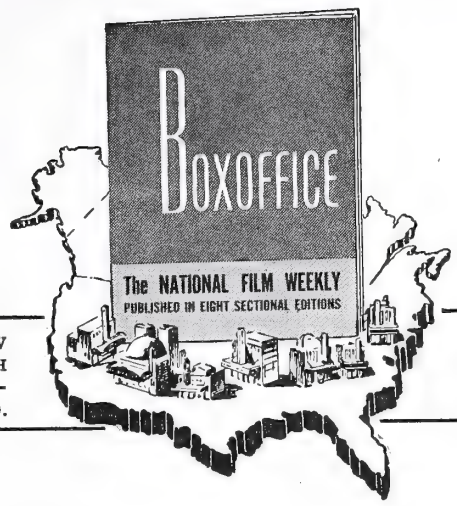
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PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 5
June 22, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

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THE fellow who coined the phrase, "Opportunity knocks but once," could not have had the motion picture industry in mind, for opportunity keeps right on knocking at its door.

The current instance is in the settlement proceedings of the government suit. And this time it is a golden opportunity that presents itself. But will the industry answer the knock? Or will history once more repeat itself and kill the knock by the knocking from within?

The government's suit against the industry is in process of settlement. Therein the industry has its greatest opportunity to date to come through with a trade practice plan designed for elimination of inter-factional troubles. It will not be a perfect plan—that is, one that will please everybody—but, if it serves the majority, it will contribute much to the industry's future welfare and progress. It presents the opportunity the industry recently has sought to govern itself; and, in this instance, the industry is afforded governmental cooperation, which previously it was denied; and it has all appearances of being a cooperation without the shackles of regulation by a government control body. That is an important consideration in itself.

The truce came at a most propitious time. The foreign situation has accentuated the need for change in the industry—in production, distribution and exhibition methods. All are inter-related and inter-dependent. Each must give consideration to the other and each must lend a willing hand of cooperation to the other. It is just another case of "give and take" and it can't be one-sided. The government, obviously, must be as willing to "give" as it is to "take."

All of the exhibitor's problems boiled down to essentials seem to revolve around three things: 1) What pictures have I bought? 2) What do I pay for them? 3) When do I play them? It's as simple as that. And, naturally, those self-same items concern distributor and producer, too. Questions that can be simmered down to such simple terms should be comparatively easy to solve.

As Spyros Skouras so aptly put it, the industry is in need of a "moral merger." That means that its various branches and their component parts must get together and pull together. That means that if order is to come out of chaos there must be harmony through understanding. That means that there can be no "whole hog" attitudes. And that means compromise or, again, "give" and "take."

Abram F. Myers stated in a bulletin, ". . . it remains to be seen whether the vision exists to seize the present opportunity to put the affairs of the industry on a legal and equitable basis." We believe the vision always has existed, but greed and selfishness have clouded it. That has created uncertainty and uncertainty has held back progress.

And, now, with world conditions what they are, it was never more necessary to remove the uncertainty that beclouds the future of this industry. Time is the essence of the government-industry negotiations. The sooner an acceptable and workable plan (though it may not be perfect) is set into action the better.

Opportunity is knocking—quite loudly this time; it may never come back again. How about opening the door and grasping it firmly and determinedly?

Ben Shlyen

BANKERS' INTERVENTION CHANGES ATTITUDE OF GOVERNMENT IN TRADE ANTI-TRUST SUIT

Said to Have Altered Views of Arnold in "Perilous" Times

By BILL ORNSTEIN

NEW YORK—Banking interests, as represented by Richard C. Patterson jr. and Earl I. McClintock, intervening in the government suit on the night of June 3, after industry leaders failed in their efforts to budge Thurman Arnold on Decoration Day in Washington, have had a direct bearing on the change in the government's stand about theatre divorcement and resumption of trade practice conferences.

It was Patterson and McClintock who invited Arnold to the sedate University Club, off Fifth Ave. and 54th St., for dinner June 3. Also attending were Edwin L. Weisl, a lawyer and Paramount board member, and Joseph Hazen, aide to Harry M. Warner, and also representing Nicholas M. Schenck, president of Loew's.

On Monday, June 17, Federal Judge Henry W. Goddard for a third time delayed the resumption of hearings, until June 26. Stephen Doyle, counsel for the government, asked for a week's respite, but the court informed attorneys he would be occupied on another matter that day and so put the case over until the following Wednesday. This gives the defendant attorneys two days more than they expected.

As chairman of the RKO board, Patterson represents the Rockefeller interests. Prior to moving into the RKO post, he was assistant secretary of commerce for 14 months under Harry Hopkins. He has been a long-standing friend of Arnold. McClintock, Paramount director and holding a similar position in more than 12 large industrial organizations, among them Bayer Aspirin, General Drug, Sterling Products, Centauer Co. and Charles A. Phillips Co., likewise is a personal friend of the trust buster. He also is very friendly with Robert Lehman of Lehman Bros., financially interested in Paramount, and additionally is close to Maurice Newton of the Paramount board, both having graduated from Princeton in 1912.

These men are said to have persuaded Arnold to alter his views on prosecution of the suit in face of "perilous" times, what with the foreign markets shriveled to the core and the possibility of expending $5,000,000 for the defense of the all-industry action.

Hazen, who was instrumental, along with Schenck, in drafting the department of commerce trade practice proposals was armed with such financial information as follows: The five national circuits in 1938 grossed approximately $200,000,000; the seven majors in the same year spent $130,000,000 on production; the five theatre-owning majors today have an equity of $400,000,000 in some 1,000 theatres, plus the $600,000,000 tied up in mortgages, leases and other securities in 2,400 theatres, all told.

The Rockefellers, it is remembered, also have a controlling interest in Chase National Bank, which owns 58 per cent of the stock in National Theatres.

It is understood Arnold consented to see what could be done after listening to Patterson, McClintock, Weisl and Hazen. The trust buster then returned to Washington, instructing James V. Hayes, dubbed "trouble shooter," to report to him directly on the progress of the opening statements by defense counsel. He did and is said to have been particularly impressed with a colloquy between Federal Judge Henry W. Goddard and Louis D. Frohlich, representing Columbia and Paul Williams, for the government. This conversation related to distributors owning theatres and what product they could and could not play.

Ever since then, Hayes has played an important role in the negotiations under way. He was assistant to the attorney general from 1934-36. Then he became a member of Gibdoney, O'Brien & Hayes here. He left the company to rejoin the government in 1938 as a member of the department of justice staff. He has become acquainted with some of the defense counsel over the years and more than once is said to have been approached by the lawyers in respect to a settlement. All these conversations have been transmitted to Arnold, who, meanwhile, had been contacting his superiors in Washing-

(Continued on page 37)

Consent Decree Proposal Basis

NEW YORK—Dated June 13 and projected as the commerce department's proposals for a consent decree as a basis for settlement of the all-industry suit, the text reproduced here served as a preliminary formula for discussions between top distributor counsel and representatives of the department of justice.

While by no stretch of the imagination is the draft to be regarded as the final provisions of a consent decree, it is known the justice department has taken exception to several clauses, one of them dealing with "some run." The text is the third trade practice draft worked out by the department of commerce after its experts consulted leaders of the film industry, exhibitor associations, civic and other organizations.

Nicholas M. Schenck, president of Loew's, who made seven trips to Washington from Miami and New York, and Joseph Hazen, representing Harry M. Warner, head of Warner Bros., are understood to have expressed the opinion the third draft was as equitable as any one could desire in an effort to eliminate alleged abuses within the industry. It is also learned that when Schenck and Hazen conferred with Thurman Arnold, head of the anti-trust division, in Washington, on Decoration Day, the latter remarked the commerce department plan "is good and probably more than the government would get in a consent decree." It also may be pointed out Arnold and Allied rejected the third draft the latter part of April. Discussions which have been going on since June 10 have been in the nature of correlating views on the "fairness" of the plan.

Changes will be made before the principles are incorporated in a consent decree, but how far the industry is willing to go is something not for immediate analysis. All company presidents are being informed regularly of meetings with the department of justice here. Their recommendations, or rejections, whatever the case may be, are transmitted daily to negotiating principals.

In a comparative light, most of the principles incorporated in the final code of fair trade practices, drafted as a result of William F. Rodgers' year of effort and conferences with all exhibitor groups, are included in the commerce proposals.

The system of selling which has been in force in England, such as advertised trade screenings of each picture before it is sold, is a highlight of the commerce proposals, which follow:

1. Elimination of Blind Selling. No person shall offer for lease (1) a feature (2) motion picture film for a public exhibition at which an admission fee is charged until the film has been trade (3) shown within the exchange district (4) in which the public exhibition is to be held. Every trade showing shall be preceded by a notice published in at least two trade publications (5) having general circulation among exhibitors which shall state the title of the film and the date and the time when and place or places where the film will be trade shown.

(1) The term lease includes the making of a license, agreement, contract or any type of agreement whereby a feature motion picture film is to be supplied by a distributor directly or indirectly to an exhibitor to be exhibited in a theatre for public performance.

(2) A feature motion picture film shall be defined as a motion picture which is

(Continued on next page)

ARBITRATION SEEN AS "NON-CONTROVERSIAL" SUBJECT; FIRST ON SUIT SETTLEMENT LIST

: *Consent Decree Proposal Basis* :

(Continued from preceding page)

more than 4,000 linear feet in length, hereinafter sometimes referred to as "motion pictures" or "feature pictures" or "pictures."

(3) A trade showing is defined as an exhibition of a motion picture film at a theatre or projection room for the benefit of exhibitors generally, prior to the lease or offer to lease of a film for public exhibition.

(4) Exchange districts shall be as constituted at present—each company shall file a map showing the territory covered by each exchange office. Changes in the territory embraced within a particular exchange district shall, if these changes involve adding to the number of circuit theatres within an exchange district, be made only after approval by the departments of commerce and justice.

(5) Trade publication means a daily or weekly newspaper or magazine which is devoted primarily to news concerning the motion picture industry.

2. Leasing of feature motion pictures in exchange districts. All negotiations for the lease of feature motion pictures shall be conducted in the exchange district in which the theatre or theatres are located. No lease for pictures in any exchange district shall include theatres located in another exchange district, nor shall the leasing of pictures in one exchange district be conditional upon the leasing of a picture or group of pictures in another exchange district.

3. Limitation on the lease of pictures which have been trade shown.

(a) No distributor shall offer for lease more than five feature pictures in a single group.

(b) The lease of one group of pictures shall not be conditional upon the lease of another picture or group of pictures.

(c) It shall be the policy of every distributor not to require an exhibitor to lease short subjects, newsreels, trailers, etc., as a condition to the leasing of any feature picture or group of pictures. Any exhibitor who claims he was forced to lease short subjects, newsreels, trailers, etc., shall mail a written notice of protest to the distributor at its home office within two days after the lease has been signed. If the distributor disputes the claim of the exhibitor, the matter shall be arbitrated.

(d) There shall be no separate score charge for feature pictures leased on either a flat rental or percentage basis.

(e) An exhibitor may cancel out of any group of pictures leased by him, any picture which is locally offensive on moral, religious or racial grounds, provided written notice of his election to cancel shall be mailed to the home office of the distributor not later than seven days after the contract has been executed. However, any distributor may arbitrate the question of whether any picture is in fact locally offensive on moral, religious or racial grounds.

(f) Each license agreement shall specify the preferred playing time, if any, which is to be allocated to the picture or pictures covered by the lease.

(g) No lease of pictures to any one theatre shall contain any restrictions upon any other competing or subsequent run theatres (except as to clearance) as to admission price or policy of operation such as double featuring.

4. Pictures available on some run. Distributors shall make their pictures available on some run* in any situation provided that the exhibitor can satisfy reasonable minimum standards of theatre operation and the exhibitor is reputable and responsible. In carrying out the provisions of this section, no distributor shall request license fees or other terms and conditions that are designed or intended for the purpose of defeating this section. The disputes which may arise hereunder shall be subject to arbitration.

(*This does not mean a particular run, but a run at some time.)

In determining any claim that the license fees or other terms and conditions requested by a distributor are designed or intended for the purpose of defeating this section, the arbitrator shall consider, among other things, whether the distributor obtained similar license fees, terms and conditions in other situations similar to the one being arbitrated and the effect which the licensing will have upon the distributors' total revenue in that particular competitive area.

5. Provisions of leasing agreements. Every lease agreement shall provide that the distributor will arbitrate the following:

(a) Disputes as to whether or not the existing clearance, under the conditions involved in a particular instance, is unreasonable. All awards which change the clearance between theatres shall be reviewed by the appeal board.

(b) Charges by one exhibitor that another exhibitor has leased for exhibition a greater number of feature pictures than the latter reasonably requires for exhibition in his theatre. The leasing by an exhibitor of a sufficient number of pictures to meet its requirements for a period of four months, shall not be deemed to be unreasonable.

(c) Charges that a prior run theatre is unfairly holding back the playing of pictures.

6. Remedy for discrimination against independently operated theatres. When an independent operator of an existing theatre claims that notwithstanding the provisions of this decree a distributing company has by its actions over a period of time demonstrated a policy of discrimination against him in favor of a competing theatre solely because the competing theatre is a component of a theatre circuit, the question will be subject to arbitration.

Should the arbitrators find

(Continued on page 25)

Daily Recommendations Constantly Changing Proposed Terms

By LEONARD WEISBERG

NEW YORK—As the first series of unified meetings looking toward settlement of the all-industry suit gained headway, arbitration loomed as the first of the "non-controversial" subjects to be disposed of before both the government and industry representatives tackle the "nut crackers." The latter characterization is said to embrace such topics as clearance and overbuying.

Sources close to the negotiators insist, however, that daily recommendations are constantly changing the character of the proposed terms. In this respect, it is pointed out, machinery which would ultimately set the new trade practices in motion is being frequently revised as new thoughts are put on the table. It is stated that underlying the conferences is a "new approach" which draws upon every plan that has ever been presented to distributors.

Atmosphere Is "Friendly"

It is significant the atmosphere is described as "friendly—almost to the point of eagerness" by both sides. Accordingly, this "definite urge to do business" is seen as speeding up the negotiations so that the industry is prepared to put whatever plan is adopted in work as soon as possible. Toward this end two committees have so far been appointed. One of three members, headed by Austin C. Keough, general counsel of Paramount, is working exclusively on arbitration. The other committee is tackling clearance.

Indicating the extent of the government's cooperation, its representatives are on all committees. George Sher on arbitration machinery, with Keough and Edward C. Raftery; Robert L. Wright on clearance, with Richard Dwight and Keough; Paul Williams on overbuying, with Joseph Hazen, Raftery and Bertram F. Shipman.

The arbitration committee is understood to be following suggestions recommended by the distributor group which handled the code of fair trade practices about a year ago. These are being correlated with the proposal made by the commerce department. The American Arbitration Society also is said to have been consulted for its views and one source suggests this body may ultimately be in charge of arbitration procedure for the industry. This operation may, it is said, be along lines that would have the commerce department sitting in at all times in a supervisory capacity.

There is considerable private speculation

(Continued on page 28)

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
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Notes to You from Red Kann

THE GRANDPAPPY was the "42nd Street" special. For what's happened since, Charlie Einfeld is largely responsible and he can't squeeze out of this one.

There has been the junket to "Dodge City." And the one to "Virginia City." Paramount had "Union Pacific" bow in at Omaha, Universal "The Under-Pup" at Scranton. RKO went to Des Moines for Jesse Lasky's lamented talent-hunt-via-the-air-effort. "Young Mr. Lincoln" had to unfold at Springfield and "Abe Lincoln in Illinois" in Washington, which is apt to confuse the best of geographers.

One of Jack Benny's comedies unfurled at Waukegan and that suggests it's too bad he wasn't born in Shanghai. It was Albany, Ga., for "The Biscuit Eater" and Port Huron, Mich., for "Young Tom Edison." "Edison, the Man" set the Oranges in New Jersey afire, "Lillian Russell" Pittsburgh and Clinton, Ia., aquiver. Galesburg witnessed "Those Were the Days."

The tradepaper boys are learning about America at no cost to their publishers.

Because Dorothy Lamour wanted to vacation in Honolulu or because Paramount made the decision, or both, "Typhoon" took its bow on the islands, marking the furthest removed point to date in the long, and, by this time, exceedingly questionable system of opening 'em where it's apt to be different. No newspaper men were conveyed to Honolulu this time, but that doesn't mean it can't, or won't, happen some other time.

Because, too, this is the time of the year when vacations earn consideration and in the interest of travel, freer circulation of money and a general broadening at the base of the brain, let's survey the possibilities. Some company might find a suggestion or two of interest.

For "Ski Patrol," Universal might consider Sun Valley. A lot of the boys haven't been there.

For "Torrid Zone," there are always the bistros on 52nd Street. We can help Warner on that one. Might have a cocktail at Tony's, repair to "21" for dinner abetted by Ballantine and soda at the outset, Ayala, '28 during the roast and a spot of Hine for brandy toward the close, topped off by those sixty-cent and very plutocratic stogies answering to the name of Ramon Alones. For noise, there is Jack White's and Leon and Eddie's with the Famous Door hard by in case the Warner boys really want to do a job.

For "Married in Transit," 20th Century-Fox might let its imagination go. The possibilities there are without limit. Could show in a moving subway train. Or a Fifth Avenue bus, a street car, a Ninth Avenue "L" or a plane. With no slight intended toward the Hudson and Lincoln Tunnels, the George Washington Bridge or the parachute at the Fair.

Paramount's "The Way of All Flesh" turns out to be a trifle embarrassing. We'll let that one slide.

If the Nazis had been more considerate, a great deal could have been worked out by Metro on behalf of "Waterloo Bridge." Over to and back from London on the "Queen Mary" or the "Normandie," and even the Clipper. Cheery quarters at Claridge's where the ambassadors usually hang out. A nice, chatty talk with current ambassador and ex-film man Joe Kennedy. Lunch at the Savoy. Dinner, perhaps, at Scott's for wonders in sea food and Scotch salmon. Then a round of night clubs, only the boys would have to dress all the way. Then a weekend in the lovely English countryside, a quick look at Windsor and maybe a visit to the Bard's birthplace. Who's against?

Sarnoff Says:

"We (the Radio Corporation of America) shall soon make available theatre television receiving equipment which will project pictures upon full sized motion picture screens."

How soon is soon?

No Words Minced

Having gone over budget, a high-priced director fumed and stormed into the head man's office. "You can't rush me. You'll ruin my future," he shouted.

Without fuming and storming, the studio head replied, "What about the future of the stockholders? They've been waiting for a dividend for eight years?"

WHY GIRLS Leave Home ... and MEN Follow

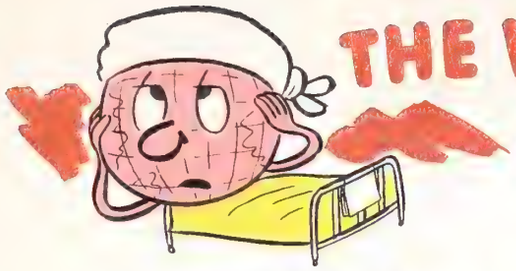




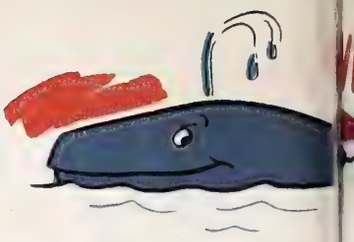


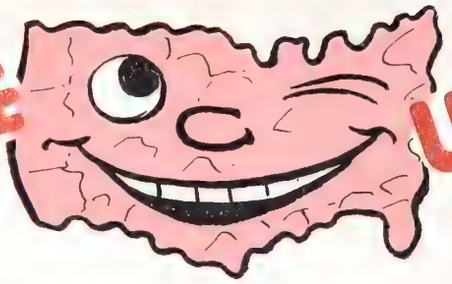
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'EM WHAT THEY NEED AND WANT..

THE *PARAMOUNT* PRO

44 FEATURES - $25,000,

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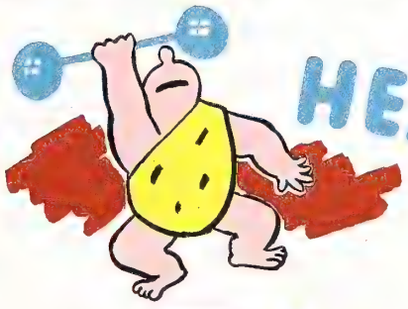
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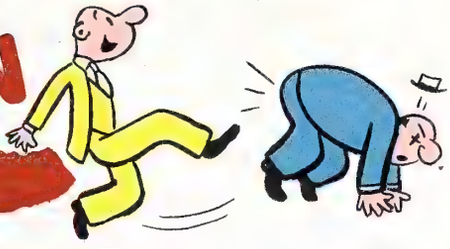
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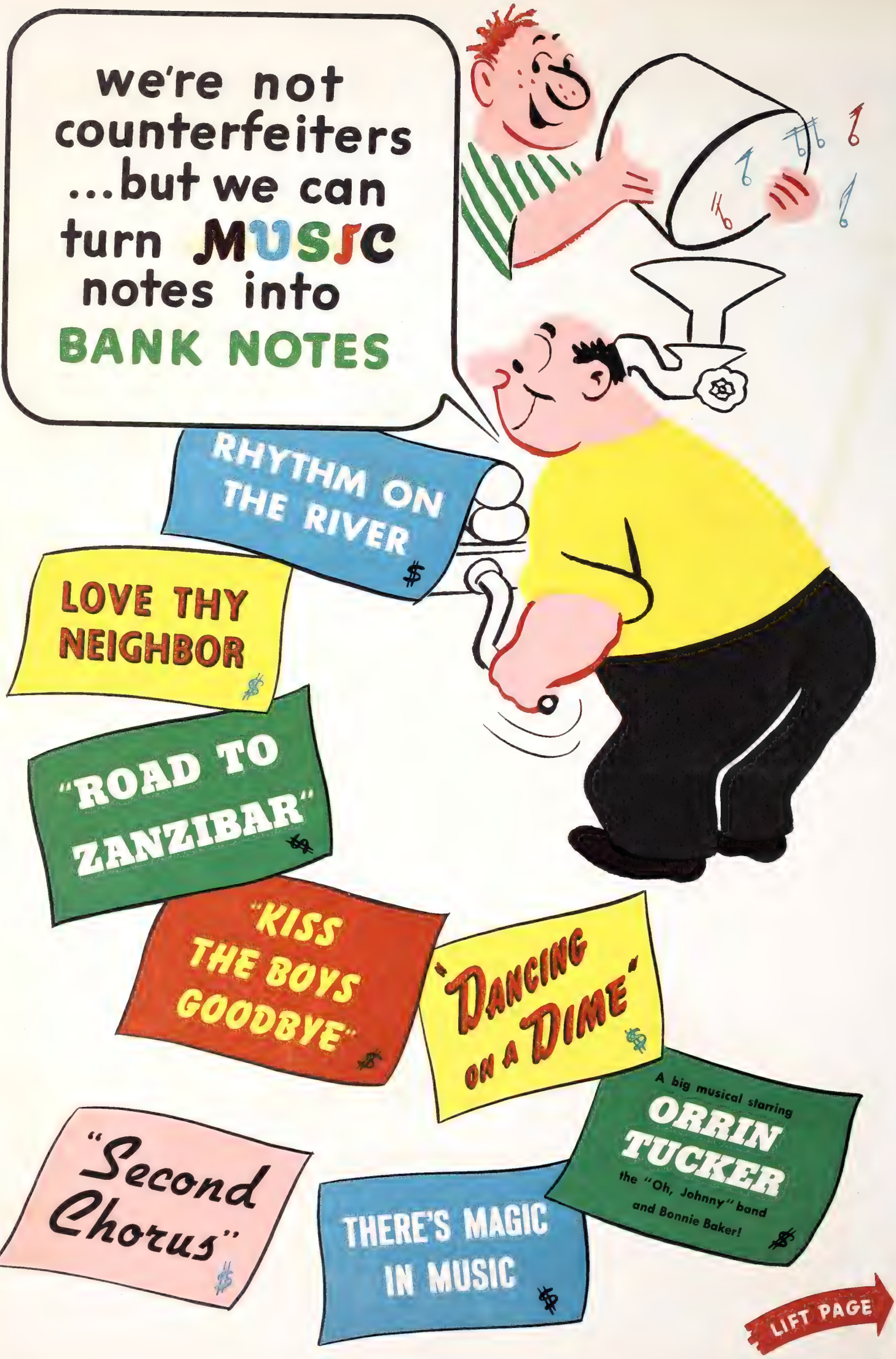
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LOVE THY NEIGHBOR
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The picture you've been asking for . . . another "Trail of the Lonesome Pine."

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Screen Play by Frederick Hazlitt Brennan · Based on the Novel by Harold Bell Wright
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The Four Musketeers of the Southwest
Three Tough Guys and a Girl

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PATRICIA MORISON
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Original Screen Play by Frank Butler
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MARY MARTIN
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Oscar Shaw

Screen Play by Dwight Taylor • Based on the Story by Billy Wilder and Jacques Thery • Music by Johnny Burke and James V. Monaco
Produced by WILLIAM LeBARON • Directed by VICTOR SCHERTZINGER

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"ROAD TO SINGAPORE"

"ROAD TO ZANZIBAR"

African laugh-again adventure!

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BING CROSBY
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Story by Don Hartman and Sy Bartlett
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What a parade of stars! What a parade of hit songs!

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Story by Frank Cavett • A Borros Morros-Robert Stillman National Pictures Corp. Production
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America's Favorite Battlers of the Airwaves Matched for the First Time in a Great Screen Laugh Battle!

JACK BENNY vs. FRED ALLEN
in
"LOVE THY NEIGHBOR"

(TENTATIVE TITLE)

Story by Zion Myers and Ernest Pagano
Produced and Directed by MARK SANDRICH

FRED ALLEN
JACK BENNY

MARY MARTIN
VIRGINIA DALE
THE MERRY MACS
THERESA HARRIS
CARMICHAEL AND
ROCHESTER

KISS THE BOYS GOODBYE

The Broadway laugh hit by the author of "The Women" . . . with new hit songs for Mary Martin!

starring

MARY MARTIN
and RAY MILLAND

with Lillian Cornell · Virginia Dale

Screen Play by Harry Tugend • Based on the Play by Clare Boothe • Produced by WILLIAM LeBARON

Producer-Director Andrew ("The Great Victor Herbert") Stone has found another hit for you.

The "Boys Town" of musicals!

"THERE'S MAGIC IN MUSIC"

starring

ALLAN JONES · SUSANNA FOSTER · PATRICIA MORISON

Screen Play by Frederick Jackson and Robert Lively • Based on an idea by Ann Ronnell • Produced and Directed by ANDREW STONE

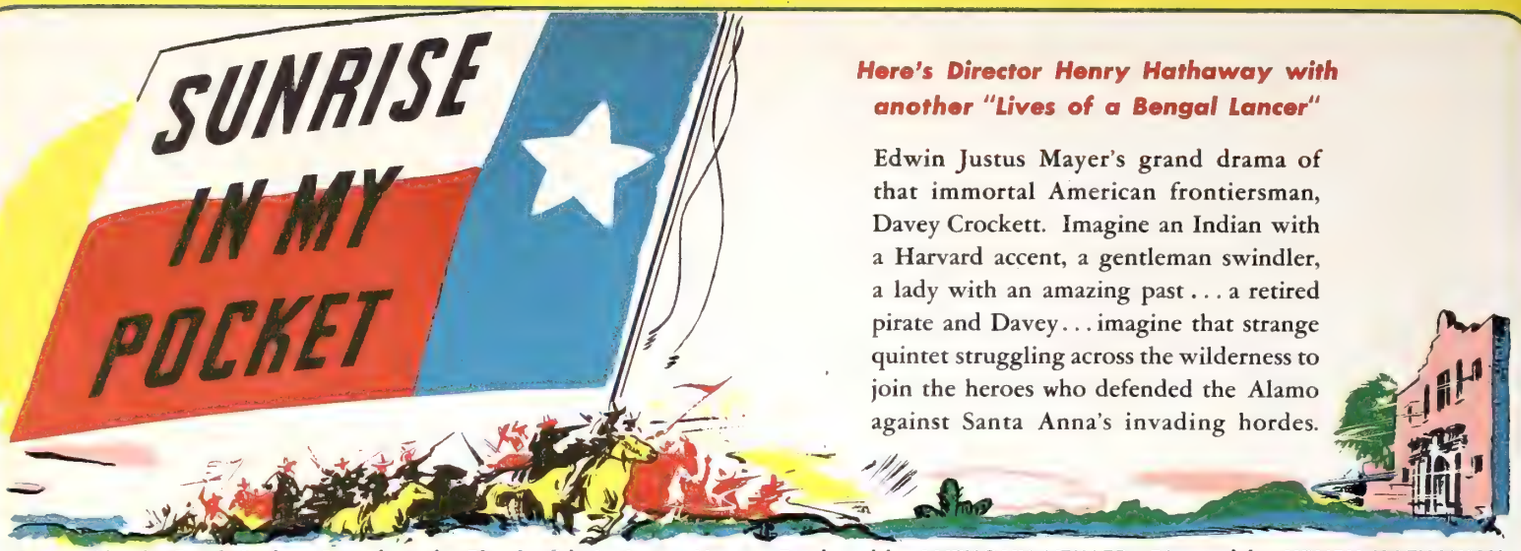
A Big Musical starring the "Oh, Johnny" Band and Bonnie!

ORRIN TUCKER

and his BAND with BONNIE (*Baby Voice*) BAKER

who made "Oh, Johnny" a national anthem!

SUNRISE IN MY POCKET



Here's Director Henry Hathaway with another "Lives of a Bengal Lancer"

Edwin Justus Mayer's grand drama of that immortal American frontiersman, Davey Crockett. Imagine an Indian with a Harvard accent, a gentleman swindler, a lady with an amazing past . . . a retired pirate and Davey . . . imagine that strange quintet struggling across the wilderness to join the heroes who defended the Alamo against Santa Anna's invading hordes.

Screen Play by Frank Butler • Based on the Play by Edwin Justus Mayer • Produced by ANTHONY VEILLER • Directed by HENRY HATHAWAY

Heart-searing drama of the teakwood forests with the emotional power of "Red Dust"!

"MOON OVER BURMA"

DOROTHY LAMOUR
ROBERT PRESTON
PRESTON FOSTER



Screen Play by Frank Wead • Based on the Story by Wilson Collison • Directed by LOUIS KING

America's modern heroes of the air!

RAY MILLAND in "I WANTED WINGS"



Producer Arthur Hornblow, Jr. scoops the field for Paramount with the first big action picture dramatizing the most interesting, most exciting, most nationally important subject in America's hearts and minds today . . . the training and building of America's great Air Defense Corps . . . the flying sons of the U. S. A.

Screen Play by Beirne Lay, Jr. and Michael Fessier • Based on a Book by Beirne Lay, Jr. • Produced by ARTHUR HORNBLOW, Jr.

"TEXAS!"

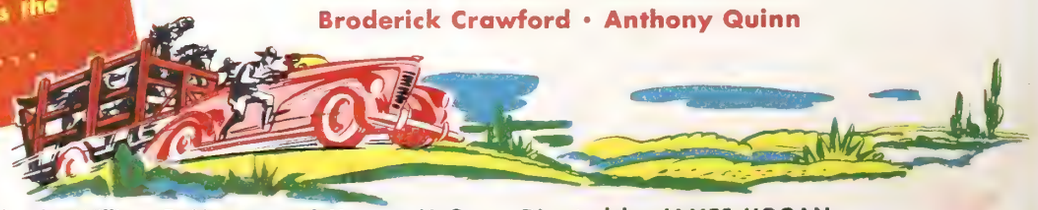
With their horses in trailers the Rangers get their men . . .

Here's a brand new kind of big time Western adventure picture!

starring

ELLEN DREW and JOHN HOWARD

with **May Robson • Akim Tamiroff**
Broderick Crawford • Anthony Quinn



Original Story and Screen Play by William R. Lipman and Horace McCoy • Directed by JAMES HOGAN

A WILLIAM A. WELLMAN PRODUCTION

"The City That Never Sleeps"

(TENTATIVE TITLE)

The best seller "F. O. B. Detroit" has been used by Producer-Director Wellman as the basis for this great human interest screen play!

starring

BARBARA STANWYCK
JOEL McCREA
EDDIE BRACKEN





A heart-stirring drama of love and adventure!

"BIRTH OF A HERO"

with **WILLIAM HOLDEN • MARIA OUSPENSKAYA • ALBERT DEKKER**

Screen Play by Charles Brackett and Billy Wilder • Based on a Story by Brian Marlow and Thomas Monroe • Produced by ARTHUR HORNBLOW, Jr. • Directed by MITCHELL LEISEN

The Amazing Drama of O. Henry's Life!

DOUGLAS FAIRBANKS, Jr. in

"The American Vagabond"

A Borros Morros-Robert Stillman National Pictures Corporation Production



One of the great westerns of all time...

"The Roundup"

A special presentation of the famous play with an all-star cast including DON WILSON as Sheriff Slim

Gambling Lady of the Old West!



CLAIRE TREVOR in "THE SILVER QUEEN"

Story by Wanda Tuchock and Frank Melford
Directed by ALLAN DWAN

Paramount's 1940 football picture!

"Touchdown!"



with **Wayne Morris · Virginia Dale · Lillian Cornell · Frank Fay**

Original Screen Play by Robert Pirosh · Produced by ANTHONY VEILLER

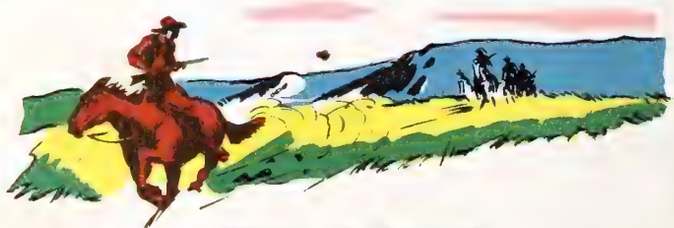
HARRY "POP" SHERMAN Rides Again . . . with Two Big-Time Westerns!



"CHEROKEE STRIP"

(TENTATIVE TITLE)

The famous chapter in Western history... when the Oklahoma Territory was opened to the land-hungry, hard-fighting sons of the Old West. Bernard McConville wrote the yarn.



Peter B. Kyne's

"PARSON OF THE PANAMINT"

Aces among the writers of two-fisted Westerns, Peter B. Kyne never turned out a faster-moving adventure story of the Old West than this drama of the two-gun "Parson of the Panamint."

As experts we believe you can't beat this for ENTERTAINMENT!

L O V E

Radio's most popular heart-interest program
. . . becomes a grand screen drama!

"I WANT A DIVORCE"

starring

JOAN BLONDELL · DICK POWELL

with **Gloria Dickson · Frank Fay · Jessie Ralph**
Conrad Nagel

Screen Play by Frank Butler · Based on
a Story by Adela Rogers St. Johns
Produced by GEORGE ARTHUR
Directed by RALPH MURPHY



Two great stars in a modern "Farewell To Arms"

CLAUDETTE COLBERT and RAY MILLAND in "ARISE MY LOVE"

Screen Play by Jacques Thery, Charles Brackett,
Billy Wilder and Ketti Frings · Based on the Story
by Benjamin Glazer and John Szekeley
Produced by ARTHUR HORNBLOW, Jr.
Directed by MITCHELL LEISEN

Speaking of hearts.... FLUTTER this page!

Conrad's Great Drama of a Human Heart!

"VICTORY"

("AN ISLAND TALE") starring

FREDRIC MARCH and **BETTY FIELD**

with SIR CEDRIC HARDWICKE • Margaret Wycherly
Sig Rumann • Jerome Cowan • Fritz Feld • Lionel Royce

Screen Play by John L. Balderston
Based on the Novel by Joseph Conrad
Produced by ANTHONY VEILLER
Directed by JOHN CROMWELL



SKYLARK

Starring CLAUDETTE **COLBERT** • with MELVYN **DOUGLAS**

Based on the Play by Samson Raphaelson
Screen Play by Dwight Taylor
Directed by MARK SANDRICH

ANOTHER BOX OFFICE "HURRICANE"

JON HALL*
DOROTHY LAMOUR
in

"Aloma of the South Seas"

IN TECHNICOLOR!

Based on the Play by John B. Hymer and LeRoy Clemens • Produced by JACK MOSS • Directed by STUART HEISLER

*By arrangement with Samuel Goldwyn

Elected the people's choice for a long, long term! Henry Aldrich!

THE ALDRICH FAMILY
in
"LIFE WITH HENRY"

with JACKIE COOPER
Leila Ernst • Eddie Bracken • Hedda Hopper

Original Story and Screen Play by Clifford Goldsmith and Don Hartman
Produced and Directed by JAY THEODORE REED



The heart of today's Virginia!

"VIRGINIA"

starring **MADELEINE CARROLL**
FRANCHOT TONE • **FRED MacMURRAY**
with LYNNE OVERMAN • CAROLYN LEE

Original Screen Play by Virginia Van Upp
Produced and Directed by EDWARD H. GRIFFITH



The "Honeymoon in Bali" combination brings you another Love Hit!

"THERE'S ALWAYS JULIET"

Starring **MADELEINE CARROLL** and **FRED MacMURRAY**

Screen Play by Virginia Van Upp
Based on the Play by John Van Druten
Produced and Directed by EDWARD H. GRIFFITH

Henry's Friend Dizzy takes a bow...

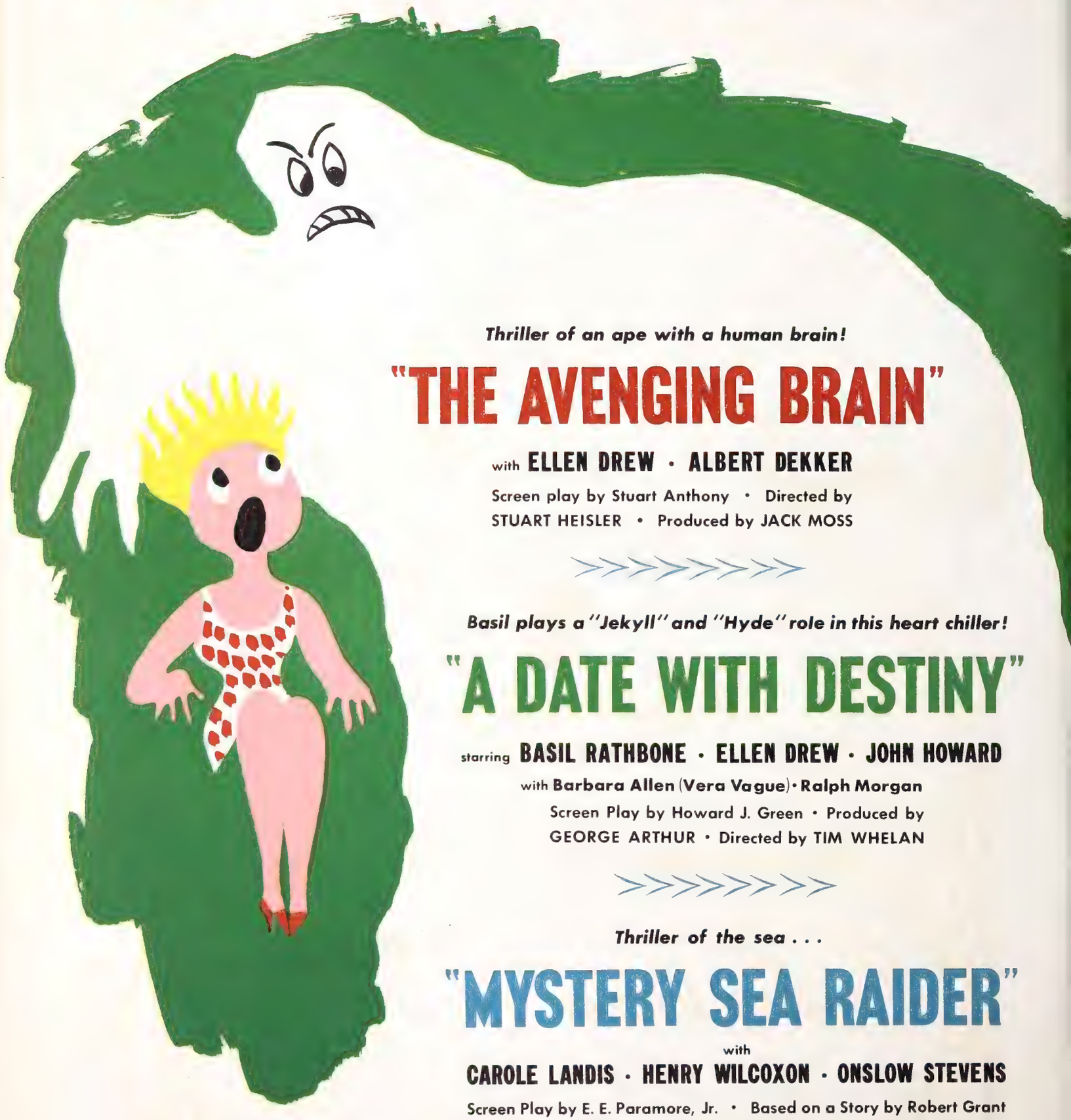
THE ALDRICH FAMILY
in
"HENRY and DIZZY"

with JACKIE COOPER
Eddie Bracken

A SECOND HENRY ALDRICH PICTURE



SHE LOVES TO BE *THRILLED* BY Paramount



Thriller of an ape with a human brain!

"THE AVENGING BRAIN"

with **ELLEN DREW · ALBERT DEKKER**

Screen play by Stuart Anthony • Directed by
STUART HEISLER • Produced by JACK MOSS

Basil plays a "Jekyll" and "Hyde" role in this heart chiller!

"A DATE WITH DESTINY"

starring **BASIL RATHBONE · ELLEN DREW · JOHN HOWARD**

with **Barbara Allen (Vera Vague) · Ralph Morgan**

Screen Play by Howard J. Green • Produced by
GEORGE ARTHUR • Directed by TIM WHELAN

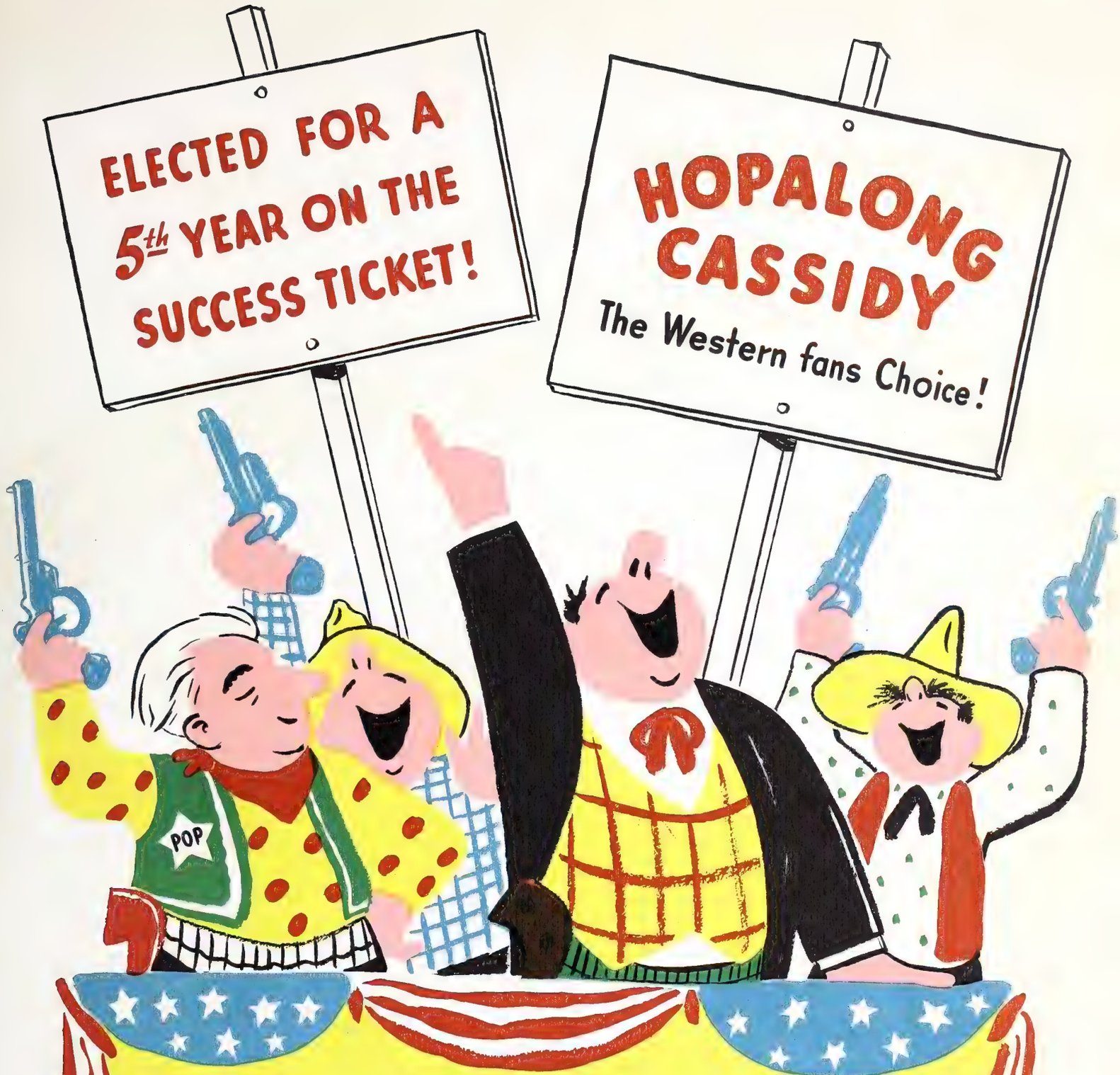
Thriller of the sea . . .

"MYSTERY SEA RAIDER"

with

CAROLE LANDIS · HENRY WILCOXON · ONSLOW STEVENS

Screen Play by E. E. Paramore, Jr. • Based on a Story by Robert Grant
Produced by EUGENE ZUKOR • Directed by EDWARD DMYTRYK



6 HOPALONG CASSIDYS

"THREE MEN FROM TEXAS"
(TENTATIVE TITLE)

•

"TIMBER WOLVES"

•

"DOOMED CARAVAN"

•

"THE BUCKAROO"

•

"PIRATES ON HORSEBACK"

•

"BORDER VIGILANTES"

Starring that great box office western star BILL BOYD with such Hoppy favorites as Russell Hayden in their doing and dying for that master producer of socko westerns, HARRY "POP" SHERMAN Andy Clyde will be featured in the above pictures.

CECIL B.

PRESENTS THE SATURDAY EVENIN

"REAP THE

Millions of Saturday Evening Post readers from coast to coast a
Eighteen Forties, and saying it has the making of a glorious moti
them. The Thelma Strabel story is ours for Mr. DeMille to give it h
wreckers . . . and sailor braw
as screen mater



The

7,103,211 readers of The Saturday Evening Post are reading this sensational serial . . . appearing currently!

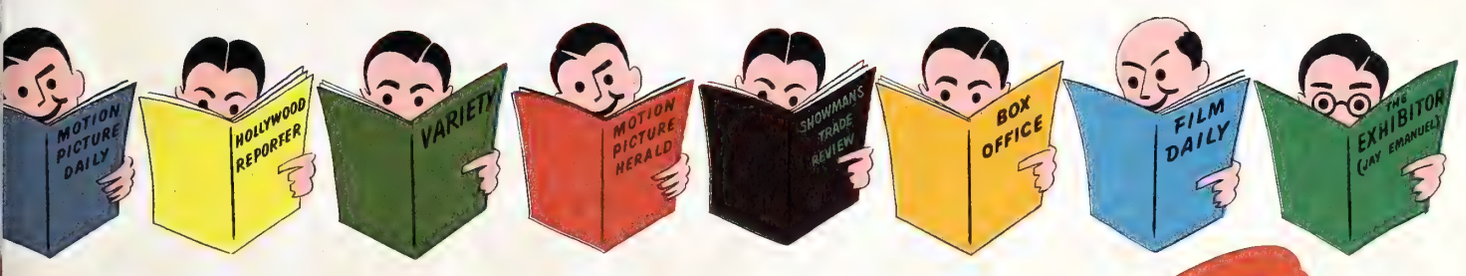
DeMILLE

ST SUCCESS by THELMA STRABEL

WILD WIND"

ling this adventure romance of Charleston and Key West in the roaring
ure...And Paramount's great showman, Cecil B. DeMille, agrees with
gic box office touch . . . And when we say it has sea wrecks and
and all the color of a chapter of American history never before used
plus a deeply human love story . . . well, get ready to reap plenty!

reatest TRADE NEWS of This or Any Day!



IG DeMILLE PRODUCTIONS IN 2 YEARS!

In addition to "Reap the Wild Wind" Mr. DeMille has promised to deliver for Paramount two other equally important pictures between now and the close of the '41-'42 Season.

86 SHORT SUBJECTS

12 MAX FLEISCHER **POPEYES**
Tops in cartoon shorts . . . packed with a million laughs!

8 MAX FLEISCHER **GABBY CARTOONS** *in Technicolor*
The millions who saw "Gulliver" made "Gabby" a star!

13 GRANTLAND RICE **SPORTLIGHTS**
Thrills in the world of sports . . . announced by Ted Husing!

6 UNUSUAL **OCCUPATIONS** *In Cinecolor*
Peeks into the private lives of people the whole world knows!

6 POPULAR **SCIENCE** *in Cinecolor*
For the sixth year this ever-popular series continues to build audiences!

6 GLAMOUR TRAILS *in Technicolor*
Your customers want to go places . . . take them there in your own theatre!

RAGGEDY ANN
A two-reel cartoon in color. Jammed with laughs and heart-interest . . . one of the biggest little hits you've ever played!

6 Paramount **PARAGRAPHICS**
The top-notch series from which came that Academy Award Winner, "Busy Little Bears"!

8 HEADLINERS
This series is hot—hot as the bands it brings you . . . hot as the songs they swing you!

4 *Single Reel* **ROBERT BENCHLEY COMEDIES**
A stand-out on any program . . . book it, advertise it . . . and watch the customers go for it!

10 MAX FLEISCHER **ANIMATED ANTICS**
New gags . . . new tricks . . . new characters . . . Twinkletoes and the Three Spies are featured in a few!

6 MERRY **MODELS** *in Technicolor*
Starring those uproarious, amazingly human new little figures in plastic.

By Arrangement with King Features Syndicate, Inc.

PARAMOUNT NEWS

104 ISSUES

TWICE A WEEK

EVERY WEEK



Wherever the news is . . . whenever the news breaks . . . you'll find a Paramount News cameraman . . . Scoop after scoop has proven Paramount News "First in war . . . first in peace . . . first in the hearts of the exhibitors!"

WARNER AND COLUMBIA GO FOR GROUP-OF-FIVE FORMULA; THREE PERCENTAGE CLASSIFICATIONS

: *Consent Decree Proposal Basis* :

(Continued from page 5)

(a) that the independent theatre is a better theatre than the competing circuit theatre, and

(b) that the distributor has adopted the practice over a period of time of unreasonably refusing to lease pictures to the independent operator in an existing theatre in favor of the competing circuit theatre, and

(c) that the distributor's refusal to lease pictures to the independent operator was in fact due to the fact that the competing circuit theatre was a component of theatre circuit

then the arbitrators shall issue an award prohibiting the offending distributor from leasing pictures to the competing circuit theatre except under separate contract for each picture or group of pictures. The award shall further provide that the offending distributor shall not impose upon or accept from the offending circuit theatre, as a condition of leasing pictures in other circuit theatres, the lease of pictures in that circuit theatre. Such awards shall be appealable to the appeal board.

7. Limitation on lease of pictures to newly acquired theatres.

(a) On and from the date hereof, should any individual, firm or corporation operating a theatre or group of theatres, lease, build, buy or otherwise acquire an interest in an additional theatre in any situation, then and in that event, with respect to the additional theatre, a distributor may lease its pictures for exhibition in the additional theatre only under a lease agreement which relates solely to the said additional theatre as if said theatre were an independent theatre and not part of a circuit.

(b) No distributor shall lease pictures to the additional theatres, referred to in paragraph (a) hereof, as part of a lease involving the lease of pictures in other theatres, nor shall the distributor impose or accept as a condition of leasing pictures in other theatres the leasing of pictures in the additional theatre.

(c) Where any individual, firm or corporation permanently ceases to operate a theatre or theatres in a situation and replaces or substitutes the discontinued theatre or theatres with a newly acquired theatre in the same situation, the substituted theatre shall not be construed as an additional theatre within the meaning of this provision if the seating capacity of the substituted theatre is not 25 per cent greater than the total seating capacity of the discontinued theatre or theatres. However, if the seating capacity of the substituted theatre is 25 per cent greater than the total seating capacity of the discontinued theatre or theatres, the substituted theatre shall be regarded as an additional theatre within the meaning of this provision.

(d) Should any dispute arise as to whether or not any theatre leased, built, bought or an interest therein otherwise acquired in an additional theatre in any particular situation, as provided in paragraph (a) hereof or whether the additional theatre is receiving advantageous treatment because of its membership in a circuit, the same shall be subject to arbitration. The award of the arbitrator shall be appealable to the appeal board.

(e) To further the purposes of the above provision, it is provided that on and from the date hereof should any individual, firm or corporation be engaged to lease motion pictures for additional theatres, then and in that event, with respect to such additional theatres, a distributor may lease its pictures for exhibition in each of the additional theatres only under a lease agreement which relates solely to each of the additional theatres provided, however, that if two or more of the said additional theatres had a common ownership, on or before the date hereof, and continue to be so owned, the distributor may include the said commonly owned theatres in a single lease agreement if the theatres are located in the same exchange district.

(f) No distributor shall lease pictures to the additional theatres referred to in paragraph (e) hereof, as a part of a lease involving the lease of pictures in other theatres, nor shall the distributor impose or accept as a condition of leasing pictures in other theatres the leasing of pictures in the additional theatres.

(g) Upon the complaint of any exhibitor the distributors shall arbitrate the question of whether they have violated any of the provisions of paragraphs (b) and (f). The award of the arbitrator hereunder shall be appealable to the appeal board.

8. Arbitration machinery:

(a) Selection of neutral arbitrators. A panel of approximately 10 neutral arbitrators for each exchange district shall be designated by the American Arbitration Society. Neutral arbitrators shall not have any past or present connection with the production, distribution or exhibition of motion pictures nor any interest in any theatre, as either landlord, lessor or otherwise. The neutral arbitrators shall be paid on a per diem basis when hearing a case, the amount paid to be attractive enough to assure the services of responsible persons.

(b) Advisers to the neutral arbitrator. Each of the parties in interest shall have the right to designate an arbitrator to hear the controversy with the neutral arbitrator to advise with him, but to have no vote.

(c) Arbitration appeal board. There shall be an arbitration appeal board consisting of three members appointed by the court each of whom shall be a person of known impartiality and distinction. One member shall be designated by the court as chairman of the board. The jurisdiction of the board shall be to hear and determine appeals.

(d) Arbitration procedure. An exhibitor who has the right to arbitrate under any of the provisions of this decree may require the distributor to arbitrate the controversy,

(Continued on page 28)

Two Groupings for Flat Rental Deals; Both Have 40% Peak

CHICAGO—Both Warner and Columbia, last two major companies to hold annual sales conventions, will sell their next season's lineups in groups of five, each providing for three different classifications of percentages and two groupings for flat rentals.

In the instance of Warner, no terms are set on the Frank Capra film, "The Life of John Doe," and "The Man Who Came to Dinner." Gradwell L. Sears, general sales manager, has informed the sales delegates no decision will be made until he sees the finished products; that they may be scaled anywhere from 10 to 70 per cent, depending on what is delivered by the producers.

Of the 48 Warner releases 20 are "A" pictures to be sold four at 40 per cent, eight at 35, eight at 30 with the balance of 28 to be sold flat in groups of 16 and 12. During the current season, the policy provided for two at 40 per cent, six at 35 and 12 at 30 with the balance broken up the same way as next season.

How Columbia Stacks Up

The Columbia formula calls for two at 40 per cent, six at 35 and 10 at 30 per cent with the balance of 26 divided into a group of 14 and another list of 12. This compares with the current season of six in the top group and eight in the second top classification with the remainder split into two groups. Actually, the company has added four "A" pictures to the top group and is offering two high budget pictures instead of Capra's "Mr. Smith Goes to Washington."

It is pointed out all of the current program of 40, exclusive of westerns, will be delivered in addition to "21 Days Together" and "Mad Men of Europe," which are being sold separately.

Columbia's southern division chalked up first rating in the Montague 15th Anniversary Campaign. Sam Moscow heads this division. Nat Cohn's New York district took second place.

Warner's 104 reels of shorts are broken down into 18 two-reelers and 68 singles. In the two-reel group will be six Technicolor subjects, "Songs of America," "The Fall of the Alamo," "The Unknown Soldier," "Under Western Stars," "The Mississippi Showboat," "Here Comes the Girls." The first three will be along patriotic-historic style. In addition, Elsa Maxwell is down for three Blue Ribbon comedies, "The Lady and the Lug," "Riding Into Society" and "Throwing a Party." The nine Brevities will include "Ed Sullivan's Hollywood Review," "Kiddie Revue," "Ice Follies," "Sockeroo," "Those Minstrel Days," "The Dog in the Orchard," "Service With the Colors," "In Old Mexico."

ALLIED MAPPING OPPOSITION TO INCREASED RENTALS; OPPOSES DROP IN TAX EXEMPTION

Would Delay Buying If Hike Demands Hold; Co-Op Talk Dies

By GENE RICH

CHICAGO — Preliminary plans were mapped by Allied for the formation of a statistical information and propaganda bureau to combat on a national scale "high film rental demands of distributors" following an expression of approval by the general national convention which opened here Wednesday.

"It is our hope," said Col. H. A. Cole, president, "to build this way a wall of resistance against high demands." Details will be worked out later. Increasing demands have been coming from distributors whose incomes have been curtailed by the European war. Allied leaders have opposed the theory that the domestic market can absorb the foreign loss.

Cole denied rumors of a national Allied buying or booking combine, but it became evident here that the organization plans some propaganda activity among independents designed to delay 1940-41 product deals "as long as high film rentals are sought." This is predicated on the Allied belief exhibitors already have reached the saturation point on rentals.

The appearance of C. C. Pettijohn, MPPDA counsel, and Spyros Skouras, National Theatres president, before the Senate finance committee, regarding the proposed change in the federal admission tax, was condemned. The resolution pledged Allied support to the government defense plan, but added that it should not depart from the policy of placing the cost burden on those better able to pay. A petition will be sent to the House committee to restore the original formula of a ten per cent tax with a 30-cent exemption.

Philadelphia is expected to make a strong bid for the 1941 convention.

"Industry Must Solve War Problem"—Myers

CHICAGO—"The war in Europe and the consequent curtailment of the foreign market creates a problem which the industry must solve," wrote Abram F. Myers, general counsel of Allied States Association, in the annual convention program this week. "But it cannot be solved as some distributors seem to think, by extorting higher film rentals from the American exhibitors. The exhibitors want to be assured that Hollywood is doing its part by taking up a few notches in its belt," he continued. "Also they want to know that if any part of the burden is passed on, it will be distributed evenly as between the different classes of theatres."

Theatre Tax Testimony "Wrong Kind of Meddling"---Cole

CHICAGO—"The wrong kind of meddling can prove mighty injurious to the industry," Col. H. A. Cole, president of National Allied, said this week in commenting on the appearances of C. C. Pettijohn of the Hays office, and Spyros Skouras before the senate committee hearing on the theatre tax changes in Washington.

On all admissions from 10 to 25 cents, a 1-cent tax; from 26 to 49 cents, a 2-cent tax; and on tickets priced at 50 cents or more, retention of the present 10 per cent tax.

"The senate finance committee, sold by Pettijohn on the idea that the lower admissions should be taxed, did not adopt Mr. Pettijohn's recommendation that the higher admission bracket houses should have their tax reduced," said Cole. "But, instead, it recommended that a flat 10 per cent admission tax be adopted from 10-cent admissions on up. This recommendation was adopted by the senate Monday.

"Pettijohn could not stand to see the admission tax applied on the higher-admission-price houses only, which would have helped us little fellows for at least another 12-month period," said Cole. "No, instead, he had to see that the senate socked us—most of whose houses are in the 10-to-30-cent bracket—the full 10 per cent. He gained nothing for the higher bracket houses, but has laid an additional tax burden on the industry that might have been averted."

Says Allied Didn't Want To "Call the Cop"

CHICAGO—In a pre-convention session of "this and that," Col. H. A. Cole, president of Allied, took time off to reiterate that "the last thing Allied wanted to do was to call the cop."

"We would have sacrificed many things not to call the cop," he said, in defense of Allied's legal and legislative program. "But when we had a neighbor who refused to be neighborly, there was nothing left for us to do."

Cole said that it was five or six years after Allied's organization before it took "the last resource left for us—legislation and litigation." He said that they had come to the end of their rope. "Things got worse, instead of better, at every conference we had with the distributors," he added.

Arbitration, as far as Allied is concerned, Cole said, is satisfactory only when proper rules and regulations on which such arbitration board can pass are also adopted.

Referring to a recent editorial by Red Kann in BOXOFFICE, in which Kann quoted "John Lastrun," who felt that passage of the Neely bill would invite competition to smaller independent exhibitors in small towns by throwing product open (see issue of June 8, 1940), Cole said:

"I agree with Mr. Kann in his editorial, but nevertheless, we at Allied still are against any monopoly maintained by artificial restraint, and if any exhibitor—even an Allied member—has a monopoly on product in a small town, it will be better for the industry if others have the opportunity to bid for that product in open competition.

"We do not believe in tieing up product to keep out competition, but rather in giving so much service that no other exhibitor can afford to come into that town. Exhibitors should give back to the public a part of what they take in, keep their theatres modernized, build new ones when they need them, and then competition will stay out, such as my brother and I have done in Bonham." This was in reference to the operation of Cole and his brother, H. S. Cole, of their three theatres, seating about 1,500, in a town of 6,000, Bonham, Tex.

Continuing, he wrote: "Every exhibitor knows that the industry is in a state bordering on chaos. The situation would be very different had the representatives of the major companies lent an ear to Allied's proposals for fair trade practices and fair arbitration instead of demanding that Allied subscribe to a program dictated by them . . .

". . . The adjustment of the major issues of the industry by means of fair arbitration and other vital innovations in industry practice were more of a shadow than a reality when presented at the Minneapolis convention last year, due to the unyielding attitude of the major companies. This year they can be discussed as something substantial and imminent, due to a changed attitude born by the necessities of the situation.

" . . . Not only are the organization and practices of the industry due to undergo radical changes, but there must be created more effective machinery whereby the exhibitors in different parts of the country can cooperate for their mutual benefit in the every-day detail of theatre operation.

" . . . No one denies that Allied is the deciding factor in all the vast movements now on foot which will mould the form and guide the practices of the motion picture industry for many years to come."



THE GREAT AMERICAN ROMANCE

is *HELD OVER* for a 2nd Week at Radio City Music Hall!

"Far and away the finest picture to reach the screen this year" — *Daily News*

"One of the great pictures of all time" — *World-Telegram*

"This is not an ordinary picture. It is exciting...powerful ...and it gives one a passionate desire to enjoy the fullness of life" — *Times*

"It is sheer joy...perfection" — *Sun*

"In a class by itself...more deeply moving than the play" — *Post*

"Deeply moving...real...fascinating" — *Herald-Tribune*

"A great film" — *Daily Mirror*

"Superb entertainment. Far up in the list of Hollywood's greatest achievements" — *Journal-American*

SOL LESSER
presents

OUR TOWN

from the Pulitzer Prize Play by Thornton Wilder

starring

WILLIAM HOLDEN and MARTHA SCOTT

FAY BAINTER · BEULAH BONDI · THOMAS MITCHELL

GUY KIBBEE · STUART ERWIN · FRANK CRAVEN

Directed by SAM WOOD ("Goodbye Mr. Chips")

Released thru United Artists

Arbitration First Settlement Topic

(Continued from page 5)

as to how Thurman Arnold is going to "save face" in respect to his oft-repeated declarations the government insisted on divorcement. Authoritative quarters are of the opinion Arnold may achieve this "face-saving" operation through any one of a number of political machinations. But, in any event, the current settlement conferences "are predicated on non-divorcement; otherwise we wouldn't be wasting our time."

A corollary to this is the purely legal angle that besets the current negotiations. This is said to embrace the view that opinion is divided over whether suggestions being proposed are not violative of the anti-trust laws. In other words, as a spokesman puts it, is the decree, whatever it may be, not subject to further litigation even if approved by Federal Judge Henry W. Goddard?

The thought here is that severe limitations might be placed upon the eight major defendants and none on exhibitors. In this respect, it is pointed out, a decree signed by Judge Goddard would be in the form of a court order limiting the majors to certain specific practices. Under a code or voluntary industry trade practice plan exhibitors would be asked to sign and then agree to abide by its provisions.

Under a decree, it is held, exhibitors would not be compelled to follow through with the limitations placed upon distributors because they would not be regarded as parties to the decree. The point now facing negotiators is said to be how to bring the non-assentors into line.

For example, one source queries, what procedure would ensue in the event an overbuying or clearance case is brought before an arbitration body in a particular territory? The exhibitor complained against does not necessarily have to arbitrate the dispute, if he is not so disposed, because he could claim he is not bound by the decree which the majors would sign.

: *Consent Decree Proposal Basis* :

(Continued from page 25)

giving notice to the Secretary of the Arbitration Board located within his district. The parties to the controversy shall mutually agree upon a neutral arbitrator from the panel established for the exchange district in which the theatre of the complaining exhibitor is located. If the parties cannot agree on the choice of a neutral arbitrator from the panel within a reasonable time, the Chairman of the Arbitration Board shall select a neutral arbitrator from the panel.

(e) Costs of arbitration. The arbitrator shall award costs against either party or apportion them along the parties as he may deem proper.

(f) Sanctions. The arbitrator may provide a penalty in the form of liquidated damages for failure to abide by the award.

In order to discourage unwarranted resort to arbitration, the arbitrator shall be empowered to award a sum of money as liquidated damages in favor of a respondent distributor when he finds that the exhibitor's resort to arbitration was frivolous or made for the purpose of harassment or vexation.

(g) Administration of arbitration machinery. The maintenance and functioning of the arbitration offices and personnel in each exchange district shall be under the jurisdiction of a board consisting of three members. One member to be a representative of the Department of Commerce, one member to be a representative of the exhibitor group, and one member to be a representative of the distributors. This committee shall employ an executive secretary to carry out under its direction the business management of the arbitration machinery. Among the responsibilities of the committee, it shall have the duty of budgeting the cost of operating the arbitration machinery, renting offices, maintaining offices, engaging personnel, etc. Before the entry of the decree the committee shall fix by unanimous agreement the maximum annual cost of the arbitration machinery. It will be indicated by an exchange of letters that the maximum cost so fixed is deemed to be adequate by officials of the Department of Justice. Any increase in the amounts so fixed shall be made only after a majority of the companies have approved.

(h) Financing. The cost of the arbitration machinery shall be met out of a fund made up of (a) a small percentage of the gross receipts of each distributor, (b) a nominal sum such as 5c or 10c per picture leased shall be paid by the exhibitor, and (c) a reasonable filing fee for each arbitration proceeding to be paid by the party filing the complaint.

EXHIBITORS!

Stimulate business by using beautiful Hollywood post cards as inexpensive giveaways.

Stars' homes—famous night spots—beautiful California scenes.

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Favors Wider Spread For Ticket Impost

WASHINGTON—Reaching into the lower income brackets, the Senate will impose an additional tax of something over $110,000,000 upon theatre audiences during the fiscal year which begins July 1, the bulk of which will come from theatres with admission scales of less than 40 cents.

Eliminating that provision of the defense tax bill passed by the House which would have lowered the admission tax exemption from 40 to 30 cents, the Senate finance committee asked the Senate to apply taxes to all admissions beginning at 10 cents, which it estimated would bring in $112,000,000 more than the current tax.

Under a scale drafted by the committee, admissions of 10 to 19 cents would carry a one-cent tax; those of 20 cents, a two-cent tax; those of 21 to 30 cents, three cents; and higher admissions at one cent for each 10 cents or fraction thereof.

The decision of the committee to broaden the tax was reached after hearings at which Charles C. Pettijohn recommended a tax of one cent on admission tickets selling for not more than 25 cents, two cents on tickets between 26 and 49 cents and 10 per cent on tickets selling for 50 cents or more, which he said would raise probably $60,000,000.

Opposes Lowered Exemption

Mr. Pettijohn opposed the House provision for a lowering of the exemption on the ground that it might influence many exhibitors to reduce their admission prices to escape taxes, explaining that the industry cannot at this time afford lower admissions.

He told the committee that the industry has lost 75 per cent of its foreign market, with consequent grave diminution of gross revenue, and must now depend almost entirely upon the domestic audience for not only such profit as may be made, but for actual production expenses.

His suggestion was welcomed by the committee, which was seeking ways of avoiding increased tobacco taxes imposed by the House, and he was asked to confer further with Undersecretary of the Treasury John L. Sullivan regarding its possible application.

All Brackets Pay

In its report to the Senate, the committee indicated that it had given consideration to an increase in the rate of admission tax, but "deemed much simpler and more feasible from an administrative point of view to decrease the exemption from 40 to 9 cents."

As compensation for the extension of the application of the tax, the committee incorporated in the bill a provision that, after June 30, 1945, the admission-tax exemption is to be raised to $3.

This, however, is a meaningless provision, since no Congress can limit the freedom of a succeeding Congress. In other words, if a future Congress decides it is necessary to continue the tax, it need only adopt an amendment to the revenue law.

Colloquy Had Bearing On Suit Progress

NEW YORK—The colloquy between Federal Judge Henry W. Goddard and Paul Williams, prosecutor, during the opening of Louis D. Frohlich, counsel for Columbia, at the early stages of the trial is said to have had a vital bearing in the mind of James V. Hayes, "trouble shooter" for Thurman Arnold, on the progress of the all-industry suit. Hayes is understood to have informed Arnold of the importance of the over-the-bench discussion which is said to have put a different light on the department of justice views. The colloquy, taken from the record, follows:

Seeks Clarification

The Court: "Mr. Williams, just to clarify my own mind: Assuming a producer distributes his own pictures and acquires a theatre to show his pictures, just that alone, stopping there, does the government contend that that is violative of the statute?"

Mr. Williams: "You mean the acquisition of one theatre by the producer for exhibition? One theatre only?"

The Court: "I would not limit it to one theatre. Let me put my question a little clearer. Assume that a producer makes pictures. He has the right to distribute them. There is no question about that?"

Mr. Williams: "No. That seems to be a concomitant."

The Court: "I should think there should be no question about that. Now do you deny that a producer has the right to acquire a theatre to show his own pictures?"

Mr. Williams: "To show his own pictures?"

The Court: "Yes."

Mr. Williams: "I say, your Honor, that is the very limit to which acquisition of a theatre should be permitted to go. And that is not the objection that the government makes in this case—"

The Court: "I did not mean to get into an argument."

Mr. Williams: "I say the very limit to which acquisition of theatres should be permitted by a producer is to exhibit solely his product. The minute you get beyond that, where he goes out into the general market to get other pictures, then you are on the road and you create a situation that leads to the very thing which we claim spells monopolization in this industry, and which, after all the evidence is in, and after you have heard all sides, we believe will lead your Honor to the same conclusion. But there is no use talking of that. That is out of place here."

Presses for Answer

The Court: "I am not so very clear on your position just now, so see if I state it correctly. That the government does not contend the law is violated if a producer distributes his own pictures or acquires theatres, not just one theatre, but theatres, in which to show them."

Mr Williams: "If they are limited to his product alone I should say that that is as far as it could go."

The Court: "But you say he does violate the law when he allows other producers' pictures to be shown in his theatres?"

Mr. Williams: "I say that where a custom or business operation develops, where a few companies have come to occupy the field in an industry, as they have here, so that through a series or system of exchanges the product is first at their command before others have entry into that field, that they have brought about a condition which is monopolistic, in that the tendency is to exclude other producers from entering that market and to exclude other exhibitors from the opportunity of acquiring product from those producers on even terms with other theatres. In other words, the producers by entering the exhibition field, compete with their customers, who are the other exhibitors. They have set up a preferential system, if your Honor please, where that product goes first to their own houses before other exhibitors have an opportunity to secure it upon any basis. I say that that spells an inequality of opportunity which is violative of the fundamental purpose of the Sherman act. Mr. Davis said this morning, he had not heard of any equality that had been mentioned in the Sherman act. We have cited, to your Honor, cases in the memorandum we handed up where the supreme court, time after time, says that the fundamental purpose of the Sherman act is to preserve equality of opportunity. We say that an industrial condition has been set up whereby these producer-exhibitors serve their theatres first, before releasing their pictures to their customers. Thus depriving these exhibitors of an equal right to bargain for and purchase those pictures, and thereby creating a situation that is the soul of inequality, and in and of itself a violation of the law. Now that is our position on it. I say, that so far as the acquisition of theatres by a producer of pictures goes, it must be limited or else it leads to this violation of law. As soon as this situation is caused to exist, an unlawful condition is created."

The Court: "I didn't mean to start a general argument about this. I wanted to clarify in my own mind what the position of the government was."

Davis Makes a Comparison

New York—Referring to the government's complaint which listed approximately 2,500 theatres operated by the five exhibitor-distributor-producer defendants, John W. Davis, counsel for Loew's, compared independent theatre figures for the years 1933 to 1937 and showed the number of theatres decreased 564, but the number of seats increased 383,000.

To quote Davis, who was using the government's petition as a basis for comparison: "In 1933 there were 16,985 theatres owned by independents, and under the withering blast of this conspiracy they sank in 1937 to 16,421. But though the number of those theatres shriveled to that extent in four years, their seating capacity went up from 8,147,000 to 8,530,000; so if they were accommodating more people actually inside their doors during the course of this conspiracy they were accommodating more in 1937 than they were in 1933."

12,281 Employes On Loew List

New York—Loew's has 12,281 employes engaged in the three branches of the industry, according to John W. Davis. In production the number is 4,800, in distribution, 2,200, and in exhibition, 5,100.

The number of stockholders, it was revealed, is 12,000.

Odlum an Advocate Of Divorcement

NEW YORK — Another advocate of divorcement was discovered when, at an RKO hearing for allowances, Floyd B. Odlum, president of Atlas, which controls RKO and has a large interest in Paramount, told Judge William O. Bondy he had tried to "install divorcement" in RKO prior to the start of the anti-trust suit, but had been forced to call a halt due to opposition within the company.

Odlum enlarged on the statement at the conclusion of the hearing. "I tried to organize two separate companies, as I think each company working separately would be more profitable. They are, after all, two separate and distinct branches of the industry and as such have separate problems of management. In the present system one branch dominates another.

"Pictures should be sold on their merits. The reason the plan was discarded was that security interests objected in the company itself, and the rest of the industry was against it. One company could not succeed alone. Theatres should be free to purchase film regardless of affiliation. Why should anybody buy a picture except through its merits?"

Odlum refused to be quoted regarding his present feelings on the subject, but did state his views have not changed.

Odlum Statement Elates Leaders of Allied

CHICAGO—Allied leaders at the annual convention here were elated when advised of Floyd B. Odlum's statement favoring divorcement of distribution and exhibition. Said Allied President H. A. Cole:

"I am glad to see one of the big boys with us. That man really has been reading our book."

Metro Unable to Contact Laudy Lawrence in France

NEW YORK—M-G-M's foreign department has been unable as yet to contact Laudy Lawrence, continental European general manager and one of the company's highest paid foreign executives. The last communication came when he was in Paris 24 hours before the Nazis marched in. Home office executives believe there is no cause for alarm and attribute silence to disruption of cable service.

Reserves Decision on RKO Fee Requests

NEW YORK—A long and protracted hearing for fees in connection with the RKO reorganization held in federal court before Judge William O. Bondy, highlighted court news of the week. After listening to arguments pro and con on requests for over $3,100,000 in fees, the judge reserved decision with the probability it will be several months before amounts to be paid will be known. The hearing was featured by a dramatic appeal by Floyd B. Odlum, president of Atlas, proponents of the RKO plan, who seeks $875,000 in disbursements and 100,000 shares of common stock as a fee.

Odlum's claims were hit hard by Marland Gale of SEC who informed the judge $600,000 was maximum the company could pay on all fees combined. The financier pleaded his cause and declared that to deprive Atlas of its claims would mean the company had reorganized RKO at a cost of hundreds of thousands of dollars for the benefit of other creditors. Over a score of other attorneys, whose requests had been hammered by SEC and Thomas Finletter, new RKO counsel, also pleaded their cause.

Finletter stated that if the fees were ordered paid, RKO might find itself back in bankruptcy adding only $77,000 in cash was available. He also attacked Atlas' request to be paid in full in stock.

Figures were cited showing that during the term of Irving Trust's receivership from 1933-1939 the company had a net profit of $813,949.

The plight of the picture producing company, hard hit by the loss of 35 per cent foreign revenue, and its probable need of cash, was also cited.

Other Court News

Two suits against Walt Disney's "Snow White" were wiped off the calendar when Adriana Caselotti's $200,000 action against Disney Productions, RCA, and Disney personally was dismissed by Justice Peter Schmuck. Miss Caselotti, the voice of "Snow White," claimed RCA dubbed her voice from a sound track, making thousands of records. The other dismissed action was that of Modest Altschuler against Disney Productions Enterprises, RKO, Irving Berlin, and Frank Churchill. It sought $250,000 claiming "Whistle While You Work" plagiarized Altschuler's song "Russian Soldiers Song."

The $35,000,000 estate of Fox Theatres Corp. headed toward a close during the week as Federal Judge John C. Knox reduced bond of Milton C. Weisman, receiver, from $100,000 to $7,500. Fox Theatres, in liquidation, is worth less than $100,000, after seven years of court effort to save something from the wreckage.

Chaplin "Life" Suit

An aftermath of Charles Chaplin's suit against *Time* over publication of a picture of himself was disclosed when C. D. Jackson, vice-president of *Time* and general manager of *Life*, revealed 1,802,325 copies of *Life* with the picture, and 1,212,625 copies in which the picture was eliminated have been distributed. Chaplin's claim for damages of $1,000,000 will be based on the distributed figure.

Thomas W. Evans, executive and salesman for Major Film Labs, has filed a voluntary petition of bankruptcy, listing $100 in assets and $30,292 as liabilities. Among creditors are J. E. Brulatour, $10,000; Eastman Kodak, $655.

Seeks License Suit Delay

Quinral, Inc., operator of the Empire, Brooklyn, is seeking an injunction to prevent Paul Moss, commissioner of licenses, from revoking its license. Moss claims the management admitted children unaccompanied and seated them in the balcony. The theatre denies this.

The Cine Roma, Italian film house on Broadway, has pleaded not guilty to government charges of embezzlement of amusement tax returns and failure to forward these returns over to the government. Federal Judge William Bondy held the management in $1,000 bail. Trial will probably take place in September.

Supreme Court Justice Lloyd Church dismissed the Caron Corp. suit against RKO. The action sought an injunction against "Primrose Path," claiming the plaintiff's perfume was associated with an indecent person in the film.

Supreme Court Justice Schmuck denied Premium Promotion Syndicate's injunctive plea against Price Premiums and Jacob Price, in which the plaintiff sought to restrain use of "Encyclopedia Night" in theatres, claiming it to be an infringment of their scheme using the same name. Damages of $25,000 are sought.

Alley Believed in Nazi Hands

New York—Norman Alley, former Universal Newsreel cameraman famed for his "Panay" exploits and now with M-G-M News of the Day, is unreported. Alley was stationed in Amsterdam when the Germans invaded the low countries. It is believed he was unable to leave in time and is in custody of the Nazis in Berlin.

Shipping Problem For War Newsreels

By DAVE GOLDING

NEW YORK—Newsreel executives frankly admit they currently have no idea how films of the conflict on the continent can be delivered to New York. The only source of war shots is London, and if the air service to Lisbon is discontinued, the transportation problem will be sharply increased.

Audiences, as one newsreel editor points out, want the latest news as soon as possible. Managers report more and more theatregoers are inquiring about the subject of the newsreel.

Significant also is that this war has marked the end of the individual newsreel cameraman who could venture to the front and score "scoops" for his company. The shots are gathered by the British and French propaganda departments and distributed among newsreel representatives.

The Germans have been equally restrictive about cameramen. All photography is handled by men who hold positions in the army and are equipped to fight as soldiers.

Sole instances of "exclusive" material has been due mostly to chance where the cameraman happened to be on the spot in Norway before the invasion and was able to make a getaway before the Germans occupied the territory.

It is possible, according to one editor, with extension of the war to North Africa, individual initiative may have the opportunity to flourish again as in the more romantic newsreel days.

Although there have been some complaints on the "gruesome character" of newsreel shots, a check shows all are inclined to leave the "horror stuff" on the cutting room floor. A great deal of scenes of the dead and wounded, one editor says, are omitted "because audiences are getting enough of war."

One reason for the scarcity of footage on the evacuation of Dunkerque, another editor reveals, is that the entire newsreel equipment accompanying the British army was destroyed by a German bomber.

A "Station Wagon" Overcomes Sears

Pittsburgh—Grad Sears, general sales manager of Warner, actually broke down and wept at the regional convention here when the delegates surprised him with a Packard station wagon as a token of their esteem.

With "Belasco" Edward M. Schnitzer, eastern district manager, presenting the gift, tears welled from the eyes of the sales chief as he accepted the token.

Only the night before, Sears had taken the sales force to task, like a father reprimands his children. But the following morning, with "Belasco" Eddie, as he was dubbed, in the role of spokesman the children thanked their father for his kindness and thoughtfulness during the past 12 months.

Good Business Cures Several Ills

Philadelphia—For three months last winter, American Federation of Musicians pickets marched outside of George Graves' Carman, with signs denouncing him for not coming to an agreement.

For three months, Graves denounced the union for a hard-headed attitude, and refused their demands.

The union wanted a 52-week contract. He wanted a 40-week contract, providing for a 12-week summer layoff.

He won. The union signed a 40-week contract.

But now . . . business at the Carman is so good, the musicians will be retained all summer, making 52 weeks' work after all.

Sees Para't Position Secure Despite War

NEW YORK—In spite of adverse litigation, legislation and declining foreign markets the current and working assets of Paramount's domestic subsidiaries currently aggregate more than $30,000,000, sufficient to cover all liabilities, mortgages and funded debt of the parent company and its consolidated subsidiaries, regardless of when due, Barney Balaban, president, declared at a stockholders' meeting.

There was not a single dissenting vote for re-election of the entire board. Holders of 4,332,000 shares were represented. The meeting consumed less than an hour. Two stockholders questioned Balaban on operations. The president answered all questions satisfactorily but suggested he treat certain queries of a "trade nature" in his office. Directors re-elected are Neil F. Agnew, Balaban, Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, John W. Hicks jr., Austin C. Keough, Earl I. McClintock, Maurice Newton, E. V. Richards, Edwin L. Weisl and Adolph Zukor.

Balaban declared the company's theatre business is "slightly in excess" of the same period last year with "no decline expected." When pressed to designate the proportion of increase he said it was his offhand estimate that "less than five percent" would be close. He added any "improvement in industrial recovery must help our status." Earnings so far for the second quarter "indicate" they will be "substantially in excess of those for the same quarter last year and appear to be approaching" the $1,600,000 first quarter of 1940.

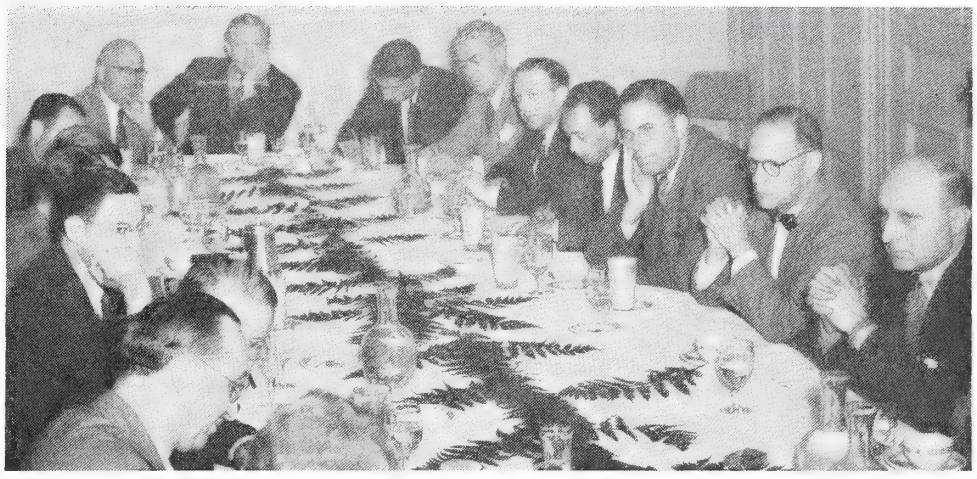
Stresses Foreign Situation

A large portion of Balaban's remarks was directed to the foreign situation. Since start of hostilities in Europe in September, 1939, there was a drop of about 35 per cent in the company's gross foreign revenue, he said, as compared to the corresponding five months of 1938. "Thereafter, and to date," he added, "the decline has been reduced to 20 per cent off from the corresponding period a year ago," due chiefly to the company's program of debt retirement, studio retrenchment and world wide operating economies. He explained Paramount has investments in theatre subsidiaries in England which owe between £600,000 and £700,000 in obligations. "Excess cash which may not be brought to the United States can be used to reduce or retire these obligations," he added, observing also a "temporary suspension of British operations or of the flow of cash from England to the company in the United States will not materially affect us."

In 1939 Paramount's film revenue from outside this country and Canada represented approximately only 10 per cent of the entire gross income from film and theatre operations throughout the world, Balaban declared. "Therefore," he said, "it will be seen a small improvement in our business in the United States could offset any major additional declines in foreign revenue."

Referring to the 80 private anti-trust

(Continued on next page)



—Photo by Ed Sullivan

Freeman Airs His Views—

With members of the trade press, home office sales executives, advertising and publicity representatives, and Barney Balaban, president, in attendance, Y. Frank Freeman, Paramount production head, outlined the company's plans to eliminate "B" pictures and concentrate on about 38 top films for next season. This picture, taken at the Astor, shows the session in full swing. Freeman is second on the left, while Balaban is first on the right.

No More Paramount "B" Films, Balaban Tells Trade Press

NEW YORK—Elimination of "B" pictures on Paramount's 1940-41 schedule "has now been translated into action," declared Barney Balaban, president, during a trade press interview at the Hotel Astor. To demonstrate how this has been accomplished, Balaban had Y. Frank Freeman, executive production head, come on from the coast and explain. Besides these two, others at the luncheon were Neil F. Agnew, sales manager; his three division heads, Charles Reagan, Oscar Morgan and J. J. Unger; Robert F. Gillham, director of publicity and advertising, Al Wilkie and Herb Berg.

Reduced to simple terms, the process Freeman has in mind is to take the money normally expended on flat rental, average program pictures and use it to strengthen the company's top group, largely on the predication that only in rare instances do flat rental films "stand out," and, secondly, because they contribute to double billing—a practice held by the production chief to be the blame for "wasting story material."

Thus, Paramount will drop about 12 "B" films and concentrate on about 38 first line productions. But lest the exhibitor get the impression all he need do when these "extra value" films come along is to sit back and watch the crowds storm his theatre, let him consider his responsibility, Freeman declared. And these are his words: "We do not have enough money to produce pictures and also sell them to the public. The exhibitor must take some of the burden and responsibility away from the producers—assuming the pictures are good. The producer can't carry both loads on his shoulders. The exhibitor must stop relying on producers to put the pictures over for him. We are at the crossroads—producer and exhibitor alike—and whether we succeed or fail may be decided in the next 12 months. The exhibitor must regard himself as a partner if he expects to get the sort of product we must now produce almost entirely for the domestic market."

Balaban observed that as long as the current system of production is responsible for an oversupply of pictures and exhibitors are under pressure from distributors for playdates "they won't do anything different than they have ever done." But, on the other hand, if fewer and better films come out of Hollywood this might lead to more showmanship and possibly longer runs. Ultimately, if all producers followed a "fewer and better" course, he

(Continued on next page)

Paramount Board Continues With 16

New York—A moment after the ballot counters had determined the 16 members of the Paramount board had been re-elected, one stockholder recommended the board give consideration to reducing the number of members on the ground there were too many and this might prove cumbersome in deciding policies. Barney Balaban, who presided at the stockholders' meeting, answered this by saying it was too late to make any changes for the ensuing year, but the board would be glad to consider it for the future. He also observed 16 members were desirable in order to assure a quorum, since some directors are often occupied outside the city when meetings are called. He also made the point they serve without compensation. Hardly had the words left his lips when a woman stockholder cried out: "If that's the case, the more the merrier."

Sees Para't Position Secure Despite War

(Continued from preceding page)

suits and the government suit pending against Paramount and other majors, which he called a "problem of serious concern." Balaban said this "places a great financial burden upon the industry, as well as a serious demand upon the time and energies of executives and personnel . . . The changes sought by the government were so fundamental and far-reaching, and the consequences so serious, the defending companies felt compelled to resist them, believing implicitly in the soundness, legality and business legitimacy of the practices and conditions attacked by the government." He made the flat statement that "representatives of the government and of the defendants upon the invitation of the government" are attempting to effect "practical and workable changes in the trade practices of this industry by mutual consent" which will vitiate necessity of a trial.

In answer to a question Balaban said there was no possible conflict between his capacity as Paramount president and that of head of B&K, with whom he has a contract that expires in about two and a half years. Asked whether a contemplated revision in federal taxation on theatre admissions will be passed on to consumers, he replied this will be left to the discretion of local management, depending largely on the competitive situation. A stockholder interested in the possibilities of the South American market was told by Balaban to "forget about it;" that a slight increase in domestic revenue would offset even up to a 33 per cent increase in South American revenue.

The board meets July 1 to elect officers.

No More Paramount "B's," Balaban Tells Press

(Continued from preceding page)

said, duals might pass into extinction.

"Better merchandising" of product by theatre operators overtoned most of Freeman's remarks. He estimated the total individual bookings each year runs to about 15,000,000. If by creative showmanship exhibitors were able to net an average increase of $5 on each of these bookings "it would answer the problem." The top national gross in this country and Canada, with "very few" exceptions is about $1,600,000, he declared. This figure is based on the present system of admissions. In order to retrieve the negative cost, plus distribution, advertising and cost of prints, the producer must get back "50 per cent more than he put into the picture," and this is without any thought to profit, he added.

Therefore, he concluded, it is incumbent upon the exhibitor to exercise greater ingenuity in selling pictures to the public, because "whether Hollywood makes more or fewer pictures the cost does not come down for top grade talent—the chances are it will go up if fewer are made" and success of fewer but better films rests with the exhibitor, "for his own salvation."

Brandt Objects to Tax on the "Amusement of Children"

NEW YORK—Objection to the admission tax scale proposed to the senate committee in Washington by C. C. Pettijohn of the Hays office and Spyros Skouras was voiced by Harry Brandt, president, at an ITOA luncheon meeting at the Astor Hotel.

Prefacing his remarks with "none of us would deny the government of the privilege of paying taxes at a time like this," Brandt made a plea that taxes "be kept within proper and reasonable bounds." He said the ITOA had put itself on record in opposition and would receive shortly a hearing before the ways and means committee.

Later, Brandt amplified his remarks to BOXOFFICE and said the one-cent tax on a 10-cent admission was "a tax on the amusement of children." He also pointed out enough burdens have been placed on low income groups without adding to them by taxing their theatre admissions.

Revealing there are more seasonal closings now than all last summer, Brandt said a committee had called on Local 306 to request special consideration in a temporary reduction of wages for the summer. Accompanying Brandt were David Weinstock, Hyman Rachmil and Stanley Lawton.

He declared the committee was "pleasantly surprised at the agreeable reception" by the Local 306 executive board. The union officials, Brandt indicated, expressed a desire to confine the problem to individual theatres. An early decision by Local 306 was promised.

On his remarks on the Neely bill and his trip to Washington, Brandt said "as it is now written the bill is licked." He added the bill would have put "a stranglehold on independent exhibitors."

A subcommittee under the chairmanship of Clarence F. Lea (D., Cal.) according to Brandt, is considering redrafting the bill in a form that would include a comprehensive outline of fair trade practices.

Turning to local problems, Brandt warned members to be careful to adhere to the ordinance which stipulates "a certain section of the main floor be set aside for children and be properly supervised by a matron."

He declared the license bureau had been causing trouble for theatres which have let children sit in balconies supervised or unsupervised. The matter is being discussed with the license bureau and should be amicably settled, Brandt said.

Members were also advised to tell representatives of the porter's union the ITOA is the sole bargaining agent and individual theatres could not deal with the union. The union is requesting a revision of the wage scale following conclusion of the contract on September 1.

For the first time, members of the local film board were invited as guests. Brandt said he hopes to make it a regular occasion every three months in an effort to arrive at a better understanding between all branches of the industry.

He declared the "name calling and intra-industry quarreling" was not doing the industry any good. Asserting signs "point to a better understanding among all branches," Brandt stated "we should unite for the common purpose of keeping the business to ourselves and not let outsiders tell us what to do."

The latter half of the meeting was devoted to fund-raising on behalf of the United Jewish Appeal. William Klein, attorney, delivered an address for the amusement division committee.

New Committees for Suit Decree Terms

New York—As the all-industry suit settlement negotiations recessed over the weekend, two new subcommittees were formed. Personnel of both groups, one dealing with discrimination and the other with a study of sales policy as it affects newly acquired or erected theatres, is the same: Joseph M. Proskauer, counsel for Warner; John F. Casky, representing 20th Century-Fox, and George Sher representing the government.

Suspend Studio Wage Arbitration Plan

NEW YORK—The mutually agreed proposal that major studios and the IATSE arbitrate the matter of the latter's members retaining a 10 per cent wage increase, after a trial period, has been "temporarily suspended," according to Y. Frank Freeman, Paramount production head, who was in the east to attend the company's stockholders' meeting and confer on production plans. He returned to the studios over the weekend.

Freeman said there was no point in arbitrating differences of opinion over the wage situation until tangible facts can be ascertained for presentation to the IATSE. These, dealing with the impost of higher production costs and the foreign situation have been difficult to correlate to the point where they would be sufficient proof to obtain the full consent of the IATSE to drop the wage boost. Freeman added there would be no advantage in arbitrating the situation at present, even if producers were fortunate enough to gain a decision. "We would rather settle the matter by mutual consent than have the IATSE turn around and make new demands on us," is the way he put it.

Bright Report by Dembow On Middlewest Prospects

NEW YORK—Outlook among Paramount theatre partners in North and South Dakota, Minneapolis and Detroit is optimistic for the immediate future, according to Sam Dembow, circuit executive, upon his return from a business visit to those spots. He was accompanied by Leonard Goldenson. Dembow states the Dakotas are hopeful over good crops, while the automobile city looks to an industrial spurt.

BROADWAY

IT HAPPENED the other weekend and as a result it's the exhibitors calling the distributors involved "chiselers." Bill Scully and Jack Bowen decided to play George Skouras and Bill White a round of golf at Westchester Country Club, which they did, with the latter two winding up on the short end. After a tour of the greens, the quartet engaged in ping pong and badminton, the exhibitors paired against the distribs. Again the theatre-operating fraternity found themselves on the short end. But then the sports cycle turned to cards, the same teams paired at casino at $1 a point. Not only did Skouras and White make up their losses, but each chalked up a net profit of $214 on the day. Skouras has been paid off. White is still waiting for his check. Every time he tries to get Scully on the phone for the pay-off, the Universal sales manager is either in Canada or Memphis or some other town far removed from Radio City. Bowen has made it apparent Scully will dole out the dough, but for the past week there has been no sign of Scully or the $214. Hence the name calling.

Cresson E. Smith, RKO's western sales manager, left for Minneapolis over the weekend . . . Margaret Driscoll, secretary to F. L. Weber at Columbia, is vacationing in the Poconos . . . Sam Krellberg was at the ringside for the Louis-Godoy tussle. He had a special reason. Louis goes into a serial film for Krellberg in about two weeks . . . Fred W. Deitsch, Columbia executive floor receptionist, is celebrating his 11th anniversary with the company. Says he remembers back when the entire personnel consisted of 50 persons and were all on one floor. The number has increased since to about 500 . . . Clara Deutsch, secretary at Allied of New Jersey headquarters, will be married on June 30 to Arnold Ghinger. The ceremony takes place at Schiff Center, Fordham, followed by a honeymoon at Hunter, N. Y. . . . Rutgers Neilson has been busy attending affairs of the National Editorial Ass'n meeting. He is the only press agent on their membership roles.

Along Film Peddler's Lane: Jules Lapidus, Universal's eastern district manager, acquired a home in Mt. Vernon before leaving on a trip through his territory . . . Harry Furst, salesman at Big U, mourning the loss of his sister, last surviving member of his family . . . John Bolte, who operates three Bronx houses, is sporting a new summer outfit . . . Lester Cohen of the Arcade and his partner, Joe Pearl, are touring the south with their families . . . Harry Blinderman of the Belle circuit has acquired the Palace, Manhattan . . . Moe Lane, Manhattan exhibitor, reports his son is feeling better following an appendectomy at the Park View Hospital . . . Max Cohen, Big U sales manager, is proud because his daughter graduated from the New York Fine Arts School *summa cum laude* and received a scholarship, all on her 18th birthday . . . Izzy Zatkin, booker and buyer for the Lane, Tribune and Gem theatres, Manhattan, is vacationing in Philadelphia with his family . . . The Lesinger freres, Herman, Sam and Murray, are operating the Jefferson, Brooklyn.

Robert Schless, general manager of Great Britain and the continent for Warner, plans to return on the Clipper July 15 . . . Enrique Baez, UA's Brazilian manager, sails on the Brazil Friday. Also on the boat is Carmen Miranda, who did a Portuguese specialty for 20th-Fox's "Down Argentine Way" . . . If Ben Cammack, assistant to Phil Reisman, cannot make that boat, he will sail for Buenos Aires on July 14 . . . On the Uruguay southward bound for a cruise are Mrs. Tom Connors, wife of M-G-M's eastern division manager, and daughter Marjorie . . . Alex Korda is due in on the Clipper Friday . . . Mrs. Laudy Lawrence, wife of M-G-M's European manager, and son are expected over as soon as transportation can be arranged . . . An infection kept Arthur Loew off the tennis courts and out of the office during the week.

Charles Skouras broke a luncheon date with Farmer Bill Powers to break bread with Bill Rodgers at the Plaza Hotel. Squire Powers in turn lunched with Louis Astor of Columbia at the west side Lindy's . . . John A. Downing, RKO's home office representative in Boston, has been appointed office manager of the Hub exchange . . . Bill Scully, Universal's general sales manager, and F. J. McCarthy, eastern division manager, are in Memphis talking a deal with M. A. Lightman. Scully goes to Chicago before returning while McCarthy heads straight back to New York . . . Verree Teasdale, film actress and wife of Adolphe Menjou, is stopping at the Waldorf-Astoria Hotel. She's here on a vacation . . . George Seed, formerly manager of Fabian's Harmanus Bleecker Hall, is now located in Cohoes, N. Y., as city manager operating both the Rialto and Regent.

Leopold Friedman moves from the Warwick to Fifth Ave. and 68th St., October 1. He has the corner apartment on the 11th floor which overlooks the park . . . Frank P. Orsatti is president of the newly formed Phonovision Corp. of America . . . Joe Vergesslich is handling shorts and non-theatricals at the local Warner exchange. He likes it, too . . . Lyle Talbot on Saturday night was guest of honor at the Hotel Piccadilly Celebrity Soiree series . . . Bill Grady has left M-G-M . . . Bob O'Donnell has gone back to Dallas after a brief stay here . . . Frank Freeman came on from the coast to attend the annual Paramount stockholders meet held Tuesday at the home office . . . Earl Hudson was in from Detroit for conferences with Sam Dembow, Leon Netter and Leonard Goldenson.

Joe Rosenbloom, son-in-law of Ed Mantell and in charge of the Art and Tiffany, Bronx, has been confined to Hunts Point Hospital for the past two weeks during which time he underwent an operation . . . Charles Casanave flew to Chicago, Tuesday afternoon, for the Allied convention. He left the Windy City, Friday . . . Milt Kusell has three ears of corn he picked last year from his Goshen, Conn., farm . . . Maurice Brosie, of the State, W. Orange, is still talking about the dinner he had with Spencer Tracy when the star visited on the recent "Edison, the Man" premieres in the Oranges . . . Jack Hattem, chief booker and buyer for the Interboro circuit, makes his headquarters at the local Columbia exchange with a desk and all set aside for his daily use . . . Charles Stern visited Baltimore and Washington UA exchanges the latter part of the week . . . Harold Sugarman, upstate UA salesman, was a visitor at the local UA exchange for periodic conferences . . . W. Ray Johnston is making his permanent headquarters on the coast now.

Frances Bloom, formerly Louis K. Sidney's secretary, has resigned at WHN to devote her future time to domestic life . . . Edward C. Grainger has returned from a 10-day trip through the Feiber & Shea houses in Ohio, Pennsylvania and upper New York . . . Ernest Truex will be back on Broadway soon, having been cast for the Moss Hart-George Kaufman show to feature Helen Broderick . . . Bette Davis is planning an eastern vacation shortly . . . Sam Seidelman is now a member of Arthur W. Kelly's home office foreign staff at UA . . . Mort Shea has been ailing lately and is spending his time at his New Hampshire farm . . . Max A. Cohen, who purchased the Wallack Theatre on W. 42nd St. some time ago from B. S. Moss, is preparing to tear down the structure and erect a new 600-seat house. He also intends to go ahead with the building of a new theatre on 116th St.

Ed Peskay, sales representative for Hal Roach, made his first visit to the company's coast offices since he took on the

(Continued on page 33)



—Photo by Cosmo-Sileo

Vacation Begins—

For George Raft who has completed "They Drive by Night" for Warner and is in New York for two weeks.

Allied Gets Reports On Suit and Neely

(More Details on Page 26)

CHICAGO—The present status of the Neely bill in the house of representatives and the consent decree negotiations were discussed by Abram Myers, general counsel, at the closing session of Allied's convention at the Morrison Hotel. The meeting was a closed affair, for Allied members only.

The convention passed a series of resolutions, embodying most of the discussions of the confab. Briefly, they were:

1. Organization of a standing committee on information that will collect and disseminate sales policies and practices, together with legal data, for all Allied members "in good standing," and that all units cooperate by furnishing such data.

2. A petition to be sent to the film companies asking them not to permit showing of their "A" product on double feature programs.

3. An attack on the Hays organization for appearance of its representatives before the senate finance committee on the admission tax revisions.

4. Pledge of support of personal services and use of Allied member theatre screens to the government in its preparedness and defense program campaigns.

5. An attack on distributor company special drives for dates, claiming they are becoming too numerous now.

6. Praise for Allied leaders' work on the Neely bill and other measures, and at the same time, condemnation of "certain spokesmen for other branches of the industry" for their "efforts to smear Allied and her leaders for their efforts in our behalf."

7. Wishes for a speedy recovery to Al Steffes of Northwest Allied, who is ill, and recuperating in the Minnesota woods.

8. Thanks to Jack Kirsch, of Illinois Allied, for work done by himself and his committees on the convention.

The Thursday afternoon session found varied exhibitor delegates airing their complaints over double features in their territories.

Charles Casanave, head of Advertising Accessories, Inc., made a plea for Allied support by its individual units as well as nationally, stating that the new services of A. A. "would cause a rebirth of and improvement in advertising accessories."

The convention closed Friday night with the annual dinner-dance in the Morrison Terrace Room, with Jimmy Walker, ex-mayor of New York, and onetime general counsel for MPTOA, scheduled to be toastmaster. Dinner parties were held on Wednesday night at the Colony Club, and Thursday night at the Chez Paree.

The total registration ran about 400, including exhibitors, wives of exhibitors, trade press, and equipment representatives.

Arnold Believes Divorcing Theatres Would Be Like "Unscrambling Eggs"

New York—Thurman Arnold has not determined if the government is willing to waive divorcement of theatres but the trust buster, personally, is convinced such a procedure is impracticable, he is said to have told his confreres at the momentus June 3 dinner at the University Club, according to unimpeachable sources.

In fact, these sources declare, Arnold, in describing his own attitude in respect to divorcement, is said to have used the term "it would be like unscrambling eggs."

The entire conversation that evening is understood to have centered distinctly about whether the industry was "in earnest" in attempting, at this time, to set up a workable trade practice formula. After such assurances were given in unequivocal terms, Arnold is said to have advised industry representatives to go about the business of drafting settlement proposals, so that these could be put into effect the moment his superiors consent to status quo of theatres.

Circuit Head Envisions A Pickup in the Fall

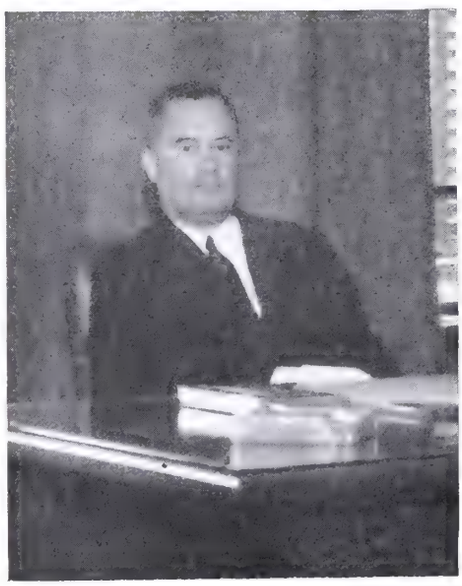
NEW YORK—With business for the period off about 10 per cent, Charles Skouras, head of Fox West Coast, looks for a substantial improvement in the fall. Skouras maintains the war news over the radio is largely responsible for the drop in receipts.

The circuit executive, here for product conferences with his brother Spyros, stresses the need for the steady flow of big pictures. Observing that conditions are "pretty bad" now, he points out, significantly enough, the "bad ones are doing worse than ever at the boxoffice."

Skouras expresses the hope the majors will reach a settlement with the government on the anti-trust suit. He believes it will help boost the confidence of all concerned considering the plight of the industry as a result of the European war.

At the present, Skouras says, FWC has no intention of constructing any new theatres.

Concerning double features, Skouras declares it has been going on for six years and it will be difficult to change the habits of theatregoers. He says they are demanding quality as well as quantity in their film diet.













Played Part in Big Doings—

Richard C. Patterson jr., chairman of RKO, top row left, played a vital part in bringing about the suit settlement discussions under way. A member of the sedate University Club, 1 W. 54th St.—pictured next to him—Patterson held the momentous meeting of June 3 there with Thurman Arnold, bottom row extreme left, Joseph Hazen, next to him, Edwin L. Weisl, third from left, and Earl I. McClintock, Paramount board member. The gentleman on the extreme right is James V. Hayes, better known as Arnold's "trouble shooter" and contact man between New York and Washington during the court, and other sessions.

Paramount Salary Figures Are Filed

NEW YORK—Two actors, Harry L. Crosby jr., more familiarly known as "Bing" and Fred MacMurray outdraw Barney Balaban in yearly salaries, according to the Paramount's report for the year ending December 30, 1939, filed with SEC. Crosby is top man with $250,000, MacMurray follows with $240,333 and Balaban, president of the company, earns $236,333.

The aggregate remuneration of seven directors who are also officers of the company amounts to $689,895. Salaries of six other officers total $150,803. There are 131 employes in production and distribution who receive over $20,000 a year for an aggregate of $6,620,718.

According to the report, three persons received bonuses or share of the profits amounting to $30,000 or more. They are: Ronald Colman, $44,747; Martin J. Mullin, $37,854, and Samuel Pinanski, $37,854. Price, Waterhouse & Co. with $43,913 and Simpson, Thacher & Bartlett with $58,600 are the only outsiders receiving $20,000 or more in fees.

91 Domestic Affiliates

Out of 135 subsidiaries, the company lists 91 domestic affiliates of which it owns 67 directly or indirectly by holding 85 per cent or more of the stock, 22 by controlling from 50 to 85 per cent of the stock, and two others wholly owned but inactive. There are 44 subsidiaries operating in foreign countries which are not listed.

The company, the report shows, has $33,960,726 in securities invested in its domestic affiliates. The company holds 257,651 shares in Balaban & Katz amounting to $20,821,583. In New England Theatres, Inc., the holding of 100 shares is valued at $1,714,210. All others aggregate $11,462,264.

Investment in securities of foreign subsidiaries totals $20,821,583. Included here is Famous Players Canadian Corp., Ltd., with 38,992 shares at $17,664,435.

Cost Allocation Unchanged

The company continues to allocate 85 per cent of production cost to the domestic market and 15 per cent to foreign. Approximately 83 per cent of the domestic is written off in three months and the remaining 17 per cent within 12 months of release. The portion allocated to foreign is written off in 15 months.

It is stated no persons as of May 10, 1940 own more than 10 per cent of any class of equity securities. Adolph Zukor and his son, Eugene, are listed as owning an unpaid balance of $315,000 on stock received as part of proceeds from settlement by the reorganization trustee in 1937.

The securities registered by Paramount with the Stock Exchange and the amount to which they are effective are: Three and one and one-quarter per cent debentures due March 1, 1947, to $12,507,200; six per cent cumulative first preferred $10 par value to $144,562; limited guaranty of Paramount Broadway Corp., first mortgage sinking fund certificates to $8,104,000, and common stock $1 par value to $2,467,275.







—Photos by Cosmo-Sileo

At the Bar—

Some of the men and the place where important meetings were held relative to the much-discussed settlement of the all-industry suit. The three esquires in the top photo are, left to right, Joseph M. Proskauer, representing Warner; Richard E. Dwight, pictured for the first time and counseling for 20th-Fox in place of Colleague Ralph S. Harris; John W. Davis, defending Loew's. Next row, left corner, are Neil F. Agnew, Paramount vice-president in charge of distribution, and George J. Schaefer, RKO president. The nearby granite is the front of the Bar Assn. Building.

New Passport Regulations Cut Canadian Patronage

ALBANY—New regulations on passports for Canadians entering United States are reported to have reduced further patronage at theatres on this side of the border which has been decreasing accordingly as the war overseas became total. The exchange situation is still another factor in the drop. In some places Canadian money is accepted only at a big discount.

"Heaven Too" Into Music Hall at Regular Policy

NEW YORK—After weighing the possibility of roadshowing "All This, and Heaven Too" at the Center, Warner executives decided to open the picture at the Music Hall, July 4, under the regular house policy.

The length of the picture, two hours and 20 minutes, has posed a problem for the Music Hall management which will condense the stage show.

"School Days" a Tasty Dish

Hollywood—To the current entertainment taste, RKO's "Tom Brown's School Days" will be like a thick slice of roast beef and a liberal helping of Yorkshire pudding to a hungry person. And it is just as steeped in British tradition.

In picture form, the comparatively simple, although famous, story of English school life during the nineteenth century possesses the artistic appeal of a fine etching, of which many of its beautifully staged and masterfully photographed sequences are reminiscent. This artistry does not detract from the feature's dramatic and interest-sustaining qualities, but, on the other hand, serves to enhance them.

The cast is splendid and reveals definite juvenile star material in moppet Jimmy Lydon in the title role, although Sir Cedric Hardwicke dominates. Gene Towne and Graham Baker co-produced; Robert Stevenson directed.—SPEAR.

Adjustments Dictate "Wind" Withdrawal

NEW YORK—Adjustments made to subsequent run operators who complained they could not afford 70 per cent for "Gone With the Wind" after the film had been "milked" by extended first-run and moveover engagements has been instrumental in M-G-M's decision to shelve the film the end of July so far as further 1940 bookings are concerned.

This course is not considered radical, it is said, since the original plan had tentatively limited 1940 bookings to 5,000. This figure will be achieved in about six weeks, with approximately 3,500 engagements written off, 1,500 more booked and which are playing off at the rate of about 250 a week. It is estimated that to date 28,000,000 persons have seen the film, some two and three times. On the basis of a Gallup poll conducted before the picture was released and which was a factor in determining the sales policy, executives are of the opinion that, all things being equal, "Wind" should attract up to 25,000,000 persons in 1941. This is confidently anticipated in view of the lower admission scale that will prevail. Current deliberations are said to revolve around a 50 cent matinee-75 cent evening scale, with proportionately lower rentals to exhibitors.

As an indication of the proportionate share of business still available in key cities where the film has played, it is pointed out "Wind" was shown in but 60 subsequent runs in the local metropolitan area aside from two first runs on Broadway, while the company's possibilities in this area is figured at close to 400.

"Stars Look Down" May Follow "Wind" at Astor

NEW YORK—Indications are "The Stars Look Down," English production produced by I. Goldsmith, will follow "Gone With the Wind" at the Astor. The latter film, in its 27th roadshow week, may be pulled within four weeks. Meanwhile, the M-G-M studio is busy editing "Stars." Certain footage necessary to accelerate the pace is said to be before cameras in England at present.

Plans call for a policy at the Astor similar to "Goodbye, Mr. Chips" and "Pygmalion." These were presented at popular prices. "Stars," from a story by A. J. Cronin who wrote "The Citadel," features Michael Redgrave, Margaret Lockwood and Emlyn Williams, and was directed by Carol Reed. The distributor has not included the film on its 1940-41 schedule, but will offer it if special, advance engagements come up to expectations.

RKO Quits Negotiations For 7 Cocalis Houses

NEW YORK—Extended negotiations between RKO and the Cocalis interests for the latter's seven theatres in the Bronx have been called off, according to Malcolm Kingsberg, RKO executive.

Provide Canadian Gov't Films for Fund Raising

NEW YORK—Permission for the Canadian government to exhibit an alloted number of American films free of charge in order to raise money for Canadian war savings certificates was granted L. N. Nathanson, head of Famous Players Canadian Corp. and chairman of the industry committee cooperating with the Dominion government, at the regular second quarterly meeting of the MPPDA board.

Nathanson made a special appearance before the board which voted unanimously to grant his request. All details of the special showings have yet to be worked out. It is said war saving stamps will be used as admission in the campaign to raise money for the Canadian war chest.

Those present at the meeting included Will H. Hays, chairman; E. W. Hammons, E. B. Hatrick, W. C. Michel, Murray Silverstone, George Schaefer, Jack Cohn, Barney Balaban, David B. Bernstein, Joseph Hazen, Charles D. Prutzman and F. L. Herron.

Clearance Suit Charges Are Held "Unfounded"

NEW YORK—Skouras circuit executives declare the anti-trust charges by the River Theatre Corp. on clearance differences between Pearl River and Nyack are unfounded. The plaintiff has the Central, Pearl River, while the defendant operates the Broadway, Nyack, a distance of nine miles apart.

The River Theatre Corp. states it has to wait 52-72 days after Nyack, but the Skouras contention is clearance is controlled by Paterson, N. J., for both towns involved. Further, Skouras does not operate the Paterson, hence the Nyack Theatre has no say in the clearance matter.



In the Bag—

Gene Towne, producer of RKO's "Tom Brown's School Days," smiles with satisfaction upon the bag containing the prints for the premiere at the Music Hall. Towne was bagged by Photographer William T. Hoff at New York's La Guardia Field.

War Tax Measure Is Seen as Price Boon

NEW YORK—Opinion of a number of exhibitor and distribution executives is that adoption of war time tax meaures at theatres will prove a boon to the industry. The war tax amounts to one cent on every 10-cent admission or fraction thereof.

The general consensus seems to veer to the belief such a tax will give exhibitors their first opportunity in years to increase prices. It is held that where an exhibitor is charging 25 cents he will be compelled to add the three cents tax to his price and rather than make the admission 28 cents he would be inclined to charge 30 cents, thereby netting two cents extra for himself.

Similar examples are made all along the line and it is hoped admissions generally will move upward. However, there is a fear some exhibitors, who usually charge 10 cents, rather than add the penny tax are likely to absorb it. This is not expected where there is a 15 cents admission. The tax would bring the new figure to 17 cents and rather than advertise an odd figure, or absorb two cents on each admission, the price is expected to be boosted to 20 cents. Actually this would net the exhibitor three cents, two cents for the government but an overall increase of five cents from the former tariff.

With 85,000,000 weekly admissions as the gauge in the United States, it is the belief of Barney Balaban, president of Paramount, distributors can recoup foreign losses if every theatre owner cooperates.

Admission Tax Collections Lowest for Year in May

WASHINGTON—Federal admission-tax collections in May dropped to the lowest point touched since January, totaling $1,791,095.76 as compared with $2,000,902.18 in April, it is shown by figures just compiled by the bureau of internal revenue.

The month's revenue, however, was well above the $1,605,987.70 collected in May, 1939, and brought collections above those of the corresponding period a year ago for the fourth consecutive month.

The bureau reported that admission tax collections for the first 11 months of the fiscal year which ends June 30 were $20,242,312.69, an increase of $2,262,771.21 over the $17,979,541.48 collected in the corresponding period a year ago.

"U" Retires 12,750 Shares Of 8% Preferred Stock

NEW YORK—Retirement of 12,750 shares of Universal 8 per cent preferred stock has been completed, the shares having previously been purchased out of surplus. Capital of the corporation has been reduced by $1,275,000, the amount represented by the retired shares. Also, the company has extended its revolving credit with Irving Trust and Commercial National Bank and Trust Co. for one year beyond Oct. 13, 1940. The amount has been increased from $2,500,000 to $3,250,000.

BROADWAY

(Continued from page 29)

new post to acquaint himself with the personnel. He returned Thursday by plane . . . Arthur Lee, emerging from Bill Rodgers' office, observing the foreign situation is not propitious for his contemplated new venture, therefore "there's nothing new" . . . Stanton Griffis prefers Barking Dog pipe tobacco . . . Bob Weitman, Paramount manager, was in Newburgh on one of his regular theatre inspection trips . . . Arthur Weinberg, offspring of Columbia's Louis and a Yale student, is a regular visitor to his dad's office . . . Paul Lazarus jr. of the Warner ad department, has taken himself and Mrs. L. a new apartment at 210 W. 78th St.

The Schenck *is anchored in the Hudson. This one is a U. S. destroyer, carrying midshipmen from the Naval Academy on a training cruise . . . Michael Zala has resumed management of Rugoff & Becker's Eighth Street Playhouse after an absence of two years . . . Leo Brecher, operator of the Plaza and Little Carnegie, has leased a seven-room apartment at* 300 *Central Park West . . . Norton V. Ritchey, Monogram's yachtsman, is thinking of mounting a machine gun on his sloop* Outlaw *to volunteer for patrol duty on Long Island Sound . . . Doris Meyer, Tom Loach's secretary, is the latest addition to the Monogram payroll . . . Harry Brandt has taken a summer place near Tarrytown, while brothers "Bingo" and Lou are looking for a farm.*

Aaron Binkow of the Opera House, Bayonne, will turn over the gross receipts of his June 25 and 26 shows to the American Red Cross. He writes, "They are welcome to every dollar, and may these dollars help to alleviate some of the hardships and ease some of the pain the innocents are experiencing" . . . Herman Gluckman is reported to have received $420,000 for his interest in the Republic New York and Philadelphia exchanges when he sold out recently. Herman Rifkin is said to have received $100,000 for his share in the Boston and New Haven exchanges . . . Eddie Zabel's cooling system is not cooling these days and when the heat gets the better of the one-way argument, he journeys down to the office occupied by Aubrey Schenck and Irving Barry at National Theatres headquarters . . . Charles E. Kessnich, southern M-G-M district manager, was in town for a few days.

Reade Plans Four

NEW YORK—Walter Reade will construct four theatres at a cost of approximately $1,000,000 in the New York and New Jersey areas. The project calls for an 1,800-seat theatre in Hempstead, L. I.; a 1,200-seat house in Garden City, L. I., and two in Trenton, N. J., both with a 1,000 seating capacity.

Korda Incorporates

ALBANY—A statement and designation filed with the secretary of state indicates Alexander Korda Film Productions, Ltd., England, is now conducting a business in New York at 729 Seventh Ave. In charge is Basil Bleck. Capital stock totals £200,000; 100,000 shares being valued at £1 each and 400,000 at five shillings each.









—Photos by Cosmo-Sileo

Warner Home Officers in Chicago—

For the company's second regional convention. Top, left, left to right: Tenny Wright, studio production manager; Gradwell L. Sears, general sales manager; Ben Kalmenson, southern and western sales manager, and Carl Leserman, assistant sales manager (back to camera). Top right: Roy Haines, eastern and Canadian sales manager, addresses the convention. Center, left to right: Leserman; S. Charles Einfeld, director of advertising and publicity, and Rud Lohrenz, midwest district manager with headquarters in Chicago. Bottom: Maj. Albert Warner and Mort Blumenstock, eastern advertising and publicity director.

Columbia Profit

NEW YORK—A net profit of $341,348.81 for the nine months of the fiscal year ended March 30, was reported by Columbia. This compares with a net loss of $80,159.80 for the same period last year.

Half Million RKO Profit

NEW YORK—RKO and its subsidiaries report a net profit of $535,088.10 for the 13 weeks ended March 30.

To Visit UA Branches

NEW YORK—Walter Gould, UA's Latin-American supervisor, leaves Wednesday by plane for a three-month visit of the company's branches.

N. J. Allied Meets June 26

NEW YORK—Allied of New Jersey has advanced its next meeting one day to June 26 at the Berkeley-Carteret Hotel in Asbury Park.

PHILADELPHIA

MOTION PICTURE ASSOCIATES comes into official existence June 29 when its charter will be presented at a luncheon meeting in the Broadwood. The group now has 82 members, almost all the eligibles in the business. It takes in branch and office managers, salesmen and persons in the accessory lines . . . Charles Segall and Nan Cinco have become Mr. and Mrs., are honeymooning at the President, Atlantic City . . . A delegation of the Allied boys, headed by Sid Samuelson, hopped off to the Chicago convention . . . Columbians and Warnerites are back from their conventions.

Norman Lewis' Girard and Tom Lazowick's Castle are closing for renovations . . . Showmen Clubbers say they expect to start renovating their new place next month . . . Never a dull moment: Within one week, there was a three-car crash at 13th and Vine Sts.; a fire at the Barr Laboratories, near the same corner; and a tar fire at Juniper and Vine, half a block away. Joe (He Never Sleeps) Drelling, Univeral cameraman, was on the spot at the last fire, but went away cussing when he saw there was about a dime's worth of damage . . . Oscar Neufeld was in Washington, helping arrange union matters for Clark Films.

Alexander Films' yacht is in town, and parties are being arranged for exhibitors. It's docked at the Corinthinan Yacht Club, Essington . . . James P. Clark and Clint Weyer, Horlacher, attended the Virginia MPTO convention at Old Point Comfort . . . William J. Clark, another of the convention-going family, has just got back from the Pennsylvania Motor Truck Ass'n meeting at Conaught Lake . . . Larry Daily, Horlacher office manager, is mourning the death of his father . . . Peter J. Flynn, Legion, White Haven, is also in mourning, for the passing of his wife.

The Columbia Broadcasting Co. and Station WCAU are taking over the front room at the Variety Club for Republican convention broadcasts. Since many of the Republican activities are centered at the Bellevue Stratford, the club ought to have the busiest week in its history. Stag nights have been temporarily discontinued . . . Mike Landow, formerly Universal manager here, later assistant manager at Paramount, and now in the pottery business in York, has annexed a wife . . . Harry Waxman expects to open the Royal, Atlantic City, July 1.

Jack Rose has the distribution of "Mad Youth" for the Washington territory . . . Ben Harris, Masterpiece, is arranging to show films for the kids of Camp Happy during July and August . . . Jess Altmiller, who used to be the ingenious drummer at the Fox when it had an orchestra, now has a vaudeville spot at the Carman . . . Bud Hissner, Academy, Lebanon, who hates vacations the way most of us hate to work, has finally given in and taken a trip to Minneapolis.

Seen around town: Eddie Jones of the Magazzu circuit; John Humphries, Palace, Lansford; Vic Austin, Grand, Stroudsburg; Bill Bayher, Park, Lehighton; Tom Elliott, Garden, Frackville, and Brother Bill of the Palace, McAdoo; William Kneller, Auditorium, Manheim; Harry Dembow of Media and Marcus Hook—and other gentlemen, equally distinguished, whose names slip us at the moment . . . Bernie Hayes, Plaza, Perkasie, went off on what he calls his "twelfth honeymoon," in New York.

Bill Huffman, Warner, West Chester, tied up with the Elks during the Flag Day celebration . . . Bill Morgan, Grand, Vineland, was lucky enough to have 8,000 members of the United Navy Clubs in town when he got the March of Time show, "U. S. Navy, 1940." He ballyhooed the show in hotels, on the backs of menus, in windows . . . Sam Milgram, general manager of Affiliated, is ill . . . Pop Graver of the Grove, Willow Grove, worked up a novel stunt for "Pinocchio." He had colored signs painted on public mirrors around town.

William Brooker, Paramount exploiteer, is in town to whip up business for "Ghost Breakers." He's to become a permanent member of the Philadelphia staff, in charge of the ballyhoo department . . . The current Paramount drive, nearing its conclusion, finds Herman Rubin, local boy, leading the eastern exchanges in business-getting, and George Beattie in third place . . . Branch Manager Earle Sweigert is rubbing his hands in anticipation of collecting on the bet he made with Eddie Fontaine, Washington branch manager, about who would come out ahead . . . Ulrik Smith made a one-day hop to Shamokin.

Maxwell Gillis, Republic, and Dave Lodge, Lodge Billposters, chalked off birthdays on the 22nd; John Schaefer, International Pictures, and Dave Milgram, head of Affiliated circuit, had theirs on the 23rd . . . Henry Friedman, Lansdowne, cuts his birthday cake, if he gets one, on the 25th.



Eastern "ATAHT" Bow—

Cooperation from the Army featured the eastern premiere of "All This, and Heaven Too" at the Earle in Philadelphia. The opening was under the auspices of the state Aid for the Allies Committee.

ALBANY

EXHIBITORS on Filmrow: Adolph Kohn, Rivoli, Troy; Owen Holmes, Auto Vision Theatre, East Greenbush; Henry Grossman, Hudson; Jerry La Rocque, Fairyland, Warrensburg; Ollie Mallory, Starr, Corinth; Leonard Rosenthal, State, Troy; Jim Christie, Strand, Watervliet; Mitchell Conery, Conery circuit, Ravena; Grover Woodard, booker for Harry Lamont circuit; Al Bothner, manager of Hellman's Palace, Troy; Jimmy LaBelle, manager of Family, Watervliet; Ward Craig, manager of Fabian's Community, Catskill; Walter Reade jr., Reade circuit.

Knickerbocker News *storied that Metro's "Edison, the Man" had been awarded* Boxoffice *award as best picture released in May. Film was intensively ballyhooed here . . . National Theatre Supply installed new sound system in Family, Utica, operated by L. J. Carkey . . . Schine brothers and executives served on committees for observance of 50th year of Gloversville as a city. Drawings on prizes, coupons for which were given to customers by merchants, took place Saturday night in Glove and Hippodrome, Schine theatres . . . George Lynch, chief Schine buyer, made one of his infrequent visits to local exchanges accompanied by Bill Kraemer, Albany territory booker.*

Joseph Unger, Paramount division manager, and Milton Kusell, Paramount district manager, other distinguished stoppees. Unger was at Paramount branch en route to Boston; Kusell went to Buffalo after huddling with Manager Clayton Eastman and salesmen . . . Schuyler Beattie, Paramount booker-office manager, back from a honeymoon to Cape Cod with former Rosamund Keenan of Troy . . . Helen Wisper, secretary to Manager Moe Grassgreen, 20th Century-Fox, in Washington for three days to attend graduation exercises at Catholic University of America. A relative in the class.

Bill Barbour, manager of Lansing, North Troy, is a proud papa, new arrival being a girl . . . Meyer Paul, who operates a film delivery service to Schenectady, keeping busy . . . Leon Herman, RKO salesman, saw Neil Hellman, Hellman circuit, while Herman was in New York for company convention . . . Stanleigh P. Friedman, vice-president of Warner Bros. and native of Albany, in town on business. Friedman is a composer of note, having authored famous Yale marching song, "Down the Field," and music for "Albany Charter March," for 300th anniversary of incorporation of Albany. Warner salesman pictured in Boxoffice *with Manager Paul S. Krumenacker and fellow worker, George Goldberg, answers to name of Dick Struwe, not Phil Struwe.*

Mrs. Nathan Sodikman received a graduate certificate in social service work from University of Buffalo. Previously won a bachelor's degree at University of Boston. Her husband in Buffalo for commencement and then back to Albany, where they are living . . . Muriel Lanahan, M-G-M contract department, on vacation. Ditto Andy Roy, manager of Warner's Strand, who visited brother in Cleveland.

BALTIMORE

HARRY BAUER was re-elected president of the Motion Picture Projectionists Union and Harry Cluster was re-elected business manager . . . Flag Week was celebrated by all Rome theatres . . . The Little Theatre, managed by Mac Wineberger, ran a 40-year-old newsreel . . . Marvin Silberman, son of Lillian, cashier at the Preston, graduated last week from City College . . . Bill Hicks opened his new theatre, the Westport, in Westport, June 20 . . . Robert T. Marhenke, Broadway, is away on a two-week vacation. He plans to visit the World's Fair and Atlantic City. Walter Cohen, Leader, is pinch-hitting for him.

Charles Leventhal, operator of the Waverly and McHenry, is the father of an 8¼ pound girl . . . Buddy Silverberg, Park, is back on the job and looking very well . . . James Elliott, Lord Calvert manager, is confined to South Baltimore Hospital. Appendicitis . . . Mrs. Lou Cohen, Essex, is sporting a new red sedan . . . Mr. and Mrs. Sam Soltz, Howard, and friend seen dining on Washington Blvd. Sam is looking very well.

A Flag Day parade was held June 16 at the War Memorial. Among showmen who participated were: Dave Kaiser, Maryland Display; Abe Cohen, Essex, and Harry and Al Vogelstein . . . Allen Kahn, Pennington, still thinks he can play pinochle . . . A silent film, "Life in the U. S. Coast Guard," was shown to Boy Scouts of the western district at Harlen Park Church . . . The new Highland's grand opening has been postponed.

RKO Biggies to Buffalo For Elmer Lux Affair

BUFFALO—A. W. Smith jr., general sales manager of RKO; Bob Mochrie, eastern sales manager; Harry Michalson, short subjects sales head; Mike G. Poller, head of the playdate department; and Bob Wolff, New York exchange manager, will arrive by plane Monday for the Variety Club testimonial that night for Elmer Lux, recently promoted from salesman to local branch manager.

Charles Boasberg, promoted to east central district manager after being top man at the local exchange; Lux, Smith, Vincent McFaul, Charles Hayman, Bill Mahoney, Syd Lehman, Bob Murphy, Bert M. Stearn, George Roberts, Judge Joseph Kelly, Syd Samson, John Nolan, Myer Schine, George Lynch, Herb MacIntyre, Nick Dipson, Nick Basil, Moe Silver and Assemblyman Harold Erlich will occupy the dais.

R. P. Rosser Is Named NTS's Albany Manager

ALBANY—R. P. Rosser is the new Albany manager for National Theatre Supply Co. He succeeded O. E. Williams, who returned to Louisville. Rosser had been in the Buffalo branch for seven months before coming here.

REVIEW FLASHES

CAPTAIN IS A LADY, THE (M-G-M)—A snug little comedy which will do yeoman's service in the niche for which it was produced, namely, supporting fare at the deluxers and top billing in neighborhood showings. Charles Coburn, flanked by a bevy of tried and true character actresses, is featured as a salty, retired sea captain who is the only male inmate of an old ladies' home. His characterization is up to his usual high thespic standard. Frederick Stephani produced; Robert S. Sinclair directed.

CROSS-COUNTRY ROMANCE (RKO)—Most audiences in search of light diverting entertainment should find this easy enough to take, albeit it patterns closely after the now historic "It Happened One Night." As a comeback vehicle for Gene Raymond, however, it serves its purpose, its quota of laughs and moves along rapidly throughout. Cliff Reid produced; Frank Woodruff directed.

MILLIONAIRES IN PRISON (RKO)—A fresh salt on the conventional penitentiary melodrama, in which the usual grimness has been alleviated by welcome touches of humor, places this above the general average of program fodder. Among its assets can be listed a winning performance by the perennial Lee Tracy, bobbing up again to give an excellent account of himself. Howard Benedict produced; Ray McCarey directed.

QUEEN OF THE MOB (Para)—Adhering to routine as a gangster melodrama in every respect, this is aimed for consumption by the action house. The production displays some measure of class but the story, based on material supplied by J. Edgar Hoover, holds no surprises. Cast is adequate. Edward T. Lowe produced; James Hogan directed.

UNTAMED (Para)—All that saves this one from hopeless mediocrity are the impressive and vast scenic backgrounds of the Canadian woods, in which it finds its locale; the fact that they are expertly photographed in Technicolor, and a spectacular blizzard sequence. The screenplay, an adaptation of the Sinclair Lewis novel, "Mantrap," specializes in the obvious; the cast, although it tries hard, cannot transcend the material with which it is supplied, and direction by George Archainbaud is sluggish and heavyhanded. Paul Jones produced.

WAGONS WESTWARD (Rep)—Fits the niche between regulation westerns and the product of major companies which occasionally do an outdoor epic. Story has twins, one good, one bad, working out their destiny. Chester Morris, Buck Jones, Anita Louise. Lew Landers directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

RICHMOND

WITH this week's show, the National will discontinue flesh for the summer, according to Al Nowitsky, manager . . . Walter Nelson, former projectionist at the Lee and now working in Washington, was a visitor . . . Bob Egan, manager of the Park, returned to work after vacationing over on the Northside . . . Seth Cocke is the new relief usher at the Colonial . . . Leonard Kamsky, former doorman at the Capitol, has returned from Johns Hopkins in Baltimore for the summer months.

The Old Dominion Barn Dance, which has been playing to big crowds at the Mosque every Saturday night, has been discontinued for the summer. The troupe is going on the road . . . Tom Pitts, East End manager, took a day off and went to the movies . . . George Clarke, city manager for Lichtman theatres, is vacationing down at Hampton . . . William Stubs, Carillon usher, is back on the job after being out sick . . . Charlie Yerby, assistant manager at Loew's, and Pete Stainback, chief of service, spent their day off fishing down at Bowler's Wharf . . . From all reports, the convention at Old Point Monday will be the best ever. More about it next week.

Harry Roth of Pitts-Roth Theatres in Suffolk married Miss Sylvia Kamsky here last Friday at the Jefferson Hotel. They are motoring to Florida on their honeymoon, stopping in South Carolina to call on some of his relatives. Sylvia is a sister to David Kamsky, advertising manager for Neighborhood Theatres . . . Leo Beresin of Berlo Vending Co. was down from Philadelphia for a couple of days making the rounds with Mercer Stillman, local representative . . . There has been a scarcity of film salesmen recently, no doubt owing to the conventions of the various companies . . . Trip Caldwell, Colonial operator, went fishing and caught a few.

The Lyric stock company closed suddenly after struggling along for five weeks. Reason: Lack of air conditioning, which caused a lack of attendance. They expect to reopen in the fall . . . Muriel Stevenson, Frank O'Brien's secretary, visited the dog show near Madison, N. J. . . . Mrs. Tom Pitts has been vacationing in Suffolk . . . Luther Jones and Harry Harlow, service staff, Grand, have returned from their vacations . . . Ed Auger and Jib Owen, RCA representatives, were here . . . Sam Wheeler, Fox manager, was also in town . . . George Hester, doorman at the State, had a blessed event at his home the other day when the stork left a nine-and-a-half-pound boy, named George Marvin . . . Clarence Edwards, doorman of the Patrick Henry, graduated from John Marshall High School last week.

Mervin Ullman, Altec engineer, was relieved for several days by "Mack" McLaughlin of Baltimore . . . Roy Michel and Jack Moses, screen surfacers from Pittsburgh, were here several days going over screens in Neighborhood Theatres.

WASHINGTON

RUDY BERGER, chairman of the Variety welfare fund committee, presented the club's donation of $200 to the Needy Children's Camp Fund . . . W. S. Snidow of the Palace, Christianburg, Va., has been elected to the city council, polling a vote exceeding that garnered by the mayoralty candidate . . . Johnnie Fox is building a new house in Pocomoke, Md., same to be ready for a September 1 opening . . . Sam Flax's sister, Dorothy, was married to Julius Shapiro, June 16 . . . Mike Leventhal of the Lord Baltimore is a grandpa again . . . Spud Query of the Lincoln Theatre Corp., Marion, is using the range-finder for a spot in West Virginia.

Warner Theatre Items: Mary Horner has returned from her vacation the picture of health . . . Roy Schatt is still on his . . . Isabelle Baugh is back from hers, having been "at home" for the past two weeks . . . Bill Ewing is polishing the rod and tackle for nibbles on New Hampshire lakes . . . Mary Lou Swenarton will appreciate two weeks of sunshine for her scheduled two weeks which will include a World's Fair junket . . . Lawrence Snoots, manager of the Sheridan, will be married to Margaret Eleanor Lansdale at St. Gabriel's, June 29 . . . Frances McCormick, telephone greeter, and Henry Coons, Penn manager, will be in the wedding party (a forerunner to their own nuptials which are in the offing) . . . Mrs. Norma Newnam is sporting a new car . . . Jack Nicholson and Sidney Newman, home office auditors, are making the usual check . . . Frances McCormick is vacationing and can be seen about town—trousseau shopping no doubt . . . "Rusty" Duncan, sec to Publicity Director Frank LaFalce, gathered the girls of the office at her home for an old fashioned "knitting" session.

Alice Keylor of NSS is flashing a sparkler and it could be a twosome when the leaves are falling . . . Mr. and Mrs. Jack Schneider, proprietors of the Cinema Club, celebrated their 12th wedding anniversary, June 17 . . . Starting June 19 the Hiser, Bethesda, inaugurated six weeks of midweek matinees featuring the Judith Clayton Marionettes as a solution to the kiddie vacation problems . . . The "Cabin Kids" of stage, screen and radio are appearing at various houses in the Sidney Lust circuit . . . Oscar Neufeld of Clark Film, Philly, paid a visit to Horlacher's Ralph Binns.

Movietone News: Mary Hughes has just let it be known she and Pete Prince, Metro booker, motored to the courthouse in Winchester, Va., on December 2 and said "yes" to the justice . . . "Pat" Taylor is vacationing . . . Edith Silverberg's mother, who served as a yeoman (F) during the first World War, has been hospitalized in Mt. Alto Hospital . . . UA's George Helms has returned from his hilarious vacation in Georgia still smitten with single blessedness . . . Ray Turner, accessory manager, suffered a severe foot injury while bathing last weekend, with a mean sunburn adding to his discomfort . . . Alice Hildebrand is setting the pace with a new coiffure . . . Marcie Plant is mighty proud of her new special de luxe sedan, and is it colorful! . . . Columbia's Freddie Sapperstein emulates a bigtime biggie while nursing a scentful panatella . . . Ann Taylor has joined the RKO inspection staff. Her coworker, Lillian (Georgia Peach) Duke, is vacationing . . . W. S. Savage of the RKO legal staff visited with Brand Manager Bob Folliard.

Jimmy Owens, RCA representative, advises that Sidney Lust has installed new RCA equipment in the Milo, Rockville, Md.; that Frank Hornig has done likewise in the Horn, Baltimore, and that Lloyd Wineland is installing same in the New Highland, under construction in Anacostia . . . Did you know that Ike Notes was quite a track man at Georgetown University in his younger days?

Metro Chatter: Rudy Berger celebrated a birthday, June 19. The salesmen and Carlton Duffus surprised him with a beach robe, slippers and kerchiefs. What? No sun glasses? . . . Those journeying to the MPTO convention at Old Point Comfort, Va., included Mr. and Mrs. Rudy Berger, Mr. and Mrs. Carlton Duffus, Mr. and Mrs. Jack Goldberg and family . . . Birthday greetings to Ida Barezofsky . . . Ed Haley, Lichtman theatres, is back from his vacation and is feeling as fit as the proverbial fiddle . . . Al Miller, 20th-Fox accessory manager, is spending his two weeks hobnobbing about the old homestead in Baltimore . . . Curtis Hildebrand has joined the Advertising Accessories staff.

Consolidated Shutters Ascot in the Bronx

NEW YORK—Consolidated has finally darkened the Ascot, one of the six Bronx houses slated for summer closings. The circuit, it is said, still has the Avalon, Fleetwood, Oxford, Kingsbridge and Jerome on notice for a sudden shutdown.

Meanwhile, poor business accounted for seven other shutterings in the metropolitan area. Manhattan houses are the Bijou, Clinton, Palace, Second Avenue and Belmont, in addition to the Strand, North Tarrytown and the Playhouse, Rye.

The Ruby, an old East Side landmark, is being demolished.

Schenck Renewed for Five Years, Talley for Three

NEW YORK—Joseph M. Schenck, chairman of the 20th-Fox board, and Truman H. Talley, producer of *Movietonews*, have had their contracts extended, the former from Aug. 22, 1942, to March 31, 1947, and the latter from June 14, 1940, to June 13, 1943.

There is no change in salary for Schenck which is reported at $2,500 a week. Talley, under his expiring agreement, received $1,000 a week, but under the new arrangement gets a boost of $250 a week. However, the new contract reads his salary shall be subject to reduction if a general cut is instituted.

Precedental Ruling In Broadway Zone

NEW YORK—Of particular significance to independent operators within the Broadway zone is a decision of Judge Carroll G. Walters dissolving an injunction against the Belmont previously granted by Judge Samuel I. Rosenman, and dismissing the complaint brought by Local 306, projectionists union, against the theatre.

The court's decision, coming after Emil K. Ellis was called in to defend the theatre at trial, is said by the attorney to be the first to hold that granting of a temporary injunction in a labor dispute after trial, is not conclusive on the trial court. Ellis states the ruling circumvents Section 876A of the civil practices act.

When the action was originally filed in 1937 by the union, it sought to enforce the Belmont to adhere to a wage scale for operators set up in the 10-year contract between Local 306 and the ITOA on the ground the Belmont, which Sam Krellberg owns, was an ITOA member. At that time the theatre was paying $63 a week for two operators. The action sought to compel Krellberg to raise the wage scale to $275 a week for four operators, which, with the subsequent 10 per cent raise recently granted Local 306, would bring the aggregate weekly operators' salary to $302.

Judge Rosenman granted the union a temporary injunction and the Belmont was required to pay projectionists according to the higher scale. Subsequently Local 306 sought to make the temporary injunction permanent. When the case came to trial Ellis contended (1) Krellberg had not been duly admitted to the ITOA according to its by-laws, (2) the organization had no power to make a 10-year contract with Local 306 binding on non-assenting members, and (3) the Belmont was not a typical Broadway theatre.

Apparently Judge Walters was not in accord with the plaintiff's version of what constitutes a Broadway theatre, which went like this: Any theatre between 34th and 59th Streets and Sixth and Eighth Avenues. Harry Brandt, a plaintiff witness, said a Broadway theatre is one showing first run films in the Times Square area and which has a transient trade. He said the Times Square area is between 42nd and 50th Sts. and Sixth and Eighth Avenues, although conceding the Miami on Sixth Ave. and the Waldorf on 50th St. are not first-runs.

Matthew Levy, counsel for Local 306, is expected to appeal.

Operators' Strike Closes F&M Units

St. Louis—A strike of operators Thursday closed 27 Fanchon & Marco theatres here. The strike was called when the circuit refused to dismiss two suits against the union for $75,000 and $200,000 as a condition of a new wage contract. Other houses in the city are not affected.

Bankers Change Gov't Attitude

(Continued from page 4)

ton on future moves. The night before former Judge Joseph M. Proskauer opened, Hayes indicated a recess would be taken. However, when Williams did not say anything in court the following day, Proskauer approached Williams after his opening and asked him the why and wherefore. Whereupon, Williams said he was waiting for the defense to make the move. Proskauer said he was waiting for Williams, but in any event both sides wanted the other to start the ball rolling.

Immediately after Judge Goddard gave his blessing to a temporary adjournment of the trial so both sides might proceed on settlement discussions, distributors got busy at their own headquarters and also squeezed in two sessions with Arnold. Nothing near a tangible basis for settlement came out of these meetings with the trust buster, but it was mutually agreed "in principle" an approach was at hand.

Arbitration was the first subject tackled by the lawyers amongst themselves.

Session in Schenck's Office

Indicative of the industry's respect for the government's desire that all interests be appeased in whatever trade practice formula is ultimately adopted is the star chamber session held in Schenck's office the morning of June 17. Those who attended were, in addition to Schenck, William F. Rodgers, general sales manager of M-G-M who played a leading role in the negotiations that resulted in the ill-fated code of fair trade practices; Gradwell L. Sears, general sales manager of Warner and right bower to Rodgers during the code palavers; John W. Davis, representing Loew's; Proskauer, Robert W. Perkins and Hazen, for Warner; J. Robert Rubin, Leopold Friedman and Charles C. Moskowitz, also for Loew's, and George J. Schaefer, RKO president. It is significant Sears chose to attend this meeting rather than the opening day of his own company's second sales convention in Chicago.

According to authoritative sources, the Monday morning session revealed the attorneys and executives are considering the relevant merits of the respective highlights of both the commerce department proposals as well as the code of fair trade practices. At 2 p. m., the same day, Schaefer, Davis, Hazen, Sears, Proskauer, Neil F. Agnew, Austin C. Keough, Thomas D. Thacher, Richard E. Dwight, Edward F. Raftery, Benjamin Pepper and Williams held a conference at the Bar Ass'n Bldg., a stone's throw from the Hays office on 44th St.

It was at this juncture the first formal debate for an acceptable draft came about. After a few sessions, it became apparent the overall importance of the task would require several months to complete. The view in this respect is that any plan which might be developed from present negotiations would give quicker relief to complainants than a trial which may last a year or two with at least 12 to 20 months for adjudication by the supreme court.

April Film Stock Deals By Company Executives

WASHINGTON—Transactions of film company officers and directors in the stocks of their corporations in April are reported by the securities and exchange commission in its semi-monthly summary, as follows:

Columbia Pictures: Acquisition of 100 shares of common stock by Abraham Schneider, New York, officer, and exchange of 31,321 common voting trust certificates for 31,321 shares of common by Jack Cohn, New York, officer, whose interest at the end of the month was 31,876 shares.

Birth of the Movies Is Remembered

Pittsburgh—The current week, starting June 16, is occasioning a celebration by the Harris Amusements of the 35th anniversary of the world's first motion picture theatre. It was on June 19, 1905, that the late Senator John P. Harris, and his brother-in-law, Harry Davis, opened the Nickelodeon in Pittsburgh, the first all-moving picture theatre in the world. All of the Harris houses are taking part in the current anniversary campaign.



Short Subject Reviews

The U. S. Navy

(March of Time—Vol. VI, No. 11)

RKO 19 *Mins.*

March of Time, in its latest issue, surveys the navy and explains how it will be developed and expanded under the new national defense program. The editors point out that under the present administration the government has spent four and a half billion dollars on the navy and will have to spend many billions more. Which will make a lot of people sit up and take notice. All forces of naval defense are shown, and development of the navy since the famous, five-power conference is dealt with. It has been pointed out previously that the MOT editors are trading close to the line of propaganda. With this issue, they hopped over squarely with both feet.

Stranger Than Fiction No. 78

Universal 9 *Mins.*

Herein are scenes of a college student who spends most of his time doing hand stands; a woodcarver named Quigley who models pioneer scenes in Portland, Ore.; an airline pilot's hobby—miniature railroads; a cartoonist who draws blindfolded; two women who fashion clever knick-knacks from sea shells and a Reading, Pa., modeler who builds wagons. Interesting, as usual.

The Foul Ball Player

Paramount (Stone Age Cartoon) 7 *Mins.*

The commentator on the sound track tells how our ancestors played baseball. Then this bit of whimsy starts off. At first it lags but when things really get going between the Granite Giants and the Marble Midgets, there are many laughable situations which should particularly appeal to kids. Final results: Midgets win with the aid of allergy. The Giants all have hay fever and the golden rod settles their hash.

Cradle of Champions

Paramount (Sportlight) 10 *Mins.*

Youngsters who may probably be the next champions in various sporting endeavors are shown in this reel at practice. It covers horseback riding, broad jumping, shot-putting, skiing and finally boxing by five-year-olds at Annapolis. It is appealing throughout. The last sequence is good for a laugh anywhere. Worth while.

Onion Pacific

Paramount (Popeye) 10 *Mins.*

Popeye and Bluto run trains for a state franchise. In addition Olive Oyl offers a kiss to the winner. Everything that could possibly happen in an animator's bag of tricks does and the result is a whirlwind subject. The invention is good. The reliable spinach again does the trick. Good.

Sanctuary of the Seals

20th-Fox (Newsreel Cameraman) 9 *Mins.*

The breeding, courtship and early life of seals on the Pribilof Islands have been ably captured by the camera here and they make first rate entertainment of the natural history kind. The reel is studded with winning studies of young animals and also offers many narrative sidelights into commercial hunting.

Catnip Capers

20th-Fox (Terry Toon) 7 *Mins.*

This one is comparable to the best Technicolor cartoons produced by any company. In the departments that count—animation, imagination and execution—it has the stuff to amuse the audience. The mouse inhales catnip and goes off on the wildest fancifying. Eventually he comes to earth, the laughing stock of the mice.

Information, Please No. 10

RKO Pathe 11 *Mins.*

In the Information Please league this number has about the highest batting average to date. Deems Taylor is the guest expert. The queries shot at the quartet which includes Oscar Levant, F. P. A. and Kieran range from naming various weapons to correctly identifying George Washington in a Homburg hat. Worth while.

Boobs in the Woods

Columbia (All-Star Comedies) 16 *Mins.*

Andy Clyde is one of those hapless husbands burdened by a shiftless brother-in-law. The brother-in-law causes Andy to lose his job. The family then goes on a vacation with same in-law making the camping trip a nightmare. The comedy is both juvenile and antiquated.

The Chewin' Bruin

Vitaphone (Looney Tune) 7 *Mins.*

This is Porky Pig and not Porky Pig. The character listens to his grandpa relate how he conquered a pesky bear that had a hankering for his precious chewing tobacco. Flashback tells the story. The animation and general chase and fighting business are well handled but the whole seems to be just average.

You're Next

Columbia (All-Star Comedies) 17 *Mins.*

That gifted comedian, Walter Catlett, makes the most of skimpy material at his command. Consequently, the comedy is fairly amusing in spots. Catlett is teamed with Monte Collins as partners in a detective agency. Roscoe Ates is the kidnaped victim. The technique is antebellum.

Stranger Than Fiction No. 77

Universal 9 *Mins.*

In keeping with the title, this number offers a Louisville man who prides himself on his long finger nails; an Oregon baseball stadium worker who solved the lawn mower problem by attaching a wheel chair to the mower; a dog that plays baseball; miniature art works in wax, and a house in Florida that is covered with a million bottle caps.

Swingin' in the Barn

Universal 19 *Mins.*

With a barn for the story setting, a number of youthful and fast moving acts perform in this two-reeler. It is altogether entertainment of a sound nature and should please wherever the audience relishes the simpler forms of entertainment. The King Sisters sing; Texas Jim Lewis and his band supply the musical background; Maidie and Fay offer acrobatic dancing and the Hill Billyettes offer a dancing ensemble. It has hardly a dull moment.

Modern New Orleans

M-G-M (Traveltalk) 8 *Mins.*

The city that calls itself "America's Most Interesting City" is Technicolored in some of its less interesting aspects here. Shown are the Huey P. Long Bridge, the new hospital, Roosevelt Hotel, Canal Street, docks, cemeteries, homes, and the like. It could have been done much better if a comparison of the "Vieux Carre" were made with the new city.

Blue Barron and His Orchestra

Paramount (Headliner) 10 *Mins.*

This is a neatly done musical that should have them leaving the theatre well satisfied. The musical arrangements are smooth and easy to take; the vocals and novelties hit the spot. Production and recording are fine. Worth while.

Going Places No. 77

Universal 10 *Mins.*

This issue deals entirely with the life and activity that is to be found on dude ranches out west. Plenty of footage is devoted to riding, camping and the familiar like. Throughout it is well photographed and pleasantly diverting.

Silent Wings

RKO Pathe (Sportscope) 9 *Mins.*

Motorless aviation is the subject of this reel. Pictorially and verbally it sums up to a novel sporting reel which should have good reception. The sport has been little publicized in this medium and many will be interested in these closeups of the how, why and whence. Worth while.

Warner Bros. (——) 140 Minutes Rel. ————

Doubtless the most important and expensive picture completed thus far in 1940, this easily merits a prominent place among the dramatic successes of screen history. From any perspective it richly fulfills the extravagant promise of a $2,000,000 budget. Although current tastes are said to lean toward lighter film fare, certainly this highly emotional picturization of Rachel Field's best-seller, necessarily on the serious side, will enjoy the universal patronage its excellence deserves. Primarily a woman's picture, it will still attract seekers of more rugged entertainment. Every woman will insist upon seeing it, which fact is probably its greatest guarantee of box-office success. Screenplay closely adheres to the story. Bette Davis' portrayal ranks with her best, her terrific Thespic pace taken in stride by Charles Boyer and the supporting cast. Anatole Litvak's direction is fine-grained.

Bette Davis, Charles Boyer, Jeffrey Lynn, Barbara O'Neil, Virginia Weidler, Helen Westley, Walter Hampden.

All This, and Heaven Too F

Drama

Warner Bros. (423) 55 Minutes Rel. June 15, '40

If it's bang, bang action the customers desire here is a prize package. Gangdom furnishes the locale and a high-speed screenplay, while plenty of new twists guarantee suspense and entertainment in bunches for the addicts of the cops and robbers school. While the cast lacks marquee magnetism, it proves well up to the job at hand; production and direction fitting the ensemble expertly. Donald Douglas is an attorney who has become involved with the mobs and faces an unjust charge of murdering a policeman. Two factions are trying to kill him, the gendarmes and the gangsters; but an insurance company, with a million-dollar policy, wants to keep him alive. Roger Pryor, as a smart-cracking investigator for the risk firm, saves his life, the day—and his comely sister for himself. Directed by Terry Morse.

Roger Pryor, Lucile Fairbanks, Eddie Foy jr., Sheila Bromley, Morgan Conway, Donald Douglas.

A Fugitive From Justice F

Melodrama

Columbia (1028) 59 Minutes Rel. June 6, '40

In easily associated vein to the present international crisis, Jack Holt's adventure is this time in the interests of the U. S. government in a drive to break up a sabotage ring. He takes association with the ring by capturing an enemy agent and taking on his identity, which brings him in touch with C. Henry Gordon, Cecilia Callejo, and Slapsie Maxie Rosenbloom, who work in one group. It is all being operated as an inside job, the head man being Clay Clement, who, by a series of close squeaks, Holt manages to tag. The ring is built on the premise of scaring aliens, illegally in this country, into submission to the will of Gordon, who orders them out on saboteur missions. Enough side romance to carry along is entered via Noah Beery jr. and Miss Callejo. It is a good action adventure, for the duals, or the weekends. Lewis D. Collins directed.

Jack Holt, Noah Beery jr., Cecilia Callejo, Maxie Rosenbloom, C. Henry Gordon, Guy Usher, Clay Clement.

Passport to Alcatraz F

Action Melodrama

RKO Radio (——) 66 Minutes Rel. ————

A welcome throwback to the days when a pie in the face was the last word in hilarity, this is slapstick at its funniest and the kind of entertainment that will send patrons home fully satisfied that their price of admission has been well expended. It provides that rubber-legged veteran, Leon Errol, with ample opportunity to deliver his standard brand of highly amusing drolleries and mug the rest of the hard-working cast into almost complete oblivion. The gags emerge in an almost continuous stream, pointed up well by Leslie Goodwins' direction. Errol, irascible husband and father, gets in a jam when he promises Dennis O'Keefe $1,000 if the latter can first save an equal amount in order to marry Errol's daughter. Never dreaming O'Keefe can turn the trick, Errol gets into plenty of trouble trying to fulfill his promise.

Leon Errol, Dennis O'Keefe, Walter Catlett, Adele Pearce, Marjorie Gateson, Tom Kennedy, Effie Anderson.

Pop Always Pays F

Drama

RKO Radio (——) 85 Minutes Rel. June 28, '40

As sticky a mess as ever went onto celluloid are the further film adventures of L. M. Montgomery's pollyannaish heroine who never lost an argument in her tussle with injustice. It can only appeal to those who enjoy their entertainment saccharine-sweet. Others are sure to find it cloying, over-length and all rather pointless. Apparently the feature suffers from over-production and a reluctance to discard unnecessary footage, inasmuch as several cliche-laden sequences have been dragged in by the heels to prove liabilities rather than assets. An able cast is powerless in efforts to transcend a snail-paced script. The story, endless in its telling, chronicles Anne Shirley's herculean and successful efforts to overcome obstacles thrown in her path in a prejudicial community to which she has been assigned as a school teacher. Jack Hively directed.

Anne Shirley, James Ellison, Henry Travers, Patric Knowles, Slim Summerville, Louise Campbell.

Anne of Windy Poplars F

Comedy

Monogram (——) 51 Minutes Rel. June 18, '40

When Horsetraders Jack Randall and Frank Yaconelli find they are bucking a hopeless situation in the disposal of their stock, they learn the responsible party is retailing "hot" nags. Locating the trail of the crooks, Randall comes to the ranch of Marin Sais. The hired help at the place center the blame on a white stallion that lures the mares away. In due time Randall and his aide locate the stolen stock and the hideaway of the outlaws. But at this point Randall and company get caught. Eventually they free themselves and set about to track down the culprits. This they do in good time. Also, right on the spot at the proper moment, the sheriff arrives and the gang is arrested.

Jack Randall, Frank Yaconelli, Phyllis Ruth, Marin Sais, Charles King.

Wild Horse Range F

Western

M-G-M (31) 105 Minutes Rel. June 28, '40

Unless they have lost their former wide appeal as a co-starring team, the reunion of Jeanette MacDonald and Nelson Eddy should leave an imprint on theatre ledgers reminiscent of the days when they ruled supreme as queen and king of screen operetta. The vehicle in which they make their joint comeback is Metro's latest version of the tuneful and ever-popular Sigmund Romberg piece, backgrounded in colonial New Orleans. Although the feature lacks some of the production grandeur which characterized many of their previous triumphs, this loss in opulence is more than compensated by the sincerity of delineation and a welcome restraint in the piloting of Robert Z. Leonard, who also functioned as producer. In the field of light, romantic musicals the film brooks no adverse criticism.

Jeanette MacDonald, Nelson Eddy, Mary Boland, George Zucco, H. B. Warner, Stanley Fields, Richard Purcell.

New Moon F

Operetta

Republic (——) 77 Minutes Rel. July 3, '40

After being launched with an extremely promising opening sequence, this feature about dust bowl farmers and their tribulations loses much of its potential effectiveness by being permitted to wander rather aimlessly through a labyrinth of story development, which over-scripting further tends to discount the picture's impressive production accoutrements and the work of a competent cast. But, while the picture misses in the story department, it still may be considered as fine program material. Charles Coburn shows up to advantage in the title role, while the romantic support is supplied by John Wayne and Sigrid Gurie. Basically, the story is of the struggle of midwestern farmers against dust and drought, into which is woven the tale of an eminent Austrian surgeon and his daughter who aid the farmers in their fight. Bernard Vorhaus directed.

John Wayne, Sigrid Gurie, Charles Coburn, Spencer Charters, Sonny Bupp, Trevor Bardette.

The Refugee F

Drama

Colony Pictures (SR) 56 Minutes Rel. ————

Ken Maynard barges into a pair of handcuffs slapped on him by the U. S. marshal, because capturing him in such manner is the only way he can be drafted into service as a special investigator after his retirement. His job is to find where Michael Wallon and Charles King have hidden a box of gold, so he has to trace the trail of Wallon after he breaks out of prison and hunts up his old cronies. The screen story offers little to excite the western fans, and is about par with previous Maynard hour-rides. Cheap construction of these Max-Arthur Alexander produced flickers keeps them from building into box-office bets. They're okay for Saturdays in the country, however.

Ken Maynard, Claire Rochelle, Robert Terry, Michael Wallon, Charles King, Reed Howes, Dick Dickinson.

Lightning Strikes West F

Western

SELLING ANGLES: **"Passport to Alcatraz"**

Here's a picture to give the gun for kids, capitalizing on the present crisis. Words like "sabotage, boring from within, fifth column, enemy agents, etc." have become household expressions, any and all of them easy to hook onto this picture by marquee, adds, and throwaways, all designed to throw scares and create curiosity. Newspapers with headlines of un-explained accidents at airport tests, labor troubles, and blowups of cartoons, or printed comment relative to Roosevelt's recent "dagger" speech, all fit here. Exploited along lines of a modern, current event, "Passport to Alcatraz" has its best hope.

CATCHLINES:

Jack Holt Cuts the Pipeline of Alien "Isms" Into America . . . See How One American Safeguards the Lives and Futures of Many.

America on the Watch! Will the Saboteurs Representing Foreign Interests Strike in Our Locality Next?

SELLING ANGLES: **"A Fugitive From Justice"**

"Wanted by the Police" posters should be sniped around town carrying a portrait of Donald Douglas. Buy radio time for spot announcements patterned after police broadcasts. Call to the attention of swing-music fans the fact that Roger Pryor, in addition to his acting activities, is an orchestra leader. Use the title in tieup with garages to the effect drivers who are riding on worn-out tires may be "Fugitives From Justice" before they realize it.

CATCHLINES:

Wanted by the Law for Murder . . . Wanted by Gangdom for Going Straight . . . He Had a Million Dollars on His Head.

Breathless Suspense . . . As a Man Who Didn't Want to Die Seeks Refuge From Gangdom and the Law.

SELLING ANGLES: **"All This, and Heaven Too"**

The combined attraction of Bette Davis and Charles Boyer as a co-starring team, plus the fact this is based on a widely-read novel, should be sufficient fodder for marquee billing and general exploitation. The customary tieups with libraries and bookstores, including the planting of stills from the picture with special displays of the Rachel Field novel, should be made. Issue mailing pieces in formalized style, similar to the most exclusive types of social announcements and in general attempt to surround the showing with an air of prestige.

CATCHLINES:

The Picture That Marks a New Milestone in Screen History . . . That for Sheer Artistry Will Win the Plaudits of Millions.

Acknowledged First Lady of the Screen . . . Bette Davis . . . Teamed for the First Time With the Incomparable Charles Boyer.

SELLING ANGLES: **"Wild Horse Range"**

In the merchandising line for the exploitation of this film there is a tieup with Montgomery, Ward Co. They handle Jack Randall shirts. There is a Jack Randall makeup kit available from Miner's, Inc., New York. Fan photos make good giveaways. For contest bally there is a coloring idea with an outlined drawing of Randall on his horse. The Dixie-Vortex Co. blankets the country with Jack Randall pictures on the cartons of paper cups.

CATCHLINES:

Cowboy Hero Challenges Outlaw to Shooting Duel.

"Grab Your Gun, Coyote, and Then Say Your Prayers."

A Kingdom of Stolen Horses Ruled by Ruthless Killers.

SELLING ANGLES: **"Anne of Windy Poplars"**

Give Anne Shirley the marquee credits and point out that this is a sequel to the famous "Anne of Green Gables" in which she first rose to stardom several years ago. The "Anne" books by L. M. Montgomery were, at one time, celebrated as adolescent literature. Offer free admission to patrons who can unearth old volumes for use in a lobby display. Free tickets or reduced admission might be offered to all girls in your community named Ann. Supporting credits should be awarded to James Ellison.

CATCHLINES:

Here Is the Year's Tenderest Romance . . . As Gay and Lilting as Youth Itself.

Anne Shirley Triumphs Again . . . In a Sequel to the Famous "Anne of Green Gables."

SELLING ANGLES: **"Pop Always Pays"**

Point up the comedy cast headed by Leon Errol, Walter Catlett and the other reliables. Using the title as the basis, cook up a stunt in which, for once, "pop" doesn't have to do the paying. Admit every father free when accompanied by his wife or a member of his family. Errol's difficulty in raising $1,000 can be tied in with banks and loan companies in a promotional stunt demonstrating the ease with which money can be borrowed. Stills showing a number of new homes can be planted with realtors, contractors, etc.

CATCHLINES:

It's an All-Time Laugh Record . . . As Poor Pop Burgles His Own House for Spending Money.

Pop Almost Got Twenty Years . . . For Robbing His Own House . . . And Giving a Rubber Check to His Own Daughter.

SELLING ANGLES: **"Lightning Strikes West"**

Ken Maynard is the subject of lights and paint-brush, to accompany the normal quota of inserts and one-sheets, to sell this picture. As a novelty, considering nearly every state has its robberies with money un-recovered, an exhibit of newspaper stories concerning same, with amount un-recovered, and muggs of boys in the bastille, with big question mark as to possible whereabouts of the shekels might bring in a local note to hinge this western on.

CATCHLINES:

Lightning May Strike Only Once in the Same Place, But When It's "Lightning" Ken Maynard, Once Is Enough!

To Help 300 Starving Ranchers, Ken Maynard Hunts and Finds the Strong Box, Which Gives Them a Future!

SELLING ANGLES: **"The Refugee"**

John Wayne is the primary selling name. Obtain the cooperation of the local, or a nearby, government farm bureau in setting up a lobby display graphically illustrating the harm done by erosion and drought. Obtain headlines concerning past "dust storms" and blow them up for lobby pieces. Try to tie the campaign in to the title, a timely one in view of current conditions abroad. Point out that Albert Einstein, Thomas Mann, Paderewski and many other famous men are all "refugees" from their native lands.

CATCHLINES:

The Grim, Enthralling Battle of Man Against the Elements . . . In a War That Knows No Surrender.

The Stirring Story of Dust-Bowl Farmers . . . Aided in Their Dogged Battle by a Man Forced to Flee From His Own Country.

SELLING ANGLES: **"New Moon"**

There should be no difficulty in selling the Jeanette MacDonald-Nelson Eddy names to the legions who acclaimed their previous co-starring efforts, or to music lovers in general. Hold a contest in which patrons submit the longest lists of songs in which the word "moon" appears in the title. Construct a huge crescent moon, illuminated if possible, and mount it above the marquee or as lobby center-piece. Tie up with music stores and radio stations on recordings of the popular Sigmund Romberg tunes sung by Eddy and Miss MacDonald in the picture.

CATCHLINES:

Adventure . . . Excitement . . . Lilting Music . . . All You Could Ask for in Glorious Screen Entertainment.

The Stars of "Maytime" . . . "The Firefly" . . . and Other Unforgettable Hits . . . In Their Most Brilliant Screen Triumph.

The MODERN THEATRE



JUNE 22, 1940

. . . DECORATIVE ARTS



CARRIER CELEBRATES ITS SILVER ANNIVERSARY

No man in business needs to be told of the progress that Carrier Air Conditioning has brought about. Where once hot weather caused a summer slow-down, today Carrier Indoor Weathermaking has changed the seasonal slump to continued good business... has actually created patronage by making it pleasant for people to be entertained.

Many still regard Air Conditioning as but a lusty infant. And yet—

★ The *first* air conditioning installation was made but a few years after the turn of the century, by Willis H. Carrier.

★ As long ago as 1911, Mr. Carrier presented his famous Rational Psychrometric Formulae, the basis of modern air conditioning.

★ In 1915 the present Carrier organization was founded, to put into wide practice the principles of this modern science.

1940 is the silver anniversary of air conditioning's coming of age... the 25th year of the Carrier organization. Thanks to the knowledge gained in a quarter century of development and experience in 99 countries, there is but one rule for you to follow: call air conditioning by its *first name*... call *Carrier*. Representatives are listed in the classified section of your phone book.



Visit the Carrier Igloo of Tomorrow at the New York World's Fair.

Carrier

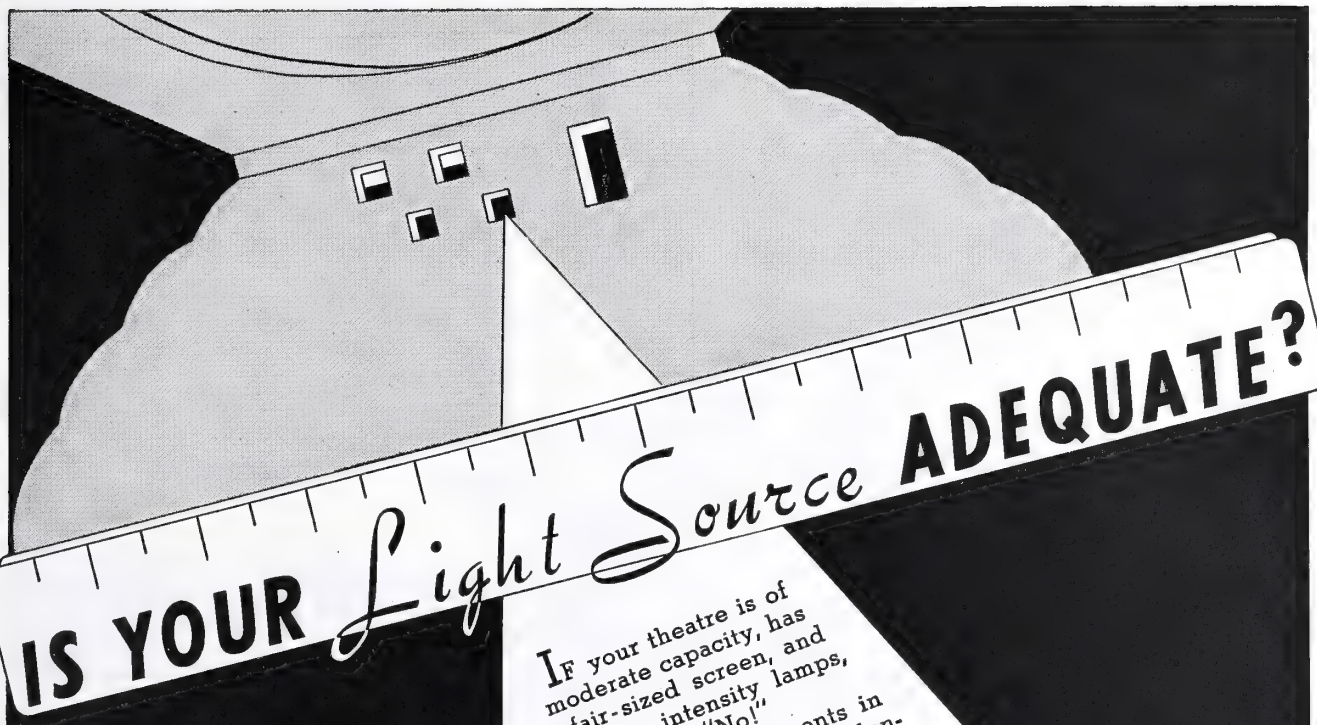
CARRIER CORPORATION DESK 19F
SYRACUSE, NEW YORK
"Weather Makers to the World"
(In Canada, 30 Floor St. West, Toronto, Ontario)

Please send me complete information on Carrier Air Conditioning.

NAME _____

COMPANY _____

ADDRESS _____



IS YOUR *Light Source* ADEQUATE?

If your theatre is of moderate capacity, has a fair-sized screen, and uses low intensity lamps, the answer is "No!"

Recent developments in projection equipment, the density of today's films, and the colored pictures, have made it so.

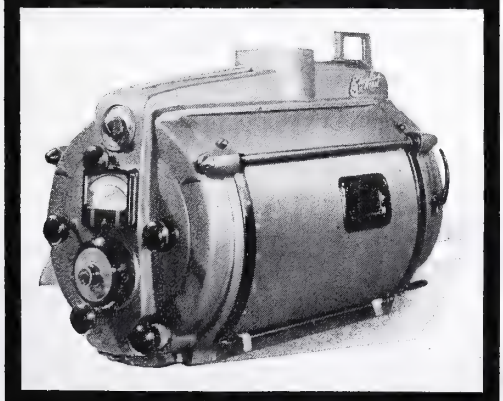
WHAT TO DO?

Install high intensity lamps. Although heretofore you may have been restricted to the use of low intensity lamps, with their dim yellow light, because the operating cost of high intensities has been prohibitive, this barrier has now been removed with

THE NEW 19000 SERIES

Simplex High

Projection Arc Lamp and Associated Rectifier Equipment



● This low cost, intermediate capacity, high intensity, direct current arc has been designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width. Although it projects twice as much light as the low intensity, the over-all operating costs are only slightly higher. The Simplex High delivers the snow-white light, characteristic of the high intensity arc, which is so necessary to the projection of colored pictures. *Learn more about this economical projection lighting now.*

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You wouldn't call this the modern way to go picnicking

It's just as old-fashioned to use an outmoded sound system for modern movies!

Modern Sound will "up" your takes!

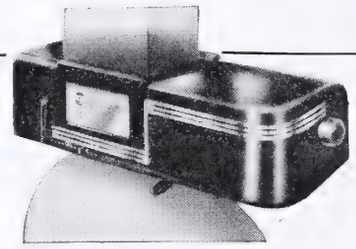
INSTALL RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN

THE importance of movie sound is reflected in the attention it is given by Hollywood studios. They invest fortunes in sound recording equipment because they know better sound means better box-office.

How are *your* takes? The RCA Photophone Magic Voice of the Screen will help you *better* them! For it provides true reproduction of modern movie sound, enables you to offer your patrons the kind of sound they want to hear!

And it's *low* in cost! Ask your RCA Photophone representative for details.

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Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

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RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

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The Man Who Comes Around When You're in Trouble

The "little man who wasn't there"—the fellow who can save you the dealer's discount and service you by remote control is ever present when you want to buy.

He may be useful in scaring an extra percentage of discount out of your local supply dealer, but when equipment troubles beset you and there's an S.O.S. for service, you can most always count him among the missing—a casualty of cut-rate selling.

Despite all arguments and actions to the contrary, we are still a strong advocate of the well-stocked, capably managed theatre supply and service store as a necessary adjunct to successful theatre operation.

To maintain convenient sources of supply, of product demonstration and service for routine and the ever-possible event when emergency equipment is demanded, and quickly, is well worth the fair rate of profit your established local dealer must have to stay in business and really be of service.

This industry should take care that an always dependable source of helpful service is not allowed to dry up through an ever-increasing demand for greater discounts.

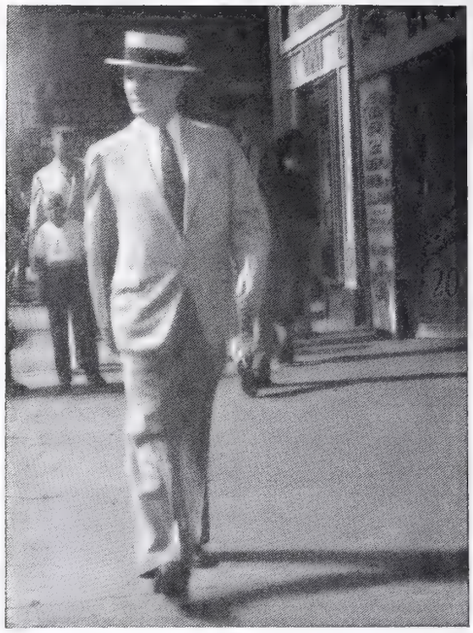
We intend no criticism of the exhibitor who buys direct from the manufacturer or of the manufacturer who may choose to sell direct. But we do seriously question the business logic of certain very obvious intentions to squeeze the legitimate supply man out of the picture.

Since it's your picture, some day and maybe sooner than you think, you may need the man who comes around when you're in trouble.

Toler

June 22, 1940

The RIGHT KIND OF HOUSE *reaches* FAR AFIELD FOR PATRONAGE



"We felt," said John Servaas (above), "that Martinsville should have the very latest type of theatre." And now Martinsville has it.

"OH, I CAN'T afford to fix up my old house or build a new one in this community. The natives just won't support that kind of investment."

That statement represents the composite opinion of many theatre owners who, as a result of oversight and maybe some obstinacy, are "missing the boat" on theatre business in their communities.

In this day and age, a town or neighborhood that will not support an inviting, comfortable and refined place of entertainment and a plant that will show moving pictures as they should be exhibited *deserves no entertainment at all.*

But there's something desirable beyond the limits of an immediate community that many exhibitors seem to lose sight of. What is the drawing radius of a theatre? Can it, or should it, be limited by ward boundaries, city limits or county lines? The answer is NO!

A Noteworthy Example

The right kind of theatre under astute business management and a brand of showmanship that breeds the movie-going habit in any community recognizes no territorial limitations. The ramshackle, out-of-date theatre severely restricts movie-going in its own small area. The modern theatre creates new business in its own bailiwick; but it goes beyond that by bringing patronage from outside areas.

Most fortunately this month we have for citation a typical case in point. A recently completed small-town modern theatre designed and equipped to satisfy both local and transient patronage and according to all reports it is accomplishing its purpose most satisfactorily.

Martinsville, Indiana, a thriving little city, is situated about midway between two big towns, Indianapolis and Bloomington. Its population of around 5,000 natives is supplemented regularly by many transients. Martinsville is known as one of the most popular health resorts of the Middlewest. At this spa is located the source of some of America's finest artesian mineral water, a healing agent of unsurpassed quality. The town has five modern hotel-sanitarias with a range of rates to meet all purses.

Martinsville is also noted as the location of the Grassyfork Gold Fish Hatcheries, the largest of its kind in the world, producing some sixty million fish yearly in a picturesque pool covering several hundred acres. Grassyfork is also a large producer of aquatic plants and is one of the most picturesque settings in Southern Indiana. Too, it is the home of Old Hickory porch and garden furniture.

Visitors from all over the country come to Martinsville to relax and recuperate—to rest and enjoy themselves while regaining their physical and mental composures. And now they come from nearby towns to see the movies.

Such a place as Martinsville demanded a theatre of the modern, rest-provoking type and it has one, the new Indiana, pictures and particulars of which are presented herewith. But before describing the project, a word or two about the men who conceived and created it.

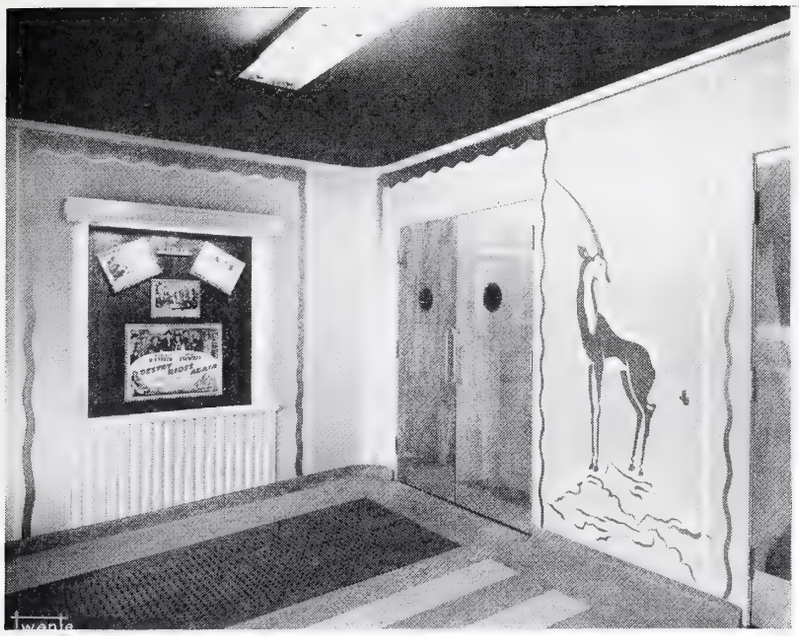
John Servaas of Indianapolis is the owner. He also owns the State, another Martinsville theatre, as well as the State, Mecca and Stratford in Indianapolis, the Woods in Kokomo, the Main in Lafayette, the Logan in Noblesville and the Rex in Rochester, Indiana.



The new Indiana Theatre faces the prospective patron in the manner of all good salesmen—with a good-looking front. Thus it imposes the will to patronize on all who might otherwise pass it by. Erwin G. Fredrick was the designer.

A Decision Is Made

The original Indiana Theatre at Martinsville was completely destroyed by fire last fall and for a number of the reasons given hereinbefore, Mr. Servaas decided forthwith that "Martinsville should have the very latest type of theatre." So in collaboration with Theatre Architect Erwin G. Fredrick of Chicago, Ralph Iula, theatre decorator of Indianapolis; Russell Schnaiter, Martinsville general contractor, and a carefully selected group of material and equipment suppliers, Mr. Servaas fulfilled his objective with the opening of a





At left, the lobby, and on the right, the lounge, in sectional view to show the effects of a smart decorative treatment applied by Ralph Iula in colorful motives inspired by picturesque local scenes. In the rear, at right, may be seen the entrance to a most novel cosmetic room for the convenience of lady patrons.

truly modern little 668-seat theatre on March 26, 1940.

Mr. Servaas has been in theatre business almost from the beginning of movies. He was no novice even in the "Nickelodeon" days, winning his spurs of showmanship in several branches of the business, including film distribution, sound equipment and theatre supplies. The influence of the latter is shown in his wise selection of equipment and furnishings for the new Indiana Theatre.

He explained his objective to Architect Fredrick, who incidentally is a member of the Advisory Board of The Modern Theatre Planning Institute, and commissioned him to design a theatre that would make Martinsville, its transient guests and the surrounding territory generally "sit up and take notice."



MR. FREDRICK

The final result, a restful, perfectly proportioned, not too modernistic house with equal appeal to wealthy transients and the less affluent native element was accomplished. Cost was no great object, but there was no money wasted, because of thoroughness and thrift in planning.

The Decorative Details

The front elevation of the new Indiana presents an ensemble of colorful structural glass—an ivory background with burgundy trim and a base of burgundy below, all trimmed in chrome metal. This same color scheme is carried out on the pylon name sign, the lettering of which is accentuated in gold, green and white neon lighting which carries also across the edge of the marquee done in shades of green, ivory and wine with an ivory ceiling. The sign tower is set at the outer edge of the marquee directly above the centered boxoffice to which all attention is directed. The ticket office itself is a neat affair in structural glass flanked at either side by attractive entrance doors and built-in poster cases.

The lobby, comparatively small in area, serves also as a reception or waiting room for patrons. Its ceiling is Venetian red and a fluorescent light fixture covered with a rectangular etched glass illuminates the area. The walls are peach colored and all wood trim is in bone white except the doors which are of natural birch. The figure and ornament are copper bronze highlighted with bone white enamel and varnished a high gloss. The floor is a neutral toned terrazzo and the mats are of the same tone. A perforated rubber mat is to be noted at the entrance aisle.

The manager's office adjacent to the lobby has ceiling and walls in a soft grey-green and all wood trim is a shade deeper.

The ceiling and three walls of the lounge

(Continued on page 68)

IDENTIFICATION

ACOUSTICAL MATERIAL: Keasbey & Mattison Co.
AIR CONDITIONING: U. S. Air Conditioning Corp.
ARCHITECT: Erwin G. Fredrick of Chicago.
DECORATOR: Ralph Iula of Indianapolis.
FRONT: Stewart-Carey Glass Co.
GENERAL CONTRACTOR: Russell Schnaiter, Martinsville.
LIGHT FIXTURES: Victor S. Pearlman Co.
MARQUEE: Tri-Sign Company.
PROJECTION LAMPS: Brenkert Light Projection Co.
ROOFING: Rubberoid Roofing Co.
SCREEN: Da-Lite Screen Co.
SEATING: International Seat Corp.
SOUND-PROJECTION: International Projector Corp.

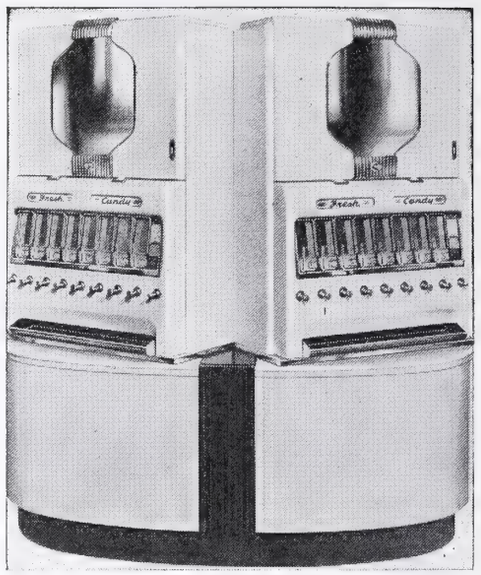
Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.



The auditorium of the new Indiana Theatre looking toward stage, where a clever decorative treatment centers all attention. The appearance of applied ornamentation is reduced to its minimum. Comfort is acclaimed in every detail.

Extra PROFIT POTENTIALS *and a* SERVICE TO THEATRE PATRONS

By **Helen Kent**



The modern candy vending machine of a type which is particularly adaptable for theatre installation is exemplified in this 1940 model which has proved most popular because of its large capacity of 320 bars and a selection of sixteen varieties. Especially sound-proofed and attractively display lighted and with optional base finish, this piece of equipment would harmonize nicely with most any type of interior decoration. (Photo courtesy Stoner Corporation).

NEVER on the lookout for new ways to make money, modern showmen have evinced during the past several years more than ordinary interest in the selling by various means of candies, popcorn and other refreshments within their theatres. The strange part of the trend is that it is really not new but is in fact quite as old as the showing of moving pictures. Even before pictures, the sale of confections was somewhat of a theatrical tradition.

Patrons of theatres like to munch while viewing the entertainment. And what is more natural than that the house itself should profit by this most human characteristic. That the habit fell into disrepute for many years and was practically outlawed by patrons and theatre owners alike for many reasons, among them noise, muss and odors, is well known. But it seems now that this undenied source of substantial net profit has been modernized to the tune of better equipment, cleaner habits of purchasers and complete acceptance by all as an accommodation.

A Survey Is Made

Observing this trend which has become more prevalent in theatres during the past five or six years, we decided to conduct a survey in a sort of cross section of the industry to more clearly understand this new service which has sprung up unheralded among us, but about which a whispering campaign has been going on among showmen for some time. These showmen won't always divulge profit experiences, but they are known to smile knowingly when the subject of confectionery and popcorn sales is mentioned among them.

And too, because we believe this is a much healthier source of extra profit for theatres than many of the schemes and promotional tactics tried within the past decade, we wanted to know more about its workings and to dispel any secrecy from such operation if it has indeed been found so profitable. Anything growing with such mushroom-like rapidity must have its merit and more and more theatres might just as well profit from the experiences of those who have pioneered in this "modernized" version of the popcorn and candy butcher.

We wanted to know just how profitable it was to theatre operators to sell candy and popcorn and cold drinks and other items within their own doors rather than seeing these same articles of gustatory delight carried through the portals and consumed within the theatre although purchased elsewhere. We wanted to know why both patrons and the owners of theatre property now considered this service not so distasteful as they once had.

Further, we wanted to know all the objections to confectionery buying, selling, consuming and handling within the theatre—and how these objections could best be overcome and to see how much the profit angle outweighed the trouble angle. And finally, we wanted to know how the service could be applied in a most refined manner to the various classes of patronage, thus to avoid the repetition of its former fall from grace.

We made a great many surprising and gratifying discoveries in our survey, conducted entirely by Boxoffice field representatives in 26 different cities, nominal centers of film trade, and their surrounding territories. We asked questions frankly of theatre owners and managers, operators of concessions of the sort under consideration, and we received some equally candid answers.



A candy counter and popcorn dispensing unit form the service end of an appealing extra-profit source in the Tivoli Theatre at Gary, Indiana, a 700-seat house. Effective, yet unobtrusive in appearance, and aided by an attractive attendant, this set-up has been found most profitable. On a recent Sunday, this theatre sold $68 worth of popcorn and $38 worth of candy. (Photo courtesy Burch Manufacturing Company).

Owners Wouldn't Tell

Many times our correspondents had to glean their information from observance, since their subjects of interview were often loathe to divulge profit experiences, and at other times percentage deals with outsiders, although profitable, would not permit such thorough questioning. These were cases in which the theatres were profiting merely as the locations of profitable small business on a room rental basis.

We have tabulated the findings in various classifications for easier reference

and a clearer understanding of how this new source of extra profit works. The tabulations are quite general in scope but that they show a definite trend in the matter is undeniable. A study of them will be enlightening to all concerned in this growing service to theatre patrons; including theatre operators, concession operators, the manufacturers of equipment used in the purveying of such refreshment items, and as well the theatre men who may be hesitating in their acceptance of the current turn toward extra profit sources.

Little can be added in explanation of these tables. They speak for themselves on the various angles involved. However, some interesting sidelights on the subject are in order. And these mostly have to do with the profit experiences of many of the operators and also with the objections to concessions and their *modus operandi* as disclosed by our survey.

On the profit side of the ledger, it was discovered that popcorn vending is far and away the most profitable because of a greater net; while candy grosses run this item a close second, either sold over the counter or through vending machines. Many operators favor both items. Cold drinks sold through vending machines or across the counter is a relatively new source of profit which is becoming increasingly popular and with great possibilities for development.

Typical Popcorn Profits

1,000-seat suburban house.....$150 per mo.
1,600-seat 1st-run city house.... 180 per mo.
800-seat city house ..... 250 per mo.
450-seat small-town house..... 375 per mo.
300-seat small-town house..... 200 per mo.
800-seat small-town house..... 300 per mo.
1,200-seat small-town house..... 300 per mo.
1,000-seat small-town house..... 300 per mo.
550-seat small-town house..... 150 per mo.
600-seat small-town house..... 150 per mo.
600-seat city house..... 70 per mo.
600-seat city house..... 200 per mo.
750-seat city house..... 200 per mo.
1,400-seat city house..... 100 per mo.
460-seat small-town house..... 112 per mo.
420-seat small-town house..... 88 per mo.
600-seat city house..... 150 per mo.
300-seat city house..... 150 per mo.

A few profit experiences, typical of various parts of the country, on sales of popcorn in theatres of varying capacities are shown in the table above. Although quite general in scope, it shows the trend and the excellent possibilities of this new angle of entertainment operation. On this point, an amusing observation was made in the report of one field representative, who stated that "in a number of situations the income from confectionery counters and popcorn or candy vending machines is the only source of profit for the exhibitor. In other words, he loses on the show but makes some money through confections."

But, of course, that's not exactly a healthy condition either. There must be something radically wrong with the theatre when it must go into the refreshment business to make money. Obviously, the cart is before the horse in such a situation and the theatre probably is not so well equipped or managed as is its supportive concession.

Equipment Modernized

Undoubtedly, the success of this new profit angle of theatre operation is dependent in great measure upon the modern equipment now available for its application. For example, today's popcorn machine bears little or no relation to the equipment with which this delicacy was prepared and dispensed in theatres fifteen or twenty years ago. The new candy counters are equally attractive. Likewise, the candy vending machine, a comparatively modern device makes the sale of confectionery practically a trouble-free operation.

These modern pieces of equipment are efficient, noiseless and in most cases attractive enough in appearance to make them harmonize with nearly any theatre interior. Very little space is consumed by such equipment either, and in many cases small niches may be provided wherein the

(Continued on following page)

POPCORN MACHINES

Cities	No. or % of machines	Av. Monthly Profit	Owned by Theatre	Objections to Operation Noted			
				Noise	Odor	Muss	Rodents
Boston	125	$200	1%		x	x	
Hartford	2	good	50%			x	
New Haven	5			x		x	
Baltimore	none						
Richmond	1		x				
Philadelphia	none				x	x	
Rochester	none						
Pittsburgh	75	large	80%	x			
Charleston	5	$150	80%	x		x	x
Cleveland	25	good	98%	x		x	
Columbus	9	$70	100%		x	x	
Cincinnati	many	good					
Detroit	200	good	20%		x	x	x
Racine, Wis.	1		100%	x	x	x	
St. Louis	80%	$200	90%	x	x	x	x
Atlanta	95%	good	100%			x	x
New Orleans	70%	good	75%	x	x		
Little Rock	8	good	100%				
Houston	80%	good	75%	x			
Dallas	800	large	90%	x		x	x
San Antonio	10	good	100%				x
Des Moines	85%	good		x	x	x	
Minneapolis	33%	$100	100%	x	x	x	x
Kansas City	78	$150	98%	x			x
Salt Lake City	few	poor	none	x	x	x	x
Los Angeles	15%	$150	20%	x		x	

CONFECTIONERY COUNTERS

Cities	No. of Counters	How Operated	Av. Monthly Profit	Expense of Attendant	Items Sold
Boston	400	rental	$600	small	5c
Hartford	8	owner	good	small	5c
New Haven	20	conc.	$400	$15 week	5c
Baltimore	6	owner	$300	med.	5c
Richmond	none				
Philadelphia	75	rental	$150		1c
Rochester	17	rental			
Pittsburgh	25	% deal	$125	15%	5c
Charleston	none				
Cleveland	5	conc.		med.	5c
Columbus	7	owner		med.	5c
Cincinnati	none				
Detroit	250	conc.	$650	med.	5c
Racine, Wis.	none				
St. Louis	65%	owner	$200	small	5c
Atlanta	50%	conc.	$200	med.	5c
New Orleans	40%	conc.		small	5c
Little Rock	8	owner		small	5c
Houston	21	owner		small	5c & 1c
Dallas	500	owner	$50	small	5c
San Antonio	7	owner		med.	5c
Des Moines	none				
Minneapolis	50	owner	$300	small	5c
Kansas City	13	owner	$175	med.	5c
Salt Lake City	3	conc.			5c
Los Angeles	2%	conc.	$100	med.	5c

CANDY VENDING MACHINES

Cities	No. of Machines	How Operated	Profit	Objections to Operation				
				Noise	Servicing	Decor.	Space	Other
Boston	500	synd.	33%	x	x	x		slugs
Hartford	4							staleness
New Haven	12	synd.	15%	x	x		x	competition
Baltimore	150	synd.	50%					
Richmond	23	synd.						
Philadelphia	600	synd.	30%					capacity
Rochester	6	synd.						
Pittsburgh	550	synd.	fair					
Charleston	4	% deal						
Cleveland	75	owner	good					competition
Columbus	36	synd.	good					
Cincinnati	90%	synd.	30%					
Detroit	250		good	x	x			
Racine, Wis.	7	owner			x			
St. Louis	30%	% deal	small	x			x	% deal
Atlanta	25%	synd.			x			capacity
New Orleans	8%	% deal						
Little Rock	none							
Houston	3	owner	high					
Dallas	few	% deal						
San Antonio	none			x	x	x	x	capacity
Des Moines	75%	% deal	$20					
Minneapolis	100	synd.	30%					
Kansas City	102	synd.	$70					
Salt Lake City	90%	synd.						
Los Angeles	90%	synd.	high					

(Tabulations continue on following page)

Extra Profit Sources and a Service to Theatre Patrons

(Continued from preceding page)

equipment and its attendant may hold forth to the greater service of patrons and theatre alike.

We have listed objections to the use of popcorn machines and candy vending machines as they were expressed by theatre operators. These objections are common, but in nearly all cases a bit of foresight can circumvent even the most serious ones. Undeniably, mussiness is the greatest objection to popcorn and confectionery consumption within the theatre. But if the theatre property is kept neat and clean in every other respect, patrons will be most thoughtful in the disposition of papers and boxes for which they are responsible.

Odor has been overcome almost entirely through the medium of effective air conditioning. The odor of eating within the auditorium is hardly found objectionable when plenty of fresh air is circulated freely. And the aroma of preparation of the popped corn is usually no longer a problem since the machine can be located where an exhaust fan outlet can carry away all fumes.

Noise Not Now Serious

Noise of eating and rustling confectionery wrappers and boxes is an objection which was found much more serious at the time sound pictures were first introduced. The public itself was unaccustomed to the necessity for remaining quiet while being entertained. But recently, we find less cause for objection on this score. Patrons of theatres are of their own accord much more quiet within the auditorium, and no doubt improved conditions of sound reproduction are also contributing factors.

At any rate, many theatre men who operate concessions no longer find noise a serious obstacle. And an interesting discovery was the fact that because of this obstacle, if it may indeed be termed one, the popcorn concession operators were promoting the sale of 10-cent boxes above 5-cent bags of popcorn because of less noise in handling by the patrons within the auditorium. For this same reason, candies with foil wrappers or in boxes are more popular with the management than those in crinkling paper wrappers.

Candy counters and candy vending machines have adherents also. Some groups favor the counter method of selling, claiming that the personal touch of an attractive attendant behind a modern counter sells more and gives more service. On the other hand, the vending machine advocates point out that their method is more modern, requires less attention and appeals to the slot-machine instinct of the public. Too, there is no expense involved in salaries for attendants.

Typical Candy Profits

1,500-seat city house	$350 per mo.
1,000-seat suburban house	500 per mo.
1,600-seat 1st-run city house	700 per mo.
1,100-seat circuit house	400 per mo.
800-seat small-town house	200 per mo.
1,000-seat small-town house	200 per mo.
550-seat city house	100 per mo.
700-seat city house	250 per mo.
1,200-seat city house	450 per mo.
500-seat city house	175 per mo.
1,400-seat city house	300 per mo.
1,200-seat neighborhood house	175 per mo.
750-seat city house	100 per mo.

Most vending machines, for candies, cold drinks, cigarettes or other items, are operated by syndicates, who service the machines and leave them in practically trouble-free operation for the theatre and its staff. No attention is necessary under such arrangement by the theatre management, but of course, the profit is smaller under such conditions than where the theatre management itself is sole operator and owner of the machine.

The earning possibilities of modern equipment of this sort will over-ride any objections on the part of theatre men to the slight extra time and labor involved in keeping the machines stocked and of greatest service to the customers. The survey shows that owner-operated candy vending machines are highly profitable.

How these sources of extra profit are applicable to the various classes of theatres and patronage was our final theoretical problem to be determined by the survey. We found that the practice of providing popcorn, candy and other refreshments within the theatre was not confined to any particular class or size of theatre.

The profit possibilities are proportionately as great in small theatres as in large ones, large cities as in small towns. The refined manner in which these items are dispensed seems to be the only determinant. So long as this extra service to patrons is kept unobtrusive and supportive to entertainment, it will be an asset to the theatre—and a high profit earning one as well.

COLD DRINK VENDORS

Cities	No. of Machines	How Operated	Profit	Drink	Location	Objections
Boston	10	% deal		Coca-Cola	lounges	
Hartford	none					
New Haven	none					
Baltimore	3	% deal		Coca-Cola	lobbies	maintenance
Richmond	none					
Philadelphia	15	% deal		Coca-Cola	lobbies	noise, service
Rochester	none					
Pittsburgh	5	% deal				
Charleston	none					
Cleveland	none					
Columbus	none					
Cincinnati	none					
Detroit	25	comm.		Coca-Cola	lobbies	spill
Racine, Wis.	1	% deal		Coca-Cola	lobbies	maintenance
St. Louis	5%	owner	35%	C-C Dr. Pep.	entrance	bottles, noise
Atlanta	5%	owner		Coca-Cola	foyers	
New Orleans	30%		good	Coca-Cola	lobbies	
Little Rock	none					
Houston	none					
Dallas	300	% deal	fair	C-C Dr. Pep.	foyers	space
San Antoni	2	% deal	fair	C-C Dr. Pep.	lobbies	
Des Moines	few					
Minneapolis	25	% deal	high	Coca-Cola	lobbies	
Kansas City	2		low	Coca-Cola	lobbies	
Salt Lake City	few					
Los Angeles	5%	owner	good	Coca-Cola	lobbies	

OTHER CONCESSIONS

Cities	Commodities	How Sold
Boston	magazines, programs, crackerjack	hawkers
Baltimore	penny items	machines
Richmond	candy	hawkers
Philadelphia	ice cream, perfume sprays	hawkers & machines
Pittsburgh	penny items, peanuts, chewing gum, drinking cups	machines
Cincinnati	astrology machines, peanuts, chewing gum	machines
St. Louis	popcorn, peanuts, chewing gum, candy	hawkers
Houston	scales	machines
San Antonio	fountain bar	3 persons employed
Los Angeles	perfume sprays	machines

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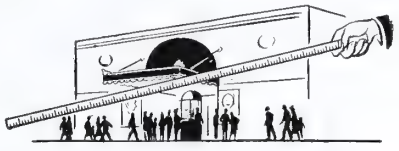
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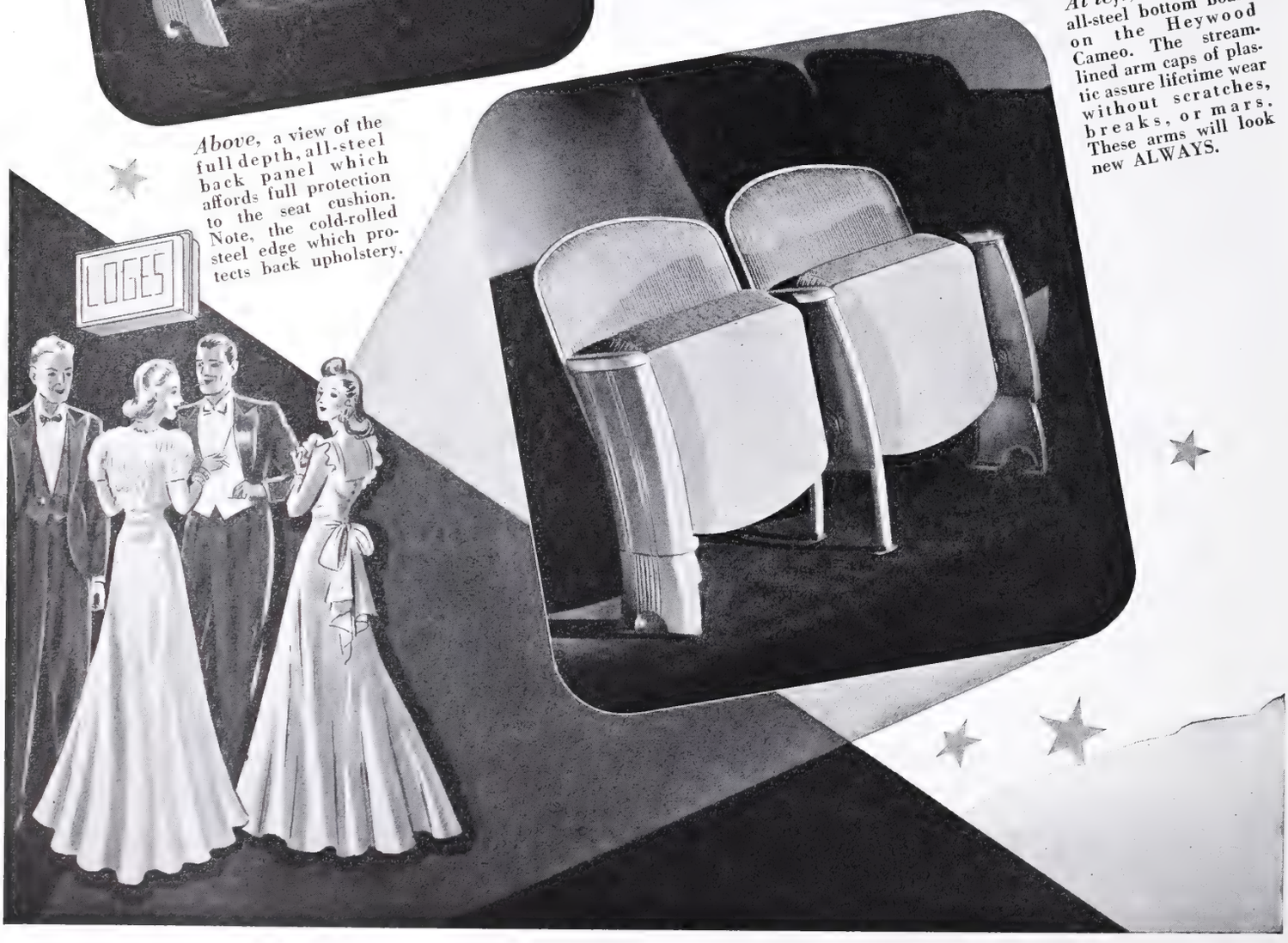
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Theatre Seating Division

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Television?.. ANOTHER AIR ATTACK *or* A BLESSING TO THE BOXOFFICE?

By **Ansel M. Moore**

IS TELEVISION at this time an ominous threat to theatre business?

If an invasion of our domain is as imminent as some say it is, then what's to do about it?

If television is to be a conquest of our long, but somewhat lightly held, commercial preserves, are we prepared to repel it?

On the other hand, if televised entertainment in the homes of our patrons can be construed as a helpful contemporary, should we not look upon it as such and even now begin to explore its possibilities as a boon, rather than a bane to the theatre boxoffice?

These are but a few of the questions that have been occurring to us with ever-increasing frequency here of late and we've tried to find the answers. No one, and none the less its sponsors, seems inclined to be emphatic about television. Therefore, it is difficult to nail it down completely on any point but one. The point agreed upon is—*it's coming!* When? That logical next question causes the subject to lapse back into the limbo of uncertainty again.

Current Events

Before hazarding our own special thoughts on the wavering possibilities of television as it may affect movie-going, let's review current events and present some authoritative views from persons who are, or certainly should be, more competent to analyze the situation than we. First may we introduce certain high points of a speech made by Mr. Thomas F. Joyce, vice-president of RCA Manufacturing Company, before members of the S. M. P. E. at their Spring convention held recently.

Predicting that within twelve months after the Federal Communication Commission grants television stations the right to have commercial television programs, over 25,000 television receivers will be sold in the New York area alone, Mr. Joyce proclaimed television a potentially gigantic industry that would eventually provide entertainment and employment for hundreds of thousands of people.

Approximately thirty stations in eighteen cities throughout the country have applied for television licenses, said Mr. Joyce. Six of these have already been granted. If the others are granted, eight to ten million families, or about 25 per cent of our entire population, will be able to receive television service in the home, he continued, and we quote:

"If these television stations do begin sending out television programs, I do not think that the prediction of at least a million television receivers being purchased by the American public within five years is too optimistic. That means that our potentially great television industry is fairly under way."

Cooperation Invoked

Mr. Joyce then invited the motion picture industry to play a more important role in the early development of television as an entertainment service. He pointed out that no one has yet been able to gauge exactly the public's great capacity for entertainment. As work hours are shortened and people have more time for leisure, they will be receptive to new as well as long established forms of entertainment, and will patronize those which offer the best services, without necessarily hurting any existing forms of entertainment *that continue to give the public the service it wants.* (The italics are ours).

He pointed to the mistake which the phonograph industry made in the early days of radio's development, when they chose to ignore the new medium. If they had taken an active part in its development they might now still be holding the public's favor with both radio and progressively better phonographs and records, he said.

Instead it is now the other way around. Radio companies took over the phonograph companies and by applying modern radio technical advances to the phonograph art, have revitalized the record business to the point where it is once again a thriving and growing business.

Mr. Joyce went on to say that television would open up many new avenues of exploitation to the motion picture industry. By means of television, condensed previews of movies can be presented to home audiences. Potential screen stars will receive their screen tests through the television camera. A director will be able to judge how a scene will look to his potential audience by viewing it on a television screen as it actually is being performed on the studio lot at the same time that the cameras are grinding out film.

He told the engineers that many of the first-night audiences of the "Gone With the Wind" movie were disappointed because they did not have an opportunity to see the stars who had come from Hollywood to attend the premiere. Later it was learned that all the stars were attending a special party given by a prominent individual. With television many thousands might have attended this exclusive party while enjoying the comforts and conveniences of the home.

But sharply on the heels of the foregoing significant prediction came news from Washington in the form of a ruling by the F. C. C. which effectually scrapped the whole set-up that had given rise to optimism regarding the early advent of commercialized television. The new ruling seems to have deferred indefinitely, at best, any chance of commercial operation, since it is announced that full commercialization will not be considered (by F. C. C.) until "the engineering opinion of the industry is prepared to approve any one of the competing systems of broadcasting as the standard system."

Exhibitors' Attitudes

Despite this temporary stalemate, and the conviction of many theatre owners that television "has a long way to go before it can be taken seriously as either a help or a menace to theatre business," there are those among us and in high places who are taking its eventual entry a bit seriously, but more with an idea to adaptation than with an air of fear or belligerency. As for instance this statement of John Balaban of Chicago. Said he:

"It is too early to determine yet what form it will take. However, I believe that television will be absorbed by the populace without endangering motion pictures too much.

"No one knows today just whether the radio has helped or hurt the film industry. Some nights in the week it hurts, but at the same time it has created many personalities for motion picture use, such as the Winchells, Jack Bennys, Don Ameches, Bob Hopes, Bob Burns and many others.

"I am one who believes that the motion picture is here to stay and that television, when it comes, can become a daily event in the lives of people just as radio has, and still leave them plenty of time

(Continued on page 62)

Lightening the Load

In next issue, Ansel Moore will endeavor to stir up some timely thoughts on a new social obligation now abruptly facing the moving picture industry . . . a patriotic duty in which every theatre owner should take a hand. In the meantime, he invites your suggestions on any topic affecting the interests of theatre operation.—THE EDITOR.

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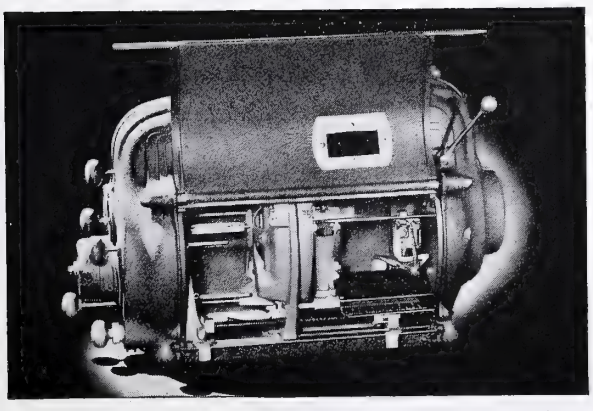
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Effective AIR DISTRIBUTION *and the* DECORATIVE POINT OF VIEW

By **F. J. Kurth***

In this article the author has made a most logical appeal to common sense respecting air distribution, one of the major requirements of an effective theatre air conditioning system. His conclusions and recommendations on the physical effects and functions of air diffusion are self-explanatory.

We presume, however, to emphasize a further point of interest in connection with the modern types of air diffusers referred to, which we think deserves more reference than the author has given it—the Decorative point of view.

Air handling devices, as will be noted in the accompanying illustrations, can be decorative in their design and application as well as extremely efficient in the performance of their more functional duties as outlined by Mr. Kurth.

With his permission, therefore, we call attention briefly to the manner in which the modern wall type of air diffusing element fits into the decorative scheme of the theatre. It can be a decorative factor rather than a discordant note in an otherwise attractive treatment.—The Editor.

IFAULTY air distribution in a theatre is a matter of serious economic consideration to both the owner and operating management. When the public refuses to sit in one portion of a theatre because of drafts or excessive temperature differences, the unoccupied seats may mean a loss in the operation of the house. The public has learned to expect comfort in its favorite place of entertainment—the movie.

While moving picture houses were among the first buildings used for early experiments in summer cooling, less than 10% of the nation's houses are equipped with complete air conditioning today. A large portion of the remaining 90% depend on the operation of fan or blower systems, many of which were installed to meet basic ventilation requirements, with no thought to proper air distribution.

Devices Now Adaptable

Most of these systems were installed in accordance with the best then known methods; hence there is no question of establishing blame for the resultant conditions. The science of air conditioning, and particularly air distribution, has advanced so rapidly in recent years, that theatre owners have been hard put to keep pace with all current developments. Air handling devices are now available to correct the most perplexing problems in the ventilation and air conditioning of theatres. In many cases these devices may be applied to the existing fan and duct system, without the necessity of making expensive changes in the layout.

Owners of the Luna Theatre, located on the south side of Chicago, were faced with the serious problem of partial occupancy. Because the front seats of this theatre were much cooler in winter, and warmer in summer, than other portions of the house, the public was unwilling to occupy these seats, even when the best pictures were exhibited. A low ceiling over the auditorium aggravated the condition.

This 870-seat house was equipped with a fan system handling 21,000 cubic feet of air per minute, in accordance with stringent local ventilation requirements. Another regulation insisted that winter temperatures should not exceed 70° F. Circulation of this large volume of air, at comparatively low temperatures, created a condition which was not conducive to human comfort.

Tests taken in the theatre revealed a temperature difference of from 7° F. to 10° F. between front and rear of the house. Air entering the auditorium from four large wall registers on each side swept over the house, creating uncomfortable conditions, particularly in the front seats.

Differentials Eliminated

In re-designing the air distribution system, the problem was to eliminate temperature differentials between the front and rear of the house and reduce air motion to the point where it was not perceptible to occupants of the theatre. Because 21,000 c.f.m. had to be used to meet ventilation requirements, fan speeds could not be reduced. It remained a matter of selecting proper air outlets to equalize temperatures and reduce velocities.

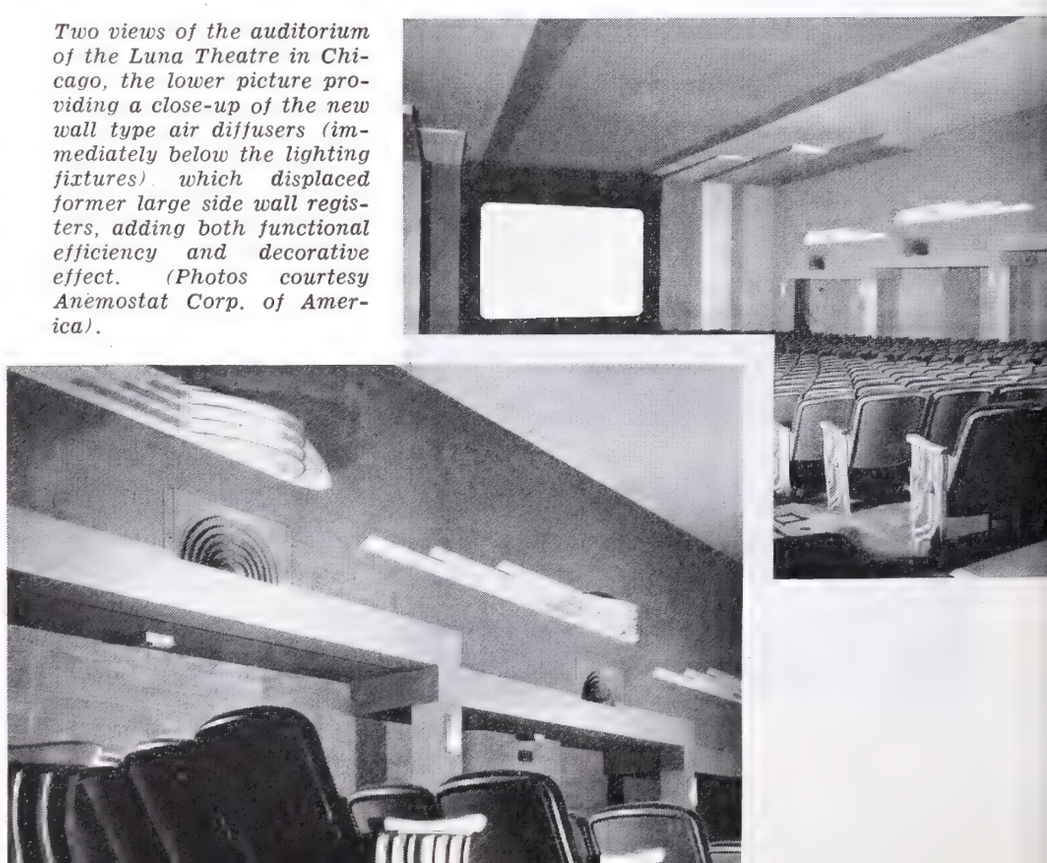
For this purpose, Oscar Dauber of Chicago, consulting engineer engaged by the theatre management, selected eight side wall anemostats, which were installed in place of the large side wall registers. Two ceiling type anemostats were also installed in the corridors running down each side of the auditorium. At the same time the system was properly balanced to equalize air flow through these modern diffusers.

Because the installation changes duct air velocity to pressure energy in the room, and at the same time produces an intimate mixture of room air and incoming air within itself, the two problems were quickly solved. First, air velocities were reduced to the point where they could not be noticed by the public, and temperature differences were reduced to approximately 1° F. in all portions of the Luna Theatre.

As a direct result of these simple changes in air distribution, all seats in the Luna Theatre are now filled, as the public can occupy any part of the auditorium in perfect comfort.

In considering changes in the present air conditioning or ventilating equipment, theatre owners can profit by the experience of the Luna management. The en-

(Continued on page 77)



Two views of the auditorium of the Luna Theatre in Chicago, the lower picture providing a close-up of the new wall type air diffusers (immediately below the lighting fixtures) which displaced former large side wall registers, adding both functional efficiency and decorative effect. (Photos courtesy Anemostat Corp. of America).

*Vice President and Engineering Director, Anemostat Corporation of America.

Another Cost Reduction On G-E Mazda Lamps

A sweeping price reduction, averaging 17 per cent, affecting the list values of nearly one hundred types and sizes of Mazda lamps, effective June 1, was announced last month by General Electric's Lamp Department at Nela Park.

Of particular interest to users of standard types are the 7½, 15 and 25-watt lamps, now listed at 10 cents each. Lowest price of a home-type Mazda lamp heretofore has been 15 cents. Other popular lamps substantially reduced are the standard inside-frosted 40, 50 and 60-watt sizes, each having been reduced from 15 to 13 cents.

Most of the lamps affected by the price change are general-service types designed for a variety of uses in homes, stores, offices, theatres and factories. Included in the list is a wide range of tungsten filament, fluorescent and mercury lamp types.

This marks the company's twentieth major price reduction in lamps over a period of nineteen years. Other lamps similarly reduced in price are specialty types for such fields as aviation, movie projection and electric signs. The latest reduction, the announcement stated, is in accordance with the company's policy of sharing manufacturing economies with consumers.

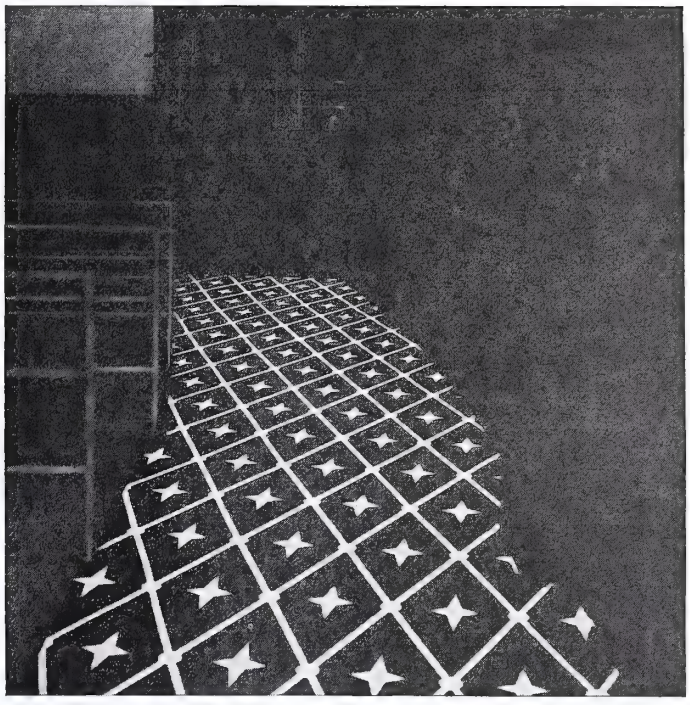
The Poster Projector Peps Up the Promotion

Using a poster projector, smaller theatres which cannot afford to employ skilled display or sign men, can now produce striking, attractive and business-building lobby displays. Any young man or woman of average ability can soon learn this interesting work. Also, the skilled display artist employed by the large theatre will find it a great convenience and time-saver. He can turn over to an assistant the mechanical details of production and devote his own time and talents to creative planning.

Any "copy" or design can be projected enlarged to the size desired onto a poster board, traced and colored. The "copy" may be pictures from press sheets, photographs, original sketches or designs or advertisements. It is reflected, enlarged to any size desired, directly onto the poster board, compo board or other surface in the original colors and in correct proportions.

The sign man can trace this to make an exact copy or he can omit details not desired. He can copy the original coloring exactly or change it to produce striking poster effects. For outdoor bill-board work, general sign and display work, theatre or window displays, motion picture and stage sets, the artist can make his original design in a small size. After he has worked it out to his entire satisfaction, it can be projected (magnified to the desired size) onto poster paper or board and an unskilled assistant can complete it.

First in the mind of every theatre manager should be the condition of his house and the efficiency of his equipment. It means so much to the boxoffice.



'BLACK MAGIC' *at the New York World's Fair*

Not the least interesting of the many marvelous things to be seen in the Bugaboo Theatre of the Westinghouse exhibit at the New York World's Fair is the Alexander Smith Fluorescent Carpet shown in the photograph above.

The photograph of the carpet was made with no other illumination than the Westinghouse ultra-violet lights overhead. Yet the beams of these lights are invisible . . . and the carpet itself seems to be illuminated, giving off a beautiful and magical glow of an intensity more than ample for complete visibility underfoot.

You can obtain the same amazing effect in your own theatre with Alexander Smith Fluorescent Carpet. Let us give you a demonstration, or let us send you our comprehensive brochure, "Woven Light," which will give you all the details. Write Contract Division, Alexander Smith & Sons, 295 Fifth Ave., New York.

Alexander Smith
FLUORESCENT CARPET

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau*. Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

Advance Manufacturing Company, of St. Louis, Mo., submits a colorful new jobber's portfolio, presenting its complete line of popcorn and peanut machines and quick-lunch equipment. The booklet answers many important questions about the popcorn business.

Carrier Corporation, of Syracuse, N. Y., offers an illustrated folder in description of a new Carrier dry storage bottled beverage cooler for use in theatres where cold drinks are dispensed. Full specifications are given on four different sizes and models of the modern unit.

Climax Reflector, Inc., of Canton, Ohio, offers a completely descriptive circular on the new Climax Sparkle-Lite reflectors, Flame-Lites, Colorlites and Adjustolites, for pepping up theatre electrical displays with color and "punch" at lower cost.

Continental Lithograph Corp., of Cleveland, Ohio, presents a new and interesting portfolio with illustrations on Conti-Glo Fluorescent Paints for decorating theatre interiors, including also pictures and descriptions of Conti-Glo (Black Light) spotlighting equipment.

Motiograph, Inc., of Chicago, submits a 24-page booklet, "A Model Projection Room," devoted to projection room planning for greater operating efficiency. The book is profusely illustrated with sketches, floor plans, wiring diagrams and other details.

RCA Manufacturing Co., Inc., Photophone Division, of Camden, N. J., offers a 68-page hand-book of technical data for projectionists on Photophone Sound Systems, explaining the principles of sound and equipment in simplified language. A valuable treatise for the projectionist who wants to improve his technique.

Reynolds Electric Company, of Chicago, files a folder on the new Reco Radi-Aire Circulators for air motion control. The devices, available in floor, ceiling or low-stand types, offer a new principle in air circulation. A folder on Reco Exhaust Fans and Attic Ventilating Units is also provided.

S. O. S. Cinema Supply Corp., of New York City, announces a series of bulletins including Bulletin FA on photographic film and slide projectors; one on super Gold Seal automatic all-electric ticket registers; Bulletin EB on the Imperial 16mm Sound on film projector; Bulletin Eagle-10 on Superior Eagle 35mm projector, and a 1940-1941 Air Conditioning catalogue.

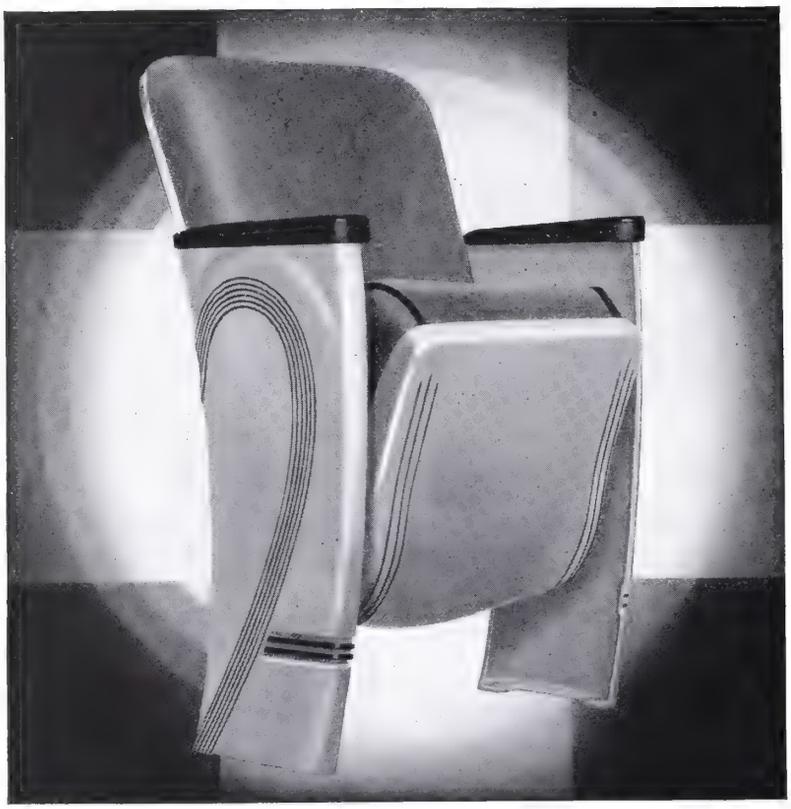
Vallen, Inc., of Akron, Ohio, presents an ingenious little folder on curtain controls and tracks entitled "Complete Blackout." The folder refers to a "complete blackout" of overhead hazards, curtain noise, costly installation and service troubles as applied to the company's products.

Western Electric Company, of New York City, offers a profusely illustrated 16-page booklet on the new Type 22D Portable Speech Input Equipment, lately produced and announced by the company. The new equipment is pictured and described and technical data also is included.

NOTICE: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—THE EDITOR.

Theatre decorating is no dip-and-daub process. It should be planned and applied by artists and craftsmen who know their business—and the needs of your business.

National advertisers would pay a stiff rental for the space occupied by many theatre fronts. What are you doing, Mr. Exhibitor, to make your theatre front a profitable investment?



Combines Absolutely Everything Desirable in Theatre Seating . . .

THE IRWIN CRUSADER

Every element that you can think of as being essential to the perfect theatre chair, you will find in the IRWIN CRUSADER. It's supremely comfortable—professionally styled for knockout appearance—quiet in operation with many exclusive features that promote convenience and long, trouble-free service. Evidence of its vast superiority is to be found in the scores of seating projects for which it has already been chosen. Don't buy any theatre chairs until you have inspected the CRUSADER.

Among Recent Installations

New Empire Theatre	Syracuse, N. Y.	Columbia Theatre	Longview, Wash.
Bristol Theatre	Memphis, Tenn.	Kelso Theatre	Kelso, Wash.
Cass Theatre	Cass City, Mich.	Avalon Theatre	Clatskanie, Ore.

SEATING COMPANY IRWIN GRAND RAPIDS, MICH.

Distributed by NATIONAL THEATRE SUPPLY COMPANY

Branches in All Principal Cities

IRWIN SEATING COMPANY . . . . GRAND RAPIDS, MICHIGAN

FURNITURE

The choice of furniture for lounge rooms in theatres should receive special attention. It is now purchased with the whole picture of the room in mind, with due regard to design and style and how its type will fit in with the general scheme of the room.

Values in furniture are determined by sound construction and distinction of style. The first safeguard is to purchase from a reliable dealer, as often the name of the manufacturer suggests the quality of the piece. Cheap furniture is never a bargain at any price since it will soon have to be replaced, while good furniture may be expected to withstand the more than normal abuse to which theatre furnishings are subjected.

After the furniture is selected, it is well to plan the layout — in well arranged groups. These groups should be a composition by themselves but they should also be so related that two groups or more can be formed into one. Groupings should be made around points of interest and should always be well balanced, but if the furniture itself does not form such a balance, wall ornaments or pictures may be used to fill in the voids.

Secondary items, such as small tables, ash receptacles and lamps should be placed according to convenience. Mirrors cleverly placed in small lounge rooms will seemingly add depth, thus making the room appear much larger than it actually is.

Adapting the size of the furniture to the size of the lounge is another important consideration. The furniture should not be too large in a room of ordinary size, and greater comfort may be secured in smaller pieces which are in scale with the room. Huge couches, without which no theatre lounge was recently considered complete, are now being replaced by smaller settees of better lines and better proportion. If the furniture is fitted to the environment and is in accord with the arrangement and general scheme of the room, the entire lounge room effect cannot help but be one of good taste and individuality.

World's Fair Exhibitors Control Their Curtains

For the second year of the New York World's Fair, Automatic Devices Company has been called upon again to supply their steel curtain tracks and automatic curtain machines to a number of discriminating product exhibitors.

A total of 18 units are installed in various buildings, including the Eastman Kodak Company, Radio Corporation of America, Ford Motor Company, Dominion of Canada, World of Fashion and others. These are in addition to the 48 units purchased last year for various industrial and government exhibits and amusement concessions at the Fair.

The company also reports a steadily increasing demand for their new medium-duty curtain track which is said to be an economical solution to the curtain operating problems of many exhibitors.

THE MAGNIFICENT
CAPITOL THEATRE, WASHINGTON, D. C.

This Cochrane Rosedale carpet harmonizes perfectly with the distinctive architecture and furnishings of the Capitol Theatre . . . and can stand the gaff of the heaviest traffic.



DOWNTOWN or NEIGHBORHOOD Theatre?

Let Cochrane's Theatre Carpet Advisory Bureau Tell You What Carpet Best Suits Your Needs

The type of carpet that Cochrane's Theatre Carpet Advisory Bureau recommends for a typical downtown theatre is usually quite different from that suggested for a neighborhood theatre. This refers not only to durability but also to style factors.

It is important for patterns and colors to show up effectively under dim lights—and to harmonize correctly with the theatre's architecture. Because of the exceptional clearness of Cochrane colors, they are especially suited for theatre installations.

Forty years of experience in weaving theatre carpets plus careful study of service conditions in hundreds of theatres enables Cochrane's Theatre Carpet Advisory Bureau to give you expert advice on every phase of carpet problems. And this advice is yours for the asking.

The completeness of the Cochrane line—the fact that all carpets have an all-wool face—are dyed with pure dyes—and woven with exacting precision, are further reasons for consulting Cochrane first.

Charles P. Cochrane Company, Manufacturers of High Grade Carpets and Rugs, Bridgeport, Pennsylvania.

Clear Color
COCHRANE
Carpets & Rugs

DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

Analysis of Beauty in a Theatre Decorative Scheme

By **Hanns R. Teichert***



OUR modern conception of beauty remains based on the antique principles of art. We still support the theory that the greatest grace and life that a theme can possess is the motion and spirit imparted by large flowing lines. And that no forms express motion so well as those of the flame and the gliding, wavy lines of the serpent.

Michael Angelo proves that the triangular form of the glass, which the Greeks dedicated to Venus, and the serpentine line itself, are the two most expressive figures that can be thought of to signify not only beauty and grace but the whole order of form.

Architecture, in its application to the needs and tastes of today, reflects this theory more and more every day—the sharp and angular lines of the modernistic era having vanished fortunately, to be replaced by rounded curves and elongated sweeps of walls and cornices. Flowing lines introduced in the treatment of arches and entrances have given these openings grace and elegance. Sweeping ceiling lines staggered in different levels and soffits, dramatized by brilliant changes of color, lend distinctive new atmosphere.

Fundamentals

We must determine what constitutes beauty and grace in certain forms and lines and consider the nature of the lines in their different combinations, so that the ideas of taste expressed in the ever-fluctuating styles shall be true to the principles governing beauty and grace.

Let's consider the fundamental principles which are generally allowed to give elegance and beauty, when duly blended together, to compositions of all kinds and the particular force of each in those compositions which seem to please and entertain the eye and radiate grace and beauty.

The principles are fitness, variety, simplicity, intricacy, all of which cooperate in the production of beauty, mutually correcting and restraining each other occasionally in any decorative scheme. The proportions of decorative schemes should be governed by fitness and propriety, the same as architectural proportions are fixed in the dimensions of walls, pillars, arches and other provisions for the support of great weight, as well as the size of windows and doors fitting individual requirements.

How great a share variety has in producing beauty may be seen in the ornamental part of Nature. All senses delight in variety. The eye is offended at being fixed to a point or to the monotonous view of a dead wall as much as the ear is offended by one even, continued, unbroken note. Yet there is relief in a certain degree of sameness, if it is properly introduced in a scheme contrasted with variety, because it adds up to more variety.

Uncomposed variety without design is merely confusion and deformity. Proof of the truth of this statement is found in most of our older, antiquated theatres which were originally built with only one idea in mind, i.e. to create monumental edifices to stun the public's fancy, without regard for beautiful simplicity and utilitarian design.

Destruction

Those "architectural wedding cakes" were made still more insulting to the eye of the understanding (even if limited) public by the use of gaudy or drab colors without rhyme or reason. Most of those old traditional theatres were based on masterfully designed buildings of their respective periods and were copied without considering the new function these old designs were to fulfill. Forcing these periods, long outlived, into use for buildings to house our most modern theatre industry, destroyed their aesthetic value and the supposed-to-be improvements that were later added did the rest to destroy even the last vestige of beauty.

Part of the effects of beauty result from the symmetry of the scheme; symmetry in

Cover Illustration

The Analysis of Beauty . . . a composite rendition of decorative art design elements for the modern theatre to effect the principles of fitness, variety, simplicity, intricacy, grace and charm; the ornamental aspects of Nature . . . Themes that cooperate in the production of beauty, mutually abetting or restraining each other in the decorative scheme. Drawn by Frank Lackner of the Hanns R. Teichert Studios, this study has particular reference to the subject-matter of the surrounding article.



. . . proving again the unlimited example set by nature, we present the lowly parsley leaf as another key to an entire decorative scheme. In this leaf is combined the restrained flowing line as well as the excitable qualities of the flame.

. . . the flowing serpentine lines of this flower motif can inspire modern decorative treatments without end. Utter lack of monotony comes from parentage such as this . . . quiet, refined and elegant.

. . . to this detail of a stylized ash-leaf can be traced many of the present forms of decoration, the Rococco and the Baroque, to name only two. The graceful, shell like, flame formed windings give opportunity for many-sided applications.

*Theatre Decorating Specialist, Chicago.

masses as well as applied decoration and color. Simplicity joined with variety enhances the pleasure of variety by giving the eye the opportunity of enjoying it with ease. A certain quantity of design adds greatness and grace, but excess is to be avoided, or bold quantity will become heavy and ridiculous.

Color and design are much easier to apply in excess than architectural features. That is why most of the sins are committed by decorators who first of all have not the education and training of a professional man at their command and too often are possessed with an idea of creating a masterpiece by the overflowing use of stencils and designs and color. It requires not only training but also personal feeling and taste to create a pleasing effect that radiates grace and elegance.

And now, what is proportion:

Here we cannot confine ourselves to surface treatment only but must consider certain planes of solidity that are found in profuse variety of shapes in any architectural scheme. So we have to consider their features in their part, designed to accomplish the peculiar movements of each, when introducing decorative design and color.

NATURE'S WAY

It is evident that nature has seen fit to make beauty of proportion and beauty of movement necessary to each other, and our observations should interpret this natural phenomena into architectural and decorative design. Light and shade produced by ornamental projections should not be confused by the application of different colors to these surfaces which tend to minimize and flatten their ornamentations.

The shadows of a beautifully designed cornice are effective enough without resorting to polychrome. The dramatization of large planes with bright colors tends to emphasize the intricate designs of architectural plaster so much more that it is wise to leave well enough alone by painting ornamental features off-white or at least a very light color in order not to destroy their ornamental relief.

Color, the real essence of a theatre decorative scheme, is such an all-important subject that we have set aside another article for a further discussion of this specific phase. These foregoing notes therefore will later be discussed more in detail as to individual periods, as well as specific color combinations, for all public rooms of a theatre.

Advisory Service

Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to THE MODERN THEATRE, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

BUSINESS REVIVAL DEPENDS ON BUILDING

GENERAL building activity has been showing some signs of improvement in the past few months, over the stagnancy that has prevailed heretofore. However, we have been awaiting impatiently the unusual activity in building construction which is destined to arrive if and when definite stability of business in general is forthcoming.

As 1940 gets well under way, we have greater hopes that capital in business, the confidence of which unconsciously and directly controls the building construction barometer, will be sufficiently optimistic to provide impetus to building activity. Let us hope for further stabilization of present uncertain conditions due to politics, foreign wars and unemployment, to instill this vital confidence so conducive to an upturn in our nation's further progress.

Revived activity in the building industry, which undoubtedly is supplying much momentum to economic progress, will unquestionably develop greater potency in the motion picture theatre business.

A marked improvement in building construction which involves so many prospective buyers of commodities and which in turn necessitates the employment of more and more people in an endless cycle, will assert itself ultimately at theatre boxoffices.

It was with the thought of possibly stimulating necessary theatre construction that Edward Paul Lewin, Chicago architect and a member of The Modern Theatre Planning Institute's Architectural Advisory Board, recently presented at our invitation a series of articles on the "Relation of the Modern Theatre to Low-Cost Housing Projects" in The Modern Theatre section. In his presentation, Mr. Lewin emphasized the economic need of new and rehabilitated theatres in the immediate vicinities of low-cost housing project developments and private residential developments. Many advantages to the housing tenant and his family as patrons of the modern theatre structure, as well as a definite improvement in the exhibitors' business, were clearly indicated by Mr. Lewin.

The idea was most favorably received by many of our readers who sensed in it a possibility of stimulating desirable and necessary activity in theatre construction. We feel that there are other rapidly developing influences that might tend to create an economic necessity for immediate theatre construction and rehabilitation. Therefore, from time to time we will publish other articles prepared by members of our Planning Institute Advisory Board dealing with subjects which we think would indicate a definite need for additional theatre construction.—THE EDITOR.

Air Motion Control an Important Consideration

Without air motion control, the fresh, cool air of an interior lays along the floor, usually about knee deep. Hot air rises to the ceiling. Between the two extremes lies the warm air. From ceiling to floor several temperature variations are found. Lack of controlled air motion permits uneven temperatures, stale air accumulations and results in a depressing atmosphere.

With proper air motion control an even temperature is maintained and the constant refreshing movement of air helps the human body to function properly. The body uses evaporation to dispose of moisture and to regulate body temperature. Variations in room temperature and stale motionless air hamper these functions, producing discomfort.

LET US ENLIGHTEN YOU on SAFE, QUIET DEPENDABLE PROSCENIUM EQUIPMENT!

- Vallen Aero Speed Curtain Control
- Vallen Junior Control
- Vallen Floating Curtain Control
- Vallen Rear-Fold Track
- Vallen Darkening Shade Operator
- Vallen Automatic Screen Control
- Vallen Noiseless All-Steel Safety Tracks
- Vallen Uni-Tension Automatic Slack Rope Take-up
- My problem is—

Check items for detailed information. Attach to letterhead—mail to

THE SEAL OF LEADERSHIP
Vallen
WORLD'S LEADING MAKER OF CURTAIN CONTROLS AND TRACKS
SPECIAL OPERATING DEVICES

AKRON, OHIO

Television? Another Air Attack or a Blessing to The Boxoffice?

(Continued from page 54)

and willingness to go see a motion picture."

Mr. Balaban's reference to radio and his optimism respecting the outcome at all events is noteworthy.

In a similar vein comes a statement from Henry D. Behr of the Wilmer & Vincent Corporation of New York. Says Mr. Behr, with the full approval of Mr. Sidney Wilmer:

"Your question 'should commercial television help or hurt theatre business when it arrives' is difficult to answer. Recent events indicate that progress of commercial television on any considerable scale will be subjected to considerable delay as shown by recent events.

Answered by Assumption

"To answer your question, we will have to assume that the Federal Communication Commission will eventually establish manufacturing and broadcasting standards to be followed throughout the industry. After that, volume set production can be relied upon to bring set prices within reach of the public. When the number of sets in homes increases sufficiently, sponsors will be willing to pay for programs. This can be likened to newspaper advertising whose rates are based chiefly on circulation possibilities. Sponsors will be found who will support television only in proportion to the potential home audience.

"Assuming that a large number of sets will be absorbed by the public at some distant date, we can then attempt to answer your question. As long as television programs are limited to short subjects, feature trailers, educational material, news, sporting events and interviews, no serious harm should result to theatre interests. As a matter of fact, it might help this business if an audience of millions were given an opportunity to view short scenes of feature productions. This may have the effect of whetting the movie appetities of many prospective patrons who now avoid the movie theatres. News and sporting events will not hurt the theatres provided judgment is exercised in regard to amount televised.

"It must be remembered that a television pick-up of an original event will at best be more or less haphazard. It should be the function of the theatre to show these events in detail from film. Important events could be televised to the home in condensed form, accompanied by recommendation to attend the local theatre for the complete event. This would be somewhat like the practice of Trans-radio, which gives news broadcasts over the radio in condensed form and ends with the suggestion that listeners read local papers for further details. There is no question but what this has increased newspaper sales.

"Short plays, via commercial television, will not hurt the business, providing material is used that does not compete with the type of plots used in full length film productions. Proper coordination between television and movie theatre interests should result in increased interest in movies with beneficial financial results to both. Lack of cooperation between these interests will have disastrous results to all concerned. Theatre owners should worry less about what will happen when commercial television arrives but put forth greater effort toward improving performance, including more attention to sound and projection quality."

And Our Opinions

Now for some additional opinions of our own, based on observations, hind-sight, fore-sight and the power of reasoning which we are supposed to possess. We believe television reception in certain classes of homes and places of public gathering is inevitable and that it will come sooner than many of us expect. Science cannot long be subdued and inventions of the spectacular sort, such as television, must soon find their way to the public in one form or another.

Personally, we can't see the possibility of a television receiver set in every home that now has a radio. In fact, we see no comparison between radio and television in volume of use or entertainment use value. Its replacement of the modern moving picture theatre as a medium for entertainment is exceedingly remote and it will affect, we predict, boxoffice receipts far less than radio reception has in the homes or elsewhere.

Our most optimistic view of television in its finally perfected form is a novelty effect that will soon subside unless it is adapted to and adopted by the moving picture industry. Unlike radio for home

THIS MARQUEE—
AFFLICTED WITH
"EYE MONOTONY"—



Single-size-letter displays create a monotone of form and color—hence "eye monotony".

—HAS HERE BEEN CURED—BY
WAGNER MULTI-SIZE LETTERS



By the variation in form and "weight of color" Multi-Size letter displays cure "eye monotony" and create "eye interest".

A Modest Additional Investment for Multi-Size Letters for This Marquee Will Pay Back Its Own ENTIRE COST In One Year—

And a 300% Profit Besides

Fully Protected by Patents. Send for literature.

WAGNER SIGN SERVICE, Inc.

218 S. Hoyne Ave. CHICAGO | 123 W. 64th St. NEW YORK | 706 E. Hancock Ave. DETROIT | 6 Britain St. TORONTO

Pacific Coast Representative: B. F. Shearer Company

entertainment, the televised subject will require utmost audience concentration on a viewing area of extremely limited dimensions. The likelihood of advertising sponsorship—a subsidy which it will most surely require—will further negative its effect on a public that is already pretty well fed up with the interjected advertising plug it must endure while being entertained at home.

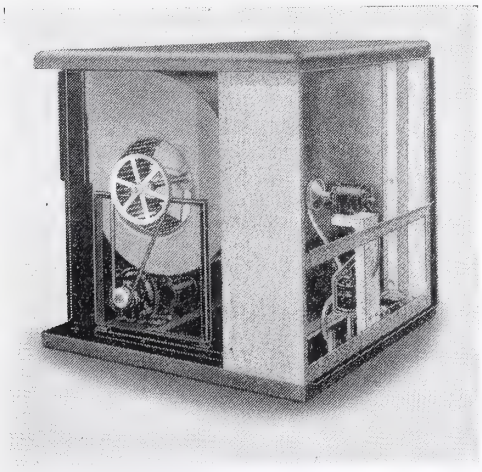
If the television broadcast is ever able to fulfill more than a very few of the functions of real entertainment now to be found in our films and on the screens of our fine modern theatres, it might become a serious threat to our economic equilibrium. In which event, we would strongly advocate its adoption as a supporting attraction. Real showmen are not asleep to that possibility.

In the meantime, and while there's still time to perfect our defenses against all possible forms of invasion, let's continue by all available means to improve our theatres in both physical appearance and standards of operation.

Why not capitalize the public's general distaste for free or subsidized entertainment and re-energize the natural human preference and willingness to pay for being properly entertained *away from home?*

Fine carpets are a first consideration for decorative art in theatre interiors. Their selection is vital.

NEW UNIT



Bridging the gap between comparatively high-priced refrigeration cooling systems and the commonly used forced air circulating devices such as blowers, fans and exhaust vents, is a recently announced evaporative cooling system produced by S.O.S. Cinema Supply Corp., which is designed for spaces up to 100,000 cubic feet.

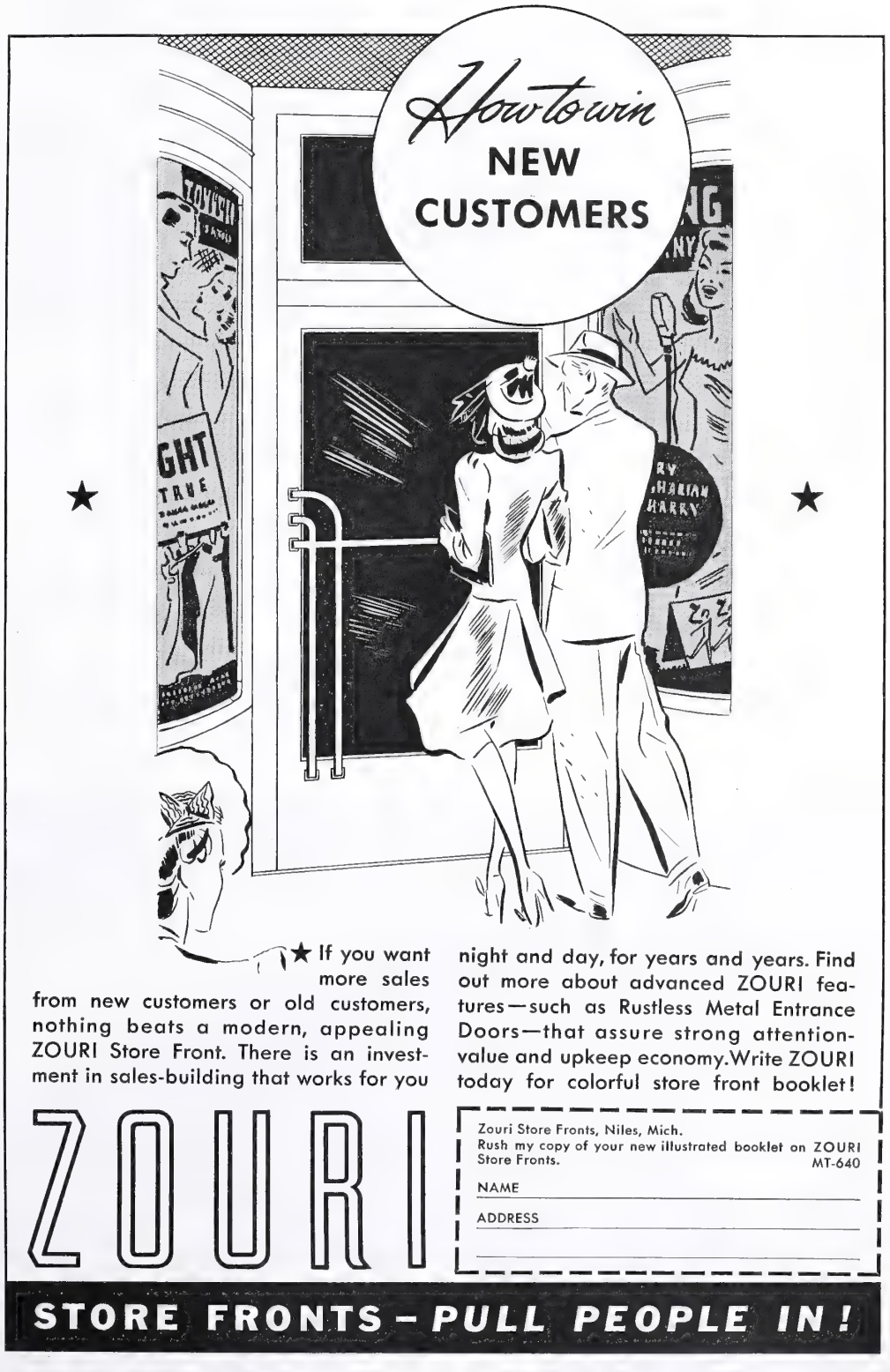
Employing a rotary atomizer, curved filter mat of special fiber chemically treated to eliminate odors, pollen and dust, the new units are said to fill a specific need. Special sealed moisture-proof motors, recirculating cold water pumps and directional flow air distribution vanes are other features referred to.

Entirely self-contained sizes are available from 3,500 c.f.m. up to 22,000 c.f.m., recirculating four gallons of cooling water per minute. The original cost is said to be much lower than a comparable refrigeration system, while upkeep is claimed far less than mechanical refrigeration.

One or more units may be installed at the rear of the theatre to provide cool, clean air for the lobby, projection booth, balcony or toilets, while several units installed under the stage or alongside the proscenium will take care of the large part of the main floor. Such an arrangement is said to be quite flexible, as the manager may use all or any part of the equipment, depending upon outside temperatures, time of day and size of audience.

REPUTATION

Air conditioning can and has definitely enhanced the reputation of many businesses. Particularly in the theatre field where it made its debut, it reflects your consideration for the comfort and welfare of your patrons. It indicates you are a modern showman receptive to progressive business methods. It marks your establishment as a pleasant, cheerful place to be entertained. It definitely builds customer good will.



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PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS

When the Theatre Decorator Proceeds from an Architectural Plan

R. M. DAVIS* takes you behind the scenes to explain some of the secrets of successful modern theatre decoration and the design for greater house appeal. Further frank disclosures will follow in later issues.



REX DAVIS

WE INTEND that this article shall be frank and in a simple, plain language, understandable and easily digested by anyone closely or even remotely connected with the problems of theatre decorating.

When you find yourself faced with an actual painting job, be it a new building or the remodeling of an old interior, be honest in the admission that it offers no convenient handles. You are in truth stumped in not knowing just which way to turn first, or just what painting firm can be entrusted with the all-important job of executing interiors that are correct and sufficiently attractive to pass the discriminating eyes of the majority of your patrons.

In the hope that you may be interested in how one decorating firm approaches and solves such problems as yours, we will take an imaginary theatre and carry to the sketch stage a lobby, explaining each step of the solution and the basic reasons behind our recommendations.

*Associated with Hanns R. Teichert, Theatre Decorators.

Location and Scheme

We have worked in this case with a leading theatre architect. He has given us dimensions and a sound architectural background from which to start. The subject theatre, seating around 800, we will say, is located in a suburban community, population around 50,000. Prospective patrons mostly derive their incomes in a large metropolis forty miles away. So they are thoroughly familiar with modern surroundings of commercial buildings.

Therefore, we determined upon a base theme of simplified classic modern—which would allow us to create an interior comparable to, if not in advance of, the theatres to which these people are accustomed to in the large city. We are thus pulling every selling string, developing an interior that will be understood, accepted and appreciated.

Remember, the day is past—long past—when you could expect educated people to be satisfied with a movie-house which decoratively is only one step removed from a public garage—plus haphazard seating accommodations. These people demand clean, pleasant, comfortable and spacious theatres. Any house missing in any of these specifications will drastically reduce its own potential boxoffice receipts.

So, to sum up our major problem in this instance, we must decorate a theatre that will be viewed with favor, that will not only hold local patronage where it belongs, but will also draw people from the large city (an easy driving distance) to enjoy the advantages of this correctly executed modern theatre.

As shown in the sketch, the architect decided this room must be spacious—thirty feet square and about twenty feet high. He needed these dimensions to consciously suggest an uncramped welcome. Indirect lighting will flood the unbroken ceiling where in the focal center will appear a rich bronze lighting fixture.

The indirect bulbs are installed behind a plaster cove which is of architectural importance. To give interesting variety, we suggested a mahogany veneer to cover his structural columns. Curved walls above entrances to public spaces and dropped ceiling levels in these same spots give added architectural transitions.

Our general color scheme must be rich, complimenting complexions and heavy enough to harmonize with the planned bold plain wall surfaces. To meet these functional requirements we decided upon a ceiling of soft champagne color. Bottom and edge of plaster lighting cove to be in a deep dubonnet. This color is also to be used on the drop ceilings at entrances of public rooms, as well as on the two end lobby walls. Remaining main walls are to



A visualized perspective of the plan proposed, the original of which was rendered in the actual selection of colors which unfortunately cannot be reproduced herein.

be painted in a deep champagne tone.

For our decorative treatment we have borrowed from the classics, with a conservative use of Zodiac figures, stripes, Grecian key and leaves. To impart further richness we are suggesting backgrounds for these items of a gold leaf or a gold fabric, all decorative figures to be painted directly on these materials. For a floor covering we use a deep grey blue carpet, giving a balancing color as well as a sufficiently heavy base for the wall colors.

On the drop ceilings we show flush louvre lighting fixtures that give a dramatic effect when they momentarily flood with light any person walking beneath them. Here we are allowed to appeal gracefully and effectively to the vanities of human nature. The ladies will be well pleased. And needless to add, few of the men patrons will seriously object!

To carry this "pampering of vanity" a little further, the entire wall, as one approaches the side entrances to the auditorium, is covered with plate glass mirrors, allowing all to get a good full length "shot" of themselves and thus be pleased! In case one might question our reasoning on this "vanity-ego," point, we simply need to call attention to the time spent by men and women alike in front of mirrors in beauty salons, in barber shops or in shop windows along the avenues. The observation is convincing.

Now finally to give this lobby that needed touch of softness, we have placed therein a pair of long draperies made of peanut colored silk velvet. The high-lights of color that will be caught and reflected by the draperies will warrant their slight extra cost.

In concluding, let me ask you to remember too that this lobby is the creation of a theatre architect. The decorator has a much easier task in developing schemes from planned interiors of this sort. But, when there is no architect in the picture and where an old interior is to receive paint only, the decorator who is capable, should be given the entire responsibility of creating worthwhile effects, and no one but a theatre specialist should be so employed. It will pay you to remember this point if no other.

Rather than confuse you with too much material in one article, we will hold off until next month our formula of development for the public rooms of this same imaginary theatre. In the meantime, any decorating problems that you may have will receive our careful study—if you will only let us know what they are.

FHA Financing for Air Conditioning Available

NEW YORK—A method of financing installations of air conditioning equipment under the national housing act in cooperation with C. I. T. Corp. has been worked out by S. O. S. Cinema Supply Corp.

With no down payment required, the terms extend up to 36 months, local contractors receiving payments upon completion of the jobs. Installation costs are included in the total amount and the first payment by the purchaser becomes due a month after installation.

FLUORESCENCE — A NEW DECORATIVE FACTOR



Hawaii Theatre murals treated with "Phantom-Lite" and radiated with black light. The gorgeous beauty of these murals is intensified by all the vivid colors of the rainbow; the ceiling is a heavenly blue and the stars are silvery bright. (Photo courtesy Phantom-Lite Products, Hollywood).

FICTION writers and persons of imaginative ability have often foretold the future day when illumination of interiors would be ideally provided by "luminous walls and ceilings capable of emitting the necessary light." The arrival of this "ideal" method of illuminating certain interiors which require very low lighting levels now seems to have taken place. The first few major installations completed have been judged highly successful and are at least an indication of the future trend.

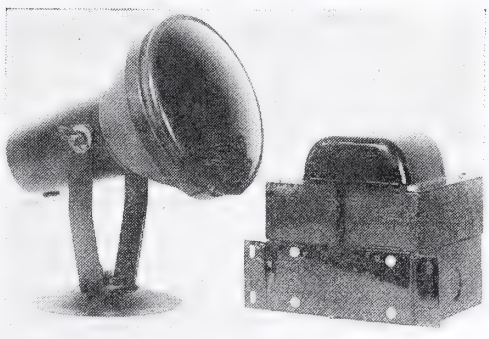
Introduction of new lines of fluorescent paints, the "liquid light that comes in cans," along with perfection of new equipment designed to cause this "canned light" to fluoresce, are responsible for the innovation. The new paints are *fluid* light sources. Walls and ceilings painted with them emit richly colored light when fed with energy, not by the flow of current through a connected wire as with orthodox light sources, but by means of an invisible beam of harmless "near" ultra-violet (black) light directed upon them from concealed "black lights."

This revolutionary technique of decorative lighting is based upon the same general scientific principles as those upon which the operation of the efficient new tubular fluorescent lamps depend. In the latter, fluorescent crystals on the interior walls of the glass tube absorb ultra-violet energy (short wave) generated in the arc stream, change its wave length and emit the energy in the form of light which the eye can see. Fluorescent paints operate quite similarly, though they are applied directly upon the surface to be illuminated and are designed to emit visible colored light when harmless (long wave) ultra-violet energy is directed upon them.

Today, "painting with light" is a pleasing reality. Light, in any of twelve colors, may be brushed on or sprayed wherever desired, solidly or in tones, over the entire area to be illuminated or in design ornamentations. As simple to apply as ordinary coloring matters, these "canned light" compositions open up wide fields of potentiality in the decoration and illumination of theatre and other auditoria, night clubs, ballrooms, bars and other locations where low levels of illumination are desired without glare from high brightness sources of visible light.

The auditorium of the new Hawaii Theatre in Hollywood, opened in early May, is believed to be the first theatre wherein fluorescent walls and ceilings are depend-

(Continued on following page)



Model No. 99 Conti-Glo spot-lighting unit for permanent installations. (Photo courtesy Continental Lithograph Corp.)

Fluorescence—A New Decorative Factor

(Continued from preceding page)

ed upon as the sole source of running illumination. Practically every square foot of ceilings and walls is sprayed lightly with the glowing fluorescent paint. Sunlight and moonlight effects produced with blue and flame-tinted incandescent lamps provide intermission lighting, but otherwise there are no white lights, no fixtures and no side wall brackets.

During picture presentation, the patron is seated beneath a most beautiful deeply luminous blue Hawaiian night sky with brightly glowing stars. Because of the perfect third dimensional effects attainable by this new decorative technique, the walls appear to have receded and a fluorescent rendition of Mt. Mauna Loa spouting fire and smoke gives the appearance that it is many miles in the distance. Light emitted by the over-all fluorescent treatment bathes the auditorium with "shadowless moonlight," providing excellent illumination without screen interference and without a single glaring light source or brilliantly lighted surface.

A rapidly increasing number of theatres, night clubs, ballrooms, bars and public auditoria are being planned, constructed or completed wherein fluorescent compositions and "black light" equipments form the major part of decorative and lighting effects. Adjudged the perfect means of theatre auditorium lighting, this combination is being incorporated in new and remodeled theatres throughout the country.

In California alone, where the pioneer installations were made last November and December, the following installations in theatre auditoriums have been completed: Academy Theatre, Inglewood; Lido Theatre, Newport Beach; Tower Theatre, Fresno; Strand Theatre, Modesto; Fifth Avenue Theatre, Inglewood; California Theatre, Sacramento; Newsreel Theatre, Hollywood; Esquire Theatre, Madera; Hawaii Theatre, Hollywood. Others are planned and under construction.

And this new fluorescent formula for decorative effect does not stop with walls and ceilings. At least one leading carpet manufacturer has introduced fluorescence to special carpet patterns, which when activated with black lighting brings out unusual beauty of the carpet when theatre lights are low. With the recent perfection of special lighting devices and equipment for the application of "black lighting," such as those illustrated herewith, the new and spectacular lighting-decorative medium should meet with much favor among theatre men who are interested in novel effects.

Personality in theatre management is again coming back into its own. The modern theatre is no longer directed by proxy.

HONORED



William L. Pereira, architect for Paramount's proposed new studio and a member of the Advisory Board of The Modern Theatre Planning Institute, has been awarded the Scarab gold medal by the Scarab National Architectural Society for "significant professional achievement." The award is made annually to one architect under thirty-five years of age whose achievements are of sufficient national significance to warrant it.

William Pereira, associated with his brother, Hal Pereira, designed the Esquire Theatre in Chicago, which was chosen by the Encyclopaedia Britannica to illustrate ideal modern theatre construction and design; seventy-five other theatres constructed in the past four years; buildings at the Chicago, Texas, New York and San Francisco World's Fairs. He is now designing six film exchanges for RKO.

Have you looked into the extra profit possibilities of popcorn and candy sales? It's a nice way to reduce the "nut."

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

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It's not the equipment you have in your theatre that counts—it's the equipment you NEED!

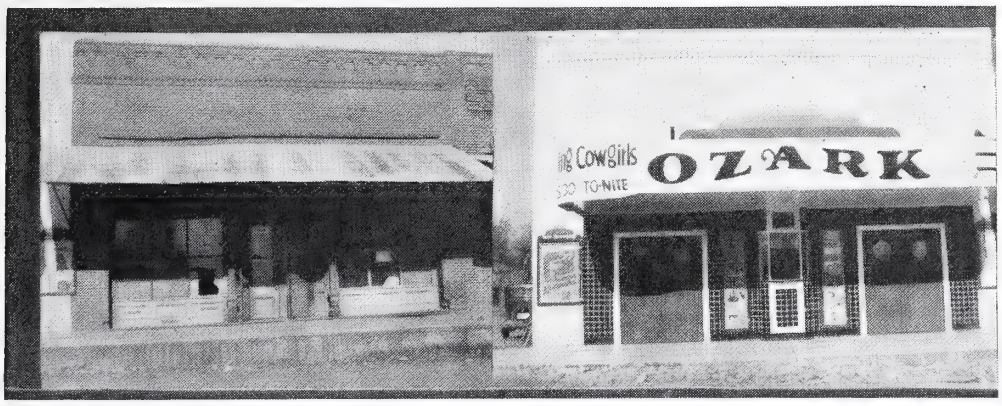
Often there's only a thin line between near-success and real success at the box office. The Simplex projection and sound you need may easily make the difference.

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RURAL THEATRE OPERATION RATES A CHANCE



THE two snapshots appearing above speak for themselves. Mrs. Margaret Harkey Higginbotham, who operates theatres in a circuit of eight towns in the land of Bob Burns, known as the Ozark Amusement Company, was requested by the people of Black Rock, Arkansas, which had never had one, to put a theatre in their town. Mrs. Higginbotham advised them that she would consider the possibilities of a house in Black Rock (pop. 751) provided she could find a desirable location.

After making a number of unsuccessful trips in an effort to find a suitable site, she was on the verge of giving up the idea entirely when she decided to take another look at an old dilapitated store building on the corner which had been vacant for many years.

Her friends were horrified to find that she would even consider the ancient building and tried in every possible way to discourage the venture. But she wouldn't listen because in her mind's eye she had already visualized the smart black and white tile front of the modern little theatre which she recently opened.

Her new house, the Ozark, has the latest type equipment and 300 of the most comfortable seats obtainable. It is operating regularly and both she and the citizens of Black Rock and its surrounding territory are happy and proud of the civic asset to their community. Which all goes to show that small-town theatre operation could be more profitable if more theatre owners tried harder to make it so.

Screen light is important, too. Many developments in the projection light source have made brilliant snow-white projection light available to all theatres, large and small alike.

Automatic curtain control contributes immensely to the House Appeal of any theatre. It adds finesse to the performance on the screen.

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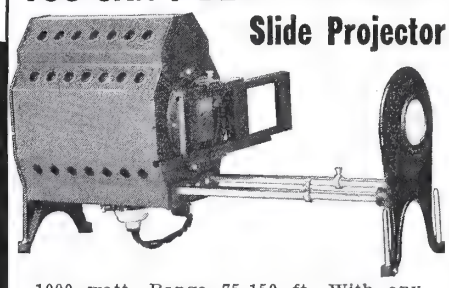
Not only is there 25% more light on the screen, but also a gain in contrast and crispness. Shadow detail is not diluted by distributed light. Color films, too, have greater purity and brilliance.

Send for descriptive literature on the Super Cinephor f:2 to Bausch & Lomb Optical Co., 720 St. Paul St., Rochester, N. Y.

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BEST DEVICES CO.
10516 Western Ave. Cleveland, Ohio

The Right Kind of House Reaches Far Afield For Its Patronage

(Continued from page 47)

are in a medium yellow and the wall with ornamentation is in Congo brown. This ornament is in bone white eggshell enamel and all wood trim is in bone white also. The lounge is located on the second floor, and on the wall opposite the door entrance is a large circular mirror of blue tint. This mirror reflects the ornament on the brown wall and gives an impression of water.

Significantly, this broad mural scene suggests local atmosphere in its approximation of scenes and picturesque settings of the community. Hence this type of decoration on the brown wall. The carpet is of the same design and color as that in the auditorium and chrome furniture is upholstered in blue and red leather.

Furnishings Functional

Immediately off the main lounge is the ladies' powder room, on the entire east wall of which from ceiling to floor are mirrors and make-up tables all finished in bone white eggshell enamel. Three full length mirrors are recessed in between the make-up tables and the tables are ribbed. The ceiling and west wall are in turquoise blue and the north and south walls are coral-peach. The toilet ceiling and walls are in turquoise blue with an orchid and lettuce green tile wainscot. Ceiling and walls of the men's retiring room are in a rust tone with a black and yellow tile wainscot.

Absence of applied ornamentation in the auditorium is noteworthy. All attention is focused directly on the screen. Indirect spot lights in the ceiling are on an emergency circuit, eliminating possibility of a "blackout." The ceiling is painted a dark blue and the walls down to the wainscot molding are of a rose-rust tone. Two decorated panels are of a deeper tone than the adjoining walls.

The decorative free-swinging ornament, which was sketched on at random, is of the same color except in a much lighter shade and outlined in a much deeper tone, which really is a Venetian red. The proscenium arch is of a shade similar to the major portion of the walls and the wainscot is a delft blue to harmonize with the grey-green seat upholstery. The stage curtain is teal blue and all of the wood trim is bone white trimmed in royal blue. The draperies are coral-peach and the predominating color in the modern carpet pattern is a French blue.

One may possibly wonder at the graduated lines on the side walls. The walls are "asbestos feathers" down to the wainscot molding and the balance of the wall surface is cement plaster which runs up to a point of ten feet in order to protect the acoustical material from damage. The "international" stripes were injected to keep the wainscot from appearing too high. Specially made light fixtures are of a deep rose tone in the center finished in polished bronze. Three of these large fixtures and two banjo lights on each wall serve to illuminate the auditorium.

Conceived for Comfort

The most comfortable type of full upholstered seats were provided, spaced adequately for convenient access. A washed-air cooling system is used, the air from which is introduced and distributed through a wide rectangular grille above the proscenium arch. A gas-fired heating plant introduces warm air in winter through grilles concealed in the decorative panels at each side of the stage.

In its modern equipment and most efficient layout for the reproduction of sound moving pictures, the new Indiana Theatre could hardly be excelled. It has the latest types of apparatus and no sacrifices were allowed in the processes by which pictures are put on the screen. The acoustics are perfect and the sound reception is exceptional, thanks to wise selection and servicing of the equipment.

Here then is another modern theatre, the type of which is giving the public a new conception of the entertainment value of pictures when properly presented. It's the kind of house that reaches far afield for its patronage—in this case as far away as Indianapolis and Bloomington. Mr. Servaas and all concerned are certainly to be complimented.

Try fluorescent carpeting activated by "black light" for a truly breath-taking effect. It's the latest innovation of the carpeting and lighting industries and its appeal is both novel and practical.



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STATISTICAL PICTURE OF MOTION PICTURE BIZ



NATE GOLDEN

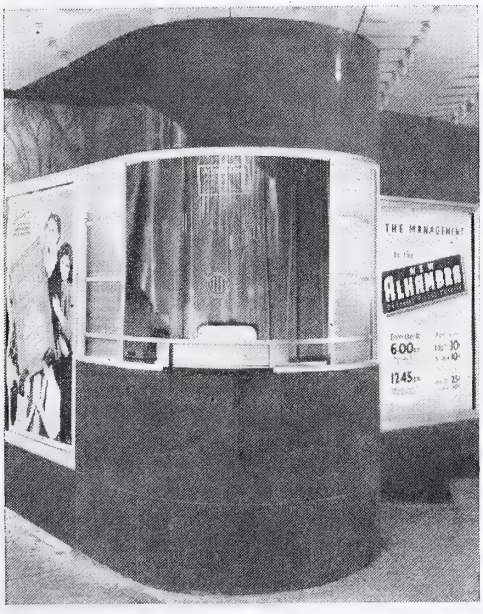
THE U. S. Department of Commerce recently released a new bulletin which embodies a comprehensive statistical survey of all branches of the American motion picture industry. Nathan D. Golden, Chief of the Department's Motion Picture Division under whose direction the data were compiled, pointed out that in every instance the figures presented were obtained from sources within the industry.

Following are a few outstanding statistical facts as revealed in the survey: The financial worth of the American motion picture industry is conservatively estimated as in excess of $2,000,000,000. One hundred firms are engaged in producing motion pictures in this country, producing an annual average of 500 feature films and 800 "shorts," at an estimated aggregate cost of $165,000,000. California accounts for 95 per cent of the total production, the remaining 5 per cent being produced in New York. Approximately 28,500 people in the United States are employed in motion picture production, with Hollywood's annual payroll amounting to about $129,000,000. Between 100 and 250 prints of each feature film are required for initial distribution in this country and 276 separate industries, arts and professions are involved in the making of a single feature picture.

In the exhibition field, 241,000 people are employed in 17,000 theatres operating in the United States which have a seating capacity of 10,462,208. Average weekly attendance at these theatres approximates 85,000,000 persons who contribute more than $1,000,000,000 in yearly revenues at the boxoffice. Film rentals paid by these theatres to distributors of motion pictures average over $250,000,000 yearly. For newspaper and magazine advertising the motion picture industry spends over $77,000,000 annually in the United States and an additional $33,000,000 in foreign countries.

United States productions account for 65 per cent of all the motion pictures exhibited in theatres throughout the world and approximately 35 per cent of total revenues received by American film producers for their productions is derived from foreign sources.

CONTACT



Beauty at the point of contact—the boxoffice—could hardly be more appropriately expressed than in this view of the cashier's cage of the Alhambra Theatre in Detroit, designed by Architect C. H. Crane. The gracefully rounded "counting room" is formed of all-red vitreous structural glass in keeping with the general scheme of the entire facade. (Photo courtesy Libbey-Owens-Ford Glass Co., Vitrolite Division.)



It's Easier to Get Them In with Nu-Wood *Kolor-Fast* in Your Theatre!

MORE pulling power for audiences—more economy and benefits for YOU! That's the reason why Nu-Wood Kolor-Fast is getting a big hand in theatres from coast to coast. Nu-Wood Kolor-Fast goes onto your walls and ceilings quickly and easily—provides lasting charm and minimum maintenance. Nu-Wood colors, you see, are *fadeproof* . . . with beauty that stays put. Today, among all interior finishes of its kind, Nu-Wood gives you the most in style and beauty.

But that's not the half of it! Nu-Wood cures "sour" sound because of its high acoustical efficiency. It adds greater comfort to your theatre by providing efficient insulation—an especially big advantage in the air-conditioned theatre. Nu-Wood provides the low-cost way to lasting beauty and comfort. Learn all about the new Nu-Wood Kolor-Fast—mail the coupon!



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THEATRE ILLUMINATION FOR ADVERTISING DISPLAY, ATMOSPHERE AND BETTER VISION

A New Idea Steps Up Attraction Panel Effectiveness

By **C. M. Cutler** and **H. J. Chanon***



Mr. Cutler



Mr. Chanon

THEATRE owners know the value of luminous attraction letter panels. Their highly effective advertising and pleasing appearance by night and by day has been borne out by hundreds of marquee installations—and now a new idea to increase still further their effectiveness. This idea utilizes two of the most powerful forces known in attracting attention, high *brightnesses* or fixed or changing values and *color*. Brightness changes have always been readily obtained through the use of equipment designed to dim filament lamps. On the other hand, *volume* of *color* has been more difficult to obtain.

The introduction of Mazda F (fluorescent) lamps has changed this entire picture as it is now possible to obtain colored light directly at extremely high efficiency. As a matter of fact, green can now be produced at efficiencies 100 times as high as with former light sources. By employing green as the static color, and combining it with filament lamps controlled to change in brightness, effects never before practicable can now be obtained.

Changeable Effects

The section of an attraction letter panel shown in Fig. 1A appears to be no different than a regular panel consisting of a large luminous area against which opaque letters are viewed in silhouette. The panel is just this for a few seconds only as a glance at Fig. 1B now shows the center area of the upper row of letters to be luminous. Actually, the color of the luminous background has been transformed from green to white and the letters during the same period have changed from full black to letters with red centers and opaque margins. Unfortunately, color cannot be employed in these photographs to show how this transformation has taken place. However, the accompanying sketches illustrate the construction of a typical section and indicate how both color and brightness are varied to bring about this change.

The combination of green Mazda F lamps and regular filament lamps in conjunction with letters having transparent centers of red glass or plastic are shown in Fig. 2. Here 36-inch Mazda F lamps are positioned alternately between rows of 60-watt filament lamps. In green, these lamps, including the auxiliaries, have an efficiency of about 60 lumens per watt. These burn continuously to produce a high brightness panel in color.

An examination of the radiant energy curve in Fig. 3 shows that almost all of the energy in the green Mazda F lamp is confined to the green region of the visible spectrum. Practically no energy is present in the red end. Consequently, when the filament lamps are not in operation, the letters appear as full silhouettes as no red light is available to be transmitted by the centers of the letters.

The filament lamps are connected to a reactor type of dimmer with automatic timing in which the voltage is varied through a range from approximately black-out to full brightness. The radiant energy curve (Fig. 3) shows the filament lamp to be rich in energy in the red part of visible spectrum. Therefore, as the brightness of the filament lamps increases

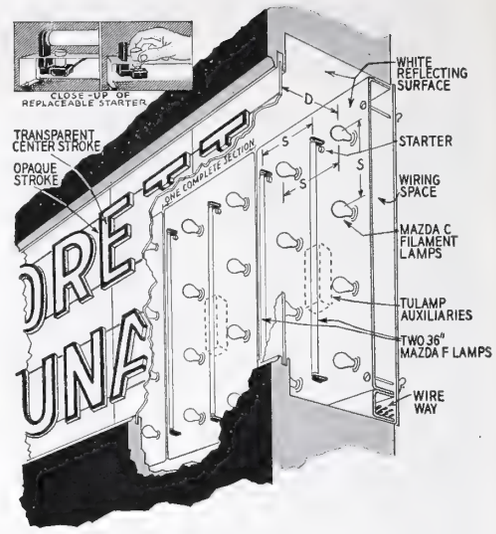


FIGURE 2

Attraction letter panel equipped with Mazda F and filament lamps constructed and wired in sections in the shop and assembled on the job.

red energy is produced in abundance and the transparent centers of the letters appear red. At the same time, the so-called white light of the filament lamps dilutes the green produced by the fluorescent lamps and the luminous background becomes practically white in color.

Process Explained

Fig. 4 illustrates the changes that take place during one complete cycle. To simplify the explanation the illustration has been confined to the letter "E." During the first half of the cycle the voltage of the filament lamp circuit is increased. The brightness of the opal glass panel changes from green to greenish white and then to white. The letter strokes during this phase appear first as silhouettes and then gradually take on brightness. At the peak of the cycle, the letters are red as the filament lamps are operating at full brilliancy. As the voltage is decreased, the red letter centers disappear and again become silhouettes while the background changes from white to green. A complete cycle should be approximately five seconds in duration. However, it is desirable to provide some means of adjustment in

FIGURE 1

Comparison between opaque letters and those with transparent center strokes are demonstrated.



a. Filament lamps not burning. Upper and lower rows of letters both appear the same in silhouette against the green background.



b. Filament lamps at full voltage. Upper row of letters has red center strokes whereas lower row appears the same in silhouette against a white background.

*Nela Park Engineering Department of General Electric Company.

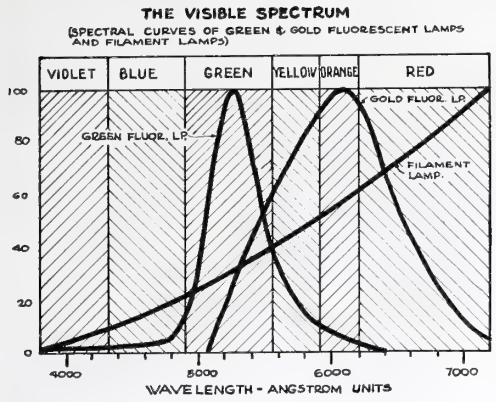


FIGURE 3

The absence of red and blue energy in the case of the green lamp and red energy in the gold lamp, makes possible the color change idea for letter panels.

the timer to select the best combination for local conditions. If desired, the filament lamps can be flashed on and off in which case the color and brightness changes are produced instantly. However, the dimming cycle brings about the changes in a gradual manner and the resulting effect may be more pleasing.

A theatre front can utilize this idea in the vertical name sign as well as in the attraction letter panel. However, other colors may be employed for variation. In the artist's sketch shown in Fig. 5, the name sign "Park" has been given a similar treatment. Here the Mazda F gold lamp may be employed to produce a high luminous background in color against which letters with transparent blue centers are viewed. The spectral curve for the gold lamp shows that the total energy is in the green, yellow, orange and red part of the visible spectrum. The combination of these colors produces the characteristic gold. Since no energy in the blue and violet region is present, the letters with blue centers appear in silhouette when the filament lamps are not burning. Increasing the voltage on the filament lamp circuit introduces white light which has sufficient blue energy to produce a blue center stroke. The background changes from gold to white during this phase of the cycle. This combination of blue letters lined with opaque margins against a white background is very effective.

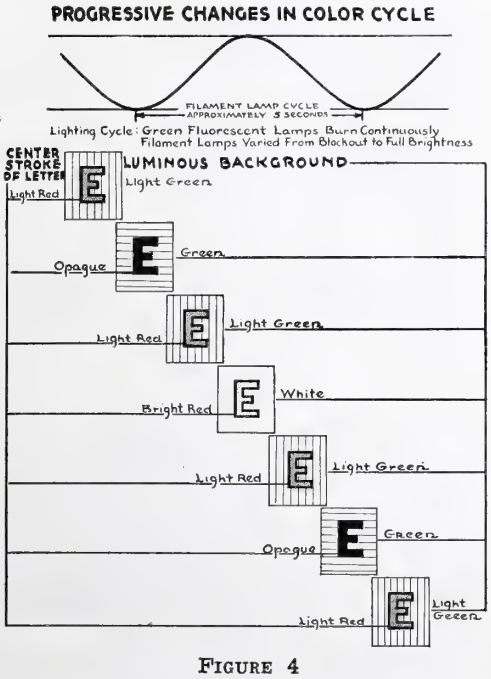


FIGURE 4

Steps in the production of colored center strokes through a variation in voltage across the filament lamp circuit.

FABRICATION SIMPLE

Mazda F lamps in color are available in 18", 24", and 36" lengths. This selection makes possible the application of this idea to marquees and signs of various dimensions. For purposes of illustration, the 36" size was used in Fig. 2. To facilitate erection and fabrication, the metal panels shown can be made up in convenient sections and wired in the shop. The sections themselves may be bolted to the supporting structure, thus requiring a minimum of construction work on the job. Wire way is suggested for the bottom of the section for connecting the panel to branch circuits.

To insure good brightness uniformity of the flashed opal glass panel, the spacing between the Mazda F lamps indicated by "S" (Fig. 2) should not exceed 1 to 1½ times distance "D" measured from the center of the lamps to the glass surface. The same spacing for filament lamps is recommended.

For most effective operation of the color change it is necessary to so choose the size and number of filament lamps that when full voltage is impressed across them the white light emitted will be approximately 1½ to 2 times that produced by the Mazda F lamps. This ratio will produce a rich color in the letter stroke and high background brightness.

Table I has been prepared to serve as a guide when green or gold Mazda F lamps are used. In each case it is assumed that the wiring panel section (Fig. 2) will house 2 rows of fluorescent and 2 rows of filament lamps. For other variations in size it is desirable to maintain about the same ratio of white and color lighting.



FIGURE 5

A modern theatre front employing green Mazda F lamps in the attraction letter panel and gold Mazda F lamps in the vertical name sign.

TABLE I—LAMPING RATIOS

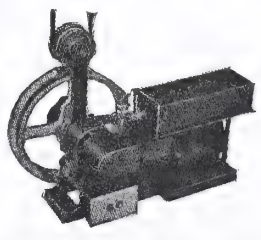
Green and white background and red letter stroke combinations.

Height of Panel Section	Fluorescent Lamps		Filament Lamps	
	No. & Size	Lumens	No. & Size	Lumens
24"	2 - 18"	1800	6 - 40-w	2820
36"	2 - 21"	2600	8 - 40-w	3760
48"	2 - 36"	4500	8 - 60-w	6640
Gold and white background and blue letter stroke combinations.				
24"	2 - 18"	750	6 - 25-w	1620
36"	2 - 24"	1080	8 - 25-w	2160
48"	2 - 36"	1860	8 - 40-w	3760

Since green Mazda F lamps are highest in volume of colored light, they are recommended for the attraction letter panel in high brightness districts. Because of their position, letter panels must compete with other areas of high brightness such as store fronts, show windows, street lights, etc. The same number of gold lamps produces an abundance of light for the theatre in the lower brightness neighborhoods. By doubling the number of fluorescent lamps and increasing the wattage or number of filament lamps accordingly, the same effectiveness is obtained as with the green background and red letter combination. This treatment offers new opportunities for the vertical enclosed name sign as well as the marquee.

Advice on Lighting

Various contributors to this department, comprising outstanding authority on the subject of Theatre Lighting, will be glad to answer questions or otherwise assist in the correct solution of any lighting problems presented by our readers. Such inquiries, addressed to the editor of THE MODERN THEATRE *section, will be referred promptly to sources of information most pertinent to the problem presented.*

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CINE CLINIC

PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND

"Helping in the Biggest Job of the Industry"

By **The Editor**

IN THIS instance we're deliberately appropriating the catch-line of one of our regular advertisers, with full intent to lend emphasis to the selling point involved, i. e., that Better Projection Pays.

Perhaps our doing so may smack of commercialism or a too obvious attempt to propagate the purchase of some new equipment. However, if that construction is placed on what we have to say by any of our readers, we'll simply let it go at that.

Candidly, this department is in complete accord with the proposal advanced by one of our sponsors to the effect that they, as an organization, can help you theatre owners in the biggest job now confronting you, namely "getting theatre patrons back again."

The Saving Grace

Among the many useful mechanical factors that can contribute to the restoration of the movie-going habit, is there one more basically essential than good projection? Without it, fine photography and superb production technique fall flat on the screens of our theatres and generally with a public recoil that strikes at the very vitals of the boxoffice, and therefore does theatre business generally no good.

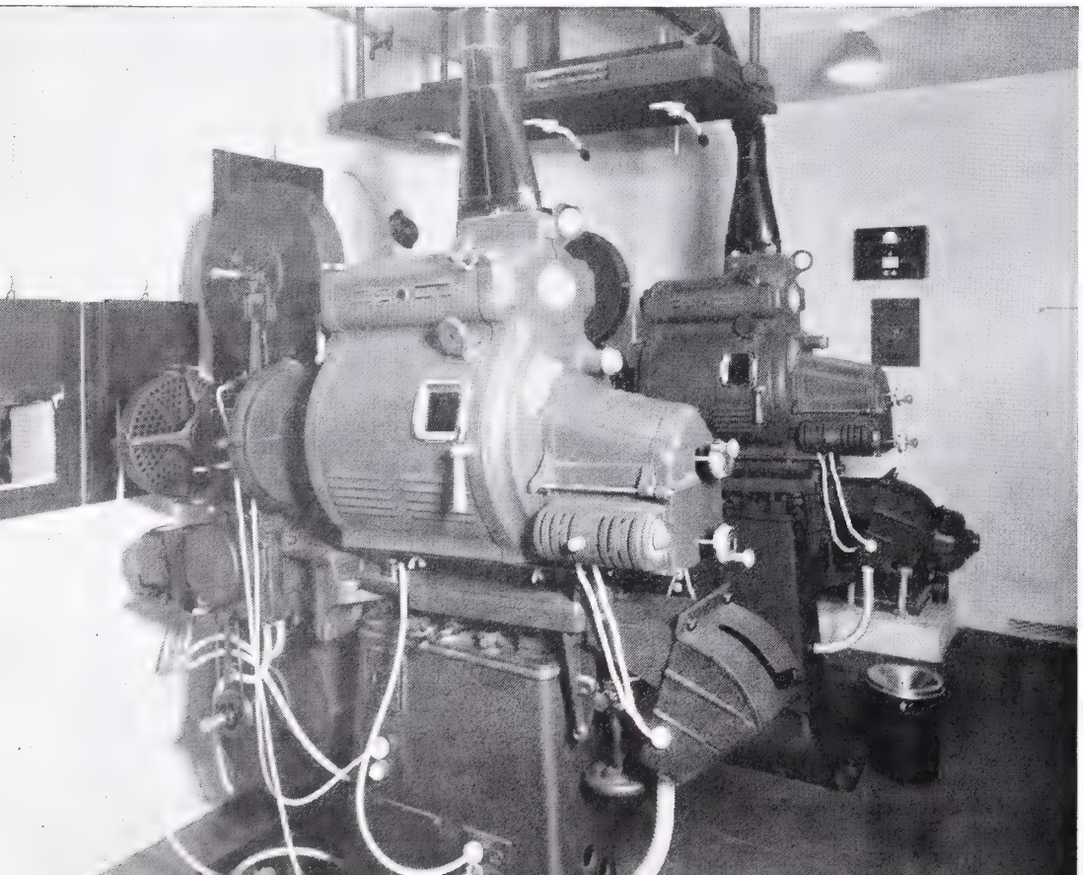
With good projection, the standard of which is higher today than ever before, many a flop picture has found sufficient favor with the patrons to impel them to try again. Even a poor picture subject, if properly presented on the screen and in an environment for pleasure and relaxation, is seldom the cause of a patron's resolution to stay away from all theatres. Yet cases aplenty are known where good pictures poorly projected have caused patrons to look to other sources than the movies for entertainment.

This public of our knows little about the technique or scientific *modus operandi* of a moving picture machine and it cares less to know about the formulae of the process. Their knowledge of what goes on in that mysterious little compartment, with the portholes, tucked away up there in the rear of the auditorium was well interpreted on the radio recently.

On the Johnson Wax program (and this is no plug), Fibber McGee told Molly that all moom pictures (good and bad) come from Hollywood. To which Molly replied: "Oh, do good pictures come from Hollywood? I always thought they came from those little rooms up there in the back of the house."

Molly was right. Good pictures do come from many of "those little rooms up there." But a lot of film goes in those rooms good and comes out bad; the result of poor projection. And for the self-same reason, pictures of poor to medium entertainment value get little help from the questionable mechanical process employed in their reproduction. Fine photographic values, one of the most appealing effects of modern picture production, are too often lost entirely or severely reduced by the inefficiency of a picture machine or one of its many appurtenances.

True, the public doesn't know exactly how projection is done nor why pictures are clearer and steadier and altogether more enjoyable on one theatre's screen than they are on another. But too many people have already found out enough about good picture projection to make them discriminate in favor of the theatre which has it —and distance is no longer a decisive factor.



In this corner of the spacious projection room of John Servaas' new Indiana Theatre at Martinsville, Indiana, described elsewhere in this issue, is to be seen the type of equipment provision that makes Better Projection Pay. The "booth" of this up-to-date little small-town theatre is anything but a repository for out-worn projection equipment.

Who's Job Is It?

The "biggest job of the industry" has often been alluded to in this journal. It is neither political, by-partisan, nor a special task to be assumed by any special group within or without the industry. Getting estranged patronage back into our theatres regularly — reinculcating the movie-going habit, as it were—is the job of every man and woman in picture show business.

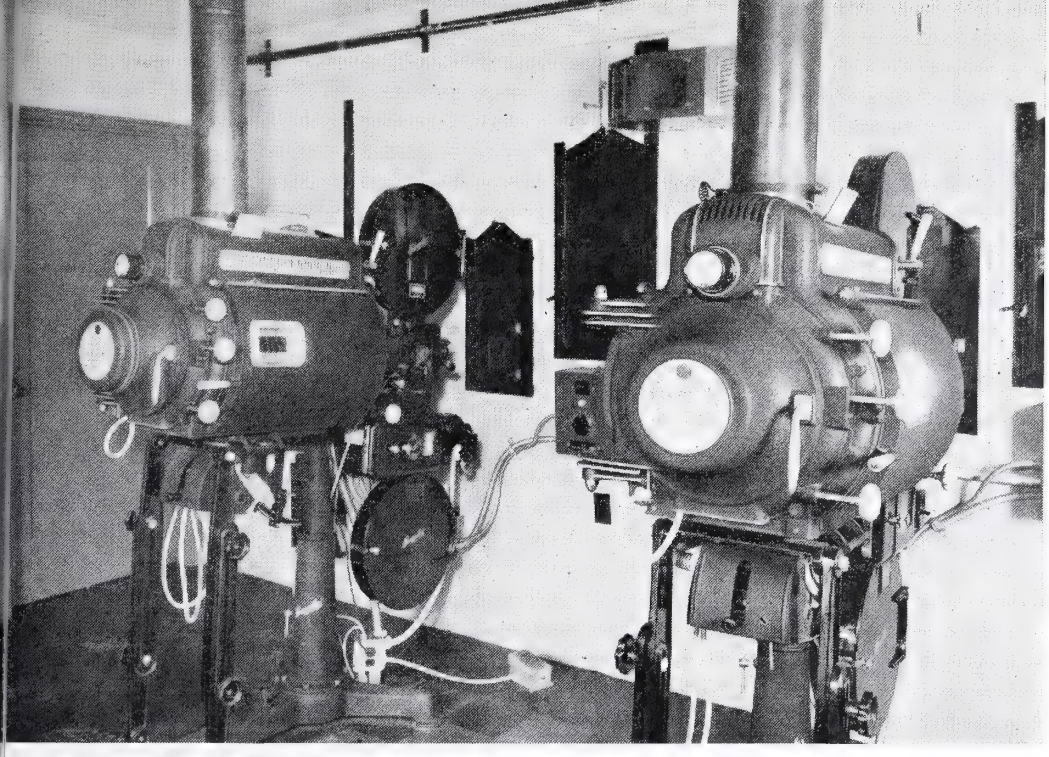
The task can no longer be shirked nor the responsibility shunted aside. It belongs to every one of us, the producer, the

RECOGNITION

It is an old southern custom that prominent visitors to Louisville are made Kentucky Colonels. A more signal and substantial honor was bestowed upon P. A. McGuire, advertising manager of International Projector Corporation, when he attended the recent I. A. T. S. E. convention in Louisville.

As a guest at one of the various dinners, among other social events given by or for delegates during the convention, Mr. McGuire was presented with a Silver Plaque in recognition of his untiring efforts to raise projection standards and secure recognition of projectionists as technicians.

The presentation was made by a committee consisting of William P. Covers, vice-president of the I. A., and B. A. of Toronto Local 173; C. A. Dentelbeck, president; Arthur Milligan, secretary-treasurer, and D. Siegel, member of the Local, who also notified Mr. McGuire that he had been made an Honorary Member of the Toronto Local, in appreciation of work well done.



And here is the projection equipment layout in Kalafat Brothers' Gala Theatre at Garrett, Indiana, another small-town modern theatre about which more will be said in a later issue. In this "little room 'way upstairs" is to be found the right solution to the Better Projection problem. (Photo courtesy National Theatre Supply Company, Chicago.)

photographer, the projectionist, the promoter, the publisher and none the less does it belong to the men who own, operate and manage our theatres.

Men who make and sell and advertise equipment must share the responsibility with men who buy it, bearing in mind always the mutual objective to create more business for the boxoffice through bringing back business that has been allowed to stray away.

Good pictures from Hollywood alone won't accomplish the end. Nor will good projection at home effect the purpose unassisted. The finest modern theatre built won't do it if one or more of the most vital details is missing—and *good projection* is vital, even to the smallest of our theatres.

This publication has been persistent as well as consistent in its advocacy of *coordinated theatre planning.* In other words, we have often expounded, herein and in other departments, the theory that a theatre plant is no more efficient from the standpoint of profitable business promotion than its weakest link. Therefore the necessity of forging every link into a chain, the pulling power of which is expressed in two words: House Appeal.

An Ominous Oversight

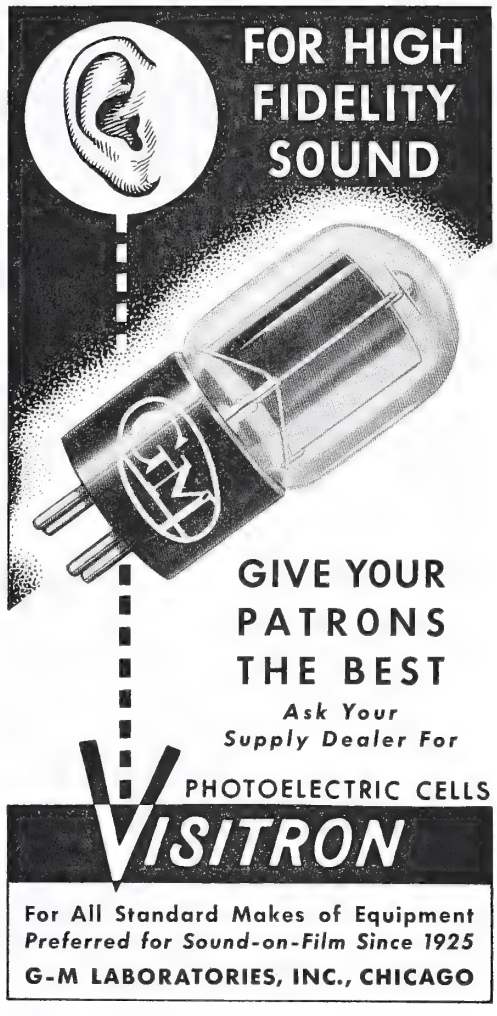
In our frequent appraisals of theatre modernizing projects, both newly constructed and altered, we find many occasions to compliment both the owners and their architects as well as all others who have contributed to noteworthy accomplishments. But far too often, case histories of theatre modernizing projects received, and not infrequently those of entirely new jobs, contain this ominous information: *"Projection Room:* No new equipment purchased. Old apparatus (sometimes overhauled) transferred from former house."

Overhauled projection equipment has no place in the modern theatre and no theatre owner can justly lay claim to the possession of a modern theatre with outmoded equipment hidden away in his projection room. The source may be concealed, but there's no way of camouflaging what appears on the screen.

Is it because Mr. and Mrs. Public can't see what's in that "little room way upstairs" that we don't see fit to modernize the works? Or are we still building and equipping our theatres merely to look at? We think most theatre owners have passed beyond that sort of reasoning.

The smarter set of theatre owners today are building their theatres for better projection. They're not hedging on this vital factor of House Appeal when it comes to the purchase of modern projection equipment. In fact, the truly modern house is actually built around its projection—with all other contributing elements pointed at one all-important objective: The complete and uninterrupted enjoyment of all that appears upon the screen.

In this new strategy of theatre formation, designed to restore the movie-going habit, modern projection equipment is playing a most helpful part.



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AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

Frank Opinions on Operation and Other Faults We Find

By **Gordon H. Simmons***



THE owner of a beauty parlor up in Oconomowoc, Wisconsin, visited me a few days ago and asked me to air condition him. I couldn't see any objection to doing so since theatre owners seem to prefer to stay the way they are. So I figured up and ordered out what was necessary and at noon caught the "Hiawatha" which took me the thirty-three miles to Oconomowoc in forty minutes flat.

The beauty parlor owner had both his sheet metal man and his plumber meet me and I proceeded to instruct them explicitly how to install the job, all apparatus having been delivered. I promptly got into a scrap with the plumber and this happened before I had a drink, too. He wanted to do the job his way and I wanted the job done my way. Guess who won the argument.

After I got all through giving instructions, I suppose I was bristling like a frustrated porcupine, so the owner took me to a cozy little place around the corner and proceeded to get me properly soothed. He succeeded too well.

By the time I got good and soothed, it was train time and I got back to Milwaukee in a jolly state of mind. So I went to the ..... Hotel to get fortified in other directions; not having had lunch and two strong drinks on an empty stomach were too much.

My Wondering Waitress

I found that hotel dining room air conditioned (second attempt) and here I was barging into the place after the job was done. That's what I get for taking up so much of my professional time with you theatre fellows. I asked the girl in charge of the dining room if the job worked all right. She said: "Yes, it works." I said: "Last time I was in here it was too cold." Then she said: "I guess a lot needs to be learned yet about air conditioning because *it's still too cold.*"

She went on to say that this was true of *every theatre in Milwaukee.* (Ouch!) I might have assured her that it was also true of darn near every so-called air conditioned theatre in the country. And further I could have added that it was quite understandable. Of all the people who talked to me in that place, not one raised a dissenting voice or expressed an opinion to the effect that "air conditioning was not as good as it might be," or "why the heck isn't it better than it was before."

I know and I'm not too modest to tell you either. Too many people, both in and out of theatre business are too bloomin' ignorant or lazy or both, to find out what it takes to properly *operate* an air conditioning job and *then go and do it.* An adjustment or two often is all that is necessary and it's practically as simple as that.

Now you fellows don't properly support me. My cash clients and closest confidants are mostly non-theatre owners. They hunt me up and ask me to handle their jobs and they don't try to chisel me either. I have nearly a thousand jobs in the City of Milwaukee and only two of them are theatres. So with theatre jobs scattered from Lake Superior to the Gulf of Mexico, I don't have to solicit business. Provided I'm willing to starve. Oh sure, I get lots of postage stamps, but as I mentioned once or twice before, I'm no cockroach so I can't eat paper.

And I'm Telling You

But to lapse momentarily into a more serious vein, here are some features that will make you theatre owners better liked by your customers, if you know how to feature them in your place of business. Which is exactly what I told our beauty parlor owner in regard to the operation of his job when I turned it over to his loving care.

I told him not to permit his temperature to get below 78 degrees and to use *all fresh air.* Those of you who can't do this can at least use as much fresh air as possible. If you fellows don't know how to adjust a thermostat, drop me a post card and I'll send you a blueprint, showing how to take your thumb (or any finger) and push the little lever so-o-o until it is directly under the mark "78" and then *leave it there.* Push it lower at your own peril.

I get one theatre job fixed for postage stamps and by the time I'm done with that there have been ten other jobs installed that need fixing too. I feel like the British just before they pulled out of Norway. What's the use? However, instead of withdrawing I feel more like running a blitzkrieg.

If I could but harness up some mechanized forces to make people mind their operations, just like I do after I finish an air conditioning job, I might be more helpful in cleaning up a deplorable situation in the theatre air conditioning field. But it's your money, boys, your houses, and your privilege to spend your money any way you damn well please. You don't even have to listen to me if you don't want to. We're still a democracy and I'm no dictator. I'm simply trying to do my bit for Better Air Conditioning.

Observations Enroute

Since my Zephyr wasn't available for the aforementioned trip to Oconomowoc, I took the streamlined "Hiawatha." Which is air conditioned—and I really mean *air conditioned!* The kind of a job that is, you should have. I'm told it's a million dollar train, yet I rode 33 miles on it for 66 cents. The train was crowded. Quite evidently good air conditioning pays in transportation too. And according to the will of Mr.

STILL FISHIN'



Blaming Brother John F. Rees of the Regal Theatre at Wellsville, Missouri, for the above predicament, Simmons still brags about his piscatorial prowess, a point which this picture would seem to disprove. Note that his escort (whose identity he failed to disclose) is holding the burden of proof.

As announced in last issue, Simmons is still en route—somewhere out in the Mississippi Valley—doing his daily boy scout deeds in behalf of Better Air Conditioning. The above picture proves it!

If you want to see Simmons professionally, socially or purely out of curiosity, write or wire this office (The Modern Theatre, 332 S. Michigan Ave., Chicago) and we'll try to send him your way. The terms are simple—a tankful of gas, a tummyful of food and a tip-off on the whereabouts of the three little fishes.—The Editor.

*Air Conditioning Engineer, Milwaukee, Wis.

John Q. Public, air conditioning is good for business in just about all other public places such as restaurants, beauty parlors, stores, taverns, homes. Yes, you guessed it—and in theatres, too.

During my forty minute ride on the air conditioned train, I noticed a long narrow grille extending the entire length of the coach and out of this grille came hissing a lot of *pure fresh air*. Sure I heard the hissing noise but what's the difference? The fact remains that although the train was crowded, I knew from that hiss that I was not breathing air just previously exhausted by someone nearby. All of the train windows had double glass. But of course theatres don't need double glass windows because they seldom if ever have windows.

On the back of each seat was a freshly laundered linen cover and it was *clean*, impressing all of us passengers with proof that the incoming air had been voided of dust, dirt and cinders. The temperature in that coach was just right too. I found the automatic temperature control system and after one glance I knew that the temperature would be held just right whether the coach were crowded or nearly empty.

In other words, what was installed on that train was really an air conditioning *system*. Systems such as this are doing a lot to counteract the bad effect on the public of your "lack of systems." And conversely, they serve to show up your shortcomings if you don't have "a system" or do have one and fail to operate it according to Hoyle.

My guess is that each coach of that ten-coach train had an air conditioning system costing perhaps $10,000—or $100,000 to air condition that million dollars' worth of customer service. And I paid only 66 cents to ride 33 miles on it.

A Reckless Charge

Now don't overlook this: Here were ten separate air conditioning installations, each independent of the other, and *all* of them being quietly rolled along on ball bearings at 90 to 120 miles per hour. Whereas your jobs don't have anywhere to go. They just sit in one place and continue to help or hinder your business, depending upon what they are and how you operate 'em.

And how that "Hiawatha" can ramble! I've taken out after it in my Zephyr like an auto-chasing collie dog, and all the speed I can muster is not enough. That streamliner leaves me just as if I were tied to a post. Don't think that when I do something like this that I have been within a hundred miles of a drink, or that I do such a thing just to show off. I simply have a certain degree of skill in regard to some things and driving a car is one of my accomplishments.

Usually when I make a fast trip anywhere it is because some troubled soul has called me and asked me to hurry. My fishing partner who goes with me on many of my trips is an ex-race track driver and usually he drives the car too, which somewhat tempers the charge of recklessness on my part.

But that does not prevent me from preferring the charge of recklessness against many of you fellows for attempting to secure air conditioning with but the slightest regard for the scientific values involved. Believe me, air conditioning will go along with or without you. It cannot get along without me—and by this I am referring to the principles I stand for and not to me as a person.

That "Hiawatha" train was built by engineers from smokestack to rear water closet. And it is a moving picture of what science can do. It moves and how! But the amount of scientific principle I've seen wrapped up in most theatre air conditioning jobs I could easily put in my eye and not even have to blink it.

Men Out of Work

Oh, yes, I've seen plenty of science wrapped up in air conditioning apparatus, but it was put there by the factory. But the installation of good apparatus is so terrible in some cases I've seen that it seems whoever installed it must have gone to some kind of school to learn how to become expert at doing things the wrong way. Maybe I'm doing the wrong thing by talking to you so plainly, but I've reached the point where I just plain don't give a damn who gets sore at me for spouting the truth.

With all the competent engineers—men who know what it's all about—around the country needing work, it seems a shame to have to look at so many Jerry-built theatres. There certainly must be somebody around named "Jerry," and it's not me nor the other engineers nor the registered architects; and 94 per cent of the time it's not the manufacturers either. My stock advice to troubled theatre owners is: "Next time hire yourself an architect."

Sure, I'm hot. It took but two little drinks to break down my maiden-like reserve. I cussed out two plumbers and that was even before I had quaffed any beverage. Many a job I've cussed into place and somehow they seem to work the better for it.

I bought my car from a finance company, as who doesn't. Just yesterday I told the finance man, "Lookahere! I've bought four automobiles from you and what the h— have you bought from me? You need air conditioning in your office and if you don't have me put it in, you can sweat it out before you do any more business with me." Oh, I am a sweet and beguiling salesman when I think somebody needs a real selling jolt to wake him up.

The finance man said, "All right, put her in and if she don't work as good as your Zephyr, I'll be suing you." I told him that at least my apparatus wouldn't consume nearly so much oil as the thing on which he expects me to make regular monthly payments. I guess that held him for awhile.

So today came the plumber. Oh, how I like plumbers—Oh, how I do love plumbers —Oh, ————. Well, in their right place I do like some of them. Brother Plumber proceeded to connect the condensation drip line that carries the humidity away by gravity with the sewer end higher than the other one. Do you think I said, "Bless you, my child?" Not to this plumber, I didn't.

But getting back to my Zephyr. I wouldn't cast aspersions where they are not well justified. Henry Ford just recently gave me free gratis and for nothing one asserted twelfth of a dozen new engines completely installed, and for that he has my eternal friendship and good will. That's service. I got it—and I have the same brand to give you theatre owners. Henry and I run our business the same way. But he's got the cash and I've got the reputation. I'd like to swap my lot with Henry. Wouldn't you?

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

So typical of conditions that confront many theatre owners who are really trying to do the right thing by air conditioning is the following letter from Missouri that we reproduce it here:

The Letter: "I have diligently read your articles in Boxoffice but failed to heed many of them due mostly to high pressure salesmanship being brought on me first handed then after finding out that their installations wouldn't work I would try to remodel them according to my own ideas in the vain attempt to salvage something of them.

"You see, I have been in the show business ever since two reels and two hundred film breaks constituted an evening's entertainment, so I have been browbeaten, bent, double-crossed, dented, kicked and cuffed around until I'm pulped like putty and so easily impressed by these high pressure salesmen in particular and all salesmen in general.

"The 5,000 gallon steel tank shown on the sketch I am enclosing reminds me of the fact that the experiment cost me around $1,300, and that's a hell of a lot of dough at our present grosses.

"You see this hot air salesman sold me a cold air job that turned out to be too hot to handle on a cool $1,300, so we folded.

"The idea was to cool the theatre with chemicals (salts) in the washer, then when the water became warm the salts were to be solidified and used over and over again. (We put a pump on the solution and you could see the salts form into solids again, but the expense of electrical energy ran the operation into real money, so I cooled off on the proposition and dropped it.)

"Now in a sort of rambling way I have that off my chest, I submit the enclosed sketches for your consideration and advice as how best to get service from the mess I now have on hand.

"Another thing I crave is information concerning the most satisfactory way to bring heat from the furnace (coal fired) into the auditorium. You will notice the present ducts are under the stage floor. This system has been in two years and has never given the satisfactory results that we formerly secured from the old system that blew the heated air into the auditorium eight feet above floor level. The

(Continued on following page)

Simmons Q-and-A Corner

(Continued from preceding page)

difference exists probably in that the present blower on the furnace is a small one and it kicks on and off by thermostatic control, while the heat from the old furnace poured into the house by a 2,500 c.f.m. fan used in the cooling system but run at very slow speed while heating. (We very often had over-heated furnaces as the janitor would build a big fire and then forget to turn on the fan, so we installed the present outfit for that reason.)

"Here's another experiment we made: Tried to heat the house by hooking the present furnace into the duct that runs through the house at the ceiling level, but 'no soap.' Regardless of how hot we got the furnace we could go into the balcony where the duct ended and the air would be mildly warm only and we never could succeed in getting the place comfortable.

"The theatre is 110 feet long, 22 feet wide and will average about 17 feet high. Walls are of brick and concrete blocks, metal roof, ceiling of acoustic board. The building is exposed to the north at front and is in between buildings for the first 60 feet—50 feet of both sidewalls and rear wall are exposed to the weather. Seating capacity 400.

"We want to do some remodeling at the stage line while the weather is bad and business is slow, very slow, and would be glad to have your opinion concerning the location of the ducts that the apertures may be made in the proper places as the proscenium arch is built.

"Thanks now—or something else later, maybe.—J. F. R."

"P. S.—Since I'm a bear for experiments, how do you suggest handling the Silica Gel? I did intend to dive into that a little this season—it helps keep me busy and broke.—J. F. R."

My Response: "Of course I enjoyed reading your nice letter of the 13th, but tears came into my eyes as I read about your troubles. And I have a suspicion too that there is many another theatre owner who diligently reads these articles and then lets himself get sold some of this and some of that without getting much in the way of results for his money.

"But since you confess being an experimenter, and we must have them if there is to be any progress, permit me to say that I am an experimenter, too. But I do make my mistakes on paper and then rub them out, which is a less costly way to experiment.

"I want to compliment you on the nice drawings you sent. On them is all the information I could need to properly advise you. And I will be glad to do so, but I'd like to know first in which direction your experimental mind is inclined.

"Do you want something done in the orthodox way, or are you still seriously interested in something new?

"In any event, pull out your present air washer and throw it over your left shoulder when nobody is looking. Perhaps the casing can be used to house your cooling coils, so leave this much in place until I can figure your job closer.

"Your blower rated at 40,000 c.f.m. is large enough for a 400-seat theatre. Large enough to remove the ladies' hats without asking them to do so. 12,000 c.f.m. is enough, so you'll have to cut her down.

"I'd rather not mix the heating and cooling systems. So let's discuss the cooling first. Your 3 by 6 foot duct into the auditorium is big enough. Leave the main duct as is. But connect it into your 1 foot 6 inch by 4 foot duct in the ceiling not now being used. We should put some *direct cooling* into your balcony. If this duct is in the attic, insulate it with 4 inches of rockwool or equal. If suspended from the ceiling, don't bother. Cut the present 3 by 6 foot fan duct on right side of stage down to 3 by 3 feet and duplicate it on the other side of stage. Cover these openings with a special air diffuser grille I will select for you and which will cost $3.25 per square foot.

"I don't like your heating system but

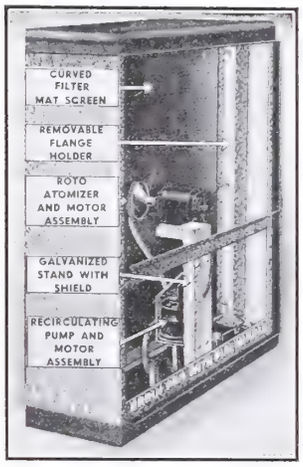
Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts. ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

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12,000	12″	x 58¼″	x 59½″	72.00

More than one unit may be used in series for larger spaces.

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If the walls and ceilings of any portion of the theatre are to be plastered, specify a base that will give plus advantages. Modern insulating lath products meet the primary requirement of a good plaster base by providing an excellent bonding surface. It is claimed that such material will withstand a plaster pull of over 700 pounds per square foot—many more times the bonding strength needed. In addition, for the same cost, it builds into the walls and ceilings the approved modern insulation needed for the modern theatre.

Sound as well as heat insulation is provided in such material, for noise like heat has difficulty in penetrating a closely knit fibre structure. Thus street noises are minimized and the passage of annoying sounds from one part of the house to another is practically eliminated.

Insulating lath has the hearty approval of lathers and plasterers alike since it goes up easily, bends around moderate curves without breaking and insures an interior permanently free from ugly, disfiguring lath marks. Moreover, it reduces the chance of plaster cracking by providing a continuous uninterrupted plaster base.

Outmoded and worn theatre seats are hard on you as well as your patrons, and they're certainly not conducive to "repeat" business. This intimate piece of theatre equipment should by all means be kept comfortable and up-to-date.

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No other theatre seating offers you such beauty, comfort, safety and house-cleaning economy. *Investigate NOW!*

American Seating Company

GRAND RAPIDS, MICHIGAN

hesitate to recommend at such long distance. If you want to buy me some gasoline, I could come out there and nose out what should be done about this. Didn't get my vacation this year so am looking for a friend to 'spring me.'

"Now you've got the 'makins' of a good job. If you can get a well with 58 degree water or less, a set of coils and a filter is all the apparatus you need. Of course, a couple of controls are nice, but naturally hand operation is what nearly everybody to date has. I only stick them on my de luxe jobs.

"Hope to get another human interest letter out of you and if you grant permission and my editor is willing, I'd like to publish your first letter in my 'Q-and-A Corner.' Theatre owners would get a chuckle out of it, and it does vindicate some of my preachments. More later after I hear from you about the possibility of a well. Then too, I'll tell you more about this Silica Gel. She's a honey, if you know how to handle her.—G. H. S."

A Haven of Relief for Overheated Puppies

What is said to be one of the most popular practical features of the 1940 World's Fair, believe it or not, resulted from a woman's ramblings about the Fair grounds last August.

It's the "Cold Dog Stand," or foot cooler, a new attraction at the Carrier Igloo, where walk-weary fairgoers will be able to air condition and soothe their burning bunions in between tramps from the Trylon and Perisphere to Brazil, France, Poland and the nearest exit.

One of the failings of last year's exposition, critics agree, was lack of the "woman's touch." First impression was of massive structures, gigantic statues and wide open spaces in between.

Margaret Ingels, only woman air conditioning engineer at the Syracuse plant of the Carrier Corporation, came to New York on one of the hottest days last summer and started out to see the sights. After several hours, she dragged her tired feet into the Carrier exhibit.

"I don't think anything has ever looked or felt quite so good to me as that chair I flopped into," she smiled today. "My feet were burning like hot coals. The idea hit me then. Why not 'air condition' the hot 'dogs' at the Fair next year."

Back in Syracuse, she started putting her ideas on paper. Several rough sketches she had made fell into the hands of J. I. Lyle, president of the company. He called her into his office.

As a result, the elaborate "throne," which will hold three persons at a time, was planned. It's the "hot foot" in reverse. Judging from last year's foot troubles, this "citadel to foot comfort" at the Igloo should do a land-office business.

Effective Air Distribution and the Decorative Point of View

(Continued from page 56)

gineer or ventilating contractor engaged to remodel the existing system of air distribution in any theatre should be instructed to investigate the possibility of applying the new and improved air distributing devices, before undertaking costly revisions in the existing duct system.

PRELIMINARY PRECAUTIONS

The engineer or air conditioning contractor, in considering changes in an existing air handling system should:

1. Check supply fan for adequate air handling capacity.

2. Modernize air filtering system to provide clean air.

3. Change air distributing system in the theatre, making use of the most effective, scientifically designed air outlets available.

4. Estimate the cost of summer cooling by the least expensive methods for the locality; evaporative, cold water, refrigeration, or a combination of these.

5. Estimate the cost of an evaporative condenser or cooling tower, where water costs are an important consideration.

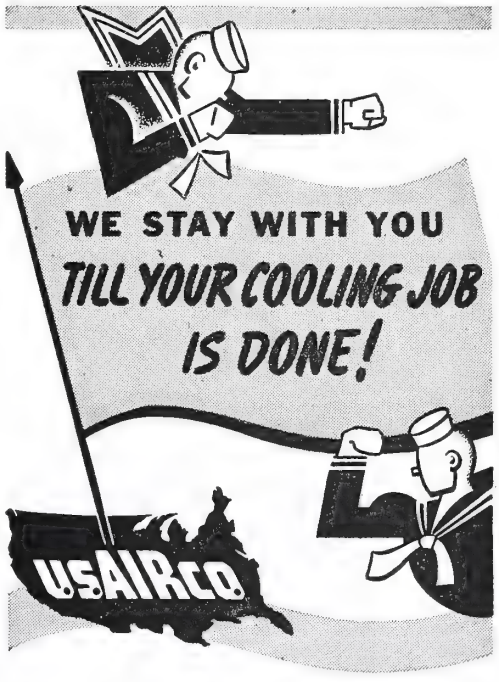
Roof Insulation an Economy Provision

Adequate insulation of built-up roofs is of the utmost importance, from the standpoint of air conditioning efficiency, fuel economy and protection to the roof itself. Rigid roof insulating boards effectively retard the passage of heat through the roof and by preventing condensation protect the roof deck against rot and corrosion. Applied in layers over the deck to give the required insulating efficiency, use of the product becomes an investment which returns dividends in fuel savings, comfort for the customers, and freedom from maintenance worries throughout the normal life of the roof.

Room Ventilators as Auxiliary Equipment

For managers' offices, projection and rest rooms or various ante-rooms in the theatre, a room ventilator is a complete, compact, portable, inexpensive means of providing positive ventilation, air cleaning and outside noise elimination. It fits any window, is quickly, easily installed, uses very little current, and its design, color and finish can be happily combined for pleasing appearance.

Unaffected by outside weather conditions, a good room ventilator supplies a clean, fresh, quiet, invigorating atmosphere the year around for any desired room. Simple, finger-tip control enables instant mixing of inside and outside air in any desired proportion.



To get comfort cooling that delivers results at the box office, you need good equipment and competent, experienced engineering. USAIRCO manufactures a complete line of cooling equipment, blowers, air washers, cold water cooling cores, refrigeration. And with this equipment it delivers an engineering service which builds up a cooling system to meet your specific needs.

When you put your cooling job up to USAIRCO, you're sure you're going to get the results you want. That's our record in 16 years of theatre cooling. We guarantee satisfaction. For complete information on low cost cooling, write USAIRCO.



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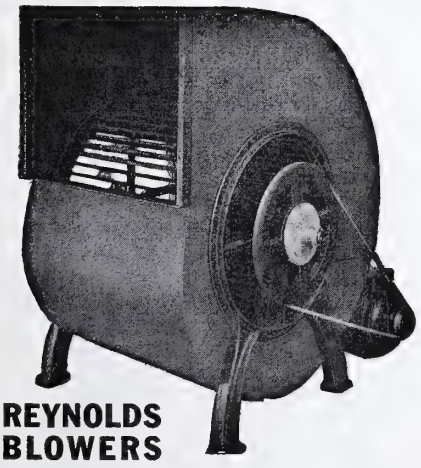
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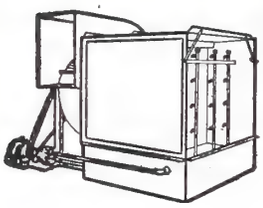
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AREN'T THOSE COLOR SCENES *Beautiful* JOHN!



● I never saw anything more realistic in any theatre. In fact, all the pictures in this theatre are so much better than they used to be. Am I imagining things?

No, Mary, Mr. Robinson, the Manager of this theatre, is a friend of mine and he told me that they have recently installed a new type of projection light known as the "One Kilowatt" High Intensity arc. This new light is designed especially for the small theatres. It is a snow white light like daylight and there is half again as much light on the screen as they had formerly. That's why the pictures are so natural and easy to look at.

All I can say, John, is that it's wonderful and believe me I am going to tell my friends about it. Mr. Robinson is to be congratulated for his progressiveness.

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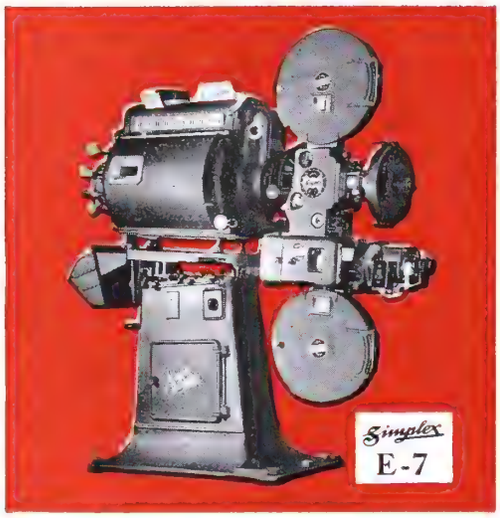
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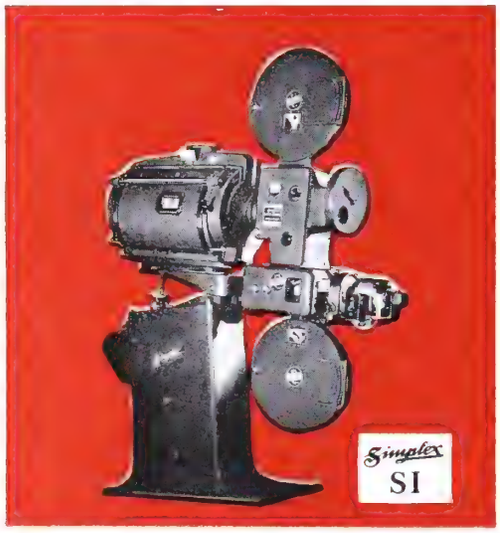
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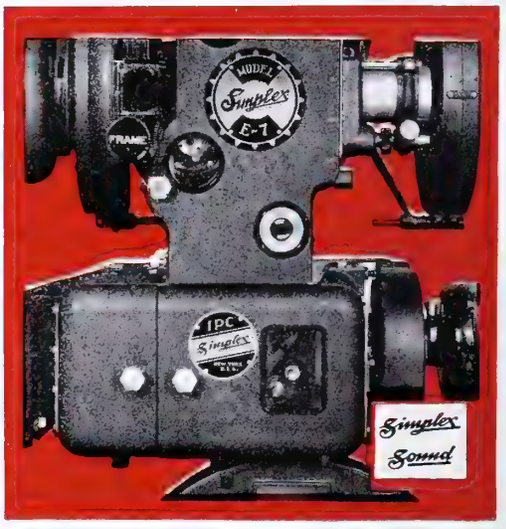
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NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Paramount Has Banished "B's," Barney Balaban Tells Press

NEW YORK—Elimination of "B" pictures on Paramount's 1940-41 schedule "has now been translated into action," declared Barney Balaban, president, during a trade press interview at the Hotel Astor. To demonstrate how this has been accomplished, Balaban had Y. Frank Freeman, executive production head, come on from the coast and explain. Besides these two, others at the luncheon were Neil F. Agnew, sales manager; his three division heads, Charles Reagan, Oscar Morgan and J. J. Unger; Robert F. Gillham, director of publicity and advertising, Al Wilkie and Herb Berg.

Reduced to simple terms, the process Freeman has in mind is to take the money normally expended on flat rental, average program pictures and use it to strengthen the company's top group, largely on the predication that only in rare instances do flat rental films "stand out," and, secondly, because they contribute to double billing—a practice held by the production chief to be the blame for "wasting story material."

Thus, Paramount will drop about 12 "B" films and concentrate on about 38 first line productions. But lest the exhibitor get the impression all he need do when these "extra value" films come along is to sit back and watch the crowds storm his theatre, let him consider his responsibility, Freeman declared. And these are his words: "We do not have enough money to produce pictures and also sell them to the public. The exhibitor must take some of the burden and responsibility away from the producers—assuming the pictures are good. The producers can't carry both loads on his shoulders. The exhibitor must stop relying on producers to put the pictures over for him. We are at the crossroads—producer and exhibitor alike—and whether we succeed or fail may be decided in the next 12 months. The exhibitor must regard himself as a partner if he expects to get the sort of product we must now produce almost entirely for the domestic market."

Balaban observed that as long as the current system of production is responsible for an oversupply of pictures and exhibitors are under pressure from distributors for playdates "they won't do anything different than they have ever done." But, on the other hand, if fewer and better films come out of Hollywood this might lead to more showmanship and possibly longer runs. Ultimately, if all producers followed a "fewer and better" course, he said, duals might pass into extinction.

"Better merchandising" of product by theatre operators overtoned most of Freeman's remarks He estimated the total individual bookings each year runs to about 15,000,000 If by creative showmanship exhibitors were able to net an average increase of $5 on each of these bookings "it would answer the problem." The top national gross in this country and Canada, with "very few" exceptions is about $1,600,000, he declared. This figure is based on the present system of admissions. In order to retrieve the negative cost, plus distribution, advertising and cost of prints, the producer must get back "50 per cent more than he put into the picture," and this is without any thought to profit, he added.

Therefore, he concluded, it is incumbent upon the exhibitor to exercise greater ingenuity in selling pictures to the public, because "whether Hollywood makes more or fewer pictures the cost does not come down for top grade talent—the chances are it will go up if fewer are made" and success of fewer but better films rests with the exhibitor, "for his own salvation."



Gold Medal—

For "signal achievement" among architects under 35, is presented William L. Pereira (left) by R. Van Buren Livingstone, national president of Scarab Architectural Fraternity. Pereira is the 30-year-old designer of Paramount's projected new $15,000,000 studio, a panoramic conception of which is visible in the background.

Monogram Adds Six To High Bracket

An additional six of Monogram's 50-picture schedule for 1940-41 are to be boosted into top budget allocation, giving the company ten high bracket films instead of the original four, according to an announcement by President W. Ray Johnson.

Three of them — "Gypsy Cavalier," "Black Stallion" and "College Sweetheart" —will be filmed in color. The remaining specials will include "The Ape," "Under Northern Lights," "Freckles Comes Home," "Hoosier Schooldays," "Sign of the Wolf," "Trail of the Yukon" and "Her Father's Daughter."

Independent Production Ahead at Lively Clip

Paralleling conditions at the major studios, independent production continues at a lively clip, with indications the pace will continue throughout the summer.

For Columbia release and working on the Columbia lot, Ben Hecht has launched "Before I Die," starring Douglas Fairbanks jr., with Hecht directing. The unit was organized only a short time ago. Also for Columbia release, Robert Sherwood is due to start "Legacy," with Warner Baxter starred, within a few weeks.

Still another independent unit, the Frank Capra-Robert Riskin organization, is to give the go-signal to "The Life of John Doe" July 8. It will be distributed by Warner.

RKO Radio spokesmen have confirmed that Richard Dix, who wound up his acting commitment with the completion of "Men Against the Sky," intends to set up an independent production unit to make three pictures yearly, starring himself, for major release. Dix currently is starring in Harry Sherman's Paramount western, "Cherokee Strip."





As "ATAHT" Made Its Debut—

Among distinguished film colonists who attended the world premiere at the Carthay Circle of "All This, and Heaven Too" were Frank and Mrs. Capra and Harry and Mrs. Warner (top scene), and Elsa Maxwell and Jack L. and Mrs. Warner (lower view).

Ballyhoo Artists Finally Get a Breathing Spell

With studio communiques all adhering to the "all quiet" vein for the time being, a well-earned rest is being enjoyed by filmdom's exploiteers who, during the past few months, have been working ceaselessly on the task of arranging formal premieres and lavishly ballyhooed previews of Hollywood product throughout the nation.

Present schedules do not list another such event until Samuel Goldwyn's "The Westerner" makes its formal debut in Fort Worth, Tex., in August in conjunction with that city's annual "Casa Manana" celebration. This will be followed in September by the world premiere of Frank Lloyd's Columbia production, "The Howards of Virginia," in Richmond, Va. Being planned for Thanksgiving Day in Ottawa, Canada, is the premiere of Cecil B. DeMille's Paramount production, "Northwest Mounted Police."

Warner and Metro Race "Calamity Jane" Opus

With two studios currently making preparations to film a feature around "Calamity Jane," celebrated two-gun gal of the early west, indications are a race to bring the subject to the screen will be precipitated, with neither entrant as yet showing signs of dropping the vehicle off schedule.

First to make the announcement was Warner, which plans to star Bette Davis and has assigned Jerry Wald and Richard Macaulay to prepare the script. Second entrant is M-G-M, which has handed the title role in its version to Ann Sothern.



"Our Town" Week—

When Sol Lesser's United Artists production, "Our Town," had its western premiere at the Four Star in Los Angeles, Mayor Fletcher Bowron proclaimed an "Our Town" week and urged citizens to take time out for a "revaluation . . . of our town." Mayor Bowron (left) here presents the original copy of the proclamation to Lesser and Guy Kibbee.

Cinémarks

Jack Conway has checked in at M-G-M after a week's holiday to complete editing his latest directorial assignment, "Boom Town."

*

For the third straight year, Bob Wayne, of Warner's sound department, came in ahead of the field in the studio club's annual golf tournament. Wayne toured the course in 69, three under par, to win permanent possession of the Jack L. Warner trophy.

*

William H. Pine, Cecil B. DeMille's associate, has returned from a two-week holiday in Honolulu . . . Lou Edelman, 20th Century-Fox producer, is back at his desk after a trip to Washington, where he conferred with war department officials on a forthcoming picture.

*

Herb Morgan, eastern exploitation representative for Metro's short subjects department, has arrived here for huddles with Fred Quimby, Pete Smith and other members of the unit regarding the new season's product.

*

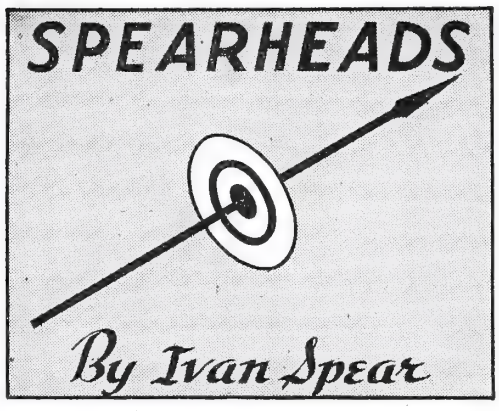
Funeral services were held in the Little Church of the Flowers, Forest Lawn, for George Fitzmaurice, veteran director, who died of a streptococcus infection at the age of 45. He is survived by his wife and two daughters.

*

Jack Conway, Metro pilot, left for Baltimore for a physical checkup at Johns Hopkins Hospital . . . Owen Crump, Warner writer, has checked out for San Diego to pick up background material for a short he is writing around the marine corps.

*

First woman ever to be given such a post, Delphine Meyer, daughter of Fred S. Meyer of 20th Century-Fox, has been appointed a trial deputy by District Attorney Buron Fitts. She is a graduate of the University of Southern California . . . Gene Markey has planed out for Washington, D. C.



CHARLIE CHAPLIN'S lawsuit against the publishers of *Life* may prove unfortunate for all concerned. Chaplin essays to recover $1,000,000 for damages he contends he suffered when the widely-circulated magazine printed a portrait of him in character for his role in "Production No. 6," which the veteran comedian charges the magazine obtained without his permission. Chaplin asserts its publication was in violation of civil rights and that it will cause irreparable damage to the potential revenue, estimated at $5,000,000, which he expects from the picture, because it will largely destroy the publicity campaign he had planned for it.

Quite probably the comedian-producer's action has considerable basis of merit, from a legal standpoint. Undoubtedly he sought the very best available legal advice before initiating the litigation. Further in evidence of the strength of his position is the fact that Judge John C. Knox granted an injunction restraining the distribution of 1,200,000 copies of the magazine containing the offending shot, and which were delivered to the news stands with that page removed.

Viewing the situation from a policy perspective, however, poses a question as to possible damaging repercussions to the industry through the restriction—if not complete elimination—of an extremely valuable and important publicity outlet.

Under normal procedure, ambitious publicity men are only too pleased to make stills from motion pictures available to publications almost the minute the feature goes into production. In fact, they resort to every conceivable device in their efforts to have such stills appear in print—early and often.

As a result of this mad scramble for space, the columns of *Life*, because of the magazine's large circulation and great reader interest, have become one of the most desirable objectives toward which Hollywood publicists direct their offensives. Let an orchid purveyor plant one of his studio's productions in *Life* as "the picture of the week," and he takes bows for months to follow.

For some unexplained reason Chaplin reversed the normal procedure in connection with his current photoplay, variously known as "The Dictators" and "Production No. 6."

Perhaps he believed that withholding information about the exact contents of the feature would whet the public's appetite and curiosity. Perhaps he was not sure of the ultimate fate and future of the comedy in the face of rapidly-changing world conditions and the status of dictators.

Apparently the curiosity-whetting reaction manifested itself in the case of the editors of *Life*, who scooped the world by reproducing in a full page a photograph of Chaplin in the uniform he wears in the picture. To what means the editors resorted to secure the still have not been officially disclosed. Regardless, their enterprise has precipitated them into a million-dollar lawsuit.

It would be entirely understandable if the magazine should henceforth close its columns to any and all art from Hollywood. Again, general fourth estate reaction to the lawsuit might result in editors of other publications become wary of and antagonistic to the film capital photographs with which the studio praiseries are constantly besieging them.

In such an event, the men who are responsible for keeping the public sold on motion pictures and those who make them will find their efforts seriously hampered.

→

Croaks Harry Crocker:
"Orry-Kelly has us in stitches with his brilliant impersonations."
At least, the stitches were in character.

→

A celluloid croix de guerre to Nelson Eddy for the valiant manner in which he held up his chins while Jeanette MacDonald was performing grand larceny on the Thespic honors in "New Moon."

→

James Roosevelt announces that he has coined "The Soundies" as a nickname for the 16mm featurettes he (and a score of others) will produce for dime-in-the-slot motion picture vending machines in cafes, bars, etc.

Clever—but he didn't go far enough. Judging by the reaction of legitimate exhibitors to this new competition, he should have made it "The Soundies and the Furies."

→

A cablegram to Paramount announces the removal of the company's French headquarters from Paris to Bordeaux. In view of subsequent developments, the next stop had better be San Luis Obispo. And it might be well to start thinking about moving Boris Morros to San Juan Capistrano.

→

BALLYHOODLUMS: Leo's tom-tom beaters are apparently proud of having established "some sort of a pictorial record for screen stars when the Ripon *Weekly Press* printed a total of 56 pictures of Spencer Tracy in a single issue on the occasion of his returning to Ripon College to receive the honorary degree of doctor of dramatic arts." Probably a picture for every reader, which is some sort of a record indeed . . . Badly in need of some sound public relations advice is Carole Landis. Close on the heels of her "the-ping-girl-because-she-makes-you-purr" fiasco, she rates black headlines in connection with a suit seeking $50,000 damages from her because a clothing firm charges, she broke a contract permitting the use of her name and poses of her in bathing suits for advertising purposes. The comely Miss Landis will soon be pressing Constance Bennett for honors as Hollywood's most bickering femme . . . Two current and excellent lines from Paramount's advertising-publicity department prove the Marathon streeters are devoting their best attention to something besides war news: "Kiss the 'B's' Goodbye" and "It Should be 'The Gross Breakers' Instead of 'The Ghost Breakers'." . . . In making preview arrangements, the blurbists are showing good judgment by substituting cartoons for the newsreels which usually precede a debuting feature. Certainly the mirthful antics of Mickey Mouse, Porky Pig, et al., are more conducive to receptive moods on the part of reviewers than are scenes of Herr Hitler's straffing of innocents.

Opulent, Operetta, Omnifarious

Hollywood's reviewing battalion was subjected to a bit of strafing last week, having been literally bombarded with celluloid. In both quantity and quality, it was the most important preview week in the past several months.

Of first importance, of course, was Warner's roadshow attraction, "All This, and Heaven Too." Without doubt the most significant and expensive film effort yet made this year, this picturization of Rachel Field's widely-read novel easily earns a permanent niche among the screen's dramatic successes, one whose excellence in every department will certainly be rewarded by universal acclaim. Casey Robinson closely adhered to the highly emotional theme of the original in his screenplay, his work contributing its share toward richly fulfilling the extravagant promise of a $2,000.000 expenditure. Equally important factors are Anatole Litvak's superlative direction, David Lewis' lavish and meticulous production guidance, and the work of the cast—which, down to the least important bits, was obviously selected with shrewdness and finesse.

* * *

As first-line features there were RKO Radio's "Tom Brown's School Days" and Metro's "New Moon." The former, steeped in the tradition of nineteenth century England, is a faithful, beautifully mounted rendition of the famous novel of British school life by Thomas Hughes; created with such artistry that it literally bristles with dramatic and interest-sustaining qualities. Producers Gene Towne and Graham Baker have a soundly-manufactured vehicle to their credit, in which the work of Director Robert Stevenson, as well as that of Walter Ferris, Frank Cavett and the two producers, all of whom had a hand in the scripting, stand out with particular brilliance. The comparatively simple story has the picturesque appeal of a fine

(Continued on page 85)

Hollywood—
—Personnelities

Barnstormers

—Freelance

JIMMY DUNN and MARY CARLISLE open p.a. tour in Chicago July 5 at the State Theatre.

Cleffers

—Metro

BRONISLAU KAPER scoring "Dulcy."

BRONISLAU KAPER scoring "We Who Are Young," to be recorded by NAT W. FINSTON.

HERBERT STOTHART writing new score for "I Married an Angel."

—Paramount

"Mexican Magic," by HARRY REVEL and FRANK LOESSER, bought for use in "Moon Over Burma."

—Republic

PETER TINTURIN sells original song, "Here Comes Romance," for use in "Everybody's Happy."

—Warner

SAMMY CAHN and SAUL CHAPLIN complete two songs, "Shows You What Love Can Do" and "I Could Make You Care," for use in "Ladies Must Live."

Meggers

—Columbia

SIDNEY SALKOW to an untitled "Lone Wolf" adventure starring Warren William.

—Larry Darmour

JAMES HORNE to "Deadwood Dick," chapter-play for Columbia release.

—Metro

W. S. Van Dyke to "Bittersweet," co-starring Jeanette MacDonald and Nelson Eddy in Noel Coward's operetta.

—Paramount

H. BRUCE HUMBERSTONE to "Touchdown," rolling July 1, as an Anthony Veiller production.

—RKO Radio

DAVID HOWARD to "Triple Justice," a George O'Brien western.

—Republic

JOHN H. AUER to "The Impostor," a Robert North production.

—20th Century-Fox

OTTO BROWER to "Youth Will Be Served," a Jane Withers starrer which Lucien Hubbard will produce.

EUGENE FORDE to "Charter Pilot."

ROUBEN MAMOULIAN to "The Californian," Tyrone Power starrer.

—Warner

B. REEVES EASON to "Service With the Colors," Technicolor short dealing with the U. S. infantry. John Litel and Henry O'Neill head the cast.

RAY ENRIGHT to "Dog in the Orchard," short subject based on a Mary Roberts Rinehart story. It rolls June 24.

VINCENT SHERMAN to "Footsteps in the Dark," next Edward G. Robinson starrer.

RAOUL WALSH pulls out for Northern California to inspect locations for his next piloting assignment, "The Lost Battalion."

Options

—Metro

ED KILROY, stock player, wins new contract.

SONYA LEVIEN, writer, given contract renewal.

MAUREEN O'SULLIVAN given new acting contract.

GOTTFRIED REINHARDT held for another term as production associate.

DOLLY TREE, fashion designer, given new contract.

—National Pictures

H. C. POTTER, who will direct "Second Chorus," held for an additional megging chore.

—Metro

JEAN ROUVEROL given junior writing ticket.

—Paramount

ALBERT BASSERMAN and DORIS NOLAN given one-picture contracts to appear in "Moon Over Burma."

—Republic

ONA MUNSON handed term acting contract and title role in "Lady From New Orleans."

—Harry Sherman

ADDISON RICHARDS signs two-picture acting deal.

—20th Century-Fox

FRANKLIN COEN joins writing staff.

ROLLA FLORA and AL IRVING, technicians, held for new terms.

—Warner

IDA LUPINO given new term acting agreement.

Percenteers

JOE GRAHAM placed in charge of radio department of the Myron Selznick agency, succeeding NAT WOLFF, who resigned recently.

FRED J. LEONARD opens new agency. He had been associated with the ARTHUR LYONS agency for the past four years.

Scripters

—Columbia

KAREN DE WOLF to "Blondie Goes Latin."

QUIN MARTIN teamed with KAREN DE WOLF on "Blondie Goes Latin."

—Metro

MAX BRAND to an untitled "Tarzan" original.

GENE FOWLER to "Dr. Ephraim McDowell," story of a pioneer physician.

BENJAMIN GLAZER to John Steinbeck's "Tortilla Flats." Sam Zimbalist is the producer.

ARCH OBOLER to "A Woman's Face."

GENE SOLOW to "The Whispering Cup," from Mabel Selley's novel. Frederick Stephani produces.

DOROTHY YOST to "Blossoms in the Dust," based on Ralph Wheelwright's story, which L. K. Sidney will produce.

—Paramount

FREDERICK JACKSON to "There's Magic in Music," to be produced and directed by Andrew Stone.

W. P. LIPSCOMB completes "Moon Over Burma." Louis King will direct.

ROBERT PIROSH teamed with DON HARTMANN on "Road to Zanzibar," a Paul Jones production.

—Pyramid Pictures

EDMUND L. HARTMANN to "Scattergood Baines." RKO Radio releases.

—RKO Radio

E. J. MAYER and FRANTZ SCHULZ to "Lucky Partners," now in production with Ronald Colman and Ginger Rogers co-starring.

—Universal

RICHARD CARROLL to "Bank Dick," W. C. Fields starrer.

FRED MCISAAC and ARCH HEATH complete "The Green Hornet," forthcoming serial.

LARRY RHINE and BEN CHAPMAN complete "The Leather Pushers," a Richard Arlen-Andy Devine co-starrer which Ben Pivar will produce.

—Warner

LENORE COFFEE polishing "January Heights."

LESTER COLE teamed with ANEAS MACKENZIE and WALLY KLEIN on "The First Trigger Man," a biography of Samuel Colt.

LESTER COLE polishing "Footsteps in the Dark" as an Edward G. Robinson vehicle.

WARREN DUFF and ROBERT BUCKNER teamed with HARRY CHANDLEE on "The Amazing Story of Sergeant York," which Jesse L. Lasky will produce.

NAT HIKEN to "The Sockeroo," short subject to star Maxie Rosenbloom.

NAT HIKEN to "Lovers on the Air," short subject with radio background.

LEONARD HOFFMAN and JACK LUCAS to "Miss Wheelwright Discovers America," an original by Leonard Spigelgass. They have just completed a polish job on "The Dealer's Name Was George."

NOEL LANGLEY and ROBERT BLEES polishing "The Constant Nymph."

HOWARD KOCH to "Jupiter Laughs," from a play by A. J. Cronin.

ROBERT PRESNELL to "The Smiling Corpse," a comedy-mystery.

NORMAN REILLY RAINE to "The Lost Battalion," from a book by Thomas Jackson and Fletcher Pratt. It will star James Cagney, George Brent and Pat O'Brien.

BARRY TRIVERS to "Star of Africa."

HAL YATES completes "Way Out West," two-reel Technicolor western.

Story Buys

—Monogram

"Little Doc," by Gerry Breitigam, as a Marcia Mae Jones-Jackie Moran co-starrer.

—Republic

"Michigan Kid," by Rex Beach.

Technically

—Capra-Riskin

WILLIAM CAMERON MENZIES joins organization as a production assistant on "The Life of John Doe."

—Columbia

CLIFF BROUGHTON set as assistant director on the Ben Hecht production, "Before I Die."

REX BAILEY named second assistant di-

rector on "Before I Die," the Ben Hecht production.

—Metro

OCTAVUS ROY COHEN to an untitled original for Producer Larry Weingarten.

PAUL GROESSE named associate art director on "Flight Command."

RAY JUNE to photograph "Little Nelly Kelly."

KEITH WEEKS set as production manager, and EDDIE WOEHLER as assistant director, on "Philadelphia Story."

—Monogram

EDWARD FINNEY and ROBERT TANSEY scouting Arizona locations for the next Tex Ritter western.

—Paramount

MEL BALLERINO, unit casting director, checks off lot after several years of service.

OLEG CASSINI, designer and couturiere, joins designing staff to create costumes for Virginia Dale and Lillian Cornell in "Touchdown."

MEL EPSTEIN named assistant director on "Arise My Love," forthcoming Claudette Colbert starrer.

THEODOR SPARKUHL photographing "There's Magic in Music." HOLLY MORSE is assistant director.

SIDNEY STREET set as business manager on "Touchdown." It rolls July 1.

CHARLES WOOLSTENHULME set as unit manager on "Love Thy Neighbor."

—RKO Radio

JOHN VAN DRUTEN joins EDWIN JUSTUS MAYER and FRANZ SCHULZ on "Lucky Partners," on which production has been suspended for story repairs.

FRANK REDMAN to photograph "Too Many Girls."

—Hal Roach

GENE LEWIS to "Road Show."

—Edward Small

GEORGE ROBINSON borrowed from Universal to photograph "The Son of Monte Cristo."

—20th Century-Fox

RAOUL PAGEL given post as unit manager in charge of dance routines in "Down Argentine Way."

GEORGE BRUCE to an untitled original.

LEON SHAMROY to photograph "Down Argentine Way."

—Universal

RICHARD VON OPEL named technical director on "Spring Parade."

RAY TAYLOR directing second unit on "When the Daltons Rode."

—Warner

STEPHEN GOOSSON begins designing the 53 sets to be used in the Frank Capra-Robert Riskin production, "The Life of John Doe."

WILLIAM GUTHRIE, head of location department, to pull out for Fort Knox to arrange for production of a short subject based on the army tank school there.

"Stunt Man" Initial RKO Production for Ullman

Initial production chore for Frederic Ullman, former RKO Pathe News head, on the RKO lot will be "Stunt Man," to be directed by Irving Reis, with Fay Wray in the feminine lead. Original is by Edmund North.

Major Production Lags a Bit; 48 Before Cameras

Production pace at the major plants is lagging a bit, with 48 features and two serials in work, of which 12 are new starts.

For Columbia Ben Hecht gunned "Before I Die," while a Charles Starrett western, "Thundering Frontier," and a Larry Darmour chapter-play, "Deadwood Dick," also went before the cameras. Metro held to a five-picture pace. Monogram gunned "Rainbow on the Range" and "Shadows Over Chinatown," at the same time completing "Boys of the City," to emerge with three in production.

Paramount has five in work. "There's Magic in Music" and "Cherokee Strip" are newcomers. Going into the cutting room was "Rangers of Fortune." RKO Radio's total dropped to five with the completion of "One Crowded Night" and "Men Against the Sky." Republic gunned a serial, "King of the Royal Mounted," and two features, "Oklahoma Outlaws" and "The Impostor." "Sing, Dance, Plenty Hot" and "The Ranger and the Lady" were completed, leaving the studio with five, including the serial, in production.

Also tapering to five was 20th Century-Fox, where "Charlie Chan in the Wax Museum" was completed. Two are in work for United Artists. Universal gunned two new ones.

Yates East After Product Parley

Having spent several weeks at the North Hollywood studio, huddling with M. J. Siegel and other executives on schedules and budgets for the 1940-41 season, Republic's chairman of the board, Herbert J. Yates, has returned to New York by plane. The program charted for the company under Yates' supervision is the most extensive, in point of both quantity and expenditures, in Republic's history.

Jules Levey has also gone to New York, his object a series of conferences with William Scully, Universal sales manager, regarding the campaign to be shaped for Levey's "The Boys From Syracuse." It goes into release August 2 as Levey's initial independent production venture. It is his intention to tour the key cities to aid in selling the film, returning here early in September.

Howard Dietz, Metro's advertising-publicity director, who arrived last week from New York, plans to stay here for about two months. He treks east July 1 for a short visit, returning to the coast almost immediately.

Joseph M. Schenck has returned to his desk at 20th-Fox after two weeks in New

(Continued on next page)

SPEARHEADS

(Continued from page 83)

etching, of which many of its superbly-photographed sequences are reminiscent.

"New Moon" is aptly tailored to successfully reunite Jeanette MacDonald and Nelson Eddy as queen and king of screen operetta, marshaling all of the entertainment elements which made their previous co-starring efforts so successful at the box-office. This one is sure to approach those past records unless the duo has lost its former wide appeal; and the sincerity and excellence of the Eddy-MacDonald delineations seems to preclude that possibility. Robert Z. Leonard, who both produced and directed, is to be applauded for a welcome restraint in his fulfillment of both assignments. Jacques Deval and Robert Arthur wrote a colorful screenplay from the celebrated Oscar Hammerstein-Sigmund Romberg - Frank Mandel - Laurence Schwab operetta.

* * *

Two found their way into the highly satisfactory program classification, Metro's "The Captain Is a Lady" and RKO Radio's "Pop Always Pays." The first-named is a compact comedy-drama that will be found entirely serviceable as supporting material in de luxe showings and a top-bracket entry in neighborhood houses. Charles Coburn makes his usual excellent impression in the title role; Harry Clork concocted a thoroughly enjoyable script from a play by Rachel Crothers and a book by Louise Forsslund, and both Producer Frederick Stephani and Director Robert B. Sinclair accounted for themselves well.

A welcome throwback to the days when a pie in the face was the acme in humor, "Pop Always Pays" is slapstick at its most hilarious, providing the rubber-legged Leon Errol with an opportunity to to do some 14-karat mugging and steal the show away from the rest of the hard-working cast. Charles Roberts, working from a story by Arthur J. Beckhard, whipped up a script that is nothing more or less than a chain of ludicrous gag situations, timed to the minute in Leslie Goodwins' direction. Bert Gilroy functioned as the producer.

* * *

Just more pictures included Paramount's "Queen of the Mob" and RKO Radio's "Anne of Windy Poplars." The Paramount entry offers no surprises as straight gangster melodrama, adequately put together and portrayed, but likely to get no further than the action houses. William R. Lipman and Horace McCoy, collaborating on the scenario, adhered to routine development throughout, basing their efforts on a book by G-Man J. Edgar Hoover. Production by Edward T. Lowe and direction by James Hogan are up to par.

Only those who must have their entertainment of the saccharine-sweet variety are going to get much pleasure out of "Anne of Windy Poplars." To remaining theatre-goers it will undoubtedly be found cloying, pointless, over-produced and, in short, a sticky mess. Those who turned it out were apparently reluctant to discard a lot of footage which might better have been dispensed with. Jack Hively directed and Cliff Reid was the producer.

Military Films Obtain Toehold at Studios

Addition of a number of vehicles attuned to the rapidly-growing interest in things military, plus at least two gestures tending to contradict the general wave of curtailment in film-making expenditures, are the latest factors re-shaping Hollywood's summer production schedules.

In the former category Warner added "50,000 Pilots" to its lineup, basing the story on the nation's new defense program calling for a heavy increase in our air strength, turning the idea over to Producer Edmund Grainger for development. Twentieth Century-Fox announced that "Sergeant Sam Dreben, U. S. A.," biography of a famous World War soldier, will go into production July 8, in which action it is jumping the gun on Jesse L. Lasky, who is preparing "The Amazing Story of Sergeant York" for a late summer start on the Warner lot.

Prior to his departure for New York Herbert J. Yates, chairman of the board at Republic, called a meeting of the North Hollywood plant's producers, directors, associates and other production personnel at which he assured them there are to be no layoffs and no change in the 1940-41 schedule, most opulent in the company's history. Another note of optimism came from the Hal Roach lot in Culver City when it was announced more than $300,000 has been added to the "Captain Caution" budget, lengthening the shooting schedule and augmenting the marine footage. Thus the United Artists release will now represent an investment of well over $1,000,000.

Yates declared Republic's next big-budgeter will be "The Lady From New Orleans," and announced the forthcoming Gene Autry western, "Melody Ranch," will be turned out on an appropriation fully three times as great as that usually allotted the Autry sagebrushers.

Indicative of the general speedy production pace among major and independent alike is the fact that General Service, rental studio, is crowded to the limit. Edward Small, Harry Sherman, Frank Lloyd and Alexander Korda all have shooting space there and are in action.

In order to place the second Kay Kyser starrer, as yet unnamed, in work by July 15, RKO Radio has shelved "Blood Will Tell" until a later date. Both vehicles are to be produced and directed by David Butler.

Otherwise schedules at most studios remain virtually unchanged, the lineups constituting an unbroken string throughout the summer months.

At Processing Peak

Cinecolor, Inc., has reached its processing peak with four film companies shooting five pictures for processing on single-coated stock. Firms include the Vancouver Motion Picture Co., Classical Film Corp., Paul Hoeffler and Paramount's Popular Science and Unusual Occupations shorts.

REVIEW FLASHES

CAPTAIN IS A LADY, THE (M-G-M)—A snug little comedy which will do yeoman's service in the niche for which it was produced, namely, supporting fare at the deluxers and top billing in neighborhood showings. Charles Coburn, flanked by a bevy of tried and true character actresses, is featured as a salty, retired sea captain who is the only male inmate of an old ladies' home. His characterization is up to his usual high thespic standard. Frederick Stephani produced; Robert S. Sinclair directed.

QUEEN OF THE MOB (Para)—Adhering to routine as a gangster melodrama in every respect, this is aimed for consumption by the action houses. The production displays some measure of class but the story, based on material supplied by J. Edgar Hoover, holds no surprises. Cast is adequate. Edward T. Lowe produced; James Hogan directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Central Casting Reports Extra Placements Down

Despite a reported improvement in job distribution, whereby 20 per cent more work has been given qualified extras rather than to occasional players, Central Casting Corp. has reported a 25 per cent decrease in placements for extras during the first five months of 1940 as compared to a similar period in 1939. Only 88,035 jobs were handed out, a decrease of more than 33,000 as compared to the 121,249 placements made in the first five months of 1939. Earnings took a corresponding nosedive, standing at $1,000,720 for 1940 and $1,253,004 for 1939. Although in previous years there has always been a definite increase in May, June and July, Central's report disclosed that pattern is not being followed this year.

Pursuing his plan to skeletonize his production organization until his differences with United Artists have been disposed of in one way or another, Samuel Goldwyn has released Edwin Knopf from his contract as a production executive after a year of service. Knopf, former M-G-M studio story chief, will announce a new affiliation shortly. Goldwyn has also arranged for the loanout of all other contractees save Actress Doris Davenport. Walter Brennan has been borrowed by Warner; Cinematographer Gregg Toland goes to RKO Radio; Cameraman Rudy Mate is at Universal; William Wyler is directing Warner's "The Letter," and other Goldwyn employes have been farmed out to various studios.

Kohlmar Gets "Brothers"

Twentieth Century-Fox has assigned Fred Kohlmar the production reins on "Brothers."

Yates East After Product Parley

(Continued from preceding page)

York on personal and company business, bringing back with him the report that fully 75 per cent of the foreign market has been wiped out beyond hope of restitution. Also checking in at the studio was Herman Wobber, general sales manager for the company. His itinerary will include a tour of 20th Century-Fox's western exchanges, where he will outline the company's 52-picture program for 1940-41 in detail to the sales personnel.

Y. Frank Freeman, Paramount vice-president in charge of studio operations, returned June 20 from New York, where he spent a few days in conference with homeoffice executives. Boris Morros, head of the recently-formed National Pictures Corp., went east to huddle with Paramount officials regarding the two pictures he will make for Paramount release—the initialer, "Second Chorus," and "The American Vagabond."

Bearing a print of "Tom Brown's School Days," for RKO Radio release, which opened June 20 at the Radio City Music Hall, Gene Towne, of The Play's the Thing Productions, checked out for New York. Max Gordon and Harry Goetz, who have an RKO Radio distribution deal for their independent unit, came in from Gotham and have gone into conference with executives of the Gower Street plant regarding their next vehicle. No decision has yet been reached as to whether "The American Way," shelved some time ago, will be placed back on the Gordon-Goetz schedule to follow their initialer, "Abe Lincoln in Illinois."

Ben Goetz, former M-G-M British production head, is at the Culver City studio conferring with Louis B. Mayer and other officials concerning his future status. The last picture made by Metro under his supervision in London was the Robert Montgomery starrer, "Busman's Honeymoon."

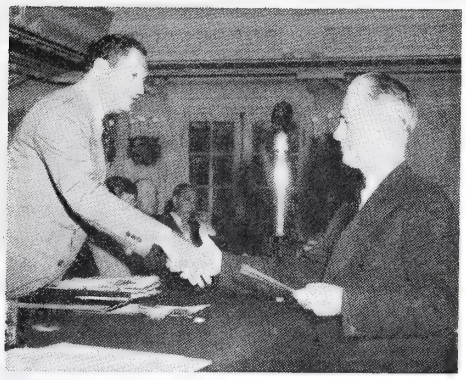
Ed Peskay, Hal Roach's New York representative, is huddling here with Roach regarding distribution plans for "Captain Caution."

"Deadwood Dick" Is Next Columbia Serial

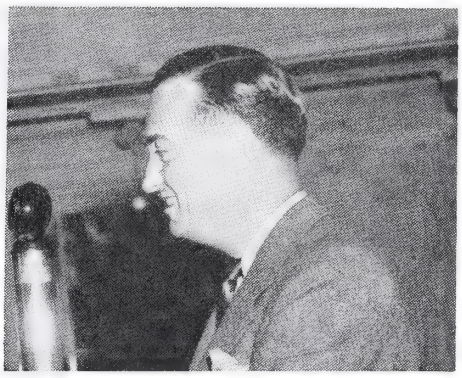
Larry Darmour's next serial for Columbia release will be "Deadwood Dick," based on the traditional hero of the dime novels of the early 1900's. George Morgan, Wyndham Gittens and Mark Leyton wrote the script, which James Horne is directing.

Hornblow's Next

Arthur Hornblow jr. has been assigned to produce "The General Came to Stay," an unpublished novel by Dalton Trumbo, for Paramount as a contribution to the studio's 1940-41 program. William Holden will be featured.



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Poole Returns From A Visit in Frisco

LOS ANGELES—After four days in San Francisco, Robert H. Poole, executive secretary of the Pacific Coast Conference of Independent Theatre Owners, returned June 21 to his desk as executive director of the ITO of So. Calif. and Ariz. His jaunt northward was more or less in the nature of a routine junket during which he conferred with officials of the Northern California ITO on PCCITO matters.

His trip delayed for the second time the projected meeting of the ITO's directorate, at which Hugh Bruen, the organization's delegate to the Congressional hearings on the Neely bill, will present a full report of what happened in Washington during the sessions.

Another Try to Reopen The Rialto in Seattle

SEATTLE—Another attempt to open the Rialto, license of which was revoked several months ago by the city council on petition of the theatre censor board, was made before the council license committee.

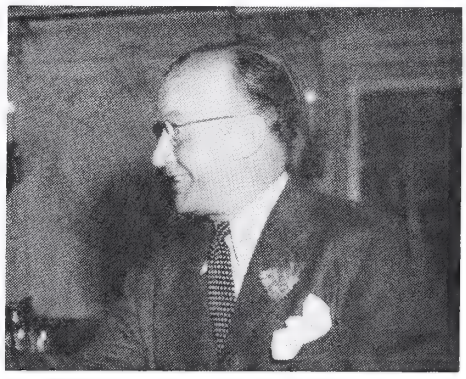
Al Solomon, First Avenue business man, asked for a license, but the chairman of the committee referred him to the censor board, saying the council probably will not grant a license unless the board approves.

Ricketson to Supervise FWC's Montana Houses

LOS ANGELES—Rick Ricketson, Fox West Coast divisional manager headquartering in Denver, has been handed jurisdiction over all FWC houses in Montana by Charles P. Skouras, president of the circuit. Ricketson formerly supervised theatres in eastern Montana, with the 11 houses now added to his string having been operated out of the local office here.

Projectionist Drowns

SAN PEDRO, CALIF.—Earl E. Bennett, projectionist at the Cabrillo for the past 12 years, was drowned while swimming at Lake Elsinore. Efforts of the lifeguards to revive him were fruitless. He is survived by his wife.



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Sears Drive Aces—

West Coast winners in the Warner Grad Sears drive as they got their awards from Ben Kalmenson. (1) Bill Gordon, Salt Lake City, first place. (2) Henry Herbel, Los Angeles, second district winner. (3) Bill Shartin, Seattle, third place. (4) W. E. Callaway, Los Angeles manager, second place. (5) Vete Stewart, Portland, fourth. (6) Al Smitken, San Francisco, fifth. All photos by Cosmo-Sileo.

S' FRANCISCO

THE Davies Theatre has re-installed Ten-O-Win on a seven nights per week basis. M. L. Markowitz, operator of the house, had used the cash giveaway game for over three years until a few weeks ago when he decided to eliminate all games and rely on pictures alone to bring in customers. After two weeks of a straight picture policy, the game was brought back to jack up a sagging boxoffice.

Leo Carrillo will be master of ceremonies for the Los Angeles County Day at the Fair, June 22. The popular star will lead Sheriff Eugene Biscailus' posse and probably the 160th National Guard. A large official delegation will also include Tom Mix, Buck Jones and Lewis Stone . . . Ad Ramish and Lou Rosen of the Royal Amusement Co. were guests of William Citron before embarking for Honolulu on a combined business and pleasure trip . . . Granville McPherson is having the National Theatre Supply do a bit of renovation on his Portola in Portola.

Clarence Gabriel, genial manager of the President for the past three years, is now filling the same capacity at the Crystal in Salinas . . . Ed Bauer of National Theatre Supply is having no trouble keeping his chin up these days. Said chin is strapped in a leather gadget as a result of Ed's recent illness . . . Milt Nelson of the Harvey Amusement circuit has deserted the main office for two weeks or more in Angel's Camp . . . Chris Peters, age 12, is parading a swell new horse given to him for graduation by his dad, Bill. The elder Peters operates the theatre in Manteca.

Claiming an all-time attendance record for any theatrical enterprise on the Pacific Coast, Billy Rose's Aquacade played to 300,000 persons during the first 20 days of the Fair. This is 33 per cent of the total number of persons to pass through the entrance turnstiles . . . Beverly Miller and wife from Kansas City were Row visitors this week. Miller is in the premium business and a former exhibitor . . . Jesse Shlyen from the BOXOFFICE *home office in Kansas City was in town, bringing with him his bride of two weeks . . . Charlie Kaley has taken over the master of ceremony chores at the Golden Gate and Tom Smith is now handling the baton in front of the house orchestra.*

Fox West Coast has installed Book Night in three of their houses, the California in

(Continued on page 90)

SEATTLE

LOOKS like summer is here to stay, or rather the heat. Old Sol is keeping up his batting average and playing favorites with outdoor amusements while the showshops take it on the chin . . . Conventions are still draining Filmrow. With the return of Neal Walton, Ray Ackles, Keith Beckwith and Bill Kostenbader from the Columbia gathering in Chicago, we see Bill Shartin, Art Gollofon and Cy Young starting to Chicago to attend the Warner Bros. meet . . . Eddie Rivers turning movie producer. He made a special picture, "The Class of 1940," which featured all the students in the various high schools. The film was tied up with the Bon Marche department store and is being shown at the Paramount. Hats off for a good exploitation gag, Eddie.

Speaking of exploitation, Fred Ford has joined the Seattle branch of RKO and will campaign forthcoming productions. He replaces Lew Marin, who resigned to join United Artists in Los Angeles . . . LeRoy Johnson, general manager of the Jensen-von Herberg circuit, announces that the house recently leased and now being remodeled in Renton is expected to be ready for opening by July 4. A contest is to be conducted among Renton residents for naming the theatre. House will seat 500 . . . Aldeen Hawk, for many years with Warner, has left with her hubby to make residence in San Francisco. Aldeen tried to say "goodbye" to everyone, so for those she missed, there it is.

Preparations are now being made for the annual golf tournament to be held by the Northwest Film Club. Tentative date has been set for July 17 and it is expected that a deal will be worked out with the Inglewood Country Club to hold the contest which will wind up with a dinner dance . . . Gene Groesbeck, the Enumclaw exhibitor, won himself a trophy playing golf at Hayden Lake . . . This week finds C. B. Gustafon, Filmrow auditor, and his wife, Maxine, off to Hollywood for their vacation; likewise Stan Gottstein of National Screen Service . . . Spending their vacation in the northwest are Mr. and Mrs. Perry Smoot of Salt Lake City. Perry is head booker at the Fox exchange . . . Selom Burns of RCA is proudly exhibiting a medal awarded him for safe driving. The medal, card and check were presented by an insurance company . . . Mel Sohns of Kirkland is passing out the cigars. It's a boy.

Fred Mercy sr. announces he has purchased the J. V. Paine wholesale candy and tobacco company and has placed Edgar Mercy in charge. The company operates in the Yakima Valley . . . John Lee of Ephrata, visiting on the Row, says his new Margo Theatre will be ready for opening about the middle of July . . . After spending the past week here, Art Aronson, district manager of National Screen and Accessories, has left for California . . . Art Huot telling that his grandson, born to Vern and Eleanor Egenes, has been named Craig Richard Egenes . . . Will Sheffield of Canton, N. C., is visiting his brother, J. T. Sheffield. He is accompanied by his wife, and it is their first visit to this part of the country. While here they took a two-day trip to Victoria and Vancouver.

Eddie Walton, back from that trip east of the mountains, tells that many exhibitors in that territory are coming in for the annual Filmrow picnic, among them Mildred Bishop of Lewiston, Idaho, and Milburn Kenworthy of Moscow, Idaho . . . Helen Swanson, stenographer at 20th Century-Fox exchange, will be married June 22 to Harold Gibson, a "non-professional" . . . Mrs. John Hamrick has returned from Astoria, Ore. Her sister, whose illness called her there, is much improved . . . Evelyn Oxtoby up from California and spending a week with her mother, Mrs. Robert Fundenberg, in Portland . . . Frankie Peacock is busy entertaining her sister, Mrs. W. S. Lawson of Lethbridge, Canada.

Maury Saffle, L. J. McGinley and Bill Shartin formed a trio of proud dads who watched their children graduate from Queen Anne High School at the Civic Auditorium, the youngsters being Maurice Saffle, Evelyn McGinley and Geri Shartin . . . Word from the south tells that Bill Dover, for years with Darryl Zanuck at 20th Century-Fox but recently in New York, has become an associate of the Feldman-Blum Agency in Hollywood . . . Bill Saal, top publicity man for Republic, is expected in the northwest in the near future to handle special personal appearances . . . J. T. Sheffield hosted a party of 16 at a private screening of "Wagons Westward" and entertained them later at the Film Club . . . A large Seattle delegation attended the opening of Bill Ripley's new theatre in Kelso.

Exhibitors in this week included Billy Hartford, Everett; O. T. Taylor, Aberdeen, booking for the D&R and Weir, and 7th Street Theatre in Hoquiam; Ed and Arthur Zabel of the Capitol, Olympia; Gus Graf of the Paramount, Shelton; S. E. Olson of the Lynwood, Port Blakely . . . Mrs. Hermine Bernhart home from her California vacation . . . Roy and Kathryn Brobeck home from their vacation east of the mountains . . . Senior and Beryl Mercy in town on their way back to Yakima from a trip to Vancouver . . . Herndon Edmond spending some time in Centralia and Chehalis . . . Al Rosenberg and Al Ahlskog to Spokane to check over the theatres . . . Wade Renfroe has resigned as head booker for RKO. His successor has not yet been announced . . . Ben Fish, west coast division head for United Artists, here for a few days; likewise Al O'Keefe of Universal.

The World's Finest

BURCH

Super Showman Popcorn

MACHINES

ALL OVER THE WORLD

POPCORN SMITH

BOX 284 — SEATTLE

"Duke" Clark of Cleveland Heads Paramount in L. A.

LOS ANGELES—Appointed to succeed the late Carroll Peacock as Paramount brancn manager here is M. R. (Duke) Clark, currently branch manager in Cleveland. He reports here July 5 to take over his new duties. Another shift locally sends Don Hicks, assistant booker, to Salt Lake as a salesman, replacing Gordon Wilcox. The latter has been transferred to Minneapolis.

PORTLAND

THE "Barrel of Gold" quiz night feature has outgrown the Oriental and hereafter will be staged simultaneously in the Hollywood as well as on its regular Wednesday schedule. Both audiences join in competing for the weekly grand prize by means of telephonic communication between the two houses. Minor awards are duplicated. Last Wednesday was "Merchants' Night" at the Hollywood, the prizes including an electric refrigerator, a bedroom set, grocery orders, gasoline and others put up by business houses. Expansion of the quiz program added to the audience and the size of the pots.

Ruling over the sixth annual Shakespearean festival at Ashland in August as "Queen Elizabeth," 19-year-old Mary Elizabeth Shreve and her court of three princesses have scheduled a tour of the state, to be climaxed by a special appearance before Governor Sprague at Salem . . . Robert W. Earl is the new president of Portland Civic Theatre, following elections last week. Jack Kloepper is a trustee . . . Speaking of elections, it's a third term, without a dissenting vote, for Arlinton B. Crum as president of the Actors Club of Oregon.

It was no surprise to the doorman when the woman with the three shabbily dressed children presented four tickets such as merchants give away for a Saturday morning cooperative show, but these particular tickets had long since expired. The doorman balanced the cost of four admissions against the painful task of turning the family away, and hesitated only briefly. This family enjoyed the picture tremendously. They rarely attended the movies, and were not critical. But then, the woman lost her purse in the theatre, and it contained her last two dollars and a half. Not a trace of it could be found, but the next day word was sent to the woman to call and identify her property. The new, white purse they showed her, she sadly admitted, was not her own, but the usherette knew better. For, inside, was two dollars and a half and an order for groceries. There could be no mistake. Doormen and usherettes are softies.

Portland's popular Junior Symphony Orchestra makes its first picture house appearance June 27 with a single, 45-minute concert at the Liberty, added to the regular afternoon show . . . Thirty dollars in prizes went to the three best of some 16 aspiring milkmaids competing on the Liberty stage, Tuesday. Manager Frank Newman broadcast an invitation to gals of 16 to 60, and Meadowland Dairy provided

(Continued on next page)

PORTLAND

(Continued from preceding page)

more or less housebroken thoroughbred bossies. Milk inspectors of standing weighed the respective outputs in a judicial capacity . . . The Joe Dodge Quiz, stage-radio weekly feature initiated at the Paramount and switched to the Liberty, has been discontinued for the summer.

Dick Finke accompanied his father, Al, on a plane trip to Seattle, Monday. It was the high spot of Dick's 13th birthday celebration . . . Measles has confined younger members of the Herb Sobottka and Earl Hunt families . . . Mr. and Mrs. Roy Brown spent the weekend at Seaside . . . A cup donated by Hal Roach for winner of the Directors' race at the Portland Hunt Club's spring meet, went to Doug Nicol, with J. J. Parker jr. making the presentation.

Grover Smith Opens New Atwater in Glendale

GLENDALE, CALIF.—Grover Smith has opened his new Atwater, a 650-seater, on a continuous policy from 1 p. m. at a 10-25-35-cent admission scale.

House is Smith's third to be opened here recently. He also operates the Roxy and Cosmo.

Cartoon Aids Gov't

HOLLYWOOD — Leon Schlesinger has granted the request of the department of the interior to use scenes from a recent "Merrie Melodie" cartoon, "Cross Country Detours," as posters in national parks pointing out the dangers of feeding the bears.

New Paint Job

ST. IGNATIUS, MONT.—T. R. Taylor has freshened the Park Theatre with a new coat of paint.

New Chairs in Meeker

MEEKER, COLO.—The Rio has installed new chairs.

While in Chicago—

The pictures were taken at the Warner sales convention recently concluded in the Windy City. Starting at the top, the Los Angeles contingent includes Salesmen J. K. Burden, J. W. Holland, C. T. Charack and W. E. Callaway, branch manager. Next from Portland, are T. M. McDougal, salesman; Vete Stewart, manager, and F. Keller, salesman. From San Francisco came Al Smitken, branch manager; Al Oxtoby, Bud MacDonald and Bill Wheeler, salesmen. Denver's contingent includes Earl Bell, manager, and R. P. Jamison and W. A. Hoffliger, salesmen. The bottom photo contributes Henry Herbel, west coast district manager from Los Angeles, and Seattle Manager Bill Shartin and his salesmen, A. Gollogan and C. W. Young.

—Photos by Cosmo-Sileo











LOS ANGELES

JENNE DODGE opened her new Mayfair in Ventura, June 18, giving her two houses in that locality . . . Fox West Coast has reopened its State, dark since 1937, in Redlands, planning to operate it on a 15-cent admission scale in conjunction with the circuit's Redlands Theatre.

An amateur photo exhibition in the lobby of Manager Tom Soriero's United Artists Theatre down town is attracting considerable attention. Soriero has effected a tieup with the Los Angeles Photographic Dealers Ass'n, through which 40 prizes are being offered to amateur camera fans by eight leading photographic supply houses . . . Alettie Hanseth, secretarial worker at Fox West Coast, is recovering at her home from fractures received in a fall.

Booking visitors: Ben Mohi, Century and Princess; Judge LeRoy Pawley, Desert, Indio . . . Lorraine Gaertner of the El Rancho, Moore Park, resting comfortably at the St. Francis Hospital, Santa Barbara, following an operation . . . Henry Sonnenshine of Premiere Pictures stayed over in New York to catch the Louis-Godoy fight, June 20.

A certain doctor in Glendale, reports Howard Perretz, Metro booker, has seen "The Great Waltz" more than 100 times. He calls Howard every week to find out what theatre is showing the musical . . . H. W. Dodge, Altec staff representative, stopped off in San Francisco en route to Seattle. H. M. Bessey, president of the company, is expected in from New York around June 29.

Gordon Wilson, M-G-M booker, and Bessie Booth of the contract department have returned from their respective vacations . . . Mike Newman, Columbia exploiteer, has returned to his headquarters at the local exchange after handling an opening in Ventura.

A. Bou, operator of the Rex in Fresno, is holidaying here . . . Republic's "The Crooked Road" opened its local first-run engagement at the Orpheum downtown June 19 . . . More booking visitors were: George Harter, Arlin; Ben Peskay, Banner and Palms theatres; Sid Kurstin, Boulevard, in Whittier; Harold Glass, Gordon.

Ruben Calderon, general manager of the Azteca exchange, is back on the job after a short business trip which took him to San Francisco . . . Helen Ankeney has returned to the Paramount office after an absence of several months. Now a contract clerk, she was formerly a booker's secretary . . . Mike Levinson, independent distributor, headed out for points north on business.

Dudley Forey, Monogram booker, doesn't know whether he's the victim of an elaborate rib or not. Anyway, here's the story he has been telling around the Row: One day recently a very suspicious looking gentleman with what Dudley swears was a German accent, appeared at the exchange and inquired about information about certain pictures for booking in some theatres in Paris. Dudley admits he didn't say which Paris (there's a Paris in California), but thinks there might be something in all this "fifth column" excitement.

A screening of Producers Releasing Corp.'s "Hold That Woman," featuring James Dunn, was held at the Paramount exchange by Coast Pictures . . . Fred "Buckskin" Gage, United Artists salesman, is in Imperial Valley on a selling trip.

Gus Acosta of the Azteca exchange is in El Paso on a two-week business-pleasure trip . . . Frances Martinez claims to be so much in love with her job as Azteca's office secretary, that she has declined her well-deserved annual two-week holiday.

Ted Cunningham came in for bookings for his Brentwood Theatre . . . Ditto John Eliot of the Knoll . . . A. J. O'Keefe, Universal's western district manager, was in Seattle . . . Bob Tenberg, manager of the Majestic in Santa Monica, was married in Yuma, but the identity of the new Mrs. Tenberg has been successfully shrouded so far.

SALT LAKE

RETAIL sales show a sizeable upturn for the past several weeks . . . Preliminary studies of Salt Lake City and vicinity were made by technicians of 20th Century-Fox in connection with filming of the latter part of the "Brigham Young."

The Covered Wagon Days celebration, held annually in this city as well as in Ogden, Utah, is being prepared for in a big way and will take place July 19-24 . . . The Constance Bennett tieup on beauty products, handled by a local department store and given free to ladies attending the Centre Theatre, is going over nicely.

"Women in War," a new Republic release, previewed recently, is going over big in this section . . . M-G-M's "Edison, the Man" is doing splendid business throughout the Intermountain territory . . . A recent tieup with local Hotpoint dealers was very effective, with tickets to the Utah being obtainable at these stores to see "Blame It on Love."

Scripts Yarn for Sandy

HOLLYWOOD—Vera Caspary is scripting "Sandy's Day Out," to star Baby Sandy, for Universal. Leonard Spiegelgass will produce.

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SAN FRANCISCO

(Continued from page 87)

San Francisco, the Fox in Salinas, and the Fox in Watsonville. This is the first time this organization has ever had a giveaway in any of their San Francisco theatres. Also, the California is the first downtown house to handle the books . . . George Hickey, M-G-M western division manager, in for one of his periodic visits . . . Frank Morgan stopped off for a day on his way north for some fishing. Ed Beck, M-G-M exploiteer, showed Morgan and his wife the high spots . . . The newest house to open in this territory is the Mt. Burney in Burney. Loomis and Tyler enterprises are operating the theatre.

Charlie Owens, generalissimo at Coast Pictures, is now handling the booking of all Coast products. Frank Maun is no longer with Coast . . . Pat Paden is now associated with the Davies and Casino theatres as assistant to Manager Donohue . . . Dick Bear has closed his Playhouse in Carmel for the summer . . . Mel Klein, Columbia assistant manager, was confined to his home this week with the flu . . . Universal is in the midst of its "Vacation Drive" and pushing its products for dates.

Many of the Hollywood actors and actresses drop into town for a few days of seeing the Fair. This week it was Kenny Baker and wife and Stan Laurel who made the headlines . . . Jeanette Larson is the new receptionist at Pacific Premium and Dexter Robinson is an addition to the shipping room . . . Dan McLean is contemplating taking last run in the city and dropping his admission to 15 or 20 cents. The present policy is second run with a 30 cent evening price. However, the 40 cents policy of the first run houses has made the Embassy's policy practically worthless . . . Mike Levinson, independent distributor, in town on business . . . Bill Lewis is back at his desk at 20th Century after a two-week jaunt around the pleasure spots of the state.

The vacation beat: Louella McGovern, head inspectress at 20th Century; Laura West, Columbia contract clerk; Alice Francis, 20th Century cashier . . . Booking this week in person were Peter Garrett jr., Yolo, Woodland, and Arthur Fukuda, Royal, Sanger.

Elsa Maxwell was a busy visitor this week. She appeared at the Exposition to do her bit for the Mobile Foyer, organized to equip and maintain movable canteens behind the lines for the soldiers of France. In addition to the Fair appearance, Miss Maxwell had a party June 21 at the Clay Theatre where three films were shown.

Bill Blowitz to Ballyhoo "Heaven Too" Showing

LOS ANGELES—Warner has engaged Bill Blowitz to handle the local publicity campaign for "All This, and Heaven Too" during its current roadshow engagement at the Carthay Circle. Blowitz was formerly with the M-G-M studio publicity staff.

Cole Sells Sideline At Allied Conclave

CHICAGO—Allied's national president, Col. H. A. Cole, had something of interest to discuss with theatremen besides exhibitor problems at the Allied convention here this week.

It dealt with a new type marquee attraction letter, which gives one the impression of Neon. In reality, it consists of two letter outlines in one; a background cutout letter, over which is placed a silhouetted larger letter which is slotted. Through this pours reflected light from a fluorescent bulb placed behind the letter track in the marquee. The white reflector in the marquee provides the Neon illusion.

Cole claims theatre marquees do not have to be changed radically to accommodate the new letters, and that the lighting is so economical he uses it in several of his Texas houses all day long.

The letters have been patented by Cole and his partner, A. W. Lilly of Greenville, Tex. Will W. Hays, a former employe of theirs in the Rialto, Greenville, is the inventor. He is also interested in the company.

Meyers, Valos Accord in Glencoe Said Sought

CHICAGO—It is understood, without confirmation from either exhibitor, that attempts are being made to work out an agreement between Sam Meyers and George Valos, each of whom are building theatres in Glencoe, swank suburb north of Chicago.

Meyers announced his theatre many months ago, went ahead with plans. Valos announced his theatre and went ahead with plans. It is understood the walls of the Valos' house are up, while only the foundation of the Meyers house has been erected.

Hear Sam Meyers Will Operate Valos House

CHICAGO—It is learned that preliminary discussions toward settling the Glencoe building dispute between Sam Meyers and George Valos will end with Meyers operating the Valos house, and with both organizing a corporation to control the theatre. The Valos house, named the Glencoe, has the outer structure about complete. The new corporation would then absorb the costs already charged to the Glenwin, the proposed Meyers' house.

To Show Patriotic Shorts

CHICAGO—All Warner theatres will show one or more of the company's special two-reel patriotic short subjects during the July 4 holiday season.

Over $500 to Red Cross

CHICAGO—Warner Bros. theatres and employes have contributed $501.17 to the Chicago Red Cross war relief fund.

UTOI Preparing to Fight Any Move for New Admission Tax

By GENE RICH

CHICAGO—Illinois exhibitors were more alarmed than ever this week over the prospect of having a three per cent state tax added to the proposed new federal tax on admissions, several Illinois legislators having intimated they will attempt to tax the industry on admissions when the legislature meets again in January.

Should such action eventuate, one group sure to institute an immediate counter-campaign is the United Theatres Owners of Illinois. Eddie Zorn of Pontiac, chairman of the UTOI, this week told BOXOFFICE, "We believe preparedness is our greatest weapon. We are cognizant of that fact, and during the coming summer and fall months, we plan to do all in our power to keep such a bill from even being presented to the legislature." This matter, he added, will be thoroughly discussed at the forthcoming meeting of the UTOI on Thursday, June 27, at the Pere-Marquette Hotel in Peoria. Since the group has no affiliation with either Allied or MPTOA, all exhibitors are invited to attend.

It is understood, Zorn said, that another tax to be proposed would be one on all coin-operated candy machines in theatres, which, he said, his organization would fight.

"Nickel slot-machine movies may also begin to prove a menace to us," Zorn said. "With the producers cancelling options of hundreds of contract players, these players will be free to appear in shorts for these machines. With their name value, even if they are not stars, they could be a threat to theatres. We will watch this phase of development closely. The UTOI will recommend licensing of these machines by cities and communities, similar to heavy licenses paid by theatres."

Seven Visits in Six Months, Says Cole

Chicago—Since the first of the year, Col. H. A. Cole, national president of Allied, has been called to Washington seven times on Neely bill conferences, he said this week.

Indianapolis Theatremen Meet at ATO Offices

INDIANAPOLIS—The Indianapolis Theatre Owners held a meeting at the Associated Theatre Owners office on Filmrow last Wednesday afternoon which was presided over by Earl Bell, vice-president of District No. 3 of ATOI. Those in attendance included: Al Ackerman, Tacoma; A. C. Zaring and Eddie Zeyen of the Zaring; Oscar Kuschner, Hollywood; Ernest L. Miller, Cinema; Claude Allison, representing the five Olson circuit houses; Harry Markun, Talbott and Belmont theatres; C. E. McConaughy, Dream; Irving Tamler, Tuxedo; Ernest Tamler, Oliver and Rex theatres, and Earl Bell, Howard.

Heads Committee

INDIANAPOLIS—Jesse Morgan, manager of the Talbott, operated by Harry Markun, is chairman of a committee to supervise festivities in connection with the reopening of Talbott Avenue. The program will feature open house by merchants in the neighborhood who will present free souvenirs, favors, sandwiches and refreshments.

Gets "Charter Pilot"

HOLLYWOOD—Eugene Forde will direct "Charter Pilot" for 20th-Fox.



—Stevens Pictures

Allied Convention's Hosts—

Members of the board of directors of Allied of Illinois who handled arrangements for parley just ended at the Morrison Hotel. Standing, left to right: Lou Abramson, secretary to Jack Kirsch, president; Ben Bartlestein, Verne Langdon, Harry Nepo, Carl Goodman, Tippy Harrison, Nate Wolf, Charles Nelson, Sinuel Roberts, Van A. Nomikos, Dick Salkin and Ludwig Sussman. Seated, left to right: Joe Koppel, representing Ben Lasker; Harry Reckas, Jack Kirsch and Jack Rose.

(See Page 26 for Convention Details)



—Photo by Cosmo-Sileo

All Lined Up—

Are Warner's Chicago salesmen at their company's convention in the Windy City. The lineup includes R. C. Herman, Bob Allen, Harry Goldman, George Weinberg, Max Roth, Tom Gilliam, manager; Bill Bromberg, assistant manager, and Fred Bartow, field exploiteer.

Wehrenberg & Kaimann Merge 25 Houses in St. Louis Area

ST. LOUIS—One of the most important mergers of independent theatre interests in the St. Louis area was consummated when Fred Wehrenberg, head of a string of neighborhood and suburban houses, and Clarence Kaimann, in charge of the Kaimann Bros. circuit in North St. Louis and St. Louis county, reached an understanding as a basis for a consolidation of their interests.

While complete details have not been made public, it is understood both Wehrenberg and Kaimann will be interested financially in each of the 25 houses affected.

Big advantage obtained through the deal is that of booking for an enlarged circuit of 25 houses.

The St. Louis Amusement Co., controlled and managed by Fanchon & Marco interests, of course would not be affected by any such deals. This circuit has 24 houses. In addition, the Fanchon & Marco interests have the Ambassador, Fox and Missouri theatres in the first run field.

The deal between Wehrenberg and Kaimann is the biggest of its kind swung in St. Louis since the early 20's when the Skouras Bros., Harry Koplar and Bill Goldman merged their groups of neighborhood theatres.

Both Wehrenberg and Kaimann are veterans in the industry. Wehrenberg is president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, having held that post for many years, and is also a member of the national executive committee. Kaimann has been a director of the local organization from time to time.

The Wehrenberg houses affected by the deal are the Melba, Michigan, Cinderella, Virginia, Apollo, Savoy, Studio, Normandy, Melvin, Lemay, Southway and Dakota.

Kaimann houses involved were the O'Fallon, Baden, Ashland, Pauline, Bremen, Salisbury, Robin, Queens, Lee, Janet, Circle, Lowell and Bridge.

The 12 houses in the Wehrenberg circuit have a total seating capacity of 9,336, while the 13 Kaimann houses seat 8,406.

: With the Warnerites :

CHICAGO—The convention was welcomed by both B&K and Warner Theatres with special advertisements in the daily newspapers. B&K also sent special courtesy passes for any of its theatres to all the Warner conventioneers.

When the salesmen woke for the first session Monday morning, they found special one-sheet greetings, in three colors, under their room doors. These were special greetings tieing in with "Brother Orchid." A miniature standee of Edward Robinson in this characterization also went to every salesman.

Scores of Allied, independent and circuit exhibitors attended the special cocktail party and buffet given Wednesday afternoon at the Blackstone by Jimmy Coston, Warner theatre zone manager here.

A special "extra" edition of the Chicago *Herald-American*, featuring all Warner news on the front page, was distributed at the convention.

Several of the advance guard of the conventioneers spent Saturday at the race track, while Charlie Einfeld, golfed at Midlothian Country Club, with Jimmy Coston and Walter Branson, RKO district manager.

Ted Mendelssohn, formerly of Chicago, was about. He has recently been transferred from Cleveland Warner branch manager to the Rochester district out of the Buffalo Warner office.

Lee Blumberg made a special pre-convention quick flight to and from Cincin-



—Photo by Cosmo-Sileo

It's Handed Them—

A BOXOFFICE *by Sid Rechetnik of the Warner home office publicity staff. The onlookers at the dais during the opening session of the Warner convention in Chicago are, left to right: Arthur Sachson, home office distribution executive; S. Charles Einfeld, in charge of publicity and advertising; Carl Leserman, assistant sales manager; Ben Kalmenson, western division manager; and Al Schwalberg, in charge of exchange operations.*

National Equips Two in Illinois; One in Ind.

CHICAGO—R. W. Dassow, manager of the local National Theatre Supply store, reports several installations lately.

National Theatre Supply is furnishing the booth equipment and seats for Ben Shafer's Shafer, opening in August in Lacon, Ill. The house seats 400. Seats and other equipment for the 500-seat Luxe in East Peoria, Ill., have been furnished by NTS for Merlyn Ewing. This house also opens in August.

Nate Bernstein has purchased projection, sound and canopy from NTS for his Times, 500-seat house, opening soon in Elkhart, Ind.

nati, to work on the roadshow opening there of "All This, and Heaven Too." Incidentally, the picture was screened for the men Monday morning, with sequences of "The Sea Hawk," shown on Tuesday.

Conventioneers received current copies of *Esquire,* and daily copies of Chicago newspapers in their rooms while here.

Betty Dolar, Rud Lohrenz's efficient secretary, did an equally efficient job of work on the convention.

Ben Kalmenson, western division manager, was taken on all sides by his boys whenever he sat down to a friendly game of cards.

And Fred Jack, southern district manager in Dallas, lost some of that first prize money of his to his men . . . Incidentally, Jack led five of his Texas broncos, 6-feet tall and 250-pounds strong, here in an American Airlines plane.

Doak Roberts, Dallas manager, we hear, is doing his part to equip himself to help hunt "fifth columnists." He is taking lessons at a Dallas flying school and is rapidly becoming an even better skeet shooter. He, by the way, is about the only Warnerite ever to beat Grad Sears at skeet-shooting.

Sid Rose, Omaha manager, found he had just as bad luck at Chicago racetracks as he used to have when he was a Chicago salesman.

Sid Rechetnik and his able assistant, Jack Kingsley, were busy with the trade press, and did a swell job getting the news to everyone on time.

Warner's Wisconsin theatre operators attended several of the meetings, headed by Jack Keegan, district manager in Milwaukee. Others here were: Al Kvool, Warner-Saxe manager; L. F. Gran, Standard Theatres; Jack Silliman, Rio-Appleton Theatres; Eddie Vollendorf, Warner-Saxe booker; Tom Cornell, Warner Theatres booker; and Harry MacDonald, Warner Theatre manager.

Benny Lasker of the Lasker circuit and Carl Leserman were observed at the Balinese Room bar in the Blackstone.

Musicians' Convention Endorses Neely Bill

INDIANAPOLIS—On the record of the American Federation of Musicians' 45th annual convention held last week at the Indiana here, was an endorsement of the Neely anti-block book bill. The convention during its session elected James Petrillo of Chicago, president, succeeding Joseph N. Weber, head of the federation since 1900. The life-time post of "technical adviser" has been created for Weber. Other officers elected are C. L. Bagley of Los Angeles, vice-president; Fred W. Birnbach of Newark, N. J., secretary, and H. E. Brenton of Boston, financial secretary-treasurer.

Among the resolutions considered by the convention was one aimed at halting federation members from making phonograph records and transcriptions until an understanding would be reached with the recording companies, and music distributors regarding their use. This resolution, at the behest of Weber who questioned its legality, was referred back to the executive committee.

A discussion of the social security act by the federation's counsel, Samuel T. Ansell, and an expression of opposition to the Indiana gross income tax law as a "hardship on leaders of orchestras in this state" marked the latter half of the convention before the installation of officers on Saturday.

Passafume Joins Filmack

CHICAGO—Charles J. Passafume, formerly advertising manager for the Gregory circuit in Kokomo, Ind., has joined the publicity staff of Filmack Trailer Co. in Chicago.

Adler Rehearing Denied

CHICAGO—The United States federal district court has denied the petition of the Adler Sign Letter Co. for a rehearing in the suit of Wagner Sign Service, Inc., against the Adler concern.

Assign Andrew Stone

HOLLYWOOD—Andrew Stone will direct Paramount's "There's Magic in Music" from a script by Frederick Jackson.

American Themes Top Warner Schedule

CHICAGO—"Realizing the almost complete loss of the foreign market today, the Warner feature product for the coming season is based practically entirely on themes of Americana," Grad Sears, general sales manager, told the convention here, when he disclosed the 1940-41 product lineup to the men. He arrived late Monday night from New York, by plane, where he appeared in connection with the government suit on Monday.

"More than 90 per cent of the next season's features from this company will be based on varied American background material," he said.

Highlighting this type of story material, he said, will be six top-budgeted productions with western locale. These will be "Santa Fe Trail," starring Errol Flynn, to be made on the same scale as "Dodge City," "Virginia City," and "The Sea Hawk;" "High Sierra," starring Paul Muni, in W. R. Burnett's best seller; Thomas Ripley's "They Died With Their Boots On;" "Montana," by C. B. Glasscock; "Calamity Jane," starring Bette Davis, in a new type role; and "Sam Colt, Trigger Man." All of these and others on the program will be in line with Warner's "action pictures" policy, Sears said.

Mort Blumenstock, eastern advertising and publicity manager, arrived Tuesday morning from New York where he had been working on the campaign for "All This, and Heaven Too."

Over 350 Exhibitors at Warner Cocktail Party

CHICAGO—Over 350 visiting and local exhibitors attended the Warner Bros. convention cocktail party and buffet at the Blackstone Hotel Wednesday evening. This goodwill gesture found exhibitors and distributors rubbing shoulders in a spirit of good fellowship. Just about every delegate to the Allied convention, in addition to Chicago circuit and independent exhibitors, and other film company representatives attended the party, which was hosted by Jimmy Coston, Warner theatre zone manager in Chicago.



—Photo by Cosmo-Sileo

And From Indianapolis—

Came Salesman R. S. Shrader; Fred Greenberg, branch manager, and C. K. McKean, salesman, to the Warner convention in Chicago.

Chicago Council Lists Six for the Family

CHICAGO — The current listing of the Chicago Better Films Council shows the following on the family list:

"The Biscuit Eater," (Para't); "The Dark Command," (Rep); "The Doctor Takes a Wife," (Col); "If I Had My Way," (Univ); and "20-Mule Team," and "Edison, the Man," (M-G-M).

The mature listing includes: "Alias the Deacon," (Univ); "Babies For Sale," (Col); "The Ghost Comes Home" and "Strange Cargo," (M-G-M); "It All Came True" and "'Til We Meet Again," (WB); "Port of Shadows," (Film Alliance); and "Women Without Names," (Para't).

Labor Day May Mark Return Of Singles in Milwaukee

MILWAUKEE—Through the efforts of Harry Perlewitz, business manager of the ITPA of Wisconsin and Upper Michigan, plans are underway for all Milwaukee county theatres to revert to a single feature policy on Labor Day.

An attempt to drop double features was made earlier in the year but did not materialize because most exhibitors had too much product on hand at the time.

According to Perlewitz, both circuits and independents have declared that they will cooperate in the move. Pertinent reason for the proposed shift, according to one report, is the increased film rental being asked by producers.

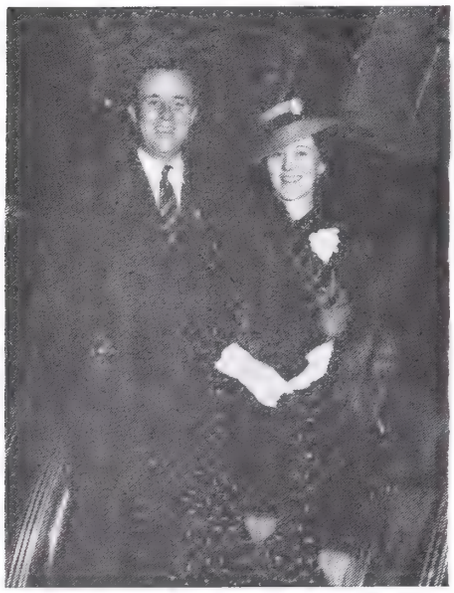
Papers Devote Section To Logansport Bow

LOGANSPORT, IND.—The opening by Alliance Theatre Corp. of the new State here Saturday afternoon, June 7, was made an auspicious event when both dailies, the *Press* and the *Pharos-Tribune*, each devoted special eight-page sections to descriptions of the theatre, those connected with it and for congratulatory ads from merchants and associations of the town.

Alliance Theatres, which now operates three houses here, is headed by R. J. Dee and S. J. Gregory, who is vice-president and general manager. Herbert C. Sullivan is resident manager. The circuit has 16 houses in Indiana, four in Illinois, and three in Wisconsin.

Polishes "January Heights"

HOLLYWOOD—Lenore Coffee is polishing the script of Warner's "January Heights."



Hollywood Bound—

Is Pat O'Malley, the "Little Alfie" of Alec Templeton's radio program, and Mrs. O'Malley. Pat will play the role he has made famous in "Captain Caution," being produced by Hal Roach.

MILWAUKEE

BOB ELSON and Bill Anson, together with members of the Cubs and Giants baseball teams, appeared on the stage of H. J. Mirisch's Oriental and Tower last week for one night.

Recent local visitors were Spencer Tracy and Linda Ware. The former was awarded an honorary doctor of dramatic arts degree at Ripon College and the latter was en route to Detroit, where she reigned as queen of a dairy show. Tracy was also named an honorary colonel on Governor Heil's staff.

Joe Baisch, manager of the Strand at Green Bay, offered a money back guarantee in connection with the showing of "Dr. Ehrlich's Magic Bullet" and "Three Cheers for the Irish" on a twin bill.

Russ Leddy, manager of the Orpheum in Green Bay, promoted a special free show for kids last week with the admission an old straw hat.

In a tieup with seven local merchants, the Wausau at Wausau staged a special Thursday matinee, admission to which was 2 cents when accompanied by a free ticket from participating stores.

Apollo at Janesville has announced a new summer price policy of 15 cents for adults . . . Ray Zahn, whose Falls at Menomee Falls was recently destroyed by fire, is planning to erect a new house on the site of the old one.

Richard Schacht has been named manager of the Badger at Merrill . . . Harry Perlewitz has returned from a four-day business trip around the state, contacting exhibitors in behalf of the ITPA of Wisconsin and Upper Michigan.

More than 25 Milwaukee and Wisconsin exhibitors, including all officers of the ITPA of Wisconsin, attended the Allied confab in Chicago . . . E. J. Weisfeldt offered free harmonicas and staged an amateur harmonica contest in connection with the showing of Borrah Minevitch's "Harmonica Rascals" at his Riverside here.

A number of Warner-Saxe houses, including the Milwaukee and Savoy, gave kids a Mi-Lola cigar free June 15 as a Father's Day gift . . . Ted Toll's Waukesha Beach is showing free films each Friday night.

Ludwig Screen Advertising, Inc., of Minneapolis has filed articles of incorporation in Wisconsin . . . The Hollywood in La Crosse promoted "The Biscuit Eater" by staging a mutt parade open to kids from 6 to 16.

Doing "Hardy" Original

HOLLYWOOD—Metro has signed Sinclair Lewis to do an original for the "Judge Hardy" series.



Raft Heads East—

George Raft, Warner star, en route to New York, is greeted during a Chicago stopover by Gene Rich of BOXOFFICE. *Raft has just completed his latest Warner starrer, "They Drive by Night."*

Hearings Postponed In Contempt Case

CHICAGO—Further hearings in the government's criminal contempt case before former Judge Edgar Eldredge, special master, who heard the case for Federal Judge Charles Woodward, have been indefinitely postponed.

The case was scheduled to have been heard Monday, but counsel for the defendants are understood busy with other legal matters, which necessitated the postponement.

Raft Ventures Opinion Light Product Needed

CHICAGO—George Raft, in Chicago en route to New York after finishing work on Warner's "They Drive By Night," told reporters that he feels more light, comedy productions should be turned out by Hollywood today. "The world is full of sorrow and trouble," said Raft, "and I believe more film fans will go to motion picture theatres to see entertainment that will make them forget the troubled world for a couple hours."

Louis Brecka, Chicago Independent, Is Dead

CHICAGO—Louis Brecka, well known Chicago independent exhibitor, died suddenly this week. He operated the Standard, Newberry and LaSalle, and at one time also operated the California, Homan and Bell.

New Ticket for Lupino

HOLLYWOOD—Warner has handed Ida Lupino a new term acting ticket.

CHICAGO

Chicagoans May Have Fight With Censors

CHICAGO—The Chicago Civil Liberties Committee is anticipating a flood of anti-Nazi picture rejections—or at least wholesale cuts of parts of those pictures—Ira Latimer, executive secretary of the organization, told his group at a special screening of "The Fight for Life," a picture the committee is now fighting for passage.

The pictures mentioned by Latimer were M-G-M's "The Mortal Storm" and "Escape," 20th Century-Fox's "I Married a Nazi" and "Man Hunt," Warner's "Secret Army," Paramount's "Mystery Sea Raider," Columbia's "Mad Men of Europe," and Charlie Chaplin's "The Dictator."

"The Chicago motion picture police censor board has continually banned all anti-Nazi pictures," he said, "and we anticipate trouble on any or all of the pictures I have mentioned. Naturally, we will fight for the okay of all these pictures from a freedom of speech and press viewpoint."

Latimer was speaking at the screening Columbia arranged for his group for the Pare Lorentz production of "Fight For Life," made by the United States Film Service, and being released by Columbia. The film was banned here, the only spot banned thus far in the U. S., primarily because the censors feel it shows too much about pregnancy and child birth. Other sources say that the real reason back of the ban is that it shows too much of Chicago's slums.

The Civil Liberties Group voted to telegraph Mayor Edward J. Kelly, not only to lift the ban, but to give it a general permit. It is understood he was to look at the picture this week with former Judge Svenjon Johnson, now director of Illinois government reports, who has been asked by Washington to investigate the local ban.

Latimer repeated at the meeting that his group is still doing all it can to have the present censorship ordinance revised.

Dembow and Goldenson Paramount Emissaries

CHICAGO—Sam Dembow and Leonard Goldenson, theatre operating coordinators under Barney Balaban for Paramount Pictures, were here over the week-end conferring with John Balaban of B&K. From here they planned to go to Detroit for conferences with Earl Hudson, operating head there of Paramount's United Detroit Theatres.

Two-Day Run in Hammond By "GWTW" Over Big

HAMMOND, IND.—"Gone With the Wind," that picture that is always fooling everyone, fooled them again when it played two days at the Warner Paramount here.

Put in for two days only, because of bad business done by the picture in Chicago's first series of subsequent runs, the picture did just about twice the business that had been anticipated for it.

HARRY ODENHAL, manager of the B&K Congress, returned Monday with his wife and mother from a two-week vacation trip in Norfolk, Va., where they visited relatives.

Lieut. Harry Costello, police film censor, is vacationing with Mrs. Costello this month in Tampa, Fla. While he is on leave, Sergeant Healy is pinch-hitting for Lieutenant Costello.

Johnny Smith, business agent, and Neal Bishop, secretary, of the local operators' union, returned this week from a motor trip in the east, following the recent IATSE convention in Louisville.

George Moyen, 43, manager of the Essaness Irving for several years, died last week. He is survived by his wife and two children.

Dave Katz of Hollywood Advertising Company has many of the banner company's "God Bless America" silk banners all over Filmrow, making it quite a patriotic spot these days.

Bill Hollander of B&K and Mrs. Hollander motored to Hanover, N. H., for the graduation exercises of their son, Marshall. After an extended motor trip in the east, the Hollanders will return about July 1 . . . Jules Ruben of Great States was in New York on film deals last week.

Now that Mannie Gottlieb's local Universal branch was the winner in the Scully Drive, the outfit is getting set to cop first prize again, this time in Universal's Summer Drive ending August 31.

Larry Stein of Warner Theatres is receiving congratulations. It's a baby girl, mother and daughter doing well at Southshore Hospital.

Fred Mindlin of International Enterprises is back from St. Louis where he completed a deal for premiums with the Fred Wehrenberg circuit . . . Nat Levine of the west coast passed through Chicago last week and was the guest of Saul Goldman of Variety Pictures. Levine, planning to re-enter production soon, was returning from Culver, Ind., where his son, Arthur, had graduated from Culver Military Academy.

Eddie Brunell of the Metropole had his car double-parked on Filmrow when Johnny Bouxsein, brother-in-law of Sam Traynor of the Bailey Circuit, Princeton, accidently drove into Brunell's car. Both cars had nicked fenders, but the exhibitors didn't have any trouble, settling for a drink apiece.

They're calling Larry Stein, Warner Theatre publicist, the "Charlie Chan" of Filmrow. Stein is getting so he can tag the murderer in every mystery picture screened in the wee small reels of the fil-lum. Only thing, Charlie Ryan, Harry Turrell, Herb Wheeler, Alex Halperin and Frank Williams don't like, because it spoils the pictures for them.

Lorraine Pernitz, of the Warner office staff, was to be married this week. She was looking very motherly last week with that life-size baby doll she bought from one of the Filmrow venders.

Jack Hunt, manager of the Oriental for Jones, Linick & Schaefer, and his wife are on a motor vacation trip in New England. They plan to spend several days with their daughters, Bonnie and Gloria, who are with the Ringling Brothers Circus.

Ezra Stone, who appears in Paramount's "Those Were the Days," stopped off for a night and a day this week between TWA planes en route to the west coast.

What price Hollywood. An exhibitor who is opening a new suburban house, was overheard remarking that he is opening with "Dishes, and 'Young Tom Edison.'"

Universal Premiums has moved from the third to the second floor of the Exhibitors Building.

Clyde Eckhardt, 20th-Fox branch manager, this week screened "I Was an Adventuress" and "Four Sons" for exhibitors . . . Sonja Henie, 20th-Fox star who was here this week for several days, was kept busy denying romance rumors with Dan Topping.

Harold Speilman, 40, chief air conditioning engineer for the Chicago office of Vilter Manufacturing Co., died suddenly this week.

Abe Fischer is manager of the Chicago exchange of the new national company, Producers Releasing Corp. He and Mike Godshaw, representing Film Alliance, have their new offices now at 1255 So. Wabash.

Phil Fischer of Hollywood Amusement this week sold a patent for a baseball apparatus game to the Exhibit Supply Co.

Doing "Tarzan" Original

HOLLYWOOD—Max Brand is doing an untitled "Tarzan" original for Metro.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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INDIANAPOLIS

ED FLYNN, manager of the Emerson, announces that work will begin within a few days on the theatre's front. Marquee, lighted frames, rest rooms, etc., will be done over too . . . Vincent Burke of English's announces that it is possible that he may obtain the drama, "There Shall Be No Night," for his theatre in October. Also in the offing is "Life With Father," starring Lillian Gish and Percy Waram.

A new talent revue will open at some of the Olson neighborhood theatres about the first of July, if present plans culminate on schedule. It is planned that the city's department stores, offices and industries will be combed for talent and properly trained so that hidden talent will be given a chance to show what it has. Nate Weinberg, well known to Indiana filmdom, will handle details for the theatres and Pete French, who handled the quiz programs for the theatres, will be master of ceremonies.

Carl Niesse, operator of the Vogue, Indianapolis, celebrated the second birthday of the theatre, June 18. Several weeks ago when Dick Powell was making a personal appearance at the Lyric here, the two pored over the plans for the celebration. On his visit Powell revealed that he intended to construct a chain of neighborhood theatres in California. After inspecting the Vogue and its large adjoining parking lot, Powell asked permission to use the same plans for his own house.

Maurice Rubin, operator of the Tivoli, Lake and Uptown theatres in Michigan City, will open his new Lido, June 27 with a gala celebration . . . Michigan City, Ind., is assured a season of summer legit with the signing of Alison Skipworth, Lenore Ulric and Taylor Holmes to star in three of the five productions to be presented at the new Michiana Shores Theatre Colony, starting July 17.

Claude Allison, manager of Olson's Strand, is on a two-week vacation and has promised himself that he will spend every day fishing.

Ezra Stone, 22-year-old character actor of stage, screen and radio, was a visitor at the local airport for about an hour last Friday night, en route from Havana, Cuba, where he had spent a vacation, to Hollywood.

Visitors: Dallas E. Cannon, Kent, Kentland; Art Clark, Indiana, Bloomington; Walter Fasley, Tree, Greensburg; I. T. Sollers, Lyric, Covington; E. R. Crouch and son, Fairmount, Fairmount; Harry Van Noy, Paramount, Anderson; L. T. Moore, Orpheum, Mitchell; Anthony Bokas, Lido, Argos; Nick Paikos, Diana, Tipton; Mannie Marcus, Eastern, Fort Wayne; Dale Sheets, Ritz, Mooresville; Mrs. Edith Luckett, Indiana, Scottsburg; J. B. Sconce, Playhouse, Edinburg; K. E. Maurice, Wabash, Clinton; A. E. Hancock, Columbia, Columbia City; Paul Meloy, Strand and Alhambra, Shelbyville; Harold V. Neese, Dana, Dana; Howard F. Morin, Morin, Brookville; C. E. Rogers, Rio, Columbus; Joe Finneran, Elwood, Elwood; D. D. Lee, Rex, Montezuma; Harry Douglass, Cozy, Dugger; R. A. Woods, Community, Morgantown; Bruce Kixmiller, Indiana, Bicknell; Maurice Reinking, Idaho, Terre Haute; D. G. Steinkamp, English, English; Roy Kalver, Madison, Decatur; Alex Kalafat, Gala, Garrett; Ernest Smith, Devon, Francisville.

Julian Salkin, first violinist of the Indianapolis Symphony Orchestra, is one of the two young Indiana violinists chosen by Leopold Stokowski for membership in his "All-American Youth Orchestra" which will tour Latin America from July 5 to August 27. The other is Irving Ilmer. Both were among the 30 Indiana contestants who had auditions May 27 before Stokowski in Indianapolis.

W. L. Jones, National Manager of Photophone installations for RCA out of Camden, N. J., was in town checking over recent installations and conferring with W. H. Trunick, local representative.

Business Barometer Is His Suggestion

Chicago—Windy City exhibitors were so disgusted this week with last weekend business that one suggested the following to BOXOFFICE:

"Why not make a barometer? List the exhibitors in business as of June 1 and then see how your graph goes down when you list those that will be left successively on July 1, August 1 and September 1."

Elisburg Takes Sonotone; Will Reopen July 1

CHICAGO—Herb Elisburg has taken over the Sonotone Theatre, formerly operated by Mannie Stutz, on Van Buren between Michigan and Wabash Aves., and will rename the house the Studio.

Elisburg plans to reopen the house about July 1. Before taking over the theatre, Elisburg resigned as a district manager for Essaness Theatres. This was announced in BOXOFFICE last week, and his acquisition of the Sonotone forecast.

Admission scale will be upped to 75 cents top, with first nights of each new film showing being sold out to the First Nighters Movie Circle at $1.10. The entire front including the marquee, and the interior, will be remodeled. Associated with Elisburg is Belle T. Simon.

Single feature attractions together with selected shorts will be run, with each performance starting on the even hour. Elisburg plans to show no Russian, Nazi or Italian films.

Roadshow "Heaven Too"

CHICAGO—Present plans call for Warner to roadshow "All This, and Heaven Too" in Chicago. The B&K loop house in which the picture will get its roadshow run has not yet been decided.

Lipscomb Finishes Script

HOLLYWOOD—W. P. Lipscomb has completed his script of "Moon Over Burma." Louis King will direct the Paramount production.

ST. LOUIS

BERNARD E. EVENS has been appointed midwestern press representative for United Artists with headquarters in St. Louis. His territory will include Kansas City and Omaha as well as St. Louis. He has been on the publicity staff of United Artists for the past four years.

Eddie Arthur, brother of Harry C., top Fanchon & Marco executive, is acting as coach for the F&M softball team of which John Snook, doorman at the Fox, is captain. The team is arranging a series of games for Wednesday and Sunday mornings. Competitors may reach them via Grand 6433.

A version of George White's "Scandals" opened a week's run at the St. Louis, June 20. The production runs for an hour and 15 minutes and includes 30 scenes with original costumes. In addition to the principals, there is a chorus of 50.

Contract for the recreational center to be erected at Hampton Ave. and Chippewa St. has been awarded to the Kloster Co. Otto Stein jr. will manage the 16 bowling alleys to be included in the project.

Lolita Lindsay, west side girl slated for a screen trial in Hollywood next summer, was "interviewed" by "Buddy" Rogers during his stay at the Meadowbrook Country Club. He promised her personal assistance when she reaches the film capital.

Joe Keating, manager of the Grand-Florissant, is about the happiest chap in North St. Louis since Mrs. Keating, the former Ruth Sartorius, once of the F&M accounting department, presented him with that girl. The baby and mother are doing nicely and Joe has just about come down to earth again.

Oscar Johnson has been re-elected president of the St. Louis Symphony Society for the ninth consecutive year.

Frank X. Reller jr., chief of service at Loew's, has been promoted to assistant manager at Loew's Penn, Pittsburgh. He is replaced here by Jack Winkle.

Basil Bickel, projectionist at the new Drive-In in DesPeres, Mo., flies to work in his own plane.

George McDonald, former projectionist here, has returned to the home port as representative for the Jam Handy company, Detroit.

Ruby S'Renco, president of the Art Theatre in the RKO building, has almost completely recovered from the fractured back he suffered in that automobile accident in the Colorado mountains several months ago.

The Armo Skydome on Morganford Road, South St. Louis, has opened for the season.

Sam F. Millard, former owner of the Lyric on Sixth St. near Pine, and his wife were injured in an automobile accident at Hopkinsville, Ky., recently. Both are now convalescing in New Orleans.

Nick, Weston Furnish $15,000 Bond Each

ST. LOUIS—John P. Nick, former first vice-president of the IATSE, and Clyde A. Weston, ousted business manager of Local No. 143, appeared before U. S. Commissioner John Burke and furnished bonds of $15,000 each. They were indicted here on charges of violating the federal anti-racketeering act and also the Sherman anti-trust act.

Nick's bond was signed by his two brothers, Walter and Joseph P. Nick, while Weston's surety was a professional bondsman.

Neither of the accused men would make any comment to the press.

Nick was accompanied by his attorney, Sigmund Bass.

Motion to Quash Judgment In Court Contempt Case

JEFFERSON CITY, MO.—A motion to quash and set aside the judgment of Circuit Judge Thomas J. Rowe who imposed a $2,000 fine on the Pulitzer Publishing Co., publishers of the St. Louis *Post-Dispatch*, on a contempt of court charge, has been filed by counsel for the paper in the Missouri supreme court. The motion was filed in certiorari proceedings based on the fine against the publishing company.

The jail sentences of 20 and 10 days and fines of $200 and $100 imposed on two members of the paper's editorial staff in the same case, also have been appealed in a habeas corpus proceeding.

Judge Rowe objected to two editorials and a cartoon touching on his handling of the extortion case against John P. Nick, former first vice-president of the IATSE, and State Representative Edward M. (Putty Nose) Brady. Nick was acquitted under a defense demurrer on January 11, last, while the companion charge against Brady was *nolle prossed* March 5 at the suggestion of Judge Rowe.

Ann Marsters Named Film Editor of Hearst Paper

CHICAGO—Ann Marsters, feature writer of the Chicago *Herald-American*, has been named motion picture editor of the Hearst afternoon daily, Jack Malloy, publisher of the paper, announces. Miss Marsters will continue handling feature stories and interviews, in addition to supervising all film news. She will continue her occasional trips to Hollywood.

Lucia Perrigo, feature writer, has been named motion picture critic. She will write reviews under the by-line of Rob Reel, now an old standby with the paper.

Dorothy Deere recently resigned as motion picture editor and critic of the newspaper to become a member of the publicity staff of B&K, in addition to continuing to handle her five-times-a-week gossip program over WJJD.

M. J. Ingram Leaders in Chicago Softball League

CHICAGO—The M. J. Ingram Construction team continues its winning ways in the softball league with a 14-to-5 victory over Spector's Restaurant. In the other games, National Screen upset the Henri Elmans, 22 to 3, while 20th Century-Fox defeated the Shorty Otto-Hank Porter team, 22 to 10.

Standings:

	Won	Lost
Ingram	4	0
Elman	3	1
20th-Fox	3	1
Spector's	1	3
National	1	3
Otto-Porter	0	4

Metro Conducting Bally Contests for "Bridge"

CHICAGO—M-G-M is conducting two exploitation contests in the Chicago territory on "Waterloo Bridge."

One for the Great States circuit will give $100 first and $50 second prize to the managers whose grosses on the picture exceeds their quotas by the greatest percentages. The same conditions go for Indiana-Illinois circuit managers, with the prize being one $50 award.

Gollos Bros. Open Fifth Theatre in Chicago

CHICAGO—Gollos Brothers held a formal opening over the weekend of the newly acquired New Sun. The house was formerly operated by Richard Babiner as the Sunnyside.

And while all exhibitors in the city were figuring how to cut out triple features, Gollos Brothers opened the house with a triple feature bill. It is their fifth house, the others being the Ray, Midway, Woodlawn and Ark.

Switow Is Sued

NEW ALBANY, IND.—Mrs. Mary Tegart is seeking $5,000 damages from the Switow Theatrical Co., Inc., of Louisville for a back injury and "intense nervous shock" allegedly suffered when a snake crawled over her left arm and shoulder while seeing a show at the Elks Theatre here. The company management said the incident happened on April Fool's Day, and that a boy, who concealed the snake in his pocket, had brought it into the theatre without the knowledge of the management.

Operators' Strike Closes F&M Units

St. Louis—A strike of operators Thursday closed 27 Fanchon & Marco theatres here. The strike was called when the circuit refused to dismiss two suits against the union for $75,000 and $200,000 as a condition of a new wage contract. Other houses in the city are not affected.

Blows by Hitler Are Felt at Boxoffices

By DAVID F. BARRETT

ST. LOUIS—The keen public interest in Hitler's total war in Europe is reflecting itself sharply at boxoffices in this section, with exhibitors reporting grosses down as much as 50 per cent since the German warlord unleashed the full fury of his "blitzkrieg" in the Low Countries a month ago.

Fred Wehrenberg, circuit operator, in discussing the situation, said business has slumped as much as 50 per cent in some of his houses. He attributes the drop to the daily war news flashes.

It is pointed out interest in the first World War was a decided boon to theatres. Newsreels built around war happenings were given a big play in theatres and thousands of additional customers trooped to the theatres to get up-to-the-minute data on the conflict. But today, with the radio furnishing spot news every minute of the day, potential theatre customers are staying at home, since the speediest kind of handling of war newsreels are sadly outmoded when they hit the screen.

The war situation has had such an adverse effect on business in this district, it is anticipated that a record number of houses will be closed for the summer. Wehrenberg will close the Normandy, Normandy, and the Dakota here next week. He said he understood a number of other independent theatres in this section also plan early closings.

The war has also brought other problems to exhibitors. At Fanchon & Marco's Ambassador, Manager Harry Crawford announced the management had withdrawn a newsreel section showing Hitler and Mussolini at Brenner Pass a year ago, because of audience reaction. The reel started Friday, June 14, and each showing created considerable amount of hissing and booing. At one performance a customer reportedly didn't choose to hiss and, according to one version, a man seated next to him remonstrated with his fists. Crawford, later stating he didn't know whether any blows had been struck, ordered that section of the newsreel deleted.

Municipal Rent on Signs Suggested by Inspector

ST. LOUIS—A municipal rent on the square footage of display and advertising signs projecting over city streets and sidewalks was suggested by Building Inspector Stanley Baker of Topeka, Kas., at the recent 25th annual meeting of the Building Officials' Conference of America, Inc., held in Hotel Jefferson here.

Baker said such a tax might stop "blackout" bitterness between neighboring merchants, and that his department, in cooperation with the Topeka fire department, has started an inquiry into the legality of a city sign rent ordinance. It was revealed that in some cities complaint has been made that advertising signs interfere with traffic control lights.

Thank You, Mr. Smith!

Liberty, Nebraska
March 5, 1940

BOXOFFICE,
Kansas City, Mo.
Sirs:

Enclosed find my subscription to BOXOFFICE for another two years.

BOXOFFICE is by far the best publication of its kind available. Thanks to you for the service you render to the theatre industry.

Just received the 1940 BAROMETER and think it is swell!!

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Yours truly,
L. A. Smith,
Liberty Theatre

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☛

THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry
BOXOFFICE

Ashe Paves Way to Lead Allied Unit

MINNEAPOLIS—Paving the way for his appointment as Northwest Allied executive secretary who will virtually "lead" the organization now that illness is compelling President W. A. Steffes' retirement, Ben Ashe has resigned as general manager of the Bennie Berger circuit, effectiv July 1.

A considerable faction is known to favor Ashe's appointment, Ashe himself is said to be willing to take the post and it is known that his name will be presented to the convention scheduled for July 10 and 11 in Minneapolis.

At the same time it also is certain that a vigorous fight will be waged by Sol Lebedoff, one of the independent insurgents, against the selection of Ashe. Lebedoff, who long has opposed President Steffes and who withdrew from Northwest Allied to form an opposition group, insists that Berger and Steffes would continue to dominate Northwest Allied if Ashe is named for the post.

Another objection being advanced against Ashe is the fact that he owns a theatre and some of the independents declare that the executive secretary should be free from theatre entanglements.

However, Ashe has a very considerable following because of his recognized ability, tact and pleasing personality and present indications are that he'll be returned the winner, despite the objections of Lebedoff and some others. It was felt generally that he did a fine job in presiding over recent meetings in President Steffes' absence, although Lebedoff, charging that he was using a steam roller at the last convention, walked out on the meeting.

The final decision on the executive secretary's appointment will rest with the entire membership. However, a special committee has been appointed by the directors and will make a recommendation which is expected to carry much weight with the members. At the same time other nominations may be made from the floor.

Iowa University Releases Films on Dental Care

IOWA CITY, IA.—Lessons in dental hygiene now are being dispensed by the University of Iowa via motion pictures, according to Lee C. Cochran, head of the visual education department.

Two new Iowa movies on the subject, "Let's Talk About Your Teeth" and "Your Child's Dental Health Problems," have been completed and are being distributed throughout the nation, Cochran says.

Baehrs Buy 20th-Fox

MINNEAPOLIS—Twentieth-Fox has closed for its 1940-41 product with the Baehr circuit, Ed and Gus Baehr, the chain's operators, were here to make the deal with Moe Levy and Joe Podoloff, district and branch manager respectively.

Northwest Allied Urges Drive Over Nation Against Duals

MINNEAPOLIS—Northwest Allied members, a unit in opposition to double features, are urging that action be taken nationally to ban the twin bills. They want national Allied States to take a definite stand in the matter and to use pressure on the producers and distributors so that double feature theatres will not be serviced.

While this territory has been kept comparatively free of the dual bills, many of the independents, fearful of their inroads, want to get rid of them entirely and believe that the elimination can be accomplished by the production of fewer and better pictures which, it is felt, would help the boxoffice all around.

Some of the Northwest Allied leaders are afraid that the present boxoffice jitters and increasingly tougher going may drive many exhibitors in the territory into double features in desperation. These leaders counsel that the twin bills do not provide the solution to the boxoffice problem.

If they are unsuccessful in engineering a national move against the double features, the Northwest Allied leaders indicate that they'll bring up the matter at the convention to be held here July 10 and 11 and determine what can be done in the territory. If they have their way the Minnesota Amusement Co. will be asked to eliminate the double features at their two Twin City loop houses.

An Appointment Is Kept

Fairbury, Neb.—This idea of a press agent's stunt always being a gag, must have soured on the elements here.

Jimmie Redmond, publicist for the Bonham, was smearing up the town ballyhooing the coming of "Typhoon."

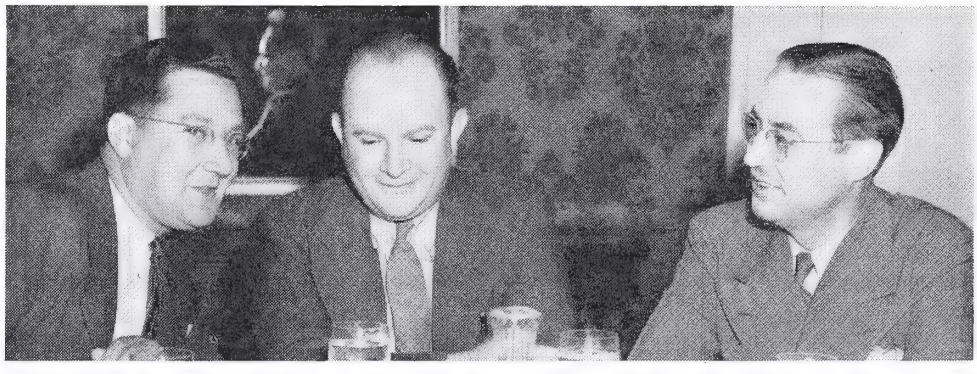
It did—the real thing. A wind and rain struck the theatre, ripped off the roof, doused the stage in water, and did a total of $5,000 damage.

Barrons Open Remodeled Kansan at Pratt, Kas.

PRATT, KAS.—The Kansan, rebuilt into a modern house following the fire late last year which destroyed the old Kansan, was formally opened last week by Mr. and Mrs. C. H. Barron. The Barron is the A house, the new Kansan the B house. The Barrons also have the Anthony and Novelty at Anthony, Kas., in partnership with Floyd Droz.

Both houses here were sold out for the opening, and the Barrons received an armful of telegrams from Hollywood, Kansas City, and elsewhere. The Kansan opened with "Dark Command."

The Barrons have operated theatres here for over 15 years.





—Photos by Cosmo-Sileo

Omaha-Des Moines Septet—

The three from Omaha (top photo) at the Warner convention in Chicago are Sid Rose, branch manager; Leon Mendelson and Frank Hannon, salesmen. The quartet from Des Moines includes J. M. Beatty, salesman; Art Anderson, branch manager; Paul Walsh and Gilly Wells, salesmen.

"Movie of the Month" Club Sells Blocks of Tickets

OMAHA—Movie-of-the-Month Club is a semi-giveaway plan that has been put into effect by Tri-States Theatres here.

Evert R. Cummings, Tri-States district manager, thought up the idea and Ted Emerson, Tri-States advertising man, put the plan into active operation.

The plan is simple. It consists merely of giving the patron a free ticket to the designated "Movie-of-the-Month," provided that patron buys a booklet of eight 25-cent tickets or else five 40-cent tickets.

In the booklet is a "bonus ticket," good for the "Movie-of-the-Month," on any of the following months, even though the rest of the tickets in the booklet may have been used previously. The special film may be showing either at the Orpheum or Omaha theatres, both Tri-States first run houses, and is selected by Tri-State officials.

At present the "club" has about 600 to 700 members and by next fall the Tri-States boys hope to obtain 5,000 members.

The $2 booklets are sold at the boxoffices of both theatres and also at a book counter at the city's largest department store. They are plugged heavily by trailers in both houses and in all Tri-States ads.

Hold War Newsreels Are Magnet in Minneapolis

MINNEAPOLIS—The local public really wants "war pictures," but not as features, according to exhibitors. The fans desire shots of the European conflict in the newsreels and such footage actually is a magnet which draws in many customers, in the theatre owners' opinion.

This is contrary to the general impression that people come to the theatres to "forget" about the war for the time being and do not want to be reminded about it in any way. If newsreels are deficient as far as war shots are concerned, there are complaints from the customers, exhibitors say.

Although there has been no definite proof yet, the exhibitors believe that features dealing with the war are not in order. The present preference, as far as the public is concerned, is for comedies, it is felt.

The few war feature films recently released have not been sufficiently outstanding or representative to permit any definite conclusions, the exhibitors point out. Instinctly, however, it is felt that, for the present, war subjects should be tabooed in the films.

$1,000 to Red Cross

MINNEAPOLIS—Bill Elson of the Seventh Street Theatre, chairman of the theatre men's Red Cross committee, announces that more than $1,000 has been subscribed for the fund by film men and theatre employes.

Omaha Beacon Reseats

OMAHA, NEB.—The Beacon has installed new seating, purchased of the Scott Ballantyne Co.



Harnesses the Radio—

KANSAS CITY—Paul Dixon, manager of the Vogue Theatre, Salina, Kas., which is owned by Gus Diamond, is a theatre manager who, when he couldn't whip radio, joined it.

Dixon tied up with Royal Crown Cola on a kiddies' Saturday matinee for the summer. At no cost to the theatre he broadcasts as "Uncle Paul" each Saturday afternoon. R-C Cola pays for the radio time over KSAL. Kiddies join the R-C Club, the meeting place of which is in the Vogue, and admission to which is 10 cents. For half an hour (over the radio) kids put on a home talent show, sing patriotic songs, etc.

During his broadcast Dixon announces forthcoming attractions at the Vogue (plenty of parents are listening in). The show itself fills the house every Saturday matinee. Once a month the kids get a bottle of R-C Cola.

Country Echoes Plaint On Gift Affliction

KANSAS CITY—BOXOFFICE's report three weeks ago on theatre conditions in Kansas City and efforts to do something about admissions, doubles and giveaways has attracted national attention among exhibitors, according to Walter S. Croft, business manager of the operators' local here, who just returned from the IATSE national convention in Louisville.

Croft found exhibitors complaining of similar conditions elsewhere throughout the country. In Kentucky, Indiana and some other spots they're not only plagued with multiple bills and premiums but with money giveaways, derby nights, sweepstakes nights, etc.

These situations seem to be hurting most the small independent exhibitor who doesn't possess sufficient capital to carry through. Circuit operators and large independents can weather the storm, although one Kentucky exhibitor indicated that it doesn't seem to matter much what the theatre offers in way of giveaways—they still won't come in.

Croft is currently conducting a cross-section survey among members of the public to find out just what they do want in the way of screen entertainment and theatre programs.

Fox Ozark Corp. to Build 1,000-Seater in Sedalia

SEDALIA, MO.—Fox Ozark Theatres Corp. will build a new 1,000-seater here, it was announced today by E. C. Rhoden, division manager for Fox Midwest Theatres. Construction is to start at once.

As present lessees of the Liberty, Fox Ozark was unable to reach terms with the owners for a renewal upon the impending expiration of the lease, and the decision to build was reached.

The new structure will face Courthouse Square, on ground which the company recently purchased. The present three-story business structure occupying the location will be razed with the exception of the sidewalls, and the new theatre building will be extended to a depth of 120 feet.

The house will include a balcony leading off a mezzanine floor, and the rear of the center section on the first floor will be occupied by 200 deeply cushioned loge seats, a new departure in midwest theatre design.

Front will be two stories in height, of stucco finish. The theatre will be ready for occupancy on August 15. Robert Boller of Kansas City, is the architect.

Pioneer Circuit Reopens Spirit Lake Theatre

SPIRIT LAKE, IA.—Theatre accommodations for the summer vacationists in the Iowa lake area were improved last week with the reopening of the New Royal here.

The Pioneer circuit house had been closed for several weeks. The lobby was enlarged, rest rooms installed and seating capacity increased. A new front was built on the house and a new screen was added to the equipment.

Ray Hillary manages the theatre.

Among visitors on hand for the opening of the remodeled house were Art Farrell of the New Rapid in Rock Rapids, Marion Parkinson and Beckley of the Fraser and Spencer in Spencer, Ia., and H. W. Lambert. Farrell is reported vacationing in Spirit Lake.

Merged Firm Is Named Mo. Theatre Supply

KANSAS CITY—The Missouri Theatre Supply Co. is the new name taken by the Oklahoma Theatre Supply Co. following its absorbing of the Central Theatre Equipment Co. last week. The new company is remodeling the storerooms at 115 west 18th St. to bring them up to par with the front offices and display rooms at that location, according to L. J. Kimbriel, manager of the Missouri.

Joins Metro Premium

KANSAS CITY—Herschel Kaufman has been appointed new district manager of the Metro Premium office here. This is Kaufman's first association in the industry.

MINNEAPOLIS

BETTY DEE of United Artists is keeping her vacation destination a secret . . . Ed Smith, RKO assistant home office manager of branch operations, a visitor . . . Kiwanis convention didn't help boxoffices here this week as far as was noticeable . . . Ernie Hill, Warner salesman, and Don Buckley, Redwood Falls, Minn., exhibitor, report fishing at Leach Lake, Minn., has reached an all-time high . . . "Nickey" Goldhammer, RKO district manager, and Sol Lebedoff, independent exhibitor, suffering from eye ailments.

Out-of-town exhibitors visiting Filmrow included: Ed Baehr, Brainerd, Minn.; E. P. Nelson, Waseca, Minn.; S. J. Backer, Hankinson, N. D.; Leo Backer, Brown Valley, Minn.; Lowell Smoots, Little Falls, Minn.; Bernie Larkin, Madelia, Minn.; Al Inman, Fairfax, Minn.; Tony Paulson, Amery and Clear Lake, Minn.; Ed Gleason, Osseo, Wis.; Don Buckley, Redwood Falls, Minn.; Charlie Connaught, Olivia, Minn., and Tommy Novack, Glencoe, Minn.

Kenny Adams, RKO head booker, spending his vacation at his North Dakota home with his ill father. If his dad recovers sufficiently, Kenny will devote a few days to fishing in northern Minnesota . . . John Stevens has converted the old Savoy in the lower loop into a new and beautifully modern house. It has been renamed the Grand . . . Lake Sarah the vacation destination of Chester LeVoir, RKO assistant booker. Chester likes to fish.

A. C. Wilson, 20th-Fox homeoffice auditor, in from New York . . . Sam Dembow jr., Paramount theatre executive, here for a few days . . . "Irene" mopping up in Minnesota Amusement Co. houses throughout the circuit . . . C. R. Long, M-G-M homeoffice checking supervisor, a visitor . . . Helen Pauly, now Mrs. Adams, back from her honeymoon and resuming her duties as secretary to Branch Manager C. K. Olson at Warner Bros.

Doug Pratt, Columbia homeoffice auditor, spending a few weeks here . . . A. Selby Carr, Paramount office manager, writes from New York that he's having the time of his life at the World's Fair . . . Bill Woods, Paramount booker, taking a vacation in California . . . "Hy" Chapman, Columbia branch manager, visited Iron Range accounts . . . Bob Long, M-G-M homeoffice auditor, in town . . . Helen Duval, member of RKO office staff, vacationing in the northern Minnesota woods . . . Uxtry! Fred Finnegan, RKO booker, finally has located Diamond Reef at Lake Minnetonka. Many months of labor thus have been rewarded.

Clara Eisenberg of Universal office staff vacationing in northern Minnesota . . . Moe Levy, 20th-Fox district manager, visiting his Des Moines branch . . . LeRoy Miller, Universal branch manager, hitting northern Minnesota spots . . . Warner gang back from the Chicago sales convention . . . M-G-M office elaborately decorated for the mid-season "Goodwill Drive."

Gets an O'Brien Western

HOLLYWOOD—RKO has assigned Director David Howard to "Triple Justice," a George O'Brien western.

Equipment Sales Imply Business Still Exists

KANSAS CITY—While business isn't as good as it might be in the Kansas City sector, there is abundant evidence that theatres still are functioning.

J. Walter Shreeve, manager of the National Theatre Supply Co., reports the sale of a pair of high intensity lamps and rectifiers to George Hayob for his Mary Lou, Marshall, Mo.; air washer and blower to Chester Hurdle of the Karyl, Milan, Mo.; ventilating equipment, W. D. Fulton's Strand, Kansas City; pair of new mechanisms, Fox Midland, Hutchinson, Kas.; pair high intensity lamps, Fox Eldorado, Eldorado, Kas.; new carpet and miscellaneous furnishings, Lee Sproule's new Star, Chanute, Kas.; low intensity lamps and rectifiers, Lloyd Metcalf's Gaiety, Ash Grove, Mo.; sound, high intensity lamps, generator, and screen, C. H. Barron's Kansan, Pratt, Kas.

Larkins Build in Franklin

FRANKLIN, MINN.—The Larkin brothers of Madelia, Minn., are building a theatre here. The town has no showhouse at present.

Show for Clarkfield

CLARKFIELD, MINN.—The Clarkfield Club is remodeling a building here into a showhouse to give the town its first theatre. Jim Anderson has promoted the deal.

KAYCEE

A SPECIAL province was watching over Stan Goldberg of Monogram last week when his car turned over several times and was demolished. Stan received only a few scratches, most of which are in evidence on his face. The accident occurred three miles north of Marion, Kas., while Stan was en route to Tampa, Kas.

Lee Sproule has opened a new 350-seat house, the Star, in Chanute, Kas. . . . Charles L. Abrams, who has been manager here for Metro Premiums the past year, has quit to enter the packing house supply business. He is succeeded by Herschel Kaufman.

Exhibitors were scarce as hen's teeth on Filmrow last week, due to the rainy weather (at least that's our guess) . . . Believe it or Not, John Kelly, who covers Kansas for National Theatre Supply, has quit smoking after years as a stogie smoker.

The report is that the Walkathon at the Pla-Mor, current headache to Kaycee exhibitors, is drawing 7,000 nightly. Admission is practically nothing, but concessionaires are getting plenty per head after they get inside.

Robert Dillon, operator at the Fox Vista, Kansas City, broke some bones in his feet when he dropped from a second

(Continued on page 105)

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
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C. D. Peck, Mgr. Phone 2-2153

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Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
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SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hiland 2694

DES MOINES

ONE of those little pink-and-white darlings who popped up at you out of great big boxes on the Community Center stage was Florence Sokolof, Carl's angel child . . . Sarah Sokolof, who used to be Sarah Grund when we were in school, the proud mama who nearly burst with pride when Flo gave the audience an extra sweet smile and won a little extra attention in return.

Tim Evans over at RKO has won for himself a nickname lifted from Ray Copeland's Paramount establishment. It's "Gabby" and it's because Tim likes to visit over the phone, not because of his figger. We couldn't help hearing Joe Rogatnik tell G. J. Malafront (Universal auditor out of NY) that he still thought the girl at Mel Evidon's typewriter ought to push Nan Gray out of the running.

Swinging around Lee Township: Lou Kahn's help says Lou's a good man, lots of fun, but he just ain't never around . . . Lew Lepowitz says, "I've been a good, busy little boy" . . . Hayden Peterson must be getting religion, at least his ads just don't look the same these last few weeks. We met Grace Simons just leaving National Screen at about 10:30 Friday evening. She looked like Adrian himself had put on the finishing touches just and all for some handsome swain waiting for her at the curb (complaint to Boss Friedman: Grace wouldn't stop and give us our National Screen gossip!)

Bill Little, Paramount exchange projectionist, has a grudge against even numbers. He's pappy to three, ages one, three and five. Charlie Curran, the All This'n Heaven Too-er from NY, snagged himself a little local paradise when he escorted Evelyn Rosen to the screening (don't be so backward, Joe. You know that faint-heart-fair-lady theory as well as anybody, don't you?)

Morrie Smith's drivers are slated to find themselves short a passenger . . . Bill Scholl's bought a car of his own (and went through town so fast we didn't even get a chance to see it) . . . Speed Lambert drove in from Spirit Lake, Monday, to find Jack Kennedy closeted in his office, Jerry Banta picking up weight, and no orders on where to go from here . . . Speed's been making the circuit of the state's American Legion commanders lining up parades, bugles and flag waving for "The Flag Speaks."

Monroe Rubinger was calling BOXOFFICE *& Co. at home, office(s) and other haunts last Sunday to no avail . . . He didn't know they were sitting at the corner of Forty-Seventh and Lyndale in Minneapolis, talking with Bill Lansburg of Kansas City (and blond) quite by accident . . . Rubinger was en route with his flaming chariot to the Chicago convention, but was expected back Wednesday to see that he gets All He Expects and a Bonus Too.*

R&T executives last week looked at a color motion picture of the Youngstown (Ohio) *Vindicator's* carrier-salesmen's convention . . . The *R&T* had Cal Ray shooting several hundred feet on their own carrier carnival this summer . . . Color motion pictures of the latest modes in air travel were shown at a garden dinner of the Des Moines Interracial commission at the home of J. E. Campbell . . . The Pan-American Airways film "Trans-Pacific" was a free attraction at Younkers tearoom.

As predicted here a month ago, Republic has taken over Elmer Tilton's franchises in Des Moines and Omaha . . . We've decided that if we hang around in front of Harkyt's long enough we'll run into Art Stolte . . . Art Anderson and Don West spent the weekend cheering the Chicago Cubs and Art spent Monday, Tuesday and Wednesday as the Warner convention's most eligible bachelor.

Abe Frankle's looking for swarms of kids after that bit o' honey . . . He's using the free Bit O' Honey candy bar as bait for early admissions at his Casino here . . . Emil Franke has switched the "ATAHT" matinee starting time from 10 a. m. to 11 a. m. to give the Orpheum a 4:30 p. m. show for the women shoppers . . . The *R&T* roto this Sunday burns up five Hollywood features by doing the lives of five film stars in pictures on a single page . . . We caught Tri-States DD downtown long before 10 last Saturday, digging through the *R&T* morgue for pix of Brother Orchid and Ann Sothern together.

You've never seen Opie Judd at her best if you've never seen her in those gray riding breeches and hunter's red vest . . . Met Walter and his dimples in the revolving doors at Banker Trust, Friday . . . Met Bill from Paramount in the Utica elevator—you can meet Filmrowers in the darndest places.

Charlie Curran's screening was one of the most moving we've witnessed in a long time . . . Joe Ancher had to rush out and get a drink (water) . . . G. Ralph Branton hurried to the telephone . . . BOXOFFICE & Co. left feeling frozen to death (musta been those snowflakes which seem to shut out all the world, Charlie) . . . Emil Franke had a chair-moving phobia . . . Mrs. Franke had to have a drink too (we're still meaning water) . . . incidentally, everybody managed to see all this and the picture too.

Ray Butcher, assistant head shipper for Chick Friedman, is now in Stan Mayer's poster department at Fox . . . His brother, Melvin, is taking up where Ray left off at National Screen . . . Ray is interested in multiplication, did you know that, Stan? The unique aspect of Pat Goodenough's honeymoon is that Margaret Sullivan (Pat's sister-in-law) and her husband are sharing it, and there's nothing unique in the fact that Pat's due for some extra tall razzing from the gang when she gets back.

Ione Jones used to fly to Kaycee and nobody knew why . . . Now Ruth Godeen flys to Kaycee too and nobody knows why. When he reads this, Ted Ashby will probably laugh as hard as we did when we heard Mrs. Frank Greenland say she'd seen the Ted Ashby bull and it was two bulls. The feet of Marilla Gammell, Garth Games and Robert Fridley are all new on the National Screen desks . . . Robert used to be an exhib (at St. Ansgar, we think).

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

MINNEAPOLIS is a long way to go for a bit of Sunday afternoon canoeing, but BOXOFFICE & Co. are just that off-balance . . . We stopped at Jewell for gas, etc. and decided to look up G. H. Maxon and his Strand Theatre while we were there.

We found the Strand without any trouble, but Maxon had hidden his red head well and we never caught sight of a hair on it . . . We walked down the Strand aisle toward the stage under which we hear Max has a workshop, but the strong nerves of BOXOFFICE gave way in the inky blackness and even & Co. couldn't convince her it wasn't a scarey place.

We left the mirror and the pussy willows in the Strand foyer and inquired next door at Austin's Cafe . . . no Maxon. We hunted under cars in the Ford garage . . . no Maxon. So when your fellow townsmen tell you, Maxon, that a very strange-looking female, accompanied by a guy with a funny haircut, was on your trail, don't be alarmed.

We didn't have much better luck finding George Hake in his Lyric at Belmond, but we found out that you go two blocks up, two blocks over, one more up, and then ask somebody if you can't wait until he gets to the theatre at seven.

We did catch D. F. Gran at the Avery in Garner . . . We saw those famous black lights and discussed the war situation for a while . . . Gran says nothing's too good for the Garner tootsies and he wants that s'pensive black carpet for them too. Norman Hornor, formerly of the Star at Sioux Rapids, is Gran's well-mannered projectionist . . . Norman showed us the booth and we noticed that he's one of Sioux Rapids' honor society students.

We spent most of our time reading cottage titles at Clear Lake, but we notice Joe Cole has his Park Theatre open again for the summer lakatonists . . . He set the turnstiles moving Thursday, June 13.

Tom Arthur could quit mopping his brow and talking about the heat in Mason City, if he'd just go in the Cecil or the Palace and sit down.

We've been hearing that Bill Mack is hauling 'em in from miles around up

Northwood way, and we can believe it after observing the landmark he calls a new canopy . . . Crowds were jammed around the Nate Sandler house so heavily we couldn't find a place to stop to spend a nickel for an ice cream cone at the Jacobson Soda Grill next door.

You can order your film fare right with your meal at Albert Lea, Minn. The Broadway Theatre's current bill is advertised on the hotel menu . . . We hear there was blackjack at that Hampton, Ia., film party.

Hubie Schrodt is red in the face for two reasons. First, he discovered that the boxoffice of his Grand at Estherville, Ia., can snag more game while he's gone than he can on the up end of a line in Spirit Lake. Second, Speed Lambert is reported to have towed a couple of finny tribesmen ashore, but Hubie fished all day for a sunburn . . . Dice at Hampton, too.

Don and Dorothy Smith highwayed from Carroll to Clinton, Monday, to get little Jimmy and his sister who had been visiting grandma for five weeks. Dorothy's busy learning to be a mother all over again and Don's checking up on things over at the Earle . . . Betcha Charlie Peterson was on hand at that Hampton whingding.

Jess Day's pretty proud of the way things look around Fort Dodge this summer with those new canopies on the Rialto, Iowa and Strand . . . J. A. Doop of Adel's Rialto, was getting plenty of attention on the Row last week. It was all because of the strikingly attractive woman with him. She's Mrs. Doop.

Query to Francis Pace: We thought Lee Henry used to be at Malvern, but everybody tells us you've been the man on the scene for y'ars and 'ars. But BOXOFFICE is hard to convince (says & Co.). Wasn't Lee collecting at the door there before you took over?

"Huddie" Huddleston of the Earl at Earlham, was discussing business along the Row last week . . . Roy T. (Thoroughbred) Hill of the State (One Horse Town) Center Hills has changed his tactics. He's doing DM without his horse this summer and he's lugging a straw hat instead of a bale of hay.

Kaycee Landmark May House Burlesque Shows

KANSAS CITY—Possibility that the old Missouri Theatre at Twelfth and Central, in downtown Kansas City, will be renovated for use this fall is considered good since the visit here this week of George Young, president of the Midwest Burlesque circuit, who may lease the house from the Butler estate of St. Louis for a burlesque show. The house has been dark for years, and Kansas City hasn't had a burlesque (aside from the Gillis) for several years.

Adapt "Lucky Partners"

HOLLYWOOD—"Lucky Partners," an RKO production to co-star Ginger Rogers and Ronald Colman, is being adapted by E. J. Mayer and Franz Schulz.

Sixth Variety Luncheon Attracts 100 Filmrowers

KANSAS CITY—Almost 100 attended the sixth in a series of luncheons for employes and executives of Filmrow firms June 17 at Variety Club. About 40 attended from Paramount; about 25 from RKO. One more such luncheon will be held later this month. Chief Barker Jay Means gave his "Why of Variety" as quietly and impressively as ever. Purpose of the meetings is to acquaint all of Filmrow with the objectives of Variety so that they will know the worthiness of such objectives when the local tent sponsors an activity designed to help achieve them, according to Means.

Arthur Cole of Paramount acted as emcee. He said that a special entertainment committee for the luncheon had had a song and dance act by Tommy Thompson of RKO and Joe Manfre of Paramount recommended to it for the occasion, but had decided that inasmuch as the Club's prime purpose is charity, the two performers would not be allowed to appear.

Appropriateness of the Thanksgiving menu of turkey and dressing was made apparent in the short talk by Robert Carnie, Paramount salesman, and World War No. 1 veteran. Carnie served with the Australian forces during the first World War, and helped raise Red Cross funds in this country when invalided.

Among the guests was Shields Wilson, Camdenton, Mo.

Chore for Charles Bennett

HOLLYWOOD—Charles Bennett is adapting "We Dare Not Love" for Columbia from an original by James Edward Grant. Sam Bischoff will produce.

KAYCEE

(Continued from page 103)

story window at the theatre recently during a fire. Dillon remained in the booth until the theatre was emptied. He has been in St. Joseph Hospital.

Among those on the Row this week: Elmer Bills, Salisbury, Boonville, Brunswick, and Huntsville, Mo., (he has just taken over Huntsville); Joe Lenski, Cozy, Girard, Kas.; George Nescher, Rio, Valley Falls, Kas.

Morris Zigmond, brother of Jerry Zigmond, manager of the Newman Theatre, was here last week on his way from New Haven to the west and a vacation to visit with Jerry.

Holman Anderson, assistant manager of the Uptown, was presented with a baby girl June 15 by Mrs. Anderson. Manager F. E. Ritter suggested he name her "Sandy," since "Sandy Is a Lady" was playing the house at the time. The Andersons compromised: They named her Sandra Leigh Anderson.

Foster Thornhill, 19, assistant manager of the Esquire, and Loretta Bruce, one of the Glamour Girls at the Tower, were married June 20.

LINCOLN

CLIPS from the country (by carrier pigeon Mike Roth): Jack McCarty, Louisville, and Bob Ringler, former exchanger in Omaha, are doing the territory with independent pictures . . . Glen Van Wey, Gothenburg, is building a new home so lavish the film peddlers won't feel at ease in it . . . Ralph Dalton, Osmond, has had to depend on his theatre business this summer, because his ice business hasn't had much chance to flourish . . . Walt Hagedorn is hardly ever in his Rialto office in Cozad, mostly being found out back of the theatre where he's building a boat. Up until the Nebraska floods of a week ago, he was jeered about it more than Noah, way back when . . . Speaking of the flood, Dick Phillips, Norfolk, blames Harry Shumow for it, on account of screening "Waterloo Bridge" up there, thus giving the elements the idea.

Irving Heller, of Columbus, and Henry Salthun, Ft. Dodge, Ia., swapped managerial posts . . . One of these days M. E. McClain is going to open the new Empress in Fremont, and try to get that $35,000 *he spent on fixing it up, back with interest and a profit . . . Jack Logan, in Osceola, has political pull, his dad being one of the state house workers here . . . Dick Lysinger, of Ravenna, who besides his theatre is in the film transport business with his brother, lost their transport the other night when it caught fire up Grand Island way.*

C. Howard Kennedy, in Broken Bow, has one of the best looking youngsters in all the film business, and has a watchdog trained to be with the kid all the time . . . Charlie Leib is trying to get bets all over the territory that his coming heir will NOT be a boy, because the Doc told him it would be.

For the authenticity of this one, nobody can vouch. Seems Jimmy Redmond and Bonnie Aumiller went fishing down Fairbury way. Bonnie hauled up 24 fish in an hour, and Redmond never got a nibble. Next day, the same thing happened, and so on for two weeks running. Redmond finally persuaded the Bonham cashier to stay home one day, went down alone, cast in his line and waited. No nibbling going on, he gave up in disgust and was packing

(Continued on next page)



OMAHA

FLASH! Freddie Horn, well-dressed Columbia film peddler, will wed early in September. The future Mrs. Horn is Rhoda Gilinsky, also from Omaha . . . Sam Burrus, exhibitor at Crete, Neb., celebrates his 14th wedding anniversary this week . . . And it's Tom Kenyon's 13th w. a. this week.

Infanticipation department: Mr. and Mrs. Charlie Lieb, he of the Metro sales staff, may be parents before this column hits your desk . . . Seen shopping in the baby department at a local store, Mr. and Mrs. Karl Silkebakken, Princess, Odebolt, Ia., who recently celebrated their second wedding anniversary.

Story of the week! Berger A. Tomte, Paramount peddler, is a grandfather although few people would know it to look at him. Yes, he's in the middle forties. Berger has confirmed reports he will be a father one of these days!

Elvera Roslyn, RKO cashier, on a brief vacation and went to Osceola, Neb., to visit her mother . . . Bob Anderson, Warner, had a wedding anniversary . . . Joe Scott's daughter is two years old this week . . . Gus Harms of Scott-Ballantyne has a birthday.

The Warner crew, headed by Sid Rose, was in Chicago. Attending the meet were Frank Hannon, Leon Mendelson and Rose . . . Ray Brown, Harlan, Harlan, Ia., has gone to Canada on a fishing trip . . . Lou Ireland is remodeling his theatre at Logan, Ia. . . . Henry Saggau, Ritz, Denison, Ia., is fishing in Minnesota.

Mr. and Mrs. Frank Thomas, exhibitors at Brownville, Neb., were on Filmrow. Frank didn't say anything about sending us a bushel of apples, which he raises . . . Ted Emerson, Tri-States advertising man, will have a birthday soon . . . Alice Neal has a new camera . . . Mr. and Mrs. J. W. Morrison, exhibitors at Walnut, Ia., were spotted on Davenport St.

Mike Roth, National Screen boss, was cornered by Barney Oldfield, BOXOFFICE mugg, the last time Mike was in Lincoln. Barney bought Mike a coke in exchange for which Mike gave Barney a couple of pages of news about Nebraska exhibitors. As he was about ready to leave, Mike said, "The only trouble is, all that stuff was in the Omaha column already!"

Don McLucas was called to Davenport, Ia., by the death of a brother . . . Ira Adams, Rialto, Nelson, Neb., will pack up his family about July 1 for a trip to Canada and New York . . . J. Morgan Reynolds, Elwood and Bertrand, Neb., is taking a trip through Yellowstone Park.

Francis Johnson, Home, Danbury, Neb., has developed an attachment that stops the projector immediately whenever the film breaks. Exhibitors say the thing has a lot of possibilities and we say good luck to Exhibitor Johnson . . . Adele Anderson, Warner steno, and Bud Rodberg, poster clerk at same exchange, on vacations.

Bill Wink, Warner booker, went to Okoboji on his honeymoon but didn't get sunburned. He's back at work now . . . A project for a dam on the Republican River may help exhibitors greatly in southwestern Nebraska.

LINCOLN

(Continued from preceding page)

to leave—when a fish stuck head gill-high out of the water and asked: "Where's Bonnie?"

Hardest week of Harvey Traylor's life has just passed. He arranged an exploitation stunt for "Turnabout" which featured twin beds in the lobby, occupied by cardboard figures. Was all he could do to keep from nudging some of the pasteboards out of one of the beds and crawling in himself . . . Effect of the war: In moments of idle thought, Ed Vaughan no longer dawdles with ruler or pencil, but he squints one eye and sights over them . . . Bob Huffman, if war comes, wants to head a B or C company. The B company for those who will BE here when the troops leave, and BE here when they return, and the C company for those who go down to SEE them off, and then go down to SEE them come home.

Tip to George O. Monroe: If you miss your usual youthful spenders Sunday, June 23, it's probably because of the Sunday Journal *and* Star's *gas model airplane contest at Municipal Airport.*

"ATAHT" at Brandeis

OMAHA—Brandeis Theatre will roadshow Warner's "All This, and Heaven Too" starting June 27. Ben Cohn of the Warner New York office is here to assist Louise Cotter, Brandeis press agent, and Manager Will Singer.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
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Kansas City, Mo.

NAME ..... THEATRE..... LOCATION.....

Exhibition's 35th Year Is Observed

PITTSBURGH — *The Harris Amusement Companies have just completed a week of celebration to observe the 35th anniversary of the first theatre permanently and exclusively devoted to motion pictures. The Nickelodeon, that house, was opened June 19, 1905, in Pittsburgh by the late Senator John P. Harris and Harry Davis. The story of the trade through the years is told by Eugene LeMoyne Connelly, associated with Harris and Davis in the early venture. It is from his story that the following digest is taken:*

The first movies ever seen in Pittsburgh were unreeled in 1897. They came with a lecturer and were introduced as nothing more than a freak of photography. Harris and Davis displayed these single reelers in connection with a vaudeville and stock company. This granddaddy of them all was "Lumiere's cinematograph." It was eight years later—in 1905—that Harris gave the world its first straight-film house and the writer, delving into Greek for "Odeon" which is theatre, and into American slang for five cents, which is nickel, created the synthesis, "Nickelodeon."

Was Remodeled Storeroom

This precursor of the oriental palaces of a few years later, when clothing caliphs became movie moguls, was a remodeled storeroom, that boasted a white linen sheet, some opera chairs, a phonograph, lots of stucco, burlap and paint, and an abundance of incandescent lights. This Nickelodeon seated 96, and with a turnover every 15 minutes and a 16-hour run, accommodated 6,144 patrons to see the one or two reels. Summer slumps had no meaning for this grind, for a backward glance at June, 1905 shows the Nickelodeon and Nixon, Pittsburgh's then newest playhouse, the only two doing business. The rest of the rialto gave way to the swelter season with nary a thought of combat.

Davis and Harris, quick to realize the importance of their new show business, soon provided the public with four nickelodeons in Philadelphia, one in Rochester, N. Y.; one in Buffalo and one in Cleveland. In Pittsburgh 14 or 15 of the houses sprung up.

Phases that mark the two-billion dollar industry of today, were not lacking in the era of the epics "Poor But Honest" and "The Baffled Burglar," the first pictures shown at the first Nickelodeon. It seems that typical of all Nickelodeons in their neanderthal period was a blaring phonograph over the boxoffice, stridently grinding away day and night—a phenomenon that brought the industry its first injunction when a court, across the way from a Nickelodeon, unable to counter with the din, issued a writ against all picture houses, restraining them from using phonographs to attract patrons.

Produced Pictures in Pitt

Quite early in the life of the motion picture business the inter-relationship of exhibition and production became manifest. A year after the Nickelodeon was opened Harry Davis began making his own pictures in Pittsburgh. The supply until then came from New York and New Jersey. To staff his production setup, Davis brought Gilbert M. Anderson from New York as an "idea man." A year later Anderson was "fired" for his lack of "ideas"—his creation of the first "chase" type of film comedy notwithstanding.

Anderson's jobless wanderings took him to Indianapolis where, joining a motion picture inventor named Spohr, the firm of Spohr and Anderson was born and developed into S. & A. which continued its evolution into Essanay, for a time the leading motion picture studios in the world. Major product of Essanay was the series that told of the adventures of Broncho Billy, played by no one other than Gilbert M. Anderson, who also made the films and directed them.

As the industry grew, newcomers who began operations in New York, climbed to prominence, providing names that became synonymous with the business. Adolph Zukor, Marcus Loew and William Fox were among the pioneers who sensed the possibilities of the new medium and left the clothing business to build fortunes in the picture business.

Production, too, drew to its ranks various and novel talents. Film making began in numerous lofts and unused crannies, the cinema skies displaying such meteors as Biograph, Vitagraph, Lubin, Essanay and others now forgotten. D. W. Griffith of the Biograph Company was the first to realize the value of personalities and in a brief time gathered about him those who were to rule the screen of their day: Mary Pickford, Lillian Gish, Dorothy Gish, Mae Marsh, Robert Barron, Blanche Sweet, Lionel Barrymore, Henry Walthall, and others.

To the ranks of these pioneers came a director whose uninhibited nature where laughs were concerned soon rolled audiences in the aisles. This was Mack Sennett whose "chases' and "Keystone Cops" are of happy memory.

Today this industry entertains nigh half a billion people weekly throughout the world; spends a hundred million annually for advertising and ranks among the first five industries in America.



Tops in Charity—

For charitable activity in 1939. Left to right above are Harold C. Robinson, Film Truck Service, Detroit's chief barker; William Carlson, Carlson Studios, former chief barker; Edgar E. Kirchner, Family Theatre, former chief barker; John H. Harris, Pittsburgh, national chief barker, and R. J. O'Donnell, Dallas, past chief barker of that tent.

This Will Always Draw a Line

Pittsburgh—Eugene LeMoyne Connelly, one time associate of the late Senator John P. Harris and Harry Davis, has this yarn to tell about the first Nickelodeon:

"An enterprising house manager at the Nickelodeon one day flashed a slide on the screen reading: 'A twenty-dollar bill has been found in the lobby. Will the owner please form a line at the boxoffice window tomorrow night'?"

Kentucky Taxes Cash Drawings

Louisville—The Kentucky law providing a 15 per cent tax on cash drawings became effective June 12, the state revenue department advises. It applies to theatres, churches, clubs or any other organization conducting raffles, Bingo games or any other contest of chance involving the award of prizes. Managers of the contests or drawings are required to deduct the tax from the prize money.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
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MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
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MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
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DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
MT349 Steel and Iron Roofing
MT350 Steel and Iron Sheet Metal
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MT352 Theatre Fronts, Porcelain
MT353 Theatre Fronts, Structural Glass
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Hearing in Detroit On "Slot" Films

DETROIT—A public hearing on the question of coin-operated projection of pictures is to be taken up by the city council upon the request of Cooperative Theatres of Michigan. The council was commended by Co-op for passing a complete ban, effective Monday, upon all pin games.

Close control of the coin-controlled projectors is sought by Co-op. Elimination of monopoly in distribution of film or machines for this new field must be sought, in Co-op's view, and censorship to avoid "immoral, indecent, and obscene movies" must be established.

Censor Charles W. Snyder recently told BOXOEEEICE that the new films would be subject to approval by his office.

Weiland Remodeling Is Nearing Completion

PITTSBURGH—Extensive modernization of the Weiland is nearing completion after several months. In addition to interior improvements, new features will include a modern glass front and a new marquee. An addition to the building, which squares the structure to the sidewalk property line, has been completed and will be opened soon as an ice cream bar, confectionery and sandwich shop by the twin sons of A. A. Weiland.

Nelson Returns to Exhibition At Morgantown, W. Va.

MORGANTOWN, W. VA.—Sam Phillip of the Phillips Music Co. will be associated with George W. Nelson in the operation of the new theatre which will be opened here next to the Comuntzis restaurant. Another member of the enterprise will be Thomas Monroe. Nelson is the veteran retired Fairmont exhibitor. Seating capacity will be 850, and opening is expected for Labor Day.

Clear Site in Shinnston For a New Theatre

SHINNSTON, W. VA.—Property across the street from the Princess has been dismantled for the building of a new theatre. Rex, which was destroyed by fire, will not be rebuilt. Meanwhile, the Princess has been operating and the Columbia has been newly decorated and new equipments are being installed for early opening. When the new theatre is opened in the fall, it is expected that the Princess will be remodeled as a restaurant to replace the restaurant on which site the new theatre is being erected.

John D. Nagy Will Build In Rural Valley, Pa.

RURAL VALLEY, PA.—John D. Nagy, operator of the NuMine in the community of that name for the past ten years, is building a 300-seat theatre in this community.

Construction on the new house, which will be known as the Liberty, is expected to start June 24.

Finds Nothing Keeps Public Away From Good Pictures

A "Little Newsreel" Program Goes Over

Detroit—Charles C. Perry, manager of the Adams, offered an innovation last week, in the form of a "little newsreel" program.

A full half-hour of newsreels made up from the four major releases and devoted entirely to war news, which was put on the screen, met with a favorable public response. To further tie in with the current interest in war news, a teletype machine has been installed in the lobby to give late flashes.

The program is clicking so well it is likely to be extended to full hour, according to reports.

Beedle Heads Allied's Delegates From Pa.

CHICAGO—Western Pennsylvania delegates to the 11th annual Allied convention arrived here late Tuesday afternoon.

E. T. Beedle, Canonsburg, was the delegation chairman. Arriving with him on the special B. & O. car were:

William R. Wheat jr., Sewickley; Ray Allison, Cresson; William and Harry Walker, Crafton; M. A. Rosenberg, Fred J. Herrington, Miss Mathilda Kiel, T. R. Gilbert and Peter Alderman, Pittsburgh; Frank Panoplos, Clairton; Bert Dattola, New Kensington; Dr. C. E. Herman, Carnegie; Sam Navari, Universal; Harry Rachiele, Sharpsburg; Stephen Rodnenok, Oakmont; Mr. and Mrs. Peter Antonoplos and daughter, Lula, East Pittsburgh; Andrew Battiston, Manor; Paul (Squee) Ayres, Canonsburg; J. G. (Glenn) Carruthers, Grove City; Tom Anas, Weirton, W. Va. Also present was R. F. Klingensmith of BOXOFFICE.

AMPTO Members Will Hear Convention Report

CHICAGO—Members of the AMPTO of W. Pa., were notified this week to "be prepared to attend a meeting of independent theatre owners to be held some time during the week of June 23." A full report of the national Allied convention will be presented, according to M. A. Rosenberg, president, and Fred J. Herrington, secretary, who were active at the three-day confab and at a number of directors meetings held here.

Cleveland Exhibitors Head for Allied Meet

CLEVELAND—The deadline list of exhibitors who made reservations to attend the Allied convention in Chicago included: Ernest Schwartz, president of the Cleveland Motion Picutre Exhibitors Assn.; G. W. Erdmann, association secretary; M. B. Horwitz, general manager of the Washington circuit; Meyer Fine, Sam Stecker, John Kalafat, Associated circuit; James E. Scoville, Jack Essick, Ray Essick, Scoville, Essick and Reif circuit; Jack Shulman, Abe Schwartz, M. M. Jacobs and F. Arthur Simon.

CLEVELAND—Motion pictures have not lost their lure and mass appeal, according to a local theatre circuit owner, all argument to the contrary notwithstanding.

While the general attendance today is reported to be all the way from 25 to 30 per cent under summer average, and while the exhibitors lay the cause of poor business to a multitude of reasons, such as poor pictures, radio newscasts, the call of the great outdoors, one exhibitor who has experienced more than 25 summers and winters in this industry says that according to his records, rain or shine, war or peace, summer or winter, theatres are even today doing very good business whenever they show a picture the public wants to see.

"I operate a chain of houses located in different sections of the city," this analytical exhibitor said. "The same weather conditions prevail for all of them. They are equally affected by war news from abroad. So what happens? On a beautiful Sunday not long ago, when theatres automatically succumb to the open air competition, those houses playing pictures that have boxoffice appeal had the crowds. The others did not. Now the houses that had poor business could see the weather, the war, etc., as alibis. But what of the houses that did business?

"Let the producers give us pictures that the public wants, and we'll show them that we can bring in the people to see those pictures."

"This brings up the old argument as to what constitutes a good picture," goes on the exhibitor. "In my opinion, there is only one gauge of picture value. And that is its boxoffice drawing power. If it pulls in the patrons it is a good picture. If it doesn't, then regardless of its art value or its moral value or its prestige, it is not a good picture."

Outdoor Film Circuit Is Started by Irving Field

CLEVELAND—Free outdoor films is the newest innovation in this territory. Irving Field, who operates the Ohio House in Burton, Ohio, during the winter, has devised the new plan in cooperation with merchants of several towns. On Monday the free shows are offered at Lake Shore Blvd. and Lost Nations Road; on Wednesday, in the public square of Madison, and on Saturday in Burton. Field reports that he is negotiating for other locations.

Reunited in "Bittersweet"

HOLLYWOOD—Jeanette MacDonald and Nelson Eddy will be co-starred again in Metro's "Bittersweet," which is based on the Noel Coward operetta.

Film Exhibition's 35th Year Observed in Pittsburgh

PITTSBURGH — *The Harris Amusement Companies have just completed a week of celebration to observe the 35th anniversary of the first theatre permanently and exclusively devoted to motion pictures. The Nickelodeon, that house, was opened June 19, 1905, in Pittsburgh by the late Senator John P. Harris and Harry Davis. The story of the trade through the years is told by Eugene LeMoyne Connelly, associated with Harris and Davis in the early venture. It is from his story that the following digest is taken:*

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The First Injunction

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To the ranks of these pioneers came a director whose uninhibited nature where laughs were concerned soon rolled audiences in the aisles. This was Mack Sennett whose "chases' and "Keystone Cops" are of happy memory.

Today this industry entertains nigh half a billion people weekly throughout the world; spends a hundred million annually for advertising and ranks among the first five industries in America.

No Shoving, Either

Pittsburgh—Eugene LeMoyne Connelly, one time associate of the late Senator John P. Harris and Harry Davis, has this yarn to tell about the first Nickelodeon:

"An enterprising house manager at the Nickelodeon one day flashed a slide on the screen reading: 'A twenty-dollar bill has been found in the lobby. Will the owner please form a line at the boxoffice window tomorrow night'?"

Return to New York Will Be Made by Jack Graham

PITTSBURGH—Jack Graham, veteran film sales representative of this city, has resigned duties as city representative for RKO Radio, and by July 1 he will have moved to Brooklyn, N. Y., where he will reside with his mother. Graham recently suffered the loss of his wife and he desired to make the change at this time.

In all probability he will remain with RKO at the New York exchange or will be connected with the theatre department. After serving in the World War the well-liked film man came to this city in 1919 with Pathe. For 21 years he was a sales representative here for Metro, Real Art, World Wide and Pathe, before the merger which brought RKO into the field.

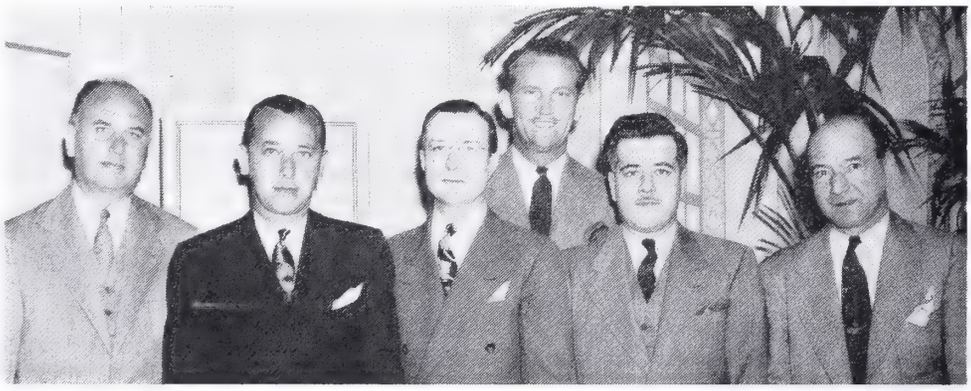
Herbert H. Greenblatt, RKO branch manager, stated this week that Graham would remain here for a week or so to say goodbye to his many friends.

Gibbons Into Radio

HORSE CAVE, KY.—Harold D. Gibbons, a former manager of several Kentucky theatres, and who has formed the Gibbons Radio and Television Service here, is prepared to handle installations and servicing of projection and sound equipment for theatres.

Teamed on "Zanzibar"

HOLLYWOOD—Robert Pirosh and Don Hartman are teamed on the script of "Road to Zanzibar," a Paul Jones production for Paramount.



—Metropolitan Photos

From Pittsburgh—

For the Columbia convention in Atlantic City came A. H. Levy, manager, and salesmen S. Sugerman, J. Gins, S. Goldberg, G. Tice and J. Kohler.

CINCINNATI

BERNIE RUBIN, head booker of the Cleveland branch, P D C., has been promoted to the branch managership, according to announcement of Lee Goldberg, president. Maurice Kinzler, formerly in charge of the exchange will act as sales representative, with headquarters at Cleveland. Their Joe Goldberg has been transferred to Cincinnati as representative from the local office.

The Queen City's first Drive-In has had several postponed openings, due to weather conditions. Booked to open on May 30, the heavy rains prevented. Twice since weather has intervened. James Shepherd is local manager.

Report has been confirmed by William Onie of Monogram, that Annabelle Ward, co-partner of the Elliott & Ward combine, will make a series of eight Westerns, in co-operation with George Weeks, for distribution by Monogram, and starring Ray Corrigan, Max Terhune and John King. Miss Ward left recently for the coast.

Bingo, during May, was bigger than ever before, according to report of Chief of Police Eugene T. Weatherly, and showed a 13.9 per cent increase over April in the number of games, and a 9.1 per cent increase in attendance. However, the May increase was only 1 per cent financially. Lowest net cost per person was 55.3 cents. Total games in May was 263 in the Cincinnati district, with an attendance of 294,778. Gross receipts were $214,994.97. Prize money returned to players amounted to $52,026.14. The net profits retained by the sponsors were $162,969.83.

Charley Aaron is building a new theatre in W. Charleston, W. Va. The new venture is being erected a few doors from his Sunset, now operating, and report has it that Aaron contemplates demolishing the Sunset when the new house is completed.

Universal's Walter Gibson is vacationing . . . 20th-Fox's Dorothy Franz is leaving for a Florida vacation . . . Betty Harper is spending her holidays in Louisville . . . Eddie Weber and Gil Davis of 20th-Fox are planning a fishing jaunt in Wisconsin.

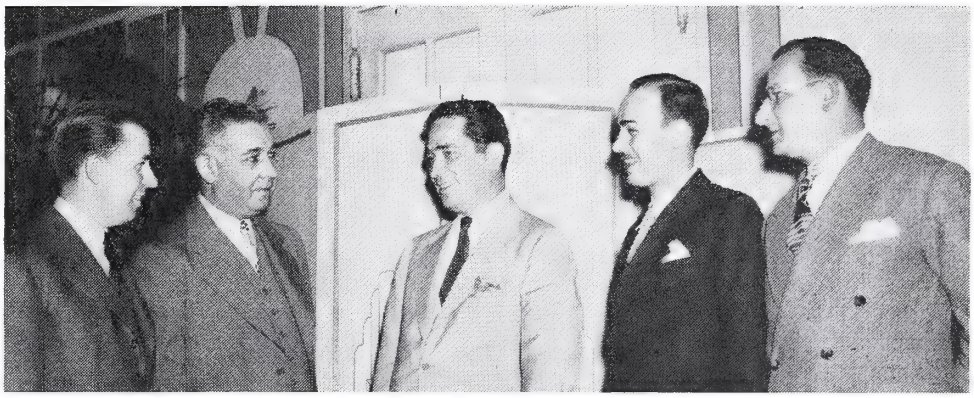
National Theatre Supply is remodeling on a large scale. New offices are part of the general transformation and Herman Hunt, local manager, reports the streamlined display rooms will be ready in the near future. He reports business for the past six months has shown about a 30 per cent increase over the preceding year.

Irving Sochin is rejoicing in the rapidly increasing weight of their new baby, Stephanie, "Penny" Sochin, who, with Mrs. Sochin, will return from the hospital this week.

Clark Raider, Newark and Wilmington, suffered a damaged roof to his Wilmington LaMax, when an adjoining building was destroyed by fire.

Charles Behlen and Bob Costello, Stanford, McConnelsville and Lancaster, visited the Row. Behlen is planning a new theatre at Stanford, Ky. . . . Woodrow Thomas, Mt. Hope and Fayetteville was here, taking in the ball game. George Meyers, New Frankfort; George Revelis, Washington, C. H.; William Cain, Paintsville & Louise, Ky.; Mrs. Pearl Sexton, Jeffersonville, O.; and F. N. Nally, Nitro, W. Va., visited.

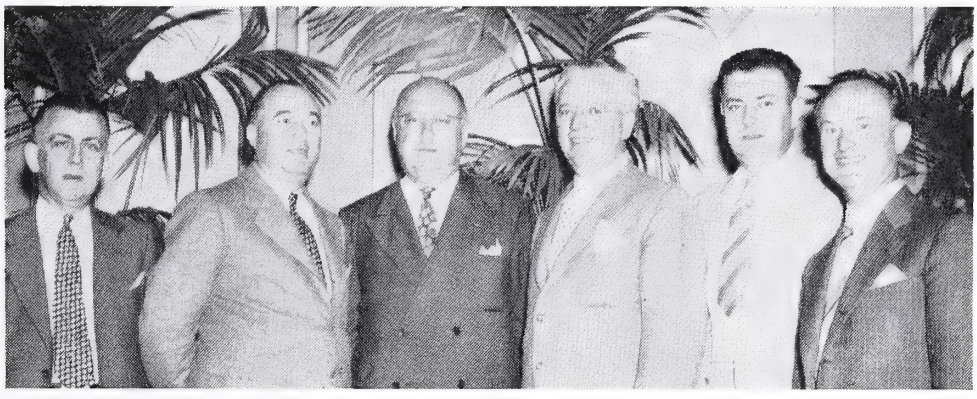
Universal's new summer business drive is officially under way, with streamers, satin banners and pennants blaring the tidings. $2,500 in prizes for the bookers is the bonus and the dates are June 2 to August 31.



—Metropolitan Photos

Cleveland at Columbia Convention—

In Atlantic City. Above are L. Zucker, manager, and salesmen M. Glick, J. Share, O. Bloom and G. S. Vojae.



—Metropolitan Photos

From Cincinnati—

For the Columbia sales parley in Atlantic City came the above contingent: A. S. Moritz, manager, and salesmen C. R. Palmer, H. W. Rullman, L. E. Davis, P. Niland and J. A. Curran.

COLUMBUS

ED FISHER is the new UA exploitation man, working out of Cleveland . . . Johnny Hardgrove assistant manager at the Ohio, is again to act as relief man throughout Mike Cullen's Loew's division. Currently, however, he is enjoying his own days off . . . Deal for a nightclub over the Uptown is off, Tom Jones now being set on the old State Restaurant.

Bert Williams of the Bexley is one exhibitor who is not complaining about business. Bert advises us that grosses are steadily increasing . . . Earl Pepper, formerly manager of the Markham, is taking things easy, but announcement of his affiliation with another local house is expected soon . . . And Johnny Jones, late of the Southern, is now writing a column for the Dispatch.

Portsmouth is still having trouble with the law regarding Bank Night . . . Link Davis was east for the Columbia convention . . . Metro's Milt Jacobs is on the road after a long illness . . . The Grand has closed . . . Don Clark tells local friends he is resigning from Paramount in Cleveland to go west with his parents . . . Clancy Isaacs has left the RKO exploitation department to go with Wesco.

Pete Wood, ITO secretary, is advising his members to add the federal tax to admissions rather than absorb it as is the general practice with the state tax . . . Max Stearn of the Southern attended the Allied convention . . . Grove Altman, construction superintendent of the F&Y Theatre Division, and his wife were killed last week in an auto crash.

Construction work is underway on the new Boulevard Theatre, flagship of the C. A. MacDonald circuit. The house, the circuit's seventh, is located in Grandview, and will have 1,000 seats on one floor. It will cost $125,000.

Columbus' drive-in-theatre is scheduled to open this weekend. It has space for 400 cars, is located northwest on the Zoo road. Owners are Frank Yassenoff, one-time manager of the Strand (now Hollywood), and Harold Beck.

DETROIT





"Ghost" Is Broken—

At the premiere of Bob Hope's Paramount vehicle, "The Ghost Breakers," in Detroit, the star visited the feminine contingent of the exchange in the auto city, with results evident directly. At the top is the arrival, left to right order, of Hope's radio troupe: Brenda, Cobina, Hope, Dolores Reade (Mrs. Hope) and Jerry Colonna.

JAMES G. POOLER, retiring film editor of the Detroit *Free Press*, has just received recognition as a short story writer, having his work selected for Edward J. O'Brien's standard anthology for 1940 . . . Spenced Tracy was presented with a new Continental Zephyr by Henry Ford on his recent visit to Dearborn. Mickey Rooney, Edison before Tracy, liked it so well, he bought one!

Mrs. Louise T. Buhl, prominent Detroit socialite and sister of Florenz Ziegfield, died in Baltimore after a two-month illness . . . Edward F. Knop of Cosmopolitan Film Libraries is planning on a quiet summer.

Tom McGuire of Coop Theatres had the storm go right around him in that big Monday flood. Gully Buermele, his boss, smashed in the front of his car when the windshield wiper didn't work . . . John Heidt of Service Seating Co. was away on a week's business trip.

Manny M. Schare, projectionist, takes the prize for promptness . . . Buddy Fields, entertainment chairman, invited this column to the annual Theatrical Post installation. More details later.

James Dunn, Fox's heart throb of the early thirties, is making pictures now for Jam Handy . . . Bob Hope was presented with a gold cigarette case when he appeared at the Detroit Athletic Club, Monday.

William I. Irvine, 50, *sales manager for Wilding Picture Productions, died at his home, June* 11. *His widow and two children survive. Interment was in White Chapel Cemetery.*

A. Milo (Bring 'Em Back) De Haven, manager of the Woodward Grand and Belmont theatres for the Sam Brown circuit, has resigned, and Harry G. Sanders has been moved over from the Ambassador to take the post . . . Carl Fleming, a newcomer to show business, takes Sanders' job at the Ambassador.

Don Widlund of Jam Handy came back to Detroit to start his vacation . . . Jack Haley of Jam Handy is back from a week in New York.

Mrs. Irene Gourlay has sold her theatre uniform and costume business to Pearson & Glass. She will continue to represent the new company . . . Thomas G. Moule of the Jefferson says, "The quiet months are here."

David H. Mule of the Victor Cornelius Co. has left on an extended road tour . . . F. A. Schneider of the Stratford is just back from Florida, and Abdian D. Rosen, attorney who is pinch-hitting for William Steffes at the DeLuxe because of Steffes' poor health, are attending the Allied States convention.

Frank Papuga, manager of W&W's Ace, missed out on a swell meal because he was working so hard he didn't hear the phone . . . John Coveleskie is retrenching on his remodeling program at the Catherine.

Art Robinson's Buchanan is being remodeled and renamed the Belle . . . George T. Haskin, operator at the Piccadilly for W&W, writes his letters with red ink.

Max Blumenthal, official projectionist, now claims he hails from Alabama . . . George L. McBath, on the night operating shift at the Roxy, is a lawyer during the day down on Broadway.

Frank McDonald, operator at the Michigan, is another projectionist-attorney . . . Pete Simon jr. graduated from high school Sunday, had a big party, and joined his father's studio staff the next day. Dad made pictures of the event.

W. J. Turnbull, National Theatre Supply, had a surprise visitor—Ralph Ruben . . . Irving Belinsky of Film Drugs was in Providence Hospital with blood poisoning from that infected finger.

Harlan Starr, Monogram manager, has lost his old ability as a pitcher . . . Leonard Schechter of Alexander Previews has just sold a circuit of three large houses . . . Bill Robinson of Film Truck Service was married to Betty Ann Lan. They're honeymooning in New York.

McArthur news. Son George is joining the staff for the summer; the other son, James is having trouble with his sales book; and Mac himself is buying a new Chrysler . . . Harold Robinson, chief barker of Variety, is back from that hospital checkup looking pleased over what the doctor told him.

Theatrical Post Doings: Max Kolin, Jack Ferentz, Gil Light, Si Harris and others were out for the annual Post Award Day at St. Francis Home, with Owen Blough chairmanning . . . Walter Nelson



Receive Detroit Variety Club Award—

For charitable activity in 1939. *Left to right above are Harold C. Robinson, Film Truck Service, Detroit's chief barker; William Carlson, Carlson Studios, former chief barker; Edgar E. Kirchner, Family Theatre, former chief barker; John H. Harris, Pittsburgh, national chief barker, and R. J. O'Donnell, Dallas, past chief barker of that tent.*

and wife (of National Theatre Engineering) were guests of Bill Marley . . . Buddy Fields reports his wife coming along in great shape . . . Sam Harris sartorially Floridified for Poppy Day.

"Rochester" was the headliner at the Fox by courtesy of Paramount . . . Rin-Tin-Tin's son, Kapitan, made a personal appearance before the local Townsend Clubs.

Ann Harding, Katharine Cornell and Frank Morgan are some of the many stars who got their start with the late Jessie Bonstelle, George W. Stark, the "Old Timer" of the Detroit News, *reminisced this week.*

Carroll F. Kemp, projectionist, must have picked his theatre—Bill Schulte's Carlton—so it would be like his name . . . We've got 'em straightened out. Ira A. Waddell is operator at the Cinderella, and Floyd Wadlow is manager at the Virginia.

Jackson Shields Hurford jr. was born June 12 at Grace Hospital, weighing six pounds. Janet, the mother is doing fine. The father still manages the Fox . . . Mrs. David M. Idzal, wife of the managing director of the Fox, is in Grace Hospital for an operation.

Joe Reich is planning to move upstate in some small town . . . Hal Burriss, the drummer-boy Picasso of Filmrow, has a rural taste in summer headgear.

Jim West, Variety photographer, has a nice sports outfit . . . Claire Townsend, Columbia salesman, sporting a yellow tie and blue shirt combo.

Charlie Collins, supporting the front door of the Row . . . Irwin Pollard, Republic, seeing that his ex-stenographer connected with her chauffeur.

Frank Gene, RKO office manager, likes just what we'd expect him to—gardening quietly on his acre out at Clawson.

20th-Fox notes: W. C. Gehring, 20th-Fox division manager, in from New York . . . Jess (Noa) Veldman, auditor, is expecting a christening. He says, "We have a little sun at last." ("son" get it?) . . . Zorina appearing in person for H. K. Minsky at the National. Reminds us, Minsky was moving to a new apartment at the Briggs Saturday . . . Lester Sturm, manager, is getting final reports in on the Will Rogers campaign.

Joseph G. Portell of the Virginia and Greenwood is back with an infected face, resulting from a tooth condition . . . Claude A. Dock, owner of the Dox, is leading the fight to have the Davison incinerator moved.

WOLVERINE DOINGS:

Bruce Harsen, manager of Jeff Williams' house at Rosenville, spends much of his leisure out in his own boat fishing around Lake St. Claire.

Friends of John L. Kelley—he used to sell western Michigan for M-G-M—will be interested to learn he is joining the Minneapolis branch. He recently was with M-G-M in Chicago.

W. P. Kirchner of Belleville has set June 25 for opening of his house, renamed the Belvil. . . Wisper & Wetsman have started the steelwork on their Dearborn house.



—Metropolitan Photos

Mideast Delegates at a Regional—

At Republic's eastern sales meeting at the Park Central Hotel in New York, from left to right are: Sam Seplowin, Detroit; George Collins and James H. Alexander, Pittsburgh; George H. Kirby, Cincinnati; Nat Lefton, Ohio franchise holder, and Sam Gorrel, Cleveland.

PITTSBURGH

SAMMY STEINBERG met up with Alderman Paul Thomas at Greensburg the other day and was informed he was illegaly parked. Sammy was confused for a moment and then recognized Thomas as the old-time operator of the Casino there. The Greensburger retired from exhibition more than a decade ago and recently was elected as an alderman for a six-year term . . . Dorothy Shirley Ehrlich, daughter of the Samuel Ehrlichs, graduated from Taylor Allderdice High School this week. Papa is the Warner checking supervisor . . . Leonard Cantor, formerly with UA here and at Indianapolis and more recently associated with a brother in exhibition at the latter city, was a Filmrow visitor . . . Leo Beresin of the Berlo Vending company was here from Philadelphia.

Bill Naidenoff, theatre decorator, has completed his job at the Columbia, Shinnston, W. Va., for Miss Lynne B. Monroe . . . All Harris circuit houses sold thrift books of tickets for their anniversary, offering $2.50 *in admission tickets for* $2 *. . . The Mark (Monogram) Goldmans were in charge of the June* 14 *family night party at the Variety Club . . . Last week a local priest, in a bulletin, urged his* 10,000 *parishioners to "shun a certain neighborhood theatre until the manager learns what is decent in moving pictures." All pictures exhibited were produced by MPPDA members.*

George W. Collins was accompanied by his family when he attended the Republic convention in New York last week, and the film man remained over in the big city on vacation following the business sessions. Jim Alexander returned to his office here immediately after the convention. The other Republican, Sam Fineberg, did not attend the affair due to illness . . . UA has appointed Irwin Zeltner as local exploitation representative. He will cover the Pittsburgh and Buffalo territories . . . Milt Engel will be discarding that legcast any day; meanwhile he is lining up more theatre accounts for Quality Premiums.

John Perry, the Belle Vernon exhibitor, is general manager of Canada Black Horse Beer, which is just now being introduced in Pennsylvania . . . M-G-M's "Susan and God" is the first picture without a stage program for the Stanley's summer season. Opening the same day at Loew's Penn was UA's "Our Town," starring William Holden . . . First 100 *people in line in front of all Harris theatres last Sunday afternoon were admitted free as part of the circuit's* 35*th anniversary celebration . . . Lou*

(Continued on page 115)

Lefton Relays Republic's Production Pledges

CLEVELAND—Nat L. Lefton, Republic franchise owner, told the members of his Cleveland and Cincinnati offices in meeting over the weekend that during the 1940-41 season Republic guarantees delivery of 58 features and four westerns.

Between July 8 and September 30, Republic will have completed and available to exhibitors, 16 features.

Lefton also announced that in the top bracket there will be two Gene Autry pictures produced with a prominent cast and outstanding director.

Republic Pictures, says Lefton, will finish its 1939-40 season with some of its strongest boxoffice attractions including "Refugee," "Women in War," "Wagons Westward," "Scatterbrain," "The Girl From God's Country," "Sing Dance Plenty Hot," "Should Wives Work" and "Carolina Moon."

"WAGES OF SIN"

Is Paying Off At The Boxoffice

Carlton, DuBois—June 24-25
Princess, Jeannette—June 25-26
Casino, Vandergrift—July 1-2
Dattola, West Tarentum—July 8-9

WILLIAM R. GRANDE
PITTSBURGH, PA.
4323 Ludwick St. HAzel 2384

Cleveland Warner Club Dance Attracts Throng

CLEVELAND — The annual Warner Club summer dance was a great success, according to the 250 or more people who attended the party last Friday in Warners Corners, as the club room is called.

Charles Albert of the theatre booking department, was in charge of arrangements and takes a bow for the way it went over. In addition to dancing and refreshments, Chairman Albert arranged for entertainment which included Nan Blackstone from the Hollenden Vogue Room, Val Vontane from the same place, Ralph Rau from College Inn and Mrs. Ralph Nathanson who, as a former radio star was known as "the little girl with the big voice."

Final event of the evening's entertainment was a crazy auction with proceeds donated to the Red Cross.

Bud Ackerman Opens New Cincy Suburban House

CINCINNATI—Bud Ackerman's new Sunset on Price Hill, opened June 14. F & Y Construction Co., were general contractors and Midwest Theatre Supply Co., were the equipment engineers. B & J Jacobs Co., furnished the air conditioning and insulation. The Quehl Sign Co., built the Marquee and Neon signs.

Wires of congratulation and many floral offerings marked the opening. Preliminary campaigning included posters on all Cincinnati buses and street cars.

The Ritz in Mansfield Is Leased by Skirboll

MANSFIELD, OHIO — The Ritz here has been leased by William Skirboll, Cleveland exhibitor and circuit operator. Sol Bernstein, who has operated the house since 1930 and who owned it for several years, is retiring because of ill health.

Skirboll will continue the Ritz policy as a second-run house for "A" pictures. His resident manager, Ben Pattin, has assumed management of the Ritz.

Huprich Takes Charge of The Roxy in Caldwell

CALDWELL, OHIO—C. E. Huprich, owner of the Noble, also has assumed charge of the Roxy. The Noble will operate on Saturday and Sunday nights during the summer. A daily schedule of operation will be maintained at the Roxy. The Roxy is owned by Mrs. Mena Fliehman of Woodsfield.

"The Outsiders" Well Booked

CLEVELAND—Bernard Rubin, PDC sales representative reports deals for "The Outsider" have been closed with Schine and Shea for all of their houses in the territory. Other bookings include the Palace, Youngstown, a Chatkin house; Biggio Brothers' Strand, Steubenville, and William Tallman's Ceramic, East Liverpool. Twenty-six subsequent Cleveland runs await the feature.

CLEVELAND

LEE GOLDBERG, head of PDC in the Ohio territory, last week was in Madison, Wis., attending the graduation of his son, Jay, from the University of Wisconsin . . . Harry Young, with Universal in Columbus, came up to attend the testimonial dinner in honor of "Duke" Clark who leaves the end of the month to be Paramount branch manager in Los Angeles.

Carl Scheuch, formerly with PDC here, is now on the local RKO payroll as salesman covering the river territory . . . Frank Masek of National Theatre Supply is calling on the trade.

Charlie Albert of Warner theatre department, Marty Freedman of Vitagraph and Bernie Rubin of PDC acquired that sunburn last weekend at Cedar Point . . . Gertrude Glazier is the new NTS bookkeeper . . . And that new NTS salesman is Vernon Hobbs, recently graduated from the engineering school of Purdue University.

Opera House in Granville, following its usual custom, is closed for the summer. Granville being a college town, the house reopens simultaneously with the college in the fall . . . Biggio Brothers of Steubenville opened the remodeled Virginia at Carrolton, last week.

Lina Pagot is now operating the Lansing, Lansing . . . Work has been started on Chris Velas' new 600-seater in Bridgeport . . . Shea circuit has broken ground for its new house in New Philadelphia . . . The visible activity of Schine's reported new house in Norwalk is a big sign stating that "a 1,300-seat theatre will be built on this site" . . . Bill Sellman, manager of Schine's Forum in Norwalk, was seen buying socks in Halle Bros. Co. the other day.

Larry Mellert, one-time manager of the Lexington, now is associated with Business Films Productions, recently organized by Benson Shupe to produce commercial films . . . Lou Walters, manager of National Theatre Supply, is running his usual three-month summer sale on repairs of regular and super Simplex mechanisms.

Al Sunshine, local representative for Hollywood Advertising Co. is keeping up to date with a full line of American flags and also a patriotic banner for theatre display which reads "God Bless America."

M. M. Jacobs of Lake Shore Sales Co., is nursing a throat infection at St. Luke's Hospital instead of attending the Allied convention . . . Sid Schoen is accompanying F. Arthur Simon to the convention.

Jack Greenbaum, representing Hollywood Amusement Co., is selling a new kiddie game similar to Bingo but with movie star names substituted for numbers. Prizes of interest to children are the awards.

George Planck of the Marion, Marion, has returned from a trip to Cuba where,

(Continued on page 116)

They See a Show Free and Then Make a Profit, Too

DETROIT—A new form of getting into the show free—or even making a profit on it is reported by an exhibitor whose house is close to the East Side Drive-In Theatre.

According to the report, residents of the neighborhood, particularly women, have taken advantage of the rule that children would be admitted free to the drive-in, and have collected a number of children from the neighborhood, in some instances also collecting a dime from their parents to take them out for the evening. The youngsters are then driven to the drive-in and taken in without admission charge. The dimes pay the adult admission fee, with perhaps a little left over.

Ray Showalter Elected By Stagehands Local

DETROIT—New officers elected by Stagehands Local 38, IATSE, are: President, Ray Showalter, Fox Theatre; first vice-president, George Daly, Wilson; second vice-president, James O'Dea, Jam Handy Studios; recording secretary, Ernest Holloway, Fox; financial secretary-treasurer, Lester Hamilton, United Artists Theatre; business representative, Edward L. King; delegates to Wayne County Federation of Labor, E. Clyde Adler, Michigan Theatre, and James O'Dea; sergeant-at-arms, William S. Foster.

The new men will hold office for one year.

Lessen Restrictions on Visitors From Canada

DETROIT—The threat to the business Detroit theatres derive from Canadian customers was slightly eased by an ambiguous ruling from the state department. Entire effect of the ruling was not wholly clear to local officials, but apparently Canadians may come in by getting a regular immigration visa once and then getting a special identification card for subsequent visits. This still increases the difficulty a Canadian will have in coming into town to shop and catch a show. Number of such shoppers has been estimated at two million annually.

Butterfield Chain Expands In Three Mich. Cities

LANSING, MICH.—Current expansion by Butterfield circuit is under way in three Michigan cities.

At Benton Harbor, Butterfield has purchased the Caldwell Theatre building which will be modernized. The chain also plans to open a second new house there and to build a 500-seater in St. Joseph. Work on a 900-seater for Lansing is under way and is expected to be completed about October 1.

Dark at Star Junction

STAR JUNCTION, PA.—Star Theatre, operated by I. L. and Edward T. Butler, has closed for the season.

Perer Plans Labor Day Opening for New House

PITTSBURGH—Progress is reported on construction of the new unnamed theatre at 551 Greenfield Avenue after one month's work, Herbert Leonard Perer stated this week. Indications point to a Labor Day opening. The 48x100 foot building will have a seating capacity of between 600 and 800. All equipments and fixtures will be of modern design and manufacture; marquee will be designed and erected, but the front materials have not been definitely selected. Architect is Harry Ginsburg.

Perer, who is a nephew of Archie Fineman, well known city showman, has a business associate and partner in his cousin, Nathan H. Perer.

Forward in Detroit With Plan for Italian House

DETROIT—Although the entry of Italy into the war has brought a sudden temporary stop to Italian film imports, plans for a new theatre to be devoted solely to Italian films will be carried on, according to Paris Bucci. Tentative name is Cine Roma, and plans call for starting construction in about a month on a site on Gratiot Avenue, between the Seven and Eight Mile Roads. The house will be ready around September.

Bucci has been showing Italian films here for some seasons, chiefly at the Park Theatre.

Many Give Books

CLEVELAND — Victor H. Cohen, factory representative for the encyclopedia theatre deal that Milton A. Mooney is handling, reports that theatres using this business builder, include the Cedar-Lee, Cleveland; Avalon, Cleveland; Rialto and Allen, Akron; Bedford, Bedford; Geauga, Chardon; Nixon, Akron; Post, Warren; Mu-Wa-Tu, Coshocton; Drexel, Columbus.

NTS Adds Lines

CLEVELAND—National Theatre Supply is anticipating the new fall season with a display of new carpet designs and is preparing for the usual autumn remodeling rushs with new lines of equipment including all-metal display frames, chrome furniture and new boxoffice fixtures with fluorescent tubing.

Kentucky Gift Tax Now Into Effect

Louisville—The Kentucky law providing a 15 per cent tax on cash drawings became effective June 12, the state revenue department advises. It applies to theatres, churches, clubs or any other organization conducting raffles, Bingo games or any other contest of chance involving the award of prizes. Managers of the contests or drawings are required to deduct the tax from the prize money.

PITTSBURGH

(Continued from page 113)

Vogel writes from Hotel Hildebrecht, Trenton, N. J., that he is busy on a number of theatre promotions in that area and that he will return here the latter part of August.

Sympathy to Abe Weiner, UA branch manager, whose father died last week in Dorchester, Mass. Weiner hurried there for the funeral and visited with his wife who is awaiting a visit from the stork . . . We viewed the nine-division Flag Day parade with Ray Wheeler in front of the State last Friday evening. John G. Rainey, former film man and exhibitor for many years, was chief marshal . . . Ludwig Hommel & Co., has been named as distributor for cooling and air conditioning equipment for the Airtemp Division of the Chrysler Corp. The firm will direct sales in Pennsylvania, Ohio, West Virginia and Maryland.

Gene Hensley of the Black Diamond Theatre circuit, with offices in Montgomery, W. Va., will undergo an operation . . . C. E. Kuhn, who is again a grandfather, is operating but one change of program per week at the Almo, Cameron, W. Va. The new Rees was recently opened there . . . Reports reach here that Gene Custer will erect a new theatre at Central near Park Avenue, Charleston, W. Va. . . . Mrs. A. L. Koontz, wife of Dr. Koontz, New Martinsville exhibitor, has been very ill . . . James Roberts, exhibitor at Keen Mountain, Va., is building a new theatre at Oceana, W. Va., near Pineville. Until recently Charles Cassinelli of Mullens had been expected to enter exhibition at Oceana . . . Harry Gantz, the Dennis Games executive, has reteurned to Clarksburg after an extended sales tour through the Carolinas.

Seymour Clarence Lefton, youngest son of the Lew Leftons, was confirmed last Sunday . . . Roy Hoon of the Warner exchange reports that his wife, the former Mary Jane Thomas of the Republic office, was hospitalized last week for the removal of her appendix. They have a two-month-old-son, Thomas Austen Hoon . . . Art Levy and his Columbians were back on the job early this week after attending their sales convention in Atlantic City.

Filmrow visitors Monday included Pennsylvania exhibitors H. H. Baldensperger, Sheffield; M. Servente, Rimersburg; Garth Lindsay, Philipsburg; J. C. Lund, Aliquippa; Gus Vaveris and Adolph Farkas, Johnstown; Robert Hornick, Huntingdon; Louis Ponsetta, Apollo; Hymen Goldberg, Beaver Falls; Herb Schaefer, formerly at Blair Station; Russ Wherle, Braddock; Andy Masters, New Castle, and F. J. Nalley, Nitro, W. Va. . . . John S. Cohen jr., at one time a New York film critic and later in the industry in Pittsburgh, died last week at Atlanta.

Irene Fisher of the Republic exchange is vacationing in the South . . . Sympathy to Nathan H. Lazier, Berlo Vending's district manager, whose father was killed when struck by an automobile . . . Among the new summer theatres are the renovated barn in the Fox Chapel district, a mile from Sharpsburg, known as the Fox Chapel

(Continued on next page)

Lapidus Dinner Proceeds Go to Davis' Widow

PITTSBURGH—Proceeds from the Jules Lapidus testimonial dinner, to be held in the William Penn Hotel, Monday evening, June 24, at 6:30 o'clock, will be given to the widow and children of William D. Davis, veteran exhibitor, who died several weeks ago. Tickets are $5.

Lapidus has assumed duties as eastern district manager for Universal Pictures. The former local branch manager, now succeeded by Peter Dana, will be honored by members of the local exchange staff at a special dinner in the Roosevelt Hotel, Saturday afternoon, June 22.

Members of the industry were busy this week selling tickets for a radio which will be awarded at the Lapidus testimonial Monday evening. The radio has been on exhibit on Filmrow in the A. & S. Steinberg window. Proceeds of the ticket sale also go to the Bill Davis family.

Mervis Brothers Acquire Browar Colored House

PITTSBURGH — The Roosevelt Theatre, Center Avenue, has been acquired under lease by the Mervis Brothers, Norman, Ray and Jack. The transfer is effective July 1.

Roosevelt is one of the de luxe houses in the black belt and is owned by Mark Browar. The Mervis Brothers operate four other local theatres and within the next two weeks they will break ground for their new house in Aspinwall.

Browar, one of the Browarsky brothers, this week observed his 33rd year in exhibition. He entered the nickelodeon business with the late Nate Friedberg.

A. N. Notopoulos Reopens Capitol at Altoona

ALTOONA, PA.—Capitol, A. N. Notopoulos-Publix house, has reopened after being completely redecorated by the Scatena Studio of Pittsburgh. House has been remodeled and new projectors, lamp houses, seats and other equipments have been installed. Marquee has been streamlined.

The same company's Olympic here is installing an air conditioning system.

Wechsler Succeeds Lynch On Warner Pitt Sales

PITTSBURGH—Harry Seed, Warner manager, announces the appointment of Jerry Wechsler as a member of the sales staff. He succeeds Bob Lynch, resigned, and will cover the northern sales area. Wechsler has been associated with the M. S. & A. J. England enterprises for a number of years. Some years ago he operated an independent exchange here.

Sacrifice Sale of
MY BEAUTIFUL SUMMER HOME
near Lake, at Tecumseh, Ont.,
Nine Miles from Windsor.
SAM ACKERMAN
FItzroy 4606 2717 Gratiot Ave., Detroit

CLEVELAND

(Continued from page 114)

as president of the Marion Rotary Club, he attended a national Rotary get-together . . . Ernest H. Walters with theatres in North Baltimore and Sylvania, was a Film Bldg. visitor during the past week.

Over at the 20th-Fox exchange, they sure have got the right Bingo combination.

George Schenker of the Lorain Theatre, Lorain, is an optimist. Instead of dwelling on poor business he points out that there are five weekends in June and he's hoping they will all be rainy ones.

Joe and Paul Raful, sons of B. Ruful, owner of the Carol in Newton Falls and the Ohio, Youngstown, made the rounds of the exchange the other day . . . Harry Reinhart owner of the Mozart, State and McKinley theatres, Canton, and Mrs. Reinhart, are expected back from a two months vacation trip in California and Hawaii June 21 . . . Al Gregg, Republic publicity director, had a couple of days of enforced vacation last week due to a foot infection.

George Fettick, associated in Midhio Theatre with Tracy Barnham, makes his headquarters in the Dixie Terminal Bldg., Cincinnati, but was in town to book for the recently acquired houses in Fremont, Clyde and Bellevue . . . Al Ptak, manager of the Lyceum, Cleveland, is undecided whether to attend the Allied convention in Chicago or the Kiwanis convention in Minneapolis which comes a little later . . . Milton A. Mooney, head of Co-operative Theatres of Ohio, was among those present at the Warner regional convention in Pittsburgh last week—not that he has any Warner affiliations at present, but just for the fun of the thing.

Arthur Unger of Coulter Premiums, Detroit, stopped off for a day last week to say "howdy" to the boys and incidentally to see what is the present local reaction to premiums among the theatre owners . . . A. S. Smith has closed his Community Theatre, Sugar Creek, for the summer . . . Maxwell Joyce will arrive in town the end of the week to become permanent Paramount publicity and exploitation director for Harry Goldstein's district covering the Cleveland, Pittsburgh and Cincinnati territories.

Walter Brandt, Vitagraph salesmen, has in his possession a pass to a play signed by Lillian Russell herself and dated October 25, 1895 . . . August Ilg, owner of the Ohio Theatre, Lorain, and George Schenker, owner of the Lorain Theatre, Lorain, stopped along Filmrow to visit because, they say, they never see each other in Lorain.

Loew's State is very resplendent in its new coat of blue paint on the boxoffice and outer lobby . . . Carl Scheuch, who resigned from the PDC sales force, has been succeeded by Maurice Kincler, former Universal representative in Belgium.

Marcia Jean Miller, seven-year old granddaughter of M. B. Horwitz, general manager of the Washington circuit, made her debut as a premiere danseuse in the Little Theatre of the public auditorium last week. She was one of the featured dancers in the David Morgenstern Dancing School recital.

Back from the Columbia convention in Atlantic City and full of enthusiasm over the coming year's product are branch manager Lester Zucker, salesmen Manny Glick, Oscar Bloom and Jack Share and booker G. S. Vojae . . . The Columbia girls, who stayed at home, came in for a big box of salt water taffy as their share of the convention spoils.

In a tie-up with the Klein News Agency, 10,000 copies of the May issue of Movie and Radio Guide, containing a double page spread on "Typhoon" were distributed to patrons of the Associated Theatres circuit houses one week in advance of playing the picture.

Back from the Warner convention in Pittsburgh, it is learned that "All This, and Heaven Too" will be shown later in the season in Cleveland on a two a day policy . . . Ted Mendelssohn, former local Vitagraph branch manager, is still a member of the Vitagraph family and will take a sales position in an eastern office, exact location to be announced shortly.

Charlie Deardourff, M-G-M exploiteer, tells us that the E. D. Ward, who is heard over short wave from Germany, is Edward Delaney, formerly head of the M-G-M exploitation department and the immediate predecessor of Oscar Doob.

Lund Fined $500

BEAVER, PA.—Convicted on a charge of conducting a lottery in connection with cash awards at two theatres here, J. C. Lund of Aliquippa was sentenced to pay court costs and a fine of $500. Attorneys for Lund indicated they would appeal to the supreme court.

War Relief Ambulances A Theatre Project

Detroit—A drive for the theatres of the country to supply ambulances for Red Cross war relief was started here Wednesday by the Lincoln Park Theatre in suburban Detroit. Max Allen is owner and William Richmond, manager, of the house. The city council has approved the idea which is being made a community project, with the council, local merchants and residents contributing. The theatre will contribute 50 per cent of one night's receipts as its share in helping to reach the goal of $1,500 to $2,000, which is the cost of equipping one ambulance. The ambulance will bear the name of the community or the theatre, thus definitely identifying contributions made locally. The idea it is hoped will spread nationally through the chains, and its adoption is being discussed by other showmen here.

New Ozoner Bows; Another Enjoined as "Nuisance"

DETROIT—Outdoor picture shows, long the bane of established exhibitors, are in the news in two southeastern Michigan towns.

First in Romulus, where the Marko's Open-Air Theatre opened last Friday. Operated as a smaller type drive-in, this spot is the first independent opposition that the two big drive-ins just outside the city limits have encountered.

At Temperance, a show put on as a free outdoor merchant's style review by Harold Berry, was enjoined by the circuit court at Monroe. Neighbors complained that it was a "nuisance."

Gratiot's Merchants Are Sponsoring Free Shows

GRATIOT, OHIO — Merchants here are sponsoring free film shows each Friday night throughout the summer. The show is presented on the school grounds. There is no theatre in the village. Stores remain open for the convenience of shoppers.

D'Carlo Guides Contest

PITTSBURGH—The Western Pennsylvania contests for the selection of "Miss America, 1940" will be directed by Don D'Carlo, theatrical agent with Filmrow headquarters. D'Carlo was very successful in this promotion last season.

PITTSBURGH

(Continued from preceding page)

Players, and Pine Grove, Cambridge Springs. The Jennerstown Playhouse has inaugurated another season . . . Mrs. John Walsh and daughter are vacationing in Newport, R. I., while the Fulton manager manages the Shea house at Cambridge, Ohio . . . Several hundred friends of the M. N. Shapiros were in attendance at the house and lawn party which they staged Sunday evening in honor of their two daughters. A large canopy tent was erected for the occasion and a garage served as a refreshment stand.

Jake Smith was in booking early Monday morning prior to shoving off for Mt. Clements, Mich. . . . Samuel Rosenberg is the new assistant manager at WB's Baulevard, Brookline . . . New manager at the Girard, West View, is Tony Cavallo, at one time manager of the Liberty, New Kensington.

Miss Jetta H. Gray, bookkeeper for the Arcade and Colonial, South Side en route to the bank to deposit $300 had an experience on Monday which she says she will remember as her "last trip to the bank." A robber snatched the wrapped billfold from her arm and hurried down Carson street as Miss Gray screamed. Two men joined the chase, one of them wielding his umbrella, hooked the robber, who slipped and dropped the money. The robber escaped and the $300 was retrieved.

Reject Plea for Writ Against Picketing

HARTFORD—In the first court decision under the 1939 anti-injunction statute, Superior Court Judge John H. King rejected the petition of E. M. Loew's Enterprises, Inc., for an injunction forbidding the local IATSE to picket the corporation's theatre on Asylum Street.

The decision, unless appealed to the supreme court of errors, ended litigation which started in 1937 when a strike was called at the theatre. The theatre corporation, in the suit heard by Judge King, claimed that the strike was over, and the defendants had no right to picket, even peacefully.

Heffner Notes Cash Game Resurge in Rhode Island

BOSTON—Roy E. Heffner, New England Bank Night assignee and owner of world rights on Good Will Award, reports that Rhode Island theatremen have been returning to the cash giveaway fold following clearing of the plans on lottery charges in the state. Accounts have already been closed in Providence, Pawtucket, Woonsocket, and Newport, with the M&P Theatres Corp. opening with Good Will Award in the last three cities after Independence Day.

Stage Shows Have Chance Of Holding Metropolitan

BOSTON—The Metropolitan, New England's largest theatre, has returned to stage shows after nearly two years of straight celluloids. Although the first footlight session was on a spot booking arrangement, contracts signed with the musicians' local covering a period until September 1 makes other spot bookings throughout the summer a possibility.

Bob Hope, who brought his unit to the Met to combine with the New England premiere of "Ghost Breakers" was expected to collect some $17,000 for the engagement.

New England Contingent To Allied Chicago Meet

BOSTON—An Independent Exhibitors, Inc., group attended the Allied national convention at the Morrison Hotel in Chicago.

Mr. and Mrs. Arthur K. Howard, Mr. and Mrs. Frank Lydon, Mr. and Mrs. Wilbur Peterson, and Nathan Yamins planned to attend the affair, while E. M. Loew, former local Allied director and at present a non-member, also was expected to be on hand.

"Irene" Is Held

BOSTON—Ben Domingo, manager of Keith's Memorial, retained "Irene" for a second consecutive week at the de luxe house. It was the only first-run Boston film hold over.

Reconstruction Program Under Way in Plymouth

PLYMOUTH, N. H.—A reconstruction program has been under way at the Plymouth, of which Sherburne R. Graves is the manager.

Two stores have vacated the theatre building to allow for the expansion. The entrance is being moved to the north corner of the building, where there will be a large marquee, with the ticket booth in front.

A 100-seat smoking balcony is included in the remodeling plans.

Construction Plans Ahead For East Hartford House

EAST HARTFORD, CONN.—Plans are going ahead for the construction of the Sycamore Corp. theatre to be located on Main St. between Bissel St. and Wells Ave. The theatre, to be East Hartford's second, will seat 1,000. About $130,000 is expected to be spent on the project. The only other theatre in this suburb of Hartford is the Astor, an independent house.

Park Opens June 30

NEW LONDON, CONN.—The Ocean Beach park board has set June 30 as the date for the formal opening of the new $3,000,000 park and municipal beach which this city decided to build after the hurricane two years ago.



Motion Picture Names In Summer Theatres

BOSTON—Motion picture names will glamorize New England summer theatres again this year. Among the straw hat situations opening in Massachusetts in the next few days are the Cape Playhouse at Dennis, the North Shore Players at Marblehead, the Rice Playhouse at Oak Bluffs, Brattle Hall in Cambridge, the Town Hall Players at Westboro, the Lake Whalom Theatre at Fitchburg, the Red Barn at Westboro, the Harbor Playhouse at Marion, the Priscilla Beach Theatre at Plymouth, the Nantucket Players at Nantucket.

In Maine, the Lakewood Players at Skowhegan are already under way with such names as Don Terry, Hume Cronyn, Louise Campbell, and Owen Davis jr. Jimmie Savo opens the Ogunquit Players at Ogunquit next week in "Mum's the Word."

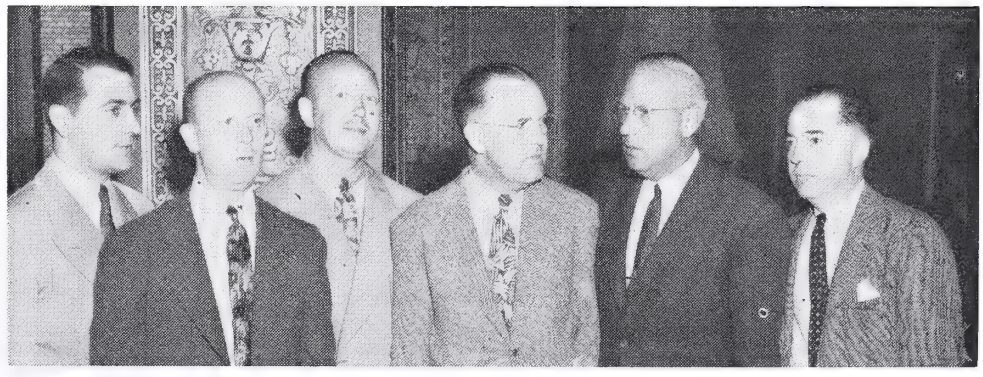
Also due to open are the Barnstormers at Tamworth, N. H., the Garrick Players at Kennebunkport, Me.; the Weston Playhouse at Weston, Vt.; the Casino in Newport, R. I., and the Lippitt at Providence.

Summer Retrenchments In Conn. Operations

NEW HAVEN—Fishman Theatres will reduce the 500-seat Apollo to half-week operation as of June 22. Foreign pictures, originally planned for three days a week, will not be shown. The Fishman chain also closed its 612-seat Winchester recently for an indefinite period.

Warner has closed the Tremont, Ansonia, in keeping with the usual summer policy. The Globe, Clinton, also was closed. Otherwise all 45 Warner houses usually operating remain in operation. Capitol, New Britain, and Gem, Willimantic, remain dark after many years of inactivity.

The Lampert Moodus, Colchester, and East Hampton theatres have cut out Wednesday and Thursday changes until Fourth of July, when the houses go on the summer schedule of full-week, three changes.



—Photos by Cosmo-Sileo

At the Warner Pittsburgh Convention—

Top right is Roger Mahan, New Haven manager, receiving from Carl Leserman, assistant sales manager, his award for first prize in the eastern district of the Grad Sears drive. Below is the Boston staff. Included are F. Meadow, B. Abrams, Norman Ayers (manager), Ray Smith and Bill Horan.

NEW HAVEN

MEADOW STREET seems deserted, what with alternate dog days and downpours, new diligence of cops in tagging parked cars, and general reluctance of exhibitors, like their customers, to leave radio war reports . . . Few Tuesday sidewalk kibitzers put Kaltenborn and Swing to shame in analyzing the turn of events and predicting the future.

Vacation excitement only mild as weather continues uncertain: Therese Speratore, UA booker, is enjoying hers at home . . . Lee Alderman of Warner exchange is Florida-bound . . . Nathan Lampert up from Miami Beach to visit family and theatres, then back to his Seajean apartments . . . Helen Tendler and Marguerite Wallinger of 20th-Fox will be on two-week leaves in and around New Haven June 29 . . . Helen Brennan, Loew inspectress, vacations a week starting June 23 . . . Myrtle Tower, Paramount cashier, takes boxoffice leave June 27 . . . Phyllis Ricciuti, Warner inspectress, walks out of the office June 29, and comes back July 12 as Mrs. Peter Neri . . . Charlie Lazarus, Metro booker, is off for a look at the Fair, some concentrated golf, and a conference with nature in the Berkshires . . . Tony Terrazano is an RKO June vacationer . . . Joe Samartano, manager of the Poli, Meriden, leaves June 24.

Sincere sympathy to Frank Mullen, Metro office manager, and Jack Mullen, Warner shipping manager, on the passing of their mother, Mrs. Mary Mullen . . . Also to Harold Rubin, Metro Premium manager, who was suddenly called to Boston because of the death of his mother . . . Sick report: Katherine Sullivan, Mutual Advertising secretary, back at her desk after a severe case of the grippe . . . Best wishes to Roy Donaldson, 20th-Fox janitor, whose eight-year-old son is seriously ill at New Haven Hospital . . . A few of the Fox office staff were donors when transfusions were ordered . . . Manager Bob Hamilton, of Warner Palace, Norwich, is in the hospital with appendicitis.

Warner, Bristol, continuing at rapid pace and may be open by end of August . . . Black Rock, Bridgeport, new building plans seem to be abandoned for the summer . . . Leo Bonoff will install General Air Conditioning in the 500-seat Madison . . . Mutual Advertising Service shelves and fixtures are being completed in the Paramount exchange building, and this week should see the outfit moved over to join the other National Screen unit.

Richard Romeo is showing 16mm old-time silent movies nightly at Savin Rock, with a union operator . . . Ozone Bingo is a new type of Hartford exhibitor headache as church advertises series called "Bingo a l'Air" with $2,000 in prizes . . . Bridgeport Bingo parties continue numerous and popular . . . Barnum & Bailey circus at Bridgeport June 20 and New Haven June 27 . . . Stamford Theatre names each of its shorts in newspaper advertising . . . The Albert Smiths cooperated with the Boulevard Civic Ass'n and the Moody Maher Post in a free Saturday morning cartoon show at the Colonial, Walnut Beach . . . Whalley continues periodic Saturday morning kiddie shows with success . . . Capitol, Meriden, and Wilkinson, Wallingford, ran three Monday series afternoon cooking school plugging Spry, preceding regular afternoon performances, with good attendance.

Empress, South Norwalk, presented Junior High prize-winning drum and bugle corps on stage as extra local interest feature . . . Franklin E. Ferguson, manager of the Whitney, secured personal appearances of state-champ Hamden High band, Wednesday night with "Great Waltz" and "What a Life" . . . Students sold tickets, and music teachers recommended "Great Waltz."

Congratulations to Jack O'Connell, hard-working Roger Sherman assistant manager, on the announcement of his engagement to Mary Dunlevy of New Haven . . . No date set for the merger yet . . . William Jefferson and Chuck Spaulding, secretary to Charles Casanave of National Screen, visited the Bijou, New Haven and Globe, Bridgeport, with an eye to lobbies . . . Elliott Kronish moved up his vacation and left Friday for Chicago.

Gene Murphy, assistant to Oscar Doob of Loew's, Inc., who is now residing in Stamford since his recent marriage, was a New Haven visitor . . . Lou Schaefer, manager of the Paramount, and Mrs. Schaefer attended the commencement exercises of their nephew, James Gerard, son of George Schaefer, at Princeton. Also the party at the Schaefer Larchmont estate in honor of the event . . . The Sidney Levines have named their firstborn Michael Stuart and the family is now reunited at home . . . Walter Pidgeon is latest to join the actor's colony at Weston . . . Sam Rosen is an expectant daddy . . . Bill Canelli of RKO is building a new home in Hamden . . . Ben Simon and Morris Nunes went on a fishing party and settled for pinochele.

Matt Saunders, Loew-Poli, Bridgeport manager, secured a full-page coop ad and art with Borck & Stevens, Home Pride bread, on "Our Town" . . . Frank Morin, of the Regal at Hartford, invited 25 commanders of American Legion Posts to see "Confessions of a Nazi Spy" . . . Bob Russell plugged the "What New Haven needs is a good laugh" angle on "My Favorite Wife" novelty blotter urging, "Don't get behind the eight-ball." In spite of quick booking of "Mortal Storm," Russell planted serialization on radio, book display, book covers, and several windows . . . Jack Sidney, Bob Carney, and Tony Massella, assistants at Loew houses, Bridgeport, promoted thousands of cigars for Father's



—Metropolitan Photos

Columbians From New Haven—

In Atlantic City for the Columbia regional sales meeting. Above are T. F. O'Toole, manager, and Salesmen B. J. Lourie and S. Swirsky.



—Metropolitan Photos

Grainger Talks to the Boys—

M. E. Morey, Boston, and Sam Seletsky, New Haven, talking to Republic's president, James R. Grainger, at the eastern regional at the Park Central Hotel in New York.

Day lobby giveaways . . . Massella also got 1,200 packages of razor blades for giveaway . . . George Loukides, assistant at Poli, Waterbury, also promoted cigars. Manager Ed Fitzpatrick used Life layouts on "Irene" for special posters, on newsstands and plugged "Irene" candy at Loft's, Kresge's, Woolworth's, etc.

Wally Cooper, assistant Poli manager, Hartford, obtained three-column co-op ad on "Irene" and Zoric cleaning . . . Meriden and Bridgeport movie pages obliged Loew managers with a story on coming summer product . . . John Hesse of the Roger Sherman deserves bouquets for his floral troughs outlining lobby, with gay yellow and black awning effect above and revolving center display piece showing coming attractions.

Harold Rubin of Metro Premium has signed the Cameo, Waterbury; White Way, New Haven; Hillcrest, Taftville; Bostwick, Bridgeport; Capitol, Waterbury, and Park Playhouse, Thomaston, for end-of-June enamelware premieres . . . N. C. Wrisley starts the Capitol, Middletown, on ovenware June 27-28; State, Jewett City, glassware June 18-19; Rialto, Stamford, chinaware June 24, and Gem, East Boston, ovenware June 24 . . . And they're still reading: Lee Theatre, Lee, Mass., using Johnson-Poulton encyclopedia and dictionary deal.

Tim O'Toole and Ben Simon back from Atlantic City Columbia convention . . . Also J. R. Mahan and Pete DeFazio returned from Warner conclave in Pittsburgh . . . A. Titus in the checking field . . . Temperamental Mike Sirica accepts Henry Germaine's challenge to play him a game of golf for money, marbles, or anything he chooses, in any one of his several moods . . . Bob Schwartz of Thomaston organized his Park Playhouse baseball team and can cheer from the bleachers, but they won't let him play on his own team.

"My Favorite Wife" was held over six days at the Strand, Hartford . . . The Metro staff is going full speed to win the year's championship and real money prizes before the end of August . . . Leo Schapiro says he had to finish his own shave in a Brooklyn barber shop. When it was time for the big league game, the barber put on his hat and left . . . Bob Johnson, just graduated from Ohio State, will be in charge of swimming at a swanky Maine camp for the summer.

The operators' union met June 17 at Trades' Council Hall. Stagehands meet June 23. Both hear reports of recent Louisville convention. B-41 exchange employes again postponed the annual election of officers because of President Jack Mullen's bereavement.

Phil Zimmerman of the Warner Theatre real estate department is on vacation until June 22 . . . Marion Duff of the Warner contact department will be back at her desk June 29, when Francis Flood leaves for a first week and Jeanette Shields, also of the same department, enrails for a Florida sojourn.

Film Men Attend Session On Air Conditioning

BOSTON—Film men were among the attendants at the first annual Airconditioning Institute at the Massachusetts Institute of Technology. Chairman of the board of directors of the Carrier Corp., Dr. Willis H. Carrier, was chairman of the morning session which opened the confab.

Other speakers included Dr. W. J. McConnell, Metropolitan Life Insurance Co., New York, who discussed the medical aspects of air-conditioning; Ralph S. Franklin, consulting engineer, Albert B. Franklin, Inc., Boston; E. Daniel Johnson, New England manager, Buffalo Forge Company, Melrose; J. P. Hare, engineer, York Ice Machinery Corporation, Boston; C. F. Cushing, manager of air-conditioning sales, Bryant Heater Corp., Cleveland; Dr. Carrier, and H. F. Hagen, vice-president, B. F. Sturtevant, Hyde Park.

Arthur K. Howard Asks Prompt Remittances

BOSTON—In a plea for strong organizational support, Arthur K. Howard, business manager for the Independent Exhibitors, Inc., last week told local Allied members, "In 1939, 20th-Fox paid the Hays organization dues amounting to $146,019. This is what Fox thinks of organization. And the job that the MPPDA is doing to maintain the monopoly, stall adverse legislation and buffer public opinion, is indicative of the effectiveness of a well financed organization."

Calling for more prompt returns on monthly assessments, "If we are to keep rolling," Howard said, "Allied has worked miracles with very little, but that little bit must be kept up unless you want the Trust to operate unmolested."

Heffner, Hurney Limit Lowell to Weekends

BOSTON—Roy E. Heffner and Michael J. Hurney have darkened the Tower in Lowell except for Saturday and Sunday film showings. Air conditioning equipment had recently been installed in the house which may be opened under different auspices for two additional nights weekly through the summer.

BOSTON

LUCIEN DESCOTEAU contracted with Capitol Theatre Supply Company for a ticket register, curtain controls, sand urns and booth equipment for the Rex in Manchester, N. H.

Sam Strong, for years a Universal shipper, died last week. He had been seriously ill for a long time.

Bud Lewis, Paramount booker, handed out the paternal cigars last week.

James O'Brien, formerly New England representative here for International Seat, is the father of a baby girl. O'Brien is now with Heywood-Wakefield in Philadelphia.

James O'Laughlin, manager of the Strand in Amesbury, has been renovating the house.

E. M. Loew, the independent chain owner, has four Great Danes in his kennel. Says Phil Berler, Loew head booger, "If you stand too near one of them when it wags its tail, you'll get knocked over."

Thomas DiMaura and James Guarino have been operating the Drive-In theatre in Saugus on a temporary license.

John Anthony, operator of the Modern in Manchester, N. H., was in town . . . Roy E. Heffner, owner of Good Will Award, plans to leave the latter part of this month for business in Philadelphia.

Jack Martin of Republic was a victim of the film district's saddest situation last week when his friend, Officer John Madden, tagged Martin's car and because of the no-fix system, could do nothing about it . . . George Scher, newly appointed UA exploitation manager for New England, has been canvassing the territory.

Ed Charbonneau has been planning to darken the Concord in Concord, N. H., for rejuvenations . . . Abe Weiner, former Boston office manager for UA and present Pittsburgh manager for the distributor, was in town following the sudden death of his father.

Either Harry Browning, publicity manager for M&P, or Harry Smith, RKO ex-

(Continued on next page)



—Metropolitan Photos

Boston at Columbia Convention—

In Atlantic City. Shown here are I. H. Rogovin (manager) and Salesmen E. Cohen, S. Simons, C. Myshrall, H. Olshan, J. Wolfe and A. Barry.

SPRINGFIELD

JOHN F. GATELEE JR. of Westfield is one of the incorporators of Automobile Vision Theatres of Springfield . . . Mr. and Mrs. Al Anders, Bijou, were in Boston the other day . . . Robert Portle, manager of the Plaza, Worcester, has made arrangements for a weekly bathing beauty contest . . . Eddie Smith, manager of the Paramount, is quite a baseball fan . . . Ditto Eddie Powers, assistant manager of the Art, who will be married in a few days . . . Harold Wyman, projectionist at the Warner, Worcester, and his missus are receiving congratulations on an addition to the Wyman family . . . Johnnie Knightly, assistant manager at the main stem Capitol, goes into Boston every now and then to see the Red Sox.

Mattie Kisiel, chief of service at the Plaza, Worcester, who resigned, is succeeded by Joseph Lambert . . . Marie Brady, cashier at E. M. Loew's Olympia, Worcester, was married June 15 to Bill Halloran, assistant manager at M&P's Capitol . . . Arthur Corbiel is acting manager at the Holyoke, Holyoke . . . Don Barhytd, manager of the Court Square, was in Boston . . . Mrs. Andy Sette, wife of the Capitol manager, was sick . . . Earl W. Whitford, assistant manager at the Court Square, and his missus are scheduled to leave soon for a trip to the New York World's Fair.

Elmer Baker is a recent addition to the service staff of the Paramount . . . Assistant Manager Jack Foxe is anticipating a trip to Maryland . . . Regal, Hartford, brought back "Confessions of a Nazi Spy" . . . . Manager Al Anders, Bijou, prefers to vacation during the wintertime . . . Emil Morrissey, projectionist at the Court Square, is readying his car and trailer for that vacation to Canada.

Robert McQuillan, Art usher, hopes to visit Lake Champlain, N. Y., this summer . . . Robert Portle, manager of the Plaza, Worcester, is scheduled to go on his vacation July 15, while Harold H. Maloney, Loew-Poli manager, in the same town, is clated to leave July 29 . . . Frances Bookman has been added to the service staff at the Loew-Poli . . . New marquees have een ordered for the Phillips and Strand, both owned by the Rifkin circuit.

Manchester Strand Cools

MANCHESTER, N. H.—A Westinghouse air-conditioning system has been install ed at the Strand here by the Automatic Heating & Cooling Co. of this city.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper
Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

Presents Advantages of Dividing Long Stories

HARTFORD—"Should the dividing of long film stories into more than one picture prove practical, Hollywood will be in a vastly improved position to deal more accurately with the problems it encounters, particularly in historical and biographical features," in the opinion of Julian B. Tuthill, film critic and columnist of the Hartford *Times*.

Tuthill declares, "Often, in the split-second editing that is demanded to tell a whole story in 90 minutes, the spirit of the times being depicted is thrown out of balance.

"A great deal of dramatic license has had to be taken at various times . . . even to the point of quoting from famous speeches before they have been given, or making it appear almost as if people were in two places at one time.

"The refinements of the age of chivalry have been particularly wrecked in some films, where romantic affairs have seemed to develop with a rapidity that was unknown in the hour of gallantry. To save time to permit actors full use of their hands, gentlemen have been known to keep their hats on, on the screen, while talking to ladies in periods when such rudeness was completely taboo."

Tuthill concludes with, "It is in this measure that European film productions so often excel our own. By confining themselves to mere fundamentals and extremely simple stories, producers in France, Germany and Sweden have sent to us films that were far more fascinating on an atmospheric score than some of our best films, in which complications have risen up to prevent dawdling over relatively unimportant details."

Charles Guadino Promoted To Loew Bijou Assistant

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, announces the promotion of Charles Gaudino, student assistant at the Loew-Poli to the assistantship at the Loew-Bijou, succeeding Sal Di Manno, who has been transferred to New York. Frank Manente, the Poli chief usher, steps up to student assistant at the same house, while Jerry Delise becomes chief usher.

Amended Complaint Adds Names in Gordon Case

NEW HAVEN—Writ and complaint in the foreclosure case of Arnold Gordon, trustee, against Forest Theatre Corp., has been amended to add the names of Pittsburgh Glass Co. and Charles S. Ardolino as defendants.

Fewer Relief Cases

HARTFORD—There are 2,032 local relief cases, according to latest figures given out by the city welfare department. This total represents a net decrease of 16 cases since June 1. The high mark of the depression was reached May 1, 1933, when thare were 4,032 cases.

BOSTON

(Continued from preceding page)

change booker, will become the next junior vice commander of the Theatrical Post of American Legion. The office automatically carries through to the Post commandership . . . E. G. Pollard, Rumford exhibitor, was in from Maine last week . . . Joe Mathieu, theatre circuit owner, was down from Winchendon.

Harry Rogovin, Joe Wolf, Manny Cohen, Saul Simons, Harry Olshan, Abe Barry, and Carl Myshrall were at the Columbia sales meeting at the Hotel Ritz in Atlantic City . . . From the New Haven branch were Tim O'Toole, S. Wirsky, and Ben Lourie . . . Former Boston Salesman Phil Fox, now Buffalo branch manager, was also at the confab.

Al Swerdlove, premium distributor, has taken over the former Price Premium headquarters at the corners of Piedmont Street and Broadway for temporary use as a paint shop to ready a new line of flowered glass dishes.

Don Martin, manager of the Beacon in Boston, has been going over proposed details for the rejuvenation of the Tremont Street house . . . Lawson Daniels, manager of the Plymouth in Worcester for E. M. Loew, and Max Finn, circuit executive, are using flesh Saturdays at the situation.

John Cooney is rejuvenating the Union in Pittsfield . . . Boston film men in numbers attended the funeral services of Tony Romano, late New England circuit operator.

Bill Hawkins of the Capitol Theatre Supply Co. goes on vacation July 22 . . . Frank Sullivan of the Capitol gets from July 15 to 29 . . . Ethel Moore of the Capitol bookkeeping department plans to spend August at Lake Winnipausakee . . . Lloyd Nordgren is now at the Capitol in Everett following the summer darkening of the Globe in Clinton.

Sid Levine of the Warner Exchange in New Haven and Nat Furst, Monogram special representative in New England, have been handing out cigars on the occasion of becoming father and grandfather respectively . . . Joe Flynn has shuttered the Victoria in Lawrence for the hot months.

Martin Toohey and Fred Green, Rhode Island exhibitors, were in the film district . . . John Casey, former city censor, was on Filmrow Friday for the first time in months . . . Attending the Warner convention at the William Penn Hotel in Pittsburgh from New England were Norman Ayers, Ben Abrams, Bill Horan, Carl Coe, F. R. Meadow, R. S. Smith, J. R. Hahan, I. J. Hoffman, and Peter DeFazio.

Arthur Lockwood and Louis Gordon have acquired the Madison in the Maine town of the same name. The 300-seat house was operated at one time by H. E. Smiley.

Al Nasif of the Capitol Theatre Supply Co. vacations from August 19 to September 2 . . . L. L. Foster, Capitol office manager, may get up to Lake Winnipausakee during the same period of time . . . Charles

Fish, Capitol technician, begins his two-week vacation on July 22.

Fred Greenway, managing director at Loew's State, promoted a deal with the S. S. Pierce Co. whereby the first 200 fathers attending the Father's Day matinee at the Back Bay house were given cigars.

Charles Brent played "Wages of Sin" all this week at the Gayety, downtown Boston house. The E. M. Loew situation is the fourth Boston theatre to book the road-show, a new record for exploitation pictures in the Hub.

Phil Berler, E. M. Loew booker, and Mrs. Berler expect a second addition at the household . . . Howard Shonting, formerly assistant manager of the Metropolitan in Boston, is now managing the Sunrise Drive-In at Valley Stream, N. Y. He is also continuing his press bureau "Copy, Copy," in New York City.

Cal Fernstrom, projectionist at the Exeter Street in Boston which has darkened for the summer, plans to leave shortly for the west coast. His brother is connected with Paramount Pictures there . . . George Garrity, formerly projectionist at the Exeter Street, is now at the Osterville on Cape Cod for Interstate.

Fred Fahlbusch of the M&P Theatres Corp. continued ill in a Malden hospital last week where he has been convalescing from pneumonia . . . Sal DiManno, formerly assistant to Manager Fred Greenway at Loew's State in Boston and more recently assistant at the Bijou in New Haven, has been transferred by Loew's, Inc., to the Sheridan in Greenwich Village, N. Y.

Ruth Pinanski, daughter of Sam Pinanski of M&P, and Milton Green have gone to Hollywood for a honeymoon following marriage last week . . . Christopher Joyce, manager of the Durfee in Fall River, was to have attended the Kiwanis convention in Minneapolis this week as delegate of the Fall River Chapter . . . Reg Morse, executive in the Morse and Rothenberg circuit, has been at the Shriners' convention at Memphis.

Joseph A. DiPesa, Al Longo, Fred Greenway, and Howard Burkhardt have joined in the M-G-M national pre-release advertising and exploitation drive for the summer months. A number of cooperative promotions have already been arranged here.

Maynard Sickles, Capitol salesman, and Mrs. Sickles are awaiting one of those events. Sickles specifies that it will be a seven pound boy, 7:31 a. m. on August 1. He doesn't know the name yet . . . Sam Berg, president of the Boston Cinema Club, has opened his summer home at Ogunquit . . . Eldine Johnson of Specialty Pictures spent last weekend at Littleton, N. H.

Ben Domingo has held "Irene" for a second consecutive week at Keith's Memorial. Jack Granara, house publicist, gave the opening a feminine exploitation angle by handing passes to the first two dozen girls who came down the opening morning in Alice Blue garb.

Jack Goodwin, managing director of the Metropolitan, has put the house on a 75-cent top for the Bob Hope personal appearance . . . Tom Fahey of the M&P home office at 60 Scollay Square spent last weekend at the World's Fair in New York . . . Ditto for Marion Bell and Grace McGowan of the M-G-M exchange . . . Jack Eames, New Hampshire's busiest exhibitor, has opened his summer home.

Ed Carroll, operator of the Stuart in Boston and the Agawam Drive-In in western Massachusetts, has opened a second outdoor situation with the unveiling of a drive-in in Saco, Me. . . . George Rabb, manager at the Jefferson in Springfield for Herman Rifkin, has been on sick leave . . . Another invalid along the Rifkin route in Springfield has been the wife of Andrew Sette, Capitol manager, convalescing following an operation . . . Nathan Yamins has put a new summer policy into the Strand and Park in Fall River, cutting down shows at the situations to two daily.

Danielle Darrieux Starrer Subjected to Scissors

BOSTON—Danielle Darrieux got the scissors here last week when the department of public safety made several eighth-reel eliminations on "Mademoiselle Ma Mere" which George Kraska has been showing at the Fine Arts Theatre. Cuts on the H. H. Hoffberg release, the only motion picture in a list of 40 to get the shears, were:

"Scene showing George kissing Jacqueline at Inn and dialogue pertaining thereto; all scenes showing George and Jacqueline in bedroom at Inn and dialogue pertaining thereto, in part 3."

Among the films passed without cuts were 20th-Fox's "Four Sons," Paramount's "Ghost Breakers," Monogram's "On the Spot," and Universal's "Love, Honor, and Oh Baby."

No vaudeville routines were refused Sunday licenses, but nine acts were required to follow recommended modifications in order to conform with regulations covering the approval of entertainments to be held on the Lord's Day. Seven acts, including Horace Heidt's stage show routine, were granted Sunday licenses, in accordance with the provisions of Chapter 135, Section 4 of the General Laws.

"I Take This Oath" Will Premiere at Trans Lux

BOSTON — Harry Asher, vice-president nationally of Producers Distributing Corp. and its New England distributor, has signed with Al Lauder of the Trans Lux for the New England premiere this week of "I Take This Oath." The feature opened the same day at Fay's in Providence. Negotiations are now in progress for a Boston unveiling of "Hold That Woman."

See City Exodus

HARTFORD—Although final results in all probability will not be ready by July 15, indications have been expressed here by census directors that several cities will show slight decreases, while suburbs of Connecticut's largest cities will show gains in population.

: NEW HAMPSHIRE :

CHARLOTTE MERCHANT has been granted a city permit in Manchester to make alterations at her Lyric there.

A new wrinkle in class prophecies marked the commencement at Berlin High School when motion pictures were used to depict the seniors in various future careers.

Film theatres still are crowded in England when "Gone With the Wind" opened recently, many fans had to wait for days for their tickets due to the huge advance sale, accordling to Senor Gustavo Duran, young Spanish composed, who has arrrived in Wilton with his American bride.

A new radio station is planned in Manchester by a group comprising Gov. Francis P. Murphy, Dr. John J. Powers of Manchester, and Maj. Edward J. Gallagher, Laconia newspaper publisher.

The Empire in Manchester has started a giveaway of chromium-plated cookware, with coupons being offered patrons each Wednesday and Thursday evening.

The Pavilion at Alton Bay, where films and dancing have held sway for several years, has been converted into a roller skating establishment.

Sherburne R. Graves, manager of the Plymouth Theatre in Plymouth, is building a new home on "Stonebrook Road," Plymouth's newest residential area.

Changes in Massachusetts Sport Field Will Benefit

BOSTON—Two changes in the Massachusetts sports outlook last week brightened the summer picture for local theatremen. On Cape Cod, the old Cape League has dropped its schedule for the first time in nearly two decades. Games previously were played in Chatham, Hyannis, Osterville, Orleans, Falmouth, Weymouth, Bourne, and Barnstable, although the League has been reduced to four clubs for the past year. Lack of financial support caused the demise.

Another theatre boon was the elimination of passes at the Revere dog track, which is installing 25 cent turnstiles.

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HARTFORD

MIKE DALY of Hartford, Plainville and Lowell was in New Haven the other day . . . To Boston went Manager Bernard M. Levy of the main stem Proven Pictures . . . Warren Hills is a new relief doorman at the Loew-Poli Palace, succeeding Red Ostrowski, resigned . . . Manager George E. Landerss of E. M. Loew's was in New Haven . . . The Schulmans' new Wethersfield is expected to be ready for a Labor Day Opening . . . Jack Tarascio has been appointed head usher at the State . . . Manager Frank Moran, Regal, is looking forward to his vacation this summer in Havana . . . Loew-Poli lobby has been redecorated . . . Ditto Loew-Poli, Springfield . . . Joseph Cappuccio, son of Oscar, maintenance man at the E. M. Loew's, is now appearing with Hank Keene & Co. as a tap dancer.

Jules Frank, part time usher at the Loew-Poli, graduated from Weaver High School this week . . . Jack A. Simons, Loew-Poli manager, will vacation the first two weeks in August, according to present plans . . . To Waterbury the other day went Wallace J. Cooper, assistant manager at the Loew-Poli, and the missus . . . Ringling Circuss hit town June 19 *. . . Cynthia Hawkins is a new addition to the motion picture department of the Hartford* Times *. . . Leonard Seaman, part time usher at the State, has been elected captain of the* 1940-1941 *Weaver High cross-country team . . . Richard Robinson is a new part time usher at the Lenox . . . Milton Hale, Hollywood commentator for WMAS, Springfield, was a visitor . . . The Rialto lobby has been repainted . . . Tommy Vaughan, Loew-Poli policeman, hopes to take a trip to Baltimore by car during his vacation in July . . . To New Haven last Tuesday went Martin Kelleher, Princess, and Charlie Repass, Crown . . . Roger Sherman, New Haven, has changed to a Tuesday opening . . . According to reports, Charles Abramowitz, architect, has plans for remodeling the Capitol, Waterbury . . . Book Night has started at the Palace, New Britain . . . Harold Mitchell, porter at the Warner, Bridgeport, has resigned . . . Cameo, Bristol, which is managed by Dennis Rich, is slated to be renovated this summer . . . East Haven Capitol has been repainted.*

Roger Eukers, Loew-Poli usher, drew a pencil portrait of Robert Taylor which the theatre used to exploit "Waterloo Bridge" . . . Marquee of the Loew-Poli Bijou, New Haven, has been redecorated . . . Ditto Loew-Poli, Hartford . . . Jimmy Barie is a new usher at the Rialto . . . Bob Portle, manager of the Loew-Poli Plaza, up Worcester way, is reported contemplating a weekly clock giveaway . . . Rialto's manager, Victor Morrelli, is vacationing . . . Eddie Black is a new doorman at the Rialto, succeeding Andred Pinto, resigned . . . Johnnie Barrella is a new usher at the Rialto . . . Mattie Kisiel, chief of service at the Plaza, Worcester, has resigned . . . Lou Cohen, Loew-Poli Palace manager, is scheduled to fill in at Waterbury, Meriden and Hartford while various other Loew managers vacation . . . 1940 state census results are due in a few weeks . . . Hartford was the only city outside of Los Angeles and Philadelphia to get the first exclusive showing of "All This, and Heaven Too."

Empire, down New London way, has formed a magical club for kids and gives away a magic trick every Saturday afternoon . . . Johnnie Lynch, projectionist at the Avon, Stamford, is slated to marry a Stratford girl soon . . . James Casey of the Colonial, Canaan, was in New Haven the other day . . . Peter Perakos, New Britain and Thompsonville theatre owner, is completing plans for leasing of that proposed new theatre in East Hartford . . . Julian Rifkin, son of Herman, owner-operator of the Rifkin circuit, announces plans for renovating the five recently-acquired theatres in Springfield . . . World premiere of "Down to the Sea in Ships" is slated for New Bedford, Mass. . . . Jimmy Hughes, Loew-Poli doorman, is thinking of seeing the New York World's Fair during his vacation . . . Quite a golf enthusiast is Tommy Vaughan, house policeman at the Loew-Poli . . . Vacations at the Loew-Poli have been scheduled, to-wit: Russ Grant, student assistant,, will be away from July 1-14, *while Wallace Cooper, assistant manager, will have July* 14-28 *as days of rest . . . Jenny Sumowski, Loew-Poli candy girl, hopes to see the New York World's Fair this summer.*

While Nat Rubin, assistant manager of the Loew-Poli, New Haven, was recuperating from a recent operation, Charlie Gaudino filled in . . . Warner has closed the Globe, Clinton, Mass., for the summer . . . The new Bristol, Bristol, is expected to be ready for occupancy by August 31 . . . Astor, East Hartford, has signed a book givaway deal . . . Joe Reed celebrated the fifth anniversary of Bryan Memorial, Washington Depot, June 16 . . . Hell's Angels" played return performances at the Paramount, New Haven, and M&P's Allyn, Hartford . . .Wednesday night vaude at the Loew-Poli, Waterbury, has been discontinued for the summer . . . Rudy Frank, publicist at the State, will be leaving shortly on his vacation, while Julian B. Tuthill, motion picture editor for the Hartford *Times*, is already taking his . . . Olive Mendelsohn, cashier at M&P's Allyn, visited her mother while vacationing in New York . . . Tommy McCarthy, usher at E. M. Loew's, has resigned . . . Hollis Sweeney, former usher, is now chief of service at the Loew-Poli Palace, succeeding Lewis J. Blanco, who was promoted to student assistant.

Julian Mandell has joined the service staff of the Palace . . . Lewis J. Blanco, student assistant at the Palace, was in New London the other day with some friends. The fishing was very good, says Blanco, with some sixty pounds in the haul . . . Stanley Redmond, assistant manager at the Allyn, will soon leave on his vacation . . . Pat Bucharies, doorman at the Regal, will visit Lake George, N. Y., this summer . . . Joe Gallagher, usher, and Robert O'Conner, head usher, at the Allyn, expect to get in some fishing at Niantic this summer . . . Jimmy Swindbell is a new usher at the Allyn, succeeding Jimmy Lombardo, who resigned to work for an aircraft corporation in East Hartford . . . Favia Sloat, cashier at the Allyn, has returned after viewing the World's Fair and other sights in the biggest city . . . Ken Faye of the Strand will fill in for Manager Frank Morin, Regal, when the latter goes on his vacation soon.

Hartford Manufacturing Report Shows Uptrend

HARTFORD—Figures in the monthly statistical report of the Manufacturers' Ass'n of Hartford county show June 1 payrolls at 124 per cent of the Jan. 1, 1929, level, and man-hours of operation at 100.4 per cent of the same accepted norm.

Principal factor in the uptrend, which has added some 3,214 people to manufacturing payrolls since the first of the year, is the expansion of the Pratt & Whitney Aircraft Corp., division of the United Aircraft Corp., and the Pratt & Whitney division of the Niles Bement Pound Co.

Biggest gain was recorded in the 43 factories in the Hartford district, where operations during May rose 4 per cent and employment was up 1.5 per cent. New Britain's 27 plants held about even in employment, while operations fell off 1.9 per cent. The 12 Bristol factories, also included in the index, revealed a slight drop in employment and a rise in rate of operations.

Eleven Warner Managers Will Vacation in June

NEW HAVEN—Warner managers in the New Haven zone who vacation during June include A. Davis, Capitol, Everett; V. Morelli, Rialto, Hartford; J. O'Loughlin, Strand, Amesbury; H. Lyons, Rialto, South Norwalk; E. Gordon, Commodore Hull, Derby; J. Miklos, Broadway, Norwich; T. Smalley, Garde, New London; M. Silverwatch, Strand, Waverly; R. Beckman, Waldorf, Lynn; F. Morin, Regal, Hartford, and W. Flanagan, Lyric, Hartford.

Nominate Major Healey For Legion Executive

BOSTON—Major Patrick F. Healey, state film head and former commander of the Theatrical Post of American Legion, has been nominated for the 1940-41 executive committee of the Theatrical Post of the American Legion. Also put in running for the governing body have been Abe Barry of Columbia, William Cotty, Cyril McGerigle of RKO, and Ken Forkey of the Strand on Huntington Avenue in Boston.

Nine Weeks of Stock

HARTFORD—Monte Proser and Walter Batchelor, who have acquired the Stamford Community Playhouse, Stamford, are planning a nine-week season of summer stock.

: BRIDGEPORT :

MATT SAUNDERS of the Loew-Poli staged a parade with the help of the American Legion and the junior police band as a publicity stunt for the short, "The Flag Speaks." Exercises were held on the stage.

Al Domian of the Loew-Poli staff is back from his vacation and swing around the Loew New England circuit, substituting for vacationing assistant managers.

The bathing beauties are doing their annual parade across the stage of the Globe . . . Ushers and doormen at the Loew theatres have donned new uniforms . . . The theatres are also getting plenty of new summer paint in lobbies and on marquees.

Report has it that a theatre in Torrington may change hands shortly . . . Renovation and modernizing of the Rialto, Levine house, will start soon.

State, Torrington, is asking persons to write to the theatre requesting illustrated circulars on their new "Library of Knowledge" giveaway.

If ushers continue to leave for factory jobs, the Warner may try girls on the floor for the first time. The Loew's Poli already has installed a number of usherettes.

Downing Takes Over RKO Exchange Helm

BOSTON—John Downing has succeeded Cyril McGerigle as office manager of the local RKO exchange. McGerigle, prominent in the Boston Cinema Club and the Theatrical Post of American Legion, continues at the local RKO office. He has been with the distributor for some 16 years.

Tieups on "Adventuress"

HARTFORD—Assistant Manager Wallace J. Cooper, Loew-Poli, tied up with the state-wide safety campaign, while Sidney H. Kleper, assistant manager at the Palace, handled a few co-op ads with a local beauty salon, during the run of "I Was an Adventuress."

See "Nazi Spy"

HARTFORD—More than 25 commanders of American Legion posts in the metropolitan Hartford area were invited by Manager Frank M. Morin to see "Confessions of a Nazi Spy" when it opened last Wednesday at the Regal, a downtown Warner unit here.

Raine Adapts "Battalion"

HOLLYWOOD—Norman Reilly Raine will adapt "The Lost Battalion" for Warner from a book by Thomas Jackson and Fletcher Pratt, as a vehicle for James Cagney, Pat O'Brien and George Brent.

Cooperates With College On Baseball Night Tie

BOSTON—J. K. O'Donnell, manager of the Haines in Waterville, Me., tied in with Colby College last week on baseball night. The mayor of the Maine town awarded Colby players good baseballs from the Haines' stage. Cheer leaders were also on hand to pep up the evening.

Name D. Chambers to New Paramount Publicity Post

BOSTON—Don Chambers, associated with M&P in New England for the past few years, has been appointed special New England publicity representative for Paramount.

PORTLAND

BEGINNING about June 24 the State Theatre will launch a radio program six mornings a week, from 7:45 to 8 o'clock, over WCSH. The program will be directed at the tourist. In addition to theatre plugs and a liberal amount of organ music, the program will announce weather and flying conditions in Portland and vicinity, in the entire state of Maine, and New England generally, as well as high and low tides. The program will be broadcast throughout July, August and September, according to Harry Botwick, State manager.

A long list of film talent has been made available for personal appearances here and in other cities in Maine. The list already booked for summer engagements at various summer theatres includes Helen Twelvetrees, currently appearing at the Maine Civic Theatre here; Edward Everett Horton, booked for the week of June 24; Ethel Barrymore, Miriam Hopkins, Laurette Taylor, Johnny Savo, Arthur Treacher, Sinclair Lewis, Harry Carey, Henry Hull, Vincent Price, Cornelia Otis Skinner, Don Terry, Joe E. Brown and Ruth Chatterton.

Louise Campbell, motion picture actress, has completed a week's engagement at the Lakewood Playhouse, Skowhegan, Me. Miss Campbell is expected to make an extended stay at Lakewood . . . Other summer theatres to open soon includes the Boothbay Playhouse at Boothbay and the Rustic Theatre at Harrison, Me.

New lamps were installed this week at the State Theatre under the direction of Joe Rosen of Standard Theatre Supply, Boston . . . State vacationers include Merrill Geer, doorman; Robert Bennett, usher, and Mary Siteman, candy girl. Mary is spending her vacation period in an unusual way—getting herself graduated from St. Joseph's College and watching her sister graduate, with highest honors, from St. Joseph's Academy.

Competition for exhibitors, but fun for the youngsters—Ringling Bros. and Barnum & Bailey's Circus comes to town June 25 . . . For the first time in many years, Peak's Island will have a summer theatre, according to Norman Stocker. Stocker and Miss Carli Laklan, directress of the Palo Alto Playhouse in California, will be joint sponsors of the Greenwood Playhouse, which will open June 24 . . . William H. Evarts, veteran character actor and comedian, died in South Portland, June 6.

PROVIDENCE

RKO-ALBEE went dark Thursday for the summer. Lippitt Theatre, summer legit house in Cumberland, opened for the season with "Kiss the Boys Goodbye."

Manager Bernard Fay is busy with plans for the New England premiere of "All This, and Heaven Too," scheduled for his Majestic June 27. The picture will be presented with matinee and evening performance daily, and all seats reserved at nights.

Manager Ed H. McBride of Loew's State left Thursday for a fortnight's vacation in New York and Buffalo. Division Manager Charles Kurtzman will be in Providence part of the time McBride is away, and Vincent Dunfey will be brought down from the State, Boston, to aid Assistant Manager Vaughn O'Neill the remainder of the time.

W. Christy Wilbert, former assistant manager at the State here, now doing national advertising work for 20th-Fox, dropped in to say hello to friends here Monday en route to Cape Cod.

Believe Ralph Snider After Roxbury House

BOSTON—Ralph Snider, independent circuit owner and associated in a number of New England theatre operations, is understood to be dickering for the Criterion in Roxbury, M&P Theatre Corp. unit.

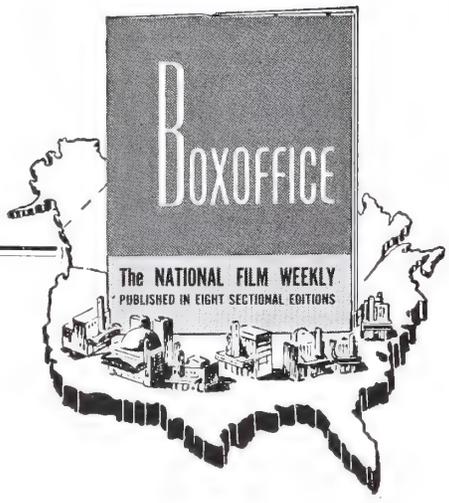
Cronin Promotes Motors For Building Prizes

BOSTON—Francis Cronin, manager of the Community in Dedham, has tied in with the Brown Manufacturing Co. for three one-cylinder motors for prizes to be awarded in an airplane model builders promotion that he has under way. If the stunt clicks, Cronin plans an air meet at Norwood airport.

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Polling Patrons on War Film Subjects

OKLAHOMA CITY—In an effort to find out whether the majority of the theatre patrons prefer to see war films and special short subjects on "fifth column" activities, Walter B. Shuttee, general manager of Standard Theatres Corp., is making a poll of his patrons' film tastes.

Girls have been placed in the lobbies of downtown Standard theatres to query patrons as they leave the houses. On the first day of the poll last week 1,084 answers were secured from both men and women. The poll was taken between 1 and 5 p. m. and 7 and 10 p. m., thereby getting the matinee and evening patrons' opinions.

"Personally I want to see newsreels of war scenes and shorts subjects pertaining to military activities, but I wonder whether the majority of theatre patrons feel as I do," Shuttee said. "If the poll, when completed, shows the majority do not want to see war films, we will try to eliminate them or cut out the worst part of the newsreels on the war so that our patrons can be entertained and laugh without the sobering effect of war and newsreel shots to offset their entertainment."

The questions asked of patrons are:

1. Do you want to see war scenes in newsreels?

2. Do you want to see special short subjects pertaining to "fifth column" activities, preparedness, army, navy and air corps activities?

Totals are kept by the poll takers on men and women separately. The first day men voted 144 for and 32 against showing of war scenes in newsreels. The women voted 216 for to 164 against the showing of war scenes. On the second question, 134 men voted for and 33 men against, about the same ratio as on the first question. The women voted 269 for and 93 against the showing of special short subjects with war themes. These figures must be studied in the light of the total number of men to women whose opinions were obtained. There were answers of 742 women to only 342 men, reflecting the predominance of women over men as theatre patrons.

In answer to a question as to whether war newsreels shown in Standard's theatres had been cut up to the present to eliminate undesirable war scenes, Shuttee said that none had been, but that next week the Midwest Theatre would play "Susan and God" on a "no war" program as an experiment.

In addition to the lobby poll, 1,000 self-addressed post cards will be distributed to persons on the street and in business places.

To Show the Full Horror Of War in Newsreels

OKLAHOMA CITY—The full horror of war as depicted by newsreels will be shown to the American people without "cutting," Morris Loewenstein of the Majestic here says.

In many theatres it has been the practice to cut the newsreels. A decision last week of the MPTOA, however, has changed that, the president of Oklahoma Theatre Owners, Inc., says.

"It is being done in order that we may do our part in keeping the public fully informed," Loewenstein declares.

Loewenstein returned from Washington recently where he went to attend hearings on the Neely bill. While there he conferred with Ed Kuykendall, MPTOA president. Loewenstein is national secretary of that association.

Preparations Move Forward For Convention by SETOA

JACKSONVILLE, FLA.—Preparations are well under way for the annual SETOA convention to be held here July 21-23 at the George Washington Hotel. A record attendance is anticipated.

The first day, which falls on a Sunday, will be marked by a buffet supper in the evening at the George Washington.

A business session will be held the next morning from 9:30 o'clock until noon, with Ed Kuykendall, president of the MPTOA, a speaker. In the afternoon, a golf tournament will get under way at the San Jose course. That evening conventioneers will be guests of E. J. Sparks and his managers at a shrimp supper at the Copper Kettle on the Beach.

Tuesday morning will also be given over to a business session, with the golfers again holding sway in the afternoon. There will be many prizes for players.

A banquet, dance and floor show will wind up the convention Tuesday evening. Fuller Warren will be master of ceremonies

The following committees are in charge of arrangements:

Business—Oscar C. Lam, R. B. Wilby, E. J. Sparks, Earle Fain and Lukie Stein.

Resolutions—Thomas E. Orr, Mitchell Wolfson, William R. Griffin, Mack Jackson, Nat Williams and Hugh Manning.

Publicity—Nat Williams, J. H. Thompson, Lee Castleberry, Eddie Watson, William Karrh and Frank Dowler.

Golf—Riley Davis, Guy Kenimer, A. C. Bromberg, J. H. Harrison, E. E. Whitaker and Abe Borisky.

Program—Tom Brandon, H. Merryday, Archie Adams, Fred Weis and Mort Seligman.

Entertainment—Guy Kenimer, Robert Heekin, Howard Smith and Joe Hackel.

Women—Sarah Moore, Hallie Kenimer, Gypsie Merryday and Myra Brandon.

Distributors—John Ezell, Hubert Lyons, Jeff Davis, John Kirby, John Mangham and Charlie Lester.

Equipment—Gus King, Ray Busler, Colee Brown, Harry Paul, Jack Dumestre, Andy Fiore and Fred Young.

Art Work—Walter Golden.

SETOA Golf Tournament Set for July 22-23

JACKSONVILLE, FLA.—SETOA's annual convention golf tournament has been set for July 22-23 at the San Jose course, only 15 minutes distant from Jacksonville on the St. Augustine highway.

There will be prizes galore with everyone to be a winner, according to Riley Davis, golf committee chairman, who also announces the entrance fee will be $4, which includes caddy fees.

P. S.: It is important that you bring you own clubs.

New Taylor Theatre

TAYLOR, TEX.—Taylor's new theatre will replace the space formerly occupied by two of the oldest buildings here. The new situation will cost more than $20,000.

Seasonal Business Formula Is Upset

By V. W. CRISP

DALLAS—Continued rains and unimproved roads leading into the smaller towns have brought many complaints of unseasonably low grosses from independent exhibitors, confined mostly to east and central Texas.

In Dallas, the picture is different. When the whistle blew for the Blitzkrieg into France, the bottom dropped out of nearly all boxoffices. It was either the war by itself responsible or an extra early summer slump upon us.

Low grosses continued for days and finally a fair weekend turned up after about three weeks. Now, in the midst of unprecedented rains for June, outdoor activities have been curtailed and business at the first runs is reported fair, with good grosses at the neighborhoods.

A well-versed theatreman said Wednesday that the war has overshadowed all business and that past boxoffice records according to seasons can't be relied upon now by the exhibitors. It is just as likely now to have good receipts in bad season as it is to have bad receipts in good season as the war continues and develops, he said.

Jack Daily Is Resident Publicist for Para't

DALLAS—When the eight advertising and exploitation men take to the field July 1 to boost Paramount's 1940-41 product, Jack Daily, from the studio publicity department, will be headquartered in Dallas, succeeding Ben Hill, who before going to Paramount had handled RKO and United Artists first runs.

Clinton Bolton will work out of the Atlanta exchange. Several years ago he handled two important publicity assignments here with the Texas Centennial and the Pan American Expositions.

To "Blossoms in the Dust"

HOLLYWOOD—Dorothy Yost will adapt "Blossoms in the Dust," an L. K. Sidney production for Metro.



—Photo by Cosmo-Sileo

Atlanta Was Represented—

At the Warner convention held in Chicago. Here are Arthur Sachson, home office distribution executive; Ralph McCoy, Atlanta branch manager; Roy Haines, eastern sales manager, and Al Schmitken, Frisco branch manager.

Urge Reduction in Production Costs; Hit at Star Salaries

CHARLOTTE—Drastic reduction in production costs by the elimination of "exorbitant" prices paid for film personalities by competitive bidding, and quality film fare "more reasonably produced at a cost measured by the conservative possibilities of the domestic market," was demanded by the convention in Myrtle Beach, N. C., of the Theatre Owners of North and South Carolina.

Recognizing the curtailment of foreign income by the European war, the resolution contended exhibitors currently are giving the maximum running time to present product; that the domestic market value on film rental "is already forced to the very maximum to assure any profit at all for the exhibitor," and that admission prices cannot be materially increased.

The convention, at the same time, voted to "pledge our best to get the maximum returns in a cooperative spirit with the producers."

Adoption was requested of a 20 per cent cancellation privilege in the belief that "a forward step will have been taken to insure a more cooperative approach to the common problems that confront us."

"Irrevocable opposition" was pitted against the entrance by any producer into the slot machine film projector field, the convention urging producers to refuse the use of any of its talent or facilities to the new medium.

Other resolutions extended appreciation to Ed Kuykendall, MPTOA president, the principal speaker; Claude Lee of Paramount, another speaker; commended retiring South Carolina State Senator John F. Williams as a friend of the industry, and extended regret to George W. Bailey of Wilmington, N. C., on his serious illness.

Santone Views Booster Film

SAN ANTONIO—"Cross Roads of America," a film to advertise the Alamo City to the nation, was privately shown here last week. The film is sponsored by the city.



—Photo by Cosmo-Sileo

So Was Charlotte—

The contingent from the North Carolina metropolis including Hal Jordan, salesman; H. Keeter, salesman; John Bachman, manager, and Dean House, salesman.

The Remodeled Atlanta Reopened With Duals

ATLANTA—The Atlanta, operated by the Rex Amusement Co., New Orleans, has reopened with a double feature policy at 5- and 10-cent admissions.

A new cooling system and RCA sound have been installed and the house has been remodeled. Manager will be Willis Houck, formerly of New Orleans.

Quality, Lower Cost Seen as Answer

Charlotte—"It is the unanimous opinion of this convention that the success of this industry can be attained only by quality product, more reasonably produced and at a cost measured by the conservative possibilities of the domestic market."—From a resolution at the convention in Myrtle Beach of the Theatre Owners of North and South Carolina.

NEW ORLEANS

ATLANTIC FILMS are now in the midst of moving to their new quarters in the old Grand National building. They will have their official opening in about two weeks . . . Buck Jones and the missus, after hunting up all the westerns showing in the city, took a flier at the ice skating exhibition at the Municipal Auditorium. Incidentally, the Auditorium was packed—its a novelty in New Orleans—skating on real ice in June.

Mr. and Mrs. W. H. Castay of the Louisiana Motion Picture Equipment and the baby are on a vacation in West Terre Haute, Ind., where they are visiting Castay's brother . . . Eddie Delaney, of the Pike Theatre, Magnolia, Miss., celebrated the theatre's first anniversary with a 75-pound cake displayed in the lobby. Each patron received a slice.

A. B. Brashear, general manager of the American Desk Mfg. Co. of Temple, Tex., visited his office here in New Orleans and announced himself well satisfied with results. W. H. Prewitt is local salesman. Mrs. Prewitt is in the Hotel Dieu where she has been confined for some time with illness but is now on the road to recovery.

Rain throughout the territory for the past ten days has seriously interfered with business, many of the smaller houses being compelled to close. Neighborhoods in New Orleans also suffered in grosses.

Visitors to the Row despite the rain: A. Legnon of the Weeks, Weeks Island (Iberia parish); Charles Waterall, Pritchard, Pritchard, Ala. . . . Columbia's delegates to the national meet in Atlantic City, H. Duvall, J. Winberry, J. J. Farbacher and R. A. Kelly have returned to the city.

Joy Houck was one of the first to visit Atlantic Pictures' new offices and congratulate Goodrow and Sliman on the completeness of their plant. Joe Barcelona of Baton Rouge did likewise.

Promoters are busy endeavoring to bring to life again the old Federal Theatre Project, but this time in a new dress—nothing more than a movie colony com-

posed of the members of the theatre project which would make two reelers for the use of the smaller houses in the state. They want the writers project to produce the scenarios, the historical project to furnish the data and the state to sponsor the idea.

Cupie Aucoin has obtained a contract with the Motion Pictures Vending Machines Co. in Hollywood whose product will be released in the early fall. She has been in the coast city for over a year . . . The softball team recently organized on Filmrow has collapsed—the players were too fast for opponents who did not care to take a licking . . . Hugh McCollum, Columbia short feature producer, is in the city on a vacation.

With a powerful lobby working against the six bills affecting the film industry in Louisiana, the odds are that the bills will be lost in the shuffle . . . The United Chain will sponsor an elimination beauty contest at their various theatres to select a Miss New Orleans of 1940 to be sent to Atlantic City, in cooperation with Harry J. Batt of Pontchatrian Beach where contests have heretofore been held.

"All This, and Heaven Too" at the Orpheum will open to the highest prices in the history of the theatre: $1.12 *after* 8:30 *p. m. All seats are reserved.*

Construction on Santone Drive-In Set to Start

DALLAS—Bids were in the hands of contractors this week and construction will follow immediately on the new Drive-In Theatre for San Antonio as announced recently by Claude C. Ezell. Location adjoins the Kit Kat Club on the Fredericksburg Road northwest of that city and 4½ miles from the business center. The site will accommodate 502 cars. Estimated cost of the entire project and equipment is around $50,000. The opening is anticipated in 60 days.

W. G. Underwood and Ezell are behind the new venture. Early in the spring they announced purchase of Texas rights to install drive-in theatres and started a search for locations.

Baldwin Scripting

HOLLYWOOD—Earl Baldwin is scripting "The Weakest Link" for Warner. Eddie Albert will star.

Crescent Seeks to Strike Out 13 Items From Gov't's Bill

NASHVILLE, TENN.—Defense attorneys for Crescent Amusement Co., its affiliates, and certain producers and distributors have demanded and obtained a hearing on June 29 in U. S. district court, seeking to strike out 13 items in the government's bill of particulars. The defense seeks to have the following items eliminated as "impertinent and irrevelant:"

"(A) Palace Theatre, Rogersville. Defendant exhibitor built new theatre, cut admission prices, showed double features and caused independent exhibitor difficulty in getting good pictures, forcing him out of business.

"(B) Owner unknown, Lake City. (Same distress method charged as in A).

"(C) Name and owner unknown, Oneida. (Defendant exhibitor leased theatre from under independent exhibitor and ran him out of business.)

"(D) Roxy Theatre, Union City. (Same as A).

"(E) Roxy Theatre, Earlington, Ky. (Same as A).

"(F) Empress Theatre, Central City, Ky. (Same as A).

"(G) Kentucky Theatre, Hopkinsville, Ky. (Same as A).

"(H) Cherokee Theatre, Copper Hill. (Same as A).

"(I) Hendren and Parrott Amusement Co. Chain of 12 theatres in Tennessee cities. Independent exhibitors forced to sell for 50 per cent when defendant exhibitors threatened to build competing theatres in each city.

"(J) Lyric Theatre, Guthrie, Ky. (Same as A).

"(K) Princess, Lawrenceburg. Independent exhibitor sold 50 per cent interest under threat of competing theatre.

"(L) McKenzie Theatre, McKenzie. (Same as A).

"(M) Bama Theatre, Athens, Ala. (Same as A)."

Picture Going Costs Men More

Fort Worth—Men at Texas Christian University spend an average of $2.38 monthly on films, as compared to 98 cents disbursed by women, it was found in a recent survey of extra curricular expenses. The wide difference in amounts is largely due to the fact that the men generally buy two or more tickets. Funds spent for golf mount along with theatre tickets, with horseback riding and bicycling taking much lower figures.

Preview First of Series Of Texas Educationals

SAN ANTONIO—The first of a series of 20 educational pictures for the state's public school system was exhibited locally in the Plaza Hotel.

The initial subject is "The Story of the San Antonio Missions," which was produced here by Stephen R. Wilhelm, head of Alamo Pictures. The featurette runs 45 minutes and has been filmed with both sound and color.

At the premiere showing were members of the Daughters of the Republic of Texas, civic and school authorities, and members of the cast.

Azteca Releases

SAN ANTONIO—New Azteca releases for the month as announced by J. J. Jimenez, head of the Latin-American exchange here, are: "Odio" (Hate); "En Un Burro Tres Baturros" (Three Hicks on a Donkey); Tito Guizar in "Papa Soltero;" "Cuando Canta La Ley," and "El Trovador De La Radio."

Adapts "Smiling Corpse"

HOLLYWOOD—"The Smiling Corpse," a comedy-mystery, is being adapted for Warner by Robert Presnell.

Must Face Charges of Operating a Lottery

MOBILE, ALA.—Judge J. Blocker Thornton, in Mobile equity court, granted a motion to strike from the record Ricardo Montiel's complaint in which he sought to avoid prosecution on lottery charges.

The indictment was returned against Montiel for his Bank Night operation in the Saenger, Mobile's largest downtown theatre.

Montiel immediately appealed to the state supreme court. He charges discrimination, in that while he was indicted for Bank Night operations, scores of Bingo games, sponsored by church and fraternal organizations, were allowed to run uninterruptedly.

New Seats at Boaz

BOAZ, ALA.—The Rialto has installed new seats, furnished by Capitol City Supply of Atlanta.



—Photo by Cosmo-Sileo

And New Orleans, Too—

Sent Luke Connor, manager; R. L. Spindler and J. D. Jerrigan, salesmen.



WB Drive Winners—

From the unseen hand of Ben Kalmenson, southern and western sales manager, these southern Warner stalwarts receive their rewards for positions in the Grad Sears Drive. The scene was the company sales convention in Chicago. At the left: Fred Jack, district manager in Dallas, winner of first district place. Right: Doak Roberts, Dallas manager, second place in southern district. Below: Otto Rhode, Oklahoma City manager, winner of third place in the southern district.

—Photos by Cosmo-Sileo





MEMPHIS

W A. SCULLY, general sales manager for Universal, together with Frank McCarthy, eastern sales manager, spent several days in Memphis this past week with Jimmy Prichard, their local branch manager, working with the circuits, and incidentally, to see their new streamlined exchange.

This past week saw three new theatre operations in this territory: C. H. Hulin reopened the Star at Hughes, Ark., which had been closed for the past couple of years; Harlon Madden opened his ace suburban house, the Cozy, in Carruthersville, Mo., and James Joe opened the Grand View in Grenada, Miss., which is to be for colored.

Among Filmrowers vacationing are: Ilene Lindsay, assistant cashier at Universal who is taking it easy in Michigan; Mack Jackson, National Screen Service is relaxing with his parents, Mr. and Mrs. Jack Jackson, in Alexander City, Ala. Incidentally, Mack's father operates the Strand in Alexander City; Milton Lindner, salesman for NSS, is taking in the Fair in New York; Louise Moeller, secretary at Malco Theatres, is off to parts unknown; Evelyn Hammond, Tom Young's secretary at Fox, and Maxine Wilkerson, Bill Bugie's secretary at Paramount, are staying in "their own back yards."

Congratulations are in order for the Jimmy Augustines of the Normal, Memphis, on the arrival of an 8½ pound boy some ten days ago. Jimmy jr. and mother are doing nicely . . . An unusual visitor this past week was Ernest Austine of Rison, Ark.

Virginia Brown, secretary at Malco Theatres, became Mrs. James G. Raiford, Saturday night, when she was married at Hernando, Miss. . . . O. W. McCutcheon advises he has just installed fluorescent carpets in his Malone at Sikeston, Mo.

Monday was Ladies' Day at the Variety Club and the two "Bobs" on Filmrow were crowned "Kings for the Day"—Bob Conway of NSS and Bob Bostick of NTS put on a "Midnight Ramble" program at high-noon. About 125 were present . . . Morris Gelders has joined the staff of the NTS . . . G. H. Goff of the Rustic, Parsons, Tenn., has been elected Mayor . . . M. H. Brandon, president of Film Transit, Inc., visited his Memphis office this past week . . . K. H. Kinney of Hughes, Ark., advises he has just about recuperated from the Shrine convention.

A. C. Bromberg, president of Republic Pictures of the Southeast, who recently bought the Arkansas franchise, spent this past week consolidating the Little Rock and Memphis exchanges. With the purchase of this franchise, this makes him the largest individual franchise holder in the company. Merritt Davis, who is well known in this territory has joined the sales staff and will cover the Arkansas territory.

R. H. Fisher of the Crescent, Belzoni, Miss., was in advancing his bookings . . . Kirby Smith, Linden Circle manager, in Memphis, who is in the reserve corps of the Army, received notice this past week to report for duty at Ft. Riley, Kas. As yet no announcement has been made as to who will take over his post.

The Advertising Accesories, Inc., bought out the Peerless Advertising Co. this past week, and Bailey Prichard, who operated Peerless for the past several years, went with AA as salesman for Mississippi and Tennessee, Bob Conway, branch manager, announced. The Peerless Printing department will be maintained as in the past with Ralph Prichard in charge.

CHARLOTTE

H H. "HECK" EVERETT of Charlotte has been elected governor of District 31-A of the North Carolina Lions clubs. He is president of the Everett Enterprises, Inc., operating a group of theatres in the Carolinas.

New booth equipment has been installed in the Ritz at Walterboro, S. C. by National Theatre Supply. H. B. Cook is manager of the Ritz.

The Clinton at Clinton was opened last week by R. P. Rosser . . . W. B. Joyner opened the Gay at Gibsonville last week . . . Ruth Hardin of the National Theatre Supply office is out on vacation.

John Scott Trotter took time out from his work in Hollywood to fly to Charlotte to spend his birthday with his parents, Mr. and Mrs. J. S. Trotter. He has just completed his first feature-length picture, "Rhythm on the River."

Managerial Shift Follows Bernstecker's Promotion

CHARLOTTE—Effective June 23, according to announcement by H. F. Kincey, general manager of North Carolina Theatres, Inc.; Emil Bernstecker, present city manager and in charge of the Carolina here, will become district manager of the company's eastern theatres; Neil McGill, manager of the Imperial, will succeed Bernstecker at the Carolina, and Sanford Jordon, manager of the Broadway, will become city manager of the Lexington theatres.

Dewanner Stallings, city manager of Lenoir theatres, will take over the Imperial, and Clyde Wooten, manager of a theatre in Danville, Va., will become manager of the Broadway here.

Other changes in the organization are: Roy L. Smart, present district manager, will take charge of booking and buying; Harry Hardy, present booker and buyer, will become district manager; Montgomery Hill and Warren Irvin will retain their district offices at Greensboro and Columbia, S. C., respectively.

ATLANTA

MR. AND MRS. M. C. MOORE, Riverside, Jacksonville, Fla., spent several days here. Mrs. Moore then continued on to Alabama to visit relatives . . . George Jones, office manager for Republic, spent the weekend at the Georgia Power Co. camp in Gainesville, Ga. . . . Filmrow visitors were: J. Jarrell, Roxy, Commerce, Ga.; L. Ramm, Aiken, S. C.; Thomas Brandon, Magnolia, Titusville, Fla.; G. A. Johnson, Cherokee, Center, Ala.; Mrs. Violet Edwards, Strand, Washington, Ga.; O. C. Lam, Rome, Ga.; Col. Thomas E. Orr, Albertville, Ala.; R. E. Martin, Columbus, Ga.; J. F. Camp, Ritz, Barnesville, Ga., and Moon Corker, city manager for L&J Theatres, Athens, Ga. . . . M. J. Rogers, cashier at Universal, is vacationing.

Mrs. Lucille Bankston, Metro stenographer, and Wynelle Trotter of the accounting department are vacationists this week . . . R. L. McCoy, Warner branch manager; J. H. Black, H. R. Kistler, F. H. Rudolph, B. C. Weil and John M. Goldsmith attended the company's annual sales meeting in Chicago . . . Mrs. Katherine Tanner, Warner stenographer, was extended a hearty welcome on her return to work after being away for some four weeks. Virginia Berger, of the same company, is on her vacation this week . . . Leonard Seligman, manager of the Empire, has joined the ranks of the flying cadets. He started taking lessons this week.

J. N. Morgan and family of the Grand, Fitzgerald, Ga., will spend their vacation with relatives in Miami, Fla. . . . Sue Wyatt, 20th Century-Fox, is spending her vacation at Little Rock . . . Jerry Ellington, 20th-Fox, flew to Washington, D. C., for her vacation . . . Bob Ashmore, booker at 20th-Fox, is enjoying his vacation this week and will probably go to Nassau . . . Johnnie Burke, assistant manager of the Techwood, is seeing the sights in Florida . . . J. W. Martin has just purchased the Hangar Theatre from R. E. Hawkins. Martin was formerly manager.

Johnnie Harrell, booker for Martin-Thompson Theatres, and the Mrs. will visit his parents in Eastman, Ga., and will then spend several days in Florida. Johnnie says that if time permits he may go to Sun Valley, Idaho . . . Harvey Rudisill, formerly with National Screen, is the new booker at United Artists . . . Sara Adams, secretary to Dick Ford at 20th Century-Fox, has resigned to get married June 22. Mrs. Mary Ann Cosgrove replaces her . . . Frank Wilson, shipper at 20th-Fox, has resigned to go to work for the Coca Cola Bottling Co. . . . Tom Lucy, office manager at Metro, is back on the job, very much rested up after his vacation.

Mr. and Mrs. James Biggers (he is manager of the Martin in Opelika, Ala.) were visitors . . . C. P. Rhino of the Georgia Theatre Service Corp., and family are visiting his parents in New York . . . Atlanta Variety has just received a beautiful trophy, which is now on display in the club rooms, for having the second largest delegation attending the convention in Dallas.



—Metropolitan Photos

Memphis Columbians—

At the regional sales convention in Atlantic City are shown above: J. J. Rogers, manager, and Salesmen H. Kohn, T. B. Haynes and H. A. Chrisman.

B. C. Gibson Will Helm UA Branch in Dallas

DALLAS—B. C. Gibson, United Artists salesmen, has been named branch manager, succeeding Hugh Owen, who was elevated to the post of southern district manager.

Gibson started as a film salesman 20 years ago in Atlanta for the old World Film Company and has since followed that vocation in the same capacity with one exception. He arrived here in 1920 as salesman for Educational. Then he became associated with M-G-M's Leo. From M-G-M he dropped the salesman classification to become branch manager for Sono Art-World Wide for two years during the life of that company.

Gibson then connected with Universal and later joined United Artists where he has been for the past few seasons. Aside from film duties, he is one of Variety Club's most active members.

TENNESSEE

SUNDAY films have been defeated in Covington, but the city council of Murfreesboro has referred the question to a vote of the people . . . Nine Nashville suburban theatres promoted attendance on Father's Day by allowing fathers to come in free with one child's paid admission. Hundreds of youngsters marched in proudly with their dads.

Cherokee Amusement Co. has sold its lease on the Strand, Mountain City, to Allen O. Kent, Gade Springs, Va. Kent has had 20 years experience in theatre operation.

A stock company, "The Suitcase Theatre," plans summer shows at the Fisk University Little Theatre (Negro), opening with "Do You Want to Be Free?" The company will present a scene from this play at the national convention of the New Theatre League in Philadelphia.

You bought your Simplex projector

GENUINE — keep it that way by using GENUINE Simplex replacement parts—!

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—Metropolitan Photos

Atlantans at Columbia Meeting—

In Atlantic City. At the top are Sam Moscow, southern division manager (left), with Abe Montague, general sales manager. Below them are, left to right: E. B. Foster, B. A. Wallace, W. W. Anderson (manager), J. S. Laird and U. T. Koch.

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OKLA. CITY

FILMROW visitors: Earl Barrett, Arcadia, Maud; Eddie Holt, Wigwam, Coalgate; Walter Martin, Ritz, Oilton; C. C. Thrash, Clebit, Clebit; Frank Miller, Whiteway and Broadway, Marlow; L. E. Brewer, Folly, Pauls Valley; Leonard A. White, Bungalow, Weatherford; Louis Barton, Stroud; Paul Covey, Laverne, Laverne; John Terry, Rex, Konowa; Bill Jones and Bill Strickler, Harmony, Sand Springs; Carl Burton, A-Mus-U, Cordell; Harry Holt, formerly an exhibitor at Maud; Mrs. Ida Haines, Cortez, Wanette; Wesley Hodges, Broadway, Anadarko; Max Brock, Palace, Lawton; A. B. Momand, Shawnee.

Bob Pfotenhauer, manager of the State, has been up in the air lately with an air-conditioning crew in his theatre at all hours of the day and night. He came to work the other morning with one brown and one grey sock and was unaware of it until his mother telephoned and asked him what socks he was wearing. As Bob is an immaculate dresser, that was something.

Donald Alvin and Earl Ford, usher and doorman, respectively, at the State, have resigned . . . The old Folly, closed now for several years, is having its walls plastered preparatory to reopening, which Joe Cooper, president of Joe Cooper Enterprises, will determine when he arrives here this week. The Folly, formerly a 15-cent grind, will operate on the same policy when it reopens, according to Standard officials, which company leases the house.

Gladys Hale, secretary to A. L. Smith, Standard Theatres treasurer, is spending two weeks in Texas . . . Mrs. Louis Barton, wife of the Stroud, Okla., exhibitor, underwent a major operation there last Monday. Her husband was in Oklahoma City last week for the state Democratic convention and also to attend to details of contsruction of his new $50,000 theatre on Southwest 29th St. near Western Ave. Difficulty over clearing title to the lots had held up construction, but Barton has a green light showing now.

Mrs. J. E. Hobbes, wife of the Universal branch manager here, has gone to Charlotte, N. C., their old home, with daughters Nancy and Laura, to spend the summer . . . J. O. Stallings is reported to have leased the Joy at Ringling from O. L. Athey. Stallings formerly operated the Joy before Athey leased it from him . . . Another recent change in ownership was the leasing of the Blue Moon at Garber to Thurman H. Ellerd, Oklahoma City, by Cecil J. Hammett.

E. B. Coleman, M-G-M exploiteer from Dallas, was in town working on "Edison, the Man" which has been booked for this week in the Criterion, downtown first-run Standard house . . . Margaret Mason, M-G-M accessory billing clerk, is spending her vacation visiting some folks in Dallas . . . Woody Sherrill, formerly of M-G-M's ad sales department here and later booker in the Kansas City exchange, is now head booker in Des Moines.

Ed Peel, Warner head booker, has been elected president of the Filmrow bowling league for the coming year. Berlin Parks, National Theatre Supply, was named vice-president, and George Friedel, head booker at 20th Century-Fox, secretary-treasurer . . . Clyde Marker, assistant booker at 20th-Fox, returned from a week's Dallas vacation, then had to take another week to recuperate.

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BIRMINGHAM, ALA.

BUFFALO COOLING EQUIPMENT

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DALLAS

R. E. GRIFFITH donned tight-fitting khaki and left for the peaks and canyons of New Mexico on a pack horse expedition. He took Rupert E. Griffith jr. and a nephew, Gene Moore, of Fairfax, Okla., along. The trip will last about a week.

"Miss Hurricane," the prize Trinity bottoms turtle which Bingo host Duke Evans exhibited at the Variety Club last Friday night, went to none other than Alfred N. Sack, head of the Sack Amusement Enterprises. To be sure, Sack will enter the amphibian in the Variety Turtle Derby to be "run" here during August.

Hugo Plath of the University Theatre, Houston, was here Tuesday and told friends he has sold his interest in that theatre. Current reports are that the University is again being operated by Dale F. Luckie, who built and opened the place about three years ago.

R. C. "Bob' McIlheran, manager of the Gem, Wichita Falls, was in booking. His last visit two months ago was on a trip to San Antonio when R. C. McIlheran jr. was commissioned a lieutenant in the U. S. air corps. He is now stationed in Panama. Bob said it has rained as much in Wichita as it has here but that business has been good.

Ben Knoch came up Wednesday with his partner, Ernest Rockett, from Waxahachie . . . Fred and Mrs. Oliver drove down from Shamrock in the Panhandle to book and shop around equipment houses. Distance makes them among the infrequent visitors. They operate the Liberty.

The Roy C. Lees have a pet goat that always goes along when they are out night clubbing . . . The Lakewood, newest of the neighborhood deluxers, operated a cooking school two days this week.

Karl Hoblitzelle is now exhibiting pictures in Dallas other than films. In the Dallas Museum of Fine Arts at Fair Park, the famous Hoblitzelle collection is on display. The group includes restored masterpieces of the 16th century, and later works of ancient vintage.

The Warnerites are back from the company's annual convention in Chicago, which, by the way, was the last confab among film companies to be held this year. Those making the trip from here were Southern Division Manager Fred M. Jack; Doak Roberts, branch manager; Salesmen H. D. Parks, W. O. Williamson, H. G. Krumm, Paul Backus, Byron Adams, and William W. Lewis, publicity man.

Rubin Frels was here from Victoria booking for his south Texas circuit. With him was Rubin jr., who seemingly has grown about one foot since his last visit to the Row . . . L. M. Threet of Lufkin passed through Monday on his way to the Chicago Allied convention.

G. A. Cole, who during the past few years has operated in several Texas towns and most recently at Fort Stockton, was back on the Row this week. He is expected to enter a new location shortly.



—Metropolitan Photos

From the Dallas Branch—

To the Atlantic City Columbia regional sales convention came the above force, which got an earfull from J. B. Underwood, manager. Getting the earfull are Salesmen H. Craver, W. L. Penn, J. L. McKinney, A. M. Whitcher and L. Wilkes.



—Metropolitan Photos

From Oklahoma City—

For the Columbia convention in Atlantic City came: C. A. Gibbs, manager, and Salesmen J. A. Smith, S. Gibbs and J. P. Hudgens.

FOR PARTS - - - - - - - - ACCESSORIES

AND COMPLETE EQUIPMENT

CARBONS
TICKETS
BELTS
TUBES
POWERS MACHINE PARTS
SIMPLEX MACHINE PARTS
RECTIFIERS
RECTIFIER TUBES

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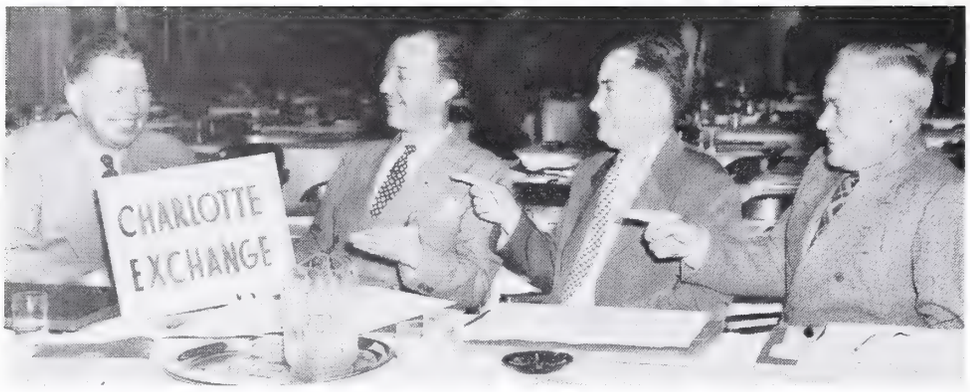
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HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

408 S. HARWOOD DALLAS, TEXAS



—Metropolitan Photos

From Charlotte—

To the Columbia regional sales convention in Atlantic City came the above: R. J. Ingram, manager, and Salesmen G. Roscoe, R. D. Williamson and C. Patterson.

Newsreel Division Plan Works for Interstate

DALLAS—Interstate officials determined their newsreel policy this week which includes elimination of war shots from part of the Elm Street screens. The Tower and Capitol are showing the uncensored reels. The more gruesome scenes are being eliminated at the Rialto. All war scenes are deleted at the Palace and Majestic, according to James O. Cherry, city manager.

When trailers announcing this policy were shown on the Palace and Majestic screens, audiences loudly applauded, Cherry said.

Complaints of adverse audience reaction to war scenes in smaller towns have been negligible.

Jenkins Plans Exchanges In Dallas and Atlanta

DALLAS—John Jenkins, engaged the past several years in the distribution of all-Negro pictures, announced his intention to establish exchanges in Dallas and Atlanta soon.

Jenkins recently contracted with Supreme Pictures for a series of four Negro films and four Bob Steele re-issues. His connection as representative of Million Dollar Productions, also makers of Negro films, has not been changed.

Remodeling Mishap Not to Halt McAlester Work

DALLAS — During process of remodeling the R&R Ritz in McAlester, Okla., which the circuit had under contract, the rear wall toppled in and one workman was killed, according to C. V. Jones, R&R official who inspected the scene of the accident this week. Work has been stopped temporarily but will soon proceed to completion, he said.

Gulfport Opening

GULFPORT, MISS.—The Ritz, a 350-seat theatre for colored, was opened here Friday by A. L. Royal, who also owns and operates the Royal, a downtown all-white house. His new Ritz will be managed by M. M. Bailey, formerly of Lumberton, Miss.



Holiday Bound—

Awaiting bus time at the Freeman Memorial Clinic, this group of youngsters is ready for a two-week stay at the Dallas Variety Club's summer camp for boys. It was the season's second group and totaled 75. The camp, located on the R. E. Griffith farm near Belton, is in its second year under the supervision of Marshall Brown, athletic director of the Dallas Athletic Club.

SANTONE

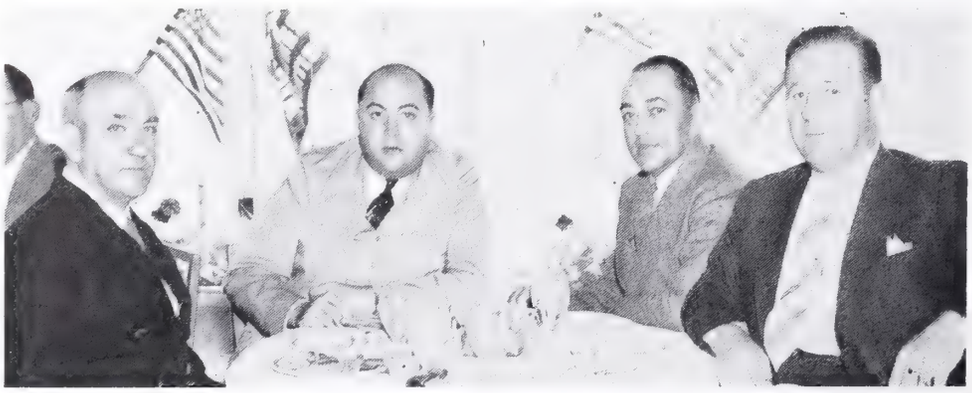
THE CAMEO, new Negro house, opened with a revival of "Nurse Edith Cavell" to satisfactory business . . . Over at the Joy, Jack Arnold, Dallasite, is holding sway as the new leading straight man . . . Johnny Dennis, local representative for the MPMO, back from the Louisville meet . . . Miss Dorris Null, candy gal at the State, pinch-hitted in the boxoffice while Irene Brown vacationed down on Corpus bay. Incidentally, Peggy Norby, new popcorn saleslady, manned both stands, pro tem.

When "The Magic Bullet" recently played at the Texas, it was advertised in the press ads as "not a gangster picture" . . . Phil Alexander auditioned his "Let Them Speak" stage play on the Plaza Hotel mezzanine floor last week for Interstate . . . Two of San Antonio's best actors—Jay Ralston and Eddie Moran—will be seen in the Civic Opera, "Student Prince," at the Sunken Garden Theatre, June 25.

Local Interstate theatres participated in the Red Cross drive by solicitation of war relief funds through collections during each performance, daily . . . Interstate's Gift Books of tickets were hawked as an ideal present for Father's Day . . . Now all the laddies and lassies will have to watch their steps since yours truly has been appointed a special deputy constable of precinct one, Bexar county . . . San Antonio's drive-in will be constructed by Messrs. Ezell and Underwood of Dallas and will open on or about August 1 with accommodations for 300 cars. Location will be on Fredericksburg Road, just outside the city limits.

For the third consecutive year, Joseph McGarrigle, English actor and World War vet, has been made stage manager for the San Antonio Civic Opera Co. Joe also has a part in the next production . . . Lupitina Narro, Latin-American exchange employe, hard at work after that vacation in Mexico City . . . T. J. Jackson, son of "Stout" Jackson, tent roadshowman, is here training with Uncle Sam's aviators at the major flying fields.

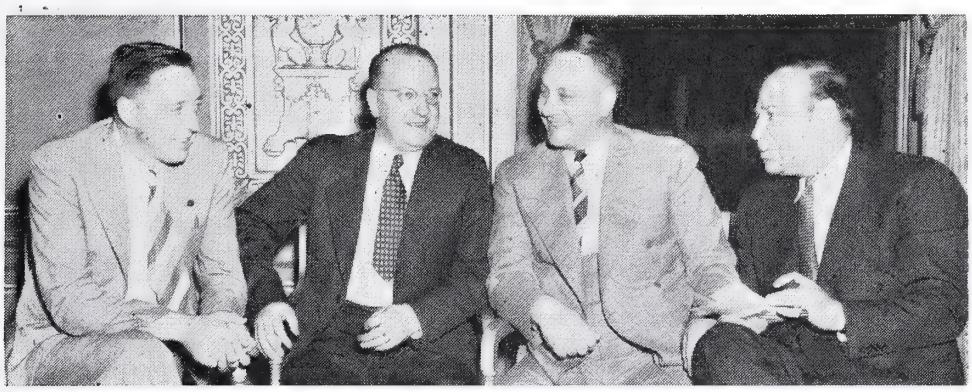
Dropping in at the Aztec, Tuesday, we were reminded of Grauman's Chinese in Hollywood. The theatre was perfumed with the exciting new fragrance of "Safari," which was also the title of the feature picture.



—Metropolitan Photos

From New Orleans—

For the Columbia convention in Atlantic City came J. Duvall, manager, and Salesmen J. Winberry, J. J. Fabacher and R. A. Kelly, pictured above.



—Photo by Cosmo-Sileo

At the Warner Pittsburgh Meeting—

Left to right, Lou McKenzie, St. John manager; H. Law, salesman; I. Covall, Vancouver manager, and Lou Geller, Winnipeg manager.

F-P Managers Move Across Continent

TORONTO—Several important changes in managerial personnel of Famous Players Canadian Corp. have been made in various parts of the Dominion.

L. M. Graburn, lately acting district supervisor on the Atlantic Coast and previously manager in Vancouver on the Pacific Coast, left Halifax for Toronto, stopped momentarily and proceeded to Regina, Sask., to become manager of the Capitol in that city.

Robert Maynard has resigned as manager of the Cartier in Hull and Louis Gauthier, assistant manager of the Capitol, Sudbury, in northern Ontario, was promoted by District Manager Jack Arthur to succeed Maynard who has entered another line of business.

Replacing Gauthier at the Sudbury Capitol as assistant to S. Scott is M. Phillips, promoted from the position of usher at the Capitol in North Bay.

Mamoulian Directs Power

HOLLYWOOD—Rouben Mamoulian will direct "The Californian" for 20th-Fox. Tyrone Power will play the title role.

Silent Tribute to Allied Forces

Montreal—Tribute to the gallantry of Allied forces fighting against the onrushing Nazis in France was paid by theatre audiences in most of the city's central theatres on the evening of the capture of Paris. The orchestras spontaneously played "La Marseillaise" between shows.

Moviegoers about to leave the theatres, and others coming in, stopped wherever they were and stood silently at attention as the stirring strains of France's national anthem swelled up, and remained stationary until the music died away.

After final performances at each of the theatres—a check revealed this was being done at the Loew's, Palace, Capitol, Princess and Imperial—"La Marseillaise" was again played, but was this time followed by "God Save the King."

Projectionists Make Services Available

TORONTO—Following a meeting of the Toronto Motion Picture Operators Union subsequent to the return to the city of delegates to the 35th annual IATSE convention in Louisville, Ky., formal announcement was made by President Charles Dentelbeck that the members of the local had placed their services at the disposal of the Dominion government in the war effort for capacities in which they were best fitted to perform special duties.

One of the first steps in this direction has been to provide projectionists, who are employed in theatres where night performances are scheduled except on Saturdays and holidays, for national service as electrical technicians without remuneration. Experienced in sound projection, these men have been made available for the repair and maintenance of wireless, telephonic and other equipment in use by the armed forces, for instructional purposes and for the providing of entertainment features. Members of the International Union are giving their spare time during mornings and afternoons without charge.

Arthur Milligan, an officer of the Toronto local for many years and one of the Toronto delegates to the Louisville convention, has been named chairman of the committee to supervise this national service and to maintain contact with the Government Departments in the placing of projectionists in part-time duties.

Word has been received from E. J. Landsborough, manager of the Capitol at Galt, Ont., that one of his operators, J. Freeman, has joined the colors by enlisting in the Canadian Active Service Force for Overseas service.

Announcement has also been made by Jack Arthur, district manager of Famous Players Canadian Corp., that the circuit has donated a projection machine to the military theatre at Camp Borden where a considerable number of C.A.S.F. units have been assembled from the Toronto and eastern Ontario military districts for intensive training. Films are being loaned by film exchanges in Toronto for camp performances at frequent intervals during each week.

Back from the IATSE convention trip and holidays are W. P. Covert, business agent, Arthur Milligan, who is a veteran operator at the Toronto Imperial, Dave Siegel of the Toronto Casino, and President Dentelbeck.

A. J. Laurie Effects Distribution Deal

TORONTO—One of the most important of trade developments in Canada in recent years reached its final stage last weekend with the completion of arrangements for the distribution in the Dominion of features of Associated Talking Pictures, Ealing Studios and Michael Balcon Productions, a five-year franchise for which has been signed by a new company, Esquire Films, Ltd., with head office in Toronto, of which A. J. Laurie is president and general manager.

Fifteen features for immediate release comprise the first allotment under the franchise and prints of 14 pictures have already been received by Esquire Films which was recently incorporated as a company under a federal government charter. The concluding deal in connection with the setup was the signing of a contract with Empire-Universal Films for the physical distribution of this group of pictures throughout Canada by means of the six Empire offices from coast to coast. Announcement to this effect was made at the annual sales convention of Empire-Universal at the Royal York Hotel here, with all officials and branch managers in attendance as well as President Laurie of Esquire Films who presented an outline of the product. It is noteworthy that Laurie was assistant general sales manager of Empire-Universal until a few months ago when he resigned to launch his own enterprise. Arthur Lee of New York, former general manager of GB in the States, was also in attendance and it was divulged that he has acquired the United States rights for the 15 features.

Most Prints Ready

President Laurie announced that his company would control all new features starring George Formby who has been rated the leading boxoffice star in England for the past two years in an official survey, while other productions are directed by Robert Stevenson. Heading the list is the naval film "Convoy," dealing with the present war marine situation. It was announced that "Let George Do It," with George Formby, would have a Broadway premiere in a few weeks. The list includes "Young Man's Fancy," "The Proud Valley" with Paul Robeson, "Cheer Boys Cheer," "Return to Yesterday," "Saloon Bar," "It's in the Air," "Sailors Three," "John and Marion," "I See Ice," "The Outsider" with George Sanders and Mary Maguire," "The Human Monster" with Bela Lugosi, and "I Killed the Count." Prints of all these pictures are already available with the exception of "John and Marion" which is not yet completed.

Laurie is a veteran of the film business in the Dominion, having made his start as an exhibitor at Montreal back in 1911.

TORONTO

JACK ARTHUR, district manager of Famous Players Canadian Corp., has been appointed chairman of the subdivision of the Canadian Red Cross national committee for advertising and has supervision of theatre and radio features for the society.

Miss Gladys Withers, cashier of the Capitol, Sarnia, Ont., has gained wide fame as a ticket seller, apart from her duties in the boxoffice. She has been mentioned in dispatches because of her record in selling hundreds of books of Thrift Tickets issued in recent weeks by Famous Players Canadian Corp., being far in the lead in the sales campaign. Last December, Miss Withers also set a record for the circuit in the sale of admission books as Christmas gifts. W. J. Fawcett is the manager of the Sarnia Capitol.

Al Ironsides, formerly of the Toronto office of Associated Screen News, visited his old haunts around the local film colony while on leave from the Royal Canadian Air Force with which he has been training as a full-fledged airman for some months.

Word has been received from England that Fred Doney, manager of the Capitol, St. Thomas, Ont., has been promoted to the rank of Captain and has been appointed to a brigade staff headquarters. Capt. Doney was one of the first in Canada to enlist last September and went Overseas with the first division of the Canadian Active Service Force. Fred Masters of Famous Players' auditing department, who is now across the Atlantic with the Royal Canadian Air Force, has been promoted to the rank of Leading Aircraftsman.

M. Scoyne, well-known to the public for some years as the doorman of the Capitol, London, Ontario, has joined the colors and is headed for overseas with the Canadian Army . . . Roy Tasch, ace cameraman of Associated Screen News, has been permanently appointed to the Toronto branch of the company and is busily engaged with newsreel work and shooting for government pictures. Montreal was formerly his base of operations.

Manager Al Sedgwick of the Belsize, secured wide publicity, including many pictures in the daily newspapers with his beauty contest, the final competition of which was conducted Monday night, June 17, before a crowded house. For the final judging, the 12 young ladies appeared in bathing costumes, after wearing street clothes in the elimination tests.

Announcement has been made from Famous Players' head office, of the appointment of Sylvester Gunn, booker of Western Theatres, to the management of the Metropolitan at Winnipeg in succession to Don Gauld who has been promoted to be assistant district manager in the Middle West under the direction of E. A. Zorn. Hilliard Gunn, formerly chief of staff at the Metropolitan, has been made assistant manager to Frank Willis at the Orpheum, Fort William, Ont.

Martin Simpson, formerly assistant manager at the Capitol, Hamilton, Ont., has been transferred to Halifax to be assistant to R. S. Roddick at the Capitol. With the appointment of Arthur Ducharme as manager of the new Park at Windsor, Ont., Ralph Bartlett, assistant manager at the Windsor Tivolix has replaced him as assistant manager at the Windsor Palace. Lloyd Allen, chief of staff at the Windsor Capitol, has become assistant manager at the Tivoli.

Fred Trebilcock has resumed his post as manager of the big Uptown, after a series of misadventures on his holiday flying trip to South American Republics. He experienced the earthquake at Lima, Peru, after which he started for home on a Pan-American Clipper. He became ill at Trinidad and had to be taken from the airplane at Miami for an appendix operation. He is still under the doctor's care.

Frank O'Byrne, Toronto branch manager of Associated Screen News, made a flying trip to Algonquin Park for a fishing outing. During the flight, the airplane encountered a severe storm but Frank did not know it until some time afterwards when he was awakened from sound slumber. He subsequently made a trip to Montreal on business.

Among the screen and stage stars who have been booked for engagements during the summer stage season at the Royal Alexandra, are Raymond Massey, Miriam Hopkins, Ruth Chatterton, Edward Everett Horton, Ina Claire, Bramwell Fletcher and possibly Laurence Olivier, the latter having now been notified by the British War Office that his military services are not required for the present.

William McKnight, veteran exhibitor and former Toronto newspaperman, has resigned as manager of the Capitol, Woodstock, Ont., which is operated by Griffin Theatres Limited . . . Charles Dentelbeck, supervisor of projection for Famous Players, has returned from a tour of inspection at theatres in Galt, Guelph and other Western Ontario cities.

TILBURY NOTES: Basil Markle, in charge of advertising at the Plaza, left for a honeymoon trip to Montreal.

In a tieup with Salada Tea, local merchants have arranged with the Plaza to admit children to the theatre for the tops of tea packages.

Pete Barnes of Dallas, Texas, owner of Foto-Nite, was a visitor here for the introduction of the game to Tilbury.

All soldiers, home on leave before going to Camp Borden, have been guests of the Plaza . . . The Plaza, incidentally, held a private screening for nuns and priests of the district, on the occasion of presenting the March of Time reel dealing with the Vatican.

Scoffs at Idea Britain Will Move Studios to Canada

TORONTO—Arthur Lee of New York discounted the idea that British film studios would be transferred to Canada because of the war, as intimated by Robert G. Sherriff, author, in a statement on arrival in the Dominion from England.

Interviewed at Toronto where he was attending the Empire-Universal annual sales convention, Lee declared that he knew nothing of any general movement for the setting up of British studios in the Dominion and regarded the idea as somewhat ridiculous.

"When they stop producing pictures at the London studios, they will stop producing at Hollywood," declared Lee with emphasis.

Lee represented Gaumont-British in the United States for a long period and has been closely linked with the British industry. He resigned as GB general manager for the United States on June 1 but is launching an enterprise of his own for the distribution of British product in the States, it is understood.

Theatre Circuits Meeting Dividends Regularly

TORONTO—The Eastern Theatres, Ltd., subsidiary of F-P Canadian Corp., operating the Toronto Imperial which seats 3,373, has declared a dividend of three and one-half per cent on the preferred shares of the company for the first six months of 1940, payable July 31.

In connection with the 3½ per cent dividend currently being paid by Marcus Loew's Theatres, Ltd., Toronto, half of which is being applied against back interest on the seven per cent cumulative preferred shares, dividend arrears on Loew's in downtown Toronto have been reduced to $10.50. A dividend was paid April 1 and, within three months, another payment is being made.

It is of interest that not one of the important theatre companies or chains of the Dominion has passed its dividends during the past 12 months.

Proposed Parry Sound Building Abandoned

TORONTO — Theatre Holding Corp. has announced that it will not proceed with the erection of a new theatre in Parry Sound, Ont., on a site which was purchased a short time ago, to replace the Royal. The latter, bought last year, seats about 300 persons and it is being enlarged to take care of present demands. Jack Wellard, formerly of Columbia Pictures' Toronto office, is the manager of the Royal.

"Hell's Angels" Again

TORONTO—The original "Hell's Angels" has been revived at two Toronto theatres, the Avenue and the Pylon. The Avenue is situated close to the Royal Canadian Air Force training school in North Toronto and many air cadets were attracted by the feature.

Changes Follow F-P Control Extension

WINNIPEG—The most important development in local film circles is the deal through which FP has gained control over several houses formerly owned jointly with Western Theatres Limited. These houses include the Gaiety, Tivoli, Uptown and the Crescent. As a result of the new set-up, various changes have taken place with regard to personnel. Don Gauld, one-time manager of the Metropolitan, has been appointed supervisor of the new four-house circuit. Leno Toraldo moves in as manager of the Crescent. Harold Gray, formerly assistant manager of the Metropolitan, takes over the managerial post at the Tivoli. Jack Fitzgibbon replaces Gray as assistant at the Metropolitan.

Expect Passport Demand Will Boost Patronage

TORONTO—If the United States government goes through with its announced intention of requiring the possession of a passport by every visitor from the Dominion after July 1, theatre owners and managers in the border cities of Canada expect that the restrictive regulation will have the effect of stimulating patronage in their houses. With Canadian money at ten per cent discount and the U. S. border officials asking for passports at $5 each, Canadians will be less inclined to cross the line for screen entertainment, it is believed.

R. L. Vallee Will Soon Open in Sherbrooke

SHERBROOKE, QUE.—R. L. Vallee, head of the Independent Theatres circuit, is rapidly readying the Premier Theatre here, which he took over on May 1, for its opening.

New equipment and acoustical treatment have been installed and completed and a contract for air conditioning has been signed. The cost of the modernization, which has been extended to include a new marquee as well as interior renovation is over $30,000.

War Savings Stamps Serve To Admit in Ottawa

OTTAWA—One of the new Canadian War Savings Stamps was the price of each admission to the Capitol in Ottawa at a special performance last Sunday under the auspices of the Catholic Youth Organization. Instead of admission tickets, the savings stamps were sold at the cashier's wicket and the money is being turned over to the Canadian Government to aid in the war effort.

This is the first time in Ontario that admissions of any kind have been sold on a Sunday at a place of amusement.

MONTREAL

HERR VON RIBBENTROP, Germany's foreign minister, spent several years in Canada previous to the first Great War, residing in Quebec, Montreal and Ottawa. Acquaintances noted that he was highly susceptible to ridicule, and in this connection it is related that one summer evening he wore the first white linen suit seen in the Capital as he escorted a lady to a motion picture theatre. In the darkened interior the usher thought he had removed his jacket, and, tapping him on the shoulder told him "Gentlemen are not permitted to remove their coats." Ribbentrop was furious. "Have you never seen a white suit?" he exploded. His companion had difficulty in persuading him to remain and see the show.

Import licenses will be required on all goods imported into the United Kingdom, the Canadian trade commissioner in London reports. For certain commodities, however, individual licenses will not be required, an open general license being all that is necessary. This applies to cinematograph standard width unexposed and film base film and cinematograph exposed.

Italy's declaration of war against the Allies, quickly followed by Canada's declaration of war against Italy, had the effect of substantially increasing patronage at some north end motion picture theatres in a district where Italians are numerous. One manager reported being surprised in the early afternoon by the large number of Italians who bought tickets and entered the theatre. It developed that they were seeking refuge from raids conducted by the Royal Canadian Mounted Police who rounded up and arrested Italian residents.

Gordon Sparling, production supervisor, and Ross Beasley, cameraman, of the Associated Screen News, are off to the Maritime Provinces to complete a cross country tour during which they have been shooting "Peoples of Canada" for the national film board . . . J. W. Campbell, news editor of Associated Screen News, has been spending a few days in Ottawa.

Romeo Vandette, supervisor of projection equipment for the United Amusement Corp., recently built himself a speed yacht . . . Quebec life underwriters, their wives and friends, attended a showing in the Montcalm Palace, Quebec, of a Hollywood production, "Yours Truly," which deals with the art of salesmanship . . . Competition for the motion pictures these summer evenings is being provided by band concerts in the parks of Montreal.

R. C. Sheriff, author of "Journey's End," has been visiting Montreal as advance agent for Alexander Korda, famous British producer. Mr. Sheriff expects to accompany Korda to Ottawa there to discuss with officials the possibility of producing pictures in Canada.

Motion pictures from the film library of the Province of Quebec department of education were shown to Quebec Kiwanis by Gaudry Delisle, department official-Tizoune, Montreal French-speaking comedian, was featured at a special midnight show at the Cambrai, Quebec . . . Dave Bines, RKO dance director and producer, has been engaged for the fifth consecutive season as production chief of the theatrical group at Schroon Manor, Schroom Lake, resort which attracts numerous Montrealers each summer.

Two Montreal projectionists will be honeymooning soon, it is reported. They are Tommy Keegan, of the Corona and Paul Guilbault of the Seville, who are understood to be contemplating early assumption of the bonds of matrimony.

A new combined amusement and tax ticket imposed on exhibitors by the Province of New Brunswick is objected to on the ground that theatregoers might be able to purchase tickets in one place of amusement and use them in another, as tickets are all alike except for the serial number which the doormen would not have time to check.

John Justin, 22-year-old British film star, wha has just completed "The Thief of Bagdad" at Hollywood, is here on his way to England to join the Royal Air Farce. He obtained his pilots license last year and was paced on the reserve, but has just been called home.

Greatest of the British patriotic films, the "screen's thrilling tribute to the glorious of the British Navy," "For Freedom," starring Will Fyffe, Scotland's greatest actor, and officers and men of the light cruisers Ajax and Exeter, drew throngs to the Palace. "For Freedom" has the endorsement of high-ranking officers of the Canadian Navy.

Lucien Roy, energetic western representative of Associated Screen News, flew to Edmonton to film the ceremonies in connection with the disbanding of the famous Edmonton "Grads" basketball team . . . Stuart Legg, of the National Film Board, was a visitor to the Associated Screen News head office in Montreal.

WINNIPEG

FRANK H. KERSHAW has been appointed district supervisor of the Alberta division of FP. In the company of A. E. Zorn, western district manager, Kershaw left this week to take up his new duties at Calgary.

Bill Novak, formerly manager of the Capitol at Regina, comes to Winnipeg to manage the Gaiety. E. A. Retalick goes to the Uptown helm.

The medical profession takes control of cinema fare in the city this week with three films at first run houses including doctors in their showings. "The Doctor Takes a Wife" goes into its third week at the Garrick. "Dr. Kildare's Strange Case," is playing Eddie Newman's Lyceum. "Dr. Cyclops" is doing well for Syl Gunn at the Metropolitan.

Nestor Novak returns from his holidays at the beginning of the week . . . Sir Harry Lauder returns to town in a film, "Song of the Road," which is playing the Osborne.

Empire-Universal Dines Universal and Republic

TORONTO—The dinners formed the diverting functions of the annual convention of the Empire-Universal in the Royal York Hotel here.

At the Universal dinner, the guests of honor were W. A. Scully, general sales manager of Universal, and F. J. A. McCarthy, eastern sales manager. Prominent guests included Col. John A. Cooper, president of Motion Picture Distributors of Canada; J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp., and Jules Allen of Theatre Holding Corp. and Premier Theatres, with Arthur A. Lee of New York.

A similar dinner was held for Republic when the guest of honor was President James R. Grainger.

Officials of the Canadian company included President O. Hanson, Vice-President Paul R. Nathanson, General Manager A. W. Perry, Sales Manager Harry Paynter, and Clair Hague, Canadian Universal representative.

A patriotic theme was presented in the assembly room for the convention in the display of a handsome life-size painting of His Majesty King George VI in a large gold frame which was festooned with Union Jacks. This was provided for the occasion by Ben Cronk of Toronto.

"Primrose Path" Permit Withdrawn in Ontario

TORONTO—Announcement has been made by Chairman O. J. Silverthorne of the Ontario film censor board that the permit for the exhibition of "Primrose Path" in this province had been withdrawn because of complaints from the Local Council of Women regarding the moral tone of the feature. He intimated that the picture might be released after further consideration.

"I don't think the picture is any worse than 'Of Mice and Men' and 'Grapes of Wrath' which are along the same line. It will likely be shown again," Chairman Silverthorne declared.

: How They Sell 'Em :

Andy Ostrander, pinch-hitting for Nestor Novak away on holiday, helped Harold Bishop in lining tie-ups in connection with "Lillian Russell" in window displays at Eatons, the Bay and Birks-Dingwall stores in Winnipeg. In connection with his showing next week of "This Freedom," Harold Bishop is preparing a strong campaign which will feature a parade of 250 sea cadets and their band to the house.

Three hundred one sheets, interesting newspaper ads featuring intriguing teasers featured Syl Gunn's exploitation of "Dr. Cyclops" which is playing his Winnipeg house this week. A window in the T. Eaton Co., played an important part in a tieup with a Paramount Pictorial on men's hats. Ten thousand biscuits, distributed in connection with a local biscuit manufacturer, was the medium Gunn used successfully to ballyhoo his showing of the "The Biscuit Eater."

VANCOUVER

FILMROW is awaiting details of film losses suffered in the burning of the Orpheum at Dawson City . . . Mr. and Mrs. A. J. Elliott, Rex, Quesnel, B. C., are enjoying a visit from their daughter Mabel, who came down from Stewart to see them . . . The third in the series, "Canada Carries On," entitled "Home Front," is to make it's first appearance at the Capitol, June 27. The film, dealing with women's activities in war time, was preceded by "Atlantic Patrol" and "A Letter From Aldershot."

The Bralorne and Pioneer mines have hit upon a plan to enable their men, who may be temporarily embarrassed, to see the pictures they exhibit in their community halls. Any one wishing to see the show asks the time-keeper for a theatre check which is then chalked up against his wages. This may give the time office some extra work but at the same time it boosts boxoffice receipts . . . W. S. Weston is installing a second projector in the Oliver booth at Williams Lake.

"Babe" Coval is expected back from that WB convention . . . When the Dominion was closed for alterations, Bill Tenny was offered a fill-in job in the booth of another theatre, but he said no and went fishing . . . Harold "Happy" Wardrop, who was laid up some time ago, asked the Plaza to cease holding his job open for him as he intends taking an extended rest while recuperating. Art Carriveau, projectionist at the Rex, will take "Happy's" place.

Another change will occur when Shirly Wilson will leave the booth at the Bay to take the place of Earle Baltazar, who left the Stanley to go into business with his brother in Oregon . . . L. B. Pantages, secretary-treasurer of Local 348, and Harry Pearson, Local 118, delegates to the IATSE convention, are expected back this week, but R. G. Pollock, president of 348, may not be with them as he proposed visiting the New York World's Fair.

When not busy in the projecting booth, Joe La Chance's mind is busy with inventions. His latest is a salmon lure which so impressed others that it was quickly financed and is now being manufactured in quantity. It is said that Joe once had an idea for a reversible propellor . . . Keeping up to schedule, the reflooring of the Dominion is finished and seats are now being installed.

"People of Canada" to Be Next Dominion Feature

TORONTO—The next propaganda picture of the national film board of Canada will be released under the title of "People of Canada," it is intimated. This was scheduled under the heading of "Women at War" but Republic Pictures has produced a feature with a similar title.

Work is in hand on a national film which is really international in that it deals with the amity—not enmity—between Canada and the United States, with particular reference to the more than 3,000 miles of mutual boundary on which there are no fortifications for "self defense."

Grace Fields' Montreal Visit Creates Flurry

MONTREAL—Monty Banks, British actor and film producer, husband of Gracie Fields, may produce a film in Canada starring his wife, he informed BOXOFFICE during a visit by the couple to Montreal.

Gracie Fields, who is making a trans-Canada tour, sponsored by the Navy League of Canada, with the object of raising funds for wounded and disabled seamen and their families, hit the front pages immediately. Officials of the Canadian Legion and the Navy League went to the City Hall to arrange a civic reception for the star and to see that she signed the Golden Book, when Mayor Camillien Houde declined to receive her on the ground that the tour was a publcity stunt. Protests poured in on the City Hall, editors condemned the mayor and then Mr. Houde backed down, declaring he was under a misapprehension when he refused the invitation. Miss Fields has shown no concern, simply saying she "did not come to Canada for afternoon tea but to work for the soldiers and sailors," and said she was too busy to think about social matters.

Ottawa Civil Employes Will Miss Matinees

OTTAWA—Adverse effect upon matinee patronage of theatres of the Dominion Capital is expected in the decision of the Canadian government to discontinue the practice of early closing for the 15,000 civil servants in Ottawa during the summer months because of the war. Previously, the daily schedule during the hot season was 9 a. m. to 4 p. m. with 90 minutes off for lunch but all that is changed now and the government employes must struggle through to a later hour—or too late to catch the matinee price at Ottawa theatres.

: NEWS BRIEFS :

ALBERTA

CALGARY—Separate assessment for the Grand has been allowed by the city at the behest of National Theatres, Ltd.

BRITISH COLUMBIA

VANCOUVER—An air conditioning unit has been installed at the Capitol.

MANITOBA

HARTNEY—The remodeled Hartney has been opened.

NOVA SCOTIA

HALIFAX—Arthur Corkum is the new projectionist at the Garrick here.

ONTARIO

HUNTSVILLE—Air conditioning has been installed in the King George Theatre.

TORONTO—L. W. Payne, proprietor of the Capitol, has been made a life member of the Canadian Picture Pioneers, an organization of those in the industry 25 years or more.

ST. CATHERINES—A remodeling program to cost $20,000 is planned for the Granada.

TIMMINS—Contract for construction of a theatre here has been awarded by the Broadway Theatre, Ltd.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Amazing Mr. Williams, The
This was the talk of this little burg. It was a scream from start to finish. I played it on Bank Night. It is a hard picture to get patrons to see. Don't play up the cast, play up the plot. Wednesday. Weather: Good. Admission: 30-10. Spanish patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy and American, N M.

Too Many Husbands
A snappy comedy that will please the patrons. Columbia product always dependable. Sun., Mon. Weather: Fair. Admission: 25-10. Rural patronage. Population: 600. Capacity: 350.—John L. Bush, Ritz, Little River, Kas.

First National

Fighting 69th, The
Absolutely tops in war pictures. Very timely in showing. I was proud to stand in the lobby as they came out of this one. Cagney has a good following here. Give us more like this. Sun., Mon. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Fighting 69th, The
This picture really brought them in. The rain was coming down in torrents and they still came. No one had any kick coming. "GWTW" played one day before this picture. Sunday. Admission: 30-10. Spanish patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy and American, N. M.

Metro-Goldwyn-Mayer

Another Thin Man
A good picture and a good cast. What we can't understand is why this new release did not do the business that an old release, "Wings of the Navy," did the week before. This "Thin Man" film deserved better patronage. Boxoffice: Disappointing. Thurs., Fri., Sat. Weather: Cool. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Edison, The Man
Excellent production. Couldn't find a flaw in it anywhere. However, our audience doesn't go much for this type of story. Believe if M-G-M could have released this to us during the school year, we could have really gone to town through school tieups. Audience: All were agreeably surprised and enthusiastic as they left. Boxoffice: About average Sunday-Monday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Henry Goes Arizona
Leo the Lion laid an egg when Metro put Frank Morgan in this unpretentious opus. We don't think Morgan can stand star billing. We like him as a supporting player where he seems to fit. This has no drawing power, nor is Morgan as funny as he has been in some past films. It isn't good for a single. Business: Don't mention it. We feel like going to Arizona. Sun., Mon. Weather: Good. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

I Take This Woman
Tracy did the acting and Lamarr kept the beauty situation well in hand. Tracy is a good name to have up on the front. Fair biz. Sun., Mon. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Judge Hardy and Son
When patrons come to you and say they liked it, it makes you and your boxoffice feel good. Some customers thought this the best Hardy film. Nevertheless, this series has always been dependable at our boxoffice. They're made for a small town. Thurs., Fri., Sat. Weather: Cool. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Northwest Passage
A superior film, pleasing 100 per cent, due to a great story, beautiful color, a flawless cast, and excellent direction. Spencer Tracy does his usual best, as only Tracy can. Robert Young gave a surprise performance, proving again he's dependable. The musical background is the best in a long time; we need more of the same quality. Our boxoffice didn't do as well as expected, due to heavy rain storms, but at that it was good. Thurs., Fri., Sat. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

20 Mule Team
This was a natural for us. A good many of the oldtimers around these parts know of the old Death Valley operations, and so this made a hit with our patronage. Believe it will click all over, especially where Beery is well liked. Audience: Enjoyed it tremendously. Boxoffice: Above average Thursday-Friday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Waterloo Bridge
Marvelous performances and a good job of scripting and directing. There is some question though about its entertainment qualifications. Tear-jerkers are okay, especially for the feminine trade, and the fact that this one has a good moral lesson, may enhance its value and appeal. Audience: The women came out crying, "My, wasn't it wonderful?" The men grinned sort of sheepishly, and there were practically no children. Boxoffice: About normal Sunday-Monday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Monogram

Covered Wagon Trails
Why did they waste the celluloid? Pass it up, even if you have to close. Saturday. Weather: Hot. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Paramount

Biscuit Eater, The
One of the best dog pictures ever made. Good business especially because bird hunting is popular here. It's in the "groove." Wednesday. Weather: Fair. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Buck Benny Rides Again
This is the second money picture we have had this year from Hollywood, the first one being Metro's "Northwest Passage." There is no sense to it, but, boy, is it fun! "Rochester" steals plenty of scenes and Benny does the best job I have ever seen him do. **And there isn't an off-color word in it!** Where is the guy who said we have to have sex and trash in our pictures? Audience: Rolled in the aisles. Boxoffice: Well above average. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Disputed Passage
This was better than we had anticipated. It drags at times, but with its story and acting, it pleased most of our patrons. The cast was well chosen. Business: Average, no more. Sun., Mon. Weather: Cool. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Knights of the Range
A good western. Audience: Liked it. Boxoffice: About average Wednesday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Those Were the Days
It's OK. Good pic, good cast, good show. Pleased everyone. Thurs., Fri. Weather: Hot. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Road to Singapore
A swell picture and the best from Paramount this year. Bing Crosby, Bob Hope and Dorothy Lamour make a combination that is hard to beat. Better than average boxoffice in spite of a bad storm on Saturday night just at show time. Thurs., Fri., Sat. Weather: Good first two days. Admission: 25-10. Rural patronage. Population: 600. Capacity: 350.—John L. Bush, Ritz, Little River, Kas.

Rulers of the Sea
This picture packed plenty of wallop for my audience. They really took this up. Personally, we did not care for the picture. BUT, we don't count. Wed., Thurs. Weather: Good. Admission: 30-10. Spanish patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy and American, N. M.

Typhoon
Whew-whew! Audience: Plenty came, all liked it, and lots of enthusiasm as they left. Boxoffice: Well above average. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Republic

South of the Border
Autry & Burnette on a one-sheet is enough here. This was the best yet. Better business than "Days of Jesse James." Friday., Sat. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 398.—Felix H. Tisdale, Ritz, Brantley, Ala.

RKO Radio

Abe Lincoln in Illinois
I have never seen this play, but if it ran for a long run on Broadway, it must surely have lost something in its transition to the screen. As a 16mm film in the library of the high schools and colleges of the country, I would say this would rate tops. As entertainment in a commercial theatre, I'm sorry. Boxoffice: **Very** poor. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Swiss Family Robinson
Slow and drags like English productions. Long on conversation—short on convincing action—and **no** boxoffice appeal (BOA), just B. O. Audience. Only a few came, and we had several walkouts. Boxoffice: Worst in two years for a Thursday-Friday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

20th Century-Fox

Little Old New York
A good cast that played their parts well. Alice Faye did a swell job. The picture will please everyone, but needs selling. Sun., Mon., Tues. Weather: Rainy. Admission: 25-10. Rural patronage. Population: 600. Capacity: 350.—John L. Bush, Ritz, Little River, Kas.

Young as You Feel
Our Saturday audience seemed to enjoy this thoroughly. Boxoffice: Less than Saturday average. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

United Artists

Housekeeper's Daughter, The
Fair picture with no extra business. Joan Bennett was beautiful. "Benny" stoled the show with most of the patrons. Sun., Mon. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

King of the Turf
Played on Bank Night with good business and they all liked the picture. The young star was O.K. Wednesday. Weather: O.K. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 398.—Felix H. Tisdale, Ritz, Brantley, Ala.

Raffles
This was a very good picture and it drew very well. I played it with a lot of competition and it came through for me. Sun., Mon., Tues. Weather: Good. Admission: 30-10. Spanish patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy and American, N. M.

Universal

Hawaiian Nights
Light comedy and a swell little musical production. Johnny Downs has quite a number of fans here. Played on Bank Night. Good business. Wednesday. Weather: OK. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Laugh It Off
This was so lousy that patrons spent most of their time in the lobby to pass the time until Bank Night. They should burn pictures of this type. It was a great tragedy for me to have to run it. Wed., Thurs. Weather: Good. Admission: 30-10. Spanish patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy and American, N. M.

Warner Bros.

Brother Rat and a Baby
This was OK for people that went for comedy. I didn't do so well with it. Those who saw it enjoyed it immensely. Sun., Mon. Weather: Good. Admission: 30-10. Spanish patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy and American, N. M.

Granny Get Your Gun
Here is one of those things that you know could never have happened, but it's a lot of fun just the same. May Robson gives an excellent account of herself and should be a rising star in the future. Audience: Really enjoyed it. Boxoffice: Below average, so get out and work this one when you date it. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Roaring Twenties
Good picture. Most grown-ups will enjoy looking back 20 years. Audience: Liked it. Boxoffice: About average Wednesday. (We played this one late so played it only one day). Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

"WATERLOO BRIDGE" SPANS WEEK'S PRODUCT

AVERAGE IS 100%

BOSTON

Fenway—**Lillian Russell** (20th-Fox); **Biscuit Eater** (Para't), 2nd run 115
Keith's Memorial—**Irene** (RKO); **Earthbound** (20th-Fox) 130
Loew's Orpheum—**Waterloo Bridge** (M-G-M); **The Lone Wolf Meets a Lady** (Col)..... 75
Loew's State—Same as Orpheum 70
Metropolitan—**Brother Orchid** (WB); **Flight Angels** (FN) 95
Paramount—Same as Fenway 110

CHARLOTTE

Broadway—**Man With Nine Lives** (Col)..... 90
Carolina—**Lillian Russell** (20th-Fox) 100
Imperial—**Torrid Zone** (FN) 100
State—**Light of Western Stars** (Para't) 1st part.100
State—**City of Chance** (20th-Fox), 2nd part.. 90
State—**Cowboy From Sundown** (Mono), 3rd part 100

CHICAGO

Apollo—**Lillian Russell** (20th-Fox), 2nd loop wk. 80
Chicago—**My Son, My Son** (UA), plus stage show 85
Garrick—**Edison, the Man** (M-G-M), 3rd loop wk. 80
Oriental—**21 Days Together** (Col), plus stage show 80
Roosevelt—**Typhoon** (Para't), 2nd wk..... 85
State-Lake—**Dr. Kildare's Strange Case** (M-G-M), plus stage show 80
United Artists—**Waterloo Bridge** (M-G-M), held 2nd wk. 100
Woods—**Gone With the Wind** (M-G-M), held 21st wk. 90

CINCINNATI

Albee—**Susan and God** (M-G-M) 120
Capitol—**The Doctor Takes a Wife** (Col), 2nd wk. 120
Keith's—**Saturday's Children** (WB) 110
Lyric—**My Favorite Wife** (RKO), 4th wk.....110
Palace—**Torrid Zone** (FN) 130
Shubert—**Waterloo Bridge** (M-G-M), 2nd wk...110

CLEVELAND

Allen—**Torrid Zone** (FN), 2nd wk.....100
Hippodrome—**Lillian Russell** (20th-Fox)..... 90
Palace—**Two Girls on Broadway** (M-G-M), plus **Orrin Tucker** and **Bonnie Baker** on stage.160
State—**Susan and God** (M-G-M) 75
Stillman—**Waterloo Bridge** (M-G-M), 2nd wk...125

DALLAS

Capitol—**In Old Missouri** (Rep), 1st part..... 90
Capitol—**Courageous Dr. Christian** (RKO), 2nd part 85
Capitol—**High School** (20th-Fox), 3rd part..... 90
Majestic—**Edison, the Man** (M-G-M) 110
Palace—**The Doctor Takes a Wife** (Col).....115
Rialto—**An Angel From Texas** (FN), 1st half..100
Rialto—**Of Mice and Men** (UA), 2nd half..... 95
Tower—**'Til We Meet Again** (FN).....110

DENVER

Aladdin—**Lillian Russell** (20th-Fox), after wk. at the Denver 110
Broadway—**Edison, the Man** (M-G-M); **A Bill of Divorcement** (RKO), 2nd d. t. wk.....105
Denham—**Typhoon** (Para't) 135
Denver—**La Conga Nights** (Univ), plus stage show 210
Orpheum—**Waterloo Bridge** (M-G-M); **And One Was Beautiful** (M-G-M) 115
Paramount—**Flight Angels** (FN); **Man With Nine Lives** (Col) 115
Rialto—**House Across the Bay** (UA), 3rd d. t. wk.; **Tomboy** (Mono) 110

DETROIT

Adams—**Lillian Russell** (20th-Fox), after 2 wks. at the Fox; **Passport to Alcatraz** (Col).....120
Fox—**Four Sons** (20th-Fox); **La Conga Nights** (Univ) 95
Michigan—**The Ghost Breakers** (Para't), plus stage show 250
Palms-State—**Torrid Zone** (FN), 2nd d. t. wk.; **Waterloo Bridge** (M-G-M), 2nd d. t. wk.....100
United Artists—**Edison, the Man** (M-G-M); **It All Came True** (WB), 2nd wk.....115

INDIANAPOLIS

Alamo—**Riders of Pasco Basin** (Univ); **Danger Ahead** (Mono) 60
Circle—**My Favorite Wife** (RKO); **The Saint Takes Over** (RKO) 100
Indiana—**Torrid Zone** (FN); Cavalcade of Academy Awards (Warner short) 85
Loew's—**Susan and God** (M-G-M); **Man With Nine Lives** (Col) 100
Lyric—**Women in War** (Rep), plus stage show.. 90

Top Hits of the Week

WATERLOO BRIDGE—
Salt Lake City.....150

SUSAN AND GOD—
Los Angeles (dual).....150

TYPHOON—
Denver 135

EXTENDED RUNS

Gone With the Wind, 26th wk., New York City; 21st wk., Chicago.

Rebecca, 11th wk., Los Angeles.

My Favorite Wife, 6th wk., Seattle; 4th wk., Cincinnati.

Lillian Russell, 3rd wk., Minneapolis, Pittsburgh.

Edison, the Man, 3rd wk., Chicago.

Dr. Takes a Wife, 3rd wk., Seattle.

Torrid Zone, 3rd wk., Philadelphia.

Waterloo Bridge, 3rd wk., Pittsburgh.

KANSAS CITY

Esquire—**Earthbound** (20th-Fox) 65
Midland—**Susan and God** (M-G-M); **Lone Wolf Meets a Lady** (Col) 125
Newman—**Brother Orchid** (WB), held 120
Orpheum—**Torrid Zone** (FN); **You Can't Fool Your Wife** (RKO), holdover..... 85
Tower—**Bombs Over London** (SR), plus stage show 115
Uptown—Same as Esquire 50

LOS ANGELES

Chinese—**Susan and God** (M-G-M); **Florian** (M-G-M) 150
Downtown—**Confessions of a Nazi Spy** (FN); **An Angel From Texas** (FN) 100
Four Star—**Rebecca** (UA), 11th wk. 70
Hillstreet—**21 Days Together** (Col); **Alias the Deacon** (Univ) 100
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 100
Paramount—**Typhoon** (Para't), 2nd wk., plus Fats Waller on stage 100
State—Same as Chinese 150

MILWAUKEE

Palace—**Safari** (Para't); **Those Were the Days** (Para't) 80
Riverside—**Ski Patrol** (Univ), plus stage show.100
Strand—**Babies for Sale** (Col); **Exile Express** (GN) 70
Warner—**If I Had My Way** (Univ); **Dark Command** (Rep) 110
Wisconsin—**Edison, the Man** (M-G-M); **40 Little Mothers** (M-G-M) 130

MINNEAPOLIS

Aster—**Hidden Gold** (Para't); **The Lone Wolf Meets a Lady** (Col) 85
Century—**Saturday's Children** (WB) 80
Esquire—**If I Had My Way** (Univ), 3rd wk... 85
Gopher—**Two Girls on Broadway** (M-G-M).... 90
Orpheum—**The Doctor Takes a Wife** (Col)..... 90
State—**Susan and God** (M-G-M) 80
World—**Lillian Russell** (20th-Fox), 3rd wk..... 90

NEW HAVEN

College—**Edison, the Man** (M-G-M); **On Their Own** (20th-Fox), 2nd wk..... 85
Loew-Poli—**20-Mule Team** (M-G-M); **A Bill of Divorcement** (RKO) 60
Paramount—**Hell's Angels** (SR); **Ma! He's Making Eyes at Me** (Univ) 60
Roger Sherman—**Brother Orchid** (WB); **Murder in the Air** (FN) 90

NEW ORLEANS

Center—**'Til We Meet Again** (FN) 100
Globe—**Shooting High** (20th-Fox) 95
Liberty—**Torrid Zone** (FN), 2nd run..... 85
Orpheum—**Doctor Takes a Wife** (Col) 130
Saenger—**Four Sons** (20th-Fox) 125
State—**Dr. Kildare's Strange Case** (M-G-M)..130
Tudor—**Dark Command** (Rep) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 26th roadshow wk. 100
Capitol—**Edison, the Man** (M-G-M).....110
Criterion—**Florian** (M-G-M) 105
Paramount—**Way of All Flesh** (Para't), plus stage show 90
Radio City Music Hall—**My Favorite Wife** (RKO), 2nd wk., plus stage show.....100
Roxy—**Four Sons** (20th-Fox), plus stage show..100
Strand—**Brother Orchid** (WB), plus stage show.130

OMAHA

Brandeis—**21 Days Together** (Col); **The Lone Wolf Meets a Lady** (Col) 110
Omaha—**Susan and God** (M-G-M); **Opened by Mistake** (Para't) 120
Orpheum—**Four Sons** (20th-Fox); **40 Little Mothers** (M-G-M) 100

PHILADELPHIA

Boyd—**My Favorite Wife** (RKO), 2nd wk.....110
Earle—**Torrid Zone** (FN), 3rd wk. 100
Fox—**Waterloo Bridge** (M-G-M).....120
Karlton—**Irene** (RKO), 2nd wk., 2nd run.....110
Keith's—**Typhoon** (Para't), 2nd run..... 70
Stanley—**Lillian Russell** (20th-Fox), 2nd wk... 85
Stanton—**Star Dust** (20th-Fox) 75

PITTSBURGH

Alvin—**21 Days Together** (Col) 60
Barry—**Gaucho Serenade** (Rep); **In Old Missouri** (Rep) 100
Penn—**Typhoon** (Para't) 85
Ritz—**Waterloo Bridge** (M-G-M), 3rd d. t. wk.. 75
Senator—**Lillian Russell** (20th-Fox), 3rd d. t. wk. 60
Stanley—**Irene** (RKO), plus stage show 110
Warner—**Edison, the Man** (M-G-M), 2nd d. t. wk. 100

PORTLAND, ORE.

Broadway—**Brother Orchid** (WB); **I Can't Give You Anything But Love, Baby** (Univ)..100
Liberty—**Safari** (Para't); **Beyond Tomorrow** (RKO) 85
Mayfair—**Waterloo Bridge** (M-G-M); **An Angel From Texas** (FN), after 2 wks. at United Artists 85
Orpheum—**Women in War** (Rep); **Young Buffalo Bill** (Rep) 85
Paramount—**My Favorite Wife** (RKO); **Lone Wolf Meets a Lady** (Col).....120
United Artists—**Susan and God** (M-G-M); **Murder in the Air** (FN) 120

SALT LAKE CITY

Capitol—**Man Who Wouldn't Talk** (20th-Fox); **La Conga Nights** (Univ) 100
Centre—**Waterloo Bridge** (M-G-M) 150
Rialto—**Courageous Dr. Christian** (RKO); **Millionaire Play Boy** (RKO) 100
Studio—**It's a Date** (Univ) 100
Utah—**20 Mule Team** (M-G-M); **Two Girls on Broadway** (M-G-M) 115

SEATTLE

Blue Mouse—**My Favorite Wife** (RKO), 6th wk.. 80
Fifth Avenue—**Waterloo Bridge** (M-G-M); **La Conga Nights** (Univ) 90
Liberty—**The Doctor Takes a Wife** (Col), 3rd wk. 85
Music Box—**Susan and God** (M-G-M); **You Can't Fool Your Wife** (RKO), 2nd wk..... 90
Orpheum—**Safari** (Para't); **I Was an Adventuress** (20th-Fox) 90
Palomar—**Brother Orchid** (WB), plus stage show 90
Paramount—**The Ghost Breakers** (Para't); **The Biscuit Eater** (Para't) 90

Selling Seats

Invading Parachutist Sells "Mad Men"

Pittsburgh—Harris Senator, in attracting attention to its feature, "Mad Men of Europe," had a dummy dressed as a Nazi parachute invader hanging from a spread-open parachute (miniature), suspended on a rope and attached to a window device above the restaurant which adjoins the theatre. A spotlight illuminated the display at night.

MPTOA Points Out an Opportunity to Trade

NEW YORK—A letter, reporting a meeting early in June, of representatives of the various branches of the industry, who urged cooperation in national defense, was sent to 9,000 theatres in the country by the national office of the Motion Picture Theatre Owners of America, urging aid to the government in its national defense plan.

The letter, signed by Ed Kuykendall, president of the MPTOA, recommended to the trade that every newsreel containing information of governmental plans and activities toward preparation for emergency be given a complete showing at each performance.

'Baby Sandy' Photo Contest Under Way in Green Bay

GREEN BAY, WIS.—Standard Theatres' Bay, Strand and Packer theatres are conducting a "Baby Sandy" contest. Hundreds of pictures of local babies, entrants in the contest, are being shown on the theatres' screens and patrons are being given three weeks in which to cast their ballots.

Each series of pictures is being shown for one week at each of the three theatres, with the winner to be announced July 3. Eighteen winners will participate in $100 worth of prize money and a baby parade is planned for the afternoon of July 3 as an added feature of the contest.

Surprise Recording Is A Hit in Brooklyn

BROOKLYN—Frank Horowitz, manager of the Vanity, Brooklyn, introduced a new wrinkle in community singing. During the run of a community sing reel, a neighborhood sound outfit made recordings of individual voices unknown to the patrons. After the reel, the recordings were played back to the audiences, providing a great deal of amusement and laughter. The patrons, whose voices were registered, received the recordings as gifts.

Housewives Matinee Tried in Chicago

CHICAGO—Ben Cohn, manager of the Warner Frolic, has figured out a way to get around the double-feature problem with his feminine patrons. Continuing to show double features, Cohn has announced a daily "Housewives Matinee" policy for the Frolic.

And to be sure that all housewives in the neighborhood of the Frolic know about it, Manager Cohn has two of his ushers making a house-to-house canvass to determine the feminine viewpoint on the problem. The two young men making the canvass for him are Donald McLaughlin and Harry Mintch.

Cohn's plan of a housewives matinee is this:

From Monday through Friday he shows the regular two features assigned to his house in the week of release, but opens his daily matinee with a selected short subject group. He follows this with the best of the two features and then allows a minute or two intermission for those to depart who do not want to see the second feature.

The two boys who have contacted several hundred housewives find them overwhelmingly in favor of the project, as outlined by Manager Cohn. Where the boys do not find anyone home, they leave a mimeographed slip. Cohn has placed boxes in leading drug stores in the Hyde Park district where the Frolic is located, so that the housewives may deposit the ballots after they have signed them.

Intensive Drive for June Business in Oklahoma

OKLAHOMA CITY—Standard Theatres Corp. of Oklahoma City is using a direct mail, screen trailer, newspaper and radio campaign to bolster the boxoffice during the month of June which campaign has been named the "Big-Picture Roundup," according to E. A. Patchen, assistant general manager.

Twenty thousand direct mail pieces have been mailed to Oklahoma City residents calling their attention to the excellent feature pictures booked for Standard theatres during the month of June. Co-operative advertisements are appearing in local newspapers and spot announcements are being used on two local radio stations, KTOK and KOCY. The stations were given 125 names for tickets to the theatres to be distributed by them. KTOK received a promotion trailer on standard screens in the deal. Twenty spot announcements were promoted on KOCY.

Civic Leader's Message Plugs "Flag Speaks"

KENOSHA, WIS.—Elmer R. Brennan, manager of the Kenosha here, featured a message from the president of the local chamber of commerce, in newspaper advertising plugging the short, "The Flag Speaks." Also as a tribute to Flag Week, Brennan arranged for the appearance of Kenosha's 48-piece Boy Scout band on the stage.

IT'S EASY TO "SEE" ANYBODY

WHEN YOU USE POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 17		16 Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 **(Form. Years Without Days)**	15 Drama **Al'ance** **One Night in Paris** (65) **John** Lodge Hugh Williams
FEB. 24		23 Drama **25** ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon** (57) James Newill R—Apr. 27 20 Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ◎◎**Pinocchio** (80) R—Feb. 3	23 Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1201** **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama **28** ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) **Maureen** O'Hara
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 5 Western **4063** **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. **WB407** **It All Came True** (97) **Jeffrey Lynn** **Ann Sheridan** R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes
APR. 13		12 Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama **3929** ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western **083** **Bullet Code** (59) R—Apr. 13	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) **Laurence Olivier** **Joan Fontaine** R—Mar. 30	12 M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. **3928** **Sky Bandits** (56) R—May 25 20 Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama **901** **Dark Command** (94) R—Apr. 13 19 Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama **009** **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama **4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama **FN456** **'Til We Meet Again** (98) **Merle** Oberon **George Brent** **Pat** O'Brien R—Apr. 13	16 **M'drama Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama **1005** **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 Melodrama **Mysterious Mr. Reeder** (77) R-May 11 20 Western **3954** **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical **921** **In Old Missouri** (67) Weavers & Elviry 22 Western **965** **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry **Marjorie Weaver** R—Mar. 9		19 M'drama **4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris **Eddie Albert** Rosemary Lane R—Apr. 20	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAY 4	2 Western **1213** **Man From Tumbleweeds** (59) Bill **Elliott** R—June 1	3 Action Drama **35** **20 Mule Team** (85) Wallace Beery Leo Carrillo R—May 4	2 Western **3964** **Land of Six Guns** (54) Jack Randall R—June 1	3 Comedy **3932** **Buck Benny Rides Again** (80) Jack Benny Ellen Drew R—Apr. 20	10 Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe Irene Hervey	3 Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy **043** **So This Is London** (84) Geo. Sanders R—Apr. 27	3 Comedy **Saps at Sea** (57) **Laurel & Hardy** R—May 4	3 Musical **4005** **If I Had My Way** (94) B. Crosby-G. Jean R—May 4	4 M'drama **WB42** **Tear Gas Squad** (55) Dennis Morgan Gloria Dickson R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow
MAY 11	16 Drama **1029** **Babies for Sale** (64) Rochelle **Hudson** Glenn **Ford** R—May 25	10 **Drama** **36** **Edison, the Man** (106) R—May 25 Spencer **Tracy** Rita **Johnson**	9 Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy **393** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 **Charles Winninger** Helen Vinson	10 M'drama **038** **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. **4031** **Ski Patrol** (64) **Luli Deste** R—May 11	11 Drama **WB410** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama **1023** **Island of Doomed Men** (67) Peter Lorre 16 Drama **1111** **21 Days Together** (72) Olivier; R-May 4	17 Drama **37** **Waterloo Bridge** (109) R—May 18 Robert **Taylor** Vivien **Leigh**		17 Drama **3934** **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	17 **Drama** **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama **FN466** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama **40** **Phantom Raiders** (70) Walter Pidgeon Florence Rice R—June 1	23 Western **3965** **Kid From Santa Fe** (50) Jack **Randall**	24 Drama **3931** **Biscuit Eater, The** (80) Billy Lee Cordell Hickman R—Apr. 13	24 Western **966** **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball James Ellison R—May 25	24 Drama **045** **Lillian Russell** (127) Alice Faye Henry Fonda Don Ameche R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Western **4056** **Hot Steel** (61) Richard Arlen Andy Devine	25 Drama **FN455** **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama **P-R-C** **I Take This Oath** (67) Joyce Compton Craig Reynolds R—June 1
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western **3966** **Riders From Nowhere** (..) Jack Randall	31 Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 **Drama** **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights** (61) R—May 18 31 Western **4063** **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-C** **Frontier Crusader** (68)
JUNE 8	3 Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn Mary Maguire	7 Drama **39** **Susan and God** (115) Joan Crawford Fredric **March** R—June 8	11 Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	7 Western **3958** **Hidden Gold** (61) William Boyd Russell Hayden R—May 25	6 Drama **902** **Women in War** (70) Elsie Janis Wendy Barrie R—June 1	7 Melodrama **033** **Saint Takes Over** (68) George Sanders R—Apr. 27	7 Drama **034** **Earthbound** (67) Warner Baxter Andrea Leeds R—May 18		7 Drama **4036** **Love, Honor and Oh Baby** (59) Wallace Ford R—June 8	8 Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson Ann Sothern R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin Peter Murray Hill
JUNE 15	6 M'drama **1028** **Passport to Alcatraz** (60); Jack Holt	14 Drama **41** **Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western **Wild Horse Range** (..) Jack Randall	14 Drama **3937** **Safari** (83) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Action Drama **Wagons Westward** (..) Chester Morris Anita Louise	7 Western **084** **Prairie Law** (60) George O'Brien R—June 8	14 Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama **WB423** **Fugitive From Justice** (53) Roger Pryor Lucille Fairbanks	1 Western **P-R-C** **Frontier Crusader** (60) Tim McCoy R—June 15
JUNE 22	20 Drama **Girls of the Road** Ann Dvorak Lola **Lane**	21 Com. Drama **42** **Captain Is a Lady** (..) Virginia **Grey** Billie Burke Charles Coburn	25 Melodrama **Last Alarm** (..) Polly Ann Young Warren Hull	21 Com. Drama **3938** **Ghost Breakers** (82) Bob Hope Paulette Goddard R—June 15	25 Musical Com. **Grand Ole Opry** (..) Weaver Bros. and Elviry 27 Western **Carson City Kid**	21 Com. Dramba **034** **Pop Always Pays** (..) Leon Errol	21 Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy **4037** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama **WB424** **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western **1214** **Return of Wild Bill** (57) 30 Comedy **Out West With the Peppers** (..)	28 Musical **31** **New Moon** (105) Jeanette MacDonald Nelson Eddy	27 Western **Ridin' the Trail** (..) Fred Scott	28 Drama **3939** **Queen of the Mob** (61) Ralph Bellamy Blanche Yurka Jean Cagney	29 Western **992** **One Man's Law** (59) Don "Red" Barry Janet Waldo	28 Drama **035** **Anne of Windy Poplars** (..) Anne Shirley	28 Outd'r Dr. **049** **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama **The Fugitive** (..) Ralph Richardson Diana Winyard		28 Drama **102** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy **Andy Hardy Meets a Debutante** (..) Mickey Rooney Judy Garland	3 Western **3956** **The Golden Trail** (..) Tex Ritter	5 Drama **3940** **Way of All Flesh** (82) R—June 1 Akim **Tamiroff** Gladys **George**	3 Drama **The Refugee** (77) John Wayne Sigrid Gurie	5 Drama **036** **Dr. Christian Meets the Women** (..) Jean Hersholt	5 Com. Drama **052** **Sailor's Lady** (..) Nancy Kelly Jon Hall	4 Melodrama **South of Pago Pago** Victor McLaglen Jon Hall Francis Farmer	5 Com. Drama **Private Affairs** (75) Nancy Kelly Roland Young R—June 15	6 Drama **Man Who Talked Too Much** (..) George Brent Virginia Bruce	
JULY 13		12 Drama **One Came Home** (..) Robert Young Maureen O'Sullivan		12 Western **3959** **Stagecoach War** (62) Bill Boyd Russell Hayden		12 Com. Drama **037** **Millionaires in Prison** (..) Lee Tracy Linda Hayes	12 Drama **046** **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama **My Love Came Back** Olivia de Havilland Jeffrey Lynn (..)	
JULY 20	18 **Drama** **Military Academy** (..) Tommy Kelly	19 Com. Drama **I Do!** (..) Lana Turner John Shelton	17 Com. Drama **Kid Reporters** (..) Marsha Mae Jones Jackie Moran			19 Drama **039** **Cross Country Romance** (..) Gene Raymond Wendy Barrie	19 Drama **050** **Maryland** (..) Walter Brennan Fay Bainter Brenda Joyce		12 Western **4057** **Black Diamond** (..) Richard Arlen 19 Western **4064** **Arizona Cyclone** Johnny Mack Brown	20 Comedy **Ladies Must Live** (..) Rosemary Lane	
JULY 27	25 Comedy **Blondie Has Servant Trouble** (..) 31 Com. Drama **It Happened in Paris** (..) Brian Aherne Rita Hayworth	26 Drama **Pride and Prejudice** (..) Greer Garson Laurence Olivier	26 Drama **Boys of the City** (..) East Side Kids	26 Drama **Untamed** (..) Ray Milland Patricia Morison		26 Western **Stage to Chino** (..) George O'Brien 26 Drama **Stranger on the Third Floor** (..) Peter Lorre Margaret Tallichet			26 Com. Drama **You're Not So Tough** (72) Dead End Kids Nan Grey	27 Drama **They Drive by Night** (..) George Raft Ann Sheridan	
AUG. 3				2 Melodrama **Golden Gloves** (..) Richard Denning Jean Cagney		2 Drama **Lucky Partners** (..) Ronald Colman Ginger Rogers	2 Drama **The Great Profile** (..) John Barrymore		2 Drama **South to Karanga** (..) Charles Bickford Luli Deste		

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

(S)Indicates short of the week.

©Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)...Oct. 20
Andy Clyde Gets Spring Chicken (19) ..... Dec. 15
Glove Slingers (18) ..... Nov. 24
Mooching Through Georgia (19) ..... Aug. 11
Nothing But Pleasure (..)...Jan. 19
Static in the Attic (19)..... Sept. 22
Teacher's Pest (16½)..... Nov. 3
The Awful Goof (17)..... Dec. 22

CINESCOPES

World of 1960 (Futurama) (..) ..... Dec. 22
Threads of a Nation (..)....Feb. 19

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (..) ..... Jan. 12
Crop Chasers (8) ..... Sept. 22
Dreams on Ice (6½)..... Oct. 20
Mother Goose in Swingtime (7) ..... Dec. 8
Mountain Ears (7½)..... Nov. 3
The House That Jack Built (7) ..... Apr. 14

COLUMBIA TOUR

Beautiful Switzerland (Andre de la Varre Productions) (10) .Nov. 17
Historic Cities of India (10)...Oct. 27
Life in Paris (..)..... Jan. 26
Modern Cities of India (10)...Oct. 27
New Hampshire (..) ..... Dec. 22

COMMUNITY SING

No. 3 (College Songs) (10)....Oct. 18
No. 4 (Stephen Foster Songs) (11) ..... Nov. 17
No. 5 (Gypsy Songs) (..)..... Dec. 29
No. 6 (..) ..... Feb. 2

FABLES CARTOON

Little Lost Sheep..(7)..... Oct. 6
Park Your Baby (6)..... Dec. 22

FOOLS WHO MADE HISTORY

No. 2 Charles Goodyear (10½) .Oct. 6

HAPPY HOUR

Book of Books (10)..... Oct. 6
Building of Boys (11)..... Oct. 12

PHANTASIES CARTOON

Man of Tin (..)..... Feb. 23
Millionaire Hobo (?) ..... Nov. 24
The Mouse Exterminator (6½) ..... Jan. 26

(Series 19)

No. 1 (9½) ..... Sept. 22
Art of makeup.
No. 2 (10)..... Oct. 20
Training animal stars.
No. 3 (10) ..... Dec. 1
No. 4 (..) ..... Jan. 5
No. 5 (..) ..... Feb. 9

SPORT REELS

Bows and Arrows (9½)..... Oct. 6
Flying Targets (..) ..... Dec. 29
Jai Alai (8½) ..... Nov. 30

THREE STOOGES COMEDIES

Oily to Bed, Oily to Rise (18½) ..... Oct. 6
Rockin' Thru the Rockies (..) ..... Jan. 5
Three Sappy People (18½)..... Dec. 1

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21)..... Oct. 28
Jack Pot (19) ..... Mar. 9
Know Your Money (21)..... Jan. 27
Pound Foolish (20)..... Dec. 23

FITZPATRICK TRAVELTALKS (In Technicolor)

Calling on Colombia (8)..... Mar. 16
Land of Alaska Nellie (9)..... Dec. 23
Natural Wonders of Washington State (9) ..... Oct. 7
Night Descends on Treasure Island (8) ..... Jan. 20
Old Natchez (9) ..... Dec. 30
Quaint St. Augustine (9)..... Nov. 4
Seattle, Gateway to the Northwest (9) ..... Feb. 17
Valiant Venezuela (9) ..... Nov. 25

MINIATURES

A Door Will Open (11)..... Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
©Mendelssohn's Wedding March (8) ..... Nov. 4
Miracle at Lourdes (sepia) (11) ..... Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
The Old South (11)..... Jan. 20
Where Turf Meets Surf (sepia) (..) ..... Jan. 6

M-G-M CARTOONS (New Series)

Home on the Range (9)..... Mar. 23
©One Mother's Family (9)...Sept. 30
Peace on Earth (9)..... Dec. 9
Puss Gets the Boot (9)..... Feb. 10
©The Blue Danube (7)..... Dec. 16
The Fishing Bear (9)..... Jan. 20
The Mad Maestro (8)..... Dec. 30

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11) ..... Jan. 20
Dad for a Day (11)..... Oct. 21
The Big Premiere (10)..... Mar. 9
Time Out for Lessons (11)..... Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11) ..... Dec. 9
XXX Medico (sepia) (..) ...Mar. 23

PETE SMITH SPECIALTIES

Football Thrills of 1938 (10)..Sept. 16
Let's Talk Turkey (11)..... Oct. 28
Maintain the Right (10)..... Jan. 13
Romance of the Potato (sepia) .Dec. 9
Set 'Em Up (10)..... Sept. 30
Ski Birds (8) ..... Nov. 18
Stuffie (11) ..... Mar. 2
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8) ..... Feb. 10

ROBERT BENCHLEY

Home Movies (7) ..... Feb. 17
See Your Doctor (8)..... Dec. 16
That Inferior Feeling (9)..... Dec. 9
The Day of Rest (9)..... Sept. 16

Paramount

COLOR CLASSICS

©Ants in the Plants (7)....Mar. 15
The Fresh Vegetable Mystery (8) ..... Sept. 22
©Little Lambkin (7) ..... Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10) ..... Apr. 5
Chile (10) ..... Nov. 10
Cuba (10) ..... Jan. 5
Peru (9) ..... Oct. 6
Isle of Columbus (10)..... Feb. 9
A Kick in Time (7)..... May 17

HEADLINER

Blue Barron and His Orchestra (10) ..... May 31
Frankie Masters and his Orchestra (10) ..... Dec. 29
George Olsen and His Music (10) ..... Mar. 15
Here's Hal (10) ..... Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10) ..... Feb. 2
Moments of Charm of 1940 (Cinecolor) (11) ..... Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10) ..... Oct. 6
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11)..... Nov. 17
Busy Little Bears (10)..... Oct. 20
Not So Dumb (10)..... Mar. 15
Paramount Pictorial (V9-6) (10) ..... Feb. 16
Public Hobby Number One (11) ..... Sept. 22
Sugar Wind (10) ..... Jan. 19
Television Preview (10)..... May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10)..... Dec. 22

POPEYE CARTOONS

Females Is Fickle (7)..... Mar. 8
It's the Natural Thing to Do (7) ..... July 28
Me Feelings Is Hurt (7)..... Apr. 12
Never Sock a Baby (6)..... Nov. 3
Nurse Mates (7) ..... June 21
Shakespearean Spinach (7) ..... Jan. 19
Stealin' Ain't Honest (7)..... Mar. 22
Onion Pacific (7) ..... May 24

POPULAR SCIENCE (In Cinecolor)

No. J9-2 (10) ..... Nov. 3
No. J9-3 10) ..... Dec. 15
No. J9-4 (10) ..... Feb. 16
No. J9-5 (10) ..... May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10) ..... Nov. 24
A Desert Adventure (10)..... Sept. 29
A Dog Is Born (10)..... Nov. 3
Bowling Skill (10)..... Jan. 26
Catching Whoppers (10)..... Oct. 13
Human Fish (10) ..... Feb. 23
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10)..... Apr. 19
Two of a Kind (10)..... Mar. 22

STONE AGE CARTOONS

Granite Hotel (7)..... Apr. 26
The Foul Ball Player (7)..... May 24
The Ugly Dino (7)..... June 14
Way Back When a Night Club Was a Stick (7)..... May 10
Way Back When a Nag Was Only a Horse (7) ..... Mar. 8
Way Back When a Triangle Had Its Points (7) ..... Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
The Blue Danube Waltz (10) .Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11) ..... Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11)..... Oct. 13
No. 2 (11) ..... Nov. 17
No. 3 (10) ..... Jan. 19
No. 4 (10) ..... Mar. 29
No. L9-5 (10) ..... May 31

RKO Radio

DISNEY CARTOONS (In Technicolor)

Billposters (8) ..... May 17
Bone Trouble (9)..... June 28
Donald's Dog Laundry (8)....Apr. 5
Mr. Duck Steps Out (8)..... June 7
Officer Duck (8)..... Sept. 22
The Riveter (7)..... Mar. 15
Tugboat Mickey (7)..... Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18)..... Oct. 6
Kennedy the Great (19)..... Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16)..... Feb. 9
'Taint Legal (16)..... May 24

LEON ERROL COMEDIES

Truth Aches (19)..... Nov. 3
Wrong Room, The (19)..... Sept. 22

MARCH OF TIME

No. 2 (19) ..... Sept. 29
The Battle Fleets of England.
No. 3 (18)..... Oct. 27
Uncle Sam—The Farmer.
No. 4 (19) ..... Nov. 24
Newsfronts of War—1940.
No. 5 (17) ..... Dec. 22
Crisis in the Pacific.
No. 6 (18)..... Jan. 19
The Republic of Finland.
No. 7 (18) ..... Feb. 16
The Vatican of Pius XII.
No. 8 (18) ..... Mar. 15
Canada at War.
No. 9 (19) ..... Apr. 12
America's Youth—1940
No. 10 (19) ..... May 10
The Phillipines

PATHE INFORMATION PLEASE

No. 2 (11)..... Oct. 6
No. 3 (10)..... Nov. 3
No. 4 (11)..... Dec. 1
No. 5 (10)..... Dec. 29
No. 6 (11)..... Jan. 26
No. 7 (11) ..... Feb. 23
No. 8 (10) ..... Mar. 22
No. 9 (11) ..... Apr. 19
No. 10 (11) ..... May 17

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18)..... Dec. 29
Coat Tales (18)..... Nov. 17
Marriage-Go-Round (18)..... July 28
Twincuplets (20) ..... Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) ..... Jan. 19
Court Favorites (8)..... Apr. 12
Hunting Hounds (9) ..... Sept. 29
Ice Cutters (9) ..... Oct. 27
Pennant Chasers (9) ..... Feb. 16
Silent Wings (9)..... May 10
Sky Game (9) ..... Dec. 22
Winter Playground (9) ..... Nov. 24
Flycasting (9) ..... May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17)..... Dec. 15
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9)..... Oct. 13
Air Army (9) ..... Apr. 26
American Royal (9)..... Nov. 10
Men of Muscle (9)..... Jan. 12
Navajo Land (10) ..... Mar. 1
Siege (10) ..... Mar. 29
Stray Lamb (8)..... May 24
Vacation Diary (10) ..... Feb. 2
West Wall (10) ..... Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11)..... Oct. 27
Sanctuary of the Seals (..)..June 7
Sky Fighters (11) ..... Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..)..... July 19
Clocking the Jockeys (11)....Nov. 24
Following the Hounds (10)...Mar. 1

Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Climbing the Spirit's Home (10) .....May 10
The Valley of 10,000 Smokes (10) .....Feb. 16

FASHIONS (In Technicolor)

Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29
Fashion Forecast No. 8 (..)..June 21

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..).....July 5
Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
Isles of the East (9).....May 24
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7) .....Mar. 8
Catnip Capers (..) .....May 31
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
©Harvest Time (7) .....Feb. 9
It Must Be Love (7).....Apr. 5
Just a Little Bull (7).....Apr. 19
Love in a Cottage (..).....July 28
Much Ado About Nothing (7) .....Mar. 22
One Mouse in a Million (7)...Nov. 3
Professor Offkeyski (7).....June 14
Rover's Rescue (..).....June 28
Rupert the Runt (..).....July 12
Sheep in the Meadow (7)....Sept. 22
Swiss Ski Yodelers (7).....May 17
©The First Robin (7).....Dec. 29
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
©The Orphan Duck (7).....Oct. 6
The Watchdog (7) .....Oct. 20
©Wicky-Wacky Romance (7).Nov. 17

Universal

LANTZ CARTUNES

Adventures of Tom Thumb jr. (9) .....Mar. 4
Andy Panda Goes Fishing (8).Jan. 22
Jolly Little Elves (9).....June 3
Kittens Mittens (8) .....Feb. 12
©Life Begins for Andy Panda (8) .....Oct. 9
100 Pigmies and Andy Panda (7) .....Apr. 22
©Scrambled Eggs (9) .....Nov. 20
©Sleeping Princess (9) .....Dec. 4
Stubborn Mule (7) .....July 31
Three Lazy Mice (..).....June 24

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (9) .....Feb. 5
No. 73 (8) .....Feb. 26
No. 74 (9) .....Mar. 18
No. 75 (9) .....Apr. 29
No. 76 (9) .....May 13
No. 77 (9) .....May 27
No. 79 (9) .....July 18

STRANGER THAN FICTION

No. 65 (9) .....Aug. 7
No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (8½) .....Jan. 29
No. 73 (9) .....Feb. 19
No. 74 (8½) .....Mar. 11
No. 75 (9) .....Apr. 15
No. 76 (9) .....May 6
No. 77 (9) .....May 20
No. 78 (..) .....June 10
No. 79 (..) .....July 8

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Bullets and Ballads (17½)...Feb. 14

Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.

Honolulu Bound (..) .....
Harry Owens and His Royal Hawiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.

International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.

Naughty Nineties (18) .....June 17
Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.

Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
Rhythm Jamboree (18) .....

UNIVERSAL NEWS

Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Alex in Wonderland (20).....Mar. 9
Double or Nothing (20).....Apr. 20
Ice Frolics (20) .....Oct. 28
One for the Book (20).....Feb. 3
Public Jitterbug No. 1 (..)....May 4
Royal Rodeo (15) .....Nov. 25
Seeing Spots (20) .....Apr. 29
Spills for Thrills (19).....June 15
World's Fair jr. (20) .....Dec. 9
Young America Flies (20).....Aug. 3

THE COLOR PARADE (New Series)

American Saddle Horses (10).Nov. 11
Gun Dog's Life (..).....May 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Mechanix Illustrated No. 3 (10) .....Feb. 17
Mechanix Illustrated No. 4..June 29
Men Wanted (10).....Mar. 23
Movie Dog Stars (..).....Aug. 17
New Horizons (10).....Jan. 6
The Valley (..).....July 20

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Patient Porky (7).....Aug. 24
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7) .....Mar. 16
Porky's Baseball Broadcast (7) .....July 6
Porky, the Giant Killer (8)..Nov. 18
Slop Happy Pappy (7).....Mar. 13
The Chewin' Bruin (7).....June 8
You Ought to Be in Pictures (7) .....May 18
Porky's Last Stand (7).....Jan. 6
Porky's Poor Fish (..).....May 18

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Carl Hoff and Orch. (10)....Mar. 23
Dave Apollon & Orch. (10)..Mar. 2
Larry Clinton and His Orchestra (..) .....May 25
Ozzie Nelson and Orch. (10)..June 29
Rubinoff and His Orchestra (10) .....Nov. 11
The Coquettes (10) .....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30
Woody Herman and Orch. (10) .....July 27

MERRIE MELODIES (In Color)

A Wild Hare (7).....July 27
Busy Bakers (7) .....Feb. 10
Ceiling Hero (7) .....July 6
Circus Today (7) .....June 22
Confederate Honey (7).....Mar. 30
Cross Country Detours (7)...Mar. 16
Curious Puppy (8) .....Dec. 30
Early Worm Gets the Bird (7) .....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7) .....Nov. 4
Gander at Mother Goose (7).May 25
Ghost Wanted (7).....Aug. 10
Good Egg, The (7).....Oct. 21
Hardship of Miles Standish (7) .....Apr. 27
Land of the Midnight Sun (7) .....Sept. 23
Little Lion Hunter (7).....Oct. 7
Merry Mexico (7).....Aug. 24
Mighty Hunters (7) .....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sniffles Takes a Trip (..)...May 11
The Bear's Tale (7) .....Apr. 13
The Egg Collector (7).....July 20
Tom Thumb in Trouble (7)....June 8

TECHNICOLOR

Cinderella's Feller (20).....June 1
Flag of Humanity (20).....Aug. 31
Old Hickory (17) .....Dec. 23
Pony Express Days (20).....July 13
Teddy the Rough Rider (19)..Feb. 24
©The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25
The Singin' Dude (20).....Apr. 6

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

All Girl Revue (10).....June 22
An Organ Novelty (10).....Jan. 13
No Parking (10) .....Mar. 30
Radio and Relatives (..).....May 25
Sword Fishing (10) .....Oct. 21

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Flash Gordon Conquers the Universe .....Apr. 9, '40
Larry (Buster) Crabbe

Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

The Phantom Creeps .....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

NEWSREELS

TUESDAY, JUNE 11

Movietone News, No. 79

Roosevelt talk in Virginia; battle in Narvik, Norway; British speed munitions production; Parisians drive against Fifth Column; Gen. Pershing urges U. S. aid to Allies; Midshipmen graduate at Annapolis; golf tournament in Cleveland.

News of the Day, No. 277

Italy enters war; Roosevelt speech in Virginia; French troops patrol African colonies; Paris police after members of Fifth Column; shoot down Nazi bombers in France; Narvik battle; golf in Cleveland; liners "Manhattan" and "Roosevelt" arrive with refugees from Europe.

Paramount News, No. 82

Championship golf tournament; refugees arrive on "Roosevelt;" war extended to Mediterranean; sell war planes to Allies; Henry Ford advises on plane production; drive to aid Allies is launched; Roosevelt addresses Virginia graduates.

RKO Pathe News, No. 94

Italy enters war; Roosevelt speech; Allies buy war planes here; Paris tightens defense against Fifth Column; Roosevelt arrives with refugees; golf; Narvik battle.

Universal Newsreel, No. 883

Pershing urges aid for Allies; British troops in Egypt; French cities bombed; Fifth Column sought in Paris; British royalty prays for victory; British munitions speeded; Navy planes sold to Allies; refugees arrive; graduation at Annapolis; new motors for National Guard; Cleveland golf tournament.

THURSDAY, JUNE 13

Movietone News, No. 80

West Point graduation; rodeo in California; Dan Beard, of Boy Scouts, celebrates birthday; Shriners convention in Memphis; rose celebration in Oregon; Henry Ford on plane production; flying fortresses on Yosemite patrol flight; Lew Lehr; Bimelech wins Belmont classic; girls fish for trout; Texas dude ranch vacationers; Colorado co-eds swim in mountain pool.

News of the Day, No. 278

Paris bombed; battle at Dunkirk; West Point and Annapolis graduations; bombers on patrol flight; Wendel Willkie urges united action; Bimelech wins Belmont classic; California rodeo.

Paramount News, No. 83

West Pointers graduate; Dizzy Dean pitches for Tulsa Oilers; Henry Ford inspects army plane for production possibilities; Army bombers fly over Yosemite; Pershing in Red Cross and Allied aid appeals; Paris under bombardment.

RKO Pathe News, No. 95

Paris bombed; West Pointers graduate; Willkie urges aid to Allies; Henry Ford maps plane production; "Typical American Family" at New York Fair; Athens, Ga., students employed in hosiery mill; Bimelech wins Belmont race.

Universal Newsreel, No. 884

Paris bombed; Ford plans 1,000 planes a day; Willkie urges aid to Allies; West Point cadets get commissions; "America" in sea trials; Pennsylvania church pays rent in flowers; women's fashions based on popular songs; flower festival in Oregon; California rodeo; Bimelech wins Belmont Stakes.

In the Making

COLUMBIA

Thundering Frontier—Charles Starrett, Iris Meredith, Sons of the Pioneers, Bob Nolan. Director: D. Ross Lederman. Producer: Leon Barsha. **(Starting)**

The Howards of Virginia—Cary Grant, Martha Scott, Sir Cedric Hardwicke, Richard Carlson, Paul Kelly, Alan Marshal. Producer-Director: Frank Lloyd. Original: Elizabeth Page. Screenplay: Sidney Buchman. **(Completed)**

The March of Crime—Bruce Bennett, Florence Rice, Barton MacLane, Joseph Crehan. Director: James Moore. Producer: Ralph Cohn. **(Completed)**

MONOGRAM

Shadows Over Chinatown—Boris Karloff, Marjorie Reynolds, Grant Withers, Kenneth Harlan. Director: William Nigh. Producer: Paul Malvern. Original: Hugh Wiley. **(Starting)**

Boys of the City—Bobby Jordan, Leo Gorcey, Frankie Burke, Hally Chester. Director: Joe Lewis. Producer: Sam Katzman. Screenplay: William Lively. **(Completed)**

PARAMOUNT

There's Magic in Music—Allan Jones, Margaret Lindsay, Susanna Foster, Grace Bradley, Richard Bonelli, Irra Patina. Producer-Director: Andrew Stone. Original: Ann Ronell. Screenplay: Frederick Jackson. **(Starting)**

Cherokee Strip—Richard Dix, Addison Richards. Director: Lesley Selander. Producer: Harry Sherman. Original: Bernard McConville. **(Starting)**

Rangers of Fortune—Fred MacMurray, Patricia Morison, Gilbert Roland, Albert Dekker, Joseph Schildkraut, Dick Foran. Director: Sam Wood. Producer: Dale Van Every. **(Completed)**

Mystery Sea Raider—Carole Landis, Henry Wilcoxon, Onslow Stevens, Pierre Watkin. Director: Edward Dmytryk. Producer: Eugene Zukor. Original: Robert Grant. Screenplay: Edward E. Paramore jr. **(Completed)**

RKO RADIO

Triple Justice—George O'Brien, Virginia Vale. Director: Dave Howard. Producer: Bert Gilroy. Original: Arnold Belgard. Screenplay: Arthur V. Jones, Morton Grant. **(Starting)**

One Crowded Night—Billie Seward, Dick Hogan, Paul Guilfoyle, Don Costello, J. M. Kerrigan. Director: Irving Reis. Producer: Cliff Reid. Original: Ben Holmes. Screenplay: Arnaud D'Usseau, Richard Collins. **(Completed)**

REPUBLIC

Everybody's Happy—James, Lucile and Russell Gleason, Lois Ranson, Betty Blythe, Harry Davenport. Producer-Director: Gus Meins. **(Starting)**

Ranger and the Lady—Roy Rogers, George (Gabby) Hayes, Jacqueline Wells, Noble Johnson. Producer-Director: Joe Kane. Screenplay: Gerald Geraghty, Stuart Anthony, Val Burton. **(Completed)**

20TH CENTURY-FOX

I Married a Nazi—Joan Bennett, Francis Lederer, Lloyd Nolan, Anna Sten, Otto Kruger, Maria Ouspenskaya. Director: Irving Pichel. Producer: Raymond Griffith. Original: Oscar Schisgall. Screenplay: Oliver H. P. Garrett. **(Completed)**

UNITED ARTISTS

The Son of Monte Cristo—Joan Bennett, Louis Hayward, George Sanders, Clayton Moore. Director: Rowland V. Lee. Producer: Edward Small. Original: Alexander Dumas. Screenplay: George Bruce. **(Starting)**

UNIVERSAL

A Little Bit of Heaven—Gloria Jean, Robert Stack, Nan Grey, C. Aubrey Smith, Hugh Hurbert, Frank Jenks, Billy Gilbert. Director: Andrew Marton. Producer: Joe Pasternak. **(Starting)**

Margie—Nan Grey, Mischa Auer, Eddie Quillan, Edgar Kennedy, Tom Brown. Directors: Otis Garrett, Paul Gerard Smith. Producer: Joseph Sanford. Original Screenplay: Scott Darling, Erna Lazarus. **(Completed)**

WARNER-FN

Tugboat Annie Sails Again—Marjorie Rambeau, Alan Hale, Jane Wyman, Ronald Reagan, Paul Hurst, Chill Wills. Director: Lew Seiler. Producer: Bryan Foy. Original: Norman Reilly Raine. Screenplay: Walter DeLeon, Ken Gamet. **(Starting)**

No Time for Comedy—Rosalind Russell, James Stewart, Charlie Ruggles, Virginia Bruce, Genevieve Tobin. Director: William Keighley. Producer: Robert Lord. Original: S. N. Behrman. **(Completed)**

River's End—Dennis Morgan, Elizabeth Earl, James Stephenson, Victor Jory. Director: Ray Enright. Producer: William Jacobs. Original: James Oliver Curwood. **(Completed)**

Alphabetical Index to the Feature Chart

This Index is designed as a time saving guide for exhibitors who know the title of a feature, but not the producer or distributor. All features listed here appear in the BOOKING CHART in release week squares below the proper company headings. Number at start of line is production number.

A

.... **A Chump at Oxford**.....UA
009 **Abe Lincoln in Illinois**....RKO
3928 **Adventure in Diamonds**..Para
005 **Adv. of Sher'k Holmes**.20th-Fox
4015 **Alias the Deacon**.....Univ
.... **Andy Hardy Meets a Debutante**.....M-G-M
035 **Anne of Windy Poplars**..RKO
468 **An Angel From Texas**.....FN
32 **And One Was Beautiful**.M-G-M
4064 **Arizona Cyclone**.....Univ

B

1029 **Babies for Sale**.....Col
4063 **Bad Man From Butte**.....Univ
031 **Beyond Tomorrow**.....RKO
025 **Bill of Divorcement**.....RKO
3935 **Biscuit Eater, The**.....Para
4057 **Black Diamond**.....Univ
.... **Black Eyes**.....Alliance
4018 **Black Friday**.....Univ
1205 **Blazing Six Shooters**.....Col
.... **Blondie Has Servant Trouble**.Col
1914 **Blondie on a Budget**.....Col
025 **Blue Bird, The**.....20th-Fox
.... **Boys of the City**.....Mono
405 **Brother Orchid**.....WB
3932 **Buck Benny Rides Again**.Para
083 **Bullet Code**.....RKO
1204 **Bullets for Rustlers**.....Col

C

42 **Captain Is a Lady**.....M-G-M
.... **Carson City Kid**.....Rep
459 **Castle on the Hudson**.....FN
035 **Charlie Chan in Panama**.....20th-Fox
.... **Charlie Chan's Murder Cruise**.....20th-Fox
3962 **Cheyenne Kid**.....Mono
030 **Courageous Dr. Christian**..RKO
965 **Covered Wagon Days**.....Rep
3963 **Covered Wagon Trails**....Mono
3955 **Cowboy From Sundown**..Mono
.... **Crooked Circle**.....SR
923 **Crooked Road, The**.....Rep
039 **Cross Country Romance**..RKO
027 **Curtain Call**.....RKO

D

901 **Dark Command**.....Rep
.... **Dr. Christian Meets the Women**.....RKO
3929 ◎**Dr. Cyclops**.....Para
30 **Dr. Kildare's Strange Case**.....M-G-M
1005 **Doctor Takes a Wife**.....Col
4034 **Double Alibi**.....Univ

E

034 **Earthbound**.....20th-Fox
36 **Edison the Man**.....M-G-M
4033 **Enemy Agent**.....Univ

F

3927 **Farmer's Daughter, The**...Para
3831 **Fight for Peace**.....Mono
466 **Flight Angels**.....FN
911 **Flight at Midnight**.....Rep
29 **Florian**.....M-G-M
920 **Forgotten Girls**.....Rep
047 **Four Sons**.....20th-Fox
34 **40 Little Mothers**.....M-G-M
4032 **Framed**.....Univ
037 **Free, Blonde and 21**...20th-Fox
3930 **French Without Tears**...Para
.... **Frontier Crusader**.....P-R-C
.... **Fugitive, The**.....Univ
423 **Fugitive From Justice**.....WB

G

424 **Gambling on the High Seas**.WB
924 **Gangs of Chicago**.....Rep
943 **Gaucho Serenade**.....Rep
3938 **Ghost Breakers**.....Para
27 **Ghost Comes Home**.....M-G-M
991 **Ghost Valley Raiders**.....Rep
051 **Girl in 313**.....20th-Fox
.... **Girls of the Road**.....Col
.... **Girls of the Underworld**.....SR
.... **Golden Gloves**.....Para
3956 **Golden Trail, The**.....Mono
.... **Grand Ole Opry**.....Rep
922 **Grandpa Goes to Town**....Rep
040 **Grapes of Wrath**.....20th-Fox
.... **Great Profile, The**.....20th-Fox

H

4040 **Half a Sinner**.....Univ
.... **Hell's Angels**.....SR
129 **Hi-Yo, Silver**.....Rep
3958 **Hidden Gold**.....Para
.... **Hold That Woman**.....P-R-C
4038 **Honeymoon Deferred**.....Univ
4056 **Hot Steel**.....Univ
.... **House Across the Bay**.....UA
4013 **House of Seven Gables**....Univ
3916 **Human Monster**.....Mono

I

.... **I Can't Give You Anything But Love**.....Univ
.... **I Take This Oath**.....P-R-C
038 **I Was an Adventuress**.20th-Fox
4005 **If I Had My Way**.....Univ
921 **In Old Missouri**.....Rep
024 **Irene**.....RKO
1023 **Island of Doomed Men**.....Col
017 **Isle of Destiny**.....RKO
407 **It All Came True**.....WB
.... **It Happened in Paris**.....Col
4001 **It's a Date**.....Univ

J

042 **Johnny Apollo**.....20th-Fox

K

3965 **Kid From Santa Fe**.....Mono
.... **Kid Reporters**.....Mono
422 **King of the Lumberjacks**.....WB
3923 **Knights of the Range**....Para

L

4029 **La Conga Nights**.....Univ
.... **Ladies Must Live**.....WB
3964 **Land of Six Guns**.....Mono
.... **Last Alarm**.....Mono
3931 **Light of Western Stars**...Para
045 **Lillian Russell**.....20th-Fox
.... **Little Miss Molly**.....Alliance
020 **Little Orvie**.....RKO
1016 **Lone Wolf Meets a Lady**...Col
.... **Love, Honor and Oh Baby**.Univ
049 **Lucky Cisco Kid**.....20th-Fox
.... **Lucky Partners**.....RKO

M

4022 **Ma, He's Making Eyes at Me**.....Univ
1112 **Mad Men of Europe**.....Col
24 **Man From Dakota**.....M-G-M
1213 **Man From Tumbleweeds**....Col
.... **Man Who Talked Too Much, The**.....WB-FN
1017 **Man With Nine Lives**.....Col
046 **Manhattan Heartbeat**..20th-Fox
050 **Maryland**.....20th-Fox
1035 **Men Without Souls**.....Col
3921 **Midnight Limited**.....Mono
.... **Military Academy**.....Col
022 **Millionaire Playboy**.....RKO
.... **Millionaires in Prison**.....RKO
41 **Mortal Storm, The**.....M-G-M
472 **Murder in the Air**.....FN
3940 **Murder on the Yukon**.....Mono
025 **My Favorite Wife**.....RKO
.... **My Love Came Back**.....WB
.... **My Son, My Son**.....UA
.... **Mysterious Mr. Reeder**....Mono
.... **Mystery of Room 13**.....SR

N

31 **New Moon**.....M-G-M
25 **Northwest Passage**.....M-G-M
001 **Nurse Edith Cavell**.....RKO

O

452 **Old Maid, The**.....FN
3915 **On the Spot**.....Mono
044 **On Their Own**.....20th-Fox
.... **One Came Home**.....M-G-M
992 **One Man's Law**.....Rep
.... **One Night in Paris**....Alliance
.... **1,000,000 B. C.**.....UA
3933 **Opened by Mistake**.....Para
.... **Our Town**.....UA
.... **Out West With the Peppers**.Col
1027 **Outside the Three Mile Limit**.....Col
.... **Over the Moon**.....UA

P

3954 **Pals of the Silver Sage**..Mono
1028 **Passport to Alcatraz**.....Col
40 **Phantom Raiders**.....M-G-M
091 **Pinocchio**.....RKO
964 **Pioneers of the West**.....Rep
034 **Pop Always Pays**.....RKO
084 **Prairie Law**.....RKO
.... **Pride and Prejudice**....M-G-M
023 **Primrose Path**.....RKO
.... **Private Affairs**.....Univ

Q

3939 **Queen of the Mob**.....Para

R

942 **Rancho Grande**.....Rep
.... **Real Glory, The**.....UA
.... **Rebecca**.....UA
.... **Refugee, The**.....Rep
11 **Remember?**.....M-G-M
1214 **Return of Wild Bill**.....Col
3953 **Rhythm on the Rio Grande**.....Mono
3966 **Riders From Nowhere**....Mono
4062 **Riders of Pasco Basin**....Univ
.... **Ridin' the Trail**.....Mono
4014 **Rio**.....Univ
3926 **Road to Singapore**.....Para
966 **Rocky Mountain Rangers**...Rep

S

3937 **Safari**.....Para
052 **Sailor's Lady**.....20th-Fox
033 **Saint Takes Over**.....RKO
.... **Sandy Is a Lady**.....Univ
.... **Saps at Sea**.....UA
410 **Saturday's Children**.....WB
3924 **Seventeen**.....Para
041 **Shooting High**.....20th-Fox
3957 **Showdown**.....Para
3922 **Sidewalks of London**.....Para
4031 **Ski Patrol**.....Univ
3928 **Sky Bandits**.....Mono
043 **So This Is London**....20th-Fox
3902 **Son of the Navy**.....Mono
.... **South of Pago Pago**.....UA
.... **South to Karanga**.....Univ
3959 **Stagecoach War**.....Para
.... **Stage to Chino**.....RKO
036 **Star Dust**.....20th-Fox
457 **Story of Dr. Erhlich's Magic Bullet**.....FN
23 **Strange Cargo**.....M-G-M
.... **Stranger on the Third Floor**.....RKO
39 **Susan and God**.....M-G-M
019 **Swiss Family Robinson**..RKO

T

423 **Tear Gas Squad**.....WB
.... **Tevya**.....SR
9206 **Texas Stagecoach**.....Col
.... **The Terror**.....Alliance
033 **They Came by Night**..20th-Fox
.... **They Drive by Night**.....WB
3936 **Those Were the Days**.....Para
465 **Three Cheers for the Irish**.FN
456 **'Til We Meet Again**.....FN
11 **Tomboy**.....Mono
1004 **Too Many Husbands**.....Col
455 **Torrid Zone**.....FN
.... **Turnabout**.....UA
35 **20-Mule Team**.....M-G-M
1111 **21 Days Together**.....Col
33 **Two Girls on Broadway**.M-G-M
3934 ◎**Typhoon**.....Para

U

.... **Untamed**.....Para

V

.... **Vengeance of the Deep**.....SR
404 **Virginia City**.....WB
039 **Viva Cisco Kid**.....20th-Fox

W

.... **Wagons Westward**.....Rep
37 **Waterloo Bridge**.....M-G-M
3940 **Way of All Flesh**.....Para
.... **Wild Horse Range**.....Mono
902 **Women in War**.....Rep
3925 **Women Without Names**...Para

Y

032 **You Can't Fool Your Wife**.RKO
032 **Young as You Feel**...20th-Fox
954 **Young Buffalo Bill**.....Rep
28 **Young Tom Edison**.....M-G-M
.... **You're Not So Tough**.....Univ

Z

4025 **Zanzibar**.....Univ

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MOVIE TIME is sent to you flat, so imprinting can be made on front and back pages in one operation. The back page is left entirely blank for your use in publicizing your coming week's program. The space is sufficient for good display and, in addition, for news items, either local interest copy, personals about your patrons or about coming attractions. And you have space for advertising of local merchants from which you can offset your entire cost.

MOVIE TIME is offered to you on an exclusive basis . . . that is, it will not be sold to a competing theatre in your town. (It's first come, first served.)

Movie Time

See Pages 39 to 42 in the June 8 issue of BOXOFFICE *for Sample Copy*

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Defiance, Ohio

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The Pulse of the Motion Picture Industry

BOXOFFICE

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A TRADEPAPER REVIEW CONSENSUS, "THE REVIEW DIGEST," STARTS IN THIS ISSUE;

A NEW SERVICE DEPARTMENT COMBINED WITH THE ALPHABETICAL INDEX TO

FEATURE RELEASES . . . REPORTS ON THE ALLIED CONVENTION IN CHICAGO . . .

THIS SUMMER SEEN AS LUCRATIVE SEASON; NO DEARTH OF PRODUCT FOR

MONTHS OF JULY AND AUGUST . . . MORE EXHIBITOR MERCHANDISING IDEAS

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"Orchids to 'Mortal Storm'."
—WALTER WINCHELL, Nationwide Columnist

"STANDOUT FILM WHOSE STORY, DIRECTION AND ACTING LABEL IT FOR B.O. TRIUMPHS EVERYWHERE... This film must be seen by every American... It is 'must' for circuits, indie houses, and the public ... It is superb entertainment, decidedly one of the resounding pictures of this or any other year. Magnificently directed by Frank Borzage, pulsating with dramatic power, and played up to the hilt by a transcendingly skillful cast, it will electrify audiences wherever it is shown . . . Appears destined to take its place among the immortal photoplays."
—FILM DAILY

"A fine picture."
—ED SULLIVAN, Nationwide Columnist

"Vivid and strong. Filled with potential audience impact."
—MOTION PICTURE DAILY

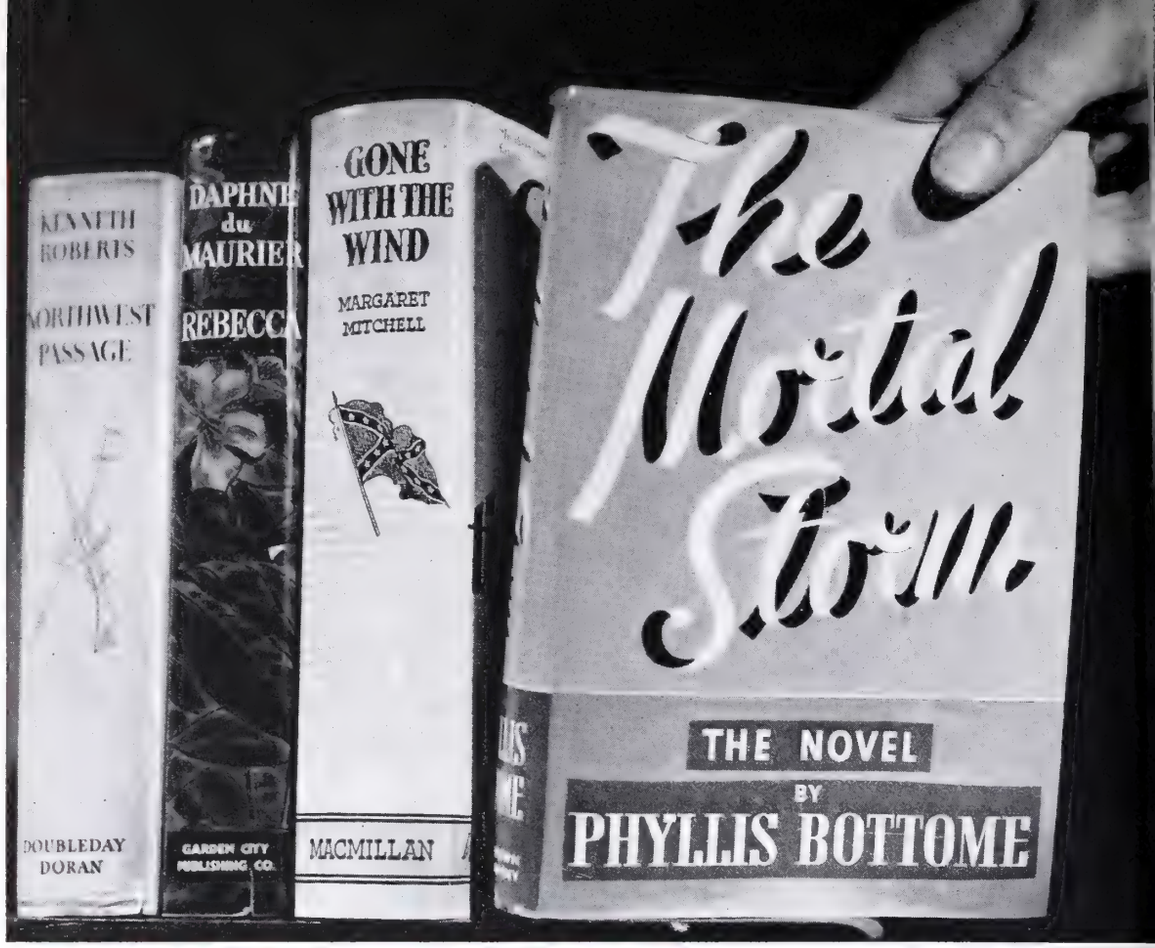
"A film bomb... Will be enthusiastically received . . . A script of rare craftsmanship . . . Frank Borzage has created one of his best directorial jobs . . . He has turned out a film that demands universal screening in American theatres."
—VARIETY

"Powerful drama, skillfully presented. Margaret Sullavan and James Stewart should go straight to your heart and tear-ducts."
—HARRIET O. PARSONS, Los Angeles Examiner

"One of the strongest dramatic pictures issued during the year... Of engrossing interest...The performances one and all rise to an exceptional level."
—EDWIN SCHALLERT, Los Angeles Times

"Frank Borzage has carefully and faithfully transferred Phyllis Bottome's timely novel into a vivid, touching drama... Brilliant work by all the players... It is a beautiful thrilling production. M-G-M's Leo the Lion can well roar with pride."
—JIMMY STARR, Los Angeles Herald Express

"Gripping! Beautifully made motion picture, and one that merits wide success . . . The performances are inspired. Among Frank Borzage's distinguished credits can be found no finer work."
—HOLLYWOOD REPORTER



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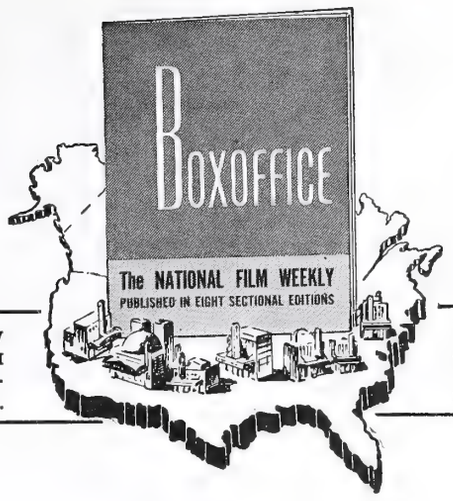
MARGARET SULLAVAN
JAMES STEWART
ROBERT YOUNG
FRANK MORGAN

"THE MORTAL STORM"

with Robert Stack • Bonita Granville • Irene Rich • William T. Orr • Maria Ouspenskaya Gene Reynolds • A Frank Borzage Production • Screen Play by Claudine West, Andersen Ellis and George Froeschel • Based on the Book by Phyllis Bottome • Directed by Frank Borzage

A Metro-Goldwyn-Mayer Picture

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 6
June 29, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

Editorial Offices: 9 ROCKEFELLER PLAZA, NEW YORK CITY; *Publication Offices:* 4804 E. 9TH ST., KANSAS CITY, MO.; *Hollywood:* 6404 HOLLYWOOD BLVD.; *Chicago:* 332 S. MICHIGAN BLVD.

WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

MORE ABOUT DOUBLE TROUBLE

EMPHASIS upon a good, though not new, idea was applied at the Allied convention in Chicago last week when the organization framed a demand that distributors forbid double featuring of "A" productions and then settled with a request for distributor cooperation toward elimination of duals generally.

Stopping the joint-playing of two "A" attractions would tend to lessen the growing menace of the dual program. However, when a so-called big picture, coupled with a so-called little picture, fails to draw, the modern day showmanly (?) tendency is to "give 'em more." That's how double "A" programs came to be in the first place. And, when programs of that calibre fail to draw or return a fair profit, the pyramiding tendency may go still further. Already we have triple features in quite a number of situations.

This double-featuring problem is getting to be a rather wearisome subject to talk about. In fact that's about all that is being done about it—talk and more talk. If someone would only do something about it! If only those in control of the leading theatres throughout the country, particularly the distributor affiliates, would make the move they keep yelling for "the other fellow" to take—and stick by their guns—the problem would be solved.

True, there might be a loss sustained in the transition, but that would be only temporary; and there might be no loss at all, if the change to single-feature policy is properly merchandised. It's that temporary-loss fear (result of a weak-kneed, short-time test) that seems to be the big obstacle. But time and courage would overcome it.

There is very little new that can be said about this hardy subject of double features. Most anything that would be said probably would be repetitious. Yet there are a couple of points that we haven't seen or heard anywhere. For instance, some of the key first-run houses (distributor-affiliates) decrying duals but playing them, offer the defense that moviegoers who don't like dual shows can get the schedule of the main feature and arrive in time to see only that. But some of these schedules are so cockeyed that the main feature can't be seen unless a family stays downtown to dinner, and a very early dinner, or else catches the last showing that ends near midnight. Some first runs do not even advertise their feature schedules but require a prospective patron to call the theatre to get it. If a patron is lucky enough to get the theatre before the third phone call, provided he hasn't become disgusted after the second call, he usually learns that the main feature is on and will be half over by the time he gets to the theatre. Result: he either looks through the paper to find some other show or disgustedly turns on the radio. Is there little wonder that so many people have quit going to the movies, seeking their entertainment elsewhere?

The other instance is that double features, the novelty and the illusion of "twice as much for your money" having worn off, don't suffice in themselves to attract sufficient patronage. So premiums or other gadgets are offered. (Theatres have now become book shops, selling the public things to keep them at home). We wonder how many exhibitors have stopped to consider that the cost of the second feature and those plates and pans invested in some genuine showmanship effort would return them as much, if not more, money. And even allow some money for better equipment and for physical improvement of the theatre property. At the same time the public respect for the motion picture theatre would be increased.

The buck has been passed back and forth between big theatre and little theatre as to who is to blame for double features. The fact remains that the big fellow has first choice and is in a better position to introduce a new policy or get rid of one he himself decries as ruinous. Let the leaders set the pace; the rest will follow. Let's quit talking about double trouble and get something done about it.

Ben Shlyen

COMPULSORY ARBITRATION LEGAL IF BACKED BY CONSENT DECREE, GOV'T SOURCE CONTENDS

Holds Exhibitors Would Have to Accept It or Do Without Product

NEW YORK—Regarded by some observers as the most significant development in negotiations for settlement of the all-industry suit is said to be the government attitude that compulsory arbitration, viewed as a component part of a consent decree, is legal and a contravention of the supreme court decision outlawing such a practice.

Technically, of course, this means exhibitors will be forced to accept arbitration in order to secure product. In fact such a concession by a justice department spokesman carries with it this observation: "Arbitration to prevent discriminiation is all right." The inference here is that arbitration as part and parcel of every contract is in the "public interest." One source goes so far as to explain it this way:

"The distributor defendants, if they sign a consent decree, will offer contracts to exhibitors stipulating arbitration as well as other trade practice terms. If an exhibitor takes the position he does not want to sign a contract calling for arbitration, the distributor need only tell him the contract as drawn has been approved by the federal court; hence the distributor has been directed to sell his product in that manner."

Negotiations Continue

Meanwhile, negotiations between the government and the industry continue with daily sessions at the Bar Association Building here. As an indication "real progress," as several participants describe it, is being made is the sudden appearance at conferences of A. H. Feller, special assistant to the attorney general in charge of the decree section in Washington. James V. Hayes of the government staff has been named press liaison for both sides.

On Wednesday, another court postponement of the suit was granted until July 1. Further short adjournments are expected, Federal Judge H. W. Goddard was informed. Pointing back to conferences held on the code of fair trade practices and department of commerce proposals, distributors see many months of deliberation before a new plan is finalized and ready to be offered to the industry at large.

While it is admitted in some legal quarters that the validity of forcing exhibitors to accept arbitration has not been finally determined, despite the government's view, there does not seem to appear a large cleavage in opinion as to the desirability of such a practice.

Conscientious objectors to an arbitration clause would be a distinct minority, it is held, because Allied, MPTOA, the ITOA and some 10 or 12 regional exhibitor organizations, in addition to affiliated circuits, already will have recommended such an agreement to their member units. Thus, some observers believe, perhaps no more than 2,000 strictly independent exhibitors would be left to make their own decisions on this matter. "Objectors" would be brought into line by the big majority of exhibitors favoring arbitration, is the contention of one authoritative industry source.

As a means of smoothing out any exhibitor opposition to arbitration, industry and department of justice representatives are said to be considering the part the American Arbitration Ass'n might play in the practical operation of the arbitration formula if, and when, it is accepted as part of a settlement of the industry suit. The AAA, at two meetings with government-industry representatives, has been sounded out on what services are available in the event it is called into the picture.

The industry's problems are not new to the AAA. It provided the seventh arbitrator during operation of the old film boards of trade in 1925 for settling local disputes, and it has 6,000 arbitrators in about 1,600 of the country's most important communities. Of this number about 2,000 are in the metropolitan area.

It is learned the AAA has suggested that the industry adopt an arbitration system similar to that recently set up by virtually all the air transport companies. Under this system, which would be administered by the AAA, judgments rendered in arbitration may be entered in court.

Two features of the plan are said to lend themselves particularly to the industry. First, the arbitration machinery is available for settlement of disputes concerning any kind of agreements, ranging from leases or sales of equipment to agreements providing for self-regulation of trade practices and operating methods. Secondly, the arbitration procedure provided for "is to be voluntary in character based upon a voluntary contractual relationship."

Eighty Millions Annually Due From New Federal Ticket Tax

WASHINGTON — Federal admission tax collections of $80,000,000 a year are foreseen under the new national defense revenue act, dropping the exemption from 40 to 20 cents. The measure was signed Tuesday by the President.

The 20-cent exemption, provided for in a compromise reached by congress on the bill, lies halfway between the 30-cent exemption originally adopted by the House and the nine-cent exemption proposed later by the Senate. The former would have given a revenue of approximately $25,000,000 over the current tax, but the latter would have raised more than $100,000,000.

The compromise was demanded by the House conferees as the price for abandonment of the proposed increases in tobacco taxes, which the Senate had deleted on the basis of the increased revenue which was to be provided from admissions.

Members of the House took the position that the 9-cent exemption would serve to tax children attending theatres and to penalize the small houses, and maintained that Congress could not justify such a step in the face of its refusal to add additional levies on tobacco.

The conference report was adopted by both House and Senate, with practically no debate on any provision and with only passing reference to the admission taxes.

Circuits to Pass New Tax On to the Public

NEW YORK—Major and independent circuits are planning to pass the tax on to the public.

Cite Texas Ruling in Westway Suit Appeal

BALTIMORE—In its appeal from a lower court decision dismissing the action, attorneys in the Westway anti-trust suit contend "it is controlled by" the supreme court decision in the Interstate case in Dallas. Edgar Allan Poe, Westway counsel, claims (1) the seven distributor appellees have refused to license the Westway except after a 14-day clearance in favor of the Edgewater and/or Alpha; (2) the separate license contracts between the Edgewood management and 20th Century-Fox, Loew's, Paramount, UA and Vitagraph and the separate contracts between operators of the Alpha and Columbia and Universal, giving the Alpha 14 days' clearance over the Westway, constitute contracts in restraint of trade and in violation of the anti-trust laws.

RKO Buffalo Exchange Wins Depinet Drive

BUFFALO—The RKO local branch finished first in the 1940 Ned Depinet drive, it was announced at the Variety testimonial to Charles Boasberg, recently promoted to central district manager, and Elmer Lux, salesman elevated to manager here. A. N. Schmitz, manager of the Milwaukee exchange, was second; Barney Pitkin, New Haven, third; P. M. Baker, New Orleans, fourth, and M. E. Corey, Portland, fifth.

The local branch, incidentally, has finished in the capital prize division for the past four years.

See Ill-Starred Code Clause As Best Arbitration System

By LEONARD WEISBERG

NEW YORK—A representative cross-section of distributor and exhibitor interests believes the final arbitration draft contained in the ill-fated trade practice code promulgated just about a year ago is still the best system for settling grievances. These conclusions are the result of a checkup undertaken by BOXOFFICE in light of the pending settlement of the government suit and the certainty that from it will emerge a formula of arbitration which must meet with universal acceptance. However, they are not without decided variations as to approach.

Terms of Proposals

Terms of the arbitration proposals as finally set down after months of negotiation between distributors and independent exhibitors last June provide for panels of ten men in each exchange district, each to have a knowledge of industry machinery and each to serve without compensation.

An arbitration board would consist of four members, including one neutral of high business reputation but not necessarily associated with any branch of the industry. In arriving at decisions, the complaining exhibitor would be entitled to a full vote; the exhibitor complained against would have a one-half vote; the distributor or distributors affected would have a one-half vote and the neutral arbitrator a full vote. The latter would be chosen by the three other members of the board.

No Appeal Board

The plan does not provide for an appeal board. In arriving at the foregoing terms, the thought was said to have been jointly recognized "the neutral arbitrator holds the balance and he is the one who must be convinced." It was for this reason that only one-half votes would be given to the distributor involved and the exhibitor complained against, since the bulk of complaints would be expected to be leveled at affiliated or the larger independent circuits. Even should both these interests throw their votes together they would have but an aggregate of one vote, equal to that of the complaining exhibitor. In the event of such a tie, it is said, the neutral arbitrator, with a full vote, would have to be convinced of the merits of the claim before casting the balance of the decision.

In order to avoid promiscuous filing of claims the neutral arbitrator would have the power to assess costs against the complainant if he finds the exhibitor's action unwarranted. He also would have the power to fix damages for either party and his decision would be final. The cost of maintaining the boards would be partially met through a filing fee of $5, and if this proved inadequate it is understood the distributors would jointly subsidize the additional cost until a formula is arrived at. After each decision the board would determine who was to pay for the services of the neutral arbitrator.

Differed on Limitations

At one point in last year's arbitration conferences a government spokesman is said to have suggested the majors agree to a clause limiting the items an exhibitor might wish to arbitrate to clearance and overbuying. This is said to have met with approval of the distributors. However, the latter, in turn, suggested a permanent board be set up to deal with contract violations.

Among the views that do not fully coincide with the proposals as set forth is one that holds any form of arbitration should follow along the lines adopted by the American Arbitration Ass'n. A Paramount partner is of the opinion disputes could best be handled by a disinterested party, sitting alone as a judge, arriving at decisions after both sides presented their positions. This view is shared by a large independent operator, but he makes the observation that to secure the services of a neutral person with an understanding of the problems of the industry is difficult. Still another takes the position disputes should be arbitrated by three industry men in each key center but that at no time should the services of an "outsider" be solicited.

Men Behind the News

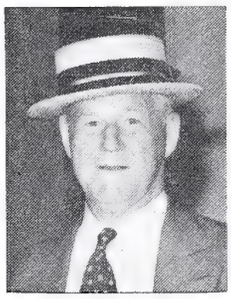
New York—On the right are 10 men, all lawyers, who compose the five sub-committees working on arbitration, clearance, overbuying, discrimination and theatre acquisition provisions of the new trade practice draft designed to end the all-industry suit without benefit of a court decision.

John F. Caskey of Dwight, Harris, Koegel & Caskey, representing 20th-Fox, is on sub-committees handling discrimination and newly acquired theatres; Richard E. Dwight, of the same legal firm, who played an important part in drafting arbitration provisions of the code of fair trade practices, is assigned to clearance; Joseph Hazen, member of the Warner home office executive staff, and a partner in Friedman, Bareford & Hazen, on overbuying; Austin C. Keough, Paramount general counsel, on arbitration and clearance; Joseph M. Proskauer of Proskauer, Rose and Paskus, counsel for Warner, on discrimination and newly acquired or erected theatres; Edward C. Raftery of O'Brien, Driscoll & Raftery, attorneys for UA and Universal, on arbitration and overbuying; Robert E. Sher, government lawyer, on arbitration, discrimination and new theatres; Bertram F. Shipman of Mudge, Stern, Williams & Tucker, Chase Bank counsel, also interested in National Theatres, on overbuying; Paul Williams, for the government, on overbuying; Robert L. Wright, also representing the government, on overbuying.

Sub-Committeemen



JOHN F. CASKEY



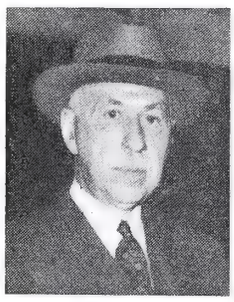
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JOSEPH HAZEN



AUSTIN C. KEOUGH



JOS. M. PROSKAUER



EDW. C. RAFTERY



ROBERT E. SHER



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PAUL WILLIAMS



ROBERT L. WRIGHT

The Pulse of the Motion Picture Industry

BOXOFFICE

Published Every Saturday by
ASSOCIATED PUBLICATIONS
Editorial Offices: 9 Rockefeller Plaza, New York City. Louis Rydell, Advertising Manager. Wm. Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."
Western Offices: 6404 Hollywood Blvd., Hollywood, Calif. Ivan Spear, Manager. Telephone Gladstone 1186.
Publication Offices: 4804 E. 9th St., Kansas City, Mo. Telephone Chestnut 7777.
Other Associated Publications: BOXOFFICE BAROMETER, BOXOFFICE RECORDS, BOXOFFICE PICTURE GUIDE, published annually; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—183 Walton St., Theatrical Printing Co. Helen Hardy. Telephone JAckson 5331.
BOSTON—14 Piedmont St., Brad Angier, New England editor. Telephone Liberty 9305.
BUFFALO—The Courier-Express, W. E. Martin.
CHARLOTTE—The Observer, Mary B. Parham.
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Notes to You from Red Kann

THE straining to which Hollywood press agentry submits itself in the headlong rush to be "different" continues to be illustrated by a peek at almost any day's released absurdities.

These examples are supposed to be funny and probably they are. But, if they are not funny, certainly they are very sad as a reflection of how the creative end of the business is made to appear in the eyes of the public, once assuming the following dribble gets widely into print.

It was the Warner shock troops that concocted "oomph" for Ann Sheridan. It took Busby Berkeley, according to released publicity, to figure out "zoomo" for Mickey Rooney. All by himself, apparently, too.

"I thought of zim and boom. Then I figured the girls would all say 'Oh!' when they saw Mickey. So I put them all together and got 'zoomo'."

Don't leave the page. Get this one.

It is S. Sylvan Simon—he directs, too—who discovered what some of us had been wondering about. There have been different ideas afoot, but it seems what Lana Turner has is a new discovery called Glex.

"Glex is the word for it. It isn't glamour in the accepted sense of the word. High school and college students don't go in for glamour. They might admire it, but it's something to look at from a distance. On the other hand, it isn't sex appeal. It is simply a happy combination of the two.

"A girl with 'Glex' is a girl who combines all of the features of the most popular 'dates' on any campus. She has the figure of one, the face of another, the sense of humor of a third. She is completely within the knowledge of lads of this age, with none of the baffling, glamorous complexities. She's a girl they all know and, as a Glex girl, she's the last word in collegiate fancy.

"So, if you're under twenty-one, forget glamour and develop Glex. It's one way to knock the stag line for a loop."

Viva la Glex!

To stimulate public interest in "I Was An Adventuress" the 20th Century-Fox publicity clearing house at the studio, decided on this:

"The scenarists wrote into the script ten varieties of kisses. They are the peck, 10 seconds; the clinging vine, two minutes; the briefie, or swiftie, five seconds; the he-man, 20 seconds; the pop (plenty of noise), 10; the alligator (nose to nose), 15; the bear (very lovingly), 25; the Graustarkian (the lips barely touching), 10; the prude (right on the forehead), five; and the kittenish (a wet kiss)."

And these are an at-random selection.

Ad Infinitum

The other issue, Ivan Spear, writing in Hollywood, directed a dart at the Warner press enthusiasts for apeing the GWTW method of describing "Gone With the Wind" with ATAHT, meaning "All This, and Heaven Too." He was thinking of the public, which is more than a lot of others in this business do, and what doubtful sport it might be for the constituents to figure out that RRNOTGWT had a slight bearing on one called "Renfrew Rides North on the Great White Trail."

This at once suggested an infinite number of possibilities. For instance, there's LOWS. This has nothing to do with nosedives at the boxoffice, but with a film called "Light of Western Stars." POTSS wouldn't necessarily mean the proof-reading room had gone astray, but an application of the same sort of brilliant technique to "Pals of the Silver Sage."

Similarly, SOL wouldn't mean Lesser or Rosenblatt, but "Sidewalks of London;" CC not Moskowitz, but "Curtain Call;" VC not Victoria Cross, but "Virginia City;" HAH, not part of a laugh, but merely "Headleys at Home;" HOW not an Indian sign, but "Horrors of War;" LOT not related to studios, but to "Life of Tschaikowsky."

And HOTS wouldn't have a thing to do with "Oomph" Sheridan, but all to do with "Heroes of the Saddle."

Clear Enough

Typical Hollywood understatement flourishes in this word from the M-G-M studio:

"Simon Bolivar is to be the subject of a screen epic."

"THE MAN WHO TALKED TOO MUCH"



You can't talk too much and you can't yell too much about a show that's packed with action — and that's what this gives 'em galore. Ready now!

ACTION!

Act Now and Act Fast to get it from

WARNER'S

GEORGE BRENT and VIRGINIA BRUCE
In
"THE MAN WHO TALKED TOO MUCH"
with
BRENDA MARSHALL • RICHARD BARTHELMESS • WM. LUNDIGAN

Directed by **VINCENT SHERMAN**

Screen Play by Walter De Leon and Earl Baldwin • From a Play by Frank J. Collins
A Warner Bros.-First National Picture

SEE CURRENT SUMMER AS LUCRATIVE SEASON; INDUSTRIAL SPURT, SUIT DECREE REASONS

Observers Agree Price Hikes Inevitable; Cite Last War

NEW YORK—Summer, 1940, is expected to be one of the most lucrative in exhibition in several years. And for the first time in many months this optimism is shared by major and independent exhibitors alike. The motivation for the optimism, however, takes a fork mid-way, where affiliated operators feel grosses will boom as a result of anticipated industrial spurt, while independents foresee tangible dollars and cents benefits emerging from a settlement of the government suit.

The latter, it is reflected in some quarters, admit the stage is set for a more hopeful summer period than has obtained in past years even if fruits of the settlement do not bear at once. There is, then, a picture of universal expectance the next two months will be the direct antithesis of what July and August normally stand for at boxoffices. There are but two conditions; (1) that the United States is not actively at war, and (2) that distributors refrain from boosting rentals "to take advantage of the situation" to the point where such action "would defeat everything."

See Price Increases

Almost without exception exhibition interests declare admission prices will be increased. Such a move, whether it be concerted or otherwise, is not expected to meet with public opposition. It was done during the last World War, veteran operators say, when it became evident industrial recovery justified the action. At that time average small town theatres were getting 50 cents top during the week, it is said. As for the immediate future, observers point to the fact that with a reduction in the ceiling of federal taxation, operators will be free to boost scales at will since the impost of the new 10 per cent levy on admissions will begin at 21 cents.

"The public will stand for the increase, too," one circuit operator declared, "because for one thing those that are working won't be pinching pennies as they are today and a few hundred thousand now unemployed will be getting regular salaries." In this connection the operator recalled that during the World War common laborers were receiving from two to four times normal salary.

Any, and all reference to what may happen to increased admissions, however, brings an observation of which this is typical: "But the product must stand up; the public is not going to be fooled. Also, there is a limit to what we can pay for product."

Taking these two conditions in order, it appears, from representative opinion, July and August releases are "as good as, if not

(Continued on page 10)

No Dearth of Product Foreseen For July and August Dates

NEW YORK—There will be no dearth of new releases for July and August, according to schedules set up by the eight majors, Republic and Monogram. With a minimum of 56 pictures already slated, the possibilities veer to the list being increased by 12 with two additional uncertain.

Definite release dates have been set for 37 films during July, and 19 for August. Although the total may be boosted to 70 for the two months, this compares with 61 for June and July last year.

Reissues continue in demand in the local territory because of numerous changes in independent theatres. All exchanges report a lush business on this type of product, with some circuits said to be making blanket deals.

New releases for July and August, as they now stack up on information furnished by distributors, follow:

July 3—The Golden Trail (Mono), The Refugee (Rep).

July 4—South of Pago Pago (UA).

July 5—Andy Hardy Meets a Debutante (M-G-M), Dr. Christian Meets the Women (RKO), Private Affairs (Univ), Sailor's Lady (20th-Fox), Way of All Flesh (Para't).

July 6—The Man Who Talked Too Much (WB).

July 10—Pride of the Prairie (Mono).

July 12—Millionaires in Prison (RKO), Black Diamond (Univ), Manhattan Heartbeat (20th-Fox), Stagecoach War (Para't), One Came Home (M-G-M), Scatterbrain (Rep).

July 13—Episode (WB).

July 15—Carolina Moon (Rep), Boys of the City (Mono).

July 18—Military Academy (Col).

July 19—Arizona Cyclone (Univ), Cross Country Romance (RKO), Girl From God's Country (Rep), I Do! (M-G-M), Maryland (20th-Fox).

July 20—Ladies Must Live (WB).

July 22—The Haunted House (Mono).

July 25—Blondie Has Servant Trouble (Col).

July 26—Pride and Prejudice (M-G-M), Stage to Chino (RKO), Stranger on the Third Floor (RKO), You're Not So Tough (Univ), Untamed (Para't).

July 27—They Drive by Night (WB).

July 29—Orphans of the North (Mono), Rainbow of the Range (Mono).

July 31—It Happened in Paris (Col).

August 2—Golden Gloves (Para't), Great Profile (20th-Fox), Lucky Partners (RKO), South to Karanga (Univ).

August 5—Chamber of Horrors (Mono), Law of the Tong (Mono).

August 9—Boys From Syracuse (Univ), Mystery Sea Raiders (Para't), One Crowded Night (RKO), Street of Memories (20th-Fox).

August 16—Brigham Young (20th-Fox), Comin' 'Round the Mountain (Para't), Queen of Destiny (RKO).

August 23—The Brat (20th-Fox), Dance, Girl, Dance (RKO), Down Went McGinty (Para't).

August 24—The Sea Hawk (WB).

August 30—I Married a Nazi (20th-Fox), Wildcat Bus (RKO).

Columbia will release some time in August "The Howards of Virginia;" Republic during July and August, and for which no definite dates have been set, will release "The Ranger and the Lady," "Sing, Dance, Plenty Hot," "Oklahoma Outlaws," "The Tulsa Kid," "The Impostor," "The Old Mill Stream" and "Border Legion."

M-G-M will release during August "Boom Town," "We Who Are Young," "Gold Rush Masie," "I Love You Again." "Escape" and "Busman's Honeymoon" may also be released, although they are on next year's program.

Trade Already Under Tight Gov't Reins

By EARLE A. DYER

WASHINGTON—Discussion of the possibilities of settling the issues of the all-industry suit via a consent decree, which would embody a trade practice plan approved by the department of justice and later enacted into law, possibly as a modified Neely bill, has led to speculation as to how far the trade already is under government supervision.

A survey shows that the government camel has its head well within the film industry tent.

Nearest to direct federal regulation, of course, is the control of labor conditions exercised through the national labor relations act and the fair labor standards act, the former dealing with labor practices and the latter with wages and hours.

The federal admission tax enables the government to keep an eye upon exhibitor business; the income taxes, corporate and individual, keeps the government in close contact with what all branches of the industry are doing from year to year.

The financing activity of film corpora-

(Continued on page 10)

"Important Plans" to Allied Later, Myers Tells Members

By GENE RICH

CHICAGO—"We are working on something important that will benefit all independent exhibitors. What it is we cannot divulge, even to you, because the information might fall into the hands of the distributors, who would attempt to block it. We are confident that within 30 to 60 days we will be able to tell you."

And this, from Abram F. Myers, general counsel, to the general session, was substantially the extent of the information garnered by the rank and file of Allied at the 11th annual national convention at the Morrison Hotel here as the grapevine buzzed in the wake of the daily executive board meetings and secret sessions.

While the registration was between 400 and 500, the exhibitor attendance, according to the registration list released, including Chicagoans, numbered about 175.

Of the convention activities, Allied made much over the new information and propaganda bureau it will inaugurate, and the appearance of C. C. Pettijohn of the Hays office, together with Spyros Skouras, National Theatres chieftain, before the senate finance committee to propose a change in the federal admission tax schedule from the one that had been reported by the house committee.

Samuelson Heads Data

Sidney Samuelson of New Jersey will head the standing Allied committee on information and propaganda. With him will be Pete Wood, Ohio; Arthur Howard, Massachusetts, and Don Rossiter, Indiana. This committee, as reported in the resolution passed by the convention is,

" . . . to keep abreast of all sales policies and practices (by the distributors) and to disseminate legal information for the benefit of Allied members, together with appropriate suggestions and recommendations; that all members in attendance hereby pledge to the national board the cooperation of their respective units in both the collection and dissemination of such information."

How It Will Operate

Samuelson explained how the plan would operate. He said it would begin functioning within the next few weeks. Exhibitors giving information will remain anonymous. The bureau will be used by Allied to "police and restrain trade practices of the distributors that are unfair." Non-members of Allied in territories where there are no Allied units may obtain the information by becoming sustaining Allied members. Present plans reveal no assessment for operation of the bureau.

Material to be sought in the sales surveys will be on "forced selling of shorts, special contract clauses, whether pictures did business at the boxoffice, whether pictures are sold flat rental or percentage, and similar material."

Allied complained also about the 16mm non-theatrical prints of major productions, and named a committee composed of Roy Harrold, Indiana; Ray Branch, Michigan, and Samuelson, to confer with the producers and distributors "with the idea of getting all the possible immediate aid in connection with this problem."

The committee met during the convention with William Scully of Universal and Eddie Golden of Monogram on 16mm product from those companies.

The meeting devoted considerable time to multiple-feature troubles of exhibitor delegates. After the discussion, it was at first planned to ask the distributors not to permit showing of "A" product on double feature programs. This was later changed to a resolution, asking them to work toward general elimination of double and multiple features, becauses double features:

Why They Dislike Duals

"Encourage the policy on the part of the producers to make features of mediocre and poor quality designed to be exhibited on a double feature basis only and thereby flood the market with inferior product; create a shortage of pictures for exhibition, result in a sellers' market, and results in reducing the number of admissions at the boxoffice by surfeiting the public desire for motion picture entertainment."

During the discussion, Alex Schreiber of Associated Theatres, Detroit, told of a theatre (the Times Square) across from his company's Loop in the downtown motor city district that changes its programs at midnight, thus permitting a patron to come in on Saturday evening, see three features from that program, and stay after midnight to view the next day's three pictures. All for 15 cents. During the week when the house runs two features, a patron can come in during the evening and stay for the changes for a five-cent service charge, together with one of several thousand passes distributed free. The weekend schedule of the Times Square assertedly shows that a checker went in at 7:10 p. m. Saturday and did not come out until 3:02 a. m. Sunday, having seen "Riders of the Sage," "Alice in Wonderland," "Go West Young Man," "Covered Wagon Trails," "The Outcast," and "The Light That Failed."

Jack Kirsch of Illinois Allied said that 17 independent exhibitors in Chicago agreed to cut from triples to duals, but that B&K continued to run triples at its Belmont.

Charles Casanave, head of Advertising Accessories, Inc., National Screen Service, subsidiary, made a plea for Allied support by its individual units as well as nationally. He contended his organization is an independent, and argued it will greatly enhance advertising accessories, causing a rebirth of new ideas in this field.

Jimmy Walker, former mayor of New York and onetime general counsel of MPTOA, was the toastmaster at the dinner-dance concluding the convention. Typical Walkerisms:

"When I think of the tears we shed about a quarter century ago over the poor exhibitors who were about to be driven to their graves, and now come here and find many of them still hale and hearty, I cannot but feel they were a lot of crocodile tears, but still maybe not in vain."

"The way to see America is to be general counsel of an exhibitor film organization. You see towns you never heard of."

"I was once supposed to know something about politics . . . And once I returned from my first exhibitor convention and gave Tammany Hall some tricks they never even knew about."

Other Speakers

Among other speakers at the banquet were William Rodgers, M-G-M sales head; Golden; Kirsch; Myers; Ezra Stone, appearing in Paramount's "Those Were the Days;" H. M. Richey, RKO, and Judge Braude, of Chicago boys' court, who spoke for Mayor Edward J. Kelly.

Resolutions adopted by Allied included:

A request that distributors attempt to restrict double and multiple features.

A protest against licensing of 16mm rights to regular product. A committee composed of Roy Harrold, Indiana; Ray Branch, Michigan, and Sidney Samuelson, New Jersey, was named to confer with distributors.

A pledge of support, a promise of personal service and availability of Allied member screens to the government in its preparedness and defense programs.

An attack on distributor company special playdate drives, which Allied claims are becoming "too numerous."

Allied Working on Own Decree Plan

Chicago—The plans Allied leaders are working on have to do with the forthcoming government consent decree, it is learned here. The leaders indicated that some of the "straws in the wind" can be assumed to include Allied's old cry of "the right to buy," adequate and "the right kind" of clearance, and some sort of initial breakdown of block-booking, expectedly in the "blocks of five." Divorcement, as a part of the decree, still appears to be farther away than all the others.

Future Allied Meets More "Business Like"

CHICAGO—There is a possibility that future Allied conventions will run more and more to business sessions, Col. H. A. Cole, president, said in announcing that the convention in 1941 will be held in Philadelphia, probably late in May or early in June.

"There is more and more of a tendency to forego all of the belly-aching, stormy sessions of years ago, when we were mad at the distributors and affiliated circuits," he said. "Especially, since it appears that before long we may be getting something we have been fighting for."

Cole said that next year it is planned in Philadelphia to have individual group meetings for exhibitors where regular operation problems on theatres will be discussed. This will be the first time that such problems and regular business sessions will be planned. Sidney Samuelson of New Jersey is expected to head the convention committee.

Trade Already Under Tight Gov't Reins

(Continued from page 8)

tions are covered by the securities and exchange act, and it is necessary for corporations seeking to raise money by the sale of stock to give the securities and exchange commission detailed and complete information of company setup, financial structure, business, etc., before the stock can be offered the public. Annually, all companies whose securities are registered must make reports to the commission, and they also must report, as they occur, significant changes, such as the acquisition or disposition of affiliates, etc.

The interstate commerce commission lays down the rules for the transportation of films by the railroads; the neutrality law, even, especially referred to the industry in a provision permitting it to sell under different conditions than apply to other commodities in the foreign field.

The department of commerce keeps a beneficient eye upon the industry, aiding it in development of foreign markets; the state department also is of service wherever possible along that line and in the protection of American film interests in foreign countries which threaten to impose quota or other handicaps.

The postoffice department watches the use made of the mails, and a year ago barred them to the promoters of "Bank Night;" it also has barred the mails to "schools" for film talent and similar enterprises.

The war and navy departments keep in touch with the production of features in which those services are portrayed; they cooperate in the furnishing of facilities, but require that the pictures be submitted to inspection so that no inaccuracies go undetected or any military secrets are revealed.

Government interest in the industry also is evidenced in other ways. The federal trade commission has interested itself in film matters, at one time spending years in investigation of Famous Players-Lasky and has in recent years moved against pictures based upon, but not following, well-known novels, as in the case of "In His Steps." The department of justice, also, is interested, as is now well realized in the industry, in methods of doing business.

Of the ten major federal departments, only agriculture and interior have no interest in the activities of the industry, but these, as well as all others and many of the bureaus and commissions, have produced motion pictures depicting their activities. All told, there is a very decided participation by the government in the activities of the motion picture producers, distributors and exhibitors.

See Current Summer Lucrative Season; No Product Scarcity

(Continued from page 8)

better than" they were the same period last year. One large independent operator says the calibre of product for the next two months is representative of the kind distributors in former years made it a practice to hold up for fall. "I don't remember the last time we saw a roadshow in the summer," he asserted, referring to "All This, and Heaven Too," adding: "There seems to be more $1,000,000 pictures scheduled for summer release than I recall in many seasons."

In this connection, an affiliated circuit executive went to the trouble to make a comparison of pictures released in the summer of 1939 and those designated for release in July and available for August. He makes the point his checkup is based on only those 1939 films that received better than "average" reception at the boxoffice, while the 1940 crop is calculated on only those releases he regards as above the "typical program picture."

This is the result:

	—1939—	—1940—
Warner—	July	July
	Naughty But Nice	The Man Who Talked Too Much
	Hell's Kitchen	My Love Came Back
	Daughter's Courageous	Ladies Must Live
		They Drive by Night
	August	August
	Each Dawn I Die	The Sea Hawk
	The Angels Wash Their Faces	No Time for Comedy
	Indianapolis Speedway	The Man From Fleet Street
M-G-M—	July	July
	On Borrowed Time	Andy Hardy Meets a Debutante
	Andy Hardy Gets Spring Fever	One Came Home
	Goodbye, Mr. Chips	Pride and Prejudice
	August	August
	Lady of the Tropics	Boom Town
	Wizard of Oz	Escape
		Strike Up the Band
RKO—	July	July
	.....	Dr. Christian Meets the Women
		Cross Country Romance
	August	August
	Bachelor Mother	Lucky Partners
	In Name Only	Dance, Girl, Dance
UA, Columbia and Universal—	August	August
	Four Feathers	Captain Caution
	Man in the Iron Mask	Foreign Correspondent
	They Shall Have Music	Kit Carson
	Coast Guard	The Westerner
		Thief of Bagdad
		Arizona
		He Stayed for Breakfast
		The Howards of Virginia
		Singapore
		The Boys From Syracuse
		Spring Parade

(The executive's circuit does not play Paramount and 20th-Fox)

Complete "Snow White" Reissue Test Runs

KINGSTON, N. Y.—"Snow White and the Seven Dwarfs," coupled with four single-reel Disney cartoons and "You Can't Fool Your Wife" completed a three-day repeat run at the Kingston here Sunday in the last of a series of tests designed to determine the desirability of immediate national reissue of the feature length cartoon.

As interpreted here after audience reaction crystallized, "Snow White" might garner considerable business solely on juvenile trade out of school during the summer months. RKO went overboard in this direction in exploiting the film, sending two men here three days in advance for the purpose. Presence of the four single reelers also points up the all-juvenile angle. They were "The Three Little Pigs," "Ugly Duckling," "Donald's Lucky Day" and "Ferdinand the Bull."

The identical Disney program was put on in Stamford, Conn., and Meadville, Pa., for similar reaction earlier this month.

Supplements Program by Amateur Broadcasting

LOS ANGELES—Having secured a tieup with Station KGFJ, the Times Theatre here has inaugurated a weekly amateur talent show conducted by the "Radio Talent Scout," and which is a supplementary attraction to the regular screen program every Friday night.

Entrants compete for cash awards, the winners being chosen by applause from the audience, and their efforts are broadcast through the facilities of the radio station.

Talk Mae West Pact

HOLLYWOOD—Columbia is negotiating a two-picture deal with Mae West.

Adjustment Problem Termed "Serious"

NEW YORK—The industry's problem of adjusting itself to a domestic basis is termed "serious" by the *Wall Street Journal* in an article appraising the effect of the loss of foreign revenue.

According to the financial daily, the readjustment problem will take considerable time to solve. It states the loss of foreign markets will mean the planning of pictures mainly for the domestic market, made at a cost that will permit profits solely from domestic rentals.

It is difficult to know where to economize, admits the *Wall Street Journal*. Labor unions, the article claims, have saddled the industry with high wage scales, so therefore it is difficult to cut salaries from the top down. Star salaries depend to some extent on the success of their films, but this expense is also very hard to adjust, it is stated.

"So far American producers have done a satisfactory volume of business in Britain and losses on exchange have been largely offset by short positions in sterling or by sterling loans arranged in London," the writer adds. "From now on, however, the effect of the war on revenues may be much more drastic."

No second quarter estimates can be made for Loew's, according to the newspaper, because of the necessity for setting up large and still undetermined contingency reserves. It is probable that before these reserves, profits will be close to the same rate as in the first half year because of continued income from "Gone With the Wind" and well-sustained foreign income.

Paramount, which is described as being "less dependent on foreign film rentals than other companies because of its large number of theatres," is said to be doing relatively much better. The article states earnings for the June quarter are expected to be close to the March quarter, showing approximately $1,606,000 in profits.

Kreier Managing Director For 20th-Fox in Spain

NEW YORK—Robert A. Kreier, formerly 20th-Fox's assistant continental European manager to Ben Miggins, has been appointed managing director of Spain. Although no other statement was made, indications are the company expected to renew operation on a wide scale following the Fascist uprising there.

20th-Fox Offices Resume Operations in Holland

NEW YORK—Offices of 20th-Fox in Holland have resumed business, according to Walter J. Hutchinson, director of foreign sales, who says advices from Amsterdam state activity is almost back to normal.

Ban on "Merry Wives"

NEW YORK—The state board of film censors has banned "Merry Wives," Czechoslovakian film, ruling the picture is "immoral, indecent," etc. Edgar E. Lloyd, distributor, will appeal.

One Way to Get War News Fast

New York—Here's how John W. Hicks, Paramount's vice-president in charge of foreign distribution, whose office overlooks the Times Building, gets the latest war news. At regular intervals, his executive assistant, Albert Deane, drops into his office with a pair of binoculars to read the bulletins posted on the building. Beats the radio, says Deane.

Distributors Tiff Over Japanese Allocations

NEW YORK—Distributors' representatives in Japan are tiffing over import permits, according to word received here. Columbia and Paramount are aligned against the other companies who want to revise allocations issued by the Japanese finance ministry to conform with those of the home ministry.

Under the law issued by the home ministry at the beginning of the year, the companies received the following import quotas: Paramount, 14; M-G-M, 13; Columbia, 11; Universal, Warner, 20th-Fox and RKO, nine each, and UA, seven. Paramount and Columbia benefited most under the deal arranged with the finance ministry in 1938 and, accordingly, would suffer somewhat under a revision.

The squabble, however, is minimized here becauses Japanese authorities are said to have been lax, as usual. In the last four months, permits for only ten prints were issued and it appears doubtful whether the majors will be allowed to fill their commitment of 81 by the end of the year. Although business, it is claimed, is very good, the distributors are still unable to withdraw any revenue.

Start Shooting in Four Weeks on Charity Film

NEW YORK—Actual shooting of the charity film which will have the service of six well-known directors, will get under way in about four weeks, according to Herbert Wilcox, who was in town for 48 hours conferring with RKO executives.

Proceeds of the film, which is based on Stacy Aumonier's "Octave of Jealousy," will go to Allied and American charities under the supervision of Dr. A. H. Giannini.

The directors donating their services are Alfred Hitchcock, Frank Lloyd, Edmund Goulding, Victor Saville, Zoltan Korda and Wilcox. Probably every English and French star in Hollywood will appear gratis in what promises to be a novel screen presentation.

Among the writers working on the story, according to Wilcox, are A. J. Cronin, James Hilton, Aldous Huxley and W. P. Lipscomb.

RKO is donating the studio equipment and will handle the distribution on the film, Wilcox states.

Germany Spearhead Of New War Films

NEW YORK—Nazi Germany, which was considered "verboten" as screen material by some major distributors, now forms the spearhead of a number of war pictures which will be launched in keeping with the martial times.

On the current lineup, 20th-Fox has released "Four Sons" and Darryl F. Zanuck is preparing "I Married a Nazi." Another being released is M-G-M's "The Mortal Storm," based on the novel by Phyllis Bottome. The studio is now shooting "Escape" featuring Norma Shearer. It is said the theme of Robert Montgomery's British production, "Busman's Honeymoon," concerns itself with the Nazi dogma.

For the immediate present, Warner has completed a new ending for "Confessions of a Nazi Spy" to bring up its chronicle to date. Columbia has "Mad Men of Europe" in release.

It is understood UA will reissue Alexander Korda's "The Lion Has Wings" along with it as a companion feature. There is some talk that RKO will dust off "Nurse Edith Cavell" now that the time is propitious. Universal may do likewise with "All Quiet on the Western Front" and "The Road Back." Meanwhile the company has "Ski Patrol," dealing with the Finnish-Soviet war.

Republic is releasing "Women in War" and Monogram has "Torpedo Raider," a GB revival. Producers Distributing Corp. is plugging "Beast of Berlin" for houses which go in for circus showmanship.

Believes European Market Is Not "Entirely Lost"

NEW YORK—Although in the dark about what will happen to business operations abroad, Nicholas M. Perry, Columbia's European continental manager, does not believe the European market can be considered "entirely lost."

Perry, who arrived recently via the Clipper, reports conditions in a state of disruption. He states the Paris offices are now operating from Bordeaux and Lisbon.

In about four months, Perry thinks, the companies may be able to service accounts again. He is quite confident restrictions will not be too severe.

Mexican First-Run Date Difficulty Reported

NEW YORK—Although Mexican exhibitors are required to play one native production a month, local producers are finding it difficult to obtain first-run playing dates, reports Charles Roberts, Columbia's home office supervisor for Latin-America. He says local banking interests are attempting to stimulate production there. Columbia has acquired so far four Mexican-made features for Latin-American distribution. Last year the company handled five.



—Exclusive Photos by Cosmo-Sileo

Talent—Legal and Sales—

Not a sales convention, as one might gather. The pictures above are merely an indication of the activity around the Bar Association Building where negotiations for settlement of the government suit are going on daily. Office hours 10 a. m. to 1 p. m., an hour for lunch, resuming at 2 p. m. and from then on until the last suburban express leaves Grand Central.

For the record, then, topmost photo, left to right, Irving Moross, Granville Whittelsy, Abe Montague, Benjamin Pepper, John F. Caskey, Bertram F. Shipman, Adolph Schimel, Edward C. Raftery and Herman Finkelstein. Second picture, same order, Col. William J. Donovan, Austin C. Keough, George J. Schaefer and Louis Phillips. Third photo, Neil F. Agnew, Barney Balaban, former Judge Thomas D. Thacher. Immediately above this caption are William F. Rodgers, Gradwell L. Sears and Tyree Dillard jr.

Trio by Luise Rainer For Triumph Pictures

NEW YORK—Harry Brandt and Nat Wachsberger of Triumph Pictures have signed Luise Rainer for three pictures. The first, "Jacqueline," starts in mid-September, with an RKO release probable.

Into Opinion Surveys

ALBANY—Ross Federal Service, through its offices and organization in every key film exchange city throughout the country, has started to take polls on current questions for American Opinion Forecasts, Inc. The latter was recently formed by Edward J. Wall, former assistant to Harry A. Ross, president of Ross Federal.

Four Schine Houses Are Darkened for Summer

ALBANY—Four Schine theatres—the Regent, Amsterdam; Hippodrome, Little Falls; Palace, Watertown, and Pontiac, Ogdensburg—have closed for the summer. The Strand, other Schine house in Ogdensburg, was recently remodeled, Pontiac being used during the shutdown.

Jimmy Walker Not Returning

CHICAGO—Jimmy Walker denied at the Allied convention that he plans to reenter the industry, despite rumors that he will. He said he will have no connection with the New York government suit or any other matters.

Attorneys Told to Keep On Preparing

New York—Although the government has secured an adjournment of the all-industry suit hearings, with further requests along the same lines scheduled, home office and junior counsel engaged in preparing for the defense have been informed to continue as though nothing had happened.

The reason for this is that negotiations, while hopeful now, may break with the department of justice for an out-of-court settlement, contingent on the basic principles to be included and agreed upon in some sort of decree.

Deferment Bid Sees Decree by October

NEW YORK—Indicating no definite plan will be reached by August when Federal Judge Henry Warren Goddard starts his two-month vacation, J. Stephen Doyle, assistant to the attorney general, in making a government request for a July 1 postponement of the suit, stated there is a possibility of a consent decree being ready along in October when something of a more substantial nature will be reported to the court.

Doyle declined to set a specific time limit when an agreement on the principles of a trade practice plan for inclusion in a consent decree will be ready for signing, thereby disposing of the suit from the district court calendar.

"The government has been participating in daily conferences with the defendants in the Bar Association Building," Doyle informed Goddard, "and I can report definite progress is being made.

"Under discussion at the moment," he added, "is the subject matter of the commerce department trade practice plan for a consent decree. Sub-committees have been formed and specific topics are under discussion. Proposals are being drafted and nothing has arisen to indicate a final settlement of the matter cannot be reached."

BOXOFFICE, on June 22, exclusively reported the names of the five committees appointed to handle the various subjects alluded to by Doyle. Pictures of the men and the committees on which they are functioning appear on page five in this issue.

At the conclusion of the brief court hearing on the adjournment of the suit, Doyle explained the code of fair trade practices propounded by the industry last year also are being considered in the discussions. The two plans—namely the department of commerce proposals for a consent decree and the industry's draft for trade practices—are being used as a groundwork for the decree now being formulated.

NEW YORK—A fifth postponement of the all-industry suit is expected Monday when J. Stephen Doyle will appear before Judge Goddard and ask to put the case over until July 8.

See Neely Bill Fate Hinging on Decree

WASHINGTON—Fate of the Neely block booking bill is seen in Washington as dependent upon the outcome of the current negotiations for a consent-decree settlement of the all-industry suit.

Members of the House sub-committee in charge of the measure are pressing forward with their rewriting of the bill, but it has been indicated that no great haste will be made in the effort to enact it, particularly if it becomes apparent that Congress is going to suspend for the summer.

Considerable doubt surrounds the future of the bill in the event the current negotiations for a consent decree are successful.

The block booking provisions of the decree will certainly be no easier and are very likely to be more rigorous than those it is proposed to incorporate in the Neely bill, in which event it is quite probable the measure will be permitted to die.

It was pointed out that the bill was passed by the Senate last year on Senator Neely's plea that the New York suit might not be settled for a long period and Congress should not await court action in dealing with the block booking problem.

The same appeal was made by witnesses appearing in favor of the bill before the House committee on interstate and foreign commerce during its recent hearings.

The sudden developments, which halted trial of the suit, have changed the situation materially, and there now is a prospect that it will be settled before legislation can be enacted.

Queries Up in Arnold Divorcement Stand

NEW YORK—If Thurman Arnold wants divorcement of theatres, and he has left no doubt in that direction, how can reports be reconciled that he is being asked to consider retention of theatre interests by distributor-exhibitor defendants in the government suit as a condition of a consent decree?

The question is only one of a number asked by observers of the "marathon" the assistant attorney general is conducting in Washington. It came from the lips of a sales executive and primarily was meant for the ears of one of his company's attorneys.

The attorney's reply was something in this vein: "Forget all about Arnold's villification of the industry at that Washington sub-committee hearing as having any bearing on a consent decree. There can still be a consent decree, although Arnold is firm on theatre divorcement.

"And this could very well be by his taking the position the original proposal for a consent decree was made by the department of commerce. While he has said it is his personal belief that there will be no settlement, he probably meant just that—a purely personal view."

Says Men in Field Can Help Avert Costly Litigation

NEW YORK—That a great deal of the litigation which results in an economic waste of thousands of dollars a year can be averted with the help of men in the field is the legal advice of Felix A. Jenkins, general counsel, to the 20th Century-Fox sales staff.

Although his remarks are addressed to members of his own organization, what Jenkins has to say on the subject construably might serve as a general model.

Many of the rows, Jenkins believes, can be settled before they reach the lawsuit stage. "It is up to you to bring to the attention of your superiors every case of unreasonable clearance, every case of inability to get product and every instance of dirty work which you know about," he says.

"No man can say that one side is entirely right and the other entirely wrong," Jenkins declares. "There must be some give-and-take on both sides. The settlements which have been made did not take the form of giving the plaintiff all he asked. There were compromises. I am convinced you men can accomplish many of those compromises before lawsuits are started."

In referring to the approximately 90 anti-trust suits brought by private individuals seeking triple damages, Jenkins points out for the most part they involve inability to get product, or alleged unreasonable clearance. He stresses the fact salesmen and the branch managers are the ones who have first-hand information about the complaints and, consequently, should take steps to prevent them from reaching the litigation stage.

Mentioning the majors' promise to the government that no reprisals would be taken against its witnesses, Jenkins advises:

"Do not let any resentment which you may feel toward any witness whom you know or with whom you do business show itself. Deal with these witnesses on a strictly fair basis. Do not attempt to castigate them with your tongue and do not attempt to punish them in a business way. In your business dealings with them keep calm and lean backwards in making

(Continued on next page)

Hear 200 of 1,000 Plaints Probed

NEW YORK—The department of justice has not specifically investigated more than about 200 of the approximate 1,000 complaints which form the basis of its allegations against the industry in the key suit, it is reported.

This is indicated by a major attorney who was asked if it was his understanding that the department will subpoena the witnesses listed as having knowledge of alleged wrongdoing on the part of distributors.

"As a matter of fact," the attorney declares, "we have only been able to find about 200 complainants whose situations have been investigated by justice department representatives. Although the list contains more than 1,000 names it now appears that the government cannot possibly subpoena them all because it hasn't gone to the trouble of determining whether all these grievances actually constitute a basis for alleged violation of the anti-trust laws.

"In a business as complicated as this," he adds, "and with salesmen constantly striving to get the best possible deal for their companies it is conceivable that many exhibitors might take the position they are being constantly pushed around. So for the cost of a three-cent stamp they write to the department of justice and say all manner of things are being done against them. Well, almost three-quarters of these complaints have not been examined by the government as to their merits."

However, special investigators continue to check complaints as they filter in.

Sees Percentage as Blind Selling Out

NEW YORK—If blind selling continues distributors should be forced to offer percentage pictures on the basis of their national gross, is the observation of a veteran mid-western exhibitor.

He amplifies his views like this: "Every season we are besieged by salesmen who offer us more percentage pictures than the previous season. Now, I hold no particular brief against percentage pictures, except that I think there are too many percentage brackets. A good percentage picture can be profitable to both distributor and exhibitor.

"But when salesmen represent an unseen film as a 30 or a 40 per cent picture I believe the burden of delivery rests with his company. In other words, the percentage allocation must measure up to the film, or the other way around if you like it. The only fair way to do that is for distributors to fix the percentage allocation after the film has played a representative number of national situations; not before.

"If the percentage film gets no more gross than a flat rental," the exhibitor adds, "on the basis of past performances of flat rentals, then it should be incumbent upon the distributor to kick back the difference. It is patently unfair for a distributor to charge us, for example, 35 per cent for a picture, sight unseen, until it is proven the picture deserves that rating. There must be hundreds of exhibitors paying at the rate of 30 and 35 per cent for pictures that belong in the flat rental class."

Many Witnesses Are Private Litigants

NEW YORK—At least 25 of the approximate 550 probable witnesses listed by the government in its all-industry suit have been, or are now, involved in private anti-trust litigation against the majors.

One of the exhibitors included in the department of justice list is Paul P. Scott of the Varsity, Dallas. His suit against Interstate was settled and he is now a city district manager for the circuit. Another Dallas action against Interstate disposed of out of court in the last few weeks was that of L. L. Dunbar of the Queen.

Additionally, there is the Harry Fried case in Philadelphia where the exhibitor had been suing the Warner circuit and majors in connection with his three main-line houses. Listed as a government complainant, the same ground is covered as in his private suit which has been disposed of. Paramount and Columbia gave him additional product, which was what Fried wanted. Also mentioned in the Philadelphia area is Eugene Mori of the Landis, Vineland, N. J., whose chief complaint was against the Warner circuit. A pooling deal there between both interests is reported to have been worked out, thereby disposing of the legal action.

Peculiarly enough, Verner U. Young of Gary, Indiana, recently lost a decision to the majors in the federal court in Chicago. In the government record, he names 20 theatres and complains against Loew, Warner and Paramount.

Unusual Probable Witness

J. M. Ulmer of Ulmer, Berne & Gordon, Cleveland, is an unusual probable witness. It will be remembered at the time of the government suit against four majors in St. Louis about five years ago Ulmer testified for the government. This was the case wherein F&M was the complainant.

Possible witnesses also include exhibitors responsible for the contempt proceeding against FWC in Los Angeles and B&K in Chicago. On the coast, Milton B. Arthur is among the complainants. In Chicago, Edwin Silverman and Emil Stern, in addition to Allied leaders, are listed.

William N. Youngclaus of Grand Island, Neb. whose anti-trust case against the majors is history is not forgotten in the government tally. It is claimed he has knowledge of an existing monopoly by Paramount in his territory.

E. M. Loew, who a few months ago filed seven individual anti-trust actions against the majors in connection with his open air theatres in New England and the south, is also among the potential witnesses.

Charles Morse and Louis S. Rothenberg, New England as well as upstate New York exhibitors, are there, too. For more than two years testimony in their action has been taken before a special master. As yet, there is no definite date of trial.

Newell B. Kurson has three private suits pending in New England against the majors and each of the complaints is recited in the government answer to the distributors' consolidated interrogatories.

That Rubin Frels of Victoria, Tex., appears is not surprising to defense counsel. In his private litigation involving the Uptown at Victoria he seeks more than $500,000 damages. Paramount is his principal object of attack.

Fred G. Weis of the Savannah, Savannah, Ga., has a suit now pending against Lucas & Jenkins, Paramount affiliate, seeking $654,000. The government cites unreasonable clearance as the main objection and complaint.

Another exhibitor whose name occasions no surprise is A. B. Momand of Shawnee, Okla. He has suits pending in Boston and Oklahoma City against all companies and asks for a total of more than $9,500,000 in damages.

W. E. Smith, former Paramount franchise owner and district manager in Philadelphia and now operator of the Windsor, W. Orange, N. J., with Fred Falkner of Netcong, nearby, some weeks ago filed individual suits against distributors. He is another among the government's possibilities.

Weingarten Listed

Herman Weingarten, who operated the Surf and Cameo in Miami and turned them over to Wometco in settlement of an anti-trust action against the circuit and majors, is listed with the same complaint by the department of justice. He sought $432,000 and settled for a lease on one theatre and the sale of the second.

Frank E. Hollingsworth of the Pix, Beatrice, Neb., had threatened for some weeks to file a claim against Fox Midwest. He finally did and included the majors. The government also has a record of that case.

Although the action by Joy Amusement against Interstate in Texas was disposed of privately some months ago, J. L. Greenwood of the Joy, Houston, is among probable witnesses for the department.

Other sponsors of private suits who find their names in the answers to distributors' interrogatories include:

David Shapiro of the Admiral, Philadelphia; George T. Graves of the Carman, Philadelphia; Herbert Elliott of the Fern Rock, Philadelphia; Ralph D. Goldberg of the Roseland, Omaha, and Frank Koppelberger of La Crosse Theatres, La Cross, Wis.

New Rochelle Terry-Toon Studios Close July 3-15

NEW ROCHELLE—The Terry-Toon studios will close for two weeks, from July 3 to July 15, during which time the entire staff will take vacations. On the later date the studio will have three films ready for 20th Century-Fox and five in production.

GN British Production Is Sought by Columbia

NEW YORK—Columbia is negotiating for "Pastor Hall," British film of the Bishop Niemoller incident, produced by Grand National, Ltd., represented here by Jeffrey Bernerd.

"U" Has "Fugitive"

NEW YORK—Universal is releasing "The Fugitive," a British-made film, featuring Ralph Richardson and Diana Wynward.

Says Field Men Can Reduce Trade Suits

(Continued from preceding page)

sure that you ask for a fair business deal in every way."

On overbuying, Jenkins claims there is little the distributors can do about it and maintains the salesman has the right to assume the exhibitor is not overbuying. One step the salesman can take after the contract starts on its liquidation, especially if there is another theatre in the town in need of product, is to insist the customer make up his mind within the time provided by the contract itself as to whether or not he is going to eliminate a picture, he says.

Jenkins cautions salesmen not to let their customers sit on their pictures. "As soon as a picture is eliminated by your customer, offer it immediately at fair terms to that other theatre which is in need of product."

"When a distributor allows an exhibitor to delay playing pictures and then finally to pay for them without playing them, the distributor is taking an active, knowing part in the unfair and evil practice of overbuying. In other words, we must see to it that we do not actively contribute by act or omission to overbuying by an exhibitor."

Roach Refutes Curtailment Talk by Starting Two

NEW YORK—Despite much coast "talk" indicating there may be a serious curtailment of 1940-41 production schedules, Hal Roach has given the go-ahead signal for two new pictures, according to Edward Peskay, sales supervisor, upon his return from a visit with the producer.

Aside from "Captain Caution," which will be released in August, Roach plans to put "Roadshow," budgeted at $800,000 and "Broadway Limited" before the cameras in about two weeks, Peskay states. He adds the cost of "Caution" is over $1,000,000.

Musicians Federation Keep New York Headquarters

NEW YORK—The American Federation of Musicians will maintain its headquarters in New York, a union spokesman states. With the naming of James C. Petrillo, Chicago, as head of the union, there was some talk of shifting the office. Petrillo remains in charge of the Chicago local and will commute between the two cities.

Gets Great Neck Job

GREAT NECK, L. I.—Amusement Supply Co., Inc., has been engaged to design, build and equip a modern 1,200-seat theatre on Middle Neck Road. The project, to be constructed on the site of a garage, will be ready in October.

World Has "Shark Woman"

NEW YORK—"Shark Woman," exploitation film produced by B. F. Zeidman, has been acquired by World Pictures.

Allied of New York Not to Cut Prices

NEW YORK—With the new 10 per cent tax on admissions from 21 cents and over passed by Congress, Allied of New York is the first exhibitor unit to go on record not to cut prices.

It has been rumored some exhibitors were planning to pare admissions from 25 cents to 20 cents to avoid the tax, but directors of Allied of New York, in session Thursday, unequivocally expressed their cooperation and support to the new emergency act. The directors also authorized Max A. Cohen, president, to communicate with President Roosevelt and offer full support of their theatres and services to any program which will foster Americanism.

Any attempt by exhibitors to reduce admissions to obviate the tax would bring about a price war, it is held in some quarters. Further, it is stated, such a move would be unpatriotic and amount to "a dose of poison to film companies." The contention is that to reduce prices would reflect on distributor revenue. If distributor revenue is pared, it is argued, producers will be forced to bear down on production costs on outstanding pictures which are sorely needed now.

ITOA Is Jubilant Over Tax Ceiling

NEW YORK—Jubilant relief was expressed by most members of the ITOA and other independent exhibitors that the new 10 per cent admission tax starts at 21 cents. The general trend among houses affected, a survey shows, will be to pass the tax on to the public.

Such action was taken by the ITOA executive board which met in a special session to discuss the federal levy. Those houses which are affected, Harry Brandt, president, said are going to have the public pay the tax.

In a statement for the Stanley-Warner Theatres of Philadelphia, Joseph Bernhard, general manager, stated: "There will be no cut in admission prices in Philadelphia or anywhere else on account of the tax. The tax will be added everywhere to present admission prices, as I consider it a patriotic obligation to help make the people defense-conscious."

Similar sentiment was voiced among officials of other major circuits. Among sales executives was some grumbling over the fact the tax does not encompass all admission brackets.

Allied of New Jersey on Fence Over Tax Course

NEW YORK—Allied of New Jersey went on record at a meeting in Asbury Park as favoring passing on the new federal admissions tax to the public, but reserved the right to absorb the new levy if it meets with audience disfavor. The organization's convention in September at Atlantic City will be held at either the President or Ritz-Carlton, it was decided.



—Photo by Cosmo-Sileo

Decree Expert—

A. H. Feller, special assistant to the attorney general in charge of the decree section for the government, came on from Washington especially to sit in on settlement negotiations and advise on legal angles for setting up a consent decree.

Legality of Issues Puzzling Lawyers

NEW YORK—Legality of a certain number of proposals which would be incorporated in a consent decree is understood puzzling negotiators working on a settlement of the government suit.

Many differences have arisen as to what can go into the decree and what cannot be inserted, it is held. One is the question of compulsory arbitration which a government source contends can be adopted but which some distributor lawyers frown upon becauses of the supreme court decision outlawing such arbitration.

It is also stated every precaution will be taken not to violate the anti-trust laws. Those who point this out hark back to the Interstate case where minimum admission prices and elimination of duals in contracts were held against the Sherman law.

All distributors were parties to the Interstate agreement, it is stated, and it is felt that all majors again will be joining in a practice with the government, if department of justice attorneys finally approve, of doing something which may be subject to criticism by the supreme court. That not only applies to compulsory arbitration, but other on-the-border topics as well.

While there is an intimation Federal Judge Henry Warren Goddard will ultimately pass on the legality of the proposals in doubt, there is a question in the minds of a number of lawyers whether the judge's decision would be the final word.

Meanwhile counsel for both sides all week went over a lot of ground covered previously and have just about reached the stage for drafting a first formula of the correlated ideas on trade practices under a consent decree.

Says "Slot Movies" Plan Featurettes

OLD POINT COMFORT, VA.—Manufacturers of film product for the slot machines soon to be placed on the market, are planning to make featurettes running from 20 to 30 minutes in length, Ed Kuykendall told members of Virginia's MPTO who assembled here at the Hotel Chamberlin for their mid-summer convention.

The president of the MPTOA also predicted a product shortage in Hollywood within the next six months, adding that, of necessity, exhibitors will be forced to give extended playing time to big pictures.

After a general discussion from the floor on the new federal admission tax, the convention, in a formal resolution, decided to pass it on to the public.

The welcoming address was delivered by Hon. Mayor Bickford of Hampton, who was introduced by William F. Crockett, president of the association. Col. Robert Barton, counsel, then read his report laying special emphasis on the activities of the legislative committee at the last meeting of the general assembly.

Guests who made brief talks from the floor included William Sussman and Edgar Moss of 20th-Fox; Ted O'Shea, Metro; Carter Barron, Loew's, and Jack Cohen, National Screen.

Social activities began Sunday morning with a fishing trip into Chesapeake Bay, followed by swimming and cocktails. The convention wound up Monday night with a banquet and dance.

In attendance were:

Col. Robert Barton, Frank Wolf jr., Ed Kuykendall, Wade Pearson, Mr. and Mrs. Harry Cohen, Jake Flax, Sam Flax, Dan Weinberg, Mr. and Mrs. Graham Barbee, Charles E. Crank, Mr. and Mrs. Homer B. Snooks, H. C. Valentine, N. C. Haefele, M. F. Digges, Mr. and Mrs. C. H. Taylor, Warren Connor, Mr. and Mrs. W. W. Jones, Mr. and Mrs. Charles Roth, H. Moody, Mr. and Mrs. Sam Roth, Jack Fruchtman, Mr. and Mrs. Harry Roth, Goleum Ketchum, Mr. and Mrs. William Michalove, Mr. and Mrs. William H. Rippard, Mrs. Williams, Leo Greenwood, Roy Dial, Mr. and Mrs. Harold Wood, Mr. and Mrs. Sam Bendheim jr.

Stanley Barr, Mr. and Mrs. Adrian Bendheim, Mr. and Mrs. Carlton Duffus, Ivan Rosenbaum, Mr. and Mrs. Adolphe Goodman, Chris Geoghegan, Mr. and Mrs. Henry Dusman, Ben Caplon, Mr. and Mrs. Jeff Hofheimer, Fred Sandy, Mr. and Mrs. Robert Hofheimer, Jack Bryant, Mr. and Mrs. Jack Goldberg, Harley Davidson, Arthur Jacobson, Robert Folliard, Jack Cohen, Olmstead Knox, Frank B. Stover, R. G. Flanery, Jerome Gordon, Nat Glasser, Roy Richardson, Dick Harrity, George R. Loeffert, George Gill, E. L. Collamer sr., Mr. and Mrs. W. F. Crockett, Constance Crockett, E. L. Collamer jr.

And Mr. and Mrs. Frank O'Brien, Mr. and Mrs. Carl Thilow, F. W. Mewborn, Mrs. C. M. Barbee, E. K. O'Shea, Hunter Perry, Rudolph Berger, K. Ornoff, Ike Katz, Bayliss Epps, Ralph Binns, Jim Clark, Clint Weyer, Harry Crull, Mr. and Mrs. Sydney Gates, Leonard Gordon, Mr. and Mrs. Leo Beresin, Mr. and Mrs. Jack Beresin, Mr.

(Continued on next page)

Distributors Marking Time on Continent

NEW YORK—Distributors, marking time over developments on the continent, are frankly pessimistic whether normal operations can ever be resumed in a market dominated by the Nazi economy.

One view holds it is too soon to make any predictions since peace has not yet been declared and only an armistice exists in Europe. Others, more realistic, do not plan to ship any new prints into Europe until they know definitely the conditions under which they can operate.

One of the more unpleasant prospects facing the majors is that they may have to deal with a monopoly, patterned after the Italian model, and dominated by Nazi economists.

Signs that some of the companies are actually planning to withdraw until the end of hostilities is seen by the action of 20th Century-Fox which is planning to liquidate offices in Germany and the resigned complacence among M-G-M executives who expect the worst as a result of "The Mortal Storm." Paramount, the only other company operating in Germany, continues its cautious course there.

Another problem facing distributors who have high priced continental managers is what to do now that their market has been virtually wiped away. M-G-M's Laudy Lawrence, Paramount's Fred Lange, 20th-Fox's Ben Miggins and Warner's Bob Schless will be most affected. Schless, however, is still in charge of England and plans to return there shortly.

Main hope of the foreign managers is that theatre screens in continental Europe must be supplied with films. Popularity of the American product, it is hoped, will make the Nazi powers more lenient as a matter of policy in bolstering the morale of the conquered populace.

Schine Counsel Sets No Limit on Particulars

BUFFALO—Counsel for the Schine circuit states that while major distributors, co-defendants in the anti-trust suit, have made a definite time limit for the government to furnish bills of particulars, no such request has been made for the Schines.

It is indicated the government may delay in supplying the particulars to distributor defendants and action will not be pressed in view of settlement negotiations under way in New York for a consent decree on the big suit. Sources here believe that if the all-industry action is amicably settled the government will withdraw the local action.

RKO-Cocalis Negotiations Approaching Conclusion

NEW YORK—Negotiations between RKO and Cocalis, which at one time were almost called off because of a stalemate, are approaching a conclusion and final details await the approval of John J. O'Connor, RKO vice-president in charge of theatre operations.

New York Allied May Join MPTOA

New York—Max A. Cohen, president, and directors of Allied of New York are seriously considering joining the MPTOA. At a meeting Thursday, an invitation by Ed Kuykendall, MPTOA head, for the local unit to join the national organization was discussed with indications pointing to a favorable decision shortly.

When Kuykendall was in town two weeks ago, he personally talked to Cohen about affiliation with the latter expressing a desire to leave such action to the board and membership.

Easterners Attend Allied Convention in Chicago

CHICAGO—Among those registered at the 11th annual national Allied convention recently concluded here, were the following:

From New York City—Charles L. Casanave, George F. Dembow, Edward Golden, Adolph Haas, S. W. Hand, Mrs. David Harris, Mr. and Mrs. E. M. Hartley, David Palfreyman, H. M. Richey, Al Steen.

From Philadelphia — Joseph Conway, Michael Felt, Charles Goldfine, E. T. Kelley, David E. Milgram, Mr. and Mrs. S. E. Samuelson, and Raymond Schwartz.

From Camden, N. J.—Edward Auger, H. C. Elwes, and from Newark came Mr. and Mrs. H. Lowenstein.

A Baltimore registrant was H. A. Blum, and A. F. Myers came from Washington, D. C.

Says Slot Movies Plan To Make Featurettes

(Continued from preceding page)

and Mrs. Jim Owens, Bernie Kreisler, Sydney Bowden, William S. Wilder, Mr. and Mrs. Fred Rohrs, Robert Levine, Roscoe Drissell, Allen Sparrow, Mr. and Mrs. A. J. Harlow, Miss Sue Harlow, William Sussman, Ben Pitts, Carter Barron, Mr. and Mrs. Frank Falls, John Caldwell, Stewart Tucker, Helen Ulman and Frank Stover.

Cash Plans, Two-for-Ones, Get Boot in Louisville

LOUISVILLE—The discontinuance of "Pal Nights," a cash award plan, or two-for-one policies, starting next week, at all Louisville theatres was agreed to by local exhibitors.

The move was inspired at a meeting Thursday of the Theatre Business Ass'n of Kentucky.

New Audience Game

NEW YORK—An innovation in audience games is announced by Premium Products, specializing in business stimulators. The distributors claim every number called is punched, making 24 ways to win on two cards and eliminating dead numbers.

Monogram Will Move Headquarters West

HOLLYWOOD—Denying he will replace Scott R. Dunlap as production head, W. Ray Johnston, president of Monogram, states the company's home office, with the exception of the foreign department, will be moved to the coast in the course of the next year.

Johnston has been in favor of moving the company's main offices to Hollywood for some time. On his recent trip from New York, he indicated he was about to fulfill that desire.

Dunlap's contract, the Monogram chief points out, was renewed in February to run until March, 1945. The agreement continues him as top man at the studio in addition to supervising units producing for the company outside.

Additional space has been taken at the Ralph Like studios and other production quarters are being sought for the completion of the Monogram program. There will be no curtailment of production, Johnston insists.

Local 306 Ready to Talk Summer Wage Scale

NEW YORK—Local 306 is willing to meet any independent exhibitor halfway on reduction of wages of projectionists for the summer, a union spokesman declares.

Concerning the request made by Harry Brandt on behalf of ITOA for special consideration to independent theatre owners to prevent an unprecedented number of summer closings, the spokesman adds:

"The union is ready at any time to discuss the problem with the theatre owner. Where it can be shown receipts warrant a readjustment to keep the house open for the summer, we will be glad to cooperate."

Max Roth Assumes Warner Branch Helm in Buffalo

BUFFALO—Max Roth, formerly Warner salesman in Chicago, has assumed his new duties as branch manager of the local exchange. Roth, who is a film veteran and former district manager for Fox, Columbia and Republic, replaces Charles Rich, recently shifted to Cleveland as branch manager.

Two Trenton 1,000-Seaters Are Planned by Reade

TRENTON, N. J.—Walter Reade announces plans for building two theatres here, both 1,000-seaters. One will replace the present Trent, which will soon be torn down.

Boost for Tallman

ALBANY—Bill Tallman has been promoted from assistant manager of Warner's Strand here to manager of the Regent, Elmira. He takes the place of Mel Conhaim, recently transferred here as manager of the Ritz.

BROADWAY

PETE ADAMS, Newark exhibitor and Paramount partner, is making the local rounds again . . . George Dembow was absent from his office a few days due to illness . . . Ted O'Shea visited various M-G-M offices under his supervision during the week . . . Moe Streimer has taken to Seabright for his fishing expeditions . . . Bert Stearn, UA district manager, is back on the job after a brief illness . . . Sam Rosen of the Fabian circuit was among the exhibitor contingent at the RKO golf tourney Thursday at Westchester Country Club. Ned E. Depinet was host, with a swell banquet winding up the festivities . . . Nat Katz is moving his Crown Supplies to 346 W. 44th St. . . . Sam Dembow, Leon Netter and Leonard Goldenson spent the weekend at Old Point Comfort, Va., for a meeting of southern Paramount partners. Y. Frank Freeman attended before returning to the coast . . . Herb Berg arranged for all Broadway cashiers to see "Dangerous Dollars," a Paramount short on counterfeit money, at two special screenings Thursday at the company's home office.

Del Goodman, 20th-Fox's Far East general manager, is on his way to the states from the Orient . . . Bill Sussman, eastern sales manager of 20th-Fox, who is busy negotiating on a Warner circuit deal, visited the Washington exchange during the week . . . Dave Idzal, managing director of the Fox in Detroit, was in town and lunched with Bill Powers at Lindy's (west side). Powers, incidentally, was among the Kings county delegation at the Republican conclave in Philly . . . So was Will Hays, with the Hoosier contingent . . . Louis Goldstein, Columbia's general manager of the Argentine, is here for home office conferences . . . S. R. Kent, 20th-Fox president, leaves in about two weeks for his summer home at a Thousand Islands . . . Julian Fromer terminated a short stay with the Columbia publicity department to join the staff of PM.

Bob Rubin is vacationing and getting over his recent breakdown . . . Bill Rodgers returned from Chicago the middle of the week, staying over after the Allied convention to take care of some M-G-M business matters . . . Mort Blumenstock visited South Bend, Ind., during the week for palavers with Father Cavanaugh, vice-president of Notre Dame . . . Ona Munson is looking over the town and shows on a brief respite from Hollywood to which she returns shortly on a Republic commitment . . . Irene Castle came on from Chicago and made a short stopover before heading for Clinton, Conn., where she will appear in "Shadow Play" . . . H. J. Yates is back from the coast . . . Following the Warner convention in Chicago, Grad Sears, general sales manager, left here enthusiastic over a tieup Norman Moray, short subjects sales manager, made with the PTA on patriotic shorts. Ask Moray about it.

It Happened in Port Washington Harbor: Abe Montague's yacht, Moneda, *with the Louis Astors aboard, riding peacefully at anchor. The picture of serenity toyed mischievously with Leonard Picker, as he piloted close by in his* Celia C. *So he opened the throttle and stirred up a severe three-way wash that rocked the* Moneda, *the Montagues and Astors so badly that the captain broke out his distress flags . . . Edward W. Aaron, assistant to William F. Rodgers, is sporting a new diploma. It was presented at commencement exercises of the Dale Carnegie Institute of Effective Speaking and Human Relations and Influencing Men in Business. Aaron completed the 16 weeks' course in ten weeks. Bill Scully is also an alumnus . . . The rainy weather had Sol Edwards beating a path between his office and home on 62nd Street for frequent changes of dry clothes . . . Tom Connors is open for suggestions on where he can find some good bass fishing within 50 miles of the city for the July 4 weekend . . . Fred Lynch of the Music Hall and New Rochelle spends his spare evenings catching sneak previews at the hometown theatres.*



—Photo by Cosmo-Sileo

To WB Zone Meet—

Ready to leave for Chicago and a meeting of Warner theatre zone managers are, left to right, Mort Blumenstock, in charge of advertising and publicity in the east; S. Charles Einfeld, director of advertising and publicity, and Harry Goldberg, in charge of advertising and publicity for Warner Theatres.

Louis Nizer has authored "Thinking On Your Feet," which Liveright Publishing will release in the fall. It tells the various adventures of a public speaker and contains a number of public addreses Nizer made as well as introductions of Thomas Dewey, Eddie Cantor, Al Smith, Dorothy Thompson, Fannie Hurst, Walter Winchell, David Sarnoff and many others . . . Of course you've heard about the exhibitor who was bemoaning the blitzkrieg away from his boxoffice and who figures he'd get more out of the box if he turned it into an air raid shelter and charged admission . . . Jack Berkson of Mohawk Films was in Buffalo to attend the wedding of his son, Robert S. . . . Morris Kutisker's new Beacon in Long Island City opened Wednesday, a month ahead of schedule . . . Charlie Cohen of M-G-M publicity is vacationing at Woodbourne, N. Y. . . . Roland Reed, RKO director, was around from the coast for a few days . . . May Weisberg of the Strand publicity staff is vacationing in Saybrook, Conn. . . . Joe Unger and his dentist are an item. Ditto Sam Dembow.

Showmanship Via the Weather Man Route

New York—Sam Rosen of the Fabian circuit was all smiles the other day, declaring business was very good.

"Are we terrific showmen?" he parried.

"What happened?" was the brief query.

"It rained."

Nicholas M. Schenck has been paying emergency visits to his dentist lately. Mrs. S., by the by, continues to show signs of improvement from her illness which began in Miami . . . The Leo Spitzes have gone to the coast for their annual June 30 birthday party . . . Gene Picker finds Rye Crisp a great help to retain that 40-pound loss around the waistline . . . Arthur Krim is trying to figure out a new vacation spot now that his planned trip to Europe has been canceled because of the war . . . Joe Rosenbloom, Ed Mantell's son in law, is out of Hunts Point Hospital and recuperating at home following an operation . . . Joel Levy of Loew's confesses he has been using a sun ray lamp to hold on to that Miami tan.

Along Film Peddler's Lane: E. K. "Ted" O'Shea, M-G-M's district, who has been elected an honorary member of the Motion Picture Bookers Club, will be the guest of honor at a meeting at the Hotel Lincoln, Monday night . . . Jules Lapidus, Universal's eastern district manager, has not had much time at his desk. He's kept busy visiting his new territory . . . Max Cohen, Big U sales manager, is proud as a peacock over the fact that his daughter's picture was in the *Times* along with others who received scholarships to the Art Students League . . . Sol Roberts, who operates the Waverly, is seriously ill at home . . . Grant W. Anson of the Comet-Star, Manhattan, has remodeled his Staten Island home which he intends to make his permanent residence . . . The Valle clan, Mario, Frank and Angela, are now operating the New Annex, Manhattan . . . Israel Steinkritz and Sam Zilberblatt have acquired the American Movies, Manhattan . . . Max Suderoff is the new operator of the Devon, Bronx . . . New operator of the Winthrop, Brooklyn, is Max Schwartz . . . Former booker, Frank Gelber, has taken over the Metro, Grand St., Brooklyn, and the Sun, Brooklyn.

Arnold Bernstein, son of the Loew-M-G-M treasurer, on Monday marries Jean Postley at the bride's summer home in Scarsdale . . . Fred Mitchell has gone to Lake George for an extended vacation . . . Al Zimbalist and Milt Young of the Warner Philadelphia exploitation staff were guests of M-G-M, Thursday, at the World's

(Continued on next page)

BROADWAY

(Continued from preceding page)

Fair. They were among the winners in the recent "Young Tom Edison" contest . . . Benn Jacobson of the M-G-M talent department is back at his desk after a brief illness . . . P. J. Wood, secretary of the ITO of Ohio, was in town the latter part of the week . . . C. C. Moskowitz is trading in his car for a new Cadillac . . . Sonja Henie and Arthur M. Wirtz, the latter vice-president of the Chicago Stadium Corp., will sponsor an ice ballet at the Center in mid-September. Leon Leonidoff will be in charge of production . . . Archie Mayo and the missus are at the Waldorf.

Laudy Lawrence, M-G-M's European manager, unreported from Paris since June 13, has arrived in Lisbon, according to word reaching the home office . . . Arthur M. Loew gets back to his desk Monday after being slightly incapacitated by a stomach ailment . . . Norman Alley, News of the Day cameraman, who was supposed to have been interned in Berlin, showed up surprisingly enough in good shape and is on his way to the coast to visit his family . . . Walter Gould, UA's Latin American supervisor, is in Mexico City on the first leg of his trip through the territory . . . Enrique Baez, UA's Brazilian manager and a company veteran of over 20 years, sailed Friday for home on the *Argentina*.

Bernice Fields, assistant to Herb Morgan at M-G-M, must be slightly mollified at a luncheon date which did not turn out . . . Gus Schaefer gets his new domestic assignment with RKO any day now . . . Norma Shearer was appointed honorary colonel in the 510th Anti-Aircraft Artillery Regiment in Philadelphia by Colonel Jess Bryan Bennett, commander of the regiment . . . Bob Montgomery, serious of mien, showed up at the M-G-M's publicity department and left for lunch with Art Schmidt and Florence Browning . . . Bob O'Donnell is in again from Texas.

Moe J. Siegel, Republic production head, is in town for his regular home office visit . . . Sherwin Kane has gone to North Carolina for a two-week vacation from leg duty . . . Charlie Skouras and Andy Krappman will be heading for home in Los Angeles soon . . . Joseph Moskowitz was expected to leave for the coast over the weekend . . . Rube Jackter spent the weekend in Detroit . . . Morris Helprin, new associate producer for Alexander Korda, is visiting his old cronies at the UA home office after a stint on the coast . . . Sam Kaplan, head of the executive committee of Local 306, celebrated his 25th wedding anniversary the other day . . . Maureen O'Sullivan is in Canada working on a short for the Canadian government . . . John Manheimer, secretary of the ITOA, is feeling as fine as the weather and hopes the sun keeps on coming out regularly.

Artie Seigel of Warner says he hasn't officially opened the season with a round of golf and is indulging in a lot of tennis these days . . . Jules Levey, producer of "The Boys From Syracuse," plans to remain here for a couple of weeks before announcing new plans . . . Gus Kessler of the Skouras circuit is on a vacation which took her to New Hampshire and a visit to her family in St. Louis . . . Sonja Henie is in from the coast to spend a few weeks in the east . . . Eugen Sharin, vice-president of Fortrade is back from Hollywood after negotiating for several French remakes . . . Morgan Conway has returned to the RKO studio after a three-week vacation here . . . Commissioned as a lieutenant in the 71st Regiment of the National Guard for New York state is Cornelius Bottomley of RKO's home office . . . The new sunburn Eugene Picker is sporting these days comes from weekends on the new family yacht.

Good on 19th Hole

RYE, N. Y.—The sun came out early as the annual RKO golf tournament got under way at the Westchester Country Club —and seven pill-swingers fainted from shock. This neatly timed incident was the signal for a rush to the 19th hole, where, with the proper fortification, the others went strengthened to brave the strange elements.

There were no reported cases of sunstroke, but a couple of wet feet from the soggy fairways made up for it. The food was excellent, the brisk breeze could have been used to better advantage sailing a boat and the prizes were of such excellence that a Pinkerton detective would have come in handy. All told, about 200 Amazons and kibitzers put it down as a delightful day.

Old RKO Surrenders Right To Do Business in N. Y.

NEW YORK—Federal Judge William O. Bondy, on request of Irving Trust, former RKO trustee, has signed an order authorizing the trust company to surrender the bankrupt company's right to do business in New York. On January 26, 1940, all holdings of the old RKO Corp. were turned over to the reorganized company. This new order, under section 216 of the general corporation laws of the state, is the last legal matter in connection with RKO to be handled by Judge Bondy with the exception of allowing fees on reorganization.

Para't Board Meet Holds No Threat to Executives

NEW YORK—No change in the Paramount executive slate is anticipated when the board meets Wednesday for annual elections. The board itself was continued recently at the stockholders meeting presided over by Barney Balaban, president.

Trio to Kallett

ALBANY—The Kallett circuit has leased the Paramount, a summer situation in Schroon Lake. Also the Rex, Bolton Landing, from Alec Taylor, and the Strand, a new house in Long Lake, from Mrs. Becker.

Playwright Victors Sued by Producer

NEW YORK—Court news of the week was inconsequential for the greater part, with the most important action being filed by Guthrie McClintock against Edward Sheldon and Margaret Ayer Barnes. This suit is a new one of its kind, with the play producer seeking 50 per cent of the award granted Sheldon and Miss Barnes for their successful prosecution of the "Letty Lynton" suit against Loew's. The film company plagiarized "Dishonored Lady" in the picture and after a seven-year fight, awards of $167,000 were granted. Claiming he was promised 50 per cent of the film sale price in "Dishonored Lady," McClintock is suing, claiming the plagiarism award constitutes a film sale. The monies received from the prosecution by Sheldon and Miss Barnes of the Capitol theatre are also included.

The Roxy has applied to supreme court for a writ of certiorari seeking a reduction from $4,100,000 to $3,025,000 on its tax assessment for 1940-1941. It is claimed on behalf of the theatre the assessed amount represents an increase of $775,000 over the assessment of 1937, with no new improvements since then. Justice Samuel Rosenman set September 23 as date for a hearing on the application.

Supreme Court Justice Peter Schmuck dismissed William Mancuso's suit for $250,000 against Harry Schlitt, Samuel Bram, Herman Robbins, Charles Casanave, Advertising Accessories, Inc., American Display Corp., Exhibitors Poster and Supply Co., Inc., National Screen Service, National Screen Accessories, National Screen Announcements, and National Screen Co. The suit claimed defendants monopolized the trailer industry by control of product of major film companies and prevented Mancuso from securing accounts for his own trailer business.

Would Impound Stills

Decision was reserved by Supreme Court Justice Felix Benvenga on the application by Ernest Hemingway, Benjamin Glazer, and the Theatre Guild for a temporary injunction against Film Alliance and Midtown Theatres' proposed exhibition of "Fifth Column Spy" at the Rialto. The film was to open June 28, but the date has been shifted to July 3 with the judge requesting no exhibition until he decides the issue.

The plaintiffs claim exclusive right to the title "Fifth Column" and assert the defendants, having acquired an English picture, "Spies of the Air," changed it. Use of the title would ruin any film sale of the original owners, the plaintiffs assert.

Charles Chaplin is bringing an application to impound the stills of "The Dictator" in possession of *Life*. The actor is suing *Time*, publishers of *Life*, for $1,000,000 damages for having released pictures from "The Dictator" in the June 17 issue of *Life* without permission. Application will be heard in the federal court, July 2.

REVIEW FLASHES

ANDY HARDY MEETS DEBUTANTE (M-G-M)—The excellence of all the Hardy Family pictures having long since been established, judging any one of the series as to its comparative degree of worth becomes strictly a matter of individual tastes. This one differs but little from its predecessors in entertainment qualities and revenue possibilities. Some may acclaim it the best of the group, others vote it below previously established standards. The story seems to have lost some of the others' down-to-earth, homey humor, atmosphere and plausibility, but to more than compensate for this shortcoming, Judy Garland and her voice have been added to the cast, which she bolsters so substantially that at times she completely takes the play away from Master Mickey Rooney, his usual irrepressible self as the adolescent Andy. George Seitz directed.

MAN WHO TALKED TOO MUCH (WB)—Courtroom drama of lawyers, their trade and problems. An effective dramatic offering with strong suspense. George Brent, Virginia Bruce, Brenda Marshall, Richard Barthelmess. Vincent Sherman directed.

MARYLAND (20th-Fox)—Those who remember "Kentucky" can look forward to another fine and entertaining picture in this one, the story of Maryland Maid whose sire throws and kills Sidney Blackmer and stirs up a strong resentment in Fay Bainter against horses from that point on. However, she has to contend with too many obstacles to keep up the hate forever. How she finally overcomes this is expertly portrayed by a strong and impeccable cast comprising John Payne, Charles Ruggles, Marjorie Weaver, Walter Brennan, Brenda Joyce, Hattie McDaniel and others. Technicolor gives the picture a significant touch. Henry King directed in the true vein of the south. The scope and painstaking effort behind the film make it an outstanding job.

STAGECOACH WAR (Para)—Standard entry in the Hopalong Cassidy series, which is to say that it is virtually as good as money from home for exhibitors catering to enthusiasts of western fare replete with an abundance of thrills, chills and chuckles. With a framework of magnificent scenic backgrounds, William Boyd turns in his usual excellent performance as "Hoppy," aided and abetted by an action-packed script. Harry Sherman produced; Lesley Selander directed.

STREET OF MEMORIES (20th-Fox)—Another melodramatic tear-jerker which will serve its purpose as supporting fare, enacted by a cast of adequate but unseasoned troupers. Story is a bit far-fetched but will pass muster as program material. Lucien Hubbard produced; Shepard Traube directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

ITO Bulletin Explains New Admission Tax

COLUMBUS, OHIO—Explaining how the new tax on admissions of 21 cents and over operates, P. J. Wood, secretary for the ITO of Ohio, warns exhibitors not to meddle with the internal revenue bureau on returns.

"Don't do any fooling with Uncle Sam in connection with any part of the federal tax because this old fellow with the whiskers has a way of making it pretty tough for cheaters." He also reminds the internal revenue bureau has access to all books and records for checking returns.

RICHMOND

BILL ATTMORE, RCA engineer, who is vacationing this week, flew up to visit with his folks in New Jersey. Floyd Armstrong, former local operator, and now with RCA relieved Bill . . . A. J. Harlow, Ben Pitts partner in the Madison, Orange Courthouse, passed through here with his wife on the way to Old Point for the convention . . . George Crozier, Willie Hundley and Tripple Caldwell have been getting in a little golf on their off time from the booths of the National, Colonial and Loew's.

Sam Wheeler, Fox Washington manager, was in town . . . Charlie Yerby, assistant manager, Loew's, is still talking about that game of badminton. Charlie, incidentally, did lots of fishing on his week off, going down to one of the beaches every day with his wife.

Alex Ravdin, Capitol manager, is vacationing in New York . . . Jim Burns, producers representative at the Maryland and Virginia censor boards, died suddenly last Tuesday in Washington . . . Gordon Pulliam and Joe Fields, Byrd service staff, went fishing on the Potomac.

The Capitol, uptown first run, has closed for a few weeks . . . Louis Pollard, Capitol doorman, is substituting at the Westhampton, and Leroy Hutzler, service staff, is filling in at the State . . . Herman Nowitsky, chief of maintenance, and Henry Baher, chief of sound and projection, Wilmer and Vincent circuit, were in town.

Two Utica Houses Are Darkened for Season

ALBANY—The Carole and the Colonial, Utica, have been closed for the summer, according to word on Filmrow. The Colonial, which for a time was operated by the Morse circuit of Boston, had recently been under other management. Vaudeville and burlesque were tried, but several months ago a picture policy was put into effect again. This year's closing date was set at June 15—house was dark last summer, too.

Delay RKO Board Meet

NEW YORK—The RKO directors meeting, scheduled for Thursday, has been postponed until July 2.

ALBANY

EXHIBITORS on Filmrow: Frank Wieting, Park, Cobleskill; Sid Dwore, Cameo and Lincoln, Schenectady; John Gardner, American and Colony, Schenectady; Jerry LaRocque, Fairyland, Warrensburg; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Leonard Rosenthal, State, Troy; Phil Baroudi, North Creek and Indian Lake; Bill Murray, former Grand National booker and now manager of Auto-Vision Theatre, East Greenbush; Adolph Kohn, Rivoli, Troy; Kingsley Ryan, Ausable, Ausable Forks, and State, Keesville; Howard Helleberg, Metro, Schenectady; Elias Steuer, Totem Lodge, Burden Lake; Frank Williams, Benton circuit booker; Ernie Dodds, Palace, Saranac Lake; Allen Sirrine, Port Henry, Westport and Mineville.

National Theatre Supply Company is installing new screen, carpets, lighting fixtures and frames in Phil Baroudi's Happy Hour, North Creek, which is being converted from an upstairs to a downstairs theatre. Scheduled to reopen about July 5 . . . Charles Lawlor of Advertising Accessories is on his vacation . . . James F. Jeffrey, home office supervisor, visited Ralph Unks, branch manager of Ross Federal Service . . . Robert E. Paye, Ross man well known on Filmrow, is fishing while on vacation in the Adirondacks. Edward J. Purcell, also of Ross Service, is still out due to illness, but he is making progress, taking baths at Saratoga as one form of treatment.

Josephine Walker of National Theatre Supply Co. is always friendly and helpful . . . Arthur Newman, Republic manager, back from New York convention full of optimism for his company's product and possibilities in new season. Newman is credited with turning in a good sales job since taking over last summer . . . Rivoli, Troy, is operating Thursday through Sunday, only, during July and August . . . A big Filmrow turnout is expected for the outing of the Warner Club at Totem Lodge, Burden Lake, Sunday (June 30). All-day program of sports, dancing, dining and entertainment. Max Friedman, head booker for Warner Theatres upstate, is president of club . . . Mayfair Cinema Co., Inc., has been formed to conduct a moving picture business in Syracuse. Incorporators are: Leo Karp, 716 Harrison St.; Elias Karp, 916 Ackerman Ave., Jacob Karp, 351 Genesee Park Drive, Syracuse.

William E. Benton, head of Benton circuit, was elected president of board of Saratoga Hospital for second time. Incidentally, salesmen say Benton has a beautiful summer hotel on a mountain near Saratoga . . . Louis Schine, his wife and their two children left Gloversville for a vacation in Los Angeles, according to word here . . . George Jeffrey, former Universal salesman, visited circuit offices in Albany and other cities of area.

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WASHINGTON

JOE KALISKI, former GN branch manager here, now is located in Syracuse, N. Y. . . . Fay LeCompte accompanied Tom McCaskey from Williamsburg for a swing along the Row . . · Monogram's Buddy Hansen motored to New York for a weekend visit with his folks . . . The Carolina of Washington has been leased by the Hyman Green interests to Anastasior Marticos, with a complete renovation program in process . . . Universal's Julia Gray is vacationing in Portsmouth, Va., with her daughter . . · Deepest sympathy is extended to NSS's Milt Smith on the death of his mother.

Filmrow is mourning the death of James A. Burns, for the past 14 years the representative of the major exchanges at both the Maryland and Virginia censor boards. Death at his Washington home followed a brief illness . . . Curt Smith of Grundy, Va., is at Hot Springs, Ark., for a spell . · . Max Matz's Colonial in Bluefield, W. Va., is nearing completion . . . Sam Harris of the NSS staff is doing nicely following a tonsillotomy . . . Horlacher's Eddie Mahoney chose the shade of the palm trees for his vacation.

Sidney Gates of Norfolk, chairman of the MPTO convention at Old Point Comfort, Va., is receiving congratulations on the success of the affair which has been characterized as the best in years by the Virginia trade . . . Paramount's Russell Ricker motored to New Orleans for a vacation trip . . . Bob Denton, manager of the newscamera department, was on deck at the Republican convention in Philly . . . Birthday greetings to Warner's Edward Ajello.

Movietone news: Sara Young has set the compass for a Florida landing in contrast to the yearly Cape Cod vacation . . . Deepest sympathy is extended to George DePerini on the death of his mother . . . Ethel Bord has returned from vacation sporting a suntan . . . Eileen Olivier has chosen Louisiana for her vacation . . . Hilda Yaeger is favoring a sunburn at Atlantic City . . . Clara Taylor is beaming, having become a grandmother.

Warner theatre items: Earle patrons are constantly advised of war news through the medium of a bulletin board adjacent to the boxoffice which carries dispatches from station WJSV . . . Joe Lombardy, Earle maestro, is vacationing at Atlantic City, with Freddie Clark swinging the baton in his place . . . Roxyettes Ann Larson and Florence Parsons are back in the line, while the Ritters, Eileen and Joan, are still relaxing . . . Roy Schatt has returned . · . Mary Horner is bidding adios to her co-workers upon acceptance of a position with Uncle Sam . . . Mary Lou Swenarton postcards that the fair this year is worth a visit.

Metro chatter: Buddy Hall weekended with her sorority sisters at Breezy Point . . . Betty Frees, formerly of the local contingent and now of the home office staff, celebrated her first wedding anniversary, and Horace Heidt announced it to Mr. and Mrs· America via the air waves when Betty, as a contestant, found out the "ocean was too deep" to win a prize . . . Mrs. Anna Ridgely is vacationing in the country . . . The Variety Club's annual summer golf tournament and dance will be held August 23 at the Manor Club . . · Clark Davis, Lichtman theatres, is vacationing "along the Severn," with Bill Hoyle pinch-hitting for him . . . Dave Brotsky of Paramount Decorating was a visitor.

Watervliet Arsenal Project Heartening

ALBANY—Atop a report by the state labor department that New York state factory payrolls rose .3 per cent in May, marking the first time in 1940 that net changes were better than usual seasonal changes, came encouraging news to distributors and exhibitors in expanded employment at Watervliet Arsenal and elsewhere.

This is the result of the new national defense program, which will improve employment and business generally in a number of situations throughout the Albany territory. The Watervliet Arsenal, which has been increasing its employes and payrolls for the past year, is being placed on a 24-hour basis of operations. Man-hours of employment will be stepped up 20 per cent over the previously announced plan. A total of $1,723,900 for the purchase of new tools and general rehabilitation is to be spent at once. The sum of $923,900 has been made immediately available.

The program contemplates eventual employment of 5,000 to 6,000 men, it is said. The Watervliet Arsenal is the only heavy gun factory of the war department and the only one where the type for badly-needed coast defense guns is manufactured. A bill now before Congress increasing the Army to 375,000 will require the production of more guns.

In addition to Watervliet Arsenal, General Electric's giant plant in Schenectady is receiving many war orders. The latest is a $522,816 contract to provide supercharger assemblies for the Army Air Corps.

The .3 per cent increase in state factory payrolls was in contrast to an average over the past 25 years showing losses from April to May of .9 per cent. The decrease in employment for May, 1940, was only .8 per cent, whereas the normal decrease is 1.3 per cent.

Korda Sets "Conqueror"

NEW YORK—Alexander Korda's next production for UA will be "The Conqueror," based on the life of Cortez. Exteriors will be filmed in Mexico with Merle Oberon starred.

Wieting Hosts Exchangemen

ALBANY—Frank Wieting, operator of the Park, Cobleskill, played host to bookers and other exchangemen at a Saturday party at the Cobleskill Country Club.

BALTIMORE

PATRIOTIC motion pictures will be featured at the July 4 celebration in Mount Vernon Square at the base of the Washington monument . . . The Highland, managed by L. A. Yockell, has opened . . . Julius Goodman, Ideal, saw the Louis-Godoy fight . . . A new front in fluorescent lighting is being installed at the Rialto . . . Sydney Golaner, Ross checker, has just returned from a week's vacation in Woodbine and Ocean City, N. J.

Joe Fields, Rivoli, held a pig roast at his estate. Forty people attended . . . Bill Hicks has started reconditioning the Auditorium . . . Nat Rosen, Royal, and Sid Goldstine, Globe Poster, are tennis devotees . . . Bill King, Linwood, has a radio plug-in cord that reaches out to any part of the theatre . . . I. M. Rappaport, Hippodrome, was seen riding the street cars.

Two major league baseball pictures are being shown around Baltimore under sponsorship of the American Legion . . . Louis Berger, checker for Warner, and the wife are leaving for a ten-day trip to Maine and the World's Fair . . . A motion picture of Broadway and vicinity, taken by Ernie Woods, will be shown at the Cluster, Leader and Broadway . . . Mickey Hendricks of the Bill Hicks circuit has joined the Broadway Polish Republican Club.

J. A. Burns of Maryland and Virginia state censor board, died of a heart attack . . . There were 56 prizes won as the Variety Club turned out 115 strong for a blind bogey handicap tournament at Woodholme. W· H. Parker and Bob Jones turned in gross scores of 78 to tie for top prize, while Allen Kohn, Pennington, and John Owens both tallied 59's to split another honor.

Lessons in "How Not to Play Golf" could be given by Harry Silver, Overlea . . . Frank Hahn, Horlacher, and Johnny Dunn of the Maryland censor board, were helping (?) the players at the Variety golf tournament by razzing them at every shot . . . Lou (Fixer Dugan) Cohen, Essex, wants to know who the spies are that write all the news about him.

Two in Manhattan, One In Bayonne, Darken

NEW YORK—The Royal and West End, Manhattan, and the Upper House, Bayonne, N. J., are the latest additions to the summer closing list. The Royal and Cine Roma, Manhattan, are on a weekend policy for the season.

New S. O. S. Firm

ALBANY—Incorporation papers have been filed here for the S. O. S. Air Conditioning Corp., New York. Principals and officers are the same as those of the S. O. S. Cinema Supply Corp., with the addition of Alfred W. Rinfret as vice-president.

Tax Hearing Affair Draws Allied Fire

CHICAGO—Even as the Allied convention closed, there still appeared to be two sides to the argument brewing between the association and Spyros Skouras, on the latter's appearance before the senate finance committee on the suggested changes in the federal admission tax.

The president of National Theatres claims this was done with Allied's leaders' full knowledge, while Allied leaders claim they knew nothing of his appearance there with C. C. Pettijohn of the MPPDA, until after they read about it.

Hays office sources in Chicago told BOXOFFICE that "It is known that Spyros Skouras, together with Pete Harrison, talked with Abram Myers in Washington and was given his okay on the amendment."

Skouras Tells His Side

Skouras in a four-page telegram to Jack Kirsch, addressed to the convention, told his side of the story, explaining that he had conferred with Myers June 12, explained the plan, but that Myers telegraphed him June 13 in New York that he was not in favor of it. The plan was for a one-cent tax on admissions from 10 to 25 cents, two cents on admissions from 26 to 49 cents, and ten per cent above that.

He said that the plan was presented to the senate committee on June 14, after Skouras had discussed the matter with Col. H. A. Cole, Allied president. In the telegram, Skouras gave his reasons for opposing the original house committee plan to lower the ten per cent levy from the present 40-cent to a 30-cent level. These were:

"Would Lower Admissions"

That admissions would be generally lowered, recalling they were cut when the 40-cent exemption was provided in the first tax. He said that before the 40-cent exemption was adopted, over 2,500 theatres were charging 50 cents and upward, but that after the tax measure was enacted this number was so reduced till today there are only 140 theatres charging over 40 cents. As a result, "subsequent runs and small town theatres are forced to charge low admission prices which obviously are detrimental and injurious to them. If the 30-cent admission were exempt under the present law the conditions prevailing today would be greatly accentuated with resulting greater injury and worse conditions than now exist."

He added that producers today are losing more than 75 per cent of foreign revenue, that exhibitors should encourage them to produce quality attractions, and that the plan proposed would be beneficial to the producers as well as to the exhibitors.

On the other hand, Allied contends that Skouras made no mention of conversations between Myers and Pettijohn, and charges that Skouras presented his plan without advance notice to Allied. Allied's statement outlined the preliminary steps in the action, and added that Myers sent a statement to Allied leaders, when the house introduced its original bill, advising Allied not to oppose the bill and that it was the industry's "patriotic duty to accept its share of the burden without complaint."

It concluded with the observation the record should be made available to independent exhibitors "in order that they may know to whose meddling they are indebted for being subjected to a tax from which the House of Representatives had exempted them."

PHILADELPHIA

THE Republican convention affected exhibitors in more than one way. The visitors so packed the hotels that visiting exhibitors had to go across the river to Camden for accommodations . . . The mummers' parade, which attracted an estimated 1,000,000 spectators, killed business Tuesday night, and the Schuylkill regatta sabotaged the boxoffice the next day . . . But midtown theatres snared a lot of the out-of-towners . . . The Variety Club was packed thicker than it has ever been with visiting celebrities, politicoes and writers . . . Will Hays was one of the visitors . . . Nancy Lee, Variety Club's "Miss Philadelphia," 1939, was official hostess for the Vandenberg delegation.

Leo Posel is reported definitely ready to go ahead with construction of the Benner, not far from his Tyson . . . Alexander Preview's yacht is becoming a popular hangout for exhibitors . . . The Louis-Godoy fight picture, attracting a lot of attention, is reported booked throughout the Warner circuit . . . Leonard Mintz, 20th-Fox ad sales manager, is to be married Sunday to Thelma Solar . . . Regina Gillis Dranov, Metro bookkeeper, is slowly convalescing from an operation, doesn't expect to return for a long time . . . William Shugard, Ledger *ad man, is bragging about the two fish he caught at Avalon.*

O. B. Guilfoil, Vitagraph Jersey booker, expects to be back at work this week after a long battle with a whopper of a cold . . . Eddie O'Donnell, upstate booker, left for an Atlantic City vacation . . . Dave Law, assistant cashier, is telling friends he has a date with the altar July 6 . . . Stanley Given is new head poster clerk at Columbia . . . Charlie Dolde, Family, is sporting a shiny new red car, but asserts the color has nothing to do with his politics . . . Wood carvings are the newest idea in giveaways in this territory.

The Globe, Atlantic City burlesker, has opened . . . Among out-of-towners who honored the city with a visit last week were Tommy Thomas of the Thomas Theatre, Taylor; Pete Marinos, Wyoming, Wyoming; Jimmy Clifford, Band Box, Mifflinsburg; Jimmy Dukas, Grand, Edwardsville, and Henry Sork, Rio, Schuylkill Haven . . . Sid Samuelson was appointed to the committee to organize Allied's new fact-gathering and information-dispensing bureau. Local Alliedmen won't have to travel in 1941; *the convention's coming here.*

The Warner picture: A streamline suite of offices on the seventh floor of the Earle building will, beginning this week, house the brains of the advertising and publicity staff—making the building considerably topheavy . . . Ruth Berger, Ev Callow's secretary, left on vacation Friday; Milt Young leaves this week for Avalon . . . Dorothy Salmon, contact office, is back after vanquishing illness . . . Bill Briner of the pass department, is on vacation, being replaced by Harry Kleger . . . Jack Brodsky, contact; Sam D. Schwartz, real estate, and Mickey Kipple, Victoria, are back in Philadelphia, walking ads for Florida sunshine.

The De Frenes Co. is making a film, "They Do Come Back," for the National Tuberculosis Ass'n, at the Philadelphia General Hospital. Director is Edgar G. Ulmer, who used to be with UFA in Germany, and Rene Clair in France . . . Charles Zagrans, RKO, went off for a visit to Scranton . . . The Cinema, Atlantic City, opened last week.

Marticos to Remodel

WASHINGTON—Mickey Marticos, a newcomer to show business who recently acquired the Carolina here, will remodel the house. On reopening, the Carolina will be managed by Donald Freeman.

Beier Incorporates Exchange

PHILADELPHIA—The Ace Film Exchange, Inc., recently established by Murray Beier, has been incorporated by Beier, 80 shares; Matilda Miller, 10 shares, and Maurice Blank, 10 shares.

Buckley to Rebuild Harmanus Hall

ALBANY—A new theatre will be erected on site of Harmanus Bleecker Hall, recently destroyed by fire with the loss of an employe's life. Christopher H. Buckley, owner of the property and operator of General Stark, Bennington, Vt., announced this from Bennington. Buckley said details waited on adjustments to be made with the insurance companies, but hoped to announce them within a few weeks. Capacity of old house, built 50 years ago for stage shows, was just under 2,200.

Under a 21-year lease signed July 24, 1935, by Buckley and Fabian's Fast Theatres, Inc., latter agreed to pay $50,000 yearly rental for use of Hall. The lease, filed with Albany county clerk, has a provision that in event of total or 80 per cent destruction of the Hall by fire, the owner could give notice he was rebuilding and thus hold lease in force. Fabian Operating Company and Copia Realty Corp. guaranteed the lease.

Production Steady; Fifty in Work

HOLLYWOOD—Production hold steady, at a 50-picture pace, with 12 new starts to supplement those already in work.

Columbia launched "Thundering Frontier" and "Wizard of Death" to boost its total to seven. Metro has five in work, none a new start. "Range Busters" and "All Around the Town" got the go signal at Monogram, which simultaneously completed "Rainbow on the Range," "Arizona Redman" and "Haunted House" to emerge with a three-picture total.

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See Busy Summer in Film Making Schedule

That July will be marked down on the books as one of the busiest summer months, from the point of production activity, that has been recorded in Hollywood for many a year, seems almost a certainty as a quick survey of film-making plans on most lots reveals that, to date, 26 pictures have already been chalked in to hit the sound stages from July 1 throughout the month.

War hysteria to the contrary, the first day of July will see Warner gun "The Secret Army," while M-G-M will launch "Philadelphia Story," RKO Radio will roll "Little Men" and Paramount will signal the start on "Touchdown." On July 5 Universal will launch "Seven Sinners." July 7 will see both "Virginia" and "Love Thy Neighbor" in action at Paramount. A banner day in point of monetary expenditure will be July 8, when Warner alone guns "The Amazing Sergeant York," Frank Capra's "The Life of John Doe" and "Santa Fe Trail," with an aggregate budget of well over $3,000,000. On the same day RKO Radio rolls "You'll Find Out," 20th Century-Fox launches "Charlie Chan in Washington" and M-G-M signals a start on "Go West."

On July 10 Metro will gun "Little Nellie Kelly," while RKO Radio will unleash a barrage by starting two Tim Holt westerns simultaneously as well as launching "Stunt Man" and "Mexican Spitfire Out West." "Third Finger, Left Hand" rolls at M-G-M, July 11 and "Bittersweet" gets the gun at the same studio the following day. July 15 will see "Kitty Foyle" and "No, No, Nanette" before the cameras at RKO Radio, "Tin Pan Alley" getting the gun at 20th Century-Fox and "Fiesta in Manhattan" rolling at Warner. Paramount guns "The Shepherd of the Hills" and an untitled Jack Moss production July 29.

Republic has decided to shelve the big-budgeted "Storm Over India" because of its British military backgrounds, which it feels would not be timely in view of current developments, and has replaced it with "Friendly Neighbors," a musical.

With the completion of "Shadows Over Chinatown" Monogram will discontinue its series of detective thrillers based on the "James Lee Wong" stories in which Boris Karloff has portrayed the Oriental sleuth.

"GWTW" Brass Box Lock To College by Selznick

WASHINGTON, PA.—The new chemistry building of Washington and Jefferson College will have a brass box lock of the Civil War South, through the generosity of Producer David Selznick of "Gone With the Wind."

A. V. McClain, assistant to the college president, saw the lock in the film, and wrote the producer that the new building was being done in Southern Colonial design, and the builders were unable to find an appropriate lock for the main door of the building's library. The lock came by return mail.

Heavy Canada Load In War Budget

TORONTO — Canada's second wartime budget provides increased taxes that hit the theatre business, with circuits called upon to pay 40 per cent of gross profits to the federal government, in addition to provincial levies.

The new Dominion profits tax is an increase from 50 to 75 per cent on profits in excess of the basic rate from the average income over a four-year period prior to the war. This increase applies to individual theatre companies, whether chain or unaffiliated.

Film exchanges and theatres also are required to pay a war tax of ten per cent on the value of imports except those under the British preferential tariff, which means a higher cost on films, accessories, equipment and supplies from the States.

Individual wage earners now pay a war defense tax of at least two per cent on incomes as low as $600 per year, which is expected to cut into spending money for amusements by the average people who form the bulk of theatre patronage.

The new taxation is taken in good part by the people in recognition of the serious aspect of the war and the need for adequate financing.

An Elsa Maxwell Short

HOLLYWOOD—Warner has assigned William McGann to direct "The Lady and the Lug," a short subject starring Elsa Maxwell.

Louisiana Chain Tax In Senate Setback

BATON ROUGE—A Louisiana senate committee has reported unfavorably a theatre chain tax bill introduced by A. D. Flowers of Jena in the lower house and passed by that body. The sole supporter of the measure in the committee was John W. James, Columbia.

The bill, identical with the one passed by the house in 1938 and killed by the senate, calls for a tax of $50 per house up to five houses; $75 for each up to ten; $100 for each up to 20; $125 each up to 30; $150 each up to 40; $175 each up to 50, and $200 for each over 50. The measure, which would primarily affect the Saengers, Southern Amusement Co., and the Joy Houck interests, is estimated as being able to net the state approximately $250,000 annually.

Another measure directed at chain theatres is one introduced by Senator Dudley J. LeBlanc which would prohibit chains from operating more than one house in cities of less than 20,000 population. Embodied in this measure is a clause compelling places of amusement affected to post a bond to ensure the collection of the tax, and empowering the collector of this revenue to promulgate rules, examine all records of business; examine witnesses under oath; and introduce the use of stamps or tickets to facilitate accurate collections. A censorship feature of the bill calls for an assessment of $4.00 per thousand feet, to be paid by the distributor.

Another house bill, HB 796, calls for the department of public education to have charge of the censor boards.

Still another bill calls for a three-man board of censors, each serving six years at $5.00 per day plus 25 cents for each thousand feet of film examined. HB 577 calls for repeal of the original censorship law in its entirety.

Variety Club Plans Guest Clubroom in New York

DALLAS—A special club room in the Hotel Astor, New York, will be made available by September for out-of-town members by the National Variety Clubs, according to R. J. O'Donnell, local chief barker, on returning from the east. He just toured nine cities with John Harris, national Variety prexy.

New tents may be organized soon in Los Angeles and New Orleans, O'Donnell said. Oklahoma City is the baby tent, No. 22.

Dwore's House Burns

SCHENECTADY—Cameo, Sid Dwore's ace Schenectady theatre, will be closed temporarily as the result of a fire which broke out in the booth. Flames crept between the floors, the top one of which is occupied as an apartment. Dwore had recently remodeled it. There were no injuries.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Producers Kept Tense By Central Casting

What with the potentially dangerous strike at Central Casting Corp. to contend with in addition to their other chores, officials of the producers association, particularly the labor contact division, are experiencing a more than usually busy period. Aside from the CCC muddle, requests for conferences on contract revisions are on file from several studio crafts, on all of which huddles are planned within the next few days.

Furthermore, Will H. Hays, president of the MPPDA, is expected to check in early in July for his annual summer visit. Officials here said no definite date of arrival had been named, but disclosed they expected Hays to put in an appearance following the close of the Republican convention in Philadelphia, to which he is a delegate from Indiana. It is believed one of his first actions upon arriving will be to appoint a successor to Tom Pettey, who resigned as public relations counsel for the Hollywood office some weeks ago.

Confers on Assignment

Checking in from Lexington, Ky., Anna Bell Ward, head of the Elliott-Ward theatre enterprises, has begun conferences with George Weeks concerning her assignment as associate producer on the "Range Busters" series of westerns which Weeks will turn out for Monogram release.

Central Casting Strike Lines Hold; SAG Breach Threatens

Although a torrent of proposals and counter-proposals are being given careful scrutiny by representatives of both groups, the AFL-supported strike of Central Casting Corp. employes is still in progress, with indications that an agreement with producers for a closed shop for members of the American Federation of Office Employes may not be reached for some time. Constituting the major hurdles are the disposition of casting directors, which producers want classified as executives, while the AFOE insists they be included among other CCC employes, and failure to reach an agreement on wages and hours. Meantime the strike has created repercussions on several fronts:

SAG and CLC Clash

1. A threatened break between the Screen Actors Guild and the AFL's Central Labor Council loomed when the SAG informed the CLC that, while it will support the Central Casting strike, it will not "jeopardize its hard-won working conditions" at the studios and will cross CCC picket lines if such lines are thrown around any film factory. The SAG further warned that any extra accepting a studio call, then refusing to cross a picket line, would be liable to suspension or expulsion because no studio is on the SAG's unfair list. The Conference of Studio unions and the painters, however, have already pledged they will not cross any picket lines.

2. Central's "blacklist" of 119 extras whom it claims have drawn more than their share of work calls during the first five months of 1940 met with a scathing denunciation by the SAG when the Guild board issued a statement declaring it will not countenance any unfair discrimination, and asserted the SAG had no part in preparing the list. It reiterated its belief that the only sound method of equalizing work calls must await the report and recommendations of the Guild-producer standing committee, which has been making a detailed study of the situation for more than a year. The aforementioned 119 players have asked the SAG to guarantee that their future work will not be jeopardized despite the CCC's "blacklist."

Meet With SWG

Meantime producers and the Screen Writers Guild held another meeting to frame a closed-shop agreement, with no concrete results yet announced. One parley had been postponed because of the absence of Y. Frank Freeman, who enforced the delay by making a hurried trip to New York.

Moving Picture Painters Local 644 has re-elected Herbert Sorrell its business representative, with Jack Warnock elected president. Studio Plasterers re-elected Ben Martinez its business representative and chose Victor H. Heal for the presidency. Studio Costumers Local 705 is scheduled to hold its annual election July 18. The Screen Directors Guild has named B. Reeves Eason, Felix Feist, Irving Pichel and Lesley Selander as alternates on its new board of directors.

After months of negotiation, the Screen Readers Guild has signed a working agreement with producers calling for an 80 per cent Guild shop and a $45 weekly minimum. National Screen Service has signed the Screen Publicists Guild's basic agreement, giving NSS publicity men a 10 per cent wage boost and a 90 per cent Guild shop.

Film editors met to discuss progress being made in its negotiations for a 10 per cent wage increase for "on call" editors. The Art Directors Guild has renewed negotiations for a new contract calling for substantial wage increases.



Blue Ribbon Winners—

The unanimous expression of gratification herein depicted comes as a direct result of Metro's "Edison, the Man" having been chosen the best picture released during May by the National Screen Council. Admiring the BOXOFFICE *Blue Ribbons which were presented to them as the result of the NSC decision are: Left, Producer John W. Considine jr. Center, Associate Producer Orville O. Dull. Right, Herbert Stothart, who did the musical score for the Spencer Tracy starrer.*

Europe's Relief Need Usurps All Hollywood Attention

Charity and war relief work as extra-curricular activities have, apparently, completely usurped Hollywood's attention, eliminating among other things virtually all interest in the various liberal movements which, until a few months ago, seemed firmly entrenched as filmdom's number one social by-product. And, as a result, Hollywood is taking in stride the precedental demand being placed upon its time, talent and pocketbook by the many agencies now engaged in raising funds and needed supplies to care for Europe's war refugees.

Biggest effort to date is, of course, the charity show staged here June 22 and broadcast not only through the nation but in many parts of the world. Millions of dollars worth of talent was donated to the causes of securing money for the Red Cross, the two-hour airer featuring such names as Edward Arnold, Mickey Rooney, Shirley Temple, Gloria Jean, Pat O'Brien, James Cagney, Arthur Lake, Penny Singleton, Mary Martin, Edward G. Robinson, Joe Penner, Paul Muni, Jackie Cooper and scores of other showfolk. Simultaneously the Red Cross announced Samuel Goldwyn has been appointed chairman for the motion picture industry to coordinate Hollywood's fund-raising endeavors, with Dr. A. H. Giannini accepting an appointment as chairman of the Citizens Emergency Campaign committee, embracing all industries, church groups and organizations in Southern California.

Staples for France

A continued flow of staple articles, with less emphasis on large cash donations, is being requested by the recently formed International Committee for Refugees in France, which has Constance Bennett as its chairman, Mrs. Jack L. Warner as vice-chairman and Gladys Young as treasurer. Included on the committee, in addition to the above officers, are Mrs. Darryl Zanuck, Mrs. Edwin Earle, Mrs. Milton Bren, Mr. and Mrs. Rob Wagner, Helen Ferguson, Dr. Joel Pressman and Claudette Colbert, Mrs. Ida Koverman, Mr. and Mrs. Jay Paley, Mrs. Samuel Goldwyn, Mrs. Charles Feldman, Mrs. Lewis D. Beaumont, Mrs. Lucien Brunswig, and the French consul, Georges Achard. Also actively participating are Barbara Stanwyck, Jeanette MacDonald, Gene Raymond, Dolores Del Rio, Jackie Cooper, Simone Simon, Otto Kruger, Guy Kibbee, Anita Louise, Ida Lupino, Louis Hayward and Tom Rutherford. Headquarters have been established at 8745 Sunset Blvd.

The ICRF is seeking sewing machines, shoes, refrigerators, bicycles, babies' scales and buggies, blankets, clothing, wool and knitting needles, dried milk, unrefined brown sugar, cod liver oil, halibut oil, dried fruits, cereals, hospital supplies, surgical dressings and gasoline. At present hospitals are being equipped at Montbron, Chateauneuf, Cape Breton, and Poitiers. Space to pack articles for shipment has been donated by Jack Warner at the Warner Sunset studio.

For the combined benefit of the Red Cross and Ann Lehr's Hollywood Guild, Mrs. Edward G. Robinson was hostess at a charity party at the home of her screen-star husband, for which both film and civic notables turned out and dipped liberally into their pockets and purses for donations. In still another affair, screen stars served as models and Ken Murray was the m. c. at a benefit luncheon and fashion show staged by the Beverly Hills Auxiliary. Proceeds were divided between the Red Cross and Friendship House, a refugee assistance organization. Patronesses included Mrs. Samuel Goldwyn, Mrs. Louis B. Mayer, Mrs. Sam Briskin, Benita Hume, Pat Paterson, Annabella, Norma Shearer, Barbara Stanwyck, Irene Dunne, Binnie Barnes, Claudette Colbert, Alice Faye, Gracie Allen and Billie Burke.

A benefit show staged by the American Field Service, June 27, found a number of screen players making appearances, including Anita Louise, Alan Mowbray, Dick Powell, Edward Arnold, Leo Carrillo, George Murphy, Mischa Auer, Billy Gilbert and Nigel Bruce. Proceeds will be used to purchase ambulances.

Plans to centralize charity work, as far as possible through the formation of road units headed by screen names and managed by the producers association and the Screen Actors Guild are being discussed by both organizations. Volunteers for the units would be drawn from the SAG ranks and all proceeds would go to the Red Cross.

Indicative of the far-flung character of the relief work for which Hollywood's cooperation is being secured is the announcement that Louis B. Mayer, himself born in Canada, has accepted the chairmanship of a trans-Canadian campaign under which, it is planned, benefit shows in every theatre in the Dominion will be staged simultaneously. The goal is a $1,000,000 fund to be turned over to the government for use in its war effort. Hollywood personnel by the score will be asked to donate their services by appearing in one of the hundreds of special shows. Handling the affair in addition to Mayer are executives of Canada's motion picture industry.

50-Picture Pace Holds Production Steady

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"Down Argentine Way" went into production at 20th Century-Fox, giving that studio a four-picture total. United Artists has two in work. Universal started "The Son of Roaring Dan" and "Hired Wife," and completed "Margie." It is shooting six. Warner has seven on its stages. "Honeymoon for Three" and "House on the Hill" are new starts; "A Dispatch From Reuters" and "Money and the Woman" were completed.

Film-Making Schedule Spells Busy Summer

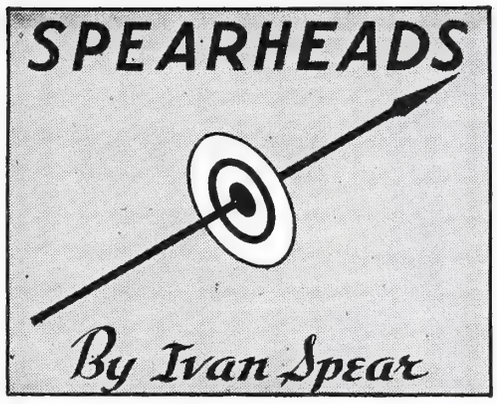
That July will be marked down on the books as one of the busiest summer months, from the point of production activity, that has been recorded in Hollywood for many a year, seems almost a certainty as a quick survey of film-making plans on most lots reveals that, to date, 26 pictures have already been chalked in to hit the sound stages from July 1 throughout the month.

War hysteria to the contrary, the first day of July will see Warner gun "The Secret Army," while M-G-M will launch "Philadelphia Story," RKO Radio will roll "Little Men" and Paramount will signal the start on "Touchdown." On July 5 Universal will launch "Seven Sinners." July 7 will see both "Virginia" and "Love Thy Neighbor" in action at Paramount. A banner day in point of monetary expenditure will be July 8, when Warner alone guns "The Amazing Sergeant York," Frank Capra's "The Life of John Doe" and "Santa Fe Trail," with an aggregate budget of well over $3,000,000. On the same day RKO Radio rolls "You'll Find Out," 20th Century-Fox launches "Charlie Chan in Washington" and M-G-M signals a start on "Go West."

On July 10 Metro will gun "Little Nellie Kelly," while RKO Radio will unleash a barrage by starting two Tim Holt westerns simultaneously as well as launching "Stunt Man" and "Mexican Spitfire Out West." "Third Finger, Left Hand" rolls at M-G-M, July 11 and "Bittersweet" gets the gun at the same studio the following day. July 15 will see "Kitty Foyle" and "No, No, Nanette" before the cameras at RKO Radio, "Tin Pan Alley" getting the gun at 20th Century-Fox and "Fiesta in Manhattan" rolling at Warner. Paramount guns "The Shepherd of the Hills" and an untitled Jack Moss production July 29.

Republic has decided to shelve the big-budgeted "Storm Over India" because of its British military backgrounds, which it feels would not be timely in view of current developments, and has replaced it with "Friendly Neighbors," a musical.

With the completion of "Shadows Over Chinatown" Monogram will discontinue its series of detective thrillers based on the "James Lee Wong" stories in which Boris Karloff has portrayed the Oriental sleuth.



HARDLY a day passes that fan writers fail to chronicle items of which the following from the Parsons column is typical:

" . . . Ellen Schwannecke, who had one of the top spots in the 1932 UFA sensation, "Maedchen in Uniform," arrived in Hollywood a few days ago to talk to David Loew and Albert Lewin about an important character role in "Flotsam" . . . another interesting refugee arrival is Emmrich Kalman, Viennese composer of "Countess Maritza" fame. He's talking to Metro about doing an original musical."

Which may well cause some heavy and unhealthy thinking on the parts of the many competent American producers, directors, writers and actors who are having their employment and incomes impaired because "foreign revenues for American films have vanished."

➞

Queries Hedda Hopper, "I'm wondering if I'll be reporting 25 years from now . . ."

Don't give up hope, Hedda. Any trade should be mastered in that many years.

➞

Headline: "Dick Arlen Ambushed, Beaten." Which is all very mysterious in view of the fact that there have been no recent releases of Arlen pictures.

➞

If Columbia should be short of technical advisors on "It Happened in Paris," the studio might find that Churchill, Weygand and Reynaud are qualified.

➞

Harry Wurtzel is reported bringing Conchita Cintros, who he claims is the world's only woman bull fighter, to California. That's what he thinks. How about the sweet young things who have to spend an evening listening to a producer unreeling the story of his life?

➞

Paramount last week shipped recordings of six Jack Benny radio broadcasts to England in answer to a plea by the British Broadcasting Co. for material to bolster morale. The interests of the Allies would have been better served if some of Dorothy Lamour's recordings were shipped to the Germans.

➞

It-had-to-happen department:

Paramount decides to release the sequel to "Texas Rangers," produced under the title "Texas," as "Texas Rangers Ride Again."

➞

A welcome and wise innovation in the way of preview announcements was Warner's invitation to the debut of "My Love Came Back." Simply mimeographed on inexpensive stock, it probably represents a saving of several hundreds of dollars as compared with the elaborately embossed or engraved pronouncements normally issued to inform a comparatively few persons that a feature is to be previewed. This is enforcing economy in a sensible fashion, and if more of a similar ilk were practiced, it wouldn't be necessary for the studio generalissimos to fire so many stenographers, janitors and publicity men when the need for wielding the axe presents itself.

➞

At a recent Red Cross benefit, a kiss from Marlene Dietrich was auctioned to a visiting fireman for $1,025. Exhibitors, who remember most of the more recent Dietrich starrers with tears in their eyes and red ink on their ledgers, will conclude that it is more profitable to merchandise her kisses than her pictures. And the charitable Easterner who laid down the precedental price had better shy clear of independent producers looking for angels.

➞

BALLYHOODLUMS: Helen Ferguson is setting a splendid example for other members of the freelance fraternity by devoting so much of her time—and without remuneration—to publicizing the International Committee for Refugees in France, formed recently by a number of Hollywood screen folk with Constance Bennett as its chairman, and which will devote its energies to raising cash and needed supplies, such as food, clothing, surgical supplies, etc. to aid the war's victims. And a first-class job Miss Ferguson is delivering . . . Another femme whose future among the unaffiliated orchid-cultivators will bear watching is Roses Joseph, who is garnering more local space for her two accounts, Leon Schlesinger and the Florentine Gardens, than many of the more seasoned male blurbers with long and impressive client lists . . . It might be infectious or it might be larceny, but those stories about RKO Producer Gene Towne making a play to secure the World's Fair prize cow, Elsie, for his forthcoming "Little Men" are strongly reminiscent of the buildup given the bovine Gertrude by the Paramount praisery next door. In fact, the Marathon Streeters have heretofore had more or less exclusive rights to the zoological publicity approach, what with trained fleas, polar bears, lion cubs, cows and mules furnishing the motif for campaigns . . . United Artists' ball of fire, Monroe Greenthal, must take the rap for the wan look that is creeping into the faces of the UA unit publicity chiefs. The speed at which the visitor works and gets things done is so unusual in this timeless land of manana that it has his local associates groggy.

Seven Simple Sagas

A cavalcade of the commonplace best describes the array of seven features paraded before Hollywood's regiment of film critics during the past week. With none of them rising above the program average, their individual and aggregate quality can best be judged by the fact that what, under other circumstances, would be classified as a standard entry in the sagebrush field, Harry Sherman's "Stagecoach War," was a strong contender for top honors in the point of honest entertainment delivered. Showmen whose patrons demand western fare that pays off in chills, thrills and chuckles, and at the same time does not resort to the obvious in its unreeling, can book this one with every assurance of satisfaction. As usual, the Sherman-Paramount "Hopalong Cassidy" opus benefits by eye-filling scenic backgrounds, a crisply developed script by Norman Houston and Harry F. Olmsted and nicely-paced direction by Lesley Selander.

For general audience consumption the nod should probably go to Warner's "My Love Came Back," a frail comedy, told in the continental manner and enlivened by some delightful and welcome musical interludes. Getting away to a slow and involved beginning, it gradually picks up speed and winds up in a maze of humorous situations that should send the customers home satisfied, albeit not overly enthusiastic about it all. Given an original by Walter Reisch which contained a meagre and, at times, implausible story line, Scripters Ivan Goff, Robert Buckner and Earl Baldwin did their best to make something of it; in which they were aided by Producer Wolfgang Reinhardt, who mounted the vehicle substantially, and Kurt Bernhardt, who exhibited the influence of his European background in his direction.

* * *

RKO Radio established some sort of a record for the seven-day period by unfurling no less than three films—each modestly budgeted and all delivering their quota of entertainment. A fresh viewpoint concerning the perennial penitentiary plot is the outstanding element of "Millionaires in Prison," which, despite its locale, contains a wealth of humorous touches to offset the grimness customarily associated with such fare. Credit for this airy approach must be divided among Martin Mooney, who wrote the original; Lynn Root and Frank Fenton, who scripted, and Director Ray McCarey. Howard Benedict was the producer.

Light, diverting entertainment, "Cross Country Romance" should be found pleasant enough amusement by most audiences, particularly if they do not object too strongly to the fact that it patterns itself closely after the now historic "It Happened One Night." The script by Jerry Cady and Bert Granet, from Eleanor Brown's original, has its quota of laughs, moves along rapidly and provides Gene

(Continued on page 23)

Hollywood—
—Personnelities

Barnstormers

—Paramount

EZRA STONE appeared as guest of honor at the windup banquet of the Allied States national convention in Chicago, June 21. The screen-radio comedian is now in New York.

JACK BENNY made a personal appearance at the Waikiki Theatre, Honolulu, June 28 in connection with the Hawaiian premiere of "Buck Benny Rides Again."

Cleffers

—Argosy

RICHARD HAGEMAN recording his own score for "The Long Voyage Home."

—Hal Roach

PHIL OHMAN to score "Captain Caution."

—Metro

FRANZ WAXMAN scoring "Sporting Blood."

—RKO Radio

JIMMY MCHUGH doing score for the second Kay Kyser starrer.

THE MERRY MEN, vocal group, signed for a spot in "Too Many Girls," the George Abbott production.

—Republic

CY FEUER scoring "Girl From God's Country" and "Should Wives Work?"

RALPH KRAUSHAAR scoring "Ride, Tenderfoot, Ride."

JULES STYNE, GEORGE R. BROWN and SOL MEYER writing songs for "The Girl From Havana."

Meggers

—Century Productions

ALAN DWAN to "The Silver Queen," starring Claire Trevor, which Frank Melford will produce for Paramount.

—Columbia

NICK GRINDE to "The Wizard of Death," starring Boris Karloff.

—Metro

HAROLD BUCQUET to "Dr. Kildare Goes Home."

SAMMY LEE to "Old Age Pension," one of the Crime Does Not Pay shorts.

—RKO Radio

FRANK WOODRUFF to "Debutantes, Inc."

SAM WOOD to "Kitty Foyle," from Christopher Morley's novel, starring Ginger Rogers.

LESLIE GOODWINS to "Mexican Spitfire Out West," co-starring Lupe Velez and Leon Errol. Cliff Reid produces. Charles Roberts and Jack Townley wrote the script.

—Republic

FRANK MACDONALD to "Ride, Tenderfoot, Ride," for Producer William Berke.

—20th Century-Fox

OTTO BROWER piloting second unit of "Brigham Young," using 150 extras.

HERBERT I. LEEDS to "Yesterday's Heroes."

—Warner

JEAN NEGELESCU to an untitled "Melody Masters" short featuring Joe Reichman's orchestra.

Options

—Metro

STEPHEN CALLAHAN, junior writer, given long-term pact.

—Paramount

LYNNE OVERMAN given new one-year acting deal. His next assignment is in "Shepherd of the Hills," to be made in Technicolor from Harold Bell Wright's novel.

—RKO Radio

JULES DASSIN, radio and stage producer, given term contract as a director.

—Warner

MILDRED CELES, featured player, held for another term.

BERT HANLON and WILL PRICE signed as dialogue directors.

ARTHUR KENNEDY, stage actor, given term contract.

LUCIA LESERT, former New York model, signs term pact.

Percenteers

EVERETT CROSBY opens New York offices July 1 with ARNOLD PISANI, of the local staff, placed in charge.

Scripters

—Columbia

CHARLES BENNETT completes "We Dare Not Love" for Producer Sam Bischoff.

—Larry Darmour

MANFRED B. LEE and FREDERICK DANNAY to the first in the untitled "Ellery Queen" detective series for Columbia release.

—Metro

WILLIAM LIPMAN to an untitled vehicle in the "Nick Carter" series starring Walter Pidgeon. Frederick Stephani produces.

SINCLAIR LEWIS completes "Handy Andy Hardy."

MARGUERITE ROBERTS to "Presenting Lily Mars," from Booth Tarkington's novel, for Producer Pandro Berman.

—Paramount

RICHARD MAIBAUM to "I Wanted Wings."

EDWARD E. PARAMORE JR. to an untitled original for Producer Jack Moss.

—RKO Radio

DEVERY FREEMAN to "Scattergood Baines," to be produced by Jerry Brandt and Charles Ford.

NORMAN CORWIN to "Two on an Island," from Elmer Rice's play, which Erich Pommer will produce.

—Republic

NORTON S. PARKER to "Young Bill Hickok," coming Roy Rogers western, from a treatment by Prescott Chaplin. Joe Kane is the producer-director.

HARRISON JACOBS to "Colorado."

EARLE SNELL to "Arizona Skies," a Three Mesquiteers western which Harry Grey will produce.

BRADFORD ROPES to "Melody and Moonlight."

—20th Century-Fox

LAMAR TROTTI completes "Hudson's Bay Company" for Producer Kenneth Macgowan.

DARRELL WARE and KARL TUNBERG to "The Under Crust."

HAROLD BUCHMAN to an untitled "Cisco Kid" original.

—Universal

LEONARD SPIGELGASS completes "Back Street," on which he will function as associate producer.

CLARENCE UPSON YOUNG to "Devil's Pipeline," a Richard Arlen-Andy Devine starrer.

DORIAN OTVOS to an untitled original with a South American background for Producer Joe Pasternak.

OLIVER DRAKE to "The Green Hornet," forthcoming serial to be produced by Henry MacRae.

—Warner

LESTER COLE to "Footsteps in the Dark," next Edward G. Robinson starrer.

PATTERSON MCNUTT completes "The Poor Nut."

LYNN STARLING to "Mr. What's His Name."

NAT HIKEN to "Songs of America," short subject to be filmed in Technicolor.

CHARLES TEDFORD to "The World Master" from his own original.

HEINZ HERALD to "Quietly My Captain Waits."

W. R. BURNETT to "High Sierra," from his own original, as a Paul Muni starrer.

EVELYN EATON to "Quietly My Captain Waits," from the novel which she sold the studio for $40,000.

Story Buys

—Sigmund Neufeld

"Desire to Live," by William A. Ullman jr. and Virginia Wood.

—Republic

"All Night Program," an original screenplay by Lester Koenig, purchased from RKO Radio.

—20th Century-Fox

"Attack," by Leland Jamison. It is a story based on a hypothetical war with the United States.

"The Light of Heart," a stage play by Emlyn Williams. It has been running in London since February.

Technically

—Globe Productions

VAL RASET to direct dance routines in 16mm shorts for use in dime-in-slot projectors.

—Loew-Lewin

JAMES VINCENT signed as dialogue director on "Flotsam."

—Metro

JOE NEWMAN directing "Crime Merchant," newest in the "Crime Does Not Pay" short subjects series. RICHARD GOLDSTONE is producing.

GEORGE RICHELAVIE named technical advisor on "Bittersweet," with ARTHUR ROSE as business manager.

MEL BROWN set as art director on "The Witch of the Wilderness," an Irving Asher production which King Vidor will direct.

SERGEI PETSCHNIKOFF named unit manager, and MARVIN STUART assistant director, on "Little Nellie Kelly."

CHARLES LEVIN set as unit manager on "Go West," forthcoming Marx Bros. comedy.

OLIVER MARSH handling Technicolor camera tests on "Bittersweet."

SERGEI PETSCHNIKOFF named unit manager on "Third Finger, Left Hand," rolling July 10 as a John Considine jr. production.

GEORGE FOLSEY photographing automobile chase sequences for "The Golden Fleecing."

JAY MARCHANT returns from Florida, where he has spent two months supervising the shooting of atmospheric jungle film for "Witch of the Wilderness."

JOHN DETLIE named unit art director on "Bittersweet."

—Paramount

HAROLD LEWIS to mix sound on "Touchdown."

HAL WALKER named assistant director and ROLAND ANDERSON assistant art director on "Love Thy Neighbor."

ROLLIE ASHER named assistant director on "Virginia."

CHARLES LANG to photograph "Arise My Love," starring Claudette Colbert, with Mitchell Leisen directing.

DANIEL KEEFE named business manager on "Virginia."

—RKO Radio

J. ROY HUNT photographing the George O'Brien starrer, "Triple Justice."

—20th Century-Fox

SAUL WURTZEL named assistant director on "Down Argentine Way."

ROBERT WEBB named production manager on "The Californian."

—Warner

JOE BARRY pulls out for Arizona seeking locations for "Santa Fe Trail," next Errol Flynn starrer.

KEN NILES, radio announcer, doing narration on "Young America Flies," a short subject.

BERT HANLON and WILL PRICE given contracts as dialogue directors.

T. R. Williams Treasurer For Century Pictures

Century Pictures, recently organized by Frank Melford, and which will produce "The Silver Queen," starring Claire Trevor, for Paramount release, has appointed T. R. Williams treasurer of the company. Immediately after the appointment Williams checked out for New York to confer with Paramount executives on production plans for the picture.

Williams, former treasurer of Educational and more recently a producer for Monogram, also holds the post of president of the newly-formed Panam Productions, which he incorporated in association with Ted Richmond. Spokesmen for Williams declare there is no indication he will relinquish the latter post despite his new tieup with Century.

Cinémarks

Jack Benny, Mary Livingstone and their daughter, Joan, have sailed to Honolulu for a three-week vacation, accompanied by Mr. and Mrs. Myrt Blum and Mrs. Bill Morrow.

*

Carrying with him a draft of a script based on the life of Simon Bolivar, Dore Schary, M-G-M scenarist, left for Washington to submit the piece for the approval of state department officials.

*

Bradbury Foote, Metro writer, was guest of honor and principal speaker at a meeting of the San Bernardino chamber of commerce.

*

The Southern California sky was literally filled with golf balls June 24 when 20th Century-Fox, M-G-M and United Artists all held their annual tournaments. Walter Scharf, music arranger, bagged first honors in the 20th Century-Fox tourney, run off on the Rancho course. Red Crawford grabbed UA's Alfred Hitchcock trophy, the competition being held at the Altadena Country Club. M-G-M required two courses because of the heavy turnout, with Milo Platt coming in ahead of the field.

*

Death from a heart attack came to Charley Chase, 47, veteran stage and screen comedian, at his Hollywood home. He is survived by his wife and two daughters. Chase for years was associated with Hal Roach and during the past two seasons had been starring in Columbia short product.

*

Erich Wolfgang Korngold, Max Steiner and Jesse L. Lasky were guests of honor at a luncheon given by Mrs. Vincent Rilles Ober, president of the National Federation of Music Clubs, June 26, at the Ambassador Hotel. More than 750 civic leaders attended.

SPEARHEADS

(Continued from page 21)

Raymond with a neat comeback vehicle. Frank Woodruff directed for Producer Cliff Reid.

Although sophisticated patrons may brand it as innocuous and revolt against the somewhat namby-pamby characterization which Jean Hersholt imparts in the title role, "Dr. Christian Meets the Women" is, nevertheless, clean and wholesome. Bolstered by the exploitation value of a popular transcontinental radio show, it will probably hit the mark, especially in small towns and neighborhood showings. The William Stephens production is smoothly made and competently directed by William McGann. Marion Orth wrote the original screenplay—emphasizing too strongly, perhaps, Dr. Christian's forthright honesty and disturbing habit of never making a mistake.

* * *

Did it not contain some vast and impressive scenic backgrounds of the Canadian north woods, superbly captured by Technicolor cameras, Paramount's "Untamed" would now be wallowing in hopeless mediocrity. As is, a hard-working cast copes unsuccessfully with a screenplay by Frederick Hazlitt Brennan and Frank Butler—from a novel by Sinclair Lewis—which specializes in the obvious. George Archainbaud's sluggish, heavy-handed direction does nothing to remedy the situation. Paul Jones is credited with the production guidance.

A bit far-fetched as to story, but on the whole achieving its goal as a melodramatic tear-jerker, is 20th Century-Fox's "Street of Memories." It undoubtedly will serve nicely as supporting material. Lucien Hubbard's first production for this company, the film was directed by Shepard Traube from an original screenplay by Frederic I. Rinaldo and Robert Lees.

Hersholt Heads Relief Fund Third Time

Jean Hersholt has been re-elected president of the Motion Picture Relief Fund for his third consecutive term. Other officers named include Ralph Block, first vice-president; Ralph Morgan, second vice-president; Walter Wanger, third vice-president; Lucile Gleason, fourth vice-president; George Bagnall, treasurer; Ewell D. Moore, counsel, and Wilma Bashor, executive secretary.

Elected as trustees were Charles Brackett, Lucile Gleason, Lucie Ward, Charles Rosher, John Balderston, Sol Lesser, Morgan, Conrad Nagel, Basil Rathbone and Morgan Wallace.

Frank Lloyd Transferring Quarters to Universal

Frank Lloyd plans to transfer his production headquarters to Universal within the next ten days, where he will operate for the next two years. Under the move he washes up Frank Lloyd Pictures, Inc., and reincorporates as Frank Lloyd Productions. As the latter company he will turn out six pictures for Universal release. His sole effort for Columbia, "The Howards of Virginia," is now in the cutting room.

"Sea Hawk" to Trail "All This" as WB Roadshow

Warner has decided to roadshow its Errol Flynn starrer, "The Sea Hawk," with present plans calling for it to follow "All This, and Heaven Too" into the Carthay Circle late in August. The film will also have a two-a-day New York engagement in August.

Adapts "Tortilla Flats"

John Steinbeck's "Tortilla Flats," which Sam Zimbalist will produce for Metro, is being scripted by Benjamin Glazer.

S' FRANCISCO

MORE than a million and a half persons visited the 1940 Golden Gate International Exposition during its first full month of operation. With schools in and about California just closing and the vacation and tourist season just opening up, there is every reason to believe the crowds pushing through the turnstiles will increase . . . The Fox, largest of the Fox West Coast chain, celebrates its 11th anniversary this week . . . J. A. Haas, recently appointed west coast supervisor of National Screen Accessories, is in town watching the work on the new building . . . The Eastman in Oakland will reopen July 6.

Most of the neighborhood's younger set may be found at the Coliseum Theatre on Friday afternoons when the house presents its Tiny Tots Matinee. The show is under the auspices of the Motion Picture Council of the PTA and offers children's entertainment in the form of cartoons and comedies. A matron is in charge of unattended children . . . The Rivoli and Diamond in Oakland are the first to handle the new Pacific Premium five-volume dictionary giveaway . . . Don Condon, formerly with Sterling Theatres, Seattle, is now a resident of this city and expects to be located on the Row . . . M-G-M previewed "New Moon."

The Orpheum is drawing good audiences with its "News Quizz," the headline sweepstakes radio program broadcast directly from its stage each Friday night . . . Warner salesmen were plenty happy to get back to the pleasant climes of California after a torrid session in Chicago . . . The Bay area was taken over by veterans this weekend. The American Legion held its state meeting here, the Veterans of Foreign Wars convened in Oakland.

"All This, and Heaven Too" opened its roadshow engagement at the Palace, Thursday to a near capacity house. Sam Clark and Marty Weiser put on an extensive exploitation campaign finishing off with the bringing in of Rachel Field, authoress, for a one-day whirl. She met the press at a luncheon and cocktail party, then attended the opening show. In between interviews, she appeared at the largest local book stores to autograph copies of her famous novel. Arthur Petersen, the authoress' husband, accompanied Miss Field but remained in the background.

Elsa Maxwell held a benefit party at the Clay in conjunction with the premiere of "The Baker's Wife." One of the most colorful gatherings of the year turned out. Kleig lights, autograph hunters and all the fixings were in evidence . . . Holdovers: "My Favorite Wife," finishing its third week; "Ghost Breakers" and "Brother Orchid,' also doing a third week before moving on . . . Phil Sonovich, manager of the Harding, is vacationing at Lake Tahoe . . . Nate Blumenfeld has opened his Larkspur in Larkspur on a four-nights-a-week basis.

Joan Blondell's return to the legitimate stage won no raves from local critics, but their criticism was not directed entirely at the screen star. "Goodbye to Love" was soundly blasted as a poor vehicle.



RKO New York Guest—

W. Harold Wilson, advertising and publicity director of "Today at the Theatre," San Francisco, at the RKO Radio exhibitors' World Fair lounge in New York.

PCCITO Reaction to Tax Is Sympathetic

LOS ANGELES—The Pacific Coast Conference of Theatre Owners is "wholeheartedly convinced that it is not only a privilege but an honor" for theatres to be used as the medium for additional taxation, in the form of an increased levy on admissions, to aid in national defense measures, according to R. H. Poole, executive secretary.

Nevertheless, Poole feels that the new tax, effective July 1, constitutes a "very vital problem" to producer, distributor and exhibitor in that the public's cooperation must be secured without "detrimental reaction to the boxoffices of the United States." For this reason he has addressed a letter to the general sales managers of all distributing companies offering suggestions as to how the tax may be passed on to film patrons in a manner designed to offset any adverse criticism.

"We do not believe that this presentation to the public should come from the motion picture industry," Poole's letter declares, in part. "We believe that it should be presented to them as a matter of news, coming from our government through every news weekly, the result of which would naturally create in their minds a real desire to serve their government and automatically attach no blame to the theatre."

Moore Adds Two

SEATTLE—Lloyd Moore, exhibitor of Hermiston, Ore., announces he has taken over theatres in Dayton and Waitsburg, Wash. Charles Laidlaw owned the Dayton spot, Denzil Piercy the one in Waitsburg.

LOS ANGELES

MRS. TULA ANDREWS, one of the few women film exchange managers, was a guest at the Paramount studio. In charge of Paramount distribution in Guatemala, San Salvador and Nicaragua, Mrs. Andrews is a native of the first-named country and is making her first visit to the United States. She is en route home after conferences with Paramount executives in New York . . . Ben Fish, United Artists western district manager, checked in after a jaunt around his territory.

The suit brought by Regina L. Umann against Hymie Breen, involving ownership of the Regina in Beverly Hills, has been postponed in superior court until July 2. The wrangle was precipitated following the death of Emil Umann, who managed the theatre, several months ago.

Mike Levinson's "White Zombie" has been booked by Consolidated Theatres, Ltd., of Honolulu, opening at the Liberty July 27 . . . Bess Emanuel, Filmrow's only woman distributor, left for Heraldsburg for a two-week vacation. Pinch-hitting for her will be Charles Emanuel.

Betty Boss, secretary at United Artists, in from her annual holiday . . . On the Row: Dic Sims, San-Val Drive-In, Burbank; Bob Leonard, El Moro, Gallup, New Mexico; Jack Berman of the Eastland Circuit . . . Fred Gage pulled out for Imperial Valley on a United Artists selling trip.

Accompanying Fred Stein, Fox West Coast buyer, on his recent motor trip east were Leon Cordroy, poster clerk at United Artists, and Jim Lundig, former publicist at the UA exchange. Cordroy and Lundig, who have neighboring plantations in Virginia, disembarked at that point, leaving Stein to go on to New York alone . . . Mike Newman, Columbia exploiteer, checked in from Ventura, where he attended the opening of Jenne Dodge's new Mayfair.

Clayton Lynch, Metro branch manager, and Jack Dillon, who holds a similar post at 20th Century-Fox, have been added to the Los Angeles Motion Picture Club's executive committee, joining Al O'Keefe and Francis Bateman . . . Rose Reding, secretary-booker at Republic, has left that office to become a housewife. She will be married July 3 to Emil Dopyera and, after a honeymoon at Boulder Dam, will move to Kerby, Ore. Rose will be replaced at Republic by Betty Wertman.

Lou Maren, formerly with RKO in Seattle, has checked in as advertising-exploitation representative at the United Artists exchange . . . In town were Jenne Dodge, Mission and Mayfair, Ventura, and Phil Greenbaum of the Castle and Mecca.

Harry Welch, manager of the Glen in Glenburnie, Maryland, was the guest of his father, Eddie Welch, Paramount writer, in a tour of the studio recently. The younger Welch was accompanied by Paul J. Patterson jr., newspaper publisher from Baltimore.

Bill Lyris, who handles Fox West Coast's candy concessions, has returned from Chi-

cago, winding up a tour of National Theatres operating divisions on which he accompanied FWC's president, Charles P. Skouras.

Benny Sachey, Universal booker, and his wife Lynn have returned from their vacation trip to Benton Harbor, Mich. . . . Marjorie Riley and Janet Torgerson have taken over as temporary secretaries at M-G-M . . . Banks Hudson, booker for M-G-M in St. Louis, is holidaying here.

More Booking Visitors: Art Brick, Palace, Las Vegas; Neil Hamecher, Victory, San Diego; C. A. Siler and son, Mason, Newport Beach; Fred Siegel, Palomar and Margo theatres, Oceanside; Harry Goldfarb, National, National City; Tommy Huntington, Seville, Chula Vista; Harry Hoffman, Soboba, San Jacinto; Al Rice, of the new Admiral in Hollywood; Art LaShelle, Riviera and Avalon, Catalina Island.

Helen Koche is the new switchboard operator at M-G-M, replacing Dorothy Benson . . . Gus Acosta, assistant manager of the Azteca exchange, in from his El Paso, Tex., vacation . . . Back at the Congress exchange after a business jaunt to New York is Sam Blowitz . . . Al O'Keefe, Universal's western district manager, checked in from San Francisco.

George Alderman, district manager for Constance Bennett, Inc., the cosmetics giveaway outfit, visiting the Row; Harry Taylor, his sales manager, has returned from a selling junket to Dallas . . . Ken Kaiser of Altec is back from his holiday which took him as far north as Vancouver. He spent most of his time in Seattle where he visited Barclay Ardell, branch supervisor for Altec there. Ed Seeley, one of Altec's chief engineers, came in from New York for conferences with S. M. Periseau.

The height in giveaways was achieved at Fox West Coast's Boulevard Theatre when the holder of the lucky ticket received a television set—so he could stay home and get his entertainment free . . . William C. Kohler is handling distribution here on four American Red Cross films —"Mobilized for Mercy," "Footsteps," "Why Not Live?" and "Behind Flood Headlines."

Sid Weider has resigned as manager of the Colony Theatre on Hollywood Blvd., with no successor yet named . . . Holidaying here are Mr. and Mrs. William McCurdy and their son, William jr., who was just graduated from Stanford. McCurdy sr. operates the Mayfair in Portland . . . After a vacation in Washington and Oregon, Harry Langman, Fox West Coast auditor, is back on the job . . . First prize for the western district in the Abe Montague 15th Anniversary drive for Columbia went to Wayne Ball, manager of the local Columbia exchange. Ball placed third in the national competition.

Mike Levinson off to points north, handling bookings on his "White Zombie" . . . Jack Valpey, head booker at M-G-M, nursing a bad cold . . . Johnny DeCosta, Columbia booker, celebrated 14 years of marriage (to the same wife) June 26.

REVIEW FLASHES

STAGECOACH WAR (Para)—Standard entry in the Hopalong Cassidy series, which is to say that it is virtually as good as money from home for exhibitors catering to enthusiasts of western fare replete with an abundance of thrills, chills and chuckles. With a framework of magnificent scenic backgrounds, William Boyd turns in his usual excellent performance as "Hoppy," aided and abetted by an action-packed script. Harry Sherman produced; Lesley Selander directed.

STREET OF MEMORIES (20th-Fox)—Another melodramatic tear-jerker which will serve its purpose as supporting fare, enacted by a cast of adequate but unseasoned troupers. Story is a bit far-fetched but will pass muster as program material. Lucien Hubbard produced; Shepard Traube directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

SALT LAKE

JOE ENGLISH of Anaconda, Mont., expects to have his new Hyland Theatre ready to open by mid-August . . . Bob Haase, manager of National Theatre Supply here, is due back from a New York vacation . . . Stan Worthen, business agent for the operators' union, is vacationing at Fish Lake.

G. L. Cloward of Ross Federal Service is back from a week's trip into Montana. Ross Federal, Cloward reports, has moved its offices to the Beneficial Life Bldg.

A cabin, through the broken windows of which patrons may see a skeleton and talk with a "live ghost," has been put up in the lobby of the Utah by Manager Norman Sprowl to ballyhoo "Ghost Breakers."

"Grand Ole Opry" was recently previewed for the trade by Republic . . . A Red Cross benefit stage show is being sponsored by the Intermountain Theatres and station KSL, at the Paramount.

San Francisco's Casino Darkened by Markowitz

SAN FRANCISCO—The second closedown among the downtown second run houses within a month occurred when the Casino darkened. The houses, one of the M. L. Markowitz units, recently dropped its admission prices.

Sells Valuskis in L. A.

LOS ANGELES—Mrs. Frank Valuskis has sold her Valuskis to Barry Sparks and George Elsner, who took over operation of the house immediately.

"Untamed" Will Premiere In Three Coast Cities

HOLLYWOOD—Next link in the chain of premieres which has been rating number one in the affections of the industry's ballyhoo artists for more than a year will be forged July 2, 3 and 4 when Paramount's press department stages a triple debut of "Untamed" in Portland, Seattle and Spokane respectively. Handling arrangements for the affair is Ralph Ravenscroft, Pacific Coast field exploiteer for the company.

The "Untamed" premiere apparently will climax to date the spring and early-summer series of these events, as the next one definitely scheduled does not come along until September, when Frank Lloyd's "The Howards of Virginia," for Columbia release, makes its formal bow in Richmond.

Republic staged a gala opening in Nashville, Tenn., for "Grand Ole Opry," featuring the Weaver Brothers and Elviry, with the stars of the picture on hand for the premiere. The film made its debut at the Paramount.

Making appearances at the triple premiere of "Untamed" will be Patricia Morison, star of the picture; Ellen Drew, John Howard and Susan Hayward. They will be accompanied by R. C. Moriarty of the Paramount studio advertising department.

Monogram Offices to West Coast in Year

HOLLYWOOD—Denying he will replace Scott R. Dunlap as production head, W. Ray Johnston, president of Monogram, states the company's home office, with the exception of the foreign department, will be moved to the coast in the course of the next year.

Johnston has been in favor of moving the company's main offices to Hollywood for some time. On his recent trip from New York, he indicated he was about to fulfill that desire.

Dunlap's contract, the Monogram chief points out, was renewed in February to run until March, 1945. The agreement continues him as top man at the studio in addition to supervising units producing for the company outside.

Additional space has been taken at the Ralph Like studios and other production quarters are being sought for the completion of the Monogram program. There will be no curtailment of production, Johnston insists.

Returning to Libby

LIBBY, MONT.—W. F. "Bill" Kienitz and his wife are returning here from Honolulu to take over operation of the Kootenai. Their daughter, Jean, who has been operating the theatre, will go to Honolulu to temporarily operate her parents' popcorn (Burch) business there.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

SEATTLE

THE Northwest Film Club has set July 24 for its annual golf tournament. This year the contest will be held at the exclusive Inglewood Country Club. A dinner and dance will wind up the affair. Charley Comfort of the Seattle Star, well known for his ability in handling golf tournaments, has accepted the job of handicapping and running the affair in general. Invitations will be sent to all members of the show business in Oregon, Washington and parts of Idaho . . . To assist the Red Cross drive here, Gene Dennis, the noted psychic, made two personal appearances at special matinees at the Venetian. Gene packed them in and did a fine job of answering as many questions as possible during the hour and a half she appeared each day. In private life, Gene is Mrs. J. von Herberg of the Jensen-von Herberg theatres.

Don Condon, until recently assistant booker of the Sterling Theatres, has accepted a spot with the Golden State Theatres in San Francisco. Don will manage one of the theatres which are under the supervision of Roy Cooper, former general manager for Sterling here. Before leaving for San Francisco, Don will carry through with his wedding plans. His bride-to-be is Betty Saffle, daughter of Maury, branch manager for Metro. The couple will make their home in the Bay City . . . Heaton Randall, manager of National Theatre Supply, announces the company will have its new quarters remodeled and open for business July 1 . . . *O. R. McLain, president of the Musicians' Union, announces that the* 1941 *conclave of the American Federation of Musicians will be held in Seattle.*

Frank Morgan, M-G-M character actor, visiting on Filmrow. Morgan, accompanied by his wife and son, George, is on his way to Alaska in his yacht . . . Jim Hone back at his desk after spending a couple of days in the hospital for observation. Jim Junior has resigned as theatre manager in San Francisco and is making his home with his folks . . . A. St. John of Centralia and Chehalis is in the Providence Hospital as a result of injuries sustained in an accident in Kelso . . . Jules Levy, vice-president of Premier Pictures, is here from Los Angeles to supervise bookings of the Louis-Godoy fight pictures . . . Al Goldstein, president of Monogram of the Northwest, is enjoying a fishing trip in British Columbia and is sending back plenty of evidence of his success.

C. A. LaHar, representing the 16*mm sound division of RCA, in from San Francisco and introducing the new models at the B. F. Shearer Co. . . . The Independent Theatre Owners will hold their next meeting in the Blue Room of the New Washington Hotel . . . Frank Soule, traveling auditor for Republic out of New York, flew in from Tennessee for a couple of weeks in the northwest . . . Art Warner, from Grand View, doing his booking before going north on a fishing trip . . . Mamie Moody arrived from Minneapolis to go to work as secretary to Bill Shartin, Warner branch manager . . . Harry W. Dodge, Pacific Coast representative for Altec, is here from Los Angeles and conferring with Barclay Ardell, local manager . . . Mrs. Edris, on her way home from Honolulu, spending a few days in Portland visiting with Evelyn Oxtoby of San Francisco and Mrs. Robert Fundenberg.*

Bill and Margo Cunningham and daughter, Janet Lee, here from Portland vacationing with the L. O. Lukans . . . "Dad" Pugh out of the hospital and on the road to recovery . . . Cherie Rivers recovering from a tonsillotomy . . . Jimmy Brooks has been appointed by Herndon Edmond to take the place on the 20th Century-Fox sales staff in eastern Washington left vacant by the resignation of Hap Frederick. Bob Osborne has succeeded Brooks as head booker . . . Wayne and Mrs. Christy back from their vacation trip to California . . . Al Bloom in from Spokane for a United Artists sales conference, then right back the same day . . . Howard McBride of the Granada in Spokane to Los Angeles for his vacation . . . H. B. Woods telling that his new theatre in Kettle Falls will be ready for opening about the middle of July. The same goes for the new house of Rex Havel at Tekoa . . . Ned Edris back from a successful fishing trip.

Ben Fish, western district sales manager for United Artists, here for a few days . . . Mrs. Louis Andersch here from Minneapolis visiting her sister, Mrs. G. V. Johnson . . . Mrs. William and Mrs. Jack Nepage attending a preview with Mary Elizabeth Sweet . . . Madge Spear in town from Sumner for the weekend . . . Roy Brobeck spent most of his time playing golf while on his vacation on a ranch near Lewiston, Ida. . . . Norman and Mrs. Clyde on the Row from Langley and catching up with their booking . . . The Tom Clearys off for Vancouver, B. C. Mrs. Tom will take in the scenery while Tom does his auditing at the Fox exchange.

J. Van Name back from a four-week business and fishing trip through Utah, Montana, Idaho and eastern Washington . . . Eddie Miller of RCA to Portland for a week . . . Don Hiatt of the Metro office to the hospital to lose his appendix . . . Harry Cohen, division head for RKO, here for a few days going into huddles with Eddie Lamb, local manager . . . R. D. McAllister, for years with B. F. Shearer carpet laying division, passed away suddenly while laying carpet in Bill Ripley's new theatre in Kelso . . . Gene Groesbeck, J. T. Sheffield, Bill Kostenbader and Eddie Walton making a golf foursome . . . Harriet Lamb out by plane to Spokane to join her hubby, Lloyd.

The World's Finest

BURCH

Super Showman Popcorn

MACHINES

ALL OVER THE WORLD

POPCORN SMITH

BOX 284 — SEATTLE

PORTLAND

ANY showhouse advertising "20 degrees cooler inside" and able to make good on it, has a real selling point in Portland these days. A solar blitzkrieg is underway and previous records for early and sustained heat here may fall . . . Oregon beaches remain cool (C. of C. plug) and are getting a play . . . Johnny Harvey, Universal booker, is down there somewhere as this is written, grabbing half of his vacation in a well-timed move.

If a layman can venture a guess, war and double features are a poor mixture from the theatre standpoint. Because, to the naked eye, citizens are staying away from the showhouses in droves right now. If a man whose ear is tuned to the newscasts hibernates in a three-to-four-hour show, he might come out to find half of Europe gone and Mr. Whiskers waiting on his doorstep with his draft papers . . . Free suggestion: Why don't they announce, or flash on the screen, play-by-play bulletins from Europe?

The chamber of commerce is asking $15,000 from contributors for a survey of the city's ability to swing its industrial resources into the defense program . . . The Oregon Artists' exhibit of 289 paintings and 34 pieces of sculpture by 260 Webfoot artists ends at the Art Museum this week, with many sales reported . . . More than 200 youthful musicians played a concert of popular melodies on the Liberty stage Wednesday. Karl Stiska, former director for the Ballet Russe, came in from Los Angeles to conduct.

Word from Stage 9 at the San Francisco Fair says Charlie White's collection of motion picture stills ranks as a "must" attraction, with many film personalities among his visitors . . . Bella Ralston, inspector, and Bessie Pancake, biller, are vacationing from 20th-Fox . . . The Orpheum switched its change-of-show day from Wednesday to Thursday, beginning last week.

Ralph Ravenscroft of Paramount studios was here handling arrangements for the scheduled world premiere of "Untamed," with Ray Milland, Patricia Morison and Akim Tamiroff, at the Paramount, July 2. The Hollywood delegation coming for the occasion was to include Miss Morison, Betty Field, Susan Hayward, Ellen Drew, John Howard, J. Carrol Naish and William Frawley.

Unaccustomed horseback riding, said to include lusty leaps over the barriers, indulged in Sunday, caused Al Finke and Herb Sobottka to walk with less than their usual agility this week . . . Mary Wilkinson returned to the Hamrick-Evergreen office for a few days while Margaret North underwent a tonsillotomy . . . A box of big cherries, left behind, reminded the staff at 20th-Fox of the visit of Harry Percey of White Salmon. Other exhibitors calling on the Row included Eddie Callahan of Seaside, Cleo Brenner of Seaside, Don Watrous of Forest Grove and Oscar Phelps.

Believe Public Must Pay Admission Tax

ST. LOUIS—The customer must pay the new federal tax to be imposed on theatre admissions in excess of 20 cents under the terms of the new revenue raising bill signed Tuesday by President Roosevelt. That is the general decision of exhibitors served out of the local exchanges.

In only a few instances have exhibitors in this territory indicated that they will absorb the tax themselves. The majority feel that under present conditions they cannot afford to pay the new tax out of gross receipts.

Chicago Public Will Meet Federal Admission Tax

CHICAGO—Windy City exhibitors are going to have use for a lot more pennies beginning Monday of next week (July 1) when the new federal admission tax on all admissions over 21 cents goes into effect.

Consensus of opinion, as BOXOFFICE goes to press, is that exhibitors will pass the tax to the public. Both B&K and Great States executives said they would do this, while Allied and Warner heads intimated they would do the same. The other remaining exhibitors probably will follow their example.

It thus appears that 25-cent admissions will become 28 cents; 30 cents up to 33 cents; and 35 cents up to 39 cents. Admissions over 40 cents will be unaffected.

An Intermission Policy Finds Reaction Mixed

MILWAUKEE—Following a certain amount of success with the use of intermissions in the showing of "Gone With the Wind" at its Palace, Fox has instituted the policy in other of its neighborhood and downtown houses.

The intermissions last about five minutes and during the pause, ushers make their way down the aisles with refreshments, including soft drinks and candy bars. Reaction to the policy has been mixed.

Lower Afternoon Scale Planned by Deluxer

CHICAGO—The Oriental was planning to change its afternoon admission scale this week while retaining its night top of 65 cents. The new afternoon scale will be 30 cents to 1 p. m. and 40 cents to 6:30 p. m., whereas before it was 35 and 55 cents.

Unions Intend to Service Slot-Machine Pictures

CHICAGO—Local union operator heads this week said that when five-cent slot machine films come into use in Chicago, they intend to see that union operators are employed to service the machines.

Projectionists Win Victory After St. Louis Walkout

ST. LOUIS—The projectionist strike at the Ambassador, Fox and Missouri, Fanchon & Marco first runs here, as well as at 24 neighborhood and suburban houses of the F&M-affiliated St. Louis Amusement Co., was settled June 21, only a day after it had been called, with terms clearly indicating a victory for the union. The strike was called by Local 143 in an effort to gain the dismissal of two damage suits against it by the theatre interests totaling $275,000.

In accordance with the peace pact, attorneys for Fanchon & Marco filed stipulations in the St. Louis county circuit court at Clayton, Mo., dismissing the suits, and steps also were taken to cancel the company's plan to appeal from a ruling by Circuit Judge Ernest F. Oakley barring a damage action against the union.

When these legal stipulations were filed, union officials affixed their signatures to new wage contracts with the Fanchon & Marco Service Corp., operators of the first run houses, and the St. Louis Amusement Co. The contracts were signed for the theatres by Harry C. Arthur jr., managing director for Fanchon & Marco in St. Louis, and Harry Barco, president, and H. O. Loughlin, secretary, for Local 143 and Frank Stickling, representing the international union.

The new contracts extend to June 21, 1943, and provide that the projectionists shall be granted an immediate wage increase of 5 per cent, a 2½ per cent increase the second year, and an additional increase of 2½ per cent the third year. The present wage scale for the first run operators is $100 per week, while second run and neighborhood projectionists get from $50 to $80 per week. Two operators work on each shift. The big houses have two shifts.

Immediately upon the signing of the new contracts, projectionists returned to their booths in the Missouri and St. Louis theatres. The Ambassador and Fox reopened on June 22, while all St. Louis Amusement houses resumed operations the night of June 21.

That Fanchon & Marco is not entirely satisfied with the peace pact was emphasized by C. B. Nelson, director of personnel for the theatres.

"Frequently when contracts are signed after a dispute," Nelson's statement read, "both parties say they are thoroughly satisfied with the contract. Such is decidedly not the case with Fanchon & Marco.

"We have been forced to give up our legal rights because of an obligation we feel toward the St. Louis Amusement Co. whose theatres were closed by the operators union even though the St. Louis Amusement Co. was not a party in any way, shape or form to these suits. George White's 'Scandals,' one of the most expensive stage shows ever produced and ever brought to St. Louis, stood to lose several thousands of dollars if we did not accede to the demands of the union and forsake our right to be heard in court.

"As a result, the St. Louis Theatre, the Missouri and all St. Louis Amusement Co. houses will open on schedule today (June 21). It will be impossible to open the Fox and Ambassador theatres until Saturday."

The new contract with the St. Louis Amusement Co. is expected to set the pace for a new wage agreement which the union officials will shortly offer to the owners of other second run, neighborhood and suburban houses in St. Louis and St. Louis county.

Answer Wehrenberg

While the strike was still in progress, Fred Wehrenberg, MPTO president, and interested with Clarence Kaimann in a group of 25 neighborhood theatres, said that many of the independent theatres would be forced to close if the projectionist impose wage increases. The wage contract with the independent theatres does not expire until August 31.

In commenting on a statement by Wehrenberg that many houses may be forced to close between now and July 7, union officials said it was "an act of cooperation" with Fanchon & Marco and the St. Louis Amusement Co. to force a wage cut on the projectionists.

The suits by Fanchon & Marco against the union and its members followed the picketing of the Fox and several units in the St. Louis Amusement fleet. One sought $200,000 damages from 54 members of Local 143, while another filed by the Eden Theatre Co., owners of the Fox, sought $75,000. The latter suit was in the form of an appeal to the Missouri supreme court from the refusal of Circuit Judge Oakley to permit the corporation to file a claim against the union in connection with the receivership action then pending in his court. The St. Louis Amusement Co. had sought an injunction against picketing of several of its houses.

Attendance Urged After Settlement

St. Louis—Following the settlement of the projectionist strike at 27 Fanchon & Marco and affiliated theatres, the following advertisement appeared in the St. Louis "Globe-Democrat:"

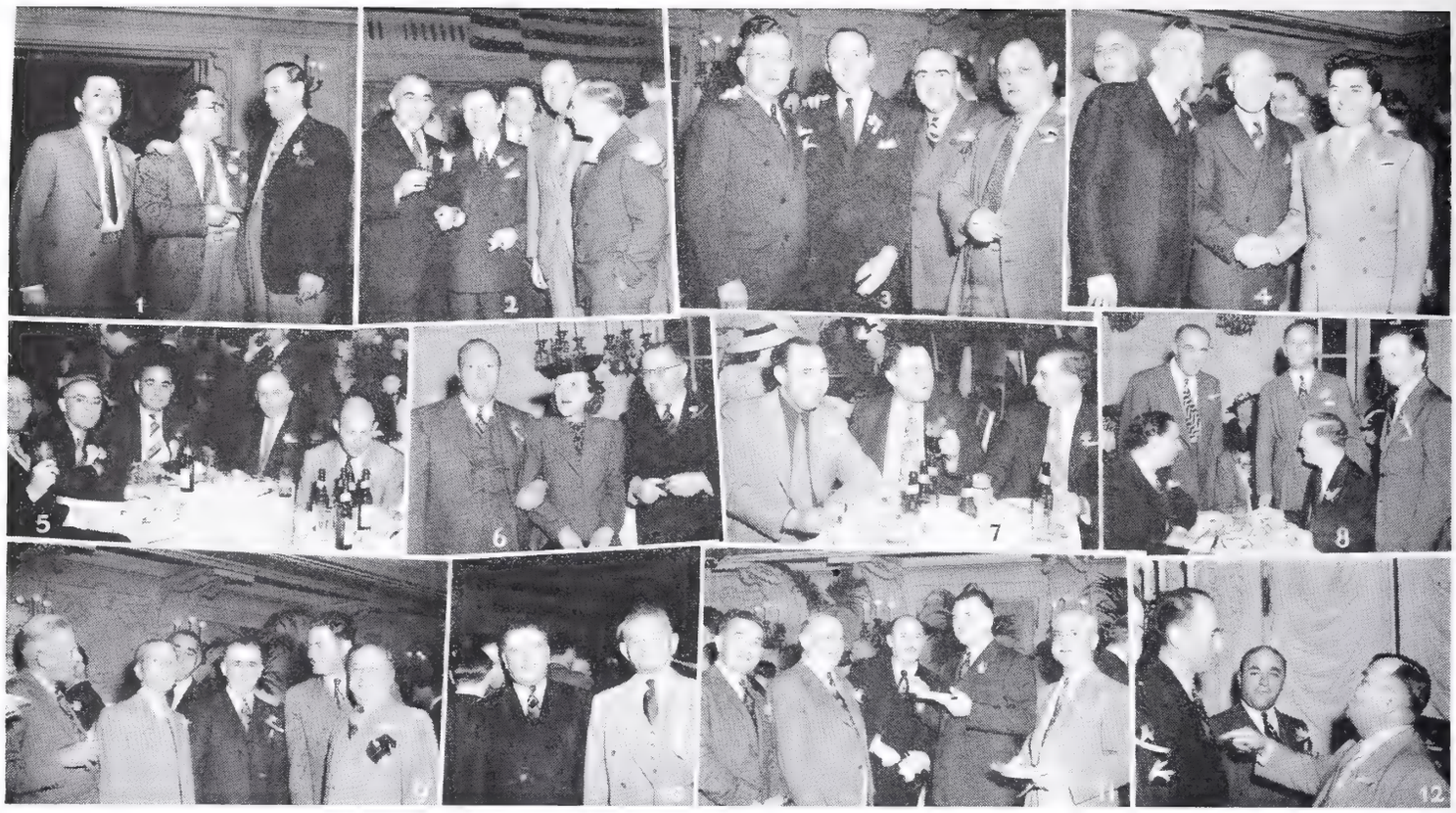
"Motion Picture Operators Union No. 143 wishes to thank its friends and sympathizers for their moral support.

"We are happy to announce the settlement of our recent controversy with Fanchon & Marco and St. Louis Amusement Co.

"Your goodwill and future patronage will be appreciated by both management and employes.

"A good movie will contribute to your peace of mind and happiness.

"MOTION PICTURE OPERATORS UNION 143."



When Warner Played Host to Allied and Chicago Exhibitors—

—Photos by Cosmo-Sileo

CHICAGO—Scores of visiting Allied exhibitors, together with Chicago theatre owners, attended the cocktail party at the Blackstone Hotel given by Jimmy Coston, Chicago zone manager for Warner Bros. Theatres, concluding the Warner picture western convention. In the traditional left to right manner, the various groups are:

1. Ben Bartlestein smiles, as his brother, Al, tells off Alex Halperin, Warner theatre head booker.

2. Jules Rubens of Great States, Morton Van Praag of National Screen, Jack Rose of Indiana-Illinois Theatres; George Dembow, National Screen, New York, and Eddie Silverman, Essaness executive.

3. Judge Eugene Holland, associate of Coston; Herb Wheeler, Warner district manager; Charlie Ryan, Warner assistant zone manager; Harry Turrell, Warner district manager.

4. Walter Immerman of B&K looks over the shoulder of John Burhorn, Indiana-Illinois district manager, who looks on as Norman Moray, Warner short subjects sales head, congratulates Al Raymer, I-I booker, for using the most shorts for any circuit its size in the midwest.

5. The two Auerbach brothers, then Morris Kaplan of the Amo, followed by Max Roth, Chicago Warner salesman, with Charlie Einfeld, Warner head of advertising and publicity, studying a few notes, behind a barrage of bottles.

6. Dave Balaban, B&K; Florence Blum, Lou Reinheimer Theatres booker, pose with Dave Palfreymen, of the Hays office.

7. Kurt Laemmle, Ritz, Lowell, Ind., who has since returned to the west coast, where he has two other theatres; Al Teplitz, A. J. Balaban Theatres, and "Doc" Rafalski, Bland Brothers Theatres.

8. Seated at the table are Dave Wallerstein, B&K, and John Dromy, Great States head booker, and standing are Jack Sampson and Abe Kaufman, B&K, with J. Arthur Haley, Notre Dame University business manager.

9. A happy group were Verne Young, Gary, Ind.; Simon Simansky; Jules Rubens; Jimmy Coston, the genial host; Grad Sears, Warner sales head, and Julius Goodman.

10. Lester Retchen, now managing the Howard, which he formerly operated, for B&K, poses with Abe Gumbiner.

11. Sam Halper, Jack Miller, Warner assistant Chicago Branch Manager Bill Bill Brumberg, and Alex Manta and Jim Chrissis of I-I.

12. Carl Leserman, Warner assistant sales head, stands by as Steve Bennis of Lincoln, Ill., (right) tells him off.

The Dakota Closed; Normandy Is Next

ST. LOUIS—Greater Independent Theatres, new company formed out of the consolidation of the Wehrenberg-Kaimann circuits, has closed the Dakota in South St. Louis for the summer, and it will shutter the Normandy in St. Louis county, June 30.

Fanchon & Marco interests plan to close either the Ambassador, Fox or Missouri in the first run field. Union employes have been given the customary two weeks' notice in all three houses. Last summer the Fox was closed for several weeks.

A scarcity of good available product, and the usual summer slump, accentuated this year by the radio war news, are the reasons for the decision to close at least one of the first runs.

It has been revealed that independent houses, including the Wehrenberg-Kaimann chain, have asked officials of Local 143 to approve a $10 a week per operator wage reduction during the summer months. Robert Thomsen, business agent for Local 143, says the union is willing to take a 10 per cent reduction during the summer if the wage increases provided for in the new contract with the St. Louis Amusement Co. are accepted by the independents. They call for a 5 per cent increase to take effect September 1, a 2½ per cent raise next year, and a second 2½ per cent hike the following year.

New Sound at Kentland

KENTLAND, IND.—New RCA sound has been installed in the Kent, by the owner, D. E. Cannon.

Chicago's Quota Full At Allied Parley

CHICAGO—As was to be expected, the Windy City led in the number of registrants at the 11th annual convention of Allied held here June 19-21.

Attending from here and the surrounding territory were the following:

Chicago—Irving S. Abrams, Maurice Abrams, Ben Adler, B. C. Alexander, Mrs. Abe Auerbach, Mr. and Mrs. Charles Auerbach, Benjamin Banovitz, P. R. Barr, Mrs. Kate Barr, Mr. and Mrs. B. Bartlestein, Mr. and Mrs. Elmer Benesch, Anna Best, Sol Best, Philip Bland, Mr. and Mrs. H. Bland, Mrs. P. Bland, Mr. and Mrs. Isaac Brotman, Milton J. Brotman, Edward

Brunell, B. B. Buchanan, B. B. Burns, Mr. and Mrs. H. R. Ettelson, Mr. and Mrs. Abe Feder, Mr. and Mrs. J. Friedman, David Goldman, Mr. and Mrs. George Gollos, Mort D. Goldberg, Irving Goldman, Mr. and Mrs. Al Goldson, Mr. and Mrs. Julius Goodman, Harold Gollos, Carl S. Goodman, Mrs. T. Gross, Abe Gumbiner, Mrs. E. Gumbiner, Mr. and Mrs. S. W. Gumbiner, Nate Gumbiner, Mrs. M. Gurdin, E. W. Haferkamp, Mr. and Mrs. Samuel Halper, Mr. and Mrs. L. H. Harrison.

Mr. and Mrs. Robert Hartman, John Heinzelman, R. Hilton, Mr. and Mrs. N. Joseph, Florence Kaplan, Morris Kaplan, A. E. Klein, William H. Koch, Henry Kohn, Mr. and Mrs. J. B. Koppel, Morris B. Lang, Ben Lasker, Mrs. Edna Lasker, C. B. Lauten, V. R. Langdon, Mr. and Mrs. S. Lockwood, Charles Lindau, Mr. and Mrs. M. L. Lowenthal, Mr. and Mrs. A. Manta, Joseph Marks, Mr. and Mrs. J. S. Mednikow, Charles E. Nelson, H. W. Nepo, Dorothy Nessel, Van Nomikos, Jimmy O'Neil, Florence Paley, J. Pastor, Frank Panoplos, W. S. Pedersen, Al Perretz, Mr. and Mrs. Jack Rose, Mrs. A. Reckos, George Reckos, Mr. and Mrs. H. A. Reckos, Mr. and Mrs. G. Ritsos, Mr. and Mrs. S. Roberts, Mr. and Mrs. Jack Rubin, B. E. Reingold, Morris Reingold, James Roder, R. Salkin, Mrs. B. Saperstein, Henry Saperstein, Mrs. E. Semadalis, Louis Emerling, Mr. and Mrs. H. L. Solomon, Mr. and Mrs. Joseph Stern, Phil Tague, Mr. and Mrs. G. B. Topper, R. Rempler, Max Torodor, Mr. and Mrs. Samuel Trinz, M. Van Praag, Bertha Waldman, Mr. and Mrs. J. J. Weiss, Beverly Weiss, Louise Weiss, M. O. Wells, Mr. and Mrs. Nate Wolf, Edward Wolk, Mr. and Mrs. M. D. Zimmerman.

From elsewhere in Illinois came Sam C. Meyers of Wilmette; Steve Bennis of Lincoln; Nick Kerasotes, Mr. and Mrs. George Kerasotes, and Louis Kerasotes of Springfield; Ray Jarman of Downers Grove, Mr. and Mrs. A. Bartlestein of Cicero, and Leo Bennis of Freeport.

From Indianapolis—I. R. Holycross, O. Kuschner, Harry Markun, E. L. Miller, Don R. Rossiter. From Michigan City, Ind. —Laura Rubin, Maurice Rubin.

St. Louis—Carl B. Peters, Al Rosecan, Mrs. D. Rosecan.

From Wisconsin—W. L. Nahin, Joseph Pastor, Harry Perlewitz, Milwaukee; Henry E. Ringling, Baraboo; Ben Marcus, Ripon; Frank Borchert, Sturgeon Bay; J. P. Adler, Marshfield; Mr. and Mrs. I. E. Swirnoff, Neilville; Jack Yeo, Burlington, and A. P. Desormeauz, Madison.

Bioff Habeas Corpus Writ Application to Be Heard

CHICAGO—Set for hearing Friday was another writ of habeas corpus application for freedom of William Bioff, Hollywood labor boss now serving a six-month misdemeanor sentence in Cook County. The hearing, set before Chief Justice John Prystalski in criminal court, was filed by Walker Butler, attorney for Bioff.

Butler alleged that the original information on which the conviction was based in 1922 was void because of varied legal technicalities. Bioff has been confined since April. His term ends September 20.

Armand Schaefer to Produce

HOLLYWOOD—Armand Schaefer will produce Republic's "Friendly Neighbors."

Messages to Allied

CHICAGO—Imploring exhibitors, as well as those in other industries to help the U. S. in these distressing times, Mayor Edward J. Kelly in welcoming the Allied convention to Chicago, said, in part:

". . . What you men lack in numbers, you make up in potency, and you are in a position to do more for this country than the average industry . . . You can help generally in ridding the country of 'againsters' and be for those who are for the U. S., regardless of race, creed, or party."

President Roosevelt sent the following greetings to the convention: "My hearty greetings and best wishes to all who attend the 11th annual national convention of the Allied States Association of Motion Picture Exhibitors in Chicago. I trust that the convention will be a successful one, fruitful of wise counsels and constructive action to promote alike the closely allied interests of the exhibitors and the patrons."

Einfeld Presents WB Lineup in Chicago

CHICAGO—S. Charles Einfeld, Warner advertising and publicity chief, attended the meeting of Chicago and Wisconsin Warner theatre managers here Tuesday, under the direction of Jimmy Coston, zone manager. Einfeld explained Warner's 1940-41 lineup. He left for the coast from here.

Also here was Harry Goldberg director of Warner Theatre advertising, who led a general discussion on other company's forthcoming product. Other speakers included Al Kvool, Warner-Saxe Theatres; L. F. Gran, Standard Theatres; Jack Silliman, Rio-Appleton Theatres, and Jack Keegan, Warner Theatres, all of Milwaukee, and Charles Ryan, assistant zone manager for Warner, Chicago.

Others who attended included: Fred Juergens, New York; I. H. Barron, E. F. Eron, James D. Summers, Karl Heyl, Alex Halperin, L. S. Stein, Harry Turrell, Herb Wheeler, George Singer, Fred Bartow, J. W. Zook, William Pohlman, and A. Kenney, Chicago.

Chicago managers attending included: Marlowe Conner, Ted Turrell, R. Barry, R. Kenney, Ben Cohn, J. Maloney, J. McWhorter, William F. O'Connell, E. D. Hopson, E. Erickson, John Field, Ray Dunn, Marcel Brazee, Robert Busch, S. Fitzgerald, Irving Lipnick.

Milwaukee managers included: Harry MacDonald, Joseph Reynolds, E. Arnstein, Clarence Bosch, E. Nimmer, E. Hoge, J. Driscoll, G. Luedtke, J. Rosenfield, Al Meskis, L. J. Howard, E. Van Norman, Dick Tollet, Harry Bozel, Bill Pierce, Carl Kelly, and Saxe district manager, George Bach.

Still others in attendance were Leo Schuessler, Jack Ebersberger and Harry Mintz, Sheboygan, Wis.; Stanley Lambert and Eli Arken, Racine, Wis.; Donn Borrer, Delavan, Wis.; L. Nye, Lake Geneva, Wis.; T. Reilly, E. Brennan, N. Coston and Eldoy Luedtke, Kenosha, Wis.; Al Kopulos, S. A. Gross and Foster Norton, Appleton, Wis.; Francis Schlax and George Hanon, Green Bay, Wis.; Bob Brose, Oshkosh, Wis.; Ed Benjii, Madison, Wis., and Tom Cornell and M. Vollendorf, Milwaukee bookers.

A Minor Casualty Results At Outing by B&K Men

CHICAGO—B&K publicity men and members of the booking and accounting departments held an outing at Thatcher Woods last week.

One of the casualties was a broken finger suffered by Joe Stout as he caught the first ball thrown at him as the softball game began.

Others attending included Eddie Seguin, Jimmy Savage, Jack Garber, Otto Zeman, Bill Ryan, Ed Trunk, Elmer Upton, Elmore Keys, Jack Jacobson, Joe Rehak, Harold Massey, Ralph Sherry, Aaron Feinberg, Jack Kerz, Russell Uswetski of H&E Balaban theatres, and Dan Quinn and Burt Ofstie of Midwest Trailer.

Bretherton Is Assigned

HOLLYWOOD—"Skin Game," Frankie Darro starrer for Monogram, will be directed by Howard Bretherton.



—Photo by Cosmo-Sileo

More at Warner Party—

Indianapolis descended en-masse on the Warner cocktail party in Chicago, prior to the Allied convention dinner. This group, left to right, are: Oscar Kuschner, Ernie Miller, Indianapolis; Maurice Rubin, Michigan City; Claude McKean, Warner salesman, Indianapolis; Tom Baker, head of Affiliated Theatres, Indianapolis; Lou Kerasotes, Springfield, Ill., of Kerasotes Theatress, a close friend of McKean; Fred Greenberg, Warner Indianapolis branch manager; Roy Harrold, Rushville, Ind., and Harry Markun, Indianapolis.

Equipment Dealers Utilize Convention

CHICAGO—There were 42 various equipment company dealers represented at the Allied convention equipment dealers' exposition. Many new and novel aids for better operation of theatres were shown the visiting and Chicago exhibitors.

The list of exhibitors and those at the booths:

Confection Cabinet Corp., Chicago—Lou Smerling, Irving Goldman. B. H. Schallinger and Florence O'Loughlin.

De-Fi Mfg. Co., date strips, Chicago—R. Edgar DeFrates.

Re-Nu Screen Surface Co.—Dick Sachsel, Chicago.

Bally Beverage Vender, Chicago—B. T. Perkins, Chicago district manager for American Vending Corp., which handles this machine.

Wagner Sign Service, Chicago—Erwin Wagner and A. M. Miltenberg.

C. Cretors & Co., Inc., popcorn machines—Frank Lyons and C. J. Cretors, Chicago.

Heywood-Wakefield chairs—A. A. Simms and H. L. Gage, Chicago; N. Barrie, Detroit, and J. McSchaffrey, St. Louis.

Advance Mfg. Co., popcorn machines, St. Louis—H. S. Waler, J. R. Burch and J. W. Buchanan, all St. Louis

Holmes Projector Co., Chicago—Al Lockwood.

National Screen Service and Advertising Accessories—George Dembow and Charles Casanave, New York; Harris Silverberg, Detroit; and Morton Van Praag, Johnny Mednikow, Percy Barr and Duke Hickey, Chicago.

Burch Mfg. Co., popcorn machines, Kansas City—Martin Lyons, Kansas City, and Muriel Reichman, Chicago.

DeVry projectors, Chicago—Norman D. Olsen, P. B. Stinson and Eugene Schweig, Chicago.

Adler Sign Co., Chicago—Ben H. Adler, J. J. Arnsfield and Virginia Richmond.

Wenzel Co., Chicago—Mack Wenzel and L. Pederson.

Sprincin Movie Time Clock and Admission Sign Co., Chicago—Albert Sprincin.

National Carbon Co.—William Kunzmann, Cleveland, and Alex Ackley and Al Munson, Chicago.

Hyland Electrical Supply Co., Chicago—Louis Stroker and Jess Joseph, and L. E. McDonald of Westinghouse.

U. S. Rubber Co. (Royal Foam)—G. M. Hanrahan and Irene Rey.

Kroehler Co., push-back chairs—B. B. Buchanan, manager; and the following staff: H. W. Peterson, Gordon Tapper, Albert M. Ostrow, Norman G. Stedron, Evan H. Perkins, Howard Williams, Rex Barry, L. Cond and Sig Oftedal.

Vilter Mfg. Co., Milwaukee—W. L. Nahin and E. P. Callanan, Milwaukee; Hugo O'Dower, Kansas City, and J. H. Heinzelman, Chicago.

National Theatre Supply Co.—Walter Green, president, and E. M. Hartley, New York; William Dascow, manager, and O. C. Wells, Chicago; John B. Schuyler, Milwaukee manager; Arthur Meyer, International Projector, and John Goshorn, Irwin Seating Co.

International Enterprises, Chicago—Mr. and Mrs. Robert Hartman and Fred Mindlin.

International Seat Corp.—David H. Dewey and Mrs. George Feinberg. Frank McNally, representing Dunlop Tire & Rubber Co., Chicago.

American Seating Co.—H. B. Myers and Fred Dunakin, Grand Rapids; Gordon Graber, Chicago; and George Hepfinger, Indianapolis.

Motiograph, Chicago—Fred Matthews, Leo Abbott, Roy Bloomer and Thore Matthews. Gus Anders, Vic Maylon and Charlie Williams, Droll Theatre Supply Co.

Alexander Smith Carpets—W. R. Gardner, Chicago.

Cross Machine Shop, carbon savers, Detroit—W. E. Cross.

Marcus Ruben, Inc., uniforms, Chicago—Jack King and E. G. Haglund.

National Program and Printing Co., Chicago—B. Klein.

Universal Theatre Premiums, Chicago—Edward S. Sayre.

Joe Goldberg, Inc., Chicago, winner of booth prize—Joe Goldberg, Jack Lieberthal and Waldo Bowers, Chicago. Max W. Roos, president, George Henderson, Alice and Ed Fuld, Chicago, for American Ticket Co.; E. C. Weber, William Slater jr., and Carl Kammeyer, Chicago, for Slater Floor Coverings; Wayne Brenkert, Detroit, for Brenkert Projection Co.; William Gedris for Ideal Seating, Grand Rapids; and Carl Peters, for Benwood-Linze, St. Louis.

Consolidated Book Publishing, Chicago—Stanley Livingston, B. B. Burns, Bernard Hoyt, Chicago; and Ed Burk, Minneapolis.

RCA—Edward Auger, H. B. Snook, Herb Elmes jr., and Ed Prince, Camden, N. J.; A. E. Klein and Charlie Burns, Chicago; Alex Bill, Minneapolis; and William Trunick, St. Louis and Indianapolis.

Arcus Ticket Co., Chicago—J. A. Neumann, Robert Schoenecker, C. Blasdell and James Arcus jr., Chicago, and Peter Alderman, Pittsburgh.

Hometown Film Sponsor Queried by Publisher

MILWAUKEE—Robert Allen, one of the sponsors of newsreels shown in theatres in a number of Wisconsin towns under the title of "Life in . . ." was to be examined here this week under the discovery statutes in connection with his use of the word and phrase "Life Newsreels."

Time, Inc., publishers of *Life* magazine, has asked that Allen be examined on points in connection with his film project as follows: "The character of the title used by the defendant on motion picture screens and of oral or written matter presented simultaneously and in conjunction with sound motion pictures. The character of theatre, poster, newspaper and other advertising used in connection with his motion picture depicting life in various communities."

Prepares Fields Starrer

HOLLYWOOD—"Bank Dick," next W. C. Fields starrer for Universal, is being whipped into screen form by Richard Carroll.

Allied Poscripts

By GENE RICH

CHICAGO—The Allied conventioneers were full of good, clean fun, and the confab was one of the quietest in years.

Van A. Nomikos, vice-president of Illinois Allied, celebrated his birthday anniversary at the Chez Paree party.

Jimmy Walker, former mayor of New York City, and onetime general counsel for MPTOA, was toastmaster at the closing banquet in the Morrison Terrace Room.

Willard Rutzen, publicity director and assistant manager to Leonard Hicks, at the Morrison, did a swell job of cooperating with Jack Kirsch and his convention staff. Rutzen had everything possible available for use by the conventioneers. Welcome signs were in evidence all over the hotel.

Postal Telegraph had the registrants listed by states alphabetically on a telegraph blank blowup in the hotel lobby.

We found Sinuel Roberts of the California opening day of the convention practicing putting and swinging shots with an imaginary golf club, while Jack Rose and Sam Halper looking on with interest.

The three popcorn machine companies who had exhibits—Advance, Cretors and Burch—kept the trade press well supplied with popcorn during the business sessions.

J. Don Alexander, head of Alexander Film Co., presided over his company's unusual "oasis" suite, with plenty of exhibitors dropping in for thirst quenchers.

Dick Sachsel, of Original Re-Nu Screen Surface, had his hands full trying to satisfy all of the equipment dealers who had exhibits. But, he's so expert at it now, he's figuring on opening a convention bureau.

United Artists' U. P. news wire, as a tieup for "Foreign Correspondent," had clusters of conventioneers about it all the time.

Dave Palfreyman, the Hays office "delegate" to the convention from New York, was renewing old acquaintances . . . Sidney Samuelson of New Jersey, who is still active in Allied, though without theatres, said it felt funny signing a registration card this year and not putting down a theatre name.

Mrs. Aaron Saperstein, widow of the founder of Allied of Illinois, took an active interest in this year's convention. Squiring her about was her oldest son, Henry, who is active now in the theatre business.

Seymour Gumbiner, one of the younger Chicago Allied members, had his new bride at the convention . . . Another newly-

wed couple was Mr. and Mrs. George Kerasotes of Springfield.

The closed "film buyers' convention" session the opening day found General Counsel Abram Myers having to leave. Reason: He doesn't own any theatres . . . H. M. Richey, RKO's exhibitor contact from New York, and until a few years ago one of Allied's stalwarts, was ribbed by Colonel Cole when the Allied national prexy referred to him as "being here, but not present."

Lillian Gish, star of "Life With Father," current at the Blackstone, was guest of honor at the women's luncheon Friday at the Palmer House. She is writing a history of the motion picture industry, she said.

John Semadalis and his wife were the winners of the cup for the best rhumba dancers at the Colony Club party. The waltz contest cup winners were Mr. and Mrs. Ernie Schwartz. Cleveland.

L. T. Rockenstein of the L. T. Rockenstein Co., St. Louis theatre supply firm, was a convention visitor. He spent a lot of time with Eddie Klein, Chicago RCA manager. Rockenstein's supply store is the RCA sound outlet in St. Louis.

Colonel Cole left for the Minnesota woods after the convention was over to visit with Al Steffes, who has been seriously ill.

We noticed John Smith and Neal Bishop of the Chicago operators' union visiting equipment dealers at the convention.

Barney Ross, Chicago boxer, was introduced at the second day's business session.

Winners of the dart-throwing contests at the American Ticket Co. booth, daily, were: Wednesday—Bennie Berger, Minneapolis; Mrs. M. D. Zimmerman, Eagle, Chicago, and Jack Rose, Chicago. Thursday—Jack Rose, Chicago; Bill Pearl, Highland Park, and Sam Traynor, Bailey Circuit, Princeton, Ill., tied for second. Friday—Mrs. Al Rosecan, Princess, St. Louis; Mrs. Ernest Schwartz, Cleveland; Charlie Auerbach, Strand, Chicago; Abe Gumbiner and Elmer Benesch, Chicago, all tied for second. First place awards were $5.00, second $3.00, and third $1.00.

When Jimmy Walker heard that the plane reservation made for him by George Dembow to return to New York was on a line that flew over the mountains, he had to nix it and take the train. It seems his wife, Betty Compson, forbids him to fly over the mountains.

The award—a portable radio—to the woman who traveled the farthest to the convention, went to a Mrs. Gill of Montpelier, Vt.

Monroe Is Redecorated

MONROEVILLE, IND.—Mr. and Mrs. C. F. Davis, new owners of the Monroe, have redecorated the house.



"Heart of Show Business" Active—

As the Indianapolis Variety Club presented checks to the Indiana University Medical Center and the Indianapolis school board, proceeds from the club's charity program. Left to right: Col. Kenneth Collings, manager of the Indiana Theatre; Dr. Leon Levi, Dr. Sidney A. Kauffman, both of the Medical Center; A. B. Good, business director of the local schools, and Marc J. Wolf, Variety's chief barker.

RCA Committee Inspects New Indiana Plants

INDIANAPOLIS—Inspection visits to new manufacturing units in Indianapolis and Bloomington were made last week by the management committee of the RCA Manufacturing Co. of Camden, N. J.

J. M. Smith, vice-president of the Indianapolis division, was host to the visitors, who praised the new record plant, which is considered the largest and most modernly equipped of its kind in the world. Also manufactured in the Indianapolis plant are radio tubes, motion picture theatre sound equipment and broadcasting equipment.

Members of the inspection party were Robert Shannon, executive vice-president; F. H. Corregan, vice-president and secretary; F. R. Deakins, H. C. Bonfig and V. C. Woodcox, vice-presidents, sales; H. L. Sommerer, manufacturing manager; T. F. Joyce, vice-president, advertising; N. A. Mears, vice-president, purchasing; E. W. Ritter, manager of research and engineering and Frank B. Walker, vice-president, record sales.

The Bloomington plant, purchased recently from Showers Bros. Furniture Co. opened this week with one assembly line. Shannon said three more lines will be added soon.

G. K. Throckmorton, a former Indiana man, is president of the manufacturing company.

Milwaukee Film Council Elects New Officers

MILWAUKEE—Mrs. B. F. Reed has been elected chairman of the Milwaukee County Better Films council. Other officers named are Mrs. Allen Martin, vice-chairman; Mrs. Carl Ludwig, recording secretary; Miss Ida Marie Martin, corresponding secretary, and Mrs. William Juneau, treasurer.

Committee chairmen have been named as follows: Mrs. L. B. Porter, advisory; Mrs. David Andrews, visual education; Mrs. Ovid B. Blix, publicity; Mrs. Cyril Colnik, study; Mrs. H. W. Bain, program; Mrs. Bruno Heinrich, ways and means, and Mrs. Howard Thwaits, preview.

Indianapolis Variety Aids School Board

INDIANAPOLIS—Officials of the local Variety club handed the Indiana University Medical Center and the Indianapolis school board sizeable checks as a part of the organization's charity movement recently launched.

The club decided to raise funds for a "blood bank" for the medical center to enable it to provide a constant supply of blood to be used in emergency cases.

The club promised the school board assistance in providing equipment for a department of psychiatry.

The presentation of the two checks was made at noon luncheon at the club's headquarters in the Lyric Theatre Building. The checks were presented to Dr. Leon Levi and Dr. S. A. Kaufman for the medical center and to A. B. Good for the school authorities. Col. Collings is treasurer of the fund.

The club raised the money at a benefit performance at the Lyric the night before the 500-mile Speedway race.

FCC Permit Spurs B&K's Television Studio Plan

CHICAGO—B&K will proceed immediately with plans toward constructing a television station under the permit granted it by the Federal Communications Commission recently, John Balaban said this week. It will be some time before actual construction work begins.

Besides B&K, NBC and Zenith Radio Corp. were granted permits for the Chicago area. These are on an experimental basis only.

Build in Lacon

LACON, ILL.—Construction on the new theatre being built here by B. F. Shafer, who also operates the Lyric, is under way. The house is expected to be in operation by the end of the summer.

Business in Indiana Is on the Upgrade

INDIANAPOLIS—Business conditions in Indiana during May showed definite improvement over April, 1940, and May, 1939, according to data compiled by the unemployment compensation division.

Factory employment and pay rolls made contra-seasonal advances from mid-April to mid-May, following four straight months of losses, two of which were contra-seasonal.

There were an estimated 281,263 wage earners employed in Indiana manufacturing industries in mid-May. This was 2,782 or 1.0 per cent higher than the corresponding estimate for mid-April and 28,091 or 11.1 per cent above the estimate for May, 1939. Seasonal indexes show that a decrease of 2.0 per cent is normal from April to May.

Factory pay rolls advanced 1.5 per cent from mid-April to an estimated weekly total of $7,432,614 in mid-May. This aggregate was $1,050,000 or 16.5 per cent greater than the estimated value for May, 1939.

Aggregate employment and pay roll estimates for the seven groups of non-manufacturing industries studied reached new highs for 1940 in May.

This business acceleration was reflected in the placement activities of the various agencies, employers using the facilities of 25 field officers in filling 8,795 jobs in private industry in May. This number was 10.3 per cent and 14.9 per cent more, respectively, than the placements made in private employment in April, 1940, and May, 1939. It also established a new record for May and was the third highest month since the employment service was established in 1933.

The 11,194 new claims for unemployment insurance benefits filed in May were 44.5 per cent under the number filed in April and 5.5 per cent less than the number filed in May, 1939. However, the number of claims filed in the first month of a quarter is always lower because of the establishment of a new base period for individual claimants. Therefore, not all reductions in new claims from April to May should be attributed to a decline in the rate of job terminations.

The Division issued 106,015 benefit checks for total and partial unemployment in May. This was 27.4 per cent greater than the number issued in April and 26.2 per cent more than the number issued in May, 1939. The May checks had a total value of $1,049,949.53 or slightly more than a third greater than the value of the checks issued in either April, 1940 or May, 1939.

Although these increases in the number and amount of benefit payments might be considered indicative of lower business levels in May than in the other two months used in the comparison, it should be noted that benefit payment data are more valuable as indicators of trends during a preceding three or four months period than as an index of conditions during the current period.

The employment and pay roll expansion was quite general among manufacturing industries from April to May. Among the 14 major groups of manufacturing industries studied, 10 groups expanded both employment and pay rolls, three groups decreased employment and pay rolls and one group had fewer employes with no change in pay rolls from April to May. Employment and pay roll increases were even more general among the non-manufacturing industries studied.

All of the seven major groups, for which it was possible to prepare estimates, increased employment from mid-April to mid-May and only coal mining reduced pay rolls. The expansion in retail employment was considered contra-seasonal.

Quarrying and non-metallic mining firms failed to expand employment as much as seasonally expected from April to May. The other nonmanufacturing industries closely followed the usual seasonal pattern.

Wage-rate increases affecting 1,226 workers were reported in May by 10 firms.

The averages of weekly earnings, hourly earnings and hours worked per week all advanced for factory workers.

F&M Switch Policy Of St. Louis Units

ST. LOUIS—Fanchon & Marco has switched the policy for the St. Louis and Missouri theatres. In the new lineup the St. Louis will replace the Missouri as the subsequent run house to follow the 5,000-seat Fox and the Ambassador, the downtown deluxer of the Fanchon & Marco interests.

Opening at 5 p. m. on week days the St. Louis will charge 20 cents for adults between 5 and 6 p. m. and 25 cents at night. The Saturday and Sunday scale will be 20 cents to 2 p. m.; 25 cents between 2 and 6 p. m., and 35 cents at night.

The Missouri, which is to play slough pix will have a scale of 20 cents to 2 p. m.; 25 cents between 2 and 6 p. m. and 35 cents at nights.

In film circles the rearrangement in schedules is regarded as the Fanchon & Marco answer to the recent consolidation of the houses operated by Fred Wehrenberg and Clarence Kaimann. The new Greater Independents Circuit has 25 units. Wehrenberg and Kaimann are huddling with the owners of some 35 other independent houses in an effort to bring them into their combination.

"Knute Rockne" Slated To Bow in Milwaukee

CHICAGO—It appears Warner's "The Life of Knute Rockne" is going to be world-premiered sometime in September or October in Milwaukee, where Pat O'Brien, star of the picture, attended Marquette University. That's the latest word from Charles Einfeld, imparted during the Warner convention here.

Adapts Roy Rogers Starrer

HOLLYWOOD—Norton S. Parker is adapting "Young Bill Hickok" for Republic as a Roy Rogers starrer. Joe Kane will produce and direct.

Receivership Costly For IATSE Local

ST. LOUIS—Receiverships come high—even for labor unions. This was indicated in the acceptance by Circuit Judge Ernest F. Oakley of the final report of the receivers for IATSE local No. 143.

The report revealed that Robert A. Roessel, attorney for the group of members of the union that threw it into receivership in their move to oust John P. Nick, former IATSE first vice-president, and Clyde A. Weston, former business agent for 143, received a fee of $30,000 from the union.

The union also paid Frank P. Aschemeyer, counsel for the receivers, a fee of $12,000, while James A. McKeown, one of the co-receivers, was awarded $5,000 instead of the $14,000 he had sought.

William M. Brandt, secretary of the Central Trades and Labor Union, the other co-receiver, declined to accept any fee for his award, but apparently could have had $5,000 if he had said the word.

Judge Oakley virtually terminated the receivership when he directed McKeown and Brandt to turn the property of the union back to its duly elected officers. Representatives of the union went at once to the Manchester Bank to claim the remaining assets.

The final report revealed that as of June 19 the receivers had in their custody $12,025 in cash and, in addition, bonds and stocks valued at about $61,000.

$43,639 in Fees

There was a decided shrinkage in the cash assets of the union through the receivership. When the receivership began the union had cash amounting to $50,658, while other assets included $35,000 in U. S. bonds and $14,500 in other bonds and stocks.

Expenditures during the receivership amounted to $93,175 and included these items: purchase of bonds, $22,058; salaries of officers, $11,276; benefit payment to unemployed operators, $8,965; picketing expenses, $1,620.

Receipts in the same period amounted to $66,845, including $39,389 from the weekly dues of union members based on their salaries, and $6,195 in nominal dues.

Judge Oakley, in terminating the receivership, complimented the union membership, the co-receivers and counsel for plaintiffs and receivers for their part in the reorganization of the union.

McKeown took charge of the union's affairs by appointment of Judge Oakley on April 21, 1939. The following June 9 Brandt became co-receiver.

Nick, acting on orders of IATSE President George E. Browne, took over the union in the summer of 1935. His resignation as first vice-president of the international was announced in April.

Early this month at the IA convention in Louisville, Weston was defeated for reelection as secretary of the ninth district. This district embraces Missouri and eight other midwestern states.

The total amount paid to Roessel was $31,639 and to Aschemeyer, $12,000, making the total legal fees for attorneys $43,639.

CHICAGO

B&K executive offices are now closed all day Saturday during summer months . . . Here's a double-feature passed along by Joe Stout of B&K, playing this week at the Pantheon: "Two Girls on Broadway" and "And One Was Beautiful."

Max Facter, former Great States booker and now assistant general manager of Pioneer Theatres, Minneapolis, was married here last week to Miss Dorothy Pappas. Among those attending were Jack Wohl, Frank Omick and Betty Berman of Great States; Al Dezel; Harry Levinson, now in Detroit with RKO, and Shimmy Chapman, Columbia, Milwaukee.

Larry Stein's new baby has been named Marsha Stein . . . Harry Lustgarten, B&K district manager, is sporting a new set of golf clubs he won as a prize at the golf tournament of the Garfield Park Business Men's annual outing. Ed O'Donnell, manager of the B&K Marbo, also attended the outing.

Bill Oaks, Chicago stage manager, returned from Mexico where he went on his vacation with 1,600 *feet of* 16*mm film taken during the trip. Joe Stout ran the pictures the other day for the office crowd . . . The Great States circuit is having a special Managers' Bonus Opportunity Month, from June* 30 *to July* 27, *for Jules Rubens.*

W. E. "Doc" Banford, M-G-M branch manager, celebrated his birthday anniversary the night of the Allied final banquet. Later in the evening several of his friends adjourned with him to the Colony Club, including William F. Rodgers, Metro general sales manager, and Jack Flynn, district manager; Bill Scully, sales manager, Universal; Bill Heineman, district manager, Universal; George Dembow, National Screen; Walter Immerman, B&K; Eddie Brunnell, Coed; Pete Harrison, *Harrison's Reports,* and Gene Rich, BOXOFFICE.

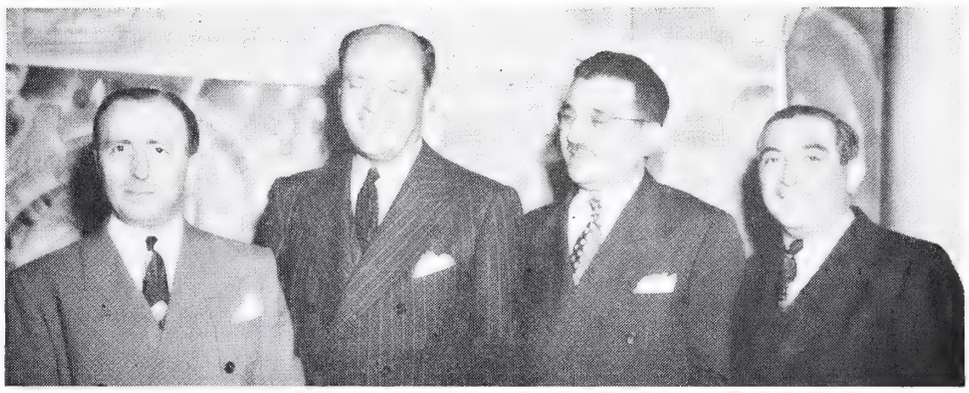
Joe O'Neill is moving his Associated Theatre Service back on Filmrow. He is now at 1233 *South Wabash.*

Dave Katz has remodeled his Hollywood Advertising Co. offices on Filmrow. The office now has considerable open window space on Wabash Ave.

Joe Coffey Will Manage Jack Finklestein House

INDIANAPOLIS—Jack Finklestein, operator of the Paramount, has appointed Joe Coffey, who has been in the theatre business six years, as manager. Coffey joined the Paramount organization the first of the year. His experience with stage shows will tie in well with the new policy of the Paramount of presenting stage shows with films.

Coffey started as a part-time usher with the Strand and was assistant manager during the last four years. Finklestein, who has been managing the theatre, will devote his full time to his liquor business.



—Photo by Candid Illustrators

National Screeners at Meeting—

At the Chicago Allied convention, left to right: Morton Van Praag, Chicago district manager; George Dembow, New York, general manager, and Percy Barr and Johnny Mednikow, Chicago sales representatives, all of National Screen Service.

SPRINGFIELD

MR. AND MRS. GEORGE KERASOTES, Louis Kerasotes and Nicholas Kerasotes of the Kerasotes chain attended the Allied convention in Chicago . . . The house attendance record at the Orpheum was broken when Jack Benny's Rochester made a personal appearance.

Edmond Metzger, manager of the Strand, and his wife are vacationing through the east and Canada . . . The Tivoli has been closed for the summer. It will reopen in the fall.

A handsome new candy counter has been installed in the lobby of the Roxy . . . Bob Hickey, RKO representative, was in Springfield working with Mort Berman, manager of the Orpheum, on "His Favorite Wife."

J. B. Giachetto and Bill Feldstein of the Springfield Frisina office played baseball Sunday with the Frisina team at Shelbyville . . . "52nd Street Jamboree," starring Della Carrol, the girl who said "No" to Hitler, will be on the Orpheum stage, July 4.

Tom Finin, formerly assistant manager at the Orpheum, and now stationed in Decatur, paid a visit to his old hangout last week . . . Howard Moore, assistant manager at the Roxy who was confined to the hospital early in the spring with a throat infection, is back on the job.

Three RKO Stars Due for "Tom Brown" Premiere

CHICAGO—RKO is sending Jimmy Lydon, who plays the lead, Freddie Bartholomew and Sir Cedric Hardwicke, here for the midwest premiere of "Tom Brown's School Days," when the picture opens at the Oriental, July 10.

Bob Hickey, RKO exploiteer here, has arranged a Mutual network broadcast over 104 stations, originating from Chicago's WGN for the night of July 11. The three players will present skits from the picture.

Meyers to Operate Valos' Glencoe

CHICAGO—As forecast in BOXOFFICE last week, Sam Meyers will operate the Glencoe, Glencoe, which is being built by George Valos.

Both exhibitors had previously announced theatres for the town. A corporation is being formed to control the house.

4-a-Day May Be "ATAHT" Alternative in Chicago

CHICAGO—S. Charles Einfeld, Warner advertising and publicity head, said this week there is a possibility that "All This, and Heaven Too," if it is not set for a roadshow engagement in Chicago, will possibly go into the B&K Chicago, with the circuit's ace house changing its policy to a four-a-day showing without vaudeville.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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INDIANAPOLIS

VISITORS: Merrill Moore, Palace, Kokomo; Roy Kalver, Adams, Decatur; A. McCarty, Roxy, Pendleton; E. R. Crouch, Fairmount, Fairmount; M. J. Kopald, U. S. Air Conditioning Corp., Chicago; C. R. Jackson, Burch Mfg. Co., Shelbyville; Robert Hudson, Tivoli, Richmond; D. D. Lee, Rex Theatre, Montezuma; Wm. Passen, AmuseU Theatre, Jasonville; Harold Reckley, Chauteau, Greencastle; Art Clark, Indiana, Bloomington; Gordon May, Dream, Corydon; Roger Ludy, Hines, Portland; Jesse Stucky, Palace, Montpelier; Mrs. Annette Kuebler, Astra and Tivoli, Jasper; "Red" Massey, State, Worthington; Sam Neall, Indiana, Kokomo; Max Page, State, Greenfield; Anthony Bokas, Lido, Argos; Robert F. Scherer, Cine, Linton; George Mallers, Hines, Portland; L. T. Moore, Orpheum, Mitchell; Joe Schilling and wife, Auditorium, Connersville; Roy Harrold, Princess, Rushville.

Ernie Miller, operator of the Cinema, is another exhibitor celebrating anniversaries. His theatre opened three years ago and is still the only neighborhood to have daily matinees . . . Charles Tamler of the Garfield Theatres, is among those installing cooling systems this season . . . C. E. McConaughy, manager of the Dream, announces cooling system recently installed in the Esquire . . . Miss Margaret Hayes is the new cashier at the Emerson . . . Earl Cunningham, manager of the Fountain Square, announces that the Granada will launch a new policy, effective immediately, of running its program an entire week, making changes every Thursday night.

Ralph Iula of Indianapolis, who designed the decorations for the Variety Club headquarters, the Indiana Theatre at Martinsville and many other theatres throughout the state, recently planned the decorations for the new air-conditioned Sportsman's Club in downtown Indianapolis.

Nate Weinberg and Pete French have quite a few acts lined up for their talent revue which will open soon at some of the Olson theatres . . . Frank Nuber, president and manager of the newly formed Indiana Theatre Equipment Corp. here, has returned from a business trip to Chicago during the Allied convention. Others attending included Earl Penrod, Bank Night distributor, Don Rossiter, ATOI executive secretary; Harry Markun, Talbott & Belmont theatres; Oscar Kuschner, Hollywood Theatre; I. R. Holycross, Paramount and Starland theatres, Anderson; Roy E. Harrold, president of ATOI, Princess and Castle theatres, Rushville; Ernest L. Miller, Cinema, and Tom C. Baker, general manager of Affiliated Theatres, Inc., Indianapolis.

Rex A. Carr, manager of the Alamo, was the first in Indianapolis to show the Louis-Godoy fight pictures . . . Ken Collins, manager of the downtown Indiana, announced the closing of the house for the summer. The darkening of the Indiana leaves Indianapolis with only three first-run downtown houses—the Circle, Loew's and Lyric. The Apollo has been closed since May.

James Ricketts, 20th-Fox booker, is vacationing at a northern Indiana lake . . . Fred Greenberg, manager at Warner Bros., has returned from a three-day sales conference held in Cincinnati. He was accompanied by his sales force . . . J. H. Stevens, manager of the Paramount exchange, is vacationing until July 10. He has plans to fish and swim and enjoy life at his birthplace in Marblehead, Mass. . . . Marc Wolf, chief barker for the local Variety Club, has oppointed George Landis, manager at the Fox exchange, as general chairman of arrangements for the forthcoming annual golf tournament to be held August 26 at the Broadmoor Country Club.

Bob Sharder, salesman at Warner, is truly the proudest father along Filmrow. Recently his son graduated with top honors from Indiana Medical College, and this week his daughter, Maxine, a talented dramatic soprano, sang a solo recital . . . Horace Spencer, shipper at RKO is on vacation for two weeks . . . Donald Cox, booker at RKO, was married last Saturday to Helen Eldridge of Indianapolis. Cox will be back at his desk after a two weeks' honeymoon vacation . . . George Heliotes, operator of the Rialto in Fort Dayne, announces the installation of a new air-conditioning system.

Don Wright, manager of the Cantor Bros.' Rivoli, and his wife, the pretty cashier at the Emerson, are expecting their bundle from heaven in the near future.

MILWAUKEE

FOX'S PALACE will stage a midnight benefit show July 13 for the Red Cross.

The first stage show to grace the boards of Fox's Wisconsin in many moons is "George White's Scandals," opening July 5 for a week's run . . . Hattie McDaniel, "Gone With the Wind" star who formerly presided over the powder room at Sam Pick's Club Madrid here, opened at the Riverside June 21 for a week's run.

Harold E. Detzer of Film Arts Corp. here, explained the technical aspects of motion pictures with emphasis on their adaptation to the commercial field, in a talk last week before the Janesville Kiwanis.

Warner Bros. are observing a tenth anniversary in the entertainment field in Racine. The circuit operates the Rialto, State and Venetian, taking over the latter house June 26, 1930.

Standard Theatres is offering tickets "wholesale" to its Bay, Strand and Packer in Green Bay, at $1.25 worth of admissions for $1 or $5 in admissions for $4.

Fox's Fond du Lac in Fond du Lac announced the inauguration last week of "Merchant's Summer Festival Days" with a new Buick, a round trip to the New York fair, and a week's vacation in northern Wisconsin as prizes.

Rubin Helms New Lido in Michigan City, Ind.

MICHIGAN CITY, IND.—The new Lido, 900-seat house, of which Maurice Rubin is general manager, opened here Thursday night with a special midwestern premiere of Paramount's "Safari." A feature of the new house is the sphere-o-tone type of audtiorium, designed by the architects, Pereira & Pereira. The architectural firm, located in Chicago, is a member of the Modern Theatre Planning Institute of BOXOFFICE.

"Mad Men of Europe" Is Passed in Windy City

CHICAGO—"Mad Men of Europe," the Columbia feature, has received a regular permit from the Chicago censor board with no cuts. The film will be the second of the first-run features to be run by Herb Elisburg at the Studio, formerly the Sonotone. His first attraction at the house, opening July 1, will be Paramount's "French Without Tears."

State-Wide "Miss Indiana" Contest May Be Dropped

MICHIGAN CITY, IND.—Maurice Rubin, who has conducted the "Miss Indiana" beauty contests among Indiana theatres for many years, said this week that it appears the state-wide contest will be abandoned this year.

However, Rubin, who is associated with Indiana-Illinois Theatres, said that individual contests in all of the I-I houses are expected to be held.

Rodgers Chain Opens New Varsity in Carbondale

CARBONDALE, ILL. — The Varsity, 900-seater, newest picture palace in the Rodgers circuit of southern Illinois, had its grand opening on Thursday. George Hayes is manager. Many film folk from St. Louis attended the opening.

Roth Leaves for Buffalo Warner Branch Helm

CHICAGO—Max Roth, Warner salesman here, left this week for Buffalo where he was to take over as branch manager of the exchange there. Roth is a film veteran and has been district manager for Fox, Columbia and Republic.

Logansport Opening

LOGANSPORT, IND.—Alliance Theatre Corp.'s newest house here, the 1,000-seat State, has been opened. Herb Sullivan is city manager for the circuit, which also operates the Roxy and Paramount here. The Alliance general manager is S. J. Gregory of Chicago.

Jack Lynch Robbed

CHICAGO—Manager Jack Lynch of the Manor was held up this week in the theatre by a tall, thin man, he reported to police. The robber took $150, Lynch reported.

OMAHA

SAM EPSTEIN, local circuit owner, was married 29 years ago last week in New York City and he bought a de luxe model boiled dress shirt for the occasion. After the wedding he put the shirt in a box, remarking, "I'll wear it again on the day my son is married." The next time he wore the shirt was last week when son Jack was married.

C. C. Gupton of Oxford, Neb., an exhibitor in the silent days, has returned to the fold. He has taken over the Granada, formerly operated by Dr. F. E. Rider and Edgar Hinkle. Gupton also has an auto agency in Oxford . . . Bill Barker, film salesman, has a wedding anniversary on July 4.

Omaha Variety Club annual golf tourney and party will be held July 15 at the Highland Country Club, according to Morris Cohn, chief barker, and Glenn Rogers, who are handling arrangements. Plans are not complete yet, but the affair will probably include a luncheon, golf and cards, a dinner and dance at night. Admissions will be the same as usual and all exhibitors, filmites and their friends are invited.

Ellis Shafton, formerly of Omaha's Filmrow and now Metro salesman in St. Louis, is married. He telephoned the news to brother Eddie Shafton after the ceremony . . . Sophie Volkert of Monogram and Dorothy Laird of Warner have birthdays soon.

Bill Foley, former film peddler here and now in Milwaukee, made the front pages of papers all over the country. Bill drove his car on the sidewalk so his girl friend wouldn't have to walk in the rain. He was fined $25 after being arrested by a policeman who was more concerned with traffic rules than chivalry . . . C. F. Craig of Scott-Ballantyne has a birthday soon.

Jerry Weisfeldt is the new booker at 20th-Fox. He comes from Minneapolis where he was a film salesman and once a Warner booker. He replaces Bob Hansen, resigned . . . The new Republic setup will not affect the Omaha exchange, says Manager Carl Reese. F. C. Moran, office manager for Republic at Oklahoma City, takes over at Des Moines for Republic.

Hazel White is wearing some new glasses . . . Frank Van Husan is doing the remodel work for Ben Harding on the Liberty in Council Bluffs . . . Ben Cohn, drumbeater for Warner here ahead of "ATAHT," is going to take up golf . . . Marie Franksen, RKO inspectress, has a birthday next week.

Several exhibitors reported good success with raised prices for "Rebecca." The Lincoln in Lincoln raised admissions for the show and then kept them there as a change in policy . . . R. V. Fletcher, Hartington, Neb., has a new car . . . Okey Goodman of Villisca, Ia., was here to book pictures for his theatres at Villisca and Rockwell City, Ia.

Mort Troxell of Wilber, Neb., one of our best looking exhibitors, and Carl Reese of Republic have identical autos.

An Ex-Metro Salesman Forms Buying Group

MINNEAPOLIS—Stealing a march on Northwest Allied which has been threatening to form a film buying group in a move to force down film rentals from 25 to 33⅓ per cent and to eliminate percentage, Allen Clatworthy, former M-G-M salesman for many years, is reported to have lined up 18 theatres in such a body of his own with more in prospect.

Whether, in the face of such a development, Northwest Allied will still go ahead with plans for its own buying association will be decided at the convention here June 10 and 11, according to Ben Ashe, secretary. Incidentally, Ashe points out, all independent exhibitors in the territory are invited to attend the convention, regardless of their affiliation or lack of it.

In connection with the Northwest Allied fight for lower film rentals and against percentage, Ashe still insists that "there has been less film buying so far this year, in protest against film prices, than ever before." Ashe scoffs at the local exchange managers' claims that "buying is proceeding normally."

It is certain plans to outlaw double features in the territory will receive much consideration at the convention, said Ashe. Probable effects of the new admission tax also will be discussed and a decision will be reached as to whether theatres can absorb it and what changes will be demanded in clearance in consequence of the new levy, according to Ashe.

Metro Continuing Policy Of 4 Percentage Films

MINNEAPOLIS—Defying the Twin City independents again this year, M-G-M is continuing with its established policy of four percentage pictures in new-season deals. What's more, it apparently is not experiencing any difficulty in obtaining contracts.

The Twin City independents demand flat deals and M-G-M has been the only company for which an exception has been made. This season, it was declared, there would be no M-G-M exception. However, M-G-M is disregarding the ultimatum.

Allied Men From Midwest At Chicago Convention

CHICAGO—Registered from Minnesota, Nebraska and South Dakota at the national Allied convention held June 19-21, were the following:

From Minneapolis—Ben Ashe, Bennie Berger, W. R. Frank, Ben Friedman, E. A. Lee, Paul Mans, Charles Rubenstein, Mrs. L. Rubenstein, C. M. Weiner. From St. Paul—George Granstrom, A. A. Kaplan, Don O. Reilly. From Robbindale, Minn.—Clyde Cutter. From Stillwater, Minn.—E. L. Peaslee. From Broken Bow, Nebr.—Bernie Kennedy, Howard C. Kennedy. From Pierre, S. D.—Charles, Florence and Marjorie Hyde.

Bitter Fight Looms For Steffes' Post

MINNEAPOLIS—A bitter fight looms on the floor over the selection of an executive secretary to take over the organization's reins from President W. A. Steffes when Northwest Allied holds its convention here July 10 and 11.

Ben Ashe, who has resigned as general manager of the Bennie Berger circuit, is believed to be the choice of a special nominating committee and is willing to take the post. However, Sol Lebedoff, an opponent of the Steffes-Berger regime and who resigned from the body and threatened to form a rival organization of the territory's independent exhibitors, has made it plain that he'll battle to the last ditch to prevent Ashe's election.

Lebedoff's objections to Ashe are based on the belief that he would be Steffes' and Berger's man and to the fact that the proposed executive secretary is a theatre owner. Lebedoff and some of the other Northwest Allied members feel that the man chosen should have no theatre affiliation whatsoever.

When Ashe's name is presented to the convention for confirmation the fireworks will start, according to present indications. It is believed certain that Lebedoff will present another name in nomination. He claims to have enlisted a considerable force in opposition to Ashe and it is thought likely that he and his followers will pull out of Northwest Allied and form an organization of their own if their program is voted down. However, the anti-Lebedoff crowd scoff at the idea that Lebedoff can swing any large following. They charge that he wants to run the organization himself, that he eschews democratic processes in the handling of it and that he won't play ball unless he can be the king-pin and dictate the policies.

Propose Coalition

As far as Lebedoff himself is concerned, he insists that the organization should concern itself mainly with such matters close to home as film prices, clearance, etc., and devote itself almost entirely to obtaining relief from alleged trade practice evils. He does not believe that it should "meddle" much in national affairs or stress its hookup with national Allied States. On the other hand, Steffes, Berger and Ashe are strong for national Allied and have been determined that the local body should cooperate with and support the national organization to the fullest extent possible.

In a move to restore and preserve harmony, some of the local leaders are proposing a "coalition cabinet" to run Northwest Allied, with both factions represented. They hope that various "differences" can be adjusted.

Ashe virtually has been running Northwest Allied since Steffes became incapacitated by illness and many of the exhibitors feel he has been doing a good job. At a convention a few months ago, however, he incurred the disfavor of Lebedoff by failing to rule one of the latter's motions in order. At that time Lebedoff walked out on the meeting.

No War Film Policy Tried by Gopher

MINNEAPOLIS—The trade here is watching with much interest the experiment of the Gopher (Minnesota Amusement Co. loop first-run 25-cent house) in banning from its screen everything pertaining to war. The experiment is scheduled to continue for four weeks and may be made a permanent policy.

All war shots will be eliminated from newsreels and no shorts or features having anything to do with war will be shown.

Roy Slentz, Gopher manager, has different ideas on this subject from many independent exhibitors who feel that war shots in newsreel particularly are real boxoffice and actually attract patrons.

"We feel that many people attend a show to enjoy themselves and to relax," says Slentz. "They are hearing and reading and talking about the war so much that they want a place to go where they can forget it."

John J. Friedl, Minnesota Amusement Co. president, revealed that he had been considering an advertising campaign to urge the public to attend theatres to escape war atmosphere, but called it off because of the many war shots in the newsreels. The Gopher experiment was approved as an alternative.

The *Tribune* ran a front page story telling about the Gopher policy and it has occasioned much comment otherwise.

When he flew in from Hollywood for a brief visit, Henry King, prominent 20th-Fox director, had something to say to reporters about war pictures. King says he hasn't any films dealing with war subjects planned.

"We'll soon come out of these war jitters," asserted King. "Radio seems to be the cause of them, with people hearing about war all day. What we need right now is humor, home interest and Americana."

Jules Steel, St. Paul *Pioneer Press-Dispatch* critic, declared in a radio broadcast that he believes theatres are making a mistake by "throwing the blackest pages in history in the faces of their patrons."

Gil Nathanson Promises "Finest" Golf Tourney

MINNEAPOLIS—The Twin City Variety Club golf tournament July 12 will be the "finest ever held" by the organization, promises Gilbert Nathanson, chairman of the arrangements committee. The date was chosen to permit exhibitors attending the Northwest Allied convention to participate. A blanket invitation is extended to all exhibitors and their friends in the territory to be present and take part in the tournament.

For the first time the tournament is being held at a course other than Oak Ridge. The Minnesota Valley Country Club will be the scene of this meet.

An open-house Calcutta is scheduled for the clubrooms in the Hotel Nicollet Thursday evening, July 11.

Reconstruction Boom For Neb. Theatres

LINCOLN—This is a summer of hammer and saw for Nebraska theatres, approximately $200,000 worth of construction and remodeling being carried on at the present time, and with at least two new theatres to open in July.

One of the major houses is the Empress in Kearney, being built by George O. Monroe on the ashes of the old one which burned last winter and another is the Empress in Fremont, being completely gone over within the original shell, to soon join the Central States (Harry Warren) string in Nebraska. These two theatres alone account for $75,000 of the reconstruction money.

Rapidly shaping up, too, is the Liberty here—ally of the L. L. Dent-Westland Theatres, Inc., a $70,000 job which will expand the seating of the old house from 900 to 1,100 chairs, and completely modernize the theatre interior of the old Liberty office building.

To repair $5,000 damage done by a wind and rain, which ripped off the roof of the Bonham and flooded the house, Ted Kempkes, in Fairbury, is now working a crew daily. Wally Johnson hasn't made up his mind yet whether to build on the site of the Plaza which burned recently in Friend.

Barry Burke to Go Into Business for Himself

MINNEAPOLIS—In order to go into a business to be announced later, Barry Burke, Twin City district manager for the Minnesota Amusement Co. the past seven years, has resigned.

He is the second top official to step out in recent months, the other having been L. J. Ludwig, assistant to President John J. Friedl, who quit to enter the film trailer business. Another vacancy was created by the death of Mike Mayan, Twin City suburban district manager. In the interests of economy the Ludwig and Mayan posts have been left vacant, their duties having been apportioned to other executives.

Charles B. Stiff, who has been South Dakota district manager, takes Burke's place. Al Anson and Harry French, managers of the northern and southern Minnesota districts, respectively, will divide up the South Dakota territory.

As a further economy move, the Minnesota Amusement Co. is pruning its advertising department. The latest to go are Ralph Stitt and Everett Olson.

Hayden to Des Moines

KANSAS CITY — Ralph Hayden, in the Paramount exchange's accounting department here for several years, has gone to Des Moines as chief accountant for Paramount there. Margaret Levy is filling in here.

DES MOINES

BOXOFFICE & CO. were so busy arguing with each other (& Co. thinks BOXOFFICE runs the business of being late for everything in the ground) that they almost missed the Eddie Dunn-Harry Gottlieb-DD trio out front at the Paramount . . . And they almost missed the beginning of the last show, but Eddie ran interference so that there was no moaning at the boxoffice and we made it.

Frank Greenland insisted on continuing with his work and refused to give us a bit of attention the other evening . . . Guess he's sore because we took down his hair and washed it for him here a coupla weeks ago . . . We peeked in at Columbia, but all we could see was the back of Evelyn Rosen's pretty head and hear her going to town on the typewriter.

Now Art Anderson's gonna have to put up with another Mrs. Clayton . . . Vitagraph's Mary Rose Smith sold that two-can-live-as-cheap-as-one gag to Bob Clayton who works his stint at Manbeck Motor (we thought there were a few too many Mrs. Clayton's around already, but there's always room for one more, it seems). Next time we meet you for lunch, Madge Ward, remind us to ask you about that tall tale we've been hearing about you . . . We always forget when we see you.

There may be a bit of string in town that Charlie Curran and Emil Franke didn't pull in the direction of a full house opening for "All This, and Heaven Too" at the Orpheum, but don't count on doing any (w)rapping with it . . . The American Institute of Business summer school lined up for a theatre party with 300 *tickets on tap and the* R&T *hands purchased two tickets for the price of one to help the cause along . . . We hear that Curran even had the Lutheran Ladies Aid working, for the show and if Cuthbert Smith had his clientele there, you shouldn't have been surprised . . . Seed Merchant Henry Field in Toby Stewart's Shenandoah was even "discovered" to be a cousin (distant) of the Henry Field in the picture and invited to the opening.*

Word that Henry King was flying into Des Moines last week caught Stan Mayer way down to here (see map) . . . Resourceful Stan whipped his 105 nags over the highway at a pace that put him back in DM 40 minutes ahead of King . . . By the time the Fox director taxied up to the hangar, Stan (all of him) was there with reporter plus photographer, and he posed prettily to help out the publicity for "Maryland," King's latest (watch your newspaper for playing date at your local theatre).

We've just discovered that Harry Lloyd, the shipper, piloted that airplane lighter over to the Greenland desk at National Screen, etc. . . . Shirley Temple's retirement gets a page spread in this Sunday's Register . . . *Those chickens at the Beaumeister ranch should be ripe now . . . Monroe Rubinger crossed up his ham-and-egg-hunting pals here by getting up in time to catch that* 7:17 *a. m. parlor car for Kaycee.*

Sign which might be hung on the Monogram door: "Opie doesn't work here any more, either." Opal says she joined the

C. by J. Club Tuesday noon, June 18 . . . She and D. Lohman (Walt says the D doesn't stand for "Dimples" some of the time) stopped by the other evening to admire those two quarts of Johnny Walker and one quart of Haig & Haig . . . Monogram's new staff as of this writing is Fred Nesbit, Tom Burke and Maxine Bolling.

Kicking the wedge heels of his new brogans together with glee, Joe Rogatnik announced that Des Moines is first in Universal's bookers' drive which started June 2 and will end August 31 . . . DM salesmen also occupy an uppity place in the sales drive. Joe Smith says Loretta Dieling is in earnest about the BF in Rock Island, but Loretta says Joe doesn't know what he's talking about (no one else knows what you're talking about, either, Joe). If you thought Loretta was cute before, you ought to see her now with that little pile of curls up here.

Cuthbert D. Smith says if he has to be called "Cussbert" he won't book the "Mikado" . . . Everybody wants to lick the envelopes at Lou Levy's joint now since that last batch with the sweet stickum arrived . . . We hadn't seen Morris Smith for so long that we almost forgot what pretty black curly hair he has.

Betty Olson has the most enchanting smile we've encountered for a long time, and if that hadn't won our heart instantaneously, that little bow of white ribbon in her hair would . . . Mighty sweet gal, Ralph . . . Wouldn't surprise us if worrying about hanging on to her isn't what's making you so thin lately.

The story goes that Larry Hensler, Universal's new salesman from Omaha, now owns a white stallion because he bought a ranch in western Nebraska . . . The stallion was sort of thrown in as a premium or something . . . Larry says when the Nebraska exhibs find out where he is, he's afraid they'll be writing him for reductions.

That not-so-tall, but plenty dark and plenty handsome young gent strolling down the Row, Friday evening, was Woody Sherrill, Jack Kennedy's new booker over at Metro . . . Since Paul Walsh started hawking Warner film, we never see him . . . But Joe Ancher, we never miss him . . . Joe's putting the noose around his sturdy neck July 14.

Does everybody who's talking about them really know anything about those tassels Gilly Wells brought back from the Chicago convention with him? . . . We stopped in at Iowa Film and discovered that Mitzi had been there more times and knew more people than we did . . . We also discovered that Sy Harlan (Sy was a vision in sky-blue trousers, tie and suspenders . . . And a cream-colored shirt) is getting pleasingly plump—but plump!

Stop the presses! Chuck Iles is vacationing—without McKinney! The Iles family is twiddling its toes in the Detroit Lakes, while the stalwart McKinney is keeping the Iowa home fires delivering . . . Francis Kappler is among the Detroit toe-twiddlers too. Kennie Myers manipulated a saving of two bucks via telephone while we listened in, but he pooh-poohed our suggestion that he really save it by plopping it in the bank.

Temporary Closing Talk Stirs in Minneapolis

MINNEAPOLIS—Because business is considerably off and much of the product current and coming up in the near future is not regarded as sufficiently strong to overcome the handicap of present adverse conditions, there may be many temporary closings of theatres in the territory. A number of Twin City houses in particular are believed to be on the brink of shuttering.

Even the Minnesota Amusement Co. may shut down some of its loop and neighborhood houses to "consolidate" operations. Considering the amount of available business now, there are far too many seats in Minneapolis and hereabouts, it's felt.

The independents favoring closing feel they'd be better off to suspend operations "until conditions improve." While admitting that grosses are far under par, exchange heads claim, however, that "the vast majority" of neighborhood houses still are covering their operating "nut" or better.

What is deterring some of the independent neighborhood exhibitors from following their inclination to close, is fear that many of their customers might be weaned away from them by opposition theatres remaining open. It also is felt that there might be some criticism from the public which believes that film entertainment is a necessity in these trying times.

The Lyric in Plattsburg To Mrs. Ruth Hannon

PLATTSBURG, Mo.—The Lyric, which was built here three years ago by Tom Wilhoit, has been taken over by Mrs. Ruth Hannon. Wilhoit will devote his time to other interests and to theatre interests of the Wilhoits of Springfield, Mo.

Eben Hays Will Remodel Majestic, Memphis, Mo.

MEMPHIS, Mo.—The Majestic, former opera house which Eben Hays has operated for several years as a theatre here, is to be remodeled at a cost of some $20,000. Al Hauetter of Kansas City will handle the remodeling and redecoration of the theatre, which will be renamed the Time.



KAYCEE

JOHN HARDGROVE, formerly assistant manager of the Midland here, was a visitor the past week. John McManus' former right hand man now is with Loew's in Columbus, Ohio . . . The Paramount Pep Club (headed by Walter Clark) held its annual picnic at Swope Park last Friday. About 25 employes and executives of the company attended.

On the Row: Charles Fisk, Fisk, Butler, Mo.; Bob Gorham, Liberty, Horton, Kas.; F. L. Lisbona, Maitland, Maitland, Mo.; C. E. "Doc" Cook, Tivoli, Maryville, Mo.; Lee Sproule, Newton, Chanute, Marysville, and other Kansas spots; Paul Taylor, Farris, Richmond, Mo.; Elmer Bills, Roxy at Huntsville, and theatres at Glasgow, Brunswick, Salisbury and Boonville, Mo.; Hugh Gardner, Orpheum, Neosho, Mo.; Floyd "Breezy" Hill, Drexel, Mo.

Jesse Shlyen of BOXOFFICE and his bride of five weeks have returned from their California honeymoon. Mrs. Shlyen was Miss Bertha Francis Solomon of St. Joseph, Mo. The wedding took place in St. Joseph, Mo., May 26.

Several from Filmrow attended the opening June 27 of the new Griffith theatre, the Osage, at Bartlesville, Okla. From the offices of H. J. Griffith Theatres, Inc., were H. J. Griffith, Ray Higdon, W. G. McKinney, Harold Harris; from Filmrow: Joe Manfre, Ward Scott, Homer Blackwell, Jack Gregory, Charley Gregory, Tommy Thompson and L. J. Kimbriel were among those who were scheduled to make the trip.

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MINNEAPOLIS

J. J. CLARK, formerly of Chicago, temporarily in North Dakota territory as member of RKO sales force . . . Paul Lundquist, 20th-Fox head booker, spending his vacation touring the various golf courses in and about the Twin Cities. Paul is a near-champion with the clubs and would rather be on the links than anywhere else . . . That was quite a trick the boys played on Bill Scholl, RKO exploiteer. Bill had his car parked in front of the exchange and when he went to start it there was a terrific explosion that nearly scared him to death. He jumped out and ran as fast as his legs would carry him. They had attached torpedoes to his spark plugs and when he turned on the starter the darn things went off.

Joe Podoloff, 20th-Fox branch manager, visited northern Minnesota accounts . . . Universal exchange plastered with banners advertising the Summer Business Drive which continues to August 31. The local branch is up in second place in the western territory . . . L. E. Goldhammer and Fay Dressel, RKO district and branch manager, respectively, making the territory key towns together in a clean-up drive . . . Frank Eisenberg, United Artists northern Minnesota salesman, driving a new car.

A. Selby Carr, Paramount office manager, back from a fortnight vacation, most of which was spent taking in the New York World's Fair . . . Columbia office staff and salesmen had an enjoyable steak fry at Kelly's Farm . . . Kenny Adams, RKO head booker, fishing in northern Minnesota . . . Mrs. Mannie Sgutt, wife of the Columbia South Dakota salesman, who formerly worked on Filmrow herself, is recovering from an appendectomy.

Out-of-town exhibitors visiting Filmrow included: Don Buckley, Redwood Falls, Minn.; Charles Connought, Olivia, Minn., and Jack Heywood, New Richmond, Wis. . . . Bill Shartin and Art Gollofon, branch manager and salesman, respectively, with Warner Bros. in Seattle, stopped over briefly en route home from the Warner convention in Chicago. Shartin is a Minneapolitan and formerly was a Warner salesman here.

Ma, that valance man is here again—the genial Mannie Goodman . . . Cress Smith, RKO western division manager in town, conferring with "Nickey" Goldhammer, district manager . . . 'Tis said one of the principal reasons for the stopover here of Henry King, 20th-Fox director, was to line up Tommy Charack, Warner Los Angeles city salesman, for a juicy role in a forthcoming picture. Tommy happened to be in the Twin Cities, visiting with old buddies, before continuing his trip from the Chicago Warner confab to Los Angeles.

Al Allard, onetime F&R theatres' press agent and now Fawcett Publications art director, in town with the wife and son for a brief respite from the New York pavements hurly burly . . . Frank Woolen, Orpheum advertising artist, out of commission for a few days with an injured hand caused by a tumble in his home . . . Eddie Swanson, manager of the Metro, Red Wing, Minn., was in town.

LINCOLN

ALTHOUGH the only soundly established fact on the Row this week about moves of various key position men was M. E. Lofgren's resignation at the Nebraska, other changes are being blown about in conversation. Lofgren goes to the Sun and York, in York, Neb., replacing Carl Rose, who trunks and expresses himself to unknown Iowa destination, still with Harry Warren and Central States, however. Major change may involve Bob Huffman, who is said to be about to set compass for Oklahoma City and similar position for J. H. Cooper down there. In that event, it appears Ed Vaughan would have an inside track on No. 1 job for Cooper here. E. A. Patchen, former publicity man here, then for Cooper in Oklahoma City, resigned.

Sid Rose note: There's no truth to the rumor that guest chairs in Howard Fedderer's new office will be teasingly tacked at the seat to discourage long discussions . . . Sol Francis has a way with him. Chuck Miller, the program director for KFAB, needed a projection machine in connection with the CBS broadcast of Glenn Miller from the Coliseum, July 2, and rented one from Sol. Although Sol jacked the prices a couple of times, Miller confided that he was "so nice about it," he was gladder to get the machine at the higher price than he was for the lower.

Speaking of storming the Maginot line, consider the plight of new Mrs. Don (Alice Trumble) Costello, cashier at the Stuart. A "panzer" division consisting of City Manager Bob Huffman, Stuart Manager Harvey Traylor, and his assistant, Jerry Shanahan, tried to storm the cage and kiss the bride, but she held 'em off with a door chain, ten sharp fingernails, and threats to throw every piece of hard money in the till at them.

IATSE items: Harry "Dusty" Miller is in Colorado trying to yank out a trout or two . . . Buzz Dewey will have charge of the stage and projection machine for the running of the Chesterfield free 18-minute show, in connection with Glenn Miller's broadcast . . . Bill Matschullat and his brother, Ed, are both making a strong bid for further military training, and may even give up the booth at the Colonial if there's enough security in this proposed army expansion to include them . . . Jimmy McCauley's kids, all four of them, put on an act called McCauley's Hill Billies. Because there is no place for him in the act, the kids say "paw" is in the backyard shanty looking out through the crescent in the door.

A Luncheon Is Scheduled By Variety for July 22

KANSAS CITY—The next business meeting of Variety will be held July 22 as a luncheon meeting rather than the former evening dinners, it was announced following the session June 24. Ben Marcus, Columbia manager, was named chairman of a committee to boost interest.

At the session Monday the special charity committee headed by Arthur Cole was empowered by the membership to work out its plans with the board of directors.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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Syncrofilm Sound Equipment and Service
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W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hiland 2694

200 at Testimonial For Jules Lapidus

PITTSBURGH—More than 200 friends in the industry honored Jules Lapidus at a testimonial dinner Monday evening in the William Penn Hotel. The occasion marked the promotion of the local Universal branch manager to eastern district manager.

Among speakers at the testimonial were Fred J. Herrington, AMPTO secretary; John J. Maloney, M-G-M district manager; John H. Harris, Harris Amusement Companies; Harry M. Kalmine and C. J. Latta, Warner Bros. Theatres; Ira H. Cohn, 20th-Fox branch manager; James H. Alexander, Republic Pictures; F. J. A. McCarthy, Universal eastern sales manager; Dave Miller, Universal mideast district manager; Peter Dana, newly appointed Pittsburgh manager for the company, who has succeeded Lapidus, and M. A. Rosenberg, president of the AMPTO, who made the presentation speech in honor of the guest, the gift being fine matched traveling cases.

Other Universal representatives present were Joseph R. Kauffman, former local branch manager and now managing the company's Cleveland office, and Peter Rosian, and Harry Young of the Cincinnati branch. Toastmaster was Albert K. (Rowsy) Rowswell. A special gag was pulled by Luke Barnett, the famous ribber, which turned the banquet hall into considerable confusion for ten minutes.

During the evening a check for over $2,000, proceeds of the recent "Diamond Jim Brady Dinner," was turned over to the Variety Club to be used this summer at Camp O'Connell for upwards of 750 underprivileged children.

Proceeds of the Lapidus banquet will be given to the widow and children of William D. Davis, local showman who died several weeks ago. This fund was increased additionally by a drawing for a Crosley console radio. Winner was Davis' old friend and partner, Bennett Amdur.

Chakeres Aids Red Cross Fund in Springfield

SPRINGFIELD, OHIO—A drive for American Red Cross funds has been organized by Phil Chakeres, general manager of the Chakeres-Warner Theatres, in the Springfield houses.

The drive was announced with a special Red Cross trailer, joined with a trailer of the theatres' inviting the audience to contribute to the local chapter.

The gesture met with general approval and received good newspaper coverage.

Damages to Ascap

DETROIT—Performance of musical numbers in a picture by a theatre without a license from Ascap resulted in a verdict for $500 damages, according to Grosner and Burak, attorneys for Ascap. The suit was heard in federal district court at Grand Rapids against the Stocking Theatre there, which is operated by W. W. Brown.

"News Extra" Sells Like Hot Cakes

Detroit—"Paramount News Extra," a 38-minute compilation of war views from recent newsreels, is proving one of the most attractive short subjects the company has had in this territory in years. With only two prints originally set for the territory, seven additional ones were ordered the first week to handle a total of 65 bookings.

Accord Clark Farewell Party in Cleveland

CLEVELAND—Exhibitors, exchangemen and newspapermen to the number of 125 paid tribute to M. R. (Duke) Clark at the Variety Club at a stag dinner arranged as a farewell party prior to his transfer as Paramount branch manager in Los Angeles.

Harry H. Goldstein, Paramount branch manager, as master of ceremonies, presented Clark with a luggage set.

In addition to Clevelanders attending, there were many from out-of-town including Dave Kimmelman, Paramount branch manager in Pittsburgh and his sales crew, consisting of Guy Peterson, Ed Stuve and Bob Caskey; Sam Reichblum, owner of the Columbia, East Liverpool; Ray Wallace, owner of the Columbia, Morrison, the Strand, Alliance, and the Uptown, Youngstown; Wally Schwartz, Youngstown; Fred Ostreicher, Loew publicity director in Columbus; Harry Young, of the Universal Cincinnati exchange; Tod Raper of the Columbus, Ohio *Dispatch* and William Cunningham of the Columbus *Citizen*.

Clark and his family leave here the end of the week.

Single Feature Program Inadequate in Detroit

DETROIT—A straight single feature bill proved inadequate at the Fox this week. The film was "The Lone Wolf Meets a Lady." It was played alone two days after opening with a triple-feature stage attraction including Frankie Masters, Rochester, and Betty Hutton.

The picture was bolstered by seven short subjects, but it drew little patronage after customers had had a chance to see the stage show as well for the same price.

Manager David M. Idzal has booked stage shows for the next three weeks. They include Sammy Kaye, Cab Calloway and George White's "Scandals."

Questo Quiz Bows

DETROIT—Questo Quiz, making its bow here, has been booked by Associated Theatres at Wyandotte and by Midwest Theatres at the Colonial. Ray Schreiber's Colonial is using it every Wednesday night. Idea is a cash giveaway, using a 30-minute quiz program and bringing radio's quiz idea direct to the neighborhood theatre.

Says Ohio to Pass Tax on to Public

COLUMBUS—"Ohio theatres, now paying a tax of three per cent of their gross receipts to the state of Ohio, must of necessity pass on to the public the federal tax which becomes effective July 1 on the basis of one cent for each ten cents upon all admissions in excess of 20 cents."

Thus did P. J. Wood, secretary of the ITO of Ohio, advise his members in a special bulletin.

Wood pointed out that on a 25-cent admission this federal tax amounts to 12 per cent and contended that no exhibitor can afford to absorb a tax of this magnitude.

According to Wood, theatres now charging 25 and 30 cents will add three cents to cover the tax; those charging 35 and 40 cents will add four cents, and five cents will be added by those charging 45 and 50 cents.

Theatre patrons are to be reminded that this tax, which will produce about $85,000,000 annually, has been imposed by the federal government to help defray part of the cost of the national defense program and is of no profit to the theatre owner.

AMPTO to Take Up New Federal Tax

PITTSBURGH—Full details of the new federal amusement tax, effective July 1, will be outlined at a meeting of AMPTO members at exhibitor headquarters that day, M. A. Rosenberg, president, announced early this week.

A buffet luncheon will be served for an hour prior to the meeting which has been scheduled for 1 o'clock.

Secretary Fred J. Herrington will make a report on the national Allied convention during the afternoon. Latest and complete information on the Neely bill, the government's anti-trust suit and industry problems of various classifications will be outlined by several of the delegates to the Chicago convention.

All local area theatres will automatically advance admission prices July 1, Herrington stated this week. No theatre can afford to absorb this tax which was enacted by Congress last week, Allied directors stated. All theatre patrons should be reminded that the tax has been imposed to help defray part of the cost of our national defense program, Rosenberg pointed out.

AMPTO members only will be admitted to the July 1 meeting. Luncheon is scheduled for 12 o'clock, noon, and the business session will be started promptly at 1 o'clock, Pittsburgh daylight saving time.

Bank Night Legality Issue Before Ohio High Court

COLUMBUS, OHIO—The Ohio supreme court will decide next fall whether Bank Night is legal.

The court decided to hear the appeal of the Troy Amusement Co., from Miami county court decisions holding the concern subject to prosecution under gambling laws for conducting the cash game.





—Photos by Cosmo-Sileo

At the Warner Cocktail Party—

Trailing the Warner convention in Chicago and coincident with the Allied national convention in the windy city. Top: Pete Schram, Kalamazoo, Mich., Mrs. Schram, and Ray Branch, Hastings, Mich., president of Michigan Allied, listen attentively to Carl Leserman, Warner assistant general sales manager. Bottom: From Pittsburgh came, here in left to right order, Robert F. Klingensmith, BOXOFFICE; M. A. Rosenberg, Frank Panoplos and Thomas Gilbert. The last-named trio were Allied delegates.

Five Mideast States Are Represented at Parley

CHICAGO—Pennsylvania, Ohio, Michigan, Kentucky and West Virginia provided the following registrants at the Allied national convention recently concluded here:

From Pennsylvania—Lula L. Antonoplos, Mr. and Mrs. Peter Antonoplos, P. J. Alderman, T. A. Gilbert, Fred J. Herrington, Mathilda Kiel, M. A. Rosenberg, all of Pittsburgh.

R. Allison, Mr. and Mrs. George T. Cussen, Cresson; J. G. Carruthers, Mrs. M. Guthrie, Grove City; Paul G. Ayers, E. T. Beedle, Cannonsburg; Harry Rachiele, Harry W. Walker, Sharpsburg; William R. Wheat jr., Sewickley; William J. Walker, Crafton; Max M. Korr, Allentown; J. T. Birocco, Clarion; Andrew Battiston, Manor; Bart Dattola, New Kensington; S. M. Rodnenok, Oakmont, and Dr. C. E. Herman, Carneigie.

From West Virginia—Tom Anas of Weirton.

From Michigan—Wayne Breichert, Mr. and Mrs. Samuel Ackerman, William C. Guensche, Bernard Hoyt, Alex Schreiber, Max Schreiber, all of Detroit. H. S. Gallup, G. E. Moyle, Marquette; E. J. Pennell, Bronson; Mr. and Mrs. F. E. Pennell, Decatur; Jesse Phillips, Grand Ledge; Mr. and Mrs. W. A. Cassidy, Midland; S. E. Heller, Grand Rapids; Ray Branch, Hastings; M. W. Dennis, Paw Paw; L. J. Jacobs, Escanaba; Harold Kortes, Plainwell; Mr. and Mrs. P. C. Schram, Kalamazoo.

From Ohio—G. W. Erdmann, Mr. and Mrs. M. S. Fine, Harry Greenberger, John D. Kalafat, W L Kunzmann, Mr. and Mrs. Ernest Schwartz, Mr. and Mrs. T. J. Vermes, Jack Fine, Frank Gross, M. B. Horwitz, all of Cleveland; Frank W. Huss jr., Louis Wiethe, Cincinnati; Martin G. Smith, Toledo; Peter M. Wellman, Girard; H. H. Shulman, Fairport; Jerry Stul, Oberlin; L. F. Eick, Martins Ferry.

From Kentucky came Lee W. Moffitt of Owensboro.

May Return to Fold Of Michigan Allied

Chicago—There is a possibility Allied of Michigan may soon take back into its fold several score former members now in Cooperative Theatres, buying group in Detroit. Resurrection of an old by-law forced them to leave. Several months ago this by-law was erased from the constitution of Cooperative, and now each side is said to be awaiting overtures from the other.

Adapting Own Novel

HOLLYWOOD—Evelyn Eaton is scripting "Quietly My Captain Waits" for Warner from the novel she sold to the studio for $40,000.

PITTSBURGH

FILMROW and local industry friends of Joseph Lefko were grieved to learn of his death in Cleveland last Saturday. He was a veteran of many years as a film sales representative for various companies, having served his last duties in this area with RKO, under George Lefko, who was not related. It was under George Lefko that Joseph Lefko worked at the Cleveland RKO branch until illness forced his retirement.

V. F. Scott, circuit exhibitor, reports that Mrs. Scott is much improved in health and has returned to her home from a Johnstown hospital . . . Jack Schmitzer, RKO traveling auditor, is busy checking the local branch books . . . Shirley Brown, daughter of the Ben Browns (he's chief projectionist for the Warner circuit), is playing ingenue and character roles at the Fox Chapel Playhouse. She is a senior in Carnegie Tech's drama school . . . Mrs. George Brinkman of Grafton, W. Va., is vacationing in Atlantic City.

With stage shows discontinued at the Stanley, Max Adkins and his orchestra are playing local night club engagements . . . Julie Apel of National Theatre Supply Co. is vacationing in the wild and woolly west . . . Variety members are invited to be guests of the club at a special dinner July 1 at 6:30 p. m., at the Yacht Club. There they will meet "La Conga," according to Ira H. Cohn . . . A number of friends in the industry were in attendance Tuesday morning at Webster Hall for the marriage of Martin Seed and Eleanor Wolken. The son of the Harry Seeds and his bride are honeymooning in the east and south. Part of the wedding cake was distributed at the Warner exchange.

Notes From Allied Convention:

As usual, Pittsburgh had the largest delegation represented at the national Allied convention held in Chicago last week. The home state, Illinois, may have had more in attendance, but that is to be expected. Registration showed the local group was the largest visiting delegation . . . Allied's publicity described M. A. Rosenberg, president of the AMPTO of W. Pa., as "having earned a place in the higher councils of Allied the hard way—by unremitting effort in its behalf. Apparently a fixture as president of Western Pennsylvania, his fellow directors look forward to years of pleasant association with him on the National Board."

Dr. C. E. Herman killed two birds with one stone. He attended the Allied sessions and also was present at the Dr. Winters Post Graduate Course, both of which were held in the Morrison Hotel. Additionally, "Doc" found time for a little fun . . . Ray Allison more or less "stole" the convention, according to the remarks and comments of many exhibitors from all over the country. Ray told 'em, and no foolin' . . . Eddie Beedle was the local delegation chairman and he contributed to the good humor of the three-day confab . . . An accident suffered by one of the Pittsburghers could easily have ruined the whole affair. Tom Gilbert had six stitches taken in the back of his head as the result of an accidental fall in his hotel shower room Thursday

morning. The unfortunate occurrence did not prevent him from participating in the business meetings. Gilbert will be one of the first witnesses in the government's anti-trust suit, if the reported consent decree fails to materialize . . . Frank Panoplos was a busy convention worker whose services have been recognized for many years by Allied.

Bart Dattola was everybody's favorite at the convention and the song leader of "The Gang From Penn-Syl-VAN-Ia" . . . Mrs. Martha Guthrie, who hasn't missed a convention in recent years, and whose name did not appear in our listing of those present in last week's issue, was on hand. She motored to the Windy City from Grove City . . . Steve Rodnenok was in the city but a few hours when he acquired an appetite for Russian food, and Sam Navari, Andy Battiston, Bart Dattola, Tom Gilbert, Ray Allison, Miss Mathilda Kiel and this reporter looked up a spaghetti "Village" and went to work. Peter Alderman voted with Rodnenok for the vodka dinner . . . Mr. and Mrs. Peter Antonoplos and daughter, Lula, were seen here, there and everywhere. And young Tom Anas was usually not far away . . . William R. Wheat jr., the "Little Colonel" himself, cut up a little in his innocent way. "Billy" is one of western Pensylvania's finest exhibitors.

Bill and Harry Walker "did the town" with Paul (Squee) Ayres and other of the boys . . . Harry Rachiele went on to Milwaukee on business following the Chicago convention . . . J. G. (Glenn) Carruthers has developed into one of Allied's faithful although he confesses he'd rather read Commissioner Myers' addresses than listen to them delivered personally . . . A surprise delegate was Joseph T. Birocco, who motored over from Clarion. He was made very welcome.

Dean of the conventioneers was Fred J. Herrington, secretary of the AMPTO of W. Pa. He attended the first national convention of independent exhibitors 29 years ago and he has been present and kicking at all such affairs since that time. Fred favors the new system of naming the convention city for the next year at the annual convention instead of at the January meeting of the board of directors at Washington. The 1941 convention will be staged at Philadelphia and the AMPTO secretary states that the western Pennsylvania gang will again account for the largest visiting delegation. (Note: Although a year in the future, we suggest that the Philadelphia organization and national Allied plan a special event in honor of Herrington, who at that time will have completed three score years as an independent leader).

Many of the Pittsburgh delegates attended the Blackstone Hotel cocktail party and buffet in honor of Gradwell L. Sears which the Warner gang staged last Wednesday afternoon as a finale to the western and southern sales convention. They greeted Ben Kalmenson, former local branch manager, and now the sales figure head for the entire area covered by the convention. The Crystal Ballroom party was a grand success. Here we greeted many former Pittsburghers, including Roy H. Haines, eastern and Canadian sales manager for Warner; Henry Herbel who was promoted from his Universal post here 16 years ago and is now west coast district manager for Warner ,and Clyde W. Eckhardt, now at Chicago with 20th-Fox.

Other former Pittsburghers greeted at the Allied convention at the Morrison were Peter Wellman, formerly of Farrell, Pa., now in exhibition at Girard, Ohio; William Kunzmann, with National Carbons, now at Cleveland; A. E. "Addie" Klein, with RCA at Chicago; Bill Trunick, with RCA, covering St. Louis and Indianapolis; Charlie Schwerin, veteran film man, now with M-G-M at Chicago.

Pittsburgher Andrew Battiston represented Alexander Film Co. of Colorado Springs, as usual at conventions, J. Don Alexander's "Oasis of Good Cheer" was a popular suite. Peter J. Alderman represented Arcus Ticket Co. . . . The Peter Wellman referred to above told us that he is staging the second annual film party and golf tournament at his 127 acre Mahoning Country Club, Girard, Ohio, Wednesday, July 17. Tickets are only $2.50 for the golfing, dinner and door prizes. He hopes a flock of exhibitors and film men of the local area will attend to join the Ohio boys on this occasion.

Bob Hope's P. A. Sets a Record

Cleveland—Bob Hope, local boy who made good in a big way, shattered all established attendance records at the RKO Palace, according to Manager Kenneth Means. Crowds lined up in the morning an hour before opening time and stood six deep in the foyer trying to get into the auditorium.

Variety Golf Tourney Is Scheduled for July 22

PITTSBURGH—Variety Club's annual golf tournament has been announced for Monday, July 22, at the South Hills Country Club. Art England is general chairman.

Cost of participation has been cut in half this year, with tickets being offered at $5 each. The ticket entitles the golfer to an evening dinner and pays the cost of green fees.

All golfers are invited to make early reservations. Tickets are available at the club or from Filmrow members.

Personnel Shifts Follow Resignation of Graham

PITTSBURGH—With the resignation of Jack Graham as city sales representative for RKO, a number of shifts and promotions in the branch sales setup are announced by Herbert H. Greenblatt, resident manager.

David Silverman, office manager under the old Pathe regime and through the succeeding years with RKO, was recently named northern area salesman for the company, succeeding Ed Lebby, who resigned to enter a private business at Erie, Pa., with Bob Lynch, ex-Warner salesman.

Richard Lange, RKO's West Virginia representative, has succeeded Graham as city representative for RKO.

I. T. Sweeney has been named to the West Virginia area. He is another oldtimer in the local industry, and until recently had represented Monarch Pictures.

Carl Peppercorn, a newcomer, has been appointed office manager to replace Silverman. He arrived here the other day from Oklahoma City where he had served with RKO.

Graham will make his home with his mother in Brooklyn, N. Y.

A Vehicle for Muni

HOLLYWOOD—W. R. Burnett is adapting "High Sierra," from his own original, as a Paul Muni starrer for Warner.

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CLEVELAND

MR. AND MRS. MEYER FINE, Associated circuit, celebrated their 17th wedding anniversary at the Allied convention in Chicago . . . Nelson Spoth, assistant manager at the Lorain Fulton, has just been graduated from Baldwin Wallace College and is now studying civil aeronautics at Case School of Applied Science. Spoth and Harry Henderson, manager of the Lorain Fulton, also operate the H&S parking lot.

Rudy Norton, Republic salesman, who has been suffering from an eye infection, made the first tour of his territory since last February . . . S. P. Gorrel, Republic local branch manager, called on the company's Cincinnati office during the week.

Nat L. Lefton, Variety Club chief barker, is making plans for the annual Variety Club golf tournament . . . Smith & Setron Printing Co. is preparing a new form of theatre advertising which will be available to exhibitors about the first of July.

Ted Mendelssohn, former Vitagraph branch manager, has been named to the sales force of the Vitagraph exchange in Buffalo. He'll cover the Rochester territory . . . Bert Stearn, United Artists district manager, was confined to his home all last week with a throat infection.

M-G-M Notes: The girls staged a party last Friday in honor of Dorothy Barber, who resigned after five years with the company to devote herself to household duties . . . Jean Chapman's interests are divided between her vocation in Michigan and the two-room addition to her home in the country.

Joe Swee, Universal booker for some 19 years and more recently RKO office manager, has bought a delicatessen and ice cream parlor at West 150th St. and Madison Ave. . . May 4 to July 13 are the dates set for a drive in celebration of Duke Clark's 19th anniversary with Paramount. He was to leave for Los Angeles the end of the week to take over the branch there.

A. Milo De Haven of Detroit is reported taking over the Town Theatre at Whitehouse . . . Jack Southe, artist in the Warner theatre department, is vacationing with relatives in Marietta . . . Don Myers, assistant manager at the Uptown, and Sophie Yurkovic were married last Saturday. The night before they were guests of honor at a party in the Warner club rooms, sponsored by Uptown manager, Julius Lamm. The couple are honeymooning in New York.

Everett Steinbuck and Joe Longo, manager and publicity man respectively for Loew's State, staged a Laugh Week in connection with "The Ghost Breakers." Every day during the noon hour a photographer snapped the pictures of several smiling girls. They were spotted in the newspaper and the "snappees" were given passes to the show.

Nat Holt, RKO division manager, was so delighted with the record breaking business Bob Hope and his Radio Gang did at the RKO Palace, that he is seriously considering bringing on some more big acts over the summer. It is reported he is dickering with Eddie Cantor for July date . . . M. M. Jacobs, Lake Shore Sales Co., is out of the hospital and back in his office again . . . Duke Clark is wearing a beautiful past barker ring which was presented to him by the Columbus Variety Club at a recent party in his honor.

Have you received your attractive Republic product announcement, together with franchise owner Nat Lefton's personal guarantee of delivery? It's a pippin and should be saved for reference . . . Gilbert Bein of NSS in Cincinnati was a guest of the local NSS manager, Nat Lefton, during the past week . . . P. R. Touney of the Princess, Wauseon, was a Filmrow visitor, as were Joe Trunk, Youngstown; Ray Wallace, Alliance; Max Federhar, Akron and J. O. Guthrie, New London.

Charles Zegiob, son of Mrs. Nazera Zegiob, owner of a string of theatres in Lorain, was graduated last week from Notre Dame and will enter St. Louis Medical School in the fall . . . Harry Henderson, manager, Lorain Fulton; Urban Anderson, Capitol Theatre, and Jimmy Kalafat and Fred Dzik took their sloop over into Canadian waters over the weekend in search of fish.

The audience at a Saturday performance at the Lorain Fulton stood up and cheered when Manager Harry Henderson introduced from the stage two of his ushers, Bill McGrew and Jack Fleming, who are exchanging their ushers' uniform for the uniform of Uncle Sam's marines.

Norman Elson, sales manager for Film Alliance, was in town to discuss distribution plans with the newly formed Real Art Pictures, Inc., headed by Herbert Ochs . . . And that's Pat Ochs, sweet girl graduate daughter of Herb, who is the official greeter at the new Real Art Pictures exchange.

Miss Estelle Schwartz, former secretary to the branch manager at Warner Bros., has received word that she has passed the civil service examinations as senior secretary together with instructions to report for work in the nation's capital.



New Manager—
George Elmo, new branch manager for Paramount in Cleveland.

CINCINNATI

BUD SOMMERS, manager of the RKO Shubert, which has been closed for the summer, will pinch hit for vacationing RKO managers during the layoff period . . . Norman Linz, manager of the RKO Palace, and Arthur Picolo, manager of the Family, are vacationing in the east . . . Jack Goldman, owner of the Lincoln, Roosevelt and Beecher, all colored houses in Cincinnati, downed three Negro highwaymen who attempted to hold him up. While he saved the receipts of the theatres, Goldman suffered a badly bruised arm and head. The Negroes fled, carrying off Goldman's revolver, but not the cash.

Warner Club's annual outing at the Summit Hills Country Club was a most enjoyable affair, according to Lenore Schmidt, who does much to boost the club's activities . . . Incidentally, Al Schmitkin, former local Warner manager now located on the coast, stopped off for a friendly visit with the local exchange personnel . . . Milt Levine, Lyric, Lamson, W. Va., stopped off on the Row while in to see a doctor.

Gene Hensley, Black Diamond circuit, was welcomed this week. Gene expects to enter the hospital at Huntington, W. Va., late this month for an operation . . . Maurice Chase will open his new theatre at Roselawn, Cincy suburb, June 30. It seats 500 . . . Lenore Schmidt of Warner's will spend her vacation with the Phil Chakeres' in Springfield . . . Universal's Joel Golden has returned to his desk. Also their Walter Gibson, following a fishing jaunt.

Manager Gelman of Loew's Dayton staged an extraordinary campaign on "Our Town," and the subsequent opening of the feature was highly gratifying. The film opened in Cincy on the 21st, with excellent reviews from the critics and good boxoffice . . . United Artists' Helen Lederer will be married June 29 to John David jr. Following the church ceremonies, . the couple will hold a reception at the Party House before leaving on a honeymoon.

Mike Vance's new Lyndon, Hamilton, Ohio, will open July 1. Mike is a brother to Willis Vance, operator of several suburban houses in greater Cincinnati . . . RKO's Jean Burkhart, daughter of 20th-Fox's Ed, is vacationing in Chicago . . . RKO's new district manager, Charles Boasberg, visited the local office . . . Metro's Mike Berger, a booker, is leaving on his vacation.

David Schrieber of Universal is enjoying his vacation with his family in their new summer home on the Ohio River . . . Metro's "New Moon" has been booked into the RKO Albee. A special campaign will ballyhoo the feature . . . Lee Goldberg's 25th anniversary culminates with the ending of their first drive at this exchange, June 30. Bookings on "The Outsider" have been very gratifying. It has been booked by the RKO Lyric for July 5.

Names New Davison House

DAVISON, MICH.—Midway is the name selected in a contest to name the new theatre Harry Hobolth of the Deluxe Theatres of Imlay City is building here.

DETROIT

CHARLES BOASBERG, new RKO district manager, in town on his first visit giving the local sales crew a look-see . . . Irving Belinsky, recovering from that infected finger in the hospital, said it was caused by a soldering iron.

Vaughan Glaser, whose stock company opened at the Adams, has a role in "Those Were the Days," current at the Michigan. It's directed by Jay Theodore Reed, another ex-Detroiter who got his first job with Glaser at the Adams.

Vinegar Bill, the coatless denizen of Filmrow, is wearing a topcoat over his shirt these cold (?) mornings . . . RKO, after engaging our own Hen Richey to handle exhibitor relations, now has Dr. Gallup working on a patron nose-count of tastes in titles, stars, and stories.

Carl Shalit's Columbia is going to offer Tillie the Toiler and her pals in a two-picture series . . . Sadie Weinstein of the Berns Booking Office has a weakness for ice cream . . . S. P. Farber, formerly with Trailer-Made, has opened offices for Premium Promotion Syndicate in the Detroiter Hotel.

George Murphy, starred in "Two Girls on Broadway" which opened at the Michigan, earned his first money as a toolmaker at the Ford plant here . . . Phonovision Corp., putting out those nickel projectors, will manufacture right here in Detroit.

Bill Flemion, Variety welfare chairman, is arranging shows for crippled children every Friday at Camp Bentley near Lexington, Mich. . . . Ben and Lou Cohen, circuit owners, have been weekending at their summer homes up at Algonac.

Nicholas Rowe, Cohen circuit auditor, back from a month in L. A. . . . James N. Robertson of Mutual Theatres was out of town . . . Thelma Watson, secretary to George W. Trendle, retired president of UDT, was home sick . . . Bea Mattingly of Paramount likes to spend Saturday afternoons at the Variety Club.

Walter Aller, manager of Fred DeLodder's Del-The got a parking ticket when he left his car in front of the theatre overnight . . . Lot has been cleared and utilities moved for the new Gratiot Avenue house at Pfent.

The steam shovel has been moved away from the Television Theatre site . . . L. D. Golden has painted the marquee of the Franklin yellow . . . William J. Staley is manager of the Stratford for F. A. Schneider.

Marshall Adams, manager of the Echo, is all hepped up over "Virginia City," which did good business for him . . . Elmer C. Barg, who's got plenty of friends on Filmrow, has been doing some home decorating.

Joe Portell, circuiteer, back from Florida, is planning to build a second ballroom in Miami . . . Jake Schreiber, still down south, is considering plans for a 5,000 seat theatre on Miami Beach . . . Harry Danzig checks out of the Delray pretty early nights under his new boss . . . Hazen Funk, manager of the Great Lakes, is certainly active in his community tieup program.

Henry Sadlowski of the Crane has a hard time finding time to run his house . . . Eugene F. Welling, UDT auditor, back from his honeymoon and right down to business again . . . Esther Filmrow sized up the Columbia boys as they were in that convention photo in BOXOFFICE*—Herb Childs, intensely interested; Clair Townsend, something on his mind; Col. George McCoy, suavely nonchalant; Carl Shalit, properly managerial; Clark Baker, pensive; Ray Cloud, "let's get this over with."*

Harry Berns, operator, moved from Barney Kilbride's Dawn downtown to Schram & Goldberg's (and Ben Wachnansky's) New Bijou . . . Ed Werner, formerly orchestra director at the Michigan, got so mixed up he sent a wire to Jack Ferentz when Jack was standing right beside him at the Indianapolis convention.

John Howard's Paramount gang back from the Hollywood convention all enthused—especially Jack Ryder, who is a convention veteran . . . Just as we got the dope on Bill Kent of Excellent, his brother Jim of Ross Federal, walked into Paramount.

Mary Lou Harrington, eight-year-old Detroiter, is appearing at the Michigan in "My Favorite Wife" . . . Barney Kilbride has reopened his Dawn, completely remodeled. Ed Carlson is manager.

20th-Fox Notes: W. C. Gehring, district manager, back in town . . . Bernadette Voison, biller, back from her vacation . . . Lester Sturm, manager, passing out bonuses to the sales and booking staffs for their good work in selling GB product . . . Billie Brown, booker, repairing the springs on his car . . . Jess (Noa) Veldman, cashier, enjoys his cigar on his noon hour.

Max Blumenthal, official projectionist, is sending deadhead letters . . . Harold C. Robinson claims to have some advance information on forthcoming blessed events . . . Jacob Boodman of Film Cleaning Service went to Cleveland for the funeral of his sister who died from a stroke . . . John Dobbin has left Film Drug.

Virginia Porter says she still doesn't like hot dogs . . . Rosella (Rosie) Greenbaum of Film Drug says her name hasn't been in BOXOFFICE *in three years . . .*

(Continued on page 53)

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16mm Film Shelves Are Well Stocked

PITTSBURGH — Enough features and serials are available in 16mm width to last narrow-gauge exhibitors for the next seven years, according to a leading distributor.

A bulletin of this company, addressed to 16mm circuit operators and prospects, declared:

"We are constantly buying more sound equipments and more films every month. We are putting up the money as an investment for your business. Every one of you men who operate a circuit requires an original investment on our part of $1,000 or more and we certainly wouldn't offer to do this for you or anyone else if the business wasn't successful. We have no stockholders—all the money in this business came from the success of the business itself and it represents thousands upon thousands of dollars."

This distributing company now operates exchanges at Memphis, Chicago, Kansas City and Pittsburgh, the home office. It continues to advertise: "$7.50 *Starts You in the Talkie Business.*" This week the company states that from April 16 to May 16, 49 new circuit accounts were opened.

New six-, seven- and eight-reel prints are announced as follows: "Juggernaut," "The Big Chance," "Radio Follies," "Drag Net," "Prison Train," "Adventures of the Masked Phantom," "The Man in the Mirror,' "Falling in Love," "Convicts at Large," "Ghost Walks," "Speed Limited," "She Goes to War," "Dark Sands," "Waterfront Lady," "Ferocious Pal,' "Condemned to Live," "Ring Around the Moon," "Streamline Express," "Port of Lost Dreams," "Confidential" and "Ladies Crave Excitement," all independent and British pictures.

Castelli's New House in Library Named "Park"

PITTSBURGH—Jerry Castelli says the name of his new theatre under construction at Library will be the Park. The new 450-seater will be ready for opening before the first of August. Castelli is identified in exhibition at Hills Station, Lawrence P. O., and he operates an auto agency at Clairton.

Scott Circuit Transfers The Vernon to Szewczyk

BOSWELL, PA.—Transfer of the Vernon was made this week from the V. F. Scott circuit to Charles Szewczyk. The Vernon was opened several years ago following the opening of the Mary Lee by Szewczyk, and the two houses had been highly competitive.

New Cooling at Youngstown

YOUNGSTOWN, OHIO—The Paramount here has completed rebuilding and modernizing its cooling plant, one of the largest in the city.

Building Demands Halt Woodsfield Operation

WOODSFIELD, OHIO—The Monroe here has been ordered to suspend operations until building requirements are met, George Strain, industrial relations director at Columbus, has announced. The house was completed in the last six months and has been operating only a short time.

Uphold Marshal's Ruling Against Pomeroy House

POMEROY, OHIO—The Ohio supreme court has affirmed a decision of the Meigs county court upholding an order of the state fire marshal which ruled that John E. Lyons, owner of the Opera House here, demolish the building because of its unsafe condition.

Construction to Begin on Theatre in Coudersport

COUDERSPORT, PA.—Construction of a new theatre was scheduled to be under way here this week for J. A. Angros. The new theatre, unnamed at present, will have a seating capacity of 400.

Angros is a former exhibitor, having sold his interests at Leechburg a decade ago to the Oglietti brothers. Recently he reentered exhibition for a short period at Slickville. His new Coudersport theatre will be ready for opening by the first of October.

Ochs Forms a Company to Handle Film Alliance

CLEVELAND—Herbert Ochs, former local Vitagraph branch manager, announces the formation of Real Art Pictures, Inc., for distribution through the midwest of pictures released by Film Alliance.

The new company has Herbert Ochs as president and general manager; Nate Gerson as vice-president, and Dick Deutsch as secretary and treasurer.

Real Art has secured the Ohio and Kentucky franchise to Film Alliance pictures, but plans shortly to expand its scope to the central states.

The State in Kittanning Closes for Remodeling

KITTANNING, PA.—The State will be closed July 6 for modernization and enlargement of the building. The rear wall will be extended and the seating capacity increased from 430 to 650 seats, according to Andrew Gibson, executive manager. The house will get new seats, equipments and fixtures, and a new front and marquee. The job will require three months.

Three Buy UA Lineup

CLEVELAND — A. M. Goodman, United Artists branch manager, reports that 1940-41 all-product deals have been closed with Ray Wallace for Alliance, Sam Reichblum for East Liverpool, and F. H. Hathaway for his houses in Campbell, Struthers, Hubbard and Canfield.

Detroit May Become Production Center

DETROIT—Detroit, in the not too distant future, may become an important production center of entertainment as well as of commercial pictures.

The possibility hinges on unconfirmed reports heard here that British production interests, now under threat of total attack by Germany, may move to Windsor, Ont., just across the river from Detroit.

Detroit fits into the picture because of its nearness to Windsor and the excellent production and technical facilities of its three producers of commercial and industrial films, Jam Handy, Wilding and Industrial Pictures, that would be available to any British interests making the reported move.

In Toronto last week, Arthur Lee, former general manager for Gaumont British in the United States, ridiculed the idea that British producers were thinking of moving to Canada because of the war, as intimated by R. G. Sherriff, Hollywood scenarist who recently returned from England.

"When they stop producing pictures at the London studios, they will stop production in Hollywood," Lee told a BOXOFFICE reporter.

Some years ago in more peaceful times, the transfer of some British production activity to Canada was contemplated, and while for a time a deal appeared likely, it eventually fell through.—H. F. R.

A Gala Opening for the New Lee in Fairmont

FAIRMONT, W. VA.—The new Lee here was accepted by the city in a gala inaugural, with Mayor Wilson doing the honors. Columbus Harr and associates had as guests many members of the industry.

Among those present were E. B. Morton and Newt Williams, National Theatre Supply Co.; Lew Lefton, Monarch Pictures; Charles Dortic, Warner Bros.; Sidney Goldberg, Columbia; Richard Lange, RKO; William Satori, Universal; Burtus Bishop jr., M-G-M; Max Shulgold, Crown; Harry Gans, Dennis Games; and exhibitors George Sallows and George Comuntzis, Morgantown, and John Urse, Fairmont.

Promote Nat Mervis

STEUBENVILE, OHIO—Nat Mervis, assistant manager at the Warner Capitol here, has been upped to the managership. House continues to play units forced to lay off Sundays, at the Stanley in Pittsburgh, every Sunday to record patronage, Mervis reports.

Remodel Regent

BEAVER FALLS, PA.—The Regent here will undergo extensive remodeling and will be closed from August 3 to 17, Hymen Goldberg says. The project will include interior remodeling, complete redecorating, new lighting systems, frames, etc.

DETROIT

(Continued from page 51)

Milt Cohen, RKO salesman, is a charter subscriber to PM . . . *Lew Arozian of Film Drug didn't get those injuries as the hero of a holdup.*

Harold Robinson, Variety president, and Charlie Snyder, lunching together two days in a row . . . Sam Merson, retired Bowling League secretary, missed his first league event in 10 years.

THEATRICAL POST INSTALLS OFFICERS

At a well-attended party at the American Legion Home, the Theatrical Post held formal installation of its new officers. Dancing started early and the installation was at midnight, in accordance with tradition of the post. For the record, it's Russell Johnson Theatrical Post No. 371. Russell Johnson, one-time operator of the Pasadena, was the only Detroit showman known to have been killed in the World War.

Here are the new officers: W. J. Stolz, commander; Arthur (Buddy) Fields, vice-commander; Sam Comella, junior vice-commander; Harry R. Berns, adjutant; Owen Blough, finance officer; N. J. Rickens, chaplain; Bill Marley, sergeant-at-arms; Lee Crowell, historian.

Judge John J. Maher and Mrs. Maher were among the guests . . . Milt P. Christa conducted the installation; Rollin Becker, district commander, was a visitor . . . Ray Gorrell and his band up for the occasion and learning new trumpet signals.

Bill Marley, National Theatre Engineering, back at his old post at the portals . . . Gil Light of the Michigan taking things easy as senior past commander; Bud Cusick, another past, much in evidence . . . Jack Ferentz, musicians' president, too peppy to be called "past." Max Kolin busy in his last minutes as retiring commander.

Pop Stolz drinking a long plain glass of water to celebrate his installation. He's shed his cognomen of Fulla-Vice as vice-commander.

Buddy Fields got stuck when his wife ordered a round, sent him the bill . . . Harry Berns of the Bijou settled up a little business with BOXOFFICE on the spot . . . Heinie Shurmur of News Photo Service was official stenographer.

Gerritt Lamb, operator at the Columbia, seen with an empty glass . . . Walter Aller of the Del-The seen with a party and laryngitis . . . Jerry Gudenau, manager of the Maxine, made up for him with his big voice . . . Nat Haase, Metro Premiums, must have got lost in the crowd.

Roger M. Kennedy, IA vice-prexy, strolled in looking cool . . . Editor Jack R. Cann of "Legion News" helped fill the press gallery . . . Jacob Gross of American Attractions was "just a guest."

Jack Davis of the Bryden Booking Office made a brief visit . . . Jim Murtagh a late and welcome visitor . . . We heard why Max Kolin had to join Theatrical Post. He does a strip-tease when he takes off his hat.

Pop Stolz was thrilled to heights over his public appearance—or was it stage fright? . . . Clyde Adler, state IA president and from the Michigan stage, seen in several spots . . . Joseph Sullivan, Variety charity show operator, dropped in.

The Post is doing its own charity, sending three boys currently to the Wolverine Boys' State at Michigan State College . . . Herb Straub, veteran theatre orchestra leader, and Les Clark, musicians' business agent, among those present . . . Chuck Burns, former booking agent, out of Grell Hospital after several months for heart trouble, looking much better.

FILM BOWLING LEAGUE OUTING

Thursday afternoon and evening Filmrow was literally deserted and the boys foregathered across the river in hospitable Cabada at the Lakewood Golf Club north of Tecumseh. Occasion was the annual golf tournament sponsored by the Film Bowling League. Here's the low-down.

Wade Allen of the Fine Arts and George McArthur, film supply man, played a twosome, with Cliff White of the Beechwood acting as instructor. Wade and Mac tied on several . . . Ollie Brooks, Butterfield head booker, treating in a grey summer suit . . . McArthur drinking lemonade, and in a big hurry for dinner.

Harry Levinson, RKO, playing table tennis . . . Dave Kaplan, Theatrical Advertising, in sailor costume, shifted to tweeds later . . . Jack Saxe very efficient and cool as general boss and our host.

Jim Olson of Clare flew in for the event . . . Mitchell Victor of the Astor rushing off to telephone and getting acquainted with that youngster . . . Cully Buermele, Co-op chief, an interested bystander.

Dave Flayer of the Amo and Alvin thought he wasn't seen . . . Charlie Perry of the Adams and Dave Newman of the Pasadena, very concentrated on hearts or something . . . Claire Townsend of Columbia with a brand new suntan.

We hear Max Blumenthal struck the jackpot . . . Dave Kaplan and Richard Flemion of Excellent shared the honors of the baseball game . . . Charlie Snyder, censor, and his kibitzing were missed.

Art Knapp of 20th-Fox seen in a quiet game with Al Rupert of the Rupert . . . Milt Cohen, RKO salesman, claimed eights on five holes. We wouldn't brag . . . Vic Valcaterra of Typocraft wrenched his back playing.

Gene Alexander, secretary, busy checking on the tickets for dinner . . . Sam

(Continued on next page)

Jerome Jackson Opens Suburban Deluxer

CINCINNATI—The opening by Jerome M. Jackson of the new Mt. Lookout Theatre in an exclusive suburban section of Cincinnati was made a civic event what with the mayor, superintendent of schools, Parent-Teacher Ass'n officials and trade leaders participating in the dedication exercises.

Jerome Jackson, who is managing director of the new 750-seat house, also directs the Jackson at East End, another suburban house. The theatre provides ample space for parking and represents an investment of $125,000.

Akron Stagehands' Local Plans Reunion Dinner

AKRON, OHIO—The stagehands employes union is making plans for a get-together party and dinner at Young's Hotel, late this month. It will be the first reunion in several years.

John Motz, "Giddy" Gruber, Frank (King) Motz, Dan McGowan, Charles Herman, Joe Gallagher, Hal Claflin, Tom Parker and others who wrestled scenery in the days when stage shows were regular diet for the amusement loving public, will be among those present. The dinner will be held at midnight.

Joe Lefko, RKO Salesman, Dies After Brief Illness

CLEVELAND—Joe Lefko, RKO salesman, died at Charity Hospital where he had been under treatment two weeks for tuberculosis of the spine. He is survived by his wife and two brothers, neither of whom is connected with the industry.

Lefko attended the RKO convention in New York last month and was apparently in good health. He was stricken a few days after his return from the convention.

Maurice Brown's Chances Good in Political Race

LORAIN, OHIO—Maurice Brown, manager of the theatres owned by Mrs. Nazera Zegiob, ran 1,400 votes ahead of his nearest competitor for state senator for the 27-29 district. With this lead he stands a good chance for election in November.

Picnic by Columbians at Greensburg on July 20

PITTSBURGH—The Columbians, comprised of members of the branch exchange staff of Columbia, will hold a picnic on Saturday, July 20, at the Mountain View Hotel, Greensburg. Eva Reiff is president of the Columbians and a "rip-snorting" time is promised.

Osborne jr. Weds

WHEELING, W. VA.—Announcement has been made of the recent marriage here of John Griswold Osborne, son of J. R. Osborne, general manager of the five theatres here operated by the West Virginia Theatrical Enterprises, Inc., to Ann Louise Laupp, also of Wheeling.

A Bowling Alley Chain by General Motors Founder

DETROIT—Bowling, rapidly becoming one of the most popular of American sports, may receive a big stimulus as a result of the entry into the field of William C. Durant, who has opened the first of a series at Flint, Mich. Durant, who founded General Motors and was once reputed to be worth $120,000,000, is apparently staking his financial comeback upon the bowling alley project.

His plans call for a series of bowling alleys to be erected on a nationwide scale.

Greater Seating Capacity For Coyle in Charleroi

CHARLEROI, PA.—Seating capacity will be increased under extensive remodeling plans for the Coyle here. Orchestra pit will be removed and the auditorium modernized. New glass front and marquee will be among improvements. Plastering, painting and decorating are other remodeling features and new equipments and fixtures will be installed, according to Robert S. Coyle, owner and manager. Walter S. Rockwell of North Charleroi is the general contractor.

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Date Played..... *Weather*.....

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Exhibitor ..... Theatre.....

Capacity .....

Type Patronage ..... Admission.....

Town ..... State..... Population.....

DETROIT

(Continued from preceding page)

Seplowin, Republic manager, disclosed as a camera fan . . . Al Ruttenberg found a spot at the head of the table.

Waitresses were allergic to Carl Zipper of Excellent. Just missed him each time . . . Mort Winston of Typocraft joined us in the press gallery . . . Clark Baker, Columbia office manager, almost thrown out by the gang.

Art Koskie getting special RKO service . . . Irwin Pollard, retired league prexy, taking it easy and liking it.

Prizes awarded to Sid Bowman, UA; Carl Zipper, Excellent; Charles Simms, Granada manager; and Carl Dorst, Paramount shipper, who had to hurry back home for a graduation . . . Jack Saxe, Art Knapp, Al Rupert and Gene Alexander proudly officiating at the head table.

Moe Dudelson, UA manager, another ping-ponger . . . Jacob Boodman, Film Cleaning Service, out in his blue sport shirt . . . Lew Arozian of Film Drug very much dressed up.

Syd Bowman, UA, in his summer informals . . . Bob Misch definitely upholding the honor of Butterfield . . . Walter Goryl an enthralled listener to the Louis-Godoy fight.

Eddie Loye and Bob Misch, playing neck and neck, scored ten apiece on one hole.

WOLVERINE DOINGS:

Bill Schulte, circuit owner, a frequent visitor to Paramount . . . William Kent is new eastern Michigan salesmen for Excellent.

Lawrence Allen, son of Max, owner of the Lincoln Park at Lincoln Park, was an honor graduate of the U. of M. Saturday. The Allen family is moving to Leamington, Ont., for the summer.

Nick Carter of the Playhouse, Whitehall, in town buying film shorts . . . O. D. A. (Bun) Baldwin of Bridgeman, after giving starting dates on two news services, went to see the Tigers play a doubleheader.

George W. Weeks, whose domicile is at Ann Arbor, started shooting the first of his Range Busters series for Monogram Monday . . . G. W. T. W. (Ambrose) Fitzgerald, M-G-M's state checking supervisor, blew in with a fine suntan (from the wind?) after five months on the road.

Elmer Woods of the Coliseum, Edmore, in town buying additional newsreels . . . Sally Rand is breaking attendance records at The Bowery, Hamtramck.

Edmund C. Shields, Butterfield executive, is a delegate to the Democratic national convention.

Showmen Plan Red Cross Mardi Gras

HARTFORD—The theatrical division of the Red Cross announces completion of plans for a large outdoor Mardi Gras in Hartford, July 3. It is estimated between 50,000 and 75,000 people will participate. Mayor Spellacy has promised fullest cooperation.

Chairman Henry Needles announces appointment of the following general committee to handle the Mardi Gras:

Walter B. Lloyd, Allyn manager; Reuben Lewis, stage manager, Palace; Jack A. Simons, Loew-Poli manager; William Flanaghan, Lyric manager; Lou Cohen, Palace manager; David Sugarman, Colonial manager; Thomas Maller, manager of the Lenox; George E. Landers, manager of E. M. Loew's; James R. McMarthy, manager of the Strand. Also Charles North, Henri Sicardi, Gustave May, Linius Albee, Harry Hoff, Joseph Clements, Charles Maass and Charles Lowe.

All receipts will be turned over to the Red Cross.

Injunction Against Pickets Sought by Proven House

HARTFORD—An attempt by the Proven Pictures theatre to make permanent the temporary injunction it obtained in 1938 forbidding picketing by the local stage employes' and motion picture projectionists' union was heard here last Tuesday by Superior Court Judge Frank P. McEvoy.

The theatre, which obtained the temporary injunction from Judge John Rufus Booth, formerly used union projectionists, but refused to hire a member of the stage union as a maintenance man on the ground that he was not needed. As a result, the projectionists walked out, after which the picketing began.

The unions contend the anti-injunction statute passed by the 1939 general assembly in Hartford now applies to the situation and that the court is powerless to grant an injunction. Joseph P. Cooney, who last fortnight was successful in defeating an injunction against picketing brought by the E. M. Loew's theatre, appeared for the unions and Ernest W. McCormick for Proven Pictures.

Film Exchange Transfer Employes Gather Funds

BOSTON—The employes of the Film Exchange Transfer Co., owned by the estate of the late Harry Decker, have formed the Fetco Associates. This charitable organization is raffling off a portable radio, now on display in a show window of the Capitol Theatre Supply to aid the sick fund for film delivery drivers.

The drawing, it is planned, will be held in the Capitol show window on Monday, July 15.

See Tax Exemption Drop Undue Burden on Children and Poor

20-Cent Exemption In Ticket Tax

Washington—The President on Tuesday signed the appropriation measure carrying the federal admission tax change after a Senate-House conference had agreed upon an exemption for theatre tickets selling below 20 cents. The Senate earlier had amended the House bill and dropped the exemption to ten cents.

Bank Night Test Case Will Be Heard in Cambridge

BOSTON—Bank Night legality under Middlesex county lottery laws was tentatively scheduled for a test case this week at superior court in Cambridge. George S. Ryan, attorney for the giveaway, and District Attorney Robert Bradford were expected to handle the litigation with an agreed statement of facts as a basis.

Legality of "Lucky" was also expected to be dealt with in a separate Middlesex superior court action in which William H. McLaughlin, operator of the Stoneham in Stoneham, had been set up as test defendant.

Action Against Giveaways Gains Momentum in Mass.

BOSTON — Moves against Massachusetts giveaways under anti-lottery laws have been continued here with raids on the Paramount in North Adams where "Ten-O-Win" was playing and on the Mohawk in North Adams where "Lucky" was being staged. Francis J. Faille is manager of the Paramount for Western Massachusetts Theatres, Inc., in North Adams. Bernard Payne handles the Mohawk for the E. M. Loew circuit.

Fishman May Build New Theatre in Fairfield

NEW HAVEN—It is learned upon good authority that Fishman Theatres, Inc., operators of a circuit of theatres in Connecticut, including the Community, at Fairfield, have contracted for the purchase of a large plot of land on Post Road in Fairfield. The property has a frontage of 350 feet on Post Road, and is about 600 feet deep. It is said to be the intention of the Fishmans to erect a theatre embodying all the advance ideas for the presentation of stage plays and photoplays; also a number of stores, together with a parking space for about 500 cars.

No further details were available, except that the Fishmans reportedly would continue to operate the Community in addition to the new Fairfield house.

NEW HAVEN—Reduction in the federal admission tax exemption from 40 cents to ten cents would have imposed unduly on children and on those least able to afford any increase.

That was the consensus as gathered at meetings of the MPTO of Connecticut and of Allied Theatre Owners of Connecticut. Both organizations were agreed that the exhibitor would be unable to absorb the additional tax in view of bad business, and predicted an adverse effect upon grosses.

In the light of lowered returns, Allied members leaned heavily toward a return to the single-feature policy, although no plan for the accomplishment was outlined. The unit holds its next luncheon meeting on July 2.

The MPTO meeting reported on prizes and arrangements for the annual film golf tournament scheduled August 6 at the Racebrook Country Club. The next luncheon gathering will be on July 23.

Exhibitors to Confer Soon On New Admission Tax

NEW HAVEN—Exhibitor organizations report they will call special meetings to decide on uniform treatment of admission scales now that the new amusement tax law becomes effective July 1.

Independents objected to the taxation of low-bracket admissions, which, they told Washington, would affect children and those who could least afford it. Individual exhibitors expressed the opinion the one cent tax on the 10-cent admission would have to be absorbed, but that a five-cent rise might be indicated in admissions over ten cents to avoid an uneven amount.

To Reopen Milford Drive-In Theatre for Fourth

MILFORD, CONN.—Drive-In Theatres, Inc., of Boston and Thomas G. DiMaura, Inc., owner of the real estate, will operate the 400-car Milford Drive-In Theatre this season, after installing 300 RCA individual speakers and other improvements to lift the public nuisance injunction awarded Milford residents against the venture last fall. James Guarino is general manager.

Operation is scheduled to start before the Fourth. The same circuit also operates the drive-in theatres at Weymouth, Saugus and Shrewsbury, Mass.

Allied Registrants

CHICAGO—Registered for the recently concluded Allied convention, were the following from New England: Mr. and Mrs. Frank Lydon, Mr. and Mrs. Arthur Howard, Boston; Mr. and Mrs. W. M. Peterson, and Mr. and Mrs Louis Schaffer, Somerville, Mass.; Nathan Yamins, Fall River, Mass.

: SPRINGFIELD :

GEORGE E FREEMAN, manager of the Loew-Poli, has had his office repainted light blue . . . Air conditioning has been turned on at both the Bijou and Paramount, the only two theatres in town having such equipment . . . A new stage floor has been installed at the Court Square . . . Assistant Manager Jack F. Foxe of the Loew-Poli is anticipating a vacation at Virginia Beach.

A colt was born the other day to an Arabian horse owned by Samuel E. Goldstein, one of the owners and operators of the Western Massachusetts theatre circuit . . . Eddie Powers, assistant manager of the main stem Art, is slated to walk up the aisle to the tune of "Here Comes the Bride" on June 29. *As we went to press, honeymoon plans were not final . . . Don Barhytd, manager of the Court Square, may visit Chicago during his vacation.*

Members of the service staff at the Forest Park Phillips, a Rifkin circuit theatre, are sporting new uniform of green, red and yellow . . . Frank Meaney is a new part-time usher at the Arcade . . . George Freeman will vacation in Hampton Beach, N. H. . . . Ditto Gilbert Blevins, assistant manager at the Paramount . . . A supper party was given in Worcester the other night for Eddie Powers, assistant manager of the Art, who is slated to be married soon.

E. M. Lowe's theatre circuit has started a group insurance project for employes . . . Henry Ferris is the new manager at the Rifkin's Garden, succeeding George C. Coleman, who is now managing the Arcade. Ferris was formerly assistant manager of the Arcade that post has been taken over by Hyman H. Nozak, former usher at the theatre.

George C. Coleman, Arcade manager, is slated to leave on his vacation the end of July . . . Peter Veto, doorman at the Paramount, expects to go to Hampton Beach, N. H., during his vacation. Julian Rifkin of the Rifkin circuit has started amateur nights and cooking schools at the local Strand and Jefferson . . . Andy Sette, manager of the Capitol, will leave on his vacation July 14 or thereabouts . . . Majestic, West Springfield, which was taken over by Phillip M. J. Marget, has been closed for remodeling.

"Gangs of Chicago," Republic film, is enjoying a first-run at the Paramount . . . Johnnie Knightly, Capitol assistant manager and enthusiastic Boston Red Sox fan, will leave July 1 *for a vacation that will take him first to the Hub City where he'll view the Sox in action.*

Earl W. Whitford, assistant manager of the Court Square, will take his missus to the New York World's Fair during his vacation . . . Mr. and Mrs. Al Anders have returned after a few days' rest at Swanscott, Mass. Al is manager of the Bijou . . . Norman Prager is now manager of the Palace, Pittsfield. He was formerly manager of the Springfield Broadway.

Adverse Labor Ruling Fought at Dedham

BOSTON — Ralph Snider interests here challenged the jurisdiction of the Massachusetts labor relations commission to stymie the latter's petition for enforcement of recent findings of fact in regard to a projectionist union activities at the Dedham Theatre in Dedham, Mass. No hearing on merits has yet been heard.

The disputed finding, based on the state labor relations law which itself is now under fire, is held to be of primary importance to Massachusetts theatremen as a whole.

The particular situation arose when Harry Evanson and George Mills, projectionists at the Dedham, left the employ of the Ralph Snider circuit. It was claimed by Frank Cronin, manager of the Dedham, that Evanson was discharged for unsatisfactory work and that Mills left voluntarily.

The committee found, however, "upon all the evidence, based upon facts and natural and sound inferences to be drawn from those facts, the only conclusion which is consistent with those facts and inferences is that these two employes, Evanson and Mills, were discharged by the respondent for the purpose of discouraging labor organization membership."

The Commission, therefore, made the following conclusions.

1. George F. Mills and Henry Evanson were, at the time of their discharges and at all times thereafter, employes of the Dedham Theatre Corp. within the meaning of section 2 (3) of the state labor Relations law;

2. The employer, by interfering with, restraining, and coercing its employes in the exercise of the rights guaranteed in section 3 of the law, has engaged in unfair labor practices within the meaning of section 4 (1) of the law;

3. The employer, by discriminating in regard to the tenure of employment of George F. Mills and Henry Evanson and thereby discouraging membership in a labor organization; has engaged in and is engaging in unfair labor practices within the meaning of section 4 (3) of the law."

Services for Gatelee Are Held in Springfield

BOSTON—John F. Gatelee, IATSE leader, died last week Friday at 3:00 a. m. after a Moosehead Lake trip. Gatelee had been in ill health ever since the strenuous work coincidental with recent west coast labor confabs. He was in his early 50's. Burial services were held Monday in Springfield.

Cinema Club Outing

BOSTON—The Boston Cinema Club held its annual outing last week Saturday at Green Acres in Saxonville. William Cuddy of RKO, Harry Schlar of Paramount, and John Glazier of Western Massachusetts Theatres handled arrangements for the clambake.

BOSTON

MARTHA HEFFNER and Roy E. Heffner jr., caught some big Boston blues off Plymouth the other weekend. Miss Heffner's largest fish was so big that it had to be quartered to fit in the family icebox.

Sam Soroker, salesman for Harry Asher of Producers Distributing Corp., was injured last week in an accident on Commonwealth Avenue.

Helen Sahl, formerly of Specialty Pictures and more recently an artist for a local advertising concern, and Jules Marchand have married.

Joe Dobesch, formerly of New York, has moved to 16 *Fayetts Street in the Boston film district. He has been associated with Alex Lercari and William Riseman, local theatre decorators, for some time.*

Arthur Lockwood, partner of Louis Gordon in New England circuit operation and MPTOA prexy in Connecticut, has transfered his home to Boston.

Santo Giampiapa has been appointed assistant to Joseph A. DiPesa and Al Longo in the local publicity offices of Loew's State and Orpheum . . . Norman Ayers, Boston exchange manager for Warner, had a piece of the third prize money in the recently completed Gradwell Sears sales drive.

Phil Smith, operator of a number of midwest open air theatres, has a projectionist at Des Peres, Missouri, who commutes to and from work in his own plane . . . John Nolan of the Comerford circuit was in the Boston film district last week Thursday.

Jack Goodwin, resident manager of the Metropolitan, discontinued the customary Thursday opening last week to start Friday with "Four Sons" and "Murder in the Air." The new opening day is an after effect of the recent Bob Hope stage show which couldn't make a Thursday start.

Richard McKay, formerly assistant to Publicist Jack Saef at the Fenway and Paramount, is a benedict . . .Buster Holt, former assistant to Manager Ben Rosenberg at the Fenway in Boston and present manager of the Satuit Playhouse in Scituate, has been vacationing in New York . . . Herb Graffam, regular assistant at the Cameo in South Weymouth, has been managing the showplace while Roland Moon has been covering Holt's situation. Both houses are operated by Louis Gordon and Arthur Lockwood.

David Fessenden Perkins, manager of the Strand in Holyoke for Western Massachusetts Theatres, Inc., is covering the chain on vacation leaves during the summer darkening of the Strand . . . Tex Safrine opened Horticultural Hall in Manchester-by-the-Sea for summer motion pictures Friday . . . Summer films have opened at the Eastern Yacht Club in Marblehead.

William H. McLaughlin, commander of the Theatrical Post of American Legion, has been mourning the death of his mother-in-law . . . Bob Hamilton, man-

ager of the Palace in Norwich, Conn., has been convalescing following an appendix removal.

Arthur Schmidt of the M-G-M publicity department was at the graduation exercises at Andover Academy . . . Fred Green, Rhode Island circuit owner, was in town.

Ray Title of the Art in Springfield was on Filmrow . . . Barney Williams was down from the Park in Manchester, N. H. Sid Rosenberg, assistant chief of staff at the Fenway in Boston, graduated from Harvard with Phi Beta Kappa honors. He will now undertake a four-year medical course . . . Barbara Yamins, daughter of the Allied director, graduated from Choates in Brookline.

George French, manager of the Albee in Providence which is dark for the summer, will cover vacation absences along the RKO front during the hot months.

Oze Tessier, operator of the Royal and Rialto in New Bedford, was a visitor . . . Max Perlstein of the Modern in Brockton was in town . . . Joe Sarango of the Madison in Jamaica was in the district . . . Ben Stein, formerly manager of the Globe in Boston, has been on the road with an Atlantic City tan.

Joe Flynn, operator of the Victoria in Lowell, is now concentrating on his summer film interests at Hampton Beach, N. H. where he controls the Casino and the Olympia.

Tim O'Toole, former Boston branch manager for Columbia and present New Haven head for the distributor, won eleventh place in the recently completed

(Continued on page 59)



CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

PORTLAND

MAINE'S light harness racing season is scheduled to open July 3. Interest centers around Gorham's Narragansett Park, where several of New England's top half-mile trainers are stepping up some famous charges for the season opener. Some 80 horses have already been entered in a five-fair event scheduled at Bangor, which gets under way July 29. Purses total $2,250.

Other exhibitor competition in the offing is the local appearance of the Ringling Bros., Barnum and Bailey Circus which came to town June 25, *and the increased number of summer theatres which are opening all over the state. Old-timers include the Ogunquit Playhouse, operated by a former film theatre exhibitor, Walter Hartwig; the Lakewood Playhouse at Skowhegan, and the Deertrees Theatre at Harrison, Me., operated by Bela Blau of New York. New theatres include one at Ogunquit and a second at Peak's Island.*

Vacation time, along at last, has arrived in Portland, with numerous theatre employes ready to take advantage of the two-week rest and play period. Among them is Nathan A. Press. assistant-manager of the State, whose itinerary includes a ball game in Boston, a motor trip through the state, and numerous golf games on the side. Father's Day brought Nate a new set of nifty irons, but according to his pals, nothing will improve his game . . . Harry Botwick, the State's manager, has chosen July 7 as the date, and New Haven as the place where he and his family will frolic for two weeks . . . Edwin Newman, chief usher at the State, leaves July 14; John Divney, manager of the Maine, July 21.

Fred Eugley of the Star, Westbrook, was expected back at work June 24, *after a long illness . . . Joe Dondis, a partner in the M&P Strand and Park, Rockland, is ill.*

Filmrow visitors: Frank Vennett, manager of the Opera House, Bath; Francis Gooch, of the Uptown, Bath, and Edward Everett Horton, film and stage star, who is playing a "return" engagement at the Civic Theatre (formerly Keith's). Horton got his first experience as a leading man in stock in this same theatre some 25 years ago.

George Blackburn has been appointed business agent of the MPMO Local 458 *to serve the unexpired term of Chelsea Waldron, who resigned June* 17. *Blackburn will serve until January* 1.

"Our Town" Author Is Hosted in New Haven

NEW HAVEN—Thornton Wilder, author of "Our Town," was guest of honor at a cocktail party at the Hotel Taft prior to the opening of the picture at the Roger Sherman. Mayor John W. Murphy proclaimed it "Our Town Day," and a distinguished group gathered to greet the author, whose home is in New Haven, and who was attending the reunion of his 1920 class at Yale. Among those present were the mayor, Dr. Henry Seidel Canby, Isabel Wilder, and Professor Amos Wilder, all literary figures; Dr. E. A. Davidson, editor of the *Yale Press,* Professor Stanley McCandless, theatre lighting authority, and Mrs. McCandless, Dr. and Mrs. James D. Trast, Yale Medison School; Sidney Withington, chief engineer N. Y., N. H. and Hartford R. R., and Mrs. Withington; Mrs. Jack Crawford, Jack Schaefer, editor of the *Journal-Courier;* George Scher, UA exploitation manager for the Boston-New Haven territory; Lou Wechsler, UA branch manager; John Hesse, Roger Sherman manager, and representatives of the press

The author praised the "courage and vision" of Sol Lesser in producing "Our Town," in spite of the play's rejection by other studios as unsuitable for filming, and praised also the "completely satisfactory" performance of the cast and the finished product. Asked whether the enlarged background had in any way destroyed the effect he had wished to create, Wilder replied that the trick camera effects helped the audience to place the story in its own town or any town, just as lack of scenery had accomplished the result in the play. As to the happy ending, Wilder explained that he himself had urged Lesser to adopt it.

"On the stage the characters, removed from the audience by even the distance of the orchestra pit, have already some quality of the general and the abstract," he said. "But in the movie, the camera, with all it shows of the specific, concrete person, puts its emphasis on the individual. In the play it was not so much that one girl died—Emily Gibbs, but a general notion of loss. In the movie, through the camera emphasis on the concrete, it looks as though Miss Martha Scott—Emily Gibbs, died. It was not that kind of grief or that kind of participation I was after, and I am perfectly willing that Emily survive in the picture so long as the dream device presents the graveyard scene and its implications."

Wilder said sooner or later he would write a "film for the movies directly." "It's not so much the changes made in your work by the experts after it's done, but the changes made while you are working. A writer is accustomed to following through an idea from beginning to end. He is willing to accept expert advice, but not while the iron is hot."

Dr. Henry Seidel Canby, who preceded Wilder in a radio interview over WELI, conducted by Carey Cronan, pointed out that "In this critical moment in the world, the most important thing for Americans is to grasp our American tradition. No American could learn more about American tradition than from 'Our Town,' which has now arrived on the screen."

May Business Rises In Hartford Area

HARTFORD—The metropolitan Hartford district enjoyed "increased industrial activity" during May, the state's labor commissioner, Cornelius J. Danaher, reports in his latest summary of industrial conditions throughout the Nutmeg state.

Improvement was also noted in Waterbury, Torrington, Thompsonville, Bridgeport and Norwalk, he said, while there was "no marked change" in New Britain, Bristol, New London, New Haven, Stamford, Ansonia, Danielson and Danbury. "Reports from the four offices at Meriden, Middletown, Norwich and Willimantic were less favorable and indicated some declines in industry," he added.

Regarding the general business outlook, Commissioner Danaher said:

"The influence of the domestic rearmament program and the foreign situation upon Connecticut is mixed. Many plants are unusually busy, while others are slow through disturbances of normal markets and non-receipt of war orders. Metal trades, in general, are busier than textiles. The latter are hopeful of government orders in the near future.

"In spite of inclement weather in May, construction, both private and public, is well under way in most areas. Agriculture was delayed by the weather, and job openings were still being filled by the end of the month with some difficulty.

"May initial claims for unemployment benefits were down 17.7 per cent from the previous month, although compensable claims and benefits paid were slightly higher. Job placements by local officers increased 16 per cent over April."

Springfield Establishments Report More Employed

SPRINGFIELD, MASS.—Total of 125 wholesale and retail trade establishments in Springfield have reported to the state labor department that they had on their payrolls during the midweek of April, 3,772 employes, while in the same week in May the total was 2,788, a rise of 0.4 per cent. Their aggregate weekly payroll in April was $85,137, and in the following month of May was $85,407, up 0.3 per cent.

Relief Figures Lower

HARTFORD—This city, with 11,886 persons on relief in May, led the five largest cities of the state in the number of individuals receiving aid, according to a report of State Welfare Commissioner Robert J. Smith. Obligations incurred last month for relief purposes here totaled $92,425, Smith said, which is 9.4 per cent less than for May, 1939.

Daughter to Perlsteins

BOSTON—Max Perlstein of the Modern in Brockton and Mrs. Perlstein listed a new citizen at their home last week. It's a girl.

Report Sears-Roebuck Gift Plan Will Be Extended

BOSTON—Reports that Sears, Roebuck & Co. may extend into New England their plan of profit-sharing coupons as giveaways would be neither confirmed nor denied last week at the office of Arthur Rogov, Sears, Roebuck retail sales head for this territory.

The motion picture handout is being tried out in the Philadelphia territory at present. Sears, Roebuck and Co. has been covering all advertising costs, while the exhibitors have been acquiring the one, two, and five cent coupons reportedly at face value. These coupons are, in turn, distributed among patrons who may redeem them at any Sears, Roebuck & Co. outlet in part or full payment on merchandise.

McGunnigle's Bachelor Dinner Draws Crowd

BOSTON—Over one hundred friends attended a bachelor dinner given last Wednesday at the Gardner in honor of George F. McGunnigle, assistant to Frederick Randolph Greenway III, at Loew's State. Maurice N. Wolf, Metro's New England branch manager, was toastmaster. Co-chairmen of the affair were Tom Foley and Gus Woolfall.

McGunnigle, Boston College graduate, and Miss Mary E. Curran, graduate of Boston Teachers' College, plan to be married today at St. Gregory's in Dorchester.

Sharp Cut in Admissions Made at Hub Fine Arts

BOSTON—George Kraska, operator of the Fine Arts in the Back Bay section of Boston, last week drastically cut prices which heretofore hit 75 cents and 99 cents in the evenings. Kraska cut the tariffs to all-day admission of 30 cents for adults and 15 cents for children and brought in "Pinocchio" for inauguration of the special shows.

Foreign and class fare will be continued in the fall, Kraska told this publication, and regular prices will then be resumed.

Leniency Prevails

BOSTON—"You're Not So Tough" was the theme song for the Massachusetts bureau of Sunday Censorship in regard to last week's official weekly list of approved motion pictures. The department of public safety unit okayed 32 films without an elimination. Also included were First National's "All This, and Heaven Too," and M-G-M's "The Mortal Storm."

Fear Film Shortage May Trail War

New Haven—Fear is expressed here by exhibitor association members that producers might not be able to fulfill their product schedules in view of world conditions. This fear was said to be a contributory factor along with decreasing grosses in the Allied unit's stand against continuation of double features.

BOSTON

(Continued from page 57)

Abe Montague 15th anniversary drive . . . Sid Siversky of the New Haven office took fifth money in the personal bookers competition for shorts and serials liquidation. Al Parzer of New Haven came in third on the accessories sales compaign.

Alice J. Tyler is operating the Theatre-by-the-Sea in Matunuck, R. I., for the summer . . . Nancy Rogers is handling the Casino in Newport, R. I., for the hot months . . . Vaughn Kenneth Rockefeller O'Neill has been managing the State in Providence during the vacation of Edward McBride.

William Savitt's of the Arcadia in Portsmouth was down from New Hampshire . . . Edward Carroll, whose theatre interests include an open-air at Agawam, was in the district . . . Arthur Sharby, circuit owner, was down from New Hampshire.

Mary Hildegrade Healy, former Keith's Memorial publicity manager and more recently at the local M-G-M exchange, was given a house warming in Providence by 16 M-G-M girls. She is now Mrs. Frank Ryan.

Sam Davidson of 16 Piedmont Street has a new gold and maroon dinner set deal, filigreed with genuine 23-carat gold. The ware, which is on exhibit at Davidson's office is unconditionally guaranteed not to erase or discolor.

Fred Greenway of Loew's State and Howard Burkhardt of Loew's Orpheum gave free passes to the first 25 doctors attending "The Doctor Takes a Wife" in company with their spouses . . . Jack Israelson has returned to the local M-G-M exchange in the poster department. Al Fucillo has been transferred back to the Metro shipping department.

Al Nasif of the Capitol Theatre Supply goes on vacation leave from August 19 to September 2 . . . Harry Zeitz, New Bedford circuit owner, was in town . . . Fred Greenway, Loew's State manager, was one of the judges in the final eliminations held at Loew's State to pick a New England representative for the Cinderella competition at the Glass Center in New York World's Fair. The winning gal gets, in addition to the traditional glass slipper, a trip to Washington, D. C.

Melville Burke is handling the Denver in Skowhegan, Me., for the summer. Bell Blue is operating the Deertrees at Harrison . . . Good Will Award, a new form of giveaway originated by Roy E. Heffner, and which has been used by a number of theatres in the southwest, is spreading over the New England area, according to the Bank Night franchise holder here.

AIR CONDITIONING?
Nothing Better — Nothing Cheaper Than Well Water
ANYWHERE IN NEW ENGLAND
ROBINSON ARTESIAN WELL CO., INC.
LYNNFIELD CENTER, MASS.
Tel. Lynnfield Center 123

"Back-to-the-Land" Move Shown in New Figures

FARMINGTON, CONN.—A 16 per cent increase in the population of this town was reported by J. F. Dutton, Hartford county census supervisor. As of April 1, he reported, the population was 5,292 as compared with 4,548 in 1930, a gain of 744 persons.

The increase came as no surprise to many localites who say that while all suburbs of Hartford will show increases in population, the city of Hartford will, in all probability, show a decrease, due to a "back-to-the-land" movement.

Hamden Census Adds 4,300

HAMDEN, CONN.—The town of Hamden, according to Edmund R. Gebhardt, district census supervisor, has a 1940 population of 23,320, which is an increase of 4,300 over 1930.

Bristol Reports Gain

BRISTOL, CONN.—The 1940 population of Bristol is 30,103, representing a gain of 1,652 since 1930, according to preliminary figures of the county supervisor of the census, J. F. Dutton. South Windsor's population is reported to be 2,821, or 286 more than in 1930.

Population Loss Seen

SPRINGFIELD, MASS. — Springfield's new population figures will be from 500 to 1,000 lower than in 1930, reports John W. Wisnowski, assistant district supervisor of the census for Hampden county.

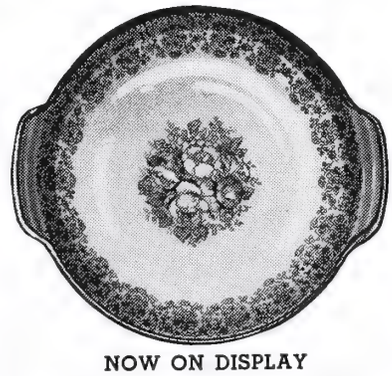
East Hartford Gains

EAST HARTFORD, CONN.—The 1940 population of East Hartford is 18,604, as compared with 17,125 ten years ago, according to J. F. Dutton, county census supervisor. This represents a gain of 1,479, or about 8.5 per cent.

Heat Darkens State

HARTFORD—The State has closed for the summer. According to present plans, it will reopen in the latter part of August.

While you're thinking of major product, why not consider the
MAJOR POTTERY?



NOW ON DISPLAY
Maroon and Gold "Queen Mary" Ware
Genuine 23-Karat Gold
SAM DAVIDSON
16 Piedmont St. - HAN 3880-3881 - Boston

NEW HAVEN

WHAT with the war, poor receipts, and the theatre tax, jovial Meadow Street curb-kibitzing of yesteryear seems gone forever. Sentiment around is in favor of a five cent admission increase to take care of the new tax . . . Strand, Hartford one-week test premiere of "ATAHT" at $1.10 roadshow top, is reported satisfactory, but policy not yet set for other houses . . . Milford Drive-In was scheduled to open by July 1, and will again be Connecticut's only ozone venture, unless Sal Adorno makes required improvements to operate the 900-seat open air show in Middletown. The Hanover Park, Meriden, proposed venture has been dropped . . . John Glackin was to have opened the Strand, Sound View summer theatre, by July 1 . . . Report is that Conrose of Hartford will again operate the Cinema, Sound View.

Thornton Wilder, distinguished Yale alumnus returned for reunion, and a resident of New Haven, was tendered a cocktail party at the Taft by UA and the Roger Sherman, with George Scher, Lou Wechsler, and John Hesse as hosts. Talk for publication in the press for radio broadcast, and among the guests centered around "Our Town," opened the following day at the Roger Sherman.

Lockwood and Gordon are installing air-conditioning in the 900-seat Strand at Winsted, and well-digging operations have begun . . . Peter Perakos has dropped his East Hartford project for the present . . . Mutual Advertising staff moved to the new Paramount quarters and is getting settled before drafting vacation lists . . . Colonial, the Albert Smiths' 500-seater in Walnut Beach, has upped its admission from 25 to 30 cents and adopted a daily change policy, except Sunday and Monday . . . Globe, Bridgeport, going into bathing beauty contests and three acts instead of the usual longer vaude bills . . . Bijou plans thus far to continue Saturday stage shows . . . Poli at Waterbury is trying jitterbug contests.

Coming down to the real business of July and August—vacations: Joseph Samartano of Poli, Meriden, boardwalking in Atlantic City . . . Charlotte McGuigan, Harry Shaw's Girl Friday, driving to Harrisburg, Pittsburgh and Newcastle July 3 . . . Myrtle Tower, Paramount cashier, attending the Republican convention in Philly . . . Angelo Lombardi, Warner exchange booker, will get acquainted with Junior and the Mrs. the week of July 6 Sara Magliora and Ed Canelli of the same exchange also vacation July 6 . . . Sid Swirsky, Columbia booker, dedicating his vacation to better golf and a look at the Fair, as are Dave Kaufman, Loew-Poli artist, Charlie Lazarus, Metro booker . . . Mary Barone, Columbia inspectress, off for the beach . . . Bill Reisinger, Bijou manager, may switch from July to the fall for his leave . . . Dorothy Breslav of Paramount exchange staff vacations June 30 . . . Harry Rose, manager of the Globe, Bridgeport, leaves July 5 for two weeks on the open road . . . Warner contact office says au revoir July 8 to Joseph Rourke and Philip Dugan.

As a result of several moves up the ranks in the Loew-Poli staff, John Bashta now becomes balcony captain, and Marshall Blevins, desk clerk . . . The New Haven house boasts of more promotions than all others on the circuit combined . . . J. R. Vogel, general manager of Loew's, made a rare visit to Poli houses in Bridgeport, New Haven, Waterbury and Hartford over the weekend . . . M. D. O'Brien of the Loew projection department, also a visitor in town . . Elizabeth Boscardine Knickerbocker and Jim Casey of the Colonial, Canaan, made a busy tour of the exchanges . . . Thomas G. DiMaura and James Guarino on the Street before Milford Drive-In opening . . . Sid Swirsky attended the annual Columbian Club and home office outing at Pinebrook . . . Bob Russell showed the boys a trick or two at the father and son fishing party at Faulkner's Island . . . Seen doing some fancy stepping at Baybrook: Bob Hoffman, Sam Zipkin and party.

Warner exchange is jubilant over the $1,200 first prize won for the Sears drive last March. Tim O'Toole, Columbia manager, is winner of first prize in the eastern division, including N. Y., Philadelphia, Buffalo, New Haven and Boston, for performance during the recent drive. The exchange won 11th prize in the national billing contest for managers, salesmen and bookers, third prize in accessories department contest, Sid Swirsky wins a radio in the national booking contest, so that New Haven participated in the money in all departments.

Some fishermen will be picking up a string of 15 fish which Earl Wright, Sam Germaine and party accidentally lost on their way back from Charles Island . . . Exchange employes union meeting will decide whether the group will again sponsor an outing . . . Lou Moscow is another confirmed fisherman . . . Mrs. J. J. Nolan, wife of the RKO studio chief, was guest of Mrs. Lucy Flack of the Capitol, Milford. The Nolans are summering in Milford . . . Ted Markoff of the "borscht" circuit visited with the Street with Joe . . . Sam Germaine. 20th-Fox booker, is off for the bounding main July 7 and guarantees there won't be a fish in the Sound by July 10. Meantime, William Hutchings, National manager, has launched his boat and is pulling in the flats.

Dick Cohen has sold Lou Anger a book deal for the Astor, East Hartfard . . . Lou Moscow of Progressive signed with Carroll and Plaza, Waterbury, for 20-week beverage set . . . Connecticut Films sold the Loew-Poli circuit the fight pictures . . . N. C. Wrisley will attend the china and gift show in New York and the houseware show in Atlantic City . . . Maurice Wolfe, Metro district manager, Boston, visited the Elm City.

Don Chambers of the Allyn, Hartford, advertising staff has been promoted to same department for M&P, Boston . . . Jack O'Connell, Roger Sherman assistant, will motor to Lake George early in July . . . Wally Cooper, assistant Poli, Hartford, and Mrs. Cooper, on a busman's holiday to the New Haven division office.

Is Dave Kaufman mad! Bob Russell and Nat Rubin had him out of bed and downtown at 2:00 a. m. to stencil the Poli sidewalk before opening of "My Favorite Wife . . . Jack Brassil promoted a mannikin on wheels from one of the merchants, labeled the back "This Is My Favorite Wife" with theatre copy, and had Jake wheel the lady around downtown shopping districts, to great amusement of shoppers.

The Pete DeFazios have taken an apartment at Derby and Chapel and Pete is an authority on period furniture . . . Barney Pitkin isn't what he used to be in avoirdupois . . . Jimmy Milne, WELI manager, attending the national advertising convention in Chicago.

Monk Maloney of the Poli, Worcester, promoted Flag Day exercises in the theatre conducted by the Veterans, in conjunction with short, "The Flag Speaks." Vets marched to the theatre . . . Joe Samartano of Meriden had local press publicize endorsement of "The Flag Speaks" by American Legion, and secured co-op ad . . . Joe Amstead, manager of Elm St., Worcester, back from a vacation in Hollywood . . . Jack Simon, Poli, Hartford, had cooperation of Conn. Society of Colonial Dames and board of education on "The Flag Speaks" . . . Sidney Klepper, assistant, Palace, Hartford, is responsible for the three-column co-op ad on "Irene."

Morris Rosenthal, Majestic, Bridgeport, got many line of publicity out of his tieup with the naval reserves on "March of Time." Reserves paraded to the theatre in uniform, and all the girls came after . . . Harry Rose, Globe, Bridgeport, made the best of the Sunday midget auto races at Newfield Park, by getting loud speaker announcement of his shows.

NEW HAMPSHIRE

THE Rex, Globe and Empire theatres and the State Operating Co., which controls the State, Palace, Strand and Crown in Manchester, joined other business establishments in sponsoring a full page Flag Day advertisement in Manchester newspapers.

Peter M. Gagne, operator of the Somersworth, was among prominent business men interviewed by the Rochester Courier *for their attitude on President Roosevelt's denunciation of Italy's entrance into the European war. Gagne is also collector of internal revenue for New Hampshire.*

The Keene summer theatre was threatened by fire when an inn was damaged only a few yards away. A general alarm was sounded, but there was only a few hundred dollars damage.

HARTFORD

New Films Trade "Glamor" For "Artistic" Qualities

HARTFORD—"Motion pictures have been undergoing a quiet revolution from the strictly glamorous to the more sanely artistic," declare Julian B. Tuthill, theatre and motion picture critic and columnist for the Hartford *Times*.

Continuing, Tuthill says, "During this period, it is small wonder that there have been difficulties that may have made it appear as if, as has been said, 'people are staying away from the pictures in droves.'

"From all this department can discern through conversation and observations hereabouts, people are not angry, but rather they are pleased by the turn of events. Some people, it is true, are not yet as accustomed to the finer films of today as they were to the hokus-pokus of a few years ago. Others, who would enjoy and appreciate the new order in a large way, are not entirely aware of what has been happening.

"Pictures like 'Gone With the Wind' and 'All This, and Heaven Too' are going to do a good deal to focus the attention of people who have previously been dissatisfied by the cinema on the improvements that have been accomplished.

"Even the most slapstick comedies of today compare with their predecessors in about the same ratio as 'The New Yorker' to 'College Humor.' This casts no aspersions, mind you, on what went before. It was all very serviceable, and built up a movie audience that could never have been moulded if the pictures started out as they are today. Even a baby has to toddle before it can walk."

Foxe to New Post

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, announces the transfer of Jack Foxe, assistant at the Poli, Springfield, to Washington. Foxe is succeeded by John Wolfberg of Kansas City, son of the Kansas City district manager for Metro.

Degree to Helen Hayes

NORTHAMPTON, MASS.—Helen Hayes was awarded an honorary degree of doctor of humane letters last Monday by Smith College.

"Women in War" Premieres

BOSTON—M. E. Morey, New England general sales manager for Republic, set the New England premiere of "Women in War" for a day-and-date opening Thursday at the first-run twin M&P Theatres Corp. houses, the Paramount and Fenway.

Evelyn Poirrier a Bride

LACONIA, N. H.—Miss Evelyn M. Poirrier, assistant manager of the Garden here, was married to Peter Merrill, projectionist, at a ceremony performed at the West Hampstead Methodist Church.

Hollis Sweeney Promoted

HARTFORD—Hollis Sweeney, former usher, has been appointed chief of service at the local Loew-Poli Palace, succeeding Lewis J. Blanco, who has been upped to the newly created post of student assistant.

RONALD KAPLAN, son of Sammy, leader of the house band at the State, was barmitvahed last Saturday . . . Charlie Jennings, Palace porter, was in Philadelphia . . . Olive Mendelsohn, cashier, at the Allyn, has returned from a New York vacation . . . Jimmy Swindbell is now assistant head usher at the Allyn, succeeding Jimmy Lombardo, who resigned to work for the Pratt & Whitney Aircraft Corp., East Hartford . . . Frank Burns, fireman at E. M. Loew's has returned from his honeymoon . . . George E. Landers, manager of E. M. Loew's, was in New Haven on business . . . New shrubs have been installed in the Loew-Poli and Palace lobbies.

Bernard M. Levy, district manager for the Lieberman houses in Hartford and Holyoke, Mass., was in Boston on business . . . Frank Cascio, Palace fireman, is celebrating one year of employment at that theatre . . . Main stem Daly has had its marquee repainted . . . Manager George E. Landers, E. M. Loew's, was in New Haven . . . Julian Mandell is a member of the Palace service staff, succeeding "Red" Ostrowski, resigned . . . Russ Grant, Loew-Poli student assistant, and his missus hope to view the New York World's Fair this summer . . . Julian B. Tuthill, Hartford Times, is back from two weeks of rest and ease . . . Greetings to Hollis Sweeney, new chief of service at the Palace.

Hartford public schools closed last Friday . . . Rialto, New Britain, brought back "Ecstasy," which caused plenty of bickering when it first played the Nutmeg State theatres . . . Herbert Goldfield is a new usher at E. M. Loew's, succeeding Tommy McCarthy, resigned . . . Central, West Hartford, tied up with Brown, Thomson's on a cooking school at the theatre . . . In New Haven last Tuesday for an Allied meeting were Martin Keleher of the Princess, and Charlie Repass of the main stem Crown . . . Vincent Joseph is a new usher at the Lyric, succeeding Julius Sorafsky, resigned . . . Keith Southern, assistant manager at the Proven Pictures, hopes to spend his vacation in the vicinity of Cape Cod . . . George Hewins has been added to the service staff of the Lyric, succeeding Jimmy Lorella, resigned.

Manager James R. McCarthy, Strand, is contemplating a trip to Hollywood . . . "The Mortal Storm" won two weeks at the Palace . . . Charlie Repass, hopes to visit his son in Columbus, Ohio, during his vacation . . . Mike Daly of Hartford, Plainfield, and Lowell was in New Haven this other day . . . Jeanne Warshow, head cashier at the Stamford and Avon theatres down Stamford way, has returned from a vacation in Hollywood.

Pat Serabsky is a new usher at the Lyric, succeeding Mike Barrellita, resigned . . . William Flanaghan, Lyric manager, may vacation at Point o' Woods . . . "All This, and Heaven Too" opened at the Strand after a great advance campaign by Manager James R. McCarthy . . . Lincoln, New Haven, has closed . . . The Joseph Schulmans are summering in West Granby . . . Ringling-Barnum & Bailey hit town last Wednesday . . . Arthur L. Lockwood, president of the Connecticut MPTO, has sold his Middletown house and moved to Boston . . . Manager Eugene DuBarry of the Lincoln, New Haven, is on vacation.

William Powell, director of the Rifkin circuit in Springfield, is filling in for George Rabb, manager of the Rifkin's Jefferson, while the latter is on sick leave . . . H. I. Phillips says in the Hartford Times: "Add similies . . . as distinguished as a theatre owner whose son grew up to be an usher" . . . Members of the press and civic officials viewed "The Fight for Life" at E. M. Loew's last Tuesday . . . IATSE Local No. 84 gave $25 to the Red Cross fund . . . Berlin summer playhouse has opened . . . Main stem Proven Pictures brought back "Robin Hood" . . . Strand, Springfield, has commenced Book Night.

Manager Jack A. Simons, Loew-Poli, was in New Haven on business . . . Warren H. ("Smitty") Smith and Gabriel Larue, members of the service staff at E. M. Loew's, took a trip to New London last fortnight. After driving down in "Smitty's" car, the pair had a swell time fishing while at the shore . . . Russ Grant, Loew-Poli student assistant, intends to spend part of his vacation at Old Colony Beach, Conn. . . . Harold Rosenberg, former usher at E. M. Loew's and now a projectionist at the same theatre, leaves on his vacation, June 29 . . . Seats at the Loew-Poli have new silk covers . . . Russ Grant, student assistant at the Loew-Poli, is sporting a nice tan . . . Jack Simons is on the entertainment committee for the forthcoming Red Cross Mardi Gras.

Margaret Cappuccio, daughter of Oscar Cappuccio, maintenance man at the E. M. Loew's, graduated from St. Patrick's School with honors . . . Eddie Haydon, projectionist at E. M. Loew's, was on the sick list for several weeks . . . Eddie Byrnga, usher at the State and a student at Weaver High, graduated last week . . . Julian B. Tuthill, Hartford Times, called on Arthur Treacher, Hollywood actor, in Holyoke last week.

He Has His Joke

NEW HAVEN—If the burglars who removed the safe from the Lyric office will forward Zelig Fishman the sum of $1.00 and no other valuable considerations, he will furnish them with the combination and save them the trouble of drilling, dynamiting, or otherwise smashing this nice safe. Some eight years ago, Zelig found the safe had been moved from its regular place in the office and tampered with. Since that time he has kept it empty, but carefully locked, in the office, and waited patiently to play his little joke on the burglars. He estimated that it must have taken four men to lift the safe into a truck, and hardly thinks it was worth while.

Trotti Completes Script

HOLLYWOOD—Lamar Trotti has completed the script of "Hudson's Bay Company." Kenneth Macgowan will produce for 20th Century-Fox.

Summer Stock Was Once Popular in Hartford

HARTFORD—While summer stock in the past few years has taken to the suburbs, Hartford for many years was once a popular spot for such units, according to Billy S. Garvie, writer for the Hartford *Times* and somewhat of a local film and theatre historian.

There was, according to Garvie, a real stock company "war" in Hartford in 1909 when three companies fought during the summer for the patronage of drama fans.

The Hunter-Bradford Players appeared at the now defunct Parsons' Theatre with Edmund Elton, Eugene O'Brien (later a screen star), Josephine Victor and Marion Lorne and featured players, while at the Hartford Theatre were the Cook Players with Bob Haines and Clara Blandick playing the leads, and at the Poli's (later Loew-Poli's) were Art Maine and Blanche Shirley.

At the Scenic, silent films, forerunners of the present day motion picture industry, fortified by four vaudeville acts, made their bid for patronage.

"All This" Held at Hartford

HARTFORD—"All This, and Heaven Too" was held over for an extra day at the main stem Strand this week, thus postponing the local opening of "Our Town" from Tuesday until Wednesday.

Assigned to "Colorado"

HOLLYWOOD—Republic has assigned Harrison Jacobs to script "Colorado."

Linked Travelogue Clips an Idea

Boston—Movie Tours, a new film idea, has been copyrighted by George Kraska, national independent distributor and operator of the Fine Arts Theatre in Boston. The first of Kraska's new productions is made up of clippings from FitzPatrick Travelogues, pieced together in a connected series by Kraska and given continuity of a complete cruise. Tag line of the present two-hour program is that patrons may take for 30 cents a trip costing $3,000.

Closes for Summer

BOSTON—A. Viola Berlin plans to close the Exeter Street in Boston on July 8 for the summer season. It's an annual custom at the Back Bay house. Miss Berlin plans to get going again in September.

Summer Schedule at Guilford

GUILFORD, CONN.—Leo Shapiro puts his Guilford on the summer schedule of daily matinees June 30.

M&P Returns "Hell's Angels"

NEW HAVEN — M&P houses in the state are featuring return engagement of "Hell's Angels."

Maibaum Adapts "Wings"

HOLLYWOOD—Richard Maibaum is scripting "I Wanted Wings" for Paramount.

War Topic Films Make Headway Currently

NEW YORK—Nazi Germany, which was considered "verboten" as screen material by some major distributors, now forms the spearhead of a number of war pictures which will be launched in keeping with the martial times.

On the current lineup, 20th-Fox has released "Four Sons" and Darryl F. Zanuck is preparing "I Married a Nazi." Another early release is M-G-M's "The Mortal Storm," based on the novel by Phyllis Bottome. The studio is now shooting "Escape" featuring Norma Shearer. It is said the theme of Robert Montgomery's British production, "Busman's Holiday," concerns itself with the Nazi dogma.

For the immediate present, Warner has completed a new ending for "Confessions of a Nazi Spy" to bring up its chronicle to date. Columbia has "Mad Men of Europe" ready for release.

It is understood UA will reissue Alexander Korda's "Things to Come" and is planning to push "The Lion Has Wings" along with it as a companion feature. There is some talk that RKO will dust off "Nurse Edith Cavell" now that the time is propitious. Universal may do likewise with "All Quiet on the Western Front" and "The Road Back." Meanwhile the company has "Ski Patrol," dealing with the Finnish-Soviet war.

Republic is releasing "Women in War" and Monogram has "Torpedo Raider," a GB revival. Producers Distributing Corp. is plugging "Beast of Berlin."

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE**..... **LOCATION**.....

Chain Tax Gets La. Committee Frown

BATON ROUGE—A Louisiana senate committee has reported unfavorably a theatre chain tax bill introduced by A. D. Flowers of Jena in the lower house and passed by that body. The sole supporter of the measure in the committee was John W. James, Columbia.

The bill, identical with the one passed by the house in 1938 and killed by the senate, calls for a tax of $50 per house up to five houses; $75 for each up to ten; $100 for each up to 20; $125 each up to 30; $150 each up to 40; $175 each up to 50, and $200 for each over 50. The measure, which would primarily affect the Saengers, Southern Amusement Co., and the Joy Houck interests, is estimated as being able to net the state approximately $250,000 annually.

Another measure directed at chain theatres is one introduced by Senator Dudley J. LeBlanc which would prohibit chains from operating more than one house in cities of less than 20,000 population. Embodied in this measure is a clause compelling places of amusement affected to post a bond to ensure the collection of the tax, and empowering the collector of this revenue to promulgate rules, examine all records of business; examine witnesses under oath; and introduce the use of stamps or tickets to facilitate accurate collections. A censorship feature of the bill calls for an assessment of $4.00 per thousand feet, to be paid by the distributor.

Another house bill, HB 796, calls for the department of public education to have charge of the censor boards.

Still another bill calls for a three-man board of censors, each serving six years at $5.00 per day plus 25 cents for each thousand feet of film examined. HB 577 calls for repeal of the original censorship law in its entirety.

Ben Hill Continues as Paramount Publicist

DALLAS—Ben Hill, a ranking publicity man and exploiteer in the Southwest, continues with Paramount in his present capacity, according to confirmation coming from District Manager Hugh Braly. An erroneous report concerning Hill came out as Jack Dailey of the studio publicity staff was transferred to Dallas headquarters. Both these experts will work together in covering the Southwest.

Underwood, Ezell Meet Drive-In Patentee

DALLAS—W. W. Smith, owner of patents on Park-In Theatres, was expected Monday from New Jersey to meet W. G. Underwood and C. C. Ezell in San Antonio where a drive-in of that type is to get underway soon.

Ezell said the deal for real estate probably was closed Tuesday and that construction would start immediately. Location is on the Fredericksburg Road.

Golf Notice!

Jacksonville, Fla.—SETOA golfers wishing to limber up on the San Jose course a day before the tournament to be held in conjunction with the organization's convention, July 21-23, may do so for a fee of $1.50, the SETOA golf committee announces.

Name F. R. Moran Republic Manager in Des Moines

OKLAHOMA CITY—F. R. "Buddy" Moran, for the past four years office manager and booker for the local Republic exchange, July 1 becomes manager of the Des Moines Republic exchange which recently was changed from a franchise situation to a company-operated exchange. He was succeeded here by Fred Lawrence, for the past seven years booker for Bader Busby, Little Rock, Ark., Republic franchise holder. The Little Rock franchise was recently taken over by the Arthur Bromberg interests.

Moran, besides being office manager and booker for Republic, has been booker and salesman for Universal and has been associated with 20th-Fox and the Paramount exchanges here. He has been in the film business here for the past 12 years.

Variety Sponsors Benefit Show for the Red Cross

ATLANTA—Variety staged an elaborate flesh-film show at the Fox June 28 to raise funds for the Red Cross. All talent was donated.

Prior to the show, members, bedecked in their colorful ten-gallon hats received at the organization's recent convention in Dallas, staged a parade downtown to whip up interest in the charitable undertaking.

Similar benefit shows were also presented in all Georgia, Alabama and Tennessee towns in which Variety members live or own theatres.



Talking New Product—

Frank Rogers (left), general manager of the Sparks circuit of Florida houses, on a visit in New York to discuss Columbia's new product with Rube Jacker (center), assistant general sales manager, and Sam Moscow, southern division manager.

Admission Tax Levy Commanding Study

DALLAS—While big and small theatre interests viewed the ten per cent admission tax as a necessary item toward national defense, the levy nevertheless caused prolonged huddles in circuit headquarters and much discussion among the independents.

Taxes are to be collected starting Monday, July 1. There are no levies on 10 and 20 cent tickets. The tax starts at 21 cents. The 25 cent ticket takes a three cent tax, total 28 cents. A 35 cent ticket requires a four cent tax, or total of 39 cents.

Interstate officials were in conference Tuesday morning and came out with a decision to add the tax onto present admissions. A spokesman there told BOXOFFICE that the tax could not be absorbed by the theatres but would be passed along to the ticket purchaser.

R&R May Compromise

At the Robb & Rowley-United general office a spokesman said that no general policy had been set up at the moment because the circuit had a great many partners who were to be consulted on the issue. It was said, however, that the circuit will very likely absorb the taxes where higher admissions are charged, 35 cents being mentioned, but that the question had to be worked out further in the lower boxoffice scale.

S. L. Oakley, manager of Jefferson Amusement's Dallas office, said officials had been in conference but that nothing definite had been determined at this time. Speaking individually, he said he thought theatres should collect the tax as a patriotic gesture rather than to cut down to 20 cents.

Several independents who did not know at the moment that 20 cent tickets were exempt, and who were charging 25, planned to raise to 30 cents and absorb the three cents tax in that price. On learning that the 20 cent admission was clear they talked later of lowering to 20 cents.

Filmrow opinion was that exhibitors should keep a very definite record of ticket sales starting Monday. There was also argument as to whether or not it would be economically wise for theatres to reduce 25 cent tickets to 20 cents. A possible loss of revenue in that event might be greater than if the exhibitor absorbed three cents on each 25 cent ducat and certainly the loss might be greater on the reduction if the exhibitor maintained his 25 cents and passed the three cents along to the consumer, according to these opinions.

So far the score seems to be that the great majority of theatres will maintain prices and either absorb or pass the tax along rather than cut down to 20 cents.

Tie With Merchants

WINCHESTER, TENN.—A local merchants "Trade at Home" campaign, of a kind that has proved successful in several Tennessee towns, is being inaugurated by the Rivoli, and $350 in prizes will be given away from the theatre stage at the close of the campaign. The same plan tried elsewhere has helped attendance very much.

NEW ORLEANS

NEIGHBORHOOD houses are anticipating an increase in business during July. Approximately 10,000 will be placed on the WPA rolls, with an assured increase of at least 5,000 in New Orleans alone . . . T. O. Tuttle, a former franchise holder for Buck Night in Louisiana, was seen on the Row looking for offices for a new proposition which is supposed to be introduced in this section the coming fall. He plans to enlarge his premium business.

The Orpheum and Liberty are showing the Louis-Godoy fight pictures. Monogram has distribution rights for the territory . . . "Ecstasy" has been booked into the Liberty Theatre "suppressed but uncensored." This is the name of a film that allegedly caused Harry McLeod to lose his job as manager of the Strand some time ago, and Henry Lazarus is said to have lost a pretty penny trying to put it over. Superintendent of Police Reyer said at the time that the film never could be shown in New Orleans.

Mr. and Mrs. R. J. Brunet of the Imperial celebrated their 25th wedding anniversary last week by treating their patrons with cakes, candies and other favors.

The state legislature has passed a bill allowing the parish welfare organization to expend the city amusement tax proceeds for unemployables rather than allow the state welfare commissioner to handle the money . . . Francis Lederer, screen star, halted in New Orleans en route from Hollywood to New York via Mexico where he visited his wife, who is ill. In New York, he will discuss plans for the forthcoming stage play, "The Emperor Wants a Son."

Seeking ten million dollars in new revenue, the state legislature has partially consented to allow dog racing in Louisiana, subject to a $25 license fee and a three per cent tax. It is estimated the measure will bring in $300,000 annually. The races will be held at night.

Returned from vacations: W. H. Castay, his wife and baby, from West Terra Haute, Ind.; Mrs. Celia Randolph (Columbia), from Alabama; Alvin Angel, assistant booker for Columbia . . . W. A. Prewitt made a business trip through Florida and Alabama.

Visitors on the Row: O. J. Gaudet, Magic Theatre, Port Allen, La.; Morris Melz, Arcade, Ferriday, La.; Claude Darce, Opera House, Morgan City, La.; Ernest and Paul Drake, who operate the Ideal and Pic at Ponchatoula, La.; Vincent Currier, Amite, Amite, La.; W. H. "Bill" Hendrix, Montecello, Montecello, Ala.

W. H. Cobb, now lessee of the Isis, shook hands with Filmrowites and looked over open time for features. The Isis is an independent house in the uptown section . . . Republic and Atlantic Films are the only ground floor exchanges in the city . . . Exhibitors are urged by exchanges to get their orders in for July 4, which falls on a Thursday, as early as possible. There is liable to be nobody home on that date.

Over 1,000 Turtles To Race in Dallas

DALLAS—More than 1,000 terrapins will face the barrier in what promises to be the biggest turtle derby ever staged anywhere. Dallas Variety is sponsoring the national turtle race. Exact date of the event has not yet been set, but will probably be in early August, possibly in conjunction with the club's summer picnic.

Prominent film stars and industry bigwigs from Hollywood and New York will be represented by shelled racers. Practically every theatreman in the state will also enter one of the crawling speedsters. Many already have been entered by showmen of Texas. The turtles, to be furnished by the Variety Club, are of the dry land variety.

The derby will be staged in ten heats, according to Ben Ferguson, Texas exhibitor who is in charge of the race. More than a hundred will be entered in each heat and the winners of the preliminary jousts will line up for the final race.

R. J. O'Donnell, chief barker of the Dallas tent, will be official starter. The committee in charge includes R. E. Griffith, Harold Robb, Ed Rowley, Julius Gordon, S. L. Oakley, R. I. Payne, John Adams and Lynn Stocker.

The club's pet charity—the Freeman Memorial Clinic—as well as the new free swimming pool being built in Sullivan Park and Hope Cottage, will share in the proceeds of the turtle tournament.

It is the club's first big event of the year in which charitable pledges totaling $75,000 will be distributed.

Projectionist Marries

CHATTANOOGA, TENN.—Frank Hamill, operator at the Grand, was recently married to Miss Eulala Brown, of Red Bank. Hamill is a graduate of the University of Chattanooga.

Exhibitor's Daughter Able Projectionist

Royse City, Tex.—Miss Alera Otts, 18-year-old daughter of C. J. and Mrs. Otts of the Palace, finished high school and became interested in doing something. The idea struck that projection machines were interesting and that she was just the type to run them. The operator wouldn't teach her, so along with perseverance she persuaded her father to begin demonstrating what he knew about it.

Alera is now doing all the operating in the Palace booth. She has mastered the situation even to handling a fire, one of which she had under control before help came from below. Her initiative fitted well into a situation which otherwise might have been worse, for while C. J. is now in a hospital at Muskogee, the Royse City booth is in capable hands. Mrs. Otts handles the tickets and manages the theatre.

SANTONE

VITAL STATISTICS: A daughter, named Pamela and weighing nine pounds and three ounces, was born to the wife of William "Buster" Bryan, KTSA program manager and local actor . . . Wedding bells tolled out June 21 for Tommy P. Leigh jr., Majestic chief of service, and Miss Joyce Bennett, cashier at the Broadway. The happily married couple is now on a vacation-honeymoon.

"The Fighting Rookie," a sound picture dealing with the trials and tribulations of a youthful copper, was exhibited here at the Boys' Club headquarters as part of a cooperation with the police program . . . Walton "Wally" Blanton is now the new "Interstate Movie Reporter" on the Alamo Broadcasting Co. (KABC) here.

Marie and Peggy O'Donnell of New York, sisters of Robert and William O'Donnell, Dallas Interstate executives, were royally entertained during their visit here by the theatremen and their wives. Marie is with RKO, while Peggy is secretary to the president of the Ritz-Carleton Hotel in the metropolitan city.

Speaking of vacations, Miss Helen Jones, titian-haired cashier at the Empire, is spending a portion of her vacation in Dallas and Fort Worth . . . Empire played the Louis-Godoy fight pictures last week in conjunction with "Women in War," a Republic release . . . New scale of prices at the Cameo, Negro theatre, is 15 cents for adults, 5 cents for children . . . R. W. Barron of Independent Film exchange, is sporting a new model sedan.

ARKANSAS

TED WILSON, who has managed the Rex at Carlisle the past year, has moved to Hayti, Mo., and Garland Bain, manager of G. W. Jones' house at Sheridan, has moved to Carlisle to take charge of the Rex. Mrs. Elwyn Hackney will be retained as assistant manager, and Austel Pinson will continue as projectionist . . . The new theatre at McCrory opened under the management of C. N. Jenkins of Hot Springs.

Employes of the Ritz, Malvern, and guests enjoyed an outing at Fountain Lake, near Hot Springs. A picnic lunch was served and swimming was enjoyed throughout the day. Some of those who attended are Mr. and Mrs. W J. Sims, Mrs. Lelas Baker and son Milton, Misses Anna Boyd Marshall, Joyce Haltom, Ann McCormack, Leah Jane Watson, Carolyn Murray, and Bill Manning, Lee Kemp, Orville Crutchfield, Sanford Fields, Bill Hensley and Morris Ashcraft.

Carl Presley, manager of the Madison, Huntsville, announces the installation of a new air-conditioning system . . . A. E. Crowder jr., manager of the Hoo-Hoo, Gurdon, states a new air conditioning system has been installed.

The Little Rock office of Republic has been moved to Memphis. Fred Lawrence, assistant to Manager B. F. Busby, has been transferred to Oklahoma City.

NEWS BRIEFS

ALABAMA

RIVERVIEW—A new 500-seat theatre has been opened here.

RUSSELLVILLE—A prize of $150 for showing the greatest increase in business of any of the 63 houses in the Hartselle Corp. circuit, was won by Lee Gault, manager of the Lyric here.

FLORIDA

AVON PARK—Carl Floyd, head of the Floyd circuit, has taken over the Park Theatre here and the Royal at Wauchula. A remodeling program is planned for both houses.

MILTON—M. F. Greene has closed his Palace here.

GEORGIA

AUGUSTA—Steve D. Manderson is manager of the new 245-car Drive-In that has been opened here.

CANTON—Remodeling of the Haven Theatre is near completion. W. B. Smith is manager.

CEDARTOWN—An 1,100-seat house will be built here by the Lam Amusement Co.

CORNELIA—Manager W. J. Collins has installed a new screen in the Dixie.

CRAWFORDSVILLE—New seating has been installed in the Strand at Washington.

GAINESVILLE—A 720-seat house, which will be leased to Lucas & Jenkins, is being built here by O. A. Carter.

GLENVILLE—A new floor has been put in the theatre building here by Manager Alton Peebles.

MISSISSIPPI

McCOMB—Manager Eddie Delaney is celebrating his Pike Theatre's first anniversary during June.

NORTH CAROLINA

LEXINGTON—A remodeling program that included air conditioning has been completed at the Carolina here.

MANTEO—The Waterside Theatre on Roanoke Island is being strengthened to serve as an all-season house.

ROXBORO—A cooling system has been installed in the Paramount.

SOUTH CAROLINA

GREENWOOD—Howard Able of Leesville is the new assistant to Manager Grady Beeker of the State.

TENNESSEE

ATHENS—Manning & Wink will build a second house here, announces Herbert Hairrell, manager of the Strand.

GREENFIELD—Wilford Bond of Halls has succeeded Guido Trusty as manager of the Palace. Trusty has been transferred to Alamo.

MANCHESTER—Bill McSpedden is the new manager of the Lyric.

MEMPHIS—A site for a proposed theatre has been acquired by Mike Cianciola.

MILLINGTON—Strand Enterprises, operators of 20 houses in the area, will build an 800-seater here.

SPRING CITY—Russell Stansbury has opened the new Palace here.

J. A. West Plans 700-Seat Subsequent in Memphis

MEMPHIS—The fourth new theatre in Memphis since January 1 is to be constructed on Chelsea St., east of Hollywood, by J. A. West, owner of several houses in Memphis, who plans to make his home here.

Raymond B. Spencer has prepared the plans which call for a 700-seater with room for 200 in a balcony for Negroes with separate entrance. The theatre is estimated to cost $45,000.

A Title to Harry Warner For Patriotic Endeavor

ATLANTA—H. M. Warner, president of Warner Bros., was made a lieutenant colonel on the staff of Governor Rivers for producing "Confessions of a Nazi Spy" and the company's series of patriotic shorts.

As Warner was unable to be in Atlanta to receive the honor, Ralph L. McCoy, his local branch manager, received it for him to be transmitted to Hollywood.

Personnel Shifts Reported By L. A. Stein Theatres

NASHVILLE, GA.—A number of personnel shifts by the L. A. Stein Theatres are announced.

Mrs. Burma Jones succeeds R. F. Lineberger as manager of the Majestic, Lineberger moving over to the helm of the Adel. Miss Modell Burch transfers to the Ideal, Ashburn. Previously in charge of the Adel, she takes over the post formerly held by Mrs. Jones.

Renew Sonya Levien

HOLLYWOOD—Metro has renewed the writing contract of Sonya Levien.

ATLANTA

FILMROW VISITORS: Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; W. J. Collins, Toccoa, Ga.; Mack Jackson, Strand, Alexander City, Ala.; J. S. Tankersley jr., Ellijay, Ellijay, Ga.; E. D. Martin and the Mrs. and A. E. Adams, Martin Theatres, Columbus, Ga.; Howard Schuessler, Lam Amusement Co., Rome, Ga.; L. C. Worthington, Auto-Movies, Inc., Bessemer, Ala., and J. O. Biddle, Fay, Jasper, Fla.

Vacationists this week include: Harry Purdy jr., accessory department, 20th Century-Fox; Charles Woodward, 20th-Fox; Bill Gaddis, Metro booker, and W. R. Word, booker for Paramount . . . Mose Esserman, who once was a frequent visitor on the Row, spent his vacation in Atlanta. He is now associated with the Skouras circuit, New York, managing a house at Hempstead, Long Island.

Sid Reams, Theatrical Printing Co., and his family are spending two weeks at Daytona Beach . . . Miss Grace Wooly, Columbia, is vacationing in New York . . . Dick Ford, 20th Century-Fox, is spending his vacation in Florida and catching up on his fishing.

Warren Newman, Pastime, Sandersville, Ga., was on the Row booking and receiving congratulations on his engagement to Miss Byrdie Young of Washington . . . The Roxy will be closed for a short time . . . T. A. MacDougald is relieving Martin managers while they are on vacation.

Ernest F. Ingram, Ashland, Ashland, Ala., was on the Row introducing his five-month-old son, George Morris, to all. It wouldn't surprise us if he didn't turn out to be another Jack Dempsey . . . Dave Alterman, booker for Warner, was on crutches with an injured ankle as a result of too much baseball.

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OKLA. CITY

MARIE "KITTY" HUCKABY, State cashier, is vacationing in California for two weeks. Louise Murfin, formerly State cashier, is working in her place during Marie's absence . . . Gladys Hale, secretary to A. L. Smith, assistant treasurer of Standard, has returned from a two-week vacation.

This column erroneously stated recently that William George Slepka of Okemah, Okla., was a manager for Griffith Amusement Co. in Okemah, in a story on his marriage to Miss Virginia Louise Atchison of Okemah. Slepka is operator of the Jewel and Crystal in Okemah and has no connection with the Griffith circuit.

B. L. Smith, Liberty, Quinton, recently installed an air conditioning unit in his house . . . Thomas Higgins, Ritz, Shattuck, also purchased one for his theatre . . . Lynn Pontius and George Underwood are new ushers at the State here. Both were formerly with the Criterion on Main Street.

The Folly is getting nearer reopening which will be in the next few weeks . . . The old Empress has been leased for two store spaces. Standard Theatres now holds the lease on this property from the Midwest Enterprises which formerly operated the house.

Tom Boland, formerly owner and operator of the Empress and one-time franchise holder for First National pictures here, has left an Oklahoma City hospital for Beverly Hills, Calif., his present home. Mr. Boland is a stockholder in Midwest Enterprises, theatre company of Oklahoma City.

Morris Loewenstein, Majestic, is a member of the program committee for the patriotic meeting which will be held July 4 in Oklahoma City under the auspices of the Variety Club, the American Legion and local civic clubs. Plans are to include several speeches by prominent speakers and free fireworks.

Harry Lawrence, Majestic, Madill, recently purchased an air-conditioning unit and new seats for his theatre . . . Pete Crown, operator of theatres in Pampa and Borger, Tex., was in town during the past week. He is looking for another location in Texas . . . The Victoria here, operated by Standard Theatres in the north Oklahoma City residential section, which was closed about a month ago for remodeling, will be reopened soon, according to Walter B. Shuttee, general manager.

A party of Griffith circuit managers and officials left last Thursday for a two-week fishing trip to the "Lake of the Woods" on the Rainy River, Ontario, Canada. They were to join L. C. Griffith, who had preceded them there by two weeks. Those in the party who left by motor June 27 after attending the premiere opening of the new 1,100-seat Osage in Bartlesville, Okla., that night there, are C. O. Fulgham, Oklahoma City; Foster McSwain, Ada; Jimmy Zartaludes, Sapulpa; Jack Wilhelm, Duncan; Dr. A. E. Bowers, Oklahoma City; Ralph Leachman, Blackwell, and Adam Hornback, Shawnee.

National Screen Accessories will move into its new local quarters at 611 West Grand on July 1, according to Gilbert Clark, manager . . . Buddy Benjamin, formerly film salesman for Monogram, now operating a filling station with Tommy Weinberg, also a former film salesman, is taking a two-week vacation.

Horace Falls, film buyer and head of the booking department of Griffith Amusement, Mrs. Falls and their daughter, Dorothy Jeanne, and H. O. Stark, booker, Mrs. Stark and their daughter, Gloria, went to the Ozarks in Missouri last week.

Remodeling began June 25 on the Rialto, "C" house operated by Griffith Amusement in Seminole, Okla. The 400-seat house was partially destroyed by fire recently when struck by lightning. The house will open about July 25.

Builds in Millington

MILLINGTON, TENN.—G. W. Haynes, of Strand Enterprises, Inc., Memphis, has secured a permit to build a $30,000 theatre in Millington, in anticipation of the large increase in population due to the construction and operation of the big British-DuPont powder manufacturing plant. The theatre will seat 900 and will be managed by Ed Gibbons.

Cashiers' Club Entertains

CHARLOTTE—Theatre Cashiers' Club entertained at a breakfast in honor of Mrs. Marjorie Babery of Dallas, Tex., who was Marjorie Lent, a former member of the club here.

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DALLAS

WAR and theatre taxes have not taken all the joy out of life for Filmrow's fishermen. The latest episode, way past good luck, took place for several nights near Jack K. Adams home on the cliffs of Eagle Mountain Lake. He and Jack jr., with other members of both households motored out about 300 yards from the dam, let their lines reel down 60 feet, pulled them up to around 30 feet and in a couple of hours took in 102 pounds of sand bass. Next night in less time they weighed in 60 pounds. The Adams house and method is going to be too popular if that keeps up.

Monday's regular luncheon in Variety's club rooms was announced as the last until the summer season is over. They will start again about the second week in September . . . A. H. Truitt of the Star, Amarillo, was here along with his newly employed assistant, Roy DeVinney, and called on the exchanges. Until recently DeVinney had been manager of the new Palace in Jacksboro.

Leaman Marshall, owner of the Iris and Lyric in Terrell, affiliated with R&R, drove around Filmrow in his car alighting a minimum number of times due to a lame walk, that now is mending . . . The Row's stationary war generals have a little more convenience and comfort established in their communications, with Herb Shoemaker putting in a couple of ceiling fans around at Jackson street's favorite barbecue and cold drink stand.

Oskar Korn's new theatre out at Lisbon, bearing the same name, is in the completion stage and the opening, as yet unannounced, cannot be far off.

B. W. (Wick) Johnson, known in the trade as a technical cooling man of other years, later operating skating rinks, had business on the Row along with the other exhibitors. He now is operating the Community Theatre at Comfort.

Howard Bland and Howard Hoke were here furthering their new $20,000 theatre building now under way at Taylor and conferred with officials of the R&R circuit, their partners.

G. H. Williams and Mrs. Williams of the Capitol at Meridian, drove up Tuesday to book and shop. This couple makes an interesting short saga in show business. For years he was a manufacturer of chicken brooders and incubators in Illinois. After selling out he came to Texas to learn how to operate a theatre, and chose Meridian for the experiment.

Another closely matched and hotly contested golf game was played off Tuesday at Lakewood. It took 27 holes to decide the differences between Architects Pettigrew & Worley on one side and Ed Spear, Texas Power & Light executive and S. G. Fry, Tyler exhibitor, on the other. Spear and Pettigrew were low and the architects won by a hole. There were several birdies.

C. J. Otts, owner of the Palace at Royse City, is in a government hospital at Muskogee under treatment for neuritis with

probability he will remain there through the summer. Mrs. Otts, assisted by their daughter, Miss Alera Otts, is operating the Palace.

Roy Fuller, who operates the Texas at Cleburne, was up Tuesday for booking. Roy and Mrs. Fuller took time off over the weekend for a fishing expedition into east Texas with luck nothing to brag on, he said.

Carl Lybrand, Wills Point, and his young bride of just a few days, were on the Row, Tuesday . . . Henry Sparks, Mrs. Sparks and two sons, Bryan and Herman, were in town working on additional buys for their new 800-seat theatre now well under way at Cooper. Plans for utilizing four walls of a large building recently purchased by the senior Sparks were drawn and the work supervised by Bryan.

V. E. Hamm, the Wichita Falls independent, and his manager at the Roxy in Electra, Homer Gimlin, were along the Row, Wednesday. V. E. is getting ready for an extended vacation, he says.

Julius Gordon, chairman of the board of Jefferson Amusement Co., was here several days this week headquartering in the circuit's Dallas office . . . Harry Fulgham, owner of the Ideal in Ft. Worth, was over Monday, visiting exchanges.

Jack K. Adams, owner of the Adams Film exchanges, was on the Row and at the office Wednesday. He corroborated all Jack Adams jr. said about the big catches at Eagle Mountain Lake.

Men of Alexander Film and Alexander Prevues left this week for Colorado Springs where J. Don Alexander, president, will conduct the annual sales convention on July 1-2-3. From Dallas went J. A. McInaney, district manager; W. G. Kirksey, Claude Alexander, George and Ruth Likens, Joe Froehling. From Oklahoma went J. J. Devine, Ed January, C. L. Clark. S. M. Perrin attended from Arkansas.

A. W. "Jack" Lilly, the well known exhibitor from Greenville, is winding up his term as president of the chamber of commerce there . . . O. B. Bridges and Mrs. Bridges were brief visitors here and in Houston from New Orleans. He is manager of the Joy for Joy Houck. The trip to Texas was partly in connection with the $100,000 *federal court suit filed by Bridges against Interstate and the majors. Bridges said there has been talk among attorneys about a possible settlement but that the issue as far as he now knows will be determined in court.*

The elevator entrance to the Film Exchange Building is being camouflaged in the streamlined manner. The walls are lighted up and fluorescent lighting goes into the ceiling. The elevator too was given an inside coat of paint . . . Roy Howell arrived Wednesday for a two-day booking visit . . . Lloyd Rust, Republic manager, took his portfolio into south Texas this week to call on a number of exhibitors.

Gregg Remodels in Caney

CANEY, KAS.—Charley Gregg is remodeling his Liberty here and will rename it the Gregg.

Anna Neagle at Opening Of Bartlesville House

BARTLESVILLE, OKLA.—Hollywood's glory was Bartlesville's for a one-day stopover Thursday, June 27, when Oklahoma's newest and most modern theatre, the Osage, opened officially.

Anna Neagle, the British actress, and her producer-director, Herbert Wilcox, were the stars of a gala celebration staged by the Griffith Amusement Co., operators of the new theatre, in which the Bartlesville Chamber of Commerce and the Phillips Petroleum Co. are cooperating.

Miss Neagle was scheduled for a series of personal appearances in the theatre, in connection with the showing of her latest picture, "Irene." This is the first time that a star of this magnitude appeared here.

Latest trends in theatre design are emphasized in the new house. It has 1,100 seats, making it among the largest theatres in the state. Activities in connection with the opening were broadcast from stations KTUL in Tulsa and KGGF, Coffeyville, Kas., which is about 20 miles from Bartlesville.

L. C. Griffith, president of the circuit which built the theatre, and Horace Falls, general manager, were in charge of opening day activities.

Other Griffith officials who attended are C. O. Fulgham, division manager, Oklahoma City; Foster McSwain, Ada; Jimmy Zartaludes, Sapulpa; Jack Wilhelm, Duncan; Ralph Leachman, Blackwell; Adam Hornbeck, Shawnee, and Dr. A. E. Bowers.

Back From East

DALLAS—L. E. Beavers, manager of the Knox, has returned from an eastern vacation. Joe Jackson, assistant manager, Varsity, took over during Beavers' absence.

Theatre for Stamford Is Planned by Three

DALLAS—Three men with unconnected interests, two of them being established exhibitors, were simultaneously in action to open a new and competitive theatre in Stamford, it was learned along the Row. First was G. A. Cole, who recently sold out at Ft. Stockton. He has completed a lease and has made film deals for available product, according to the report. The second was L. C. Dennis, a Stamford business man without theatre experience, who owns a building which he planned to remodel into a theatre.

The third was a west Texas exhibitor now operating in the Panhandle, who made some negotiations for product, but no one approached here could recall the third party's name.

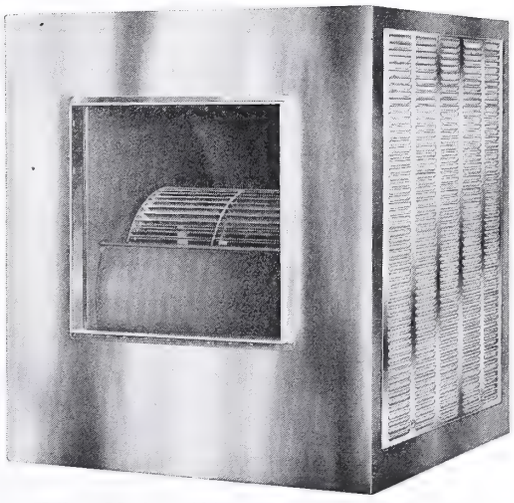
Opinion is, of course, that all three will not open in Stamford. From one source it was gathered that Cole will very likely carry through, he having the jump.

The H. T. Hodge circuit owns the Grand and Ritz in Stamford in affiliation with the R. E. Griffith Theatres. Last year this combination bought out J. D. McCollum jr., who was operating the Palace.

Scott Opens Remodeled Varsity on SMU Campus

DALLAS—The renewed Varsity at SMU reopened Thursday night after a 60-day shutdown for general remodeling.

Paul Scott, who opened the house originally, later selling to Interstate, and later taking the circuit to court with a settlement worked out just before trial, is again managing the Varsity along with five other north and east Dallas Interstate houses.



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Variety Convention Rodeo Performer to Monogram

DALLAS—Rex Felker, stunt rider and trick roper of rodeo fame and a star in the Hardin-Simmons Cowboy Band, is on his way to Hollywood for Monogram, stopping here for a day along with a friend of long standing, J. C. Horton, operating the Palace at Whitewright.

Felker, experienced on the prairies and in the arena, rode and performed in that memorable parade of the Cowboy Band during the Variety convention. He met George Weeks, Monogram producer who told him to report in Hollywood, July 1, for a western assignment.

West Texas exhibitors are really behind Felker, and a few already have signed next year's Monogram contracts because this Texas cowboy is going to furnish some of the playing time.

Variety Club Plans Guest Clubroom in New York

DALLAS—A special club room in the Hotel Astor, New York, will be made available by September for out-of-town members by the National Variety Clubs, according to R. J. O'Donnell, local chief barker, on returning from the east. He just toured nine cities with John Harris, national Variety prexy.

New tents may be organized soon in Los Angeles and New Orleans, O'Donnell said. Oklahoma City is the baby tent, No. 22.

Sudekum to Increase Size Of Court in Huntingdon

HUNTINGDON, TENN.—Contract has been awarded for rebuilding the Court Theatre, according to Manager W. L. Banniza. Seating capacity will be increased from 400 to 600 with new seats installed.

Rockwood Amusement Co., of which Tony Sudekum is president, purchased the theatre recently from Mrs. Linnie M. Carter.

Interstate Will Build Ft. Worth Suburban

FORT WORTH—Interstate circuit has announced early construction of a new neighborhood theatre on Camp Bowie Boulevard. This new house is a substitution for a previously announced theatre in the same vicinity where zoning restrictions complicated the situation, BOXOFFICE learns.

Sternheimer to Wed

NASHVILLE, TENN.—Harry Sternheimer, head booker for the Bijou Amusement Co., will be married June 30 to Miss Anna Simon, also of Nashville.

Montgomery Drive-In Opens

MONTGOMERY, ALA.—The new Drive-In, located in front of the municipal airport on the Wetumpka Highway, opened this week.

Cigars for the Men, Flowers for Women

Dallas—For the first time as far as is known an exhibitor handed out cigars to men on opening night. That happened at the Lamar in LaMarque, near Galveston, a new situation recently opened by M. K. McDaniel, who, incidentally, is an exhibitor for the first time. A flower was passed out to each woman at the opening.

Interstate Engineers Get Boost in Scale

DALLAS—A brief three-day strike ended Monday night as stationary engineers of cooling plants returned to their posts at Interstate theatres after an amicable settlement of differences. There was some picketing for a very short time in front of Elm Street theatres.

The engineers won a six-day week at the same scale they were paid for seven, and were successful in creating employment for a swing man. The union has about 150 members, not all working in theatres, of course.

$20,000 Remodeling Job On Rivoli, Winchester

WINCHESTER, TENN.—Architects have been employed by the Cumberland Amusement Co., according to Manager George Oldham, for remodeling the Rivoli here at an estimated cost of $20,000. Seating capacity will be increased from 500 to 700 by the construction of two balconies.

Sorenson Enlarges Modern Theatre Supply Quarters

DALLAS—Henry Sorenson, owner of Modern Theatre Equipment Co., this week was enlarging his quarters, taking in the extra space for a stock of projection and other parts and to display equipment. The work was to be completed and the larger place made ready within the next few days.

Aid Hardin's Race

DALLAS—Film and theatre men this week started a move to get behind the race being made by Ross Hardin for railroad commissioner. It was brought out that Hardin had been a friend of the industry for several years and worked with the late Jeff Strickland in warding off censorship and taxes as these issues cropped up at Austin. Hardin has been a state representative for several terms. His home is in Prairie Hill.

Doyle Opens House

OKLAHOMA CITY—A new neighborhood theatre, the Penn, has been opened on Pennsylvania avenue here by Jimmy Doyle.

Larger Quarters Taken By Roy C. Lee Company

DALLAS—The Roy C. Lee Co. has moved from McKinney Avenue into a large two-story brick building on Lancaster Avenue in Oak Cliff. There, elaborate plans of modernization and expansion have been in progress for some days. A grand opening of the place will come in January.

Lee caters to and serves theatres all over the country with his Hollywood display lighting equipment. He recently went to Pittsburgh, Pa., to add lights for a world premiere. Recently he added a big balloon advertising service for theatres.

Fry Starts Remodeling Program in Tyler

TYLER, TEX.—S. G. Fry will start immediately on a $4,000 remodeling program at the Joy, engaging W. B. King, of King Scenic at Dallas, to do the job. The theatre will remain in operation throughout the entire face lifting process, Fry said.

Four Texas Theatres Are Closed for the Summer

SAN ANTONIO—Four Texas houses have closed for the summer. They include: The Rex, New Braunfels; Allen's Tent Show, Mathis; Roma, Roma, and the Dreamland, Rio Grande City, Tex.

Present Radio Performers

DALLAS—Station KRLD's "Blue Ridge Mountain Folks" have given Bob Hooks and the Select at Mineola a lot of publicity over the air because of a personal appearance these performers were to make this week on the stage of that theatre. After Mineola, these radio personalities were booked in John Stewart's Plaza in Kaufman and in Major Cole's American at Bonham.

Scale for Summer

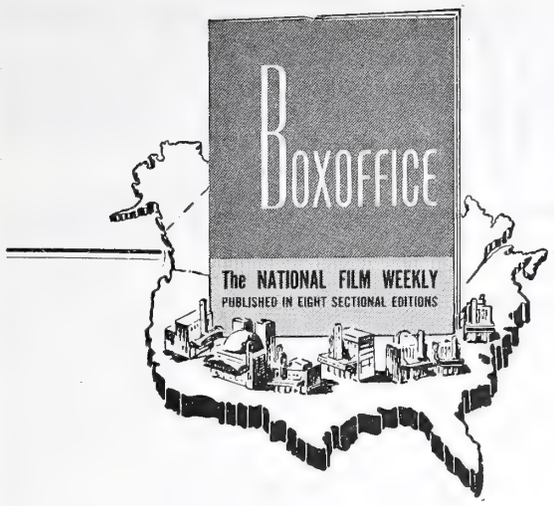
SAN ANTONIO—Interstate City Manager Edward E. Collins announces new bargain prices at the Texas for the summer. The new price policy will be 15 cents until 1 p. m. daily for adults; 15 cents and 25 cents from 1 to 5 p. m., and 20 and 30 cents from 5 p. m. until closing. Children will be 10 cents at all times.

New Carolina Manager

SPRUCE PINE, N. C.—Charles H. Edwards, formerly with Crescent Amusement Co., has been appointed manager of the Carolina here. The Carolina is operated by the Cherokee Amusements, Inc., an affiliate of the Crescent Co.

Harvey Hill Delegate

DALLAS—Harvey Hill, local business manager of the operators' union and projectionist at the Majestic, was the delegate from that organization to the state convention of the American Federation of Labor held in Houston.



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Industry's Patriotic Campaign Aims to Raise $1,000,000

By MILTON GALBRAITH

TORONTO—A Dominion-wide patriotic campaign of the Canadian motion picture industry under the auspices of the Canadian Picture Pioneers was launched at a stirring rally of film executives, theatre owners and managers representing more than 300 theatres in Ontario, which was held in the Victoria Theatre here, when plans were put into action for a War Savings Stamps selling drive which will culminate with the staging of nationally sponsored performances in all cinemas from the Atlantic to the Pacific Monday evening, July 15. The immediate objective is the raising of $1,000,000 for the Dominion Government for its war effort through the sale of the stamps in exchange for coupons providing admission to the shows which are being staged by circuits, exhibitors and exchanges absolutely without cost to the government. The adopted plan further called for an assessment against every theatre to the extent of two cents per seat which the owner will pay for campaign purposes, in addition to donating the use of the theatre, all employes also giving their services without charge. At the conclusion of the meeting announcement was made that 95 per cent of all theatres in Toronto had already contributed their financial quota, and telegrams were pouring in from all parts of the country to the campaign headquarters offering assurance of complete cooperation in what was called the greatest single undertaking of the entire business in Canada.

Occupying places on the stage were N. L. Nathanson, chairman of the national campaign committee, Leo M. Devaney who presided as chairman of the rally after he had been introduced by Clair Hague, president of the Canadian Picture Pioneers, J. J. Fitzgibbons, James P. O'Loghlin, N. A. Taylor, Harry Alexander, Col. John A. Cooper, Oscar R. Hanson, R. W. Bolstad, Ray Lewis and C. J. Snyder, the latter representing the Ontario government as deputy attorney-general of the province. These officials represented the whole industry, including the circuits and independent exhibitors, thus indicating that the theatre front is united for the cause. Several speakers, notably Harry Alexander and Nat Taylor, president and vice-president of the Independent Theatres Ass'n of Ontario, stressed that "petty grievances are being laid aside in this crucial hour" in order to cooperate in providing financial aid for the federal government.

Mr. N. L. Nathanson declared, in a rousing speech: "We believe there are a million people in Canada who will be glad to take advantage of this opportunity. I was tremendously enthused while in New York when I knew what the plans were. I told them at the Hays office and every producer agreed to supply films without charge and to do everything possible to help the cause.

"If we fail we will go down in history as the wrong kind of people. If we do not have a full house at every theatre, we will have failed. I want to be able to say on the morning of July 11 we have reached the objective of one million dollars."

O. R. Hanson made a fiery plea for immediate action, declaring that Hitler was not waiting for any tomorrow and that "one way we can fight is to raise money for the Government—get on your feet, do it now and nothing will lick us." Nat Taylor urged: "If you do not win this war, you will not have a theatre to worry about," in making a plea for united action and the burying of differences. J. J. Fitzgibbons explained various details of the drive, emphasizing the point that the theatres were not charging an admission for the patriotic shows and that the people were buying something that they would keep with eventual profit in purchasing the war stamps, that the Government of Canada would be getting the money when they were needing it the most and the patrons would be enjoying a real show while helping the government. The motion picture industry was paying the whole cost through the voluntary seat tax and contributions and the Government would receive every cent of proceeds.

R. W. Bolstad announced that Southam Press, Ltd., had agreed to the printing of 650,000 tickets for the free shows without charge and these would be distributed by the campaign manager through appointed film exchange branches in all key cities. His announcement that consent had been secured for the appearance of Maureen O'Sullivan and her baby, now residing in Ottawa, in the special war stamp trailer, and prints would be released July 1 when the drive would be officially opened. Arrangements had also been made for radio programs. Mr. Bolstad and Chairman Devaney announced the appointment of W. M. Gladish as manager of the campaign headquarters in charge of offices at 277 Victoria St., Toronto, to whom all exhibitors and managers were requested to send all possible information and where facilities had been installed for the distribution of printed matter and other material. C. F. Mavety told the meeting that his fleet of film delivery trucks would handle all films for the national shows without cost and that application had been made to the Express Association for the free transportation of reels both ways for every theatre in Canada.

Many wires were received from all parts of the Dominion. Typical was the telegram from North Bay, Ont., offering all support and cooperation to the campaign and to Manager Jack Nelson of the Capitol. This was signed by the mayor, councillors, presidents of the Lions, Kiwanis and Kinsmen service clubs, president of the Board of Trade and the publisher of the North Bay *Nugget*.

National Shows Start 10 P. M. Monday

Toronto—Theatres participating in the Dominion-wide War Savings Stamps sales drive backed by the Canadian Picture Pioneers will close their regular Monday performances on July 15 at 9:30 p. m., the patriotic shows to start at 10:00 o'clock.

War Savings Stamp Drive Rallies Theatremen

Among those present at the rally of Ontario theatremen in the Victoria Theatre for the war saving stamp campaign of the Canadian Picture Pioneers, were:

Jules Allen, Herb Allen, Raymond Allen, Premier Theatres; Jack Arthur, Famous Players; E. V. Armstrong, Theatre Operating Service; Max Allen, Temple, Windsor; Harry Alexander, Lansdowne; H. J. Allen, Grand National Films.

Leonard Bishop, Tivoli, Toronto; D. Branston, Garden; S. Burton, Strand, Port Colborne; A. Billington, Majestic, Dundas; Jules Bernstein, Loew's; R. D. Bolstad, Famous Players; L. Bloom, Century;

(Continued on next page)

Theatres Carry Heavy Share Of the Second War Budget

TORONTO—Canada's second wartime budget provides increased taxes that hit the theatre business, with circuits called upon to pay 40 per cent of gross profits to the federal government, in addition to provincial levies.

The new Dominion profits tax is an increase from 50 to 75 per cent on profits in excess of the basic rate from the average income over a four-year period prior to the war. This increase applies to individual theatre companies, whether chain or unaffiliated.

Film exchanges and theatres also are required to pay a war tax of ten per cent on the value of imports except those under the British preferential tariff, which means a higher cost on films, accessories, equipment and supplies from the States.

Individual wage earners now pay a war defense tax of at least two per cent on incomes as low as $600 per year, which is expected to cut into spending money for amusements by the average people who form the bulk of theatre patronage.

The new taxation is taken in good part by the people in recognition of the serious aspect of the war and the need for adequate financing.

Industry Campaign Is After Million Dollars

(Continued from preceding page)

W. Boyd, Granada; George Beavis, Royal, North Bay; W. S. Brady, Madison.

Leo Coyle, Granada, St. Catharines; Col. John A. Cooper, Motion Picture Distributors; L. Chaplin, Gerrard; J. Cohen, Canadian Premium Distributors; Ben Cronk, Toronto; Norman Cooper; J. Campbell, Brantford.

M. Doyle, Parkdale, Toronto; F. Deschines, Park, Preston; R. L. Downey, Beach; Don Doberer, Granada, Dunnville; Leo M. Devaney, RKO Distributing Corp.

H. Elliott, Beverly, Toronto; A. Easson, Oakwood; Robert Eves, Eglinton.

S. Fardella, Grand, Fergus; H. Freedman, Circle; W. G. Fraser, Century, Trenton; James Foy, Sovereign; Sam Fine, B. & F. Theatres; J. J. Fitzgibbons, Famous Players; Irving Fields, Royce, Toronto; Harry Firestone, Esquire; Sam Firestone, Aster.

M. Giaschi, King George, Huntsville; D. Giaschi, Strand, Bracebridge; Ben Geldsaler, Famous Players; Dave Gordon, Oriole; Ted Gould, Regal; P. George, Sovereign Films; F. H. Graham, Reenville, Walkerton; A. Glazier, Tillsonburg; S. Goldstone, Centre, Peterboro; Harry Ginsler, Iola; J. Garbarino, Odeon; W. M. Gladish, campaign manager.

W. J. Hunt, Bedford; G. Hider, Stratford; M. Hume, Burlington; O. R. Hanson, Hanson Theatres; L. Hansher, Radio City; George Hay, Madison; R. Hambleton, Simcoe and other towns; J. L. Hunter, Paramount.

Charles Ingram, Bayview, Leaside.

J. J. Fitzgibbons, Famous Players; C. Johnson, Capitol, Aylmer.

M. Kaplan, Kirkland Lake; Walter Kennedy, Empire-Universal; H. Kay, Fox Theatre; L. D. Kniffen.

Harry Lester, Bonita; James Lynch, Runnymede; A. Lester, King; Sam Lester, Doric; A. J. Laurie, Esquire Films; Harry Law, Warner Bros.; Ray Lewis, *Digest*.

A. Murphy, Beaver; L. Mazza, Classic; G. Mazza, Classic; M. Margolius, College; H. Marlow, Lincoln, St. Catharines; S. McNeil, Capitol, Smiths Falls; S. Major, Major's, St. Clair; G. Morrell, St. Clair; C. J. Mavety, Toronto; T. Mascaro, Capitol, Belleville; G. H. K. Mitford, Toronto; E. S. Meehan, Academy, Lindsay; S. Meltzer, Premier Theatres; H. Marshall, Rideau, Ottawa; Frank Miley, Granada, Napanee; Gordon C. Miller, Regent, Peterboro; H. C. D. Main, Hanson Theatres; Haskell Masters, United Artists.

H. Neun, Granada, Chatham; N. L. Nathanson, president, Famous Players Canadian Corp.

W. J. O'Neil, Paramount Films; George Oullahan, Sovereign.

A. Perley, Kenwood, Toronto; L. Polakoff, Manor, Toronto; J. Poole, Paramount Art Service; Anthony Patzalek, Playhouse, Hamilton; H. Pfaff, Paramount Films; Fred Pursel, Simcoe; A. Polakoff, Mayfair; W. Paul, Community, Welland; Jack Purves, Village, Forest Hill; Harry Price, Superior Films; J. Polansky, Empire-Universal; L. W. Payne, Capitol, Listowel; M. Plottel, RKO Distributing Corp.; Thomas Pringle, Ideal.

Charles Querrie, Palace, Toronto.

M. Siegler, Bellevue; Morris Stein, Famous Players; C. J. Snyder, Provincial Government; W. A. Summerville, Prince of Wales; S. Strashan, Cameo; Charles Stephenson, College, Kitchener; T. Smith, York; Jerry Shea, Shea's, Toronto; C. Steinhart, Manor; J. Smith, Kum-C; M. Stein, Avalon; B. W. Silver, Colonial Pictures; A. Snider, Crescent; Al Sedgwick, Belsize; B. Sandler, Centre; M. Starkman, Allenby; A. E. Sanderson, Hanson Theatres; W. Smith, Warner Bros.; D. Summerville, Eastwood.

S. Rittenberg and N. Rittenberg, Orpheum; C. Richards, Carlton; J. Roher, Peerless; W. J. Reid, 20th Century-Fox; Sam Russ, Gayety, Collingwood; Louis Rosenfeld, Columbia Pictures; D. Rubin, Westdale, Hamilton; H. Rotenberg, Guild; C. Rotenberg, Chateau; D. Romberg, Colony; H. Romberg, Metro Theatre; J. Rosen, Metro Theatre; Al Ritchie, Alhambra.

Fred Trebilcock, Uptown, Toronto; N. A. Taylor, 20th Century Theatres; E. Thomson, Dominion Sound Equipments.

B. Ulster, Broadway Theatre, Toronto.

L. H. Vicary, Opera House, Orillia.

Jules Wolfe, B&F Theatres; E. H. Wells, Film Board of Trade; M. Weiss, Colony; J. Wellard, Parry Sound; M. Watt, Capitol, Kitchener; Thomas Walton jr., Rio; B. Wainwright. Oxford; T. Waterfield, Grover; K. Wilson, Marks, Oshawa.

H. Yudin, Centre, St. Catharines.

TORONTO

PRESIDENT N. L. NATHANSON of Famous Players Canadian Corp. spent several days in New York during which he attended a meeting of the Hays organization where he received enthusiastic assurances that films would be provided for the patriotic performances in Canadian theatres on Monday night, July 15.

Haskell Masters, general manager of United Artists, made a rush trip to Ottawa to consult various federal government officials. General Manager Leo Devaney of RKO went to Montreal for a day before flying to Vancouver. Col. John A. Cooper spent a quiet weekend at his summer home in Bobcaygeon and then spent most of the week in the Maritime Provinces.

Charles F. Mavety, president of the Mavety Film Delivery Service, went into the show business Thursday night, June 27, when he staged a film performance at his Circle M. Ranch at Kleinburg, Ont., the entire proceeds being turned over to the Canadian Red Cross Society of Vaughan Township. Charlie tagged everybody on Filmrow to buy tickets and soon had his pockets bulging with cash.

Vivien Leigh and Laurence Olivier flew to Toronto from New York for a personal visit, this being the first time that they had seen the Dominion. They were reported to be looking around for a house in which to reside after their marriage.

Formal announcement has been made of the appointment of Lieut. John Farrow, former Hollywood director and husband of Maureen O'Sullivan, as controller of naval information for the Royal Canadian Navy, in succession to Commander Eustace Brock who has been transferred to England. Lieut. and Mrs. Farrow and baby have taken up residence in Rockcliffe Village.

Manager S. McNeil of the Capitol, Smiths Falls, came to Toronto for the Exhibitors' Patriotic Rally when it came out that the theatre is owned by Bert H. Soper, newly elected member of the Canadian House of Commons for Lanark Riding. The Capitol is operated by the Allens as a unit of Premier Theatres.

Frank C. Badgley, director of the Canadian Government motion picture bureau, Ottawa, spent several days in Toronto following a visit at the New York World's Fair to arrange for the presentation of further Canadian films in the Canadian Pavilion and elsewhere.

Irving Cohen, until recently a salesman with Grand National Films, Toronto office, created a sensation when he turned up at the Film Exchange Bldg. in the kilted uniform of the Irish Regiment of Toronto, the unit having been called up for Overseas service with the Canadian Active Service Force. Cohen was one of the first to offer his services, tried repeatedly to get into the Navy but finally landed among the Irishmen.

L. W. Payne, proprietor of the Capitol, Listowel, Ont., is proudly displaying a gold ring which was presented to him by the members of the 100th Battery, Royal Canadian Artillery, because of the cooperation he extended during the period they were stationed in Listowel for training. The presentation took place just prior to the departure of the unit for an eastern destination.

Manager T. R. Tubman of the Capitol, Ottawa, staged a peony show in the lobby, foyer and mezzanine floor of the theatre under the auspices of the Ottawa Horticultural Society for two days, the display being open to the public without charge, the theatre's ticket-takers being placed at the inside doors for performances . . . Harry Firestone, manager of the Esquire, and past president of the Independent Theatres Association of Ontario, was a visitor to the New York World's Fair and is now busy on several committees for the Patriotic Shows on July 15.

Syd Taube, veteran Toronto film man, has been making a triple-feature trip of the Canadian West, first visiting Sault Ste. Marie, Port Arthur, Fort William and Kenora in Northern Ontario before going to Winnipeg. He is looking after his own business, doing some soliciting for the Canadian Picture Pioneers' memberships and finally was drafted to organize exhibitors for the War Savings Stamps campaign.

Trade's War Campaign Officers Are Named

TORONTO—Officers of the "Win the War Campaign" of the Canadian film industry, sponsored by the Canadian Picture Pioneers, which is organizing the patriotic shows in all theatres of the Dominion on Sunday, July 14, are as follows:

Chairman—N. L. Nathanson; vice-chairman, Clair Hague, president of the Canadian Picture Pioneers; secretary, Ray Lewis.

Executive—T. J. Bragg, N. A. Taylor, R. W. Bolstad, Hon. Earl Lawson, Col. John A. Cooper, Ben Geldsaler, J. J. Fitzgibbons, O. R. Hanson, Harry Alexander, Haskell Masters, Herbert Allen, Leo M. Devaney, James P. O'Loghlin, with other officers of the Pioneers including Louis Rosenfeld, Ben Cronk, Sam Sternberg, E. H. Wells, Syd Taube, Fred Pursel, J. Smith, Charlie Stephenson.

Publicity—Geo. H. K. Mitford, director; James Nairn, Jack Arthur, Ben Cronk and H. C. D. Main.

Campaign Headquarters—W. M. Gladish, manager, 277 Victoria St., Toronto.

Finance Committee—R. W. Bolstad and T. J. Bragg.

Government Committee—Mr. Bragg and Hon. Earl Lawson.

Trust Fund Establishment—Ben Geldsaler and Mr. Bolstad.

Industry Organization—Haskell Masters, L. M. Devaney, Nat Taylor, J. J. Fitzgibbons, O. R. Hanson, Col. Cooper, J. P. O'Loghlin, Harry Alexander, Clair Hague, Herb Allen and A. J. Laurie.

Hollywood Committee—Louis B. Mayer, Robert Vogel, Mr. Hanson and Mr. Fitzgibbons.

Program Committee—J. J. Fitzgibbons and Messrs. Geldsaler, Hanson and Cooper.

Traveling Delegates—Messrs. Masters, O'Loghlin, Devaney, Taylor, Cooper, Hanson and Fitzgibbons.

Toronto and Ontario divisions—Messrs. Alexander, Laurie, Herb, Allen and Hague.

Toronto sub-committee—Harry Lester, Harry Ginsler, Harry Firestone, Ben Ulster, Sam Lester and Messrs. Alexander and Laurie.

Toronto Exchanges Committee—Herb Allen, Columbia; Harry Bailey, 20th Century-Fox; M. Plottel, RKO; Joe Plottel, Warner Bros.; Harry Paynter and Frank Fisher, Empire-Universal; Henry L. Nathanson and Ted Gould, Regal; J L. Hunter, Paramount; Sam Glazer, United Artists, and Mr. Laurie, Esquire Films.

Local committees are in process of formation at Vancouver, Calgary, Regina, Winnipeg, Montreal, St. John and Halifax.

Regional meetings were held during the past week across the whole of Canada, at which Provincial organizations were set up for completion of details for the patriotic performances to be held in all theatres on Sunday night, July 14.

A committee comprising L. M. Devaney, general manager of RKO Distributing Corp., H. M. Masters, general manager of United Artists Corp., and N. A. Taylor, vice-president of the Independent Theatres Association of Ontario, flew from Toronto to Vancouver for the series of four Western meetings, as follows: Vancouver, June 24; Calgary, June 25; Regina, June 26, and Winnipeg, June 27. Exhibitors and exchange managers were assembled at these centers for important announcements and discussions and for the purpose of securing campaign assessments from all theatres on the basis of two cents per seat.

Col. John A. Cooper, president of the Motion Picture Distributors of Canada, and James P. O'Loghlin, general manager of 20th Century-Fox, proceeded meanwhile from Toronto to the eastern territories, the schedule of meetings being as follows: Montreal, June 25; St. John, N. B., June 26, and Halifax, N. S., June 27.

Local organizers, appointed by telegraph from the Toronto headquarters, quickly took hold of their respective situations, these officials including: Vancouver—L. I. Bearg and H. A. Calladine; Calgary—Frank H. Kershaw and B. Goldin; Edmonton—Walter P. Wilson and L. Friedman; Regina—Larry M. Graburn; Winnipeg—E. A. Zorn and J. Pearson; Montreal—Arthur Hirsch and Eugene Beaulac; St. John—Walter Golding and F. G. Spencer; Halifax—R. S. Roddick, H. J. McAdam and T. J. Courtney of Halifax, W. H. Cuzner of Sydney Mines and A. J. Mason, Springhill, N. S.

Another traveling representative from Toronto headquarters is Syd Taube who was responsible for organization work at Sault Ste. Marie, Fort William, Port Arthur and Kenora in northern Ontario, later proceeding to Winnipeg and other Prairie cities.

Machine-like work was carried out in all parts of the Dominion under the supervision of the headquarters in Toronto to prepare for the official opening of the drive on July 1 when trailers, posters, window cards and other accessories are scheduled for release.

Women's War Work Topic Of Third National Film

MONTREAL—As chairman of the national film board, Trade Minister McKinnon announces a new picture, "The Home Front," dealing with women's war work.

Third in the series of 12 pictures to be produced for the national film board and the department of public information, designed to take Canadians behind the scenes of their national war activity, the new commentary film will portray nursing, Red Cross work, truck driving, work in munitions, aircraft and textile factories, and maintaining the home. A French version of "The Home Front" will be issued at the same time.

: EDMONTON :

REQUEST of J. Polonuk, who is building a neighborhood theatre in the Norwood district, that the city building by-law be amended to permit him to construct a $30,000 theatre, is at present under consideration by the city council.

Under sponsorship of the 49th Battalion Association, Gus Arnheim and his band played here at the Arena. Proceeds go for war services.

The Edmonton Commercial Grads, world basketball champions, were guests at the Strand during their farewell appearance when they played against the Chicago Queen Anne Aces.

Recent visitors to Edmonton: A. Iscove, Calgary, Grand National; Sam Pearlman, Calgary, Warner Bros.; A. Feinstein, Calgary, United Artists, and Harvey Harnick, Calgary, Columbia.

Edmonton delegate to the IATSE convention held recently in Louisville, Ky., was J. D. Dear, president of the Edmonton branch.

WINNIPEG

NOTHING definite is as yet known here on the question of holding Sunday shows, admission to which would be allowed for war savings stamps, in aid of Canada's war effort. Hon. W. W. J. Major, attorney-general of this province, has confined himself to stating that as far as Manitoba was concerned the proposal was clearly against the law, but the idea was still wide open for discussion. Main opposition here is expected from the Ministerial Association. A committee of local showmen has been chosen to see what plans can be carred out. Towards this end a luncheon will be held here next Friday at which eastern theatremen, including Leo Devaney, Haskell Masters and Nat Taylor, president of the Ontario Independent Theatre Owners Ass'n, will meet with Winnipeg members of the industry to review the situation.

It has been reported that Dave Griesdorf, popular UA manager, has been appointed New York regional representative of the new film company started by James Roosevelt. Showmen of the city are paying tribute to Mr. Griesdorf at a stag to be held next Wednesday at the Fort Garry Hotel.

The slump experienced in the film industry here for a few weeks now is over, with showmen reporting business as good as it was at this time a year ago . . . "Public Opinion," the stage show which Syl Gunn has been running at the Metropolitan, has well proven its power to bolster the formerly weak Monday nights. Opening in Regina recently the same show is doing very well at that city.

Harold Bishop leaves for Los Angeles on holiday next week and will be away for two weeks. In the interval Nestor Novak, assistant manager who just returned from a vacation in Chicago, will take over the house. Bishop screened "For Freedom" for members of the Navy League, executive of the sea cadets, the visual education committee of the school board, and staff of military headquarters.



Universal and Republic Convene—

The site for both distributors' sales conventions was the Royal York Hotel in Toronto. The top scene shows the Universal assemblage at their banquet tables. Standing in the rear at the head of the table are Ben Geldsaler, supervisor of booking for F-P; A. W. Perry, general manager; W. A. Scully, general sales manager; J. J. Fitzgibbons, F-P vice-president; F. J. A. McCarthy, Universal eastern division manager; O. R. Hanson, Empire president; O. J. Silverthorne, chairman of the Ontario board of censors; N. A. Taylor, general manager of the 20th Century Theatres, and Col. John A. Cooper. MPDC president. The lower photo, standing, from left to right, shows Harry Paynter, assistant general manager of Empire; James R. Grainger, Republic president; A. W. Perry, general manager, and Paul Nathanson, vice-president. Others in the group include Frank Fisher, Toronto branch manager; Mickey Isman and Larry Druxelman of Montreal; Frank Vaughan of Winnipeg, Wolfe Blankstein of Calgary, Ben Plottel of Vancouver, Gerry Hoyt of St. John, N. B.; Walter Kennedy, exploiteer; Sam Brint, Joe Palansky, Frank Gilbert and Perry Wright of Toronto.

MONTREAL

DISTRIBUTORS and exhibitors are bitterly disappointed at the intimation that the Quebec provisional government has decided to postpone until next session introduction of the amendment to the act banning admission of juveniles.

After entertaining several groups of soldiers and sailors, George Fields left for Hollywood with her producer husband, Monty Banks, to visit her mother and sister. Gracie will be back in Montreal late in August to commence her postponed trans-Canada tour, and will also organize concerts in aid of the movement to bring refugee children to Canada.

Edison's leading assistant for many years, Albert Petit of Montreal, is now, at the age of 75, engaged on an invention the nature of which he has not disclosed. Petit lays claim to have been the first person to run a "talkie movie." It was a combination of the phonograph and the kinetophone. "I took a concession at an amusement park at East Orange, N. J., to show the public this wonder. It was a crude parent of what later became the talking picture," he recalls. Petit simply showed shots of a hula dancer, while listeners heard appropriate music through ear-phones.

Tension over the war situation is given on Filmrow as the explanation why so few out-of-town exhibitors have found their way to Monkland Avenue in recent weeks. Latest arrivals included Mr. and Mrs. Alex Chouinard, of the Princess and Imperial, Quebec; R. Vallee, Premier, Sherbrooke, and John Dydzak, of the Palace, Val d'Or and the Palace, Cadillac.

Vivien Leigh and Laurence Olivier, English film and stage stars, visited Montreal and confirmed the report that they intend to marry "as soon as possible." They flew here from New York, and continued the flight to Toronto.

Admission tickets to amusement places are exempt from the new two per cent sales tax levied by the Quebec provincial government. Railway and transportation fares also are exempt.

Theatre managers here are looking forward to the special Sunday night performances to be arranged in aid of Canada's war effort, and for which the admission fee will be not money, but a war saving stamp or certificate.

Hold Three Stooges

HOLLYWOOD—Columbia has signed Howard, Fine and Howard (the Three Stooges) for another two years to appear in eight short subjects.

Adapts Yarn for Raft

HOLLYWOOD—"The Dealer's Name Was George," in which George Raft will star for Warner, is being adapted by Leonard Hoffman from a story by Ketti Frings.

Warner Pacts Model

HOLLYWOOD—Warner has handed Lucia Lesert, former New York model, a term acting pact.

Juvenile Admission "Stall" Is Rebuked

MONTREAL—Montreal *Star's* dramatic critic, who is also its editor-in-chief, S. Morgan-Powell, voices indignation at the failure of the Quebec's provincial government to make admission of juveniles to theatres legal this summer. He writes:

"It is a matter for profound regret that the provincial government has come to the conclusion that it cannot spare the comparatively few minutes that would be required to pass the law amendment permitting children under 16 and in charge of adults to attend motion pictures. It would have meant such a vast difference for the whole long summertime and would not have cost the government a nickel in actual expenditure. Why, therefore, an amendment that has not only been promised by the government but has been widely publicized and to which children have been looking forward with such eagerness should have been suddenly delayed until the next session of the provincial legislature it is difficult, indeed, to understand.

"We could understand the delay if this was a matter of burning controversy liable to split the province into some fierce political battle, but such is not the case. It seems to us rather an unkind thing, not to use any harsher term, to encourage the hopes of thousands of youngsters to expect they will be able to see films this summer, and then suddenly, without any explanation whatever, to dash those hopes to pieces. If there is any substantial justification for this sudden change of policy at least it would be a good idea to make it public in order that the children might understand that they were not being fooled.

"The *Star* has been the leader in this fight for films for children ever since in a moment of acute hysteria the ban was imposed many years ago. Even now we imagine it is not too late for the government to change its mind, and if there is the slightest possibility of its doing so, we would strongly urge that such action be taken. It would be no trouble to the legislative body at Quebec, and it would mean all the difference between happiness and that hope deferred "which maketh the heart sick" which the failure of the authorities to implement their promise will undoubtedly create in thousands of Quebec homes."

Lease Capitol Theatre Hall to Government

OTTAWA—Canadian government departments directly involved in the war have been in urgent need of more office space for administrative purposes in Ottawa and the situation has been relieved somewhat by Famous Players Canadian Corp. in leasing a large hall incorporated in the Capitol Theatre. The hall above the lobby and foyer, measuring 5,000 square feet, had been used for assembly purposes, dances and badminton. It has been leased to the government for $4,500 per year.

RKO Radio (——) **85 Minutes** **Rel. ——————**

To the current entertainment taste, this will be like a thick slice of roast beef and a liberal helping of Yorkshire pudding to a hungry person. And it is just as steeped in British tradition. In picture form, the comparatively simple, although famous, story of English school life during the nineteenth century possesses the artistic appeal of a fine etching, of which many of its beautifully staged and expertly photographed sequences are reminiscent. This artistry does not detract from the feature's dramatic and interest-sustaining qualities, but, on the other hand, serves to enhance them. The cast is splendid and reveals definite juvenile starring material in youthful Jimmy Lydon in the title role. Robert Stevenson directed for Producers Gene Towne and Graham Baker.

Sir Cedric Hardwicke, Freddie Bartholomew, Jimmy Lydon, Josephine Hutchinson, Billy Halop, Polly Moran.

Tom Brown's School Days F

Drama

RKO Radio (037) **63 Minutes** **Rel. July 12, '40**

A fresh slant on the conventional penitentiary melodrama, in which the usual grimness has been alleviated by welcome touches of humor, places this above the general average of program fodder. Audiences will undoubtedly hail it if for no other reason than it relates no story of a prison break, and because not one convict is an innocent man who has been railroaded. Among its other assets can be listed a winning performance by the perennial Lee Tracy, bobbing up again after an absence of some duration to give an excellent account of himself in a meaty role. As the title indicates, the plot deals principally with five millionaires doing time for various crimes. Among them is a young research doctor, in for manslaughter, who works with the prison surgeon to discover a cure for a rare fever. Ray McCarey directed.

Lee Tracy, Linda Hayes, Raymond Walburn, Morgan Conway, Truman Bradley, Cliff Edwards, Paul Guilfoyle.

Millionaires in Prison F

Comedy Drama

Columbia (——) **61 Minutes** **Rel. June 20, '40**

The problem of girls who hitch hike the highways and hop freights on the railroads is taken up in this film, carried along familiar lines, and abruptly dropped with a fair attempt made in the dramatization to solve the sordid situation. Ann Dvorak plays the governor's daughter who runs away to get first hand information on the subject. She meets Helen Mack and proceeds to get sketchy case histories of various females and the trials and tribulations of their involuntary calling. In due time her father catches up with her and the organization of "Girls' Castles" is started to take the youngsters off the road. This is preceded by the death of a girl who was fatally injured when she jumped from a freight car. Nick Grinde directed.

Ann Dvorak, Helen Mack, Lola Lane, Don Beddoe, Bruce Bennett.

Girls of the Road F

Drama

M-G-M (42) **63 Minutes** **Rel. June 21, '40**

Here is a snug little comedy which will do yeoman's service in the niche for which it was produced, namely, supporting fare in the deluxers and top billing in neighborhood showings. Charles Coburn, flanked by a bevy of tried and true character actresses, is featured as a salty, retired sea captain who is the only male inmate of an old ladies' home. His characterization is up to his usual high Thespic standards. When both his ship and his home are swindled away from him, Coburn has no choice but to check in at the shelter for old ladies, where he soon becomes the pampered pet of the place. Then the ship which he formerly owned is grounded on a nearby reef, and with the help of the home's inmates he floats it, collects enough salvage money to buy it, and all is well. Robert B. Sinclair directed.

Charles Coburn, Beulah Bondi, Helen Broderick, Billie Burke, Helen Westley, Marjorie Main, Clem Bevans.

The Captain Is a Lady F

Comedy Drama

Paramount (3939) **60 Minutes** **Rel. June 28, '40**

Adhering to routine as a gangster melodrama in every respect, this is aimed for consumption by the action houses, where it will no doubt be accorded satisfactory reception. Production displays some measure of class, but the story, although based on material supplied by J. Edgar Hoover, holds no surprises and at times wanders over into the realm of implausibility. Attention centers around Blanche Yurka, a middle-aged woman with four grown children, three of whom she directs in a series of daring robberies and kidnapings. The fourth, not criminally bent, becomes a lawyer. The gang's rise and fall, with the FBI always on its trail, furnishes the plot, adequately enacted by the cast. Ralph Bellamy is wasted in an inconsequential assignment. James Hogan directed.

Blanche Yurka, Ralph Bellamy, Jack Carson, Paul Kelly, Jean Cagney, Richard Denning, Pierre Watkin.

Queen of the Mob F

Melodrama

Paramount (——) **83 Minutes** **Rel. ——————**

All that saves this from hopeless mediocrity are the impressive and vast scenic backgrounds of the Canadian woods, in which it finds its locale; the fact that they are expertly photographed in Technicolor; and a spectacular blizzard sequence. The screenplay, an adaptation of the Sinclair Lewis novel, "Mantrap," specializes in the obvious; the cast, although it tries hard, cannot transcend the material with which it is supplied, and direction by George Archainbaud is sluggish and heavy-handed. The plot is the familiar triangle in which Ray Milland portrays a society doctor who flees to the frozen north to sober up. There he falls in love with Patricia Morison, who is the wife of Akim Tamiroff, a Canadian woodsman. The problem is solved through the familiar expediency of sending Tamiroff to his death.

Ray Milland, Patricia Morison, Akim Tamiroff, William Frawley, Jane Darwell, Esther Dale, J. M. Kerrigan.

Untamed F

Melodrama

RKO Radio (039) **66 Minutes** **Rel. July 19, '40**

Most audiences in search of light, diverting entertainment should find this easy enough to take, although it patterns itself closely after the now historic "It Happened One Night." As a comeback vehicle for Gene Raymond, however, it serves its purpose, has its quota of laughs and moves along rapidly throughout. Strong support is lent Raymond by Wendy Barrie, and a particularly hilarious bit is contributed by Billy Gilbert. Miss Barrie has that familiar assignment, the spoiled heiress who runs away from an unwanted marriage and hides in the car trailer belonging to Raymond, struggling young doctor who is headed for San Francisco and a boat to China, where he is to join another medico. In due course they fall in love and marry, although she has concealed her true identity—whereupon the complications begin to set in. Frank Woodruff directed.

Gene Raymond, Wendy Barrie, Billy Gilbert, Berton Churchill, Tom Dugan, G. P. Huntley, Cliff Clark.

Cross Country Romance F

Comedy

RKO Radio (036) **65 Minutes** **Rel. July 5, '40**

Innocuous entertainment at best, but clean and wholesome, this nevertheless has the exploitation value of a nationwide radio program to bolster its appeal and, in small towns and neighborhoods, will probably hit the mark. Jean Hersholt is inclined to suffer from too much of a goody-goody buildup giving rise to the reaction that "there just ain't no such animal" as Dr. Christian; but by and large his performance equals past efforts and the production as a whole is smoothly turned out. This time the guiding light of River's End pits his wits against Rod La Rocque, a quack diet specialist, who sets the town on its collective ear by guaranteeing to trim every woman in it down to sweet 16 again. His methods are so strenuous that Dr. Christian works himself into exhaustion trying to put some strength back into his patients. William McGann directed.

Jean Hersholt, Dorothy Lovett, Rod La Rocque, Edgar Kennedy, Frank Albertson, Marilyn Merrick, Lelah Taylor.

Dr. Christian Meets the Women F

Comedy Drama

Republic (——) **70 Minutes** **Rel. June 19, '40**

In addition to a substantially better western story, this horse opera also has a quartette of names that will definitely contribute to its pulling power. The production is one that fits into the niche between regulation westerns and the product of major companies which occasionally do an outdoor epic on the grand director-writer-actor scale. In other words it is a contribution toward solving the double bill problem. Alone it should be found acceptable. The story: Chester Morris enacts the role of twins. One is bad, the other out to save the family name. Number one is trapped and number two sets out to get the rest of the renegades his brother is associated with. In due time this is done, but not before many dramatic moments unfold with a good measure of excitement. It is a fine blend of dramatic staples. Lew Landers directed.

Chester Morris, Buck Jones, Anita Louise, Ona Munson, George Hayes.

Wagons Westward F

Western

SELLING ANGLES: **"Girls of the Road"**

Interest the potential audience in the social note struck by this production. While it solves the problem in typical Hollywood fashion, it nevertheless should be credited with bringing it into the light again. For a lobby display have large tin cans fashioned into dishes and set the most primitive table imaginable. Have all this appropriately labeled. Interest social relief organizations, women's clubs, etc., in the theme.

CATCHLINES:

Freight Cars Their Boudoirs . . . Highways Their Homes . . . Girl Nomads Tread the Trail That Knows No End.

Native Refugees! . . . Fleeing a Society Harsher Than an Invader.

SELLING ANGLES: **"Untamed"**

Technicolor is as important a factor in your exploitation as are Ray Milland, Akim Tamiroff and Patricia Morison, and should be mentioned on the marquee along with the cast. Use snow and ice motifs in lobby decorations, with painted backgrounds of the north woods country as embellishments. Pile synthetic snow in the lobby and hang imitation icicles from the marquee. Dress ushers and usherettes as lumberjacks. Make tieups with bookstores and libraries on Sinclair Lewis novels, particularly "Mantrap."

CATCHLINES:

A Romantic, Rousing, Action-Packed Story of the Land Where There Is No Law.

Filmed in Gorgeous Technicolor . . . A Vivid, Dramatic Adventure in Canada's North Woods.

SELLING ANGLES: **"Wagons Westward"**

Go to town with this one on the name values. Play it up with an all-star cast ballyhoo. It will be pleasant for the audience to see Buck Jones again, even though he is here opposed to law and order. Performances are first rate. The yarn is set in a period following the Civil War. Feature in advance copy the wealth of material contributing to the story's atmosphere—stagecoaches, Indian fights, cavalry charges and the like. The pressbook for this one has a number of effective advertising and exploitation tips and is a better publication than the average selling manual.

CATCHLINES:

The Strong Conquer . . . The Weak Perish . . . In the Untamed Wilds of the Early West.

Greater Than the Love of Brother for Brother . . . Was the Love of Decency and Righteousness.

SELLING ANGLES: **"Millionaires in Prison"**

Point out that this is not the usual heavy prison drama, and emphasize its comedy touches. Conduct a "jail jargon" contest in which entrants submit lists of "big-house" slang, such as "stir," "hot seat," etc. Give the title credits to Lee Tracy and capitalize on his reputation as a fast talker by conducting a contest in which silver-tongued amateurs try to set new words-per-minute speed records. Dress attendants in the striped suits usually associated with convicts.

CATCHLINES:

Millions at Their Command . . . But Not One Dollar Could Do Them Any Good When They Were Guests of the State.

Your Old Favorite . . . Lee Tracy . . . As the Unofficial Boss of Thousands of Lost Souls.

SELLING ANGLES: **"Queen of the Mob"**

Devote part of your marquee space to emphasis on the fact this picture is based on episodes contained in J. Edgar Hoover's famous book, "Persons in Hiding," and arrange with bookstores and libraries for tieups on the volume. Exploitation credits should go to Ralph Bellamy, with Blanche Yurka, a noted stage actress, given supporting mention. Arrange with police officials to stage a display of anti-crime weapons in the lobby.

CATCHLINES:

She Ruled With an Iron Hand . . . This Middle-Aged Lady Who Guided Killers in a Reign of Terror.

Sizzling, Searing Action . . . From the Pen of J. Edgar Hoover . . . And Every Word of It True.

SELLING ANGLES: **"Dr. Christian Meets the Women"**

As a pre-booking ballyhoo stunt, have theatre attendant go down the aisles calling for "Dr. Christian." Don't neglect to mention in your exploitation campaign that the picture is based on the radio program, "Dr. Christian," of which Jean Hersholt also is the star. Secure endorsements as to the picture's authenticity from hospital staffs and doctors, showing it to them at a special "preview." Dress attendants as nurses and internes. Give Hersholt the marquee and advertising credits.

CATCHLINES:

Dr. Christian Triumphs Again . . . In Another Stirring Story of This Man of Medicine.

You'll Like Dr. Christian . . . Idol of Millions of Radio Fans . . . In This Vivid Picture of Surpassing Tenderness.

SELLING ANGLES: **"Tom Brown's School Days"**

Dress two or three small boys in top hats and cutaway coats, in the English school fashion, and parade them around town. Give free admission to the show to every youngster in your neighborhood named Tom Brown. Recreate the 19th century British atmosphere in lobby and foyer with displays of old hunting prints, Victorian furniture, china, etc. Make the usual tieups with the public library on copies of Thomas Hughes' famous novel. With the cooperation of local school board set up a lobby display contrasting educational methods of the past and present.

CATCHLINES:

To the Screen at Last . . . Comes the Beloved Classic . . . The Spirited Story of an English School Boy.

Here's the One Picture You Won't Want to Miss . . . The Film Version of One of the World's Famous Novels.

SELLING ANGLES: **"The Captain Is a Lady"**

Charles Coburn and Beulah Bondi are the main selling names here. Prepare lobby easels reviewing the past performances of each. If there is a home for old ladies in the community, invite its inmates to a special showing of the film, either free or at reduced rates. Strive for a nautical atmosphere in lobby decorations and exploitation, dressing attendants as seamen and borrowing a collection of ship models with which to line the lobby.

CATCHLINES:

The Surprise Comedy Hit of the Season . . . And a Grand Entertainment Treat.

It Took Thirty Old Ladies to Show This Retired Captain That He Still Didn't Know Anything About the Sea.

SELLING ANGLES: **"Cross Country Romance"**

Give the marquee credits to Gene Raymond and Wendy Barrie, billing them as a new romantic team. The title is an ideal one for a tiein with travel agencies, railroads, automobile and trailer dealers ballyhooing the advantages of a cross-country vacation trip. Stills showing Raymond cooking meals in his trailer can be planted with dealers and distributors. Promote the loan of one of your agency's trailers to be hitched behind an automobile and towed through town placarded with picture and theatre billing.

CATCHLINES:

It's Frantically Romantic . . . Deliriously Hilarious . . . This Story of a Girl Who Answered the Call of the Open Road . . . And the Boy Who Couldn't Hear It.

He Married Maggie Jones . . . And Walked Out When He Found She Had a Million Dollars.

Vineland, N. J.
June 18, 1940

BOXOFFICE:

I am only going to repeat what has been said in the past. BOXOFFICE, in the industry, is unbeatable in every respect.

I am happy to add my name to the thousands of others who say they cannot get along without this publication.

Thank You!

(Signed) *Jerry Snelling*

P. S. Here I go again for another year.

Thanks, **Mr. Snelling**

NOW take a look at our new service

Review Digest

An interpretative analysis of opinions deduced from the language of motion picture trade paper reviews. Combined with Alphabetical Index to Feature Releases.

Starts as a regular department in this issue of

THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry

BOXOFFICE

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Persuades Patrons by The Aid of Poetry

ELDON, MO.—Tom Edwards, pilot of the Ozark here, has a way of getting across his messages without getting cross with his patrons or getting his boxoffice double-crossed in the effort. Witness:

"You have sweet children, we all do know,
And we want you to bring them to the show;
All children seem to cry at times,
But when they're six they pay me dimes.

We knew they'd cry from 1 to 3,
That's why we built a big Lobby,
So when they start to let 'er go,
For the others, please don't ruin the show.

Just take them to the Lobby for a drink,
Give them a talk and let them think
Of what a noise they make inside—
I think this will hurt their pride.

Don't fail to bring them when you come,
But do your best to keep them mum.
It doesn't bother me a bit,
But to some of my customers it gives a fit."

To which he adds: "I'd appreciate it if when they start to cry and you can't stop them that you mothers would say in a real stern voice, 'Dad, take this child out in the lobby and quiet it.' I know from experience that if you say it sternly enough, he and the baby will both be quiet."

Tom also has a poetic approach to another type of advice, viz:

"There's a time to part and
A time to meet,
There's a time to sleep and
A time to eat,
There's a time to smile and
A time to groan,
But make it a point to see
'Torrid Zone.'"

And that isn't enough to exhaust him. "I'll never forget the first pair of shoes they got on me when I was sixteen," he recollects for the amusement of his patrons. "My feet were so tough I wore the shoes out from the inside."

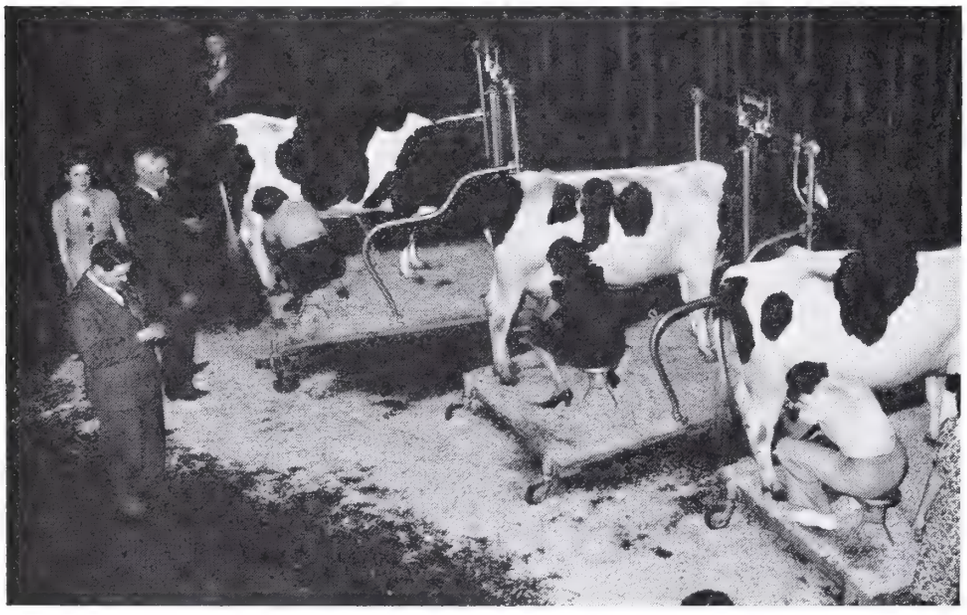
Apropos of nothing more than the urgency of the times, Tom declares that "Wars are fought by boys, suffered by women, paid for by the next generation, and usually started by some !*).%●=! old enough to know better."

Startled Audience Learns Of "Doctor Takes Wife"

PHILADELPHIA—"Is there a doctor in the house?" inquired a loud voice during an intermission at the Stanley. "IS there a doctor in the house?"

The startled audience then heard, "But don't worry, folks. When you come next week and see 'The Doctor Takes a Wife,' you'll all get so pepped up from laughing that nobody'll need a doctor any more."

The voice was Ed Rosenbaum's, Columbia exploiteer.



Bossy Takes a Stage Bow—

As Emmett Doody, manager of the Juneau, in Milwaukee, promotes an old-fashioned milking contest on the theatre's stage for three consecutive nights. Preliminaries were held a night in each of two weeks, with the finals on the third Monday. Above is the "stage show" on the night of the finals.

NUGGETS

A REGATTA on the Connecticut River inspired Manager George E. Freeman at the Loew-Poli, Springfield, Mass., to placard a boat with a large sign advertising "Waterloo Bridge" and send it out to trail the racers. Some 30,000 people are estimated to have seen the stunt.

●

An innovation in summer entertainment has been inaugurated by Loew's Apollo on the lower east side in New York. The roof has been converted into a suitable place for dancing which is provided free for the patrons every night except Wednesday.

●

A full-size figure of Dorothy Lamour cut out of a stock six-sheet and mounted on a compo board was the basis of a novel lobby stunt used by Manager E. R. Erickson of the Rhodes, Chicago, for "Johnny Apollo." The head was cut off and women patrons invited to show their boy friends how they look in the scanty costume of Miss Lamour.

●

E. A. Steinbuck, Loew's State, Cleveland, cracked the local News *with the first film contest that paper has run in six months. This was a result of an advance campaign on "The Mortal Storm" with an essay contest posing the question: "Why Is Freedom a Priceless Possession?"*

●

The Movie Shorts Quiz which RKO launched some months ago is proving popular with showmen and newspaper editors. In cartoon form, the quiz is centered around RKO's current shorts and many exhibitors enlarge the feature to 40x60 for use in the lobby when screening one of the shorts covered. A thousand newspapers regularly receive mats. Showmen desiring mats of the quiz may obtain them through RKO's home office publicity department.

●

Bill Studebaker, Logan, Logansport, Ind., landed a full page of tieup ads on "Edison, the Man." The layout tied in with a contest offering prizes for the best answer to the question: "What electrical device or invention has given the most comfort, health, happiness or pleasure?"

●

Tying in with the recent observance of "Americanism Day" in Decatur, Ill., the Lincoln booked a special show of Warner patriotic short subjects. The American Legion and Boy Scouts joined in the festivities at the theatre.

A Picture Contest Sells 'Our Town' in La Crosse

LA CROSSE, WIS.—The Hollywood secured the cooperation of the local newspaper and a group of merchants in staging a camera contest to plug "Our Town." The contest was divided into two parts, one for residents of La Crosse and another for entrants from towns in the La Crosse area.

: Came the Depression :

KANSAS CITY—Herewith a reprint of something from the current Commonwealth circuit's bulletin which, in turn, credits a bulletin put out by the Uptown at Creston, Ia.:

A Man Lived by the Road And Sold Hot Dogs

"There was a man who lived by the side of the road, and he sold hot dogs. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he read no newspapers. But he sold good hot dogs. He put signs up on the highway telling how good they were.

"He stood on the side of the road and cried, 'Buy a hot dog, mister?' and people bought. He increased his meat and bun order. He bought a bigger stove to take care of his trade. He finally got his son from college to help him.

"But then something happened. His son said, 'Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot.'

"Whereupon his father thought, 'Well, my son's been to college. He reads the papers and listens to the radio, so he ought to know.'

"So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell off almost overnight. 'You're right, son,' the father said to his boy. 'We certainly are in the middle of a great depression.' "

Cooperative Ad Provides Passes for "Edison"

NEW LONDON, WIS. — The Grand here promoted a center newspaper spread in cooperation with eight local merchants to plug "Edison, the Man." Persons listed in the advertisements received two free tickets from the merchant in whose ad their names appeared. Sixteen local citizens received tickets.

One of the cooperating firms was the Edison Wood Products Co., which was acquired by Thomas A. Edison, Inc., in 1917 for the manufacture of Edison Phonograph cabinets. With the passing of the phonograph, Thomas A. Edison turned the firm to furniture making so as to preserve the employment of several hundred workers. The local factory is still owned by the Thomas A. Edison Co.

Old Indian Fighter Sells "Northwest Passage"

HARRISONBURG, VA.—Enlisting the aid of Capt. Jack Lloyd, 72-year-old veteran of the Indian wars and an extra in many a western, Manager Jack W. Fretwell of the State put over a colorful campaign on "Northwest Passage."

Lloyd, who was dressed in a buckskin outfit and has long hair and a beard, attracted attention a week in advance of the opening and discussed freely his experiences with the famous figures of the wild west days.

Highlight of the campaign was when Lloyd accepted Manager Fretwell's challenge and walked 25 miles from a nearby town to Harrisonburg on the opening day of the picture. The stunt was followed by a large crowd and the local radio carried reports of Lloyd's progress as he neared the theatre. In front of the theatre, Lloyd was handed his monetary reward for accomplishing the feat.

During the week, Lloyd entertained theatre audiences with his stories of the west following the trailer of the feature.

Osa Johnson to P.A. With "I Married Adventure"

NEW YORK—Plans are now on foot for a series of personal appearance by Osa Johnson with "I Married Adventure," new Columbia release. In addition to appearing in theatres, Mrs. Johnson will stage a series of autographing parties in major department stores in key cities. The tie-up will be both ways and each benefiting through the cooperative exploitation.

This will mark the first time Mrs. Johnson has appeared with a picture since the death of her husband with whom she had appeared under a contractual arrangement with Fox theatres when the Fox company handled one of their films.



Patriotic Motif in Heralds Tried by RKO in Gotham

NEW YORK—Recommended for these hot and turbulent days, is RKO's summer campaign, planned and executed by Harry Mandel, director of advertising and publicity, in the circuit's theatres in the greater metropolitan area.

The heralds are done in a patriotic motif with blurbs emphasizing same. The copy reads as follows: "Keep Cool America at RKO. We Have Faith in America . . . and its people. And we believe that good entertainment is a strong necessity to all people at all times. The Show Must Go On. Therefore RKO is not holding back. We have gathered several of the year's biggest attractions for showing right now instead of holding them for the fall."

A special talking trailer with sequences from all the coming attractions listed in the advertising was compiled and used in the theatres.

Teaser Questionnaire for "Doctor Takes a Wife"

BOSTON—"Girls, which do you prefer: professional or non-professional men?" Al Longo of the local Loew's, Inc., publicity department made this teaser the basis of a competition exploiting "The Doctor Takes a Wife." Longo put out 3,000 flyers on the subject and handed passes to winners.

Giving "Doctor Takes a Wife" novelty publicity throughout, Longo also arranged for a contest to determine the most popular interne in the city of Boston. He worked on a radio quiz competition between teams of doctors and nurses. Ballyhoo was taken to the highways by a stooge dressed as an interne, stethoscope and all, who handed out prescription cards with the film plug on them.

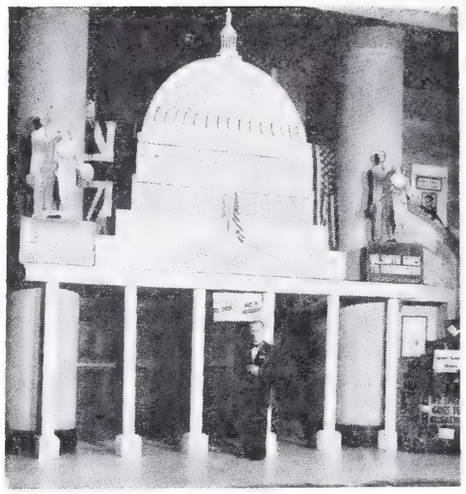
Nebraska City Opening Occasions Festivities

NEBRASKA CITY, NEB.—The biggest program in the history of the trade in Nebraska City was devised here by Stanley McSwain, manager for H. J. Griffith Theatres, Inc., to celebrate the reopening of the modernized Booth, renamed the Arbor.

The mayor planted a tree, with appropriate ceremonies. There was a Hollywood premiere, with lights and loud speakers. Star impersonators competed for the right to appear the following night on the Arbor stage. McSwain wrote a complete show, and emceed it to a tremendously successful finish.

Pulitzer Award Sets Chicago 'Grapes' Pace

CHICAGO—Manager Robert Busch of the Shore wasted no time when the novel, "The Grapes of Wrath," received the Pulitzer Prize. He had a special three-card trailer made which was inserted in the newsreel. The copy mentioned the award and tied up with the opening of the picture a few days later. Book marks with special copy stamped on them were distributed in all neighborhood public and rental libraries.



—Photo by R. L. Hagon

Exploitation in England—

A replica of the U. S. Capitol constructed under the direction of G. H. Barker, manager of the Forum Theatre at West Hartlepool, for "Mr. Smith Goes to Washington." Details were supplied in the construction by Harold Playter, American consul at Newcastle, and the librarian of the Newcastle library and philosophical society.

Photos, Kiddie Revue Sell "Forty Little Mothers"

NEW YORK—Novel contests are getting "Forty Little Mothers" good publicity results. In Oshkosh, Robert W. Brose, manager of the Oshkosh, tied in with a local shopping paper and photographers. Brose challenged residents of Oshkosh to recognize pictures of themselves as babies. Passes were offered as prizes.

A kiddie revue featuring local talent placed on the air the morning the picture opened highlighted the campaign put over by H. McMullen, Colonial, Pittsburg, Kas. The program's sponsor announced that the first 40 mothers and their children to arrive at the boxoffice would be admitted free. Tickets were paid for by the sponsor.

Piece of String Reminds Patrons of "Edison"

PLEASANT HILL, MO.—To promote "Edison, the Man" J. Mark Cadle, manager of the Peoples here, gave each lady at two special matinees preceding the picture, a piece of string as she entered. On the screen he had slides reading, "As you entered the theatre you were given a piece of string. Please remove it from your pocket or purse. Tie it around the index finger of your left hand. Now let that be a reminder not to miss 'Edison, the Man'."

Book Store Provides Heralds

HARTFORD—Manager Jack A. Simons, Loew-Poli, tied up with Witkower's, a local book store, for book-marks and heralds during the run of "The Mortal Storm."

And Enjoys More

Suggested as a good slogan for theatres these days: "He who laughs lasts."

Inexpensive Giveaways Herald "Black Friday"

CHILLICOTHE, MO.—In connection with "Black Friday," Barnes Perdue, manager of the Ritz here, promoted 500 aspirin tablets and put them up, individually in 500 2½x3½" envelopes imprinted "A Free Aspirin. Compliments of Clark's Pharmacy. Take it to steady your nerves when you see 'Black Friday' at the Ritz, etc." The envelopes were distributed in cars and to people on the streets the afternoon before the special midnight program on which the picture was shown.

In addition, Perdue had imprinted another 500 of the same size envelopes with the message, "Emergency Use (followed by first aid cross symbol) for those afraid to go home in the dark after they see 'Black Friday,' etc. Showing one time only. Blackout midnight show." Time and Date. Inside each envelope was a kitchen match.

Silences a Trailer to Intensify Its Power

CHILLICOTHE, MO.—It's pretty hard to figure out a new angle in the presentation of trailers, but Barnes Perdue of the Ritz here did just that in connection with "Slightly Honorable."

A special trailer was inserted in the regular talkie trailer with copy saying, among other things, that "Because there are children in the audience we deem it best to silence the dialogue in this trailer." And there followed the film sequences without sound. To bolster the effect of silence, the sound at the beginning was raised two points above normal; it faded out for the bulk of the trailer, and then was cut in on the last subtitles.

The reaction was terrific. Two college students attempted to bribe the Ritz operator to forget to cut the sound so they could hear the trailer dialogue.

Marathon Runners Speed To Broadway Reopening

PHILADELPHIA—A marathon heralded the opening of the renovated Broadway, with 100 star runners participating. The runners covered a five-mile course from the Uptown to the Broadway. Police stopped traffic and a cadet corps of the American Legion and Veterans of Foreign Wars entertained at the finish. Manager Jack Lexey awarded a gold wrist watch, a radio and other prizes, bought cooperatively by the theatre and local merchants.

"BOXOFFICE is one of my favorite publications, and I look forward to each issue, particularly The Modern Theatre, which is always kept on file for quick reference."

—ROBERT E. BRYANT,
Capitol Theatre,
Rock Hill, N. C.

BOXOFFICE — The Pulse of the Motion Picture Industry

Bridge Tryst Is Plug For "Waterloo Bridge"

SPRINGFIELD, ILL.—A stunt that aroused a great deal of curiosity was put over by M. R. Berman, Orpheum manager, for "Waterloo Bridge."

On opening day, Berman ran the following personal notice in two papers: "Dear Roy: I will be at Waterloo Bridge, our bridge on South Sixth St., this afternoon at 2:30. Must see you there at that time. Do not fail me. I am desperate. This is my last request. Your own, Myra."

At the appointed hour, a crowd gathered to see what would happen. What they witnessed was a happy meeting between the chief of service and a girl employe at the theatre dressed to impersonate Robert Taylor and Vivien Leigh.

Berman also caused a petition to be addressed to the mayor and city's commissioners asking that the name of the bridge be changed to Waterloo Bridge. He placed signs on the bridge which asked: "Why shouldn't this bridge be renamed 'Waterloo Bridge'?"

Fashion Show a Key to Tieups in Detroit

DETROIT—A two-day fashion show is being arranged by Hazen Funk, manager of the Great Lakes Theatre, to further the extensive program of community tieups at this house. Event is being staged by an experienced fashion expert, connected with one of the Detroit newspapers, and professional models will be used as well as 30 girls of the neighborhood who were entered in the local.

A 45-minute fashion show will be staged once each day under the direction of the fashion expert. General tieup is being arranged through the community newspaper, and wide publicity has been secured through arranging cooperative tieups with beauty shops and various merchants in the community.

Alexander Film-Allied Ad Deal Must Wait

CHICAGO—No new advertising deal was consummated between J. Don Alexander of Alexander Film Co. and Allied directors during the Allied convention here. The deal previously in force expired some months ago, and discussions toward renewing it were held here. Action, however, is being held in abeyance, it is understood, for another few months.

Manifold Campaign

PHILADELPHIA—Stanley Manager Al Reh's campaign for "The Doctor Takes a Wife" included spot announcements on three stations; a poll of female students at the University on whether they would marry a doctor (the results published in the campus paper); six window displays; a screening for 20 nurses from various hospitals; a lobby recording and a street ballyhoo of a person, dressed as an interne, distributing prescription blanks to passersby.

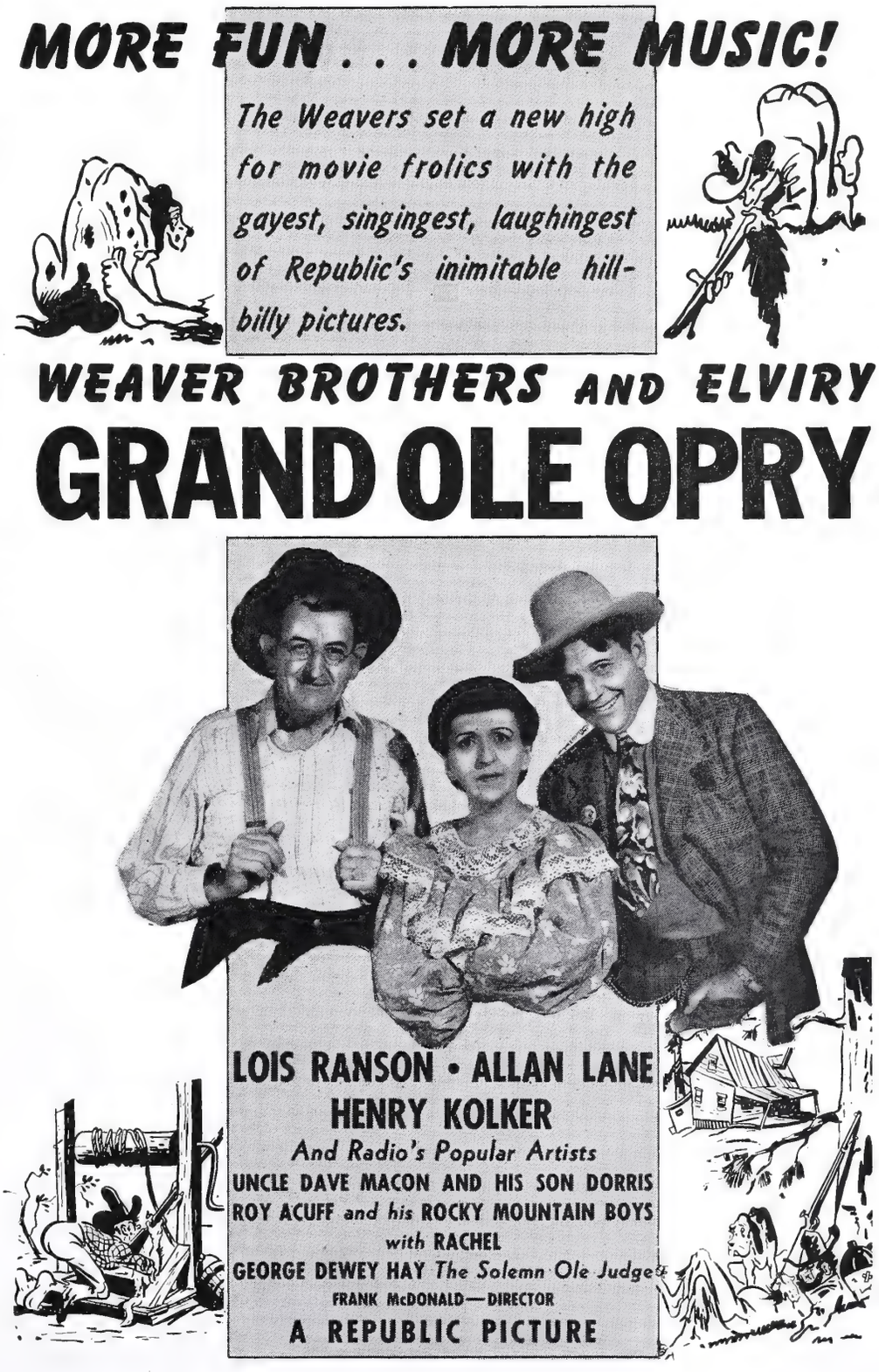
Make Them Fit To Be Kept

Bridgeport—Attention distributors! Joe Corwel of the Liberty says there's one place distributors should stop being super-colossal and that's in their year books to exhibitors. If companies made these library size, says Joe, exhibitors could keep them for reference all through the year and beyond. As it is, lacking out-size desks and rooms to read or keep them in, exhibitors destroy the advertising departments' beautiful brain-children as rapidly as possible.

Snapshot Enlargements Offered in Chicago

CHICAGO—Ludwig Sussman is inaugurating a new giveaway plan at his Adelphi. It is a 5x7 inch hand-colored oil enlargement, made from any snapshot of the patron, and framed in a 9x7 inch cardboard frame.

Patrons are given coupons every Wednesday and Thursday night when they purchase an adult admission ticket at the Adelphi. After they have six of these coupons, they bring them with a snapshot, and they receive the enlargement free.



Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
NOV. 18		17 Com. Drama 13 **Another Thin Man** (102) William Powell Myrna Loy R—Nov. 18	15 Mys. Drama 3923 **Phantom Strikes** (58) Sonnie Hale Wilfred Lawson R—Nov. 18	17 Drama 3910 **Rulers of the Sea** (96) Doug. Fairbanks jr. Margaret Lockwood R—Sept. 23	16 Western 848 **Rovin' Tumbleweeds** (64) R—Nov. 25 Gene Autry S. Burnette	17 Drama 005 **Meet Dr. Christian** (63) Jean Hersholt Dorothy Lovett R—Oct. 21	17 Comedy 016 **Too Busy to Work** (65) Jones Family R—Nov. 4		10 Rom. Com. 3002 **First Love** (84) R—Nov. 11 17 Melodrama 4012 **Tower of London** R—Nov. 25	18 Com. Dr. WB413 **Dead End Kids on Dress Parade** (62) Billy Halop Bobby Jordan R—Nov. 4	14 Drama P-D-C **Invisible Killer** (60) Grace Bradley Roland Drew R—Feb. 10
NOV. 25	23 Mys. Com. 7 **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama 12 **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western 3951 **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy 3911 **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainer R—Nov. 11	22 Western 952 **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical 011 **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama 026 **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western 4060 **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama 4016 **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama FN458 **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	15 M'drama Al'ance **North Sea Patrol** (69) Goeffrey Toone Clifford Evans
DEC. 2	31 Drama 1030 **Cafe Hostess** (63) R—Jan. 13 1 Drama (French) **Devil Is an Empress** (73); R—Dec. 23	1 Com. Drama 14 **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama 3938 **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama 3912 **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western 962 **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama 008 **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama 021 **City of Darkness** (74); R—Nov. 25 1 Melodrama 022 **Hornleigh on Holiday** (77) R-Feb. 3		1 Musical 4026 **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. FN464 **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama 1026 **Fugitive at Large** (66) R—Aug. 5 7 Western 1211 Taming of the West (54) R—Oct. 21	8 Comedy 2 **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western Reissue **West of the Divide** (55); John Wayne 10 Western Reissue **Lucky Texan** (56) John Wayne			8 Melodrama 013 **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama 026 **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama 4054 **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. FN471 **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama 15 **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus 3952 **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama 3914 **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western 941 **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama 024 **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama 4028 **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama FN481 **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	15 Comedy Al'ance **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		22 Comedy 16 **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. 3915 ◎ **Gulliver's Travels** (74) R—Dec. 23	20 Western 953 **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama 945 **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama 029 **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy 4011 **Charley McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama 1033 My Son Is Guilty (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama 17 **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama 3912 **Gentleman From Arizonia** (73) C. Reynolds-J. King R—Feb. 3	29 Drama 3916 ◎ **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama 916 **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama 015 **Hunchback of Notre Dame** (114) .. Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. 012 **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama 4002 **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama FN453 **Four Wives** (110) R—Dec. 2 30 M'drama WB408 **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama 017 ◎ **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama WB415 **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama 3939 **Danger Ahead** (56) 15 Melodrama 3924 **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy WB406 **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1003 **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 Melodrama 3922 **Hidden Enemy** (63)	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) J. Mack Brown Bob Baker	20 M'drama WB416 **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama Al'ance **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4041 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama Maymon **Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27

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FEB. 3	Convicted Woman (66) R—Mar. 2 1 Western 1212 **Pioneers of Frontier** (58)	(55) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	(64) Frankie Darro R—Feb. 3	William Henry Virginia Dale R—Feb. 10	(74) Richard Cromwell Doris Day R—Feb. 10	(68) Richard Dix C. Morris-L. Ball R—Feb. 3	Tank (74) Lloyd Nolan Jean Rogers R—Jan. 20		Richard Arlen Andy Devine R—Jan. 20	James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy 1026 **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical 21 **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama 3924 **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama 3921 **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama 007 **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama 031 **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. WB421 **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama 24 **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama Al'ance **One Night in Paris** (65) John Lodge Hugh Williams
FEB. 24		23 Drama 25 **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3910 **Murder on the Yukon** (57) James Newill 20 Western 3962 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 **Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama 23 **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy 3924 **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. Astor **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13.	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor **Vengeance of the Deep** (..) Lloyd Hughes
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	16 M'drama Al'ance **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama 1005 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) Weavers & Elviry 22 Western 965 **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	

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MAY 4	2 Western **1213** **Man From Tumbleweeds** (59) R—June 1	3 Action Drama **35** **20 Mule Team** (85) Wallace Beery R—May 4	2 Western **3964** **Land of Six Guns** (54) R—June 1	3 Comedy **3932** **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy **043** **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) **Laurel & Hardy** R—May 4	3 Musical **4005** **If I Had My Way** (94) R—May 4	4 M'drama **WB423** **Tear Gas Squad** (55) R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow
MAY 11	16 Drama **1029** **Babies for Sale** (64) Rochelle **Hudson** Glenn **Ford** R—May 25	10 Drama **36** **Edison, the Man** (106) R—May 25 Spencer **Tracy** Rita **Johnson**	9 Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy **3933** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama **038** **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. **4031** **Ski Patrol** (64) Luli Deste R—May 11	11 Drama **WB410** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama **1023** **Island of Doomed Men** (67) Peter Lorre 16 Drama **1111** **21 Days Together** (72) Olivier; R-May 4	17 Drama **37** **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama **3934** **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou **Carol Landis** R—May 11	17 Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama **FN460** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger **Mary Maguire**
MAY 25	23 Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama **40** **Phantom Raiders** (70) Walter Pidgeon R—June 1	23 Western **3965** **Kid From Santa Fe** (50) Jack Randall	24 Drama **3931** **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western **966** **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama **045** **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden **Martha Scott** R—May 18	24 Western **4056** **Hot Steel** (61) Richard Arlen Andy Devine	25 Drama **FN455** **Torrid Zone** (87) James Cagney **Ann Sheridan** R—May 18	20 Drama **P-R-C** **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western **3966** **Riders From Nowhere** (45) Jack Randall	31 Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights** (61) R—May 18 31 Western **4063** **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-C** **Frontier Crusader** (68)
JUNE 8	3 Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama **39** **Susan and God** (115) Joan Crawford R—June 8	11 Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	7 Western **3958** **Hidden Gold** (61) William Boyd R—May 25	6 Drama **902** **Women in War** (70) Elsie Janis R—June 1	7 Melodrama **033** **Saint Takes Over** (68) R—Apr. 27	7 Drama **034** **Earthbound** (67) Warner Baxter R—May 18		7 Drama **4036** **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 15	6 M'drama **1028** **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama **41** **Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western **3960** **Wild Horse Range** (51) Jack Randall R—June 22	14 Drama **3937** **Safari** (83) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Action Drama **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western **084** **Prairie Law** (60) George O'Brien **R—June 8**	14 Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes **R—June 8**		14 Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama **WB423** **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	1 Western **P-R-C** **Frontier Crusader** (60) Tim McCoy R—June 15
JUNE 22	20 Drama **Girls of the Road** (61) Ann Dvorak Lola Lane	21 Com. Drama **42** **Captain Is a Lady** (65) Virginia Grey Billie Burke Charles Coburn	25 M'drama **3927** **Last Alarm** (61) Polly Ann Young Warren Hull	21 Mys. Com. **3938** **Ghost Breakers** (82) Bob Hope Paulette Goddard R—June 15	25 Musical Com. **Grand Ole Opry** (67) Weaver Bros. and Elviry 27 Western **Carson City Kid** (57)	21 Com. Drama **034** **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy **4037** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama **WB424** **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western **1214** **Return of Wild Bill** (57) 30 Comedy **Out West With the Peppers** (..)	28 Musical **31** **New Moon** (105) Jeanette MacDonald Nelson Eddy R—June 22	27 Western **Ridin' the Trail** (..) Fred Scott	28 Drama **3939** **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western **992** **One Man's Law** (57) Don "Red" Barry Janet Waldo	28 Drama **035** **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. **049** **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama **The Fugitive** (77) Ralph Richardson Diana Winyard		28 Drama **102** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy **Andy Hardy Meets Debutante** (..) Mickey Rooney Judy Garland	3 Western **3956** **The Golden Trail** (..) Tex Ritter	5 Drama **3940** **Way of All Flesh** (82) R—June 1 Akim Tamiroff Gladys George	3 Drama **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama **036** **Dr. Christian Meets the Women** (65) Jean Hersholt R—June 29	5 Com. Drama **052** **Sailor's Lady** (..) Nancy Kelly Jon Hall	4 Melodrama **South of Pago Pago** Victor McLaglen Jon Hall Francis Farmer	5 Com. Drama **Private Affairs** (75) Nancy Kelly Roland Young R—June 15	6 Drama **Man Who Talked Too Much** (..) George Brent Virginia Bruce	
JULY 13		12 Drama **Sporting Blood** (..) Robert Young Maureen O'Sullivan	10 Western **Pride of the Prairie** (..) Fred Scott	12 Western **3959** **Stagecoach War** (62) Bill Boyd Russell Hayden	12 Comedy **Scatterbrain** (..) Judy Canova Allan Mowbray	12 Com. Drama **037** **Millionaires in Prison** (63) Lee Tracy R—June 29	12 Drama **046** **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama **My Love Came Back** Olivia de Havilland Jeffrey Lynn (..)	
JULY 20	18 Drama **Military Academy** (..) Tommy Kelly	19 Com. Drama **I Do!** (..) Lana Turner John Shelton	17 Com. Drama **Haunted House** (..) Jackie Moran 15 Melodrama **Boys of the City** East Side Kids		15 Western **Carolina Moon** (..) Gene Autry 19 Drama **Girl From God's Country** (..)	19 Drama **039** **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	19 Drama **050** **Maryland** (..) Walter Brennan Fay Bainter Brenda Joyce		26 Western **4064** **Arizona Cyclone** (..) Johnny Mack Brown 19 Western **4057** **Black Diamond** (..) Richard Arlen	20 Comedy **Ladies Must Live** (..) Rosemary Lane	
JULY 27	25 Comedy **Blondie Has Servant Trouble** (..) 31 Com. Drama **It Happened in Paris** (..) Brian Aherne	26 Drama **Pride and Prejudice** (..) Greer Garson Laurence Olivier	29 Melodrama **Orphans of the North** (..) 29 Western **Rainbow of the Range** (..) Tex Ritter	26 Drama **3941** **Untamed** (83) Ray Milland Patricia Morison R—June 29		26 Western **085** **Stage to Chino** (..) George O'Brien 26 Drama **041** **Stranger on the Third Floor** (..) Peter Lorre			26 Com. Dr. **4023** **You're Not So Tough** (72) Dead End **Kids** Nan Grey R—June 1	27 Drama **They Drive by Night** (..) George Raft Ann Sheridan	
AUG. 3			5 Melodrama **Law of the Tong** (..) Boris Karloff	2 Melodrama **Golden Gloves** (..) Richard Denning Jean Cagney		2 Drama **038** **Lucky Partners** (..) Ronald Colman Ginger Rogers	2 Drama **The Great Profile** (..) John Barrymore		2 Drama **Modern Monte Cristo** (..) Victor McLaglen Anne Nagel		
AUG. 10			5 Melodrama **Chamber of Horrors** (..) Leslie Bank Gina Malo	9 Melodrama **Mystery Sea Raiders** (..) Henry Wilcoxon Carole Landis		9 Melodrama **One Crowded Night** (..) Billie Seward William Haade	9 Drama **Street of Memories** (..) Lynn Roberts John McGuire		9 Comedy **Boys From Syracuse** (..) Allan **Jones** Martha Raye		

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where opinion is neither expressed nor possible of deduction the sign o is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ‡ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Adventure in Diamonds (Para)	−	±	−	±	±	o	±	±	5+ 7−
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (WB)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Andy Hardy Meets a Debutante (M-G-M)									
Anne of Windy Poplars (RKO)	−		=	+	+	±	+	−	4+ 5−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B									
Babies for Sale (Col)	±		±	−	±				3+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓			∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	‡	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	‡	+	‡	+	10+
Black Eyes (Alliance)									
Black Friday (Univ)	+	±	±	+	+		+	+	7+ 1−
Blazing Six Shooters (Col)	±		±	+					3+ 2−
Blondie on a Budget (Col)	+	+	+	+		+	−	+	6+ 1−
Blue Bird, The (20th-Fox)	+	∓	±	‡		‡	‡	+	10+ 2−
Brother Orchid (WB)	+	+	+	+	+	+	+	‡	10+
Buck Benny Rides Again (Para)	‡	‡	+	‡	‡		‡	‡	13+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers (Col)	∓		±		±				3+ 3−
C									
Captain Is a Lady (M-G-M)	+						−	+	2+ 1−
Carson City Kid (Rep)				+	+				2+
Castle on the Hudson (FN)		±	±	+	±		+	+	6+ 3−
Charle Chan in Panama (20th-Fox)	+	+	+	+	+	+	+		7+
Charlie Chan's Murder Cruise (20th-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid (Mono)	±		∓						2+ 2−
Chump at Oxford, A (UA)	∓	+	±	±	+				5+ 3−
Courageous Dr. Christian (RKO)	±	±	∓	±	±	o	+	+	7+ 5−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓			−					1+ 2−
Crooked Circle (SR)									
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+						+	+	3+
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dark Command (Rep)	‡	+	+	+		+	‡	+	9+
Dr. Christian Meets the Women (RKO)	±						+	+	3+ 1−
Dr. Cyclops (Para)	−	±	∓	+	±		+	∓	6+ 5−
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)	‡	+	+	‡	‡		‡	+	11+
Double Alibi (Univ)	+	+	±	+		+		±	7+ 2−
E									
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	‡	‡	+	‡	‡	‡	‡	‡	15+
Enemy Agent (Univ)	+	±	±	±		o	±	±	6+ 5−
F									
Farmer's Daughter (Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)	+			+					2+
Fight for Peace (Mono)									
Flight Angels (FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Flight at Midnight (Rep)									
Florian (M-G-M)	+	+	±	+			‡	±	7+ 2−
Forgotten Girls (Rep)	±	∓	−	±	+				4+ 4−
Four Sons (20th-Fox)	‡		+	‡	‡	o	‡	+	10+

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed (Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21 (20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)	+	∓			+	o	±	∓	5+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)				+					1+
Fugitive From Justice (WB)	±	∓		−		+			3+ 3−
G									
Gambling on High Seas (WB)		±		+			∓	±	4+ 3−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	‡	‡	‡	‡	‡	+	‡	‡	15+
Ghost Comes Home (M-G-M)	+	±	±	±			−	∓	5+ 5−
Ghost Valley Raiders (Rep)	∓		−	±	±	o			3+ 4−
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±								1+ 1−
Girls of the Underworld (SR)									
Grand Ole Opry (Rep)									
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath (20th-Fox)	‡	+	‡	+		‡	‡	‡	12+
H									
Half a Sinner (Univ)	+	+	±	+				±	5+ 2−
Hi-Yo Silver (Rep)	+		+	+	+				4+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Honeymoon Deferred (Univ)	+	±	−	∓	+		+	±	6+ 4−
Hot Steel (Univ)		±							1+ 1−
House Across the Bay (UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables (Univ)	+	+	+	+	+		+	∓	7+ 1−
Human Monster (Mono)	±	±	±	±		±	∓	∓	7+ 7−
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Take This Oath PRC			∓						1+ 1−
I Was an Adventuress (20th-Fox)	±	±	±	+	±		±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
In Old Missouri (Rep)		∓	∓	±	∓		∓	±	6+ 6−
Irene (RKO)	+	+	±	+	‡	+	+	‡	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny (RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True (WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)	‡	‡	‡	‡	‡	‡	‡	‡	16+
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+		+	‡	8+
K									
Kid From Santa Fe (Mono)									
Kid Reporters (Mono)									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range (Para)	+		+	+		+	+	+	6+
L									
LaConga Nights (Univ)	∓	±	∓	±	∓		±	±	7+ 7−
Land of Six Guns (Mono)	∓		∓						2+ 2−
Last Alarm (Mono)									
Lightning Strikes West	∓		∓						2+ 2−
Light of Western Stars (Para)	+		±	+		∓	+	±	6+ 3−
Lillian Russell (20th-Fox)	‡	±	±	‡	‡	‡	‡	‡	14+ 2−
Little Miss Molly (Alliance)									
Little Orvie (RKO)	+	±	+	+		+	+	+	7+ 1−
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)	=		±		o	±	−		2+ 5−
Lucky Cisco Kid (20th-Fox)	−		±	±		∓	∓	±	5+ 6−
M									
Ma, He's Making Eyes at Me (Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)	+			+					2+

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor — In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Man From Dakota (M-G-M)	±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds (Col)	±		±		+				3+ 2−
Man Who Talked Too Much, The (WB)									
Man With Nine Lives (Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbreak (20th-Fox)	−		∓	+		o	+	+	4+ 2−
Maryland (20th-Fox)									
Men Without Souls (Col)	−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)	±	∓		±	+				4+ 3−
Military Academy (Col)									
Millionaire Playboy (RKO)	−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)	+						±	+	3+ 1−
Mortal Storm, The (M-G-M)	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Murder in the Air (FN)	+	±		+			∓		4+ 2−
Murder on the Yukon (Mono)	±				+				2+ 1−
My Favorite Wife (RKO)	ǂ	+	+	ǂ	ǂ		ǂ	ǂ	12+
My Son, My Son (UA)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)	±	±	∓	±					4+ 4−
Mystery of Room 13 (SR)									
N									
New Moon (M-G-M)	+		+	ǂ	ǂ	+	+		8+
Northwest Passage (M-G-M)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Nurse Edith Cavell (RKO)									
O									
On the Spot (Mono)	+			∓	+	o	+	±	5+ 2−
On Their Own (20th-Fox)	±	±	±	±	±	o	+	±	7+ 6−
One Came Home (M-G-M)									
One Night in Paris (Alliance)									
One Million B. C. (UA)	±	±	−	±	+		±	∓	6+ 6−
Opened by Mistake (Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)									
Outside the Three Mile Limit (Col)	±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)	±	±							2+ 2−
P									
Pals of the Silver Sage (Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)	+		±	+	+		∓	−	5+ 3−
Phantom Raiders (M-G-M)	+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)	+								1+
Pinocchio (RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Pioneers of the West (Rep)	±		+	+					3+ 1−
Pop Always Pays (RKO)	+		±	∓	+	o	+	+	6+ 2−
Prairie Law (RKO)	+			+		o		+	3+
Primrose Path (RKO)	+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)	±		±	±	+	+	+	+	7+ 3−
Q									
Queen of the Mob (Para)	±						±	−	2+ 3−
R									
Rancho Grande (Rep)	∓		∓	+	+		+	=	5+ 4−
Rebecca (UA)	ǂ	+	+	ǂ		ǂ	+	+	10+
Refugee, The (Rep)	±	+	±	+	+	+	+	ǂ	9+ 2−
Return of Wild Bill (Col)									
Rhythm on the Rio Grande (Mono)	∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)									
Riders of Pasco Basin (Univ)	∓		∓	±	±				4+ 4−
Ridin' the Trail (Mono)									
Road to Singapore (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)	+			+	+				3+
S									
Safari (Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)									
Saint Takes Over (RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)	±	+	+	±	+				5+ 2−
Saturday's Children (WB)	+	±	±	+	+	o	+	+	7+ 2−
Seventeen (Para)	+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)	+		+	+	+	o	+	+	6+
Sidewalks of London (Para)	+	+	+	+			+	+	6+
Ski Patrol (Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)	±								1+ 1−
So This Is London (20th-Fox)	±				±			=	2+ 4−
Son of the Navy (Mono)	+	+	±	+	±	+	+	+	8+ 2−
Stagecoach War (Para)									
Star Dust (20th-Fox)	+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)	ǂ	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	14+
Strange Cargo (M-G-M)	±	−	∓	+		o	±	±	5+ 5−
Susan and God (M-G-M)	±		+	+	ǂ	+	ǂ	+	9+ 1−
Swiss Family Robinson (RKO)	ǂ	+	+	+	ǂ		+	ǂ	10+
T									
Tear Gas Squad (WB)	±	−	−	±	±		=		3+ 7−
Tevya (SR)	±								1+ 1−
Texas Stagecoach (Col)	±	±		+	+				4+ 2−
Terror, The (Alliance)									
They Came by Night (20th-Fox)	+	±	−	∓		o			3+ 3−
Those Were the Days (Para)	+	+	∓	+	+		+	+	7+ 1−
Three Cheers for the Irish (FN)	±	+	+	+	+		+	+	7+ 1−
'Til We Meet Again (FN)	+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)	ǂ			+			ǂ	ǂ	7+
Too Many Husbands (Col)	ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)	∓			+					2+ 1−
Torrid Zone (FN)	ǂ	+	+	ǂ	+	+	+		9+
Turnabout (UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)	∓	∓	∓	∓		o	∓		5+ 5−
Two Girls on B'way (M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)	±	±	±	±	+	+		+	7+ 4−
U									
Untamed (Para)	−						±	∓	2+ 3−
V									
Vengeance of the Deep (SR)	=		=	∓	±				2+ 6−
Virginia City (WB)	+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W									
Wagons Westward (Rep)	+								1+
Waterloo Bridge (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
Westerner, The (UA)	±								1+ 1−
Wild Horse Range (Mono)	∓			±	±				3+ 3−
Women in War (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)	±	±	±	±	+	+	+	±	8+ 5−
Y									
You Can't Fool Your Wife (RKO)	+	∓	±	∓	±		+	∓	7+ 5−
Young as You Feel (20th-Fox)	−	−	+	+	+	±	+	±	6+ 4−
Young Tom Edison (M-G-M)	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)	+		+	+	±				4+ 1−
You're Not So Tough (Univ)	±			+		o	+	+	4+ 1−
Z									
Zanzibar (Univ)	±	±	±	∓	+	±	+	±	8+ 6−

In the Making

COLUMBIA

The Wizard of Death—Boris Karloff. Director: Nick Grinde. Producer: Wallace MacDonald. **(Starting)**

Before I Die—Douglas Fairbanks jr., Rita Hayworth, Thomas Mitchell, Constance Worth, John Qualen. Producer-Director: Ben Hecht. Original Screenplay: Ben Hecht. **(Starting)**

It Happened in Paris—Brian Aherne, Rita Hayworth, Irene Rich, Dorothy Burgess, Glenn Ford, Edward Norris, Evelyn Keyes. Director: Charles Vidor. Producer: B. B. Kahane. **(Completed)**

MONOGRAM

Rainbow Over the Range—Tex Ritter, Warner Richmond, Dorothy Fay, Jim Pierce. Director: Al Herman. Producer: Ed Finney. Screenplay: Rolland Lynch, Roger Merton, Robert Emmet. **(Starting)**

Shadows Over Chinatown—Boris Karloff, Marjorie Reynolds, Grant Withers, Kenneth Harlan. Director: William Nigh. Producer: Paul Malvern. Original: Ralph Bettinson, Hugh Wiley. **(Completed)**

PARAMOUNT

Touchdown—Wayne Morris, Virginia Vale, Lillian Cornell. Director: H. Bruce Humberstone. Producer: Anthony Veiller. Original Screenplay: Robert Pirosh. **(Starting)**

RKO RADIO

No, No, Nanette—Anna Neagle. Producer-Director: Herbert Wilcox. Original: Vincent Youmans, Irving Caesar, Otto Harbach. **(Starting)**

Stranger on the Third Floor—Peter Lorre, Margaret Tallichet, Elisha Cook jr., Charles Waldron, John McGuire, Cliff Clark. Director: Boris Ingster. Producer: Lee Marcus. Original Screenplay: Frank Partos. **(Completed)**

"ALL THIS, AND HEAVEN TOO" IS ON TOP

CHARLOTTE

Broadway—**And One Was Beautiful** (M-G-M), 1st half 90
Broadway—**Isle of Destiny** (RKO), 2nd half.... 90
Carolina—**My Favorite Wife** (RKO).....105
Imperial—**Johnny Apollo** (20th-Fox).....100
State—**6,000 Enemies** (M-G-M), 1st half.....100
State—**Gaucho Serenade** (Rep), 2nd half.....105

CHICAGO

Apollo—**Lillian Russell** (20th-Fox), 3rd wk.... 85
Chicago—**Torrid Zone** (FN), plus stage show..100
Garrick—**I Was an Adventuress** (20th-Fox)..... 80
Oriental—**My Favorite Wife** (RKO), plus stage show 125
Roosevelt—**My Son, My Son** (UA), 2nd loop wk.. 90
State-Lake—**Strange Case of Dr. Kildare** (M-G-M), plus stage show 90
United Artists—**Waterloo Bridge** (M-G-M), 2nd loop wk. 90
Woods—**Gone With the Wind** (M-G-M), 22nd wk. 90

CINCINNATI

Albee—**Mortal Storm** (M-G-M) 100
Capitol—**Susan and God** (M-G-M) 100
Keith's—**Flight Angels** (FN) 110
Lyric—**One Million B. C.** (UA).....120
Palace—**Typhoon** (Para't) 100
Shubert—**Torrid Zone** (FN) 110

CLEVELAND

Allen—**Lillian Russell** (20th-Fox), 2nd wk.....100
Hippodrome—**Irene** (RKO) 90
Palace—**Saint Takes Over** (RKO), plus **Bob Hope** on stage (house record) 265
State—**The Mortal Storm** (M-G-M)..... 90
Stillman—**Susan and God** (M-G-M), 2nd wk..... 90

DALLAS

Capitol—**Opened by Mistake** (Para't), 1st half. 80
Capitol—**Passport to Alcatraz** (Col), 2nd half.. 90
Majestic—**Torrid Zone** (FN) 125
Palace—**Susan and God** (M-G-M).....110
Rialto—**Saps at Sea** (UA), 1st half..... 85
Rialto—**One Million B. C.** (UA), 2nd half.....100
Tower—**Doctor Takes a Wife** (Col), 2nd wk....100

DENVER

Aladdin—**Over the Moon** (UA) 100
Broadway—**Waterloo Bridge** (M-G-M); **And One Was Beautiful** (M-G-M), after wk. at Orpheum 90
Denham—**Private Worlds** (Para't), 4 days; **Trail of the Lonesome Pine** (Para't), 3 days, reissues 60
Denver—**Torrid Zone** (FN); **Lone Wolf Meets a Lady** (Col) 100
Orpheum—**Susan and God** (M-G-M); **Curtain Call** (RKO) 100
Paramount—**Earthbound** (20th-Fox); **Girl in 313** (20th-Fox) 100
Rialto—**Lillian Russell** (20th-Fox), after wk. at each the Denver and Aladdin; **Enemy Agent** (Univ) 110

DETROIT

Adams—**Four Sons** (20th-Fox), after wk. at Fox; **High School** (20th-Fox) 100
Fox—**Lone Wolf Meets a Lady** (Col), plus stage show 105
Michigan—**Brother Orchid** (WB); **Two Girls on Broadway** (M-G-M) 110
Palms-State—**Ghost Breakers** (Para't), after wk. at Michigan; **Edison, the Man** (M-G-M), after 2 wks. at United Artists..... 85
United Artists—**Irene** (RKO); **Florian** (M-G-M) 100

INDIANAPOLIS

Alamo—**Legion of the Lawless** (RKO); **Invisible Killer** (SR) 75
Circle—**Safari** (Para't); **Flight Angels** (FN)... 80
Indiana—**Brother Orchid** (WB); **Sandy Is a Lady** (Univ) 75
Loew's—**Mortal Storm** (M-G-M); **Phantom Raiders** (M-G-M) 100
Lyric—**21 Days Together** (Col), plus stage show 90

KANSAS CITY

Esquire—**Sandy Is a Lady** (Univ)..... 75
Midland—**The Mortal Storm** (M-G-M); **Phantom Raiders** (M-G-M) 125

AVERAGE IS 100%

Top Hits of the Week

ALL THIS, AND HEAVEN TOO—
Philadelphia 155

40 LITTLE MOTHERS—
New Orleans 150

MORTAL STORM—
New Orleans 140

BROTHER ORCHID—
New Orleans 135

GHOST BREAKERS—
Milwaukee (dual) 135

EXTENDED RUNS

Gone With the Wind, 27th wk., New York City; 22nd wk., Chicago.

My Favorite Wife, 7th wk., Seattle; 3rd wk., Philadelphia.

If I Had My Way, 3rd wk., Minneapolis.

Newman—**Brother Orchid** (WB), holdover.... 65
Tower—**I Can't Give You Anything But Love** (Univ), plus **George White's Scandals**.....200
Uptown—Same as Esquire 75

LOS ANGELES

Chinese—**Four Sons** (20th-Fox); **Girl in 313** (20th-Fox) 85
Downtown—**Turnabout** (UA); **Fugitive From Justice** (WB) 100
Four Star—**Rebecca** (UA), 5 days of 12th wk... 75
Hillstreet—**Irene** (RKO); **Saint Takes Over** (RKO) 125
Hollywood—Same as Downtown.....100
Pantages—Same as Hillstreet 125
Paramount—**Safari** (Para't), plus stage show..135
State—Same as Chinese 100

MILWAUKEE

Palace—**Ghost Breakers** (Para't); **The Biscuit Eater** (Para't) 135
Riverside—**Men Without Souls** (Col), plus stage show 100
Strand—**Edison, the Man** (M-G-M); **Safari** (Para't) 110
Warner—**Brother Orchid** (WB); **One Million B. C.** (UA) 105
Wisconsin—**Susan and God** (M-G-M); **Girl in 313** (20th-Fox) 115

MINNEAPOLIS

Aster—**Alias the Deacon** (Univ); **Girl in 313** (20th-Fox) 85
Century—**Earthbound** (20th-Fox) 80
Esquire—**If I Had My Way** (Univ), 3rd wk.... 90
Gopher—**Three Cheers for the Irish** (FN)..... 90
Orpheum—**Brother Orchid** (WB) 95
State—**Waterloo Bridge** (M-G-M) 90
World—**Over the Moon** (UA) 85

NEW HAVEN

College—**21 Days Together** (Col); **The Man With Nine Lives** (Col) 75
Loew-Poli—**The Mortal Storm** (M-G-M); **Free, Blonde and 21** (20th-Fox).....100
Paramount—**If I Had My Way** (Univ); **Women Without Names** (Para't) 65
Roger Sherman—**Castle on the Hudson** (FN); **Flight Angels** (FN) 70

NEW ORLEANS

Center—**Seventeen** (Para't) 90
Globe—**Johnny Apollo** (20th-Fox)..... 90
Liberty—**The Saint Takes Over** (RKO).....125
Orpheum—**40 Little Mothers** (M-G-M).....150
Saenger—**Brother Orchid** (WB) 135
State—**The Mortal Storm** (M-G-M) 140
Tudor—**Lillian Russell** (20th-Fox).....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 27th roadshow wk. 100
Capitol—**Edison, the Man** (M-G-M), 2nd wk... 90
Criterion—**Gangs of Chicago** (Rep).....120
Globe—**Lone Wolf Meets a Lady** (Col)..... 75
Paramount—**Way of All Flesh** (Para't), 2nd wk., plus stage show 65
Radio City Music Hall—**Our Town** (UA), plus stage show 100
Roxy—**Doctor Takes a Wife** (Col), plus stage show 100
Strand—**Brother Orchid** (WB), 2nd wk., plus stage show 100

OMAHA

Brandeis—**House of Seven Gables** (Univ); **Black Friday** (Univ) 100
Omaha—**Waterloo Bridge** (M-G-M); **King of the Lumberjacks** (WB) 110
Orpheum—**Dr. Kildare's Strange Case** (M-G-M); **Florian** (M-G-M) 90

PHILADELPHIA

Boyd—**My Favorite Wife** (RKO), 3rd wk.....125
Earle—**All This, and Heaven Too** (WB).....155
Fox—**Waterloo Bridge** (M-G-M), 2nd wk., 6 days 100
Karlton—**Earthbound** (20th-Fox) 70
Keith's—**Turnabout** (UA) 90
Stanley—**Mortal Storm** (M-G-M) 110
Stanton—**Lillian Russell** (20th-Fox) 100

PITTSBURGH

Alvin—**I Was an Adventuress** (20th-Fox); **La Conga Nights** (Univ) 55
Barry—**Bombs Over London** (SR); **Vengeance of the Deep** (SR) 60
Penn—**Torrid Zone** (FN) 105
Ritz—**Confessions of a Nazi Spy** (FN), reissue 35
Senator—**Mad Men of Europe** (Col)..... 40
Stanley—**Brother Orchid** (WB), plus stage show 105
Warner—**Flight Angels** (FN); **Phantom Raiders** (M-G-M) 95

PORTLAND, ORE.

Broadway—**House Across the Bay** (UA); **Sandy Is a Lady** (Univ) 90
Liberty—**Four Sons** (20th-Fox); **Queen of the Mob** (Para't) 85
Mayfair—**Brother Orchid** (WB); **Safari** (Para't), 2nd d. t. wk. 120
Paramount—**My Favorite Wife** (RKO); **Lone Wolf Meets a Lady** (Col), 2nd wk.....100
United Artists—**Susan and God** (M-G-M); **Murder in the Air** (FN), 2nd wk.....100

SALT LAKE CITY

Capitol—**40 Little Mothers** (M-G-M), plus stage show 100
Centre—**Susan and God** (M-G-M) 105
Studio—**Waterloo Bridge** (M-G-M), 2nd wk....115
Utah—**Escape to Paradise** (WB); **'Til We Meet Again** (FN) 100

SEATTLE

Blue Mouse—**My Favorite Wife** (RKO), 7th wk.. 85
Fifth Avenue—**Waterloo Bridge** (M-G-M); **La Conga Nights** (Univ), 2nd wk..... 90
Liberty—**Lone Wolf Meets a Lady** (Col); **Saps at Sea** (UA) 90
Music Box—**Safari** (Para't); **I Was an Adventuress** (20th-Fox) 90
Orpheum—**Four Sons** (20th-Fox); **I Can't Give You Anything But Love** (Univ)..... 90
Palomar—**Flight Angels** (FN); **Kings of the Lumberjacks** (WB) 90
Paramount—**Ghost Breakers** (Para't); **Biscuit Eater** (Para't), 2nd wk. 90

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.
(S)Indicates short of the week.
(C)Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

Skinny the Moocher (16½)....Sept. 8
Trouble Finds Andy Clyde (18).....July 28
You Natzy Spy (18).....Jan. 19
Mr. Clyde Goes to Broadway (17).....Feb. 2
The Heckler (17).....Feb. 16
Rockin' Thru the Rockies (17)..Mar. 8
Pardon My Berth Marks (18)..Mar. 22
Money Squawks (17).....Apr. 5
A Plumbing We Will Go (18)..Apr. 19
You're Next (..).....May 3
South of the Boudoir (...)...May 17
Boobs in the Woods (..)....May 31
The Taming of the Snood (..).....June 28
His Bridal Fright (..).....July 12
All-American Blondes (17)....Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Glove Slingers (18).....Nov. 24
Mooching Through Georgia (19).....Aug. 11
Nothing But Pleasure (17½)..Jan. 5
Teacher's Pest (16½).....Nov. 3
Awful Goof, The (17).....Dec. 22

CINESCOPES

Fashion Takes a Holiday (11)..Mar. 8
Threads of a Nation (11).....Feb. 9
World of 1960 (Futurama) (9)..Dec. 22

COLOR RHAPSODIES (In Technicolor)

The Happy Tots' Expedition (6½).....Feb. 9
Blackboard Revue (7).....Mar. 15
The Greyhound and the Rabbit (7½).....Apr. 19
The Egg Hunt (7½).....May 31
Ye Olde Swap Shoppe (7½)..June 28
A Boy, a Gun and Birds (7)..Jan. 12
Dreams on Ice (6½).....Oct. 20
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3

COLUMBIA TOURS

Unveiling Algeria (9½).....Mar. 1
Pleasurebound in Canada (..)..May 17
In the Land of Pagodas (..)..June 14
Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)..Oct. 27
Life in Paris (11).....Dec. 22
New Hampshire (11).....Feb. 9

COMMUNITY SING

No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster) (11)..Nov. 17
No. 5 (Gypsy Songs) (10).....Dec. 29
No. 6 (Medley of Hits) (..)...May 10

FABLES CARTOONS

Barnyard Babies (6).....June 14
Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22
Practice Makes Perfect (6).....Apr. 5

FOOLS WHO MADE HISTORY

No. 2 Charles Goodyear (10½)..Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOONS

Fish Follies (6).....May 10
Man of Tin (6½).....Feb. 23
Millionaire Hobo (7).....Nov. 24
News Oddities (..).....July 19
The Mouse Exterminator (6½).....Jan. 26

SCREEN SNAPSHOTS (Series 19)

No. 2 (10).....Nov. 10
Training animal stars.
No. 3 (10).....Dec. 1
Novelty Parties.
No. 4 (10).....Jan. 5
Trip Thru Studios.
No. 5 (11).....Feb. 23
Art in Hollywood.
No. 6 (10).....Mar. 29
Hollywood Recreations.
No. 7 (..).....May 3
Wardrobe Designers.
No. 8 (..).....June 7
No. 9 (..).....July 10

SPORT REELS

Skiing Technique (9½).....Jan. 19
Roughhouse Fiesta (10).....Mar. 8
Tomorrow's Stars (10).....Apr. 19
Sport of Kings (..).....May 24
Saving Strokes With Sam Snead (..).....June 21
Bows and Arrows (9½).....Oct. 6
Flying Targets (10).....Feb. 16
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (...).Jan. 5
Three Sappy People (18½)....Dec. 1

WASHINGTON PARADE

No. 1 (Smithsonian Institution) (11).....Nov. 10
No. 2 (U. S. Treasury) (11)...Dec. 29
No. 3 (Inside the F. B. I.) (11).Feb. 9
No. 4 (Social Security) (..)..May 10
No. 5 (The Archives) (..)....June 28

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Pound Foolish (20).....Dec. 23
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27

FITZPATRICK TRAVELTALKS (In Technicolor)

Calling on Colombia (8).....Mar. 16
Land of Alaska Nellie (9)....Dec. 23
Modern New Orleans (8).....May 11
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Sitka & Juneau (9).....Apr. 13
Suva, Pride of Fija (9).....June 8
Vallant Venezuela (9).....Nov. 25

MINIATURES

A Door Will Open (11).....Mar. 9
A Failure at Fifty (10) Sepia..Oct. 7
(C)Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Servants of Mankind (9).....May 11
The Old South (11).....Jan. 20
Where Turf Meets Surf (sepia) (..).....Jan. 6

M-G-M CARTOONS (New Series)

A Rainy Day (7).....Apr. 20
Home on the Range (9).....Mar. 23
(C)One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Swing Social (8).....May 18
(C)The Blue Danube (7).....Dec. 16
The Fishing Bear (9).....Jan. 20
The Mad Maestro (8).....Dec. 30
Tom Turkey (..).....June 8

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
All About Hash (11).....Mar. 30
Bubbling Troubles (11).....May 25
Dad for a Day (11).....Oct. 21
The Big Premiere (10).....Mar. 9
The New Pupil (11).....Apr. 27
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
XXX Medico (sepia) (..)...Mar. 23
The Midden Master (11) Sepia.....Apr. 20

PETE SMITH SPECIALTIES

Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Spots Before Your Eyes (10)..May 4
Stuffie (11).....Mar. 2
The Domineering Male (10)..Mar. 30
What's Your I. Q.? (sepia) (8).....Feb. 10
What's Your I. Q.? No. 2 (9)...June 8

ROBERT BENCHLEY

Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9

SPECIAL

The Flag Speaks (19).....June 14

Paramount

COLOR CLASSICS

(C)Ants in the Plants (7)....Mar. 15
(C)Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Peru (9).....Oct. 6
Isle of Columbus (10).....Feb. 9
A Kick in Time (7).....May 17

HEADLINER

Blue Barron and His Orchestra (10).....May 31
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6
Lawrence Welk and his Orchestra.
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Nurse Mates (7).....June 21
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Onion Pacific (7).....May 24

POPULAR SCIENCE (In Cinecolor)

No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
A Desert Adventure (10).....Sept. 29
A Dog Is Born (10).....Nov. 3
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Human Fish (10).....Feb. 23
Judo Experts (Jui Jitsu) (10)..Dec. 8
The Blue Streak (10).....Apr. 19
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Granite Hotel (7).....Apr. 26
The Foul Ball Player (7)....May 24
The Ugly Dino (7).....June 14
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
The Blue Danube Waltz (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS (In Technicolor)

Billposters (8).....May 17
Bone Trouble (9).....June 28
Donald's Dog Laundry (8)....Apr. 5
Mr. Duck Steps Out (8).....June 7
The Riveter (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9
'Taint Legal (16).....May 24

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3

MARCH OF TIME

No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.
No. 8 (18).....Mar. 15
Canada at War.
No. 9 (19).....Apr. 12
America's Youth—1940
No. 10 (19).....May 10
The Philippines
No. 11 (18).....June 7
The U. S. Navy.

PATHE INFORMATION PLEASE

No. 2 (11).....Oct. 6
No. 3 (10).....Nov. 3
No. 4 (11).....Dec. 1
No. 5 (10).....Dec. 29
No. 6 (11).....Jan. 26
No. 7 (11).....Feb. 23
No. 8 (10).....Mar. 22
No. 9 (11).....Apr. 19
No. 10 (11).....May 17
No. 11 (10).....June 14

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16)....Oct. 20
Chicken Feed (18).....Dec. 29
Coat Tales (18).....Nov. 17
Marriage-Go-Round (18).....July 28
Twinciuplets (20).....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9).....Jan. 19
Court Favorites (8).....Apr. 12
Hunting Hounds (9).....Sept. 29
Hurdle Hoppers (9).....June 7
Ice Cutters (9).....Oct. 27
Pennant Chasers (9).....Feb. 16
Silent Wings (9).....May 10
Sky Game (9).....Dec. 22
Winter Playground (9).....Nov. 24
Flycasting (9).....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17).....Dec. 15
Molly Cures a Cowboy (19)..Mar. 22

REELISMS (New Series)

Acres of Plenty (9).....Oct. 13
Air Army (9).....Apr. 26
American Royal (9).....Nov. 10
Men of Muscle (9).....Jan. 12

Navajo Land (10) .....Mar. 1
Siege (10) .....Mar. 29
Stray Lamb (8).....May 24
Vacation Diary (10) .....Feb. 2
West Wall (10) .....Dec. 8

SPORTSCOPES

Hurdle Hoppers (9).....June 7

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11).....Oct. 27
Sanctuary of the Seals (..)..June 7
Sky Fighters (11) .....Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..).....July 19
Clocking the Jockeys (11)....Nov. 24
Following the Hounds (10)...Mar. 1
Over the Seven Seas (10)....Apr. 26
Top-Notch Tennis (10).....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

The Aghileen Pinnacles (11)..Nov. 10
Climbing the Spirit's Home (10) .....May 10
The Valley of 10,000 Smokes (10) .....Feb. 16

FASHIONS (In Technicolor)

Fashion Forecasts No. 6 (10)..Dec. 22
Fashion Forecast No. 7 (9)..Mar. 29
Fashion Forecast No. 8 (..)..June 21

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..).....July 5
Labor Savers (9).....Apr. 12
Monkeys Is the Cwaziest People (10) .....Sept. 29
The Silly Season (10).....Jan. 5

LOWELL THOMAS MAGIC CARPET

Flying Stewardess (10).....Mar. 15
Isles of the East (9).....May 24
The Evergreen Empire (11)..Oct. 13
The Kangaroo Country (10)...Feb. 2

TERRY-TOONS

A Dog in a Mansion (7).....Jan. 12
All's Well That Ends Well (7) .....Mar. 8
Catnip Capers (..) .....May 31
Edgar Runs Again (7).....Jan. 26
Hare and Hounds (7).....Feb. 23
Harvest Time (7) .....Feb. 9
It Must Be Love (7).....Apr. 5
Just a Little Bull (7).....Apr. 19
Love in a Cottage (..).....July 28
Much Ado About Nothing (7) .....Mar. 22
One Mouse in a Million (7)...Nov. 3
Professor Offkeyski (7).....June 14
Rover's Rescue (..).....June 28
Rupert the Runt (..).....July 12
Swiss Ski Yodelers (7).....May 17
The First Robin (7).....Dec. 29
The Hitch-Hiker (7).....Dec. 1
The Ice Pond (7).....Dec. 15
The Orphan Duck (7).....Oct. 6
The Watchdog (7) .....Oct. 20
Wicky-Wacky Romance (7) .Nov. 17

Universal

LANTZ CARTUNES

Adventures of Tom Thumb jr. (9) .....Mar. 4
Andy Panda Goes Fishing (8) .Jan. 22
Jolly Little Elves (9).....June 3
Kittens Mittens (8) .....Feb. 12
Life Begins for Andy Panda (8) .....Oct. 9
100 Pigmies and Andy Panda (7) .....Apr. 22
Scrambled Eggs (9) .....Nov. 20
Sleeping Princess (9) .....Dec. 4
Stubborn Mule (7) .....July 31
Three Lazy Mice (..).....June 24

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (9) .....Feb. 5
No. 73 (8) .....Feb. 26
No. 74 (9) .....Mar. 18
No. 75 (9) .....Apr. 29
No. 76 (9) .....May 13
No. 77 (9) .....May 27
No. 79 (9) .....July 18

STRANGER THAN FICTION

No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (8½) .....Jan. 29
No. 73 (9) .....Feb. 19
No. 74 (8½) .....Mar. 11
No. 75 (9) .....Apr. 15
No. 76 (9) .....May 6
No. 77 (9) .....May 20
No. 78 (..) .....June 10
No. 79 (..) .....July 8

TWO REEL MUSICALS

Rhumba Land (18½).....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.

Bullets and Ballads (17½)...Feb. 14

Folies Parisienne (18).....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.

Honolulu Bound (..) .....
Harry Owens and His Royal Hawiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.

International Revels (17)....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.

Naughty Nineties (18) .....June 17

Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.

Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.

Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.

Swingin' in the Barn (..)....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
Rhythm Jamboree (18) .....

UNIVERSAL NEWS

Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Alex in Wonderland (20).....Mar. 9
Double or Nothing (20).....Apr. 20
Ice Frolics (20) .....Oct. 28
One for the Book (20).....Feb. 3
Public Jitterbug No. 1 (..)....May 4
Royal Rodeo (15) .....Nov. 25
Seeing Spots (20) .....Apr. 29
Spills for Thrills (19).....June 15
World's Fair jr. (20) .....Dec. 9
Young America Flies (20).....Aug. 3

THE COLOR PARADE (New Series)

American Saddle Horses (10).Nov. 11
Gun Dog's Life (..).....May 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Mechanix Illustrated No. 3 (10) .....Feb. 17
Mechanix Illustrated No. 4..June 29
Men Wanted (10).....Mar. 23
Movie Dog Stars (..).....Aug. 17
New Horizons (10).....Jan. 6
The Valley (..).....July 20

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7).....Feb. 10
Film Fan, The (7).....Dec. 16
Jeepers Creepers (7).....Sept. 23
Naughty Neighbors (7).....Oct. 7
Patient Porky (7).....Aug. 24
Pied Piper Porky (7).....Nov. 4
Pilgrim Porky (7) .....Mar. 16
Porky's Baseball Broadcast (7) .....July 6
Porky, the Giant Killer (8)..Nov. 18
Slop Happy Pappy (7).....Mar. 13
The Chewin' Bruin (7).....June 8
You Ought to Be in Pictures (7) .....May 18
Porky's Last Stand (7).....Jan. 6
Porky's Poor Fish (..).....May 18

MELODY MASTERS

Artie Shaw & Orchestra (10)..Dec. 30
Carl Hoff and Orch. (10)....Mar. 23
Dave Apollon & Orch. (10)..Mar. 2
Larry Clinton and His Orchestra (..) .....May 25
Ozzie Nelson and Orch. (10)..June 29
Rubinoff and His Orchestra (10) .....Nov. 11
The Coquettes (10) .....Feb. 17
Vincent Lopez and Orch. (10).Sept. 30
Woody Herman and Orch. (10) .....July 27

MERRIE MELODIES (In Color)

A Wild Hare (7).....July 27
Busy Bakers (7) .....Feb. 10
Ceiling Hero (7) .....July 6
Circus Today (7) .....June 22
Confederate Honey (7).....Mar. 30
Cross Country Detours (7)...Mar. 16
Curious Puppy (8) .....Dec. 30
Early Worm Gets the Bird (7) .....Jan. 13
Elmer's Candid Camera (7)..Mar. 2
Fagin's Freshmen (7).....Nov. 18
Fresh Fish (7) .....Nov. 4
Gander at Mother Goose (7).May 25
Ghost Wanted (7).....Aug. 10
Good Egg, The (7).....Oct. 21
Hardship of Miles Standish (7) .....Apr. 27
Land of the Midnight Sun (7) .....Sept. 23
Little Lion Hunter (7).....Oct. 7
Merry Mexico (7).....Aug. 24
Mighty Hunters (7) .....Jan. 27
Screwball Football (8).....Dec. 16
Sniffles and Bookworm (8)...Dec. 2
Sniffles Takes a Trip (..)...May 11
The Bear's Tale (7) .....Apr. 13
The Egg Collector (7).....July 20
Tom Thumb in Trouble (7)....June 8

TECHNICOLOR

Cinderella's Feller (20).....June 1
Flag of Humanity (20).....Aug. 31
Old Hickory (17) .....Dec. 23
Pony Express Days (20).....July 13
Teddy the Rough Rider (19)..Feb. 24
The Monroe Doctrine (16)..Oct. 14
The Royal Rodeo (20).....Nov. 25
The Singin' Dude (20).....Apr. 6

SPECIALS (Tech.)

The Master's Touch (10).....Feb. 18

VITAPHONE VARIETIES

All Girl Revue (10).....June 22
An Organ Novelty (10).....Jan. 13
No Parking (10) .....Mar. 30
Radio and Relatives (..).....May 25
Sword Fishing (10) .....Oct. 21

NEWSREELS

TUESDAY, JUNE 18

Movietone News, No. 81

France in peace move; King George and Churchill in London; Roosevelt at 4-H camp; Red Cross ship sails; Army planes sent back to factory; planes shipped across Canadian border; battleship "North Carolina" launched in Brooklyn; plane production speeded up; new synthetic rubber; steeplechase race on Long Island; Dempsey boxes with Godoy; Medwick joins Dodgers; Lew Lehr.

News of the Day, No 279

France in peace moves; Britain continues war; "North Carolina" launched; Senator discusses defense; synthetic rubber; Mrs. Roosevelt with Red Cross workers; Dempsey-Godoy trade punches; steeplechase race.

Paramount News, No. 84

"North Carolina" launched in Brooklyn; Army air training school enlarged; college students study flying; President at 4-H camp; King George inspects arms factory; mass tank production in England; planes towed across Canadian border; battle films of air fights in England; beaches crowded; Jimmy Durante in sketch.

RKO Pathe News, No 96

"North Carolina" launched; President at 4-H camp; new aircraft plant in New Jersey; synthetic rubber demonstrated; Senator Pittman on defense; British troops rest after fighting; pre-election meetings in Mexico; Red Cross ship sails; South Carolina airport dedicated; tennis.

Universal Newsreel, No. 885

France asks peace; "North Carolina" launched in Brooklyn; New Jersey aircraft factory opens in Paterson; produce synthetic rubber; Army releases planes for Allies; air battle over France; Red Cross ship sails; observe Flag Day; Dempsey-Godoy trade punches; steeplechase race.

THURSDAY, JUNE 20

Movietone News, No 82

Canadian convoy for supply ships; Dutch royalty in Quebec; Fortress Monroe's big guns are fired; scenes of Admiral Byrd's camp in the Antarctic; wild horse roundup in Montana; ski jumping by girls in west; Harvard celebrates Class Day; patriotism display at New York World's Fair; Colorado waitresses walk the plank for prizes; Lew Lehr.

News of the Day, No. 280

Republican convention lineup; Canada spurs war effort; Randolph Field army aviation activity; Dutch royalty in Canada; Poughkeepsie regatta.

Paramount News, No. 85

Foreign ship activity stirs interest in New York; Poughkeepsie regatta; Canada seizes Italian ship; Dutch royalty in Canada; Allied ambassadors visit White House; Count Rene de Chambrun gives "inside dope" on Nazi strength; Canadian convoys speeded up; Republican Party delegates gather in Philadelphia for convention.

RKO Pathe News, No 97

Canadian convoy; Dutch royalty in Canada; U. S. warships in South America; U. S. studies mechanic training plan; "PM," New York paper, makes bow; patriotism pageant at New York World's Fair; Poughkeepsie regatta; rhododendron festival in South Carolina.

Universal Newsreel, No. 886

U. S. girds for defense; new miniature gun; Army review at Fort Lewis, Washington; General urges youth to enlist; Canadian convoy system; Britain's Queen reviews women's brigade; Dutch royalty in Canada; True Vow Keepers Club of Kansas City; tiger and sea lion born in Brooklyn zoo; wild horse roundup in Glacier National Park; Poughkeepsie regatta; auto polo in San Francisco.

SERIALS

COLUMBIA

The Shadow .....Jan. 5
15 chapters.

REPUBLIC

Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.

Flash Gordon Conquers the Universe .....Apr. 9, '40
Larry (Buster) Crabbe

Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.

The Phantom Creeps .....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

First National

Castle on the Hudson
As has been said before, there's been too many of these; and also the public doesn't like sad endings. In spite of this, though, business was average and those who gave their opinion thought it was good. Tues., Wed. Small town patronage. Population: 411. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Four Wives
A fairly interesting adult picture with a lot of talk about babies, etc. The children won't find this so interesting. Business: Not so hot! Sat., Sun. Admission: 25-10. Small town patronage. Population: 876. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Three Cheers for the Irish
I personally was disappointed because I was expecting more. But the facts are that with a baby show the first night and a nice second night crowd the next, I ended up with one of the best Tuesday-Wednesday grosses of the year. Tuesday-Wednesday is not my preferred playing time. Thursday-Friday is my best. Small town patronage. Population: 411. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Metro-Goldwyn-Mayer

Four Girls in White
Real good, did nice business. Think it was on account of Foto-Nite. Mon., Tues. Weather: Rain. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Gone With the Wind
Because so many small towns have reported a loss on showing this, I just want to report a very nice profit. The picture was shown in larger places both north and south within 16 miles of me. The 70 per cent dish-out made me sick for several days, but I got over it. Tues., Wed. Admission: Advanced scale. Small town patronage. Population: 411. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Man From Dakota, The
Not even average business on this one. Beery good as usual, but war stories are still not good boxoffice around here. Dolores Del Rio won't make a comeback on this one, and I personally don't think so on any picture. Tues., Wed. Small town patronage. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Northwest Passage
Business above average but not as much as I expected. Comments mostly favorable, but its gross was not quite half that of "Swanee River." Some difference between two films that are both supposed to be the tops. Thurs., Fri. Small town patronage. Population: 411. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Monogram

Man From Texas, The
This was my first Tex Ritter and did slightly above average business. Comments were favorable. That's all any showman is looking for. Saturday. Small town patronage. Population: 411. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Paramount

Dr. Cyclops
Just what you expect from the title and preview. Photographic effects excellent. Story just fair. Audience: Quite a few came out of curiosity, but not much enthusiasm on the way out. Boxoffice: Above average Saturday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Geronimo!
A roaring, fighting film which our masculine audience liked. The ladies complained of too much killing and gruesomeness. This film didn't please everyone as the boxoffice showed, and "trouble on trouble," our best night was ruined by a heavy rain and wind storm. Thurs., Fri., Sat. Weather: Rain and wind. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Star Maker, The
We picked this to be a winner but we were wrong. It did no business but we still liked it. Wed., Thurs. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Republic

Heroes of the Saddle
They put out better ones than this. Old characters better. Wed., Thurs. Weather: Rain. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Jeepers Creepers
Good picture for western fans and others alike—plenty of nice comment from patrons. Give us more of the Weaver Bros. and Elviry. Fri., Sat. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,150. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

RKO Radio

Abe Lincoln in Illinois
A masterpiece of film entertainment with Raymond Massey's portrayal of Lincoln unsurpassed. However, like "Young Mr. Lincoln," it failed to do business for me. If you can sell this picture to your patrons, they'll thank you for it! Fri., Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 876. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Primrose Path
Advance dope led us to except some interest in this but it played to the worst Sunday business in two months. Admission: 25-10. General patronage. Capacity: 200.—Von Gulker, Roberta, Okeene, Okla.

20th Century-Fox

Blue Bird, The
A first night crowd so small that it compares with my record low (but not quite). I heard but few comments and those I heard were not so good. I'm glad it's Shirley's last. Thurs., Fri. Small town patronage. Population. 411. Capacity: 280.—J. Foster Bailey, New, Coffeeville, Miss.

Everybody's Baby
Good for dual billing. Played it to satisfactory business. Wed., Thurs. Weather: Rain. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

United Artists

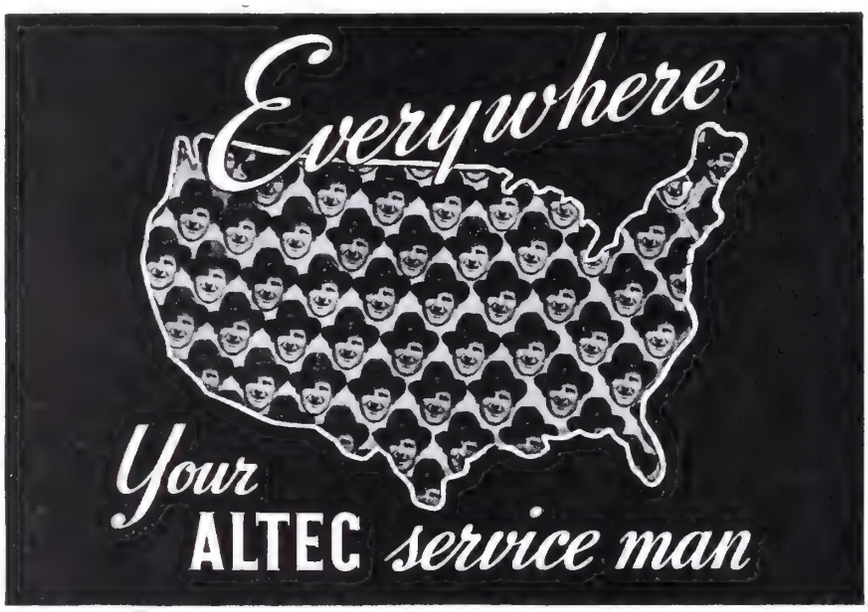
Zenobia
Couldn't get them in. Can't see why they got Laurel-Hardy back again. Tues., Wed. Weather: Fair. Admission: 30-15. Rural patronage. Population: 1,800. Capacity: 500.—Harland Rankin, Plaza, Tilbury, Ont.

Universal

Destry Rides Again
A super western that failed to draw any extra business. Very well acted and pleased all who saw it. The fight between the two girls was worth the admission. Sun., Mon. Weather: O. K. Admission: 25-10. Small town patronage. Population: 1,150. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Little Accident
Good comedy all the way—It was a Jonah too. I lost my Jackpot after 13 weeks. Enjoyed by everyone. Played to capacity crowd. Wednesday. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,150. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.

Rio
Played on Bank Night to fair business. Rathbone fits his part perfectly. McLaglen should have had more acting. No bad comment. Wednesday. Weather: Rain. Admission: 25-10. Small town patronage. Population: 1,150. Capacity: 388.—Felix H. Tisdale, Ritz, Brantley, Ala.



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